

# A Study on the Relationships among Conformity, Fashion Consciousness and Symbolic Consumption

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## ABSTRACT

As the economy develops, people's lives, wealth, beauty and novelty items to follow to create a way of life acts; popular things often by the public and the fanatical pursuit of love, which follow the line just to come together to form the strength of the formed a strong, and such an act in a certain time and context, is considered appropriate by society, and between people imitate each other, become subject to the general public to identify, accept and welcome the idea of a further run, would be symbolic value of the purchase of certain products, to strengthen the self-concept, the significance of symbolic consumption, replacing the consumption of the substance of the original.

In this study, the conformity and symbols of consumption as the background, aims to explore the popular consciousness, the conformity and the intermediary symbols have the effect of consumption.

This study used a questionnaire survey on the implementation of all sectors of the domestic investigation, the effective response rate of 72%. The results showed that conformity to the symbolic act of consumption has a significant positive relationship between the prevalence of awareness of the same symbol also has a significant positive consumer impact, and the popular awareness of the conformity and symbolic part of intermediate consumption effect relationship. In this study, the study found that with the discussion of the meaning of theory and practice, research limitations and suggestions for future research, this study and be explored in this paper.

Keywords : conformity、 fashion consciousness、 symbolic consumption

## Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	x
第一章 緒論	1
第一節 研究背景	1
第二節 研究問題與目的	3
第三節 研究範圍	5
第四節 研究流程	5
第二章 文獻探討	7
第一節 從眾行為	7
第二節 流行意識	19
第三節 符號消費	28
第四節 本研究各項變項間關係	38
第三章 研究方法	44
第一節 研究架構	44
第二節 研究假設	44
第三節 操作性定義	49
第四節 問卷設計	52
第五節 樣本及問卷發送	53
第六節 分析方法	54
第四章 研究結果與分析	56
第一節 樣本及各變項之描述性統計分析	56

第二節	各變項之描述性分析 . . . . .	57
第三節	個人屬性之變異數之分析 . . . . .	62
第四節	變項間之相關分析 . . . . .	66
第五節	迴歸分析 . . . . .	66
第六節	流行意識之中介效果 . . . . .	72
第五章	結論與建議 . . . . .	78
第一節	研究結論 . . . . .	78
第二節	理論與實務涵義 . . . . .	83
第三節	研究限制與未來研究的建議 . . . . .	88
參考文獻	. . . . .	91
附錄A	問卷 . . . . .	105

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