

# The Relationship between Consumer 's Involvement, Country-of-Origin Image and Impulsive Buying Behavior

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## ABSTRACT

The aim of this study is to clarify the relationship between consumer 's involvement and impulsive buying behavior. From the previous studies, we found the results are unclear. Furthermore, we want to investigate the relationship between consumer 's involvement, country-of-origin image and impulsive buying behavior.

The samples are 331 effective from 390 totally. We analyzed the data using hierarchical regression analysis and got the following results: 1. The more consumers involve the product, the more impulsive buying does. 2. The different country-of-origin image interfere the relationship between consumer 's involvement and impulsive buying behavior is not significant.

Finally, we make suggestions both in academic and managerial fields.

Keywords : consumer 's involvement、 country-of-origin image、 impulsive buying behavior

## Table of Contents

中文摘要	iii
英文摘要	iv
致謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	ix
第一章 緒論	1
第一節 研究背景	1
第二節 研究問題與目的	4
第三節 研究範圍	5
第二章 文獻回顧	6
第一節 消費者涉入	6
第二節 衝動性購買行為	13
第三節 消費者涉入與衝動性購買行為	18
第四節 來源國形象	19
第五節 其他相關之控制變數	22
第三章 研究方法	23
第一節 研究架構	23
第二節 研究假設	23
第三節 樣本與資料收集	25
第四節 變數之操作性定義與衡量	25
第五節 資料處理與分析	28
第四章 資料分析與結果	30
第一節 研究變數之信效度分析	30
第二節 描述性統計分析、平均數分析、差異分析、 相關分析	33
第三節 研究假設之檢定	40
第五章 結論與建議	44
第一節 結論	44

第二節	建議	46
第三節	研究限制	48
參考文獻		49
正式問卷		64
表目錄		
表 2-1	學者對涉入的定義	7
表 4-1	消費者涉入信效?檢驗表	31
表 4-2	衝動性購買行為信效?檢驗表	32
表 4-3	修正後衝動性購買信效?檢驗表	32
表 4-4	來源國形象信效?檢驗表	32
表 4-5	有效樣本之受訪者人口統計分析表	34
表 4-6	有效樣本之受訪者其他變數統計分析表	35
表 4-7	消費者涉入各題項分析表	36
表 4-8	衝動性購買行各題項分析表	37
表 4-9	來源國形象各題項分析表	38
表 4-10	來源國形象單因子變異數檢定表	38
表 4-11	來源國形象多重比較檢定表	39
表 4-12	各構面之相關分析表	40
表 4-13	消費者涉入對衝動性購買行為的迴歸分析	41
表 4-14	?源國形象對於消費者涉入與衝動性購買行為間關係之干擾迴歸分析	43
表 5-1	研究假設之檢定結果	44
圖目錄		
圖 3-1	研究架構圖	23

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