

A Study of the Relationship among Consumer Ethnocentrism, Customer Participation and Purchase Intention: Take International

洪盈蘭、楊豐華

E-mail: 9901048@mail.dyu.edu.tw

ABSTRACT

The purpose of this study was to explore into the influence on purchase intention of consumer ethnocentrism. In the parameter one in the customer participation, divide into structure, for the information provision, the co-production, probe into these structure to the influence of purchase intention of the dependent variable, and whether the intermediary parameter of customer participation has intermediary's result function.

The purposive sampling method was used to conduct surveys with structured questionnaires in Taiwan and China. A total of 428 participants returned valid responses for further analysis.

The result of study shows, the customer participation to consumer ethnocentrism, the purchase intention will produce intermediary's result.

Key

Keywords : consumer ethnocentrism、 customer participation、 purchase intention

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 研究背景與動機	1
第二節 研究目的	2
第二章 文獻探討	4
第一節 消費者我族主義	4
第二節 消費者參與	8
第三節 購買意願	13
第四節 消費者我族主義與購買意願之關係	17
第三章 研究方法	19
第一節 研究架構	19
第二節 研究假說	20
第三節 操作性定義與衡量工具	23
第四節 樣本與資料收集	27
第五節 資料分析方法	28
第四章 資料分析	30
第一節 描述性統計分析	30
第二節 信度與效度分析	35
第三節 差異性分析	42
第四節 相關分析	50
第五節 迴歸分析	52
第五章 結論與建議	57
第一節 研究結論	57

第二節 研究限制	58
第三節 未來研究建議	59
參考文獻	60
附錄 研究問卷	66

表目錄

表 2-1 歷年來有關消費者我族主義之重要文獻	7
表 2-2 歷年來有關消費者參與之重要文獻	12
表 2-3 歷年來有關購買意願之重要文獻	16
表 3-2 研究假說彙整表	23
表 3-3 消費者我族主義衡量項目量表	24
表 3-4 消費者參與衡量項目量表	26
表 3-5 購買意願衡量項目量表	27
表 4-1 樣本人口統計變數次數統計表	30
表 4-2 消費者我族主義問項分析表	33
表 4-3 消費者參與問項分析表	34
表 4-4 購買意願問項分析表	35
表 4-5 消費者我族主義量表之驗證性因素分析	36
表 4-6 消費者參與量表之驗證性因素分析	37
表 4-7 購買意願量表之驗證性因素分析	38
表 4-8 消費者我族主義量表之衡量模型分析表	39
表 4-9 消費者參與量表之衡量模型分析表	40
表 4-10 購買意願量表之衡量模型分析表	41
表 4-11 人口統計變項獨?樣本t 檢定及單因子變異數分析表	
表 4-12 性別於「消費者我族主義」構面之差異性檢定表	43
表 4-13 年齡於各構面之差異性檢定表	45
表 4-14 職業於各構面之差異性檢定表	47
表 4-15 月收入於各構面之差異性檢定表	49
表 4-16 研究變項之相關係數表	51
表 4-17 消費者我族主義對資訊提供之迴歸分析	52
表 4-18 消費者我族主義對共同經營之迴歸分析	53
表 4-19 資訊提供對購買意願之迴歸分析	54
表 4-20 共同經營對購買意願之迴歸分析	54
表 4-21 消費者我族主義對購買意願之迴歸分析	55
表 4-22 消費者參與與消費者我族主義對購買意願之迴歸分析	56

圖目錄

圖 3-1 研究架構	19
----------------------	----

REFERENCES

一、中文部份 王志剛, 謝文雀(1995), 消費者行為, 台北:華泰書局。汪美香, 楊棠堯, 吳朝森(2006), 資訊系統開發團隊成員之自我效能、團隊互動、團隊信任對團隊效能之影響:知識分享之中介效果, 台大管理論叢, 16(2), 73-100。林克明(1993), 消費者國族感對其消費態度與行為之影響研究, 國?成功大學企業管理研究所未出版之碩士論文。徐嵐(2007), 顧客為什麼參與創造, 消費者參與創造的研究動機, 心理學報, 39(2), 343-354。連奕誌(2002), 消費者我族主義、消費者仇視與產品購買意願關係之研究, 國?暨南國際大學國際企業研究所未出版之碩士論文。黃淑卿(1994), 中美消費者國族感之比較, 國?成功大學企業管理研究所未出版之碩士論文。

二、英文部份 Bateson, J. E. G. (1985). Self-service Consumer: An Exploratory Study. *Journal of Retailing*, 61(3), 49-76. Balabanis, G. A., Diamantopoulos, R. D. M., & Melewar, T. C. (2001). The Impact of Nationalism, Partiotism and Internationalism on Consumer Ethnocentric Tendencies. *Journal of International Business Studies*, 32(1), 157-175. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182. Bitner, B. J., Faranda, W. T., Hubbert, A. R., & Zeithaml, V. A. (1997). Customer Contributions and Roles in Service Delivery. *International Journal of*

Service Industry Management, 8(3), 193-205.

Biswas, A. (1992). The Moderating Role of Brand Familiarity in Reference Price Advertisement. *Journal of Business Research*, 25(3), 251-262.

Claycomb, C., Lengnick-Hall, C. A., & Inks, L. W. (2001). The customer as a productive resource: A pilot study and strategic implications. *Journal of Business Strategies*, 18(1), 47-68.

Cermak, D. S. P., File, K. M., & Prince, R. A. (1994). Customer Participation in Service Specification and Delivery. *Journal of Applied Business Research*, 10(2), 90-97.

Czepiel, J. (1990). Service Encounters and Service Relationships: Implications for Research. *Journal of Business Research*, 20(1), 13-21.

Durvasula, S. J. C., & Netemeyer, R. G. (1997). A Cross-Cultural Comparison of Consumer Ethnocentrism in the United States and Russia. *Journal of International Consumer Marketing*, 9(4), 73-93.

Dabholkar, P. (1990). How to Improve Perceived Service Quality Improving Customer Participation, in *Developments in Marketing Science*. North Carolina: Academy of Marketing Science, 483-487.

Ennew, C. T., & Binks, M. R. (1996). Good and Bad Customers: The Benefits of Participating in the Banking Relationship. *International Journal of Bank Marketing*, 14(2), 5-13.

Ennew, C. T., & Binks, M. R. (1999). Impact of Participative Service Relationships on Quality, Satisfaction and Retention: An Exploratory Study. *Journal of Business Research*, 46(2), 121-132.

File, K. M., Judd, B. B., & Prince, R. A. (1992). Interactive Marketing: The Influence of Participation on Positive Word-of-Mouth and Referrals. *The Journal of Services Marketing*, 6(4), 5-14.

Herche, J. (1994). Ethnocentric Tendencies, Marketing Strategy and Import Purchase Behavior. *International Marketing Review*, 11(3), 4-16.

Huddleston, P. L. K., & Stoel, L. (2001). Consumer Ethnocentrism, Product Necessity and Polish Consumers' Perceptions of Quality. *International Journal of Retail & Distribution Management*, 29(5), 236-246.

Javalgi, R. G., Khare, V. P., Gross, A. C., & Scherer, R. F. (2005). An Application of the Consumer Ethnocentrism Model to France Consumers. *International Business Review*, 14, 325-344.

Kuchkemiroglu, O. (1999). Marketing Segmentation by Using Consumer Lifestyle Dimensions and Ethnocentrism: an Empirical Study. *European Journal of Marketing*, 33(5), 470-487.

Lam, H., & Selmer, J. (2004). Are Former Third-Culture Kids the Ideal Business Export Rates? *Career Development International*, 9(2), 109-122.

Lee, W. N., Hong, J. Y., & Lee, S. J. (2003). Communicating with American Consumers in the Post 9/11 Climate: an Empirical Investigation of Consumers Ethnocentrism in the United States. *International Journal of Advertising*, 22, 487-510.

Nielsen, J. A., & Spence, M. T. (1997). A Test of The Stability of The CETSCALE, A Measure of Consumers' Ethnocentric Tendencies. *Journal Marketing Theory and Practice*, 5(4), 68-76.

Piron, F. (2002). International Outshopping and Ethnocentrism. *European Journal of Marketing*, 36(1/2), 189-210.

Reger, E., & Kopel, S. (2002). Social Linking and Human Resources Management in the Service Sector. *The Service Industries Journal*, 22(1), 35-56.

Ken, H. T., & Teo, C. W. (1990). Retail Customers as Partial Employees in Service Provision: A Conceptual Framework. *International Journal of Retail*, 66(3), 315-335.

Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer Ethnocentrism: a Test of Antecedents and Moderators. *Journal of the Academy of Marketing Science*, 23(1), 26-37.

Shimp, T. A., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289.

Sumner, W. G. (1996). *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores, & Morals*. New York: Ginn & Co.

Silpsit, P., & Fisk, R. P. (1985). Participating in the Service Encounter: a Theoretical Framework. In Bloch. *Service Marketing Changing Environment*. Chicago: American Marketing Association, 117-121.

Thomas, M., & Hill, H. (1999). The Impact of Ethnocentrism on Devising and Implementing a Corporate Identity Strategy for New International Markets. *International Marketing Review*, 16(4/5), 376-390.

Vida, I., & Fairhurst, A. (1999). Factors Underlying the Phenomenon of Consumer Ethnocentrism: Evidence from Four Central European Countries. *The International Review of Retail, Distribution and Consumer Research*, 9(4), 321-337.