A Study of the Relationships among Materialism, Consumer Vanity Trait, Conformity and Impulsive Buying Behavior

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ABSTRACT

Along with times change and Taiwan economy become more vigorous, the impact of M social structure in entire society effect purchase behavior change considerably. Those bibliographies indicate that individual values (ex, materialism, vanity trait and so on) and before the purchase of society psychological often affects the impulsive buying behavior, the scholar thought that tendency of impulsive buying behavior will be the index to measure actual purchase behavior. This research purpose the discussion of intermediary effect by materialism and vanity trait between conformity and impulsive buying behavior follows the conformity to make it be intermediary variable and discusses the relationship between conformity in materialism and the influence of vanity trait to impulsive buying behavior; and whether discusses the consumer values stratified relations existence? Therefore whether the influence of materialism to lead to result that consumers' vanity trait. This research discovers: 1. The materialism has the remarkable influence to the impulsive buying behavior. 2. The vanity trait has the remarkable influence to the impulsive buying behavior. 3. The conformity has the remarkable influence to the impulsive buying behavior. 4. The materialism has the remarkable influence to the vanity trait. 5. The materialism has the remarkable influence to the impulsive buying behavior. 6. The vanity trait has the remarkable influence to the conformity. 7. The conformity has the part intermediary effect in the materialism and vanity trait to the impulsive buying behavior. This research of consider discover and discusses, theory and practice implication, limit research and future research suggestion, in this thesis will also give discussion in the present paper.

Keywords : materialism, vanity trait, conformity, impulsive buying behavior