

平衡行為模式之建構研究 - 以國際賑災為例

賴政泰、張魁

E-mail: 342916@mail.dyu.edu.tw

摘要

以經濟學的角度來看，民眾的決策行為是基於利益最大化的假設。但是，現實中民眾的決策行為卻大相逕庭。即便如此，傳統的決策模式仍然說明不了一種新的決策現象—非理性決策。產生非理性決策行為的因素複雜多樣，衝動性購買及情緒都是因素之一。本研究先從理性決策的概念入手，進而尋找出非理性行為表現類型，並進一步探討了感動與同理心在非理性行為中的作用。本研究在理論探討基礎上提出了一些假設和問題，用實證研究來驗證假設，並對民眾的理性和非理性行為（對於國際賑災行為）進行了驗證。問卷調查研究發現，民眾的捐款行為普遍存在非理性的決策行為。在非理性的決策行為中，本研究包含著兩大重要因素：同理心與感動，來影響非理性的決策行為。當人們得知國際災害發生後，社會或個人將會期待能給予援助，那些曾經也感同身受，了解災民們困苦與無助的人們，在受到畫面及聲音的衝擊下，提高了對於國際賑災的認同，來投入賑災活動。在最後，本研究根據研究結果，提出適當的行銷建議。行為中的非理性決策優於理性決策。非營利組織團體若能利用平面或動態廣告，從非理性（包含同理心和感動）的角度，來獲得一般大眾之認同，將有助於社會公益的實施及推展。

關鍵詞：非理性、涉入理論、感動、同理心

目錄

List of Table - 3	List of Figure - 4	Chapter 1 Introduction - 5	1.1 Research background and motivation - 5	1.2 Research objectives - 7	1.3 Research Importance - 8	1.4 Research Scope and Restriction - 8	1.5 Research Process - 9
Chapter 2 Literatures Review - 10	2.1 Review of Behavior Model - 10	2.1.1 Theory of Reasoned Action - 11	2.1.2 Theory of Planned Behavior - 12	2.1.3 The Technology Acceptance Model - 14	2.1.4 Comparison of TRA, TPB, and TAM - 15	2.1.5 Unplanned behavior - 16	2.2 Review of Social Behavior - 17
2.2.1 Prosocial Behavior - 18	2.2.2 Helping Behavior - 19	2.3 Normative Factors - 24	2.4 Behavioral Intention - 25	2.6 Economic Evaluation - 27	2.7 Actual Control Factors - 29	2.8 Involvement and Emotional Responses - 31	2.8.1. Involvement Theory - 31
2.8.2 The influence of event involvement on decision making behavior - 37	2.8.3 Classification of emotional reactions to involvement - 44	Chapter 3 RESEARCH METHOD - 46	3.1 Research Framework - 46	3.2 Operational Definition of Variables - 48	3.3 Research Hypothesis - 49	3.4 Questionnaire Design Process and Sampling Method - 51	3.4.1 Pilot Study Process - 51
3.4.2 Sampling of Main Study - 54	Chapter 4 DATA ANALYSIS AND RESULT - 56	4.1 Reliability and Validity Test - 57	4.1.1 Reliability Test - 57	4.2 Overall Fit of the Data to the Model - 66	4.3 Model testing results - 67	Chapter 5 CONCLUSION AND SUGGESTION - 69	5.1 Conclusion - 69
5.2 Suggestion - 72	5.2.1 Academic - 72	5.2.2 Practitioner - 73	5.3 Suggestion for Further Research - 74	Reference - 75			

參考文獻

- Abernethy A. M., & Franke, G. R.(1996), " The Information Content of Adverting: A Meta-Analysis " , Journal of Adverting, 2, pp.1-17.
- Andreasen,A.R. (1995).Marketing social changing behavior to promote health, social development, and the environment. San Francisco: Jossey-Bass Publishers.
- Anderson, J. C., and D. W. Gerbing, 1988 Structural Equation Modeling in Practice: A Review and Recommended two-Step Approach. Psychological Bulletin 103:411-423.
- Ajzen, I (1989). Attitude structure and Behavior, In A. Pratkanis, S. Breckler, and A Greenwald (eds.), Attitude structure and function. Hillsdale, N.J.: Erlbaum and Associates, 241 269.
- Ajzen, I. and Fishbein, M. (1980). " Understanding attitudes and predicting social behavior. " Englewood Cliffs, NJ: Prentice-Hall.
- Ajzen, I. (1981). " Attitudes and voting behaviour: An application of the theory of reasoned action. " Applied Social Psychology, 1, 253-312.
- Ajzen, I., (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckman (Eds.), Action-control: From cognition to behavior (pp. 11- 39). Heidelberg, Germany: Springer.
- Ajzen, I. (1991). " The Theory of Planned Behavior. " Organizational Behavior and Human Decision Processes, 50(2), 179-211.
- Ajzen, I. and Driver, B.,(1991). " Prediction of leisure participation from behavioral, normative, and control beliefs - An application of the theory of planned behavior. " Leisure Sciences, 13(3), 185-204.
- Ajzen, I. (2001). " Nature and operation of attitudes. " Annual Review of Psychology, 52, 27-58.
- Ajzen, I. (2002) " Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior, " Journal of Applied Social Psychology, 32(4), 665-683.
- Ajzen, I., (2002). " Residual effects of past on later behavior: habituation and reasoned action perspectives. " Personality and Social Psychology Review, 6(2), 107-122.
- Arora, R. (1982). Validation of an S-O-R model for situation, enduring, and response

components of involvement. *Journal of Marketing Research*, 19(4): 505-516. Bagozzi, Richard. P., Mahesh. Gopinath, and Prashanth. U. Nyer (1999), "The Role of Emotions in Marketing," *Journal of the Academy of Marketing Science*, 27 (2), pp. 184-206. Bailey, R. (2009), *The Right to Survive in a Changing Climate*, Oxfam Background Paper, Oxfam International. Bar-Tal, D. (1976). *Prosocial behavior---theory and research*, Washington: Hemisphere. Batson, C. D. (1991). *The Altruism Question*. New Jersey: Hillsdale. Batson, C. D. (1987). Prosocial motivation: Is it ever truly altruistic? In L. Berkowitz (Eds.), *Advances in experimental social psychology* (65 122). New York: Academic Press. Batson, C. D. and Coke, J. S. (1981). Empathy: A source of altruistic motivation for helping? In J. P. Rushton & R. M. Sorrentino (Eds.), *Altruism and helping behavior: Social, personality, and developmental perspectives* (167 187). Hillsdale, NJ: Lawrence Erlbaum Associates. Bentler, P. M. (1989). EQS Structural Equations Program Manual, Los Angeles, California: BMDP Statistical Software. Berkowitz, L. and Connor, W. H.(1966). Success, failure and social responsibility, *Journal of Personality and Social Psychology*, 4, 664-669. Berkowitz, L. and Frideman, P.(1967). Some social class differences in helping behavior " ,*Journal of Personality and Social Psychology*, 5, 435 441. Bloch, P. H. (1982).*Involvement Beyond the Purchase Process: Conceptual Issue and Empirical Investigation*. In *advance in Consumer Research*, 9, A. Mitchell ed., Ann Arbor, MI: Association for Consumer Research , 413-417. Bloch, P. H. & Richins, M. L. (1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing*, 47(3): 69-81. Bollen, K.A. (1989). *Structural Equations with Latent Variables*. John Wiley & Sons, NY. Celsi, R. L. & Olson, J. C. 1988. The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 15(2): 210-214. Browne, M. W. and Cudeck, R. (1993). " Alternative Ways of Assessing Model, " *Testing Structural Equation Models*, Bollen, K. A. and Long J. S. (ed.), Newbury Park, California: Sage, 136-162. Byrne, B.M. (2001), " Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming " , Lawrence Erlbaum Associates, Mahwah, NJ. Celuch, G. and Slama, M. (1993), " Program content and advertising effectiveness: A test of the congruity hypothesis for cognitive and affective sources of involvement, " *Psychology and Marketing*,10(4), pp.285-300 Churchill, G. A. 1979 A paradigm for Developing Better Measures of Marketing Constructs. *Journal of Marketing Research* 16(1):64-73. Chang, S. S. (2000), *Research Method*, Taichung: Cang Hai. Coulter. R. et al. 2003. Rethinking the Origins of Involvement and Brand Commitment: Insights from Post socialist Central Europe. *Journal of Consumer Research* 30: 151-170 Cohen, J. B. 1983. Involvement and you: 1000 great ideas. *Advances in Consumer Research*, 10(1): 325-328. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 14, 319-340. Davis, F. D. (1993). User acceptance of information technology: System characteristics, user perceptions and behavioral impacts. *International Journal of Man-Machine Studies*, 38, 475-487. Elliott, Mark A. (2009); Arrnitage, Christopher J.*British Journal of Psychology*, Feb2009, Vol. 100 Issue 1, p111-132, 22p, 4 charts, 2 diagrams Engel, James F., R.D. Blackwell and Paul W. Miniard. (1984). *Consumer Behavior*, 6th ed, New York: Dryden press. Eisenberg, N. (2000). Emotion, regulation, and moral development. *Annual Review of Psychology*, 51: 665-697. Eisenberg, N. and Strayer, J. (1987). Critical issues in the study of empathy. In N. Eisenberg & J. Strayer (Eds.) , *Empathy and its development* (3 13). New York: Cambridge University Press. Fornell, C., and Larcker, D.F., (1981) " Evaluating structural equation models with unobservables and measurement error " *Journal of Marketing Research*, Vol. 18 No1, pp. 39-50 Fishbein, M. and Ajzen, I.(1975). " Belief, attitude, intention, and behavior: An introduction to theory and research. " Reading, MA: Addison-Wesley. Gary K. 2000 " Understanding contemporary society: theories of the present " , p.126 Gefen, D. and Straub, D. W. (2004). " Consumer Trust in B2C e-Commerce and the Importance of Social Presence: Experiments in E-Products and E-Services, " *Omega*, 32(6), 407-424. Goranson, R. E. and Berkowitz, L. (1966). Reciprocity and responsibility reactions to prior help, *Journal of Personality and Social Psychology*, 3, 227 232. Granzin, K. L., & Olsen, J. E. (1991). Characterizing participants in activities protecting the environment: A focus on donating, recycling, and conservation behaviors. *Journal of Public Policy and Marketing*, 10, 1 – 27. Hartwick, J., & Barki, H. (1994). Explaining the role of user participation in information systems use. *Management Science*, 40(4), 440-465. Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., and Black, W. C. (1998), *Multivariate Data Analysis*, (5th ed.), Upper Saddle River, NJ: Prentice Hall. Hair, J. F., Jr., Black, W. C., Babin, B., Anderson, R., and Tatham, R. (2006) *Multivariate Data Analysis*, (6th ed.), Prentice Hall, Upper Saddle River, NJ Hoffman, M. L. (1981). The development of empathy. In J. P. Rushton & R. M. Sorrentino (Eds.), *Altruism and helping behavior: Social, personality, and developmental perspectives* (41 63). Hillsdale, NJ: Lawrence Erlbaum Associates. Homans, G. C. (1961). *Social behavior: Its elementary forms*. New York: Harcourt, Brace & World. Homans, G. C. (1958). Social behavior as exchange, *American Journal of Sociology*, 62, 597 606. Houston, M. J. & Rothschild, M. L. (1978). Conceptual and methodological perspectives on involvement. In S. C. Jain (Eds.), *Research frontiers in marketing: Dialogues and directions*, 184-187. Chicago, IL: American Marketing Association. Izard, Carroll. E. (1991), *The Psychology of Emotions*, New York: Plenum Press. Jiang, J. J., Hsu, M. K., Klein, G., and Lin, B. (2000). " E-Commerce User Behavior Model: An Empirical Study, " *Human Systems Management*, 19(4), 265-276. Joreskog, K. G. & Sorbom, D. (2001). *LISREL 8: User's reference guide*. Lincolnwood, IL: Scientific Software International, Inc. John Scott (2002). *Social Networks: Critical Concepts in Sociology*, Volume I ~ IV Edited. Routledge Press: USA. Kleinginna, R. and A. M. Kleinginna (1981), " A Categorized List of Emotion Definitions, " *Motivation and Emotions*, 5 (4), pp. 345-379. Kotler, P. (1975). *Marketing for nonprofit organization..* NJ: Prentice-Hill, Inc. Kotler, P. and Armstrong, G. (1991). *Principles of Marketing* (5th ed), New Jersey: Prentic-Hall. Kotler, Philip and Roberto, E (1989). *Social marketing: Strategies for changing public behavior*. New York: The Free Press. Kotler,P. and Zaltman,G. (1971). *Social marketing: An approach to planned social change*, *Journal of Marketing*, 35 (July), 3 12. Kotler, P.(2000). *Marketing management (millennium ed.)*. New Jersey: Prentice Hall. Larsson, G., Kempe, C. & Starrin, B. (1988). Appraisal and coping processes in acute time-limited stressful situations: A study of police officers. *European Journal of Personality*, Vol. 2, pp.259-276. Krugman, H. E. (1965). The impact of television advertising: learning without involvement. *Public Opinion Quarterly*, 29(3):3 49-356. Kuei-Feng Chang (2007). *The Taxonomy, Model and Message Strategies of Social*

Behavior, *Journal for the theory of social behavior*, 37(3), 279-294. Laurent, G. and Kapferer, J. N. (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22(1), 41-53 Mathieson, K. (1991). Predicting user intentions: Comparing the technology acceptance model with the theory of planned behavior. *Information Systems Research*, 2, 173-191. Mitchell, A. A. (1981). The dimensions of advertising involvement. *Advances in Consumer Research*, 8(1): 25-30. Mittal, B. (1995). A comparative analysis of four scales of consumer involvement. *Psychology & Marketing*, 12 (7), pp. 663-682. Nunnally, J. C., and I. H. Bernstein 1994 *Psychometric Theory* (3rd ed.). New York, NY: McGraw-Hill, Inc. Oorjitham, S. Osterhus, (1997). Pro-social consumer influence strategy: when and how do they work? *Journal of Marketing*, 61 (October), 16-29. Parasurman, A., Zeithaml, V. A., and Berry, L. L. (1988) "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality" *Journal of Retailing*, No 64, pp.12-40 Parker, D., Manstead, A., and Stradling, S., 1995. "Extending the theory of planned behavior - the role of personal norm." *British Journal of Social Psychology*, 34, 127-137. Piliavin, J. A. and Piliavin, I. M. (1973). The Good Samaritan: Why does he help? Unpublished manuscript, University of Wisconsin, Madison, WI. Piliavin, I. M., Rodin, J. and Piliavin, J. A. (1969). Good samaritanism: An underground phenomenon? *Journal of Personality and Social Psychology*, 13, 289-299. Park, C. W. and Young, S. M. (1983). Types and levels of involvement and brand attitude formation. *Advances in Consumer Research*, 10, 320-324. Reid, Mike; Wood, Angela. *International Journal of Nonprofit & Voluntary Sector Marketing*, Feb 2009, Vol. 13 Issue 1, p31-43, 13p; DOI: 10.1002/nvsm.296; Rothschild, M. L. (1979). Marketing communications in nonbusiness situations, *Journal of Marketing*, 33 (Spring), 11-20 Rothschild, M. L. (1984). Perspectives on involvement: current problems and future directions. *Advances in Consumer Research*, 11(1): 216-217. Rogers, C. R. (1957). The necessary and sufficient conditions of therapeutic personality change. *Journal of consulting psychology*, 21 (2), 95-103. Schwartz, S. H. (1973). Normative explanations of helping behavior: A critique, proposal, and empirical test, *Journal of Experimental Social Psychology*, 9, 349-364. Slama, M. E. & Tashchian, A. 1985. Selected socioeconomic and demographic characteristics associated with purchasing involvement. *Journal of Marketing*, 49(1): 72-82. Sears, David O. and Carolyn L. Funk. 1991. "The Role of Self-interest in Social and Political Attitude." *Experimental Social Psychology* 24: 1-91. Sears, David O. and Donald R. Kinder. 1985. "Whites' Opposition to Busing: On Conceptualizing and Operationalizing Group Conflict?" *Journal of Personality and Social Psychology* 5: 1141-1147. Solomon, M., Bamossy, G., Askegaard, S. 2002. *Consumer Behaviour*. Prentice Hall. Edinburgh Sherif, M. and Cantril, H. (1947). *The Psychology of Ego-Involvement*. NY: John Wiley and Sons. Taylor, S. and Todd, P. (1995.) "Understanding information technology usage - a test of competing models." *Information Systems Research*, 6(2), 144-176. Weber, M. 1920. 'Conceptual Exposition'. In *Economy and Society*. Edited by G. Roth and C. Wittich (1968). Wispe, L. G. (1972). Positive forms of social behavior: An overview" , *Journal of Social Issue*, 28 (3), 1-19. Walster, E., and Piliavin, J. A. (1972). Equity and the innocent bystander, *Journal of Social Issue*, 28 (3), 165-189. Zaichkowsky, J. L. 1985. Measuring the involvement construct. *Journal of Consumer Research*, 12(3): 341-352. Zaichkowsky, J. L. 1986. Conceptualizing involvement. *Journal of Advertising*, 15(2): 4-34.