

Construction the balance behavior model : 以國際賑災為例

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ABSTRACT

From economics viewpoint, people ' s decision-making processes are based on the hypothesis that the decision is to realize the utility-maximization. But there is big difference between this hypothesis and people ' s decision-making process in real life. Until now, the academic model can not provide a clear explanation to a new kind of purchase decision-making: irrational decision-making. The irrational decision-making is caused by various factors, such as impulse purchase and emotion. Researchers have different views to the irrational decision-making model. This study discusses definition and classification, and then discusses the effect between touching and empathy in the non-rational decision-making. Based on the discussion of irrational decision-making and rational decision-making, this submits some assumptions and issues, and then does research for the irrational and rational phenomenon among people (for the donation behavior in international disaster). The results indicate: non-rational is very universality among the people in the donation behavior. In the irrational decision-making behavior, this study included two factors: Empathy and Touching to affect non-rational decision-making behavior. People who ever had experience of international disasters ' would see the picture and hear the sound of international disasters; they had strong intention to participate in relief activities. At last section, some marketing suggestions are put forward according to the results get from this survey. The non-rational decision-making is better than rational decision-making. If non-profit organization groups could use advertising to get people's identity by the level of non-rational (include empathy and touching).It would be good for promotion of social welfare.

Keywords : Non-rational、 Involvement Theory、 Touching、 Empathy

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