

Sensation Seeking, Online Shopping and Impulsive Buying Behavior of University Students

劉玫君、黃德祥

E-mail: 359613@mail.dyu.edu.tw

ABSTRACT

The main purpose of this study was to investigate the statistical differences among sensation seeking, online shopping and impulsive buying behavior of undergraduate students from different backgrounds. The correlation among sensation seeking, online shopping and impulsive buying behavior were also discussed, and the predictability based on impulsive buying behavior and sensation seeking, online shopping were further analyzed. The study was conducted through the questionnaire-survey method. Subjects were 481 University students from central region of Taiwan. The questionnaires were evaluated by the instruments, used Sensation Seeking Scale, Online Shopping Scale and Impulsive Buying Behavior Scale. The data was analyzed by t-test, ANOVA, Pearson 's Correlation, and stepwise multiple regression analysis. The results of the study were as follows: (a) There were significant differences in the different background variables of the undergraduate students concerning sensation seeking, online shopping and impulsive buying behavior. (b) There were significant positive correlations in terms of sensation seeking, online shopping and impulsive buying behavior. (c) Sensation seeking and online shopping could significantly predict impulsive buying behavior. The suggests for students, school, and future researchers were made according to the results in the study.

Keywords : University Students、Sensation Seeking、Online Shopping、Impulsive Buying Behavior

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