

知覺折舊性和產品稀有性二手商品線上交換意願之研究

陳雅貞、張魁

E-mail: 364837@mail.dyu.edu.tw

摘要

近年在金融風暴的影響下，民眾在經濟上有所節制，而交換此一行為幫助民眾在不花錢購買新品的情況下，以既有物品換得所需的物品。而在資訊發達的現代，網路的發達更加速了交換機制的發展。本研究旨在探討在促進交換的過程中，換家心中的知覺折舊、產品稀有性、交換參考價格、知覺交易成本與心理溢價等感受，並透過不同產品來源國的物品是否會影響換家的交換意願，並且探討變項間關係。研究範圍以台灣地區為主的換物者對中國與日本兩國之來源國為主要研究對象，利用環島鐵路抽樣法進行問卷的發放，共計發放400份，有效問卷為346份，問卷回收率分別為86.5%。二手商品經由時間的耗損後，經由線上交換的行為能夠替換家換得更大的價值，而越是稀奇珍貴的商品其交換的價值就越高，在交換行為產生前，必須經過一段評估，包含整體交易成本多寡與交換物參考價格的高低，這些都會影響交換交易的成功與否，這些研究結果與購後處置中的交換行為有極大相關。

關鍵詞：知覺折舊、產品稀有性、交換參考價格、知覺交易成本、心理溢價

目錄

Chapter 1 Introduction	1.1.1 Research Background and Motivation	1.1.2 Research Purpose
3.1.3 Research Importance	4 Chapter 2 Literature review and hypothesis derivation	5.2.1 Second-hand goods
5.2.2 Swap	8.2.3 Perceptual depreciation	10.2.4 Product rarity
15.2.6 Perceived transaction costs	18.2.7 Psychological premium	22.2.8 Exchange willingness
23 Chapter 3 Research Method	25.3.1 Research framework	25.3.2 Hypotheses
25.3.3 Definition and measurement items of research variables	26.3.4 Questionnaire design process and the sampling method	30.3.5 The implementation of the pre-test and reliability and validity analysis
30 Chapter 4 Data analysis results	40.4.1 Sample description	40.4.2 Validity analysis for the formal questionnaire
41.4.3 Mode assessment and hypothesis validation	43 Chapter 5 Conclusions and recommendations	48.5.1 Archives of hypothesis testing
48.5.2 Conclusions	49.5.3 Management implications	50.5.4 Research limitations and follow-up study suggests
51 References	Chinese 53	English 54
Annex – Questionnaire	58	Figures 1. Figure 3-1 Hypotheses compiling
25.2. Figure 4-1 Study path coefficient diagram	47	Tables 1. Table 2-1 Type of perceptual depreciation
12.2. Table 2-2 Literatures related to resale reference prices	15	3. Table 3-1 Hypotheses compiling
25.4. Table 3-2 Measurement questions for perceptual depreciation	26	5. Table 3-3 Measurement questions for product rarity
27.6. Table 3-4 Measurement questions for exchange reference prices	28	7. Table 3-5 Measurement questions for perceived transaction costs
28.8. Table 3-6 Measurement question items for psychological premium	29	9. Table 3-7 Measurement question items for exchange willingness
29.10. Table 3-8 The pre-test sample structure in this study	32	11. Table 3-9 Pre-test reliability analysis
33.12. Table 3-10 Factor loadings	36	13. Table 3-11 Composition matrix after revolving axis
38.14. Table 4-1 Formal questionnaire sample description	40	15. Table 4-2 Analysis results of relevant matrix, reliability and validity
42.16. Table 4-3 Fitness judgment standard of the overall model.	44	17. Table 4-4 Study path coefficients
46.18. Table 5-1 Research hypothesis compiled	48	

參考文獻

- Chinese 1. 林宜德(2004)，消費者對二手耐久性商品接受意願之研究，國立東華大學企業管理學系碩士在職專班碩士論文。2. 樂斌，羅凱揚(1999)，電子商務，國立台灣科技大學管理學院電子商務研究中心策劃，台北：滄海書局。3. 李元恕、王佳綾(2003)，語意線索的價格促銷建構方式對消費者認知與購買意圖的影響。大葉學報，第12卷，第2期，頁45-54。4. 江明樺(2006)，旅行社從業人員涉入程度、滿意度與再購意願關係之研究 以旅遊網站為例，朝陽科技大學休閒事業管理系碩士論文。5. 朱訓麒、廖淑伶(2008)，消費者網路轉售行為之概念、分類與模型之研究，管理評論，27卷2，頁71-91。6. 張重昭、周宇貞、張心馨(2006)，促銷價格標示方式與內部參考價格對消費者行為之影響，管理學報，第23卷第2期，民國95年，頁209-226。7. 魏文欽(2008)，資料分析技巧：結構方程模式-AMOS LISREL SAS之應用，台北，雙葉書廊。8. 莊懿妃、蔡義清、簡鈴真(2005)，行動電話使用者之價格門檻分析 - 間斷選擇模式之應用，企業管理學報，67期，頁137-161。9. 邱皓政(2006)，結構方程式，雙葉書廊。10. 邢姍姍(2005)，唯物主義、符碼式消費與衝動性購買之關聯性分析。靜宜大學企業管理研究所碩士論文。11. 張耀銘(2004)，企業文化與企業倫理價值對於成員與組織配適度及倫理之決影響。私立逢甲大學企業管理學系碩士班之碩士論文。12. 趙琪、張簡文(2004)，「服務遞延績效在多階行銷關係中衍生之代理問題與行銷

策略」, 管理學報, 第21卷, 第1期, 1-20. English 1. Amit, R. & Schoemaker P. J. H. (1993). "Strategic Assets and Organizational Rent". *Strategic Management Journal*, 14, pp.33-46. 2. Appraisal Institute (2001). "The Appraisal of Real Estate," Chicago: Appraisal Institute. 3. Barney, J. B. (1991). "Firm Resources and Sustained Competitive Advantage". *Journal of Management*, 17, No.1, pp.99-120. 4. Biswas, A. & Blair, E. A. (1991). "Contextual Effects of Reference Prices in Retail Advertisement". *Journal of Marketing*, 55, pp. 1-12. 5. Bitta, Alber J. Della, Kent B., Monroe and McGinnis J. M. (1981). "Consumer Perceptions of Comparative Price Advertisements". *Journal of Marketing Research*, 18(4), pp. 416-427. 6. Blair, Edward A. & Landon E. L.(1981). "The Effect of Reference Prices in Retail Advertisements". *Journal of Marketing Research*, 45(Spring), pp. 61-69. 7. Brannon, L. A., & McCabe, A. E. (2001). "Time-restricted sales appeals: The importance of offering real value". *Cornell Hotel and Restaurant Administration Quarterly*, 42 (4), pp. 47-52. 8. Brock, T. C. (1968). "Implications of commodity theory for value change". In: Greenwald, A.G., Brock, T. C., & Ostrom, T. M. (Eds.). *Psychological-foundations of attitudes*. New York: Academic Press. 9. Biswas, Abhijit & Blair E. A. (1991). "Contextual Effects of Reference Prices in Retail Advertisement". *Journal of Marketing*, 55(3), pp. 1-12. 10. Bottom W. P., Holloway J., Miller G. J., Mislin A., & Whitford A. (2006). "Building a Pathway to Cooperation: Negotiation and Social Exchange between Principal and Agent". *Administrative Science Quarterly*. Ithaca: Mar 2006. Vol. 51, Iss. 1, p. 29. 11. Chang, Chang-Chou & Yu-Jen Chou. (1999). "The Influences of Consumers' Perceived Quality and Reference Prices on Perceived Value and Search Intention". *Journal of Business Administration*, 45, pp. 1-35. 12. Coase, R. H. (1937). "The Nature of the Firm". In Williamson, Oliver E. and Winter, Sidney G.(ed.)(1991). *The Nature of the Firm: Origins, Evolution, and Development*, New York: Oxford University Press. 13. Chang, Chung-Chau & Chien-Chih Hsieh. (2000). "The Effects of Product Information, Reference Prices and Perceived Quality on Consumers' Behavioral Intentions". *Journal of Business Administration*, 47, pp. 161-190. 14. Dickson, P. R. & Alan G. S. (1990). "The Price Knowledge and Search of Supermarket Shoppers". *Journal of Marketing*, 42(3), pp. 42-53. 15. Douma, S. & Schreuder, H. (1992). "Economic Approaches to Organizations". New York: Prince-Hall. 16. Engel, J. F., Blakwell, R. D., & Miniard, P. W. (2001). *Consumer behavior* (9th ed.). Mason, OH: South-Western. 17. Eken, P. (1974). "Social exchange theory: The two traditions, Cambridge". MA: Harvard. 18. Formkin, H. L. (1972). "Feelings of interpersonal indistinctiveness: An unpleasant affective state". *Journal of Experimental Research in Personality*, 6, p. 178. 19. Hanson, J. W. (1980). "A Proposed Paradigm for Consumer Disposition Processes". *Journal of Consumer Affairs*, 14 (Summer), pp. 49-67. 20. Homans, G. C. (1961). "Social Behaviour: Its Elementary Forms". New York: Harcourt, Brace & World, Inc. 21. Jacoby, J. & Kaplan, L. (1972). "The Components of Perceived Risk". In M. Venkatesan (Ed.), *Proceedings, 3rd Annual Conference*, Chicago: Association for Consumer Research, pp. 382-393. 22. Jevons W. S. (1875). "Money and the Mechanism of Exchange". Chapter 1, paragraphs 5-6. London: Macmillan. 23. Jacoby, J., Berning C. K. & Dietvorst T. F. (1977). "What about Disposition?" *Journal of Marketing*, 41(April), pp. 22-28. 24. Levi-Strauss, C. (1969). "The elementary structures of kinship". Boston: Beacon Press. 25. Katz, M., & Shapiro, C. (1985). "Network externalities, competition and compatibility". *American Economic Review*, 75 (3), pp. 424-440. 26. Kivetz, R. (1999). "Advances in Research on Psychological Accounting and Reason-Based Choice". *Marketing Letters*, 10 (3), pp. 249-266. 27. Klein, B., & Leffler, K. B.(1981). "The role of market forces in assuring contractual performance". *Journal of Political Economy*, 89 (4), pp. 615-641. 28. Koford, K., & Tschogl, A. E. (1998). "The market value of rarity". *Journal of Economic Behavior and Organization*, 34 (3), pp. 445-457. 29. Kotler, P. (2000). *Marketing Management*. United States of America, Prentice-Hall Inc. 30. Krugman, Herbert E. (1965), *The impact of television advertising: learning without involvement*. *Public Opinion Quarterly*, Vol. 29(Fall), pp. 349-356. 31. Kumar, P. (2002). "Price and quality discrimination in durable goods monopoly with resale trading". *International Journal of Industrial Organization*, 20, pp. 1313-1339. 32. Lynn M. (1991). "Scarcity effects on value: A quantitative review of the commodity theory literature". *Psychology & Marketing*, 8(1), pp. 43-57. 33. Monroe, K. B. & Krishnan, R. (1985). "The Effect of Price on Subjective Product Evaluations," In: Jacoby, J. and Olson, J. C. (Eds.). *Perceived Quality: How Consumers View Stores and Merchandise*, Lexington Books. 34. Monroe, Kent B., Grewal D., & Compeau L. D. (1991). "The Concept of Reference Prices: Theoretical Justifications and Research Conference". 35. Nissanoff, D. & Mayer, J. H. (2007). "Future Shop: How the New Auction Culture Will Revolutionize the Way We Buy, Sell, and Get the Things We Really Want". Penguin/Highbridge. 36. Peteraf M. A. (1993). "The cornerstones of competitive advantage: a resource-based view". *Strategic Management Journal*, 14: 179 – 191. 37. Paden, N. & Stell R. (2005). "Consumer Product Redistribution: Disposition Decisions and Channel Options". *Journal of Marketing Channels*, 12(3), pp. 105-123. 38. Rao, A. R. & Monroe K. B. (1996). "Factors and Consequences of Price Premiums". *Journal of Business*, 69(4): 511-535. 39. Saloner, G., & Shepard, A. (1995). "Adoption of technologies with network effects: An empirical examination of the adoption of teller machines". *RAND Journal of Economics*, 26 (3), pp. 479-501. 40. Shilling, J. D. (2002). *Real Estate*. Cincinnati, Ohio: South-Western. 41. Skinner, B. F. (1983). "The behavior of organisms: An experimental analysis". New York: Appleton-Century-Crofts. 42. Shafir, E., Simonson, I. & Tversky, A. (1993). "Reason-Based Choice". *Cognition*, 49(1/2), pp.11-36. 43. Strahilevitz, M. A. & Myers, J. G. (1998). "Donations to Charity as Purchase Incentives: How well They Work May Depend on What You Are Trying to Sell". *Journal of Consumer Research*, 24, pp. 434-446. 44. Suter, T. A. & Hardesty D. M. (2005). "Maximizing Earnings and Price Fairness Perceptions in Online Consumer-to-Consumer Auctions". *Journal of Retailing*, 81(4), pp. 307-317. 45. Stroecker, N. E. & Antonides, G. (1997). "The process of reaching an agreement in second-hand markets for consumer durables". *Journal of Economic Psychology*, vol.18, pp. 341-367. 46. Thompson S. H. T., & Yuanyou Y. (2005). "Online buying behavior: a transaction cost economics perspective". *The International Journal of Management Science*, 33, pp. 451-465. 47. Urbany, J. E., Willian O. B. & Dan C. Weilbaker (1988). "The Effect of Plausible and Exaggerated Reference Prices on Consumer Perceptions and Price Search". *Journal of Consumer Research*, 15(1), pp. 95-110. 48. Wathne, K. H. & Heide, J. B. (2000). "Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions". *Journal of*

Marketing, 64, pp. 36-51. 49. Williamson, Oliver, E. (1975). " Markets & Hierarchies: Analysis and Antitrust Implications: A Study in the Economics of Internal Organization " . New York: Free Press. 50. Williamson, Oliver, E. (1985). " The economic institutions of capitalism: firms, markets, relational contracting " . New York : Free Press. 51. Williamson, Oliver, E. (1991). " Strategizing, Economizing, and Economic Organization.. " Strategic Management Journal, 12, pp. 75-94. 1. <http://www.e1515.com.tw/>。 e1515 exchange network 2. <http://exchange.kijiji.com.tw/>。 Kijiji barter exchange network 3. <http://www.1517.com.tw/>。 1517 information exchange platform 4. <http://tw.myblog.yahoo.com/internet-secondhand/>。 The second-hand clothing exchange store (<http://tw.myblog.yahoo.com/internet-secondhand/>)