

# 事件涉入、經濟評估、行為動機對國際賑災參與意願之影響 - 以知覺貿易互賴程度為干擾變數

楊小燕、張魁

E-mail: 364838@mail.dyu.edu.tw

## 摘要

近年來，世界各地天災不斷，致使國際賑災已成為重要的議題，本研究藉由情境式涉入、持久性涉入、參與報酬、不參與成本、減輕他人痛苦、減輕自我痛苦和知覺貿易互賴程度等變數，探討其如何影響「參與國際賑災意願」。經過實證後發現，適當的情境涉入、持久性涉入與合宜的參與報酬、不參與成本，能夠影響人們的行為動機，進而提升人們參與國際賑災的意願；另外，研究中的干擾變數「知覺貿易互賴程度」對於行為動機與參與國際賑災意願的關係發揮其干擾效果。研究採用日本311大地震作為本研究標的，突顯了人們的行為動機轉換，亦即在無國家利益（貿易互賴）干擾的前提下，大多都會以減輕他人痛苦的利他行為來參與國際事務，但在國家利益干擾之後，人們會因為考慮受本國與災國長久的貿易關係，使得原先的利他行為動機轉換成利己行為動機。研究結果給我們的啟示：一般都認為助人行為就肯定是利他的表徵，然而這只是屬於助人行為動機中的一環，其實還有利己的動機成分；另一方面，雖然捐助者長期接受受災國的資訊並不表示會參與國際賑災，反倒是評估不參與成本的高低才是重要的因素，故在非營利組織需要發起募款或招募志工時，可以對與不同行為動機的捐助者給予不同的訴求。

關鍵詞：國際賑災意願、助人行為動機、知覺貿易互賴程度

## 目錄

CHINESE ABSTRACT . . . . .	iii	ENGLISH ABSTRACT . . . . .
iv CHINESE ACKNOWLEDGEMENT . . . . .	iv	
v TABLE LIST . . . . .	v	
ix FIGURE LIST . . . . .	x	
CHAPTER 1. INTRODUCTION . . . . .	1	1.1 Research Background and Motives. . . . .
1.2 Research Objectives . . . . .	1	1.3 Research Process. . . . .
3	5	2.1 Behavioral Motivation . . . . .
5	5	2.1.1 The Definition of Motivation . . . . .
5	5	2.1.2 Prosocial Behavior . . . . .
6	6	2.1.3 Helping Behavior . . . . .
9	9	2.2 Event Involvement . . . . .
9	9	2.2.1 The Definition of Involvement . . . . .
10	10	2.2.2 Classification of Involvement . . . . .
14	14	2.2.4 The Impact of Involvement on Behavioral Motivation . . . . .
15	15	2.3 Economic Evaluation . . . . .
16	16	2.3.1 Social Exchange Behaviorism . . . . .
16	16	2.3.2 The Principles of Human Interaction Behavior . . . . .
18	18	2.3.3 The Economic Evaluation of Helping Behavior . . . . .
19	19	2.3.4 The Impact of Economic Evaluation on Behavioral Motivation . . . . .
21	21	2.4 International Aiding Intention . . . . .
21	21	2.4.1 The Connotation of International Aiding . . . . .
22	22	2.4.2 The definition of Intention . . . . .
22	22	2.4.3 Interrelated Researches of Intention . . . . .
22	22	2.4.4 The Participation Intention of International Aids . . . . .
25	24	2.5 Perception of Trade Interdependence . . . . .
25	25	2.5.1 The Definition of Perception of Trade Interdependence . . . . .
25	25	2.5.2 The Impact of Perception of Trade Interdependence on Relieving Others' Distresses to International Aiding Intention . . . . .
26	26	2.5.3 The Impact of Perception of Trade Interdependence on Relieving Personal Distress to International Aiding Intention . . . . .
26	26	3. RESEARCH METHOD . . . . .
28	28	3.1 Research Framework and Hypotheses . . . . .
28	28	3.1.1 Research Framework . . . . .
29	28	3.1.2 Research Hypotheses . . . . .
29	29	3.2 Operational Definition of Variables . . . . .
30	30	3.3 Questionnaire Design and Pre-test Implementation . . . . .

31 3.4 Reliability and validity Analysis for the Pre-test . . . . .	32 3.4.1 Sample Structure . . . . .
32 3.4.2 Reliability of the Pre-test . . . . .	39 4.
33 3.4.3 Validity of the Pre-test . . . . .	39 4.
EMPIRICAL ANALYSIS AND DISCUSSION . . . . .	42 4.1 Questionnaire Design
and Sampling Method . . . . .	42 4.2 Formal Questionnaire Data Analysis . . . . .
43 4.2.1 Formal Questionnaire Reliability Analysis . . . . .	44 4.2.2 Formal
Questionnaire Validity Analysis . . . . .	49 4.2.3 Structural Analysis of the Formal Sample . . . . .
51 4.3 Structural Model . . . . .	53
4.3.1 Model Measurement Analysis . . . . .	53 4.3.2 Overall Fit Analysis and
Criteria . . . . .	58 4.4 Empirical Findings Analysis . . . . .
60 4.4.1 Model Fit Analysis . . . . .	60 4.4.2
Hypothesis-driven Analysis . . . . .	60 4.4.3 The Testing Results of Moderating
Variable . . . . .	65 5. CONCLUSIONS AND RECOMMENDATIONS . . . . .
69 5.1 Hypothesis Testing Sorting . . . . .	69 5.2
Research Conclusions . . . . .	70 5.3 Management Implications . . . . .
73 5.4 Limitations of This Study and Suggestions for further Research . . . . .	
74 REFERENCE . . . . .	76 APPENDIX
	86

## 參考文獻

- 1 林方鈴(2007) , 未婚男女參與婚前教育的外在阻礙對其參與意願之預測及其調節變項之探討 , 國立嘉義大學家庭教育研究所碩士論文 , 37。 2 林瑞欽(1990) , 師範生任教職志之理論與實徵研究 , 復文書局 , 台灣高雄市 , 17-24。 3 林靈宏(1994) , 消費者行為 , 五南圖書股份有限公司 , 61-76。 4 吳明隆、張毓仁(2010) , 結構方程模式 實務應用秘笈 , 五南圖書出版股份有限公司。 5 張春興(1996) , 教育心理學 , 台北市:東華 , 291-295。 6 許滿顯(2000) , 影響市民農園承租者繼續承租意願因素之研究 , 國立中興大學農業推廣研究所碩士論文。 7 黃芳銘(2006) , 結構方程模式—理論與應用(第四版) , 台北:五南。 8 黃俊英(1990) , 涉入的理論發展實務應用 , 管理科學學報 , Vol.7 , 15-29。 9 廖正宏(1969) , 影響教學意願與職業意願之因素 , 台大農村社會經濟研究所碩士論文。 10 廖正宏、王俊雄(1987) , 台灣小農轉業意願之調查研究 , 行政院農委會補助計畫報告。 11 鄭如吟(2006) , 銀行理財服務購買意願之研究 , 國立成功大學統計學研究所碩士論文 , 8-12。 12 盧耀泰(2002) , 國中生參與四健推廣教育意願之研究 , 國立中興大學農業推廣教育研究所碩士論文 , 10。 13 Andrews, J. C., Durvasula S., & Akhter, S. H. (1990). A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research. *Journal of Advertising*, 19 (4), 27-40. 14 Ap, J. (1992). Residents ' Perceptions on Tourism Impacts. *Annals of Tourism Research*, 19, 665-690. 15 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, pp.241-269. 16 Bagozzi, & Yi (1988). On the Evaluation of Structural Equation Models, *Journal of the Academy of Marketing Science*, 16 (1), 74-94. 17 Bailey, R. (2009). *The Right to Survive in a Changing Climate*, Oxfam Background Paper, Oxfam International. 18 Bar-Tal, D. (1976). *Prosocial Behavior-Theory and Research*, Washington: Hemisphere. 19 Batson, C. D. (1983). *Sociobiology and the Role of Religion in Promoting Prosocial Behavior: An Alternative View*. *Journal of Personality and Social Psychology*, 45, 1380-1385. 20 Batson, C. D. (1987). *Prosocial Motivation: Is It Ever Truly Altruistic?* In Berkowitz L. (Eds.), *Advances in Experimental Social Psychology* (65N122). New York: Academic Press. 21 Batson, C. D, Fultz, J., & Schoenrade, P. A. (1987). *Distress and Empathy: Two Qualitatively Distinct Vicarious Emotions with Different Motivational Consequences*. *Journal of Personality*, 55, 21-39. 22 Bentler, P. M. (1989). Some Contributions to Efficient Statistics for Structural Models: Specification and Estimation of Moment Structures, *Psychometrika*, 48, 493-517. 23 Blau, P. M. (1964). *Exchange and Power in Social Life*, New York: John Wiley and Sons. 24 Bloch, P. H., & Richins M. L. (1983). *A Theoretical Model for the Study of Product Importance Perceptions*. *Journal of Marketing*, 47(summer), 69-81. 25 Bloch, P. H. (1986). *The Product Enthusiast: Implications for Marketing Strategy*. *The Journal of Consumer Marketing*, 3, 51-62. 26 Browne, A.(1993). *Violence Against Women by Male Partners: Prevalence, Outcomes, and Policy Implications*. *American Psychologist*, 48, 1077-1087. 27 Byrne (2001). *Structural Equation Modeling with AMOS, EQS, and LISREL: Comparative Approaches to Testing for the Factorial Validity of a Measuring Instrument*, *International Journal of Testing*, 1 (1). 28 Celsi, R. L., & Olson, J. C. (1988), *The Role of Involvement in Attention and Comprehension Processes*, *Journal of Consumer Research*, 15 (September), 210-224. 29 Chen, Ting Yu, & Wang, Hsiao Pin (2007). *Using Fuzzy Automata to Develop an Integrated Model for Personal Involvement in Advertising*. *International Journal of Fuzzy Systems*, 9 (4), 247-249. 30 Cooper, R. M. (1972). *Economic Interdependence and Foreign Policy in the 70 ' s*, *World Politics*, 24, 2. 31 Ekeh, P. (1974). *Social Exchange Theory: The Two Traditions*, Cambridge, MA: Harvard University Press. 32 Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (8th ed.), New York: Dryden Press. 33 Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, Massachusetts: Addison-Wesley. 34 Folkes, V. S. (1988). *Recent Attribution Research in Consumer Behavior: A Review and New Directions*. *Journal of Consumer Research*, 14 (3), 548-565. 35 Fornell & Larcker (1981). *Structural equation models with unobservable variables and measurement errors*, *Journal*

of Marketing Research, 18(2), 39-50. 36 Fornell, & Fred L. B. (1982). Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, Journal of Marketing Research, 19 (4), Special Issue on Causal Modeling (Nov., 1982), 440-452. 37 Frank, M. H., Ohlendorf, G. W., & McBroom L.W. (1981). The Ambition Achievement ' Complex: Values as Organizing Determinants. Rural Sociology, 46(3), 465-842. 38 Gefen (2004). Trust & TAM in Online Shopping: An Integrated Model, MIS Quarterly, Minneapolis, 27 (1), 51-90. 39 Hsu, Tsuen Ho, & Chang, Kuei Feng (2007), The Taxonomy, Model and Message Strategies of Social Behavior. Journal for the Theory of Social Behaviour, 37(3), 279-294. 40 Jonsson, F. Y. (1998). Mokeling Interaction and Nonlinear Effects: A Step-by-step LISREL Example, in Schumacker, R. E., & Marcoulides G. A. (eds.) Interaction and Nonlinear Effect in structural Equation Modeling, pp.17-42. 41 Joreskog (2001). Factor Analysis of Ordinal Variables: A Comparison of Three Approaches, Multivariate Behavioral Research, 36 (3). 42 Joreskog, & Sorbom (1996). LISREL 8 User's Reference Guide. 43 Hair, J. F., Anderson, R., Tatham, R. L., & Black, W. C. (1998). Multivariate Data Analysis (5th ed.), Upper Saddle River, NJ: Prentice-Hall. 44 Homans, G. C. (1958). Social Behavior as Exchange, The American Journal of Sociology, 597-606. 45 Houston, & Rothschild (1978). Conceptual and Methodological Perspective in Involvement, in S. Jain (ed.). Research Fornters in Marketing: Dialogues and Directions, pp.184-187. 46 Hupfer, N., & David, G. (1971). Differential Involvement with Products and Issues: An Exploratory Study. Proceeding of the Second Annual Conference of the Association for Consumer Research, pp.262-270. 47 Kenny, D. A., & Judd, C. M. (1984). Estimating the Nonlinear and Interactive Effects of Latent Variables, Psychological Bulletin, 96(1), 201-210. 48 Kotler, P. (1990). Marketing Management - Analysis, Planning, and Control. 6th Edition. 49 Laaksonen, P. (1994). Consumer Involvement: Concepts and Research, London, Routledge. 50 Lam, T., & Hsu, C. H. C. (2006). Predicting Behavioral Intention of Choosing a Travel Destination. Tourism Management, 27, 589-599. 51 Laurent, G. & Kapferer, J. (1985). Measuring Consumer Involvement Profiles. Journal of Marketing Research, 22 (1), 41-53. 52 Levi, S. (1969). The Elementary Structures of Kinship, Boston: Beacon Press. 53 Mauss, M. (1954). The Gift: Forms and Functions of Exchange in Archaic Society, New York: Free Press. 54 Michaelidou, N., & Dibb, S. (2008). Consumer Involvement: A New Perspective. The Marketing Review, 8 (1), 83-99. 55 Michell, A. A. (1981). The Dimension of Advertising Involvement, Advances in Consumer Research, 8 (1), 25-30. 56 Mittal, B. (1983). Understanding the Bases and Effects of Involvement in the Consumer Choice Process, Doctoral Dissertation, University of Pittsburgh, 1982, 57 Ann Arbor, MI: University Microfilms International. 58 Piliavin, I. M., Rodin, J. A., & Piliavin, J. (1969). Good Samaritanism: an Underground Phenomenon? Journal of Personality and Social Psychology, 13, 289-299. 59 Pisharodi, R. M., & Parameswaran, R. (1992). Confirmatory Factor-Analysis of a Country-of-Origin Scale Initial Results. Advances in Consumer Research, 19, 706-714. 60 Ritzer, G. (1983). Contemporary Sociological Theory. New York: Knopf. 61 Robert K., & Joseph N. (1989). Power and Interdependence. New York: Harper Collins Publishers. 62 Rothschild, M. L. (1984). Perspectives on Involvement: Current Problems and Future Directions. Advances in Consumer Research, 11 (1), 216-217. 63 Ryan, R. M. & Deci, E. L. (2000). Self-determination Theory and Facilitation of Intrinsic Motivation, Social Development, and Well-being. American Psychologist, January, 68-76. 64 Schreiber, S., & King (2006). Reporting Structural Equation Modeling and Confirmatory Factor Analysis Results: A Review, the Journal of Educational Research, July, August 99 (6) 65 Sherif, M., & Cantril, H. (1947). The Psychology of Ego-Involvement, New York: John Wiley and Sons. 66 Simmel, G. (1978). The Philosophy of Money, Trans. Boltomore T. & Frisky, D., Boston: Rout Ledge and Kegan Paul. 67 Skinner, B. F. (1938). The Behavior of Organisms: An Experimental Analysis, New York: Appleton-Century-Crofts. 68 Solomon, M. R., & Rabolt, N. J. (2004). Consumer Behavior in Fashion. Prentice Hall: New Jersey. 69 The New Encyclopaedia Britannica: Macropaedia (1981), Vol. 12, p.556. 70 Thibaut, J. W. & Kelly, H. (1959). The Social Psychology of Groups, New York: Wiley and Sons. 71 Turner, J. E., & Glaze K.A. (1978). Glial Reaction to Nerve Growth Factor Treatment in the Severed Optic Nerve of the Newt (*Triturus Viridescens*). Experimental Neurology, 59, 190-201. 72 Walster, E., & Piliavin, J. A. (1972). Equity and the Innocent Bystander. Journal of Social Issue, 28 (3), 165-189. 73 Wispe, L. G. (1972). Positive Forms of Social Behavior: An Overview. Journal of Social Issue, 28 (3), 1-19. 74 Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. Journal of Consumer Research, 12 (3), 119-352.