

以群體從眾觀點探索衝動性購買行為:以職業運動棒球場為例

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摘要

衝動性購買行為係指消費者在尚未進入商店以前，為無意圖購買或並無預列購買清單之進行，然而，當進入商店之後，接受到了一種突發性、不可抗抵之刺激或鼓勵，使該消費者心裡產生非購買不可之衝動、購買渴望，促使消費者不自覺的產生自發性之購買行為。此等「突然」、「且不可抗拒的誘惑」、「衝動」、「心理失衡」會導致消費者減少了認知基礎，而產生衝動性購買行為，但通常接續而來的多半為購買者後悔。本研究為一原創性觀點研究，有別於以往研究，以社會群體角度切入探討消費者的衝動性購買行為。先前研究大多從消費者個人觀點來探討衝動性購買行為，認為個人特質(如購買樂趣，自我觀念與個人衝動性特質)，個人對商品知識與情境因素(如時間壓力與金錢)，會產生不同層面的衝動購買驅力。本研究根據社會群體影響，進一步提出以「從眾行為」的觀點，深入說明衝動性購買行為的群體影響因素。本研究根據相關研究，將從眾行為的發生因素分成七項變數，包括資訊負載，聲譽，購買情境特質，追求流行，社會規範、自我認同，與消費經驗。本研究選擇棒球場零售做研究情境，以問卷調查方式，測試棒球場觀眾衝動性購物的行為。

關鍵詞：衝動性購買行為，從眾行為，邏輯斯迴歸分析

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