

# A Study on Impulse Buying with the View of Group Conformity—Take Professional Sports Baseball Field as The Example

謝昆璋、鄭華清

E-mail: 9606861@mail.dyu.edu.tw

## ABSTRACT

Recently, research suggests that the incidence of compulsive buying may be increasing with each successive generation. Impulse buying means that consumers had a purchasing list before consumers come to store. However, they get a sudden and irresistible urge to promote consumer to purchase spontaneously, unreflectively and immediately. The sudden, irresistible, impulsive, incidence urge would make consumers decline their cognitive ability and make impulse buying. After impulse behavior, it also follows more consumer regretting. Contrary to previous research, our study start an original view to demonstrate consumer's impulse behavior. The traditional view of impulse purchasing behavior proposed individual view, product information and environment factors would puff up different level of impulse urge. Our study proposed the view of social herding to address the social member factors. We classify herding behaviors to seven variables, including information overload, reputation, the characteristics of purchasing environment, pursuing fashion, identification, social norm and consumer behaviors. We select the baseball retailing as research environment, the audience are the unit of analysis, using questionnaire survey, to test the impulse purchasing behavior.

Keywords : impulse buying, herding behavior, logistic regression

## Table of Contents

|                    |     |                  |    |                     |     |                    |    |                   |      |           |   |
|--------------------|-----|------------------|----|---------------------|-----|--------------------|----|-------------------|------|-----------|---|
| 中文摘要 .....         | iii | 英文摘要 .....       | iv | 誌謝辭 .....           | v   | 內容目錄 .....         | vi | 表目錄 .....         | viii | 圖目錄 ..... | x |
| 第一章緒論 .....        | 1   | 第一節研究背景 .....    | 1  | 第二節研究動機 .....       | 3   | 第三節研究目的 .....      | 5  | 第四節研究流程 .....     | 6    |           |   |
| 第二章文獻探討 .....      | 8   | 第一節衝動性購買行為 ..... | 8  | 第二節社會影響消費者行為 .....  | 25  | 第三節從眾行為 .....      | 30 | 第三章研究設計 .....     | 42   |           |   |
| 第一節研究架構 .....      | 42  | 第二節研究假設 .....    | 44 | 第三節研究變數與操作性定義 ..... | 49  | 第四節研究設計 .....      | 55 | 第五節問卷設計 .....     | 58   |           |   |
| 第四章資料分析 .....      | 61  | 第一節敘述統計 .....    | 61 | 第二節信度分析 .....       | 66  | 第三節效度分析 .....      | 69 | 第四節變數之相關性驗證 ..... | 70   |           |   |
| 第五節邏輯思迴歸分析 .....   | 75  | 第六節結論 .....      | 84 | 第五章結論與建議 .....      | 87  | 第一節研究發現與結論分析 ..... | 87 | 第二節研究貢獻與意涵 .....  | 94   |           |   |
| 第三節研究限制與未來方向 ..... | 96  | 參考文獻 .....       | 98 | 附錄研究問卷 .....        | 112 |                    |    |                   |      |           |   |

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