

A Study of Influences of Vanity Trait, Materialism, Retail Crowding to Conspicuous Consumption

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ABSTRACT

Taiwan's society in the past two to three decades of economic prosperity, wealth to the majority of people have reached the standard of living, relative to accelerate the pace of life, and the distance between alienating people. And others have in determining success or status by the first appearance, an impression as a basis for judgment. More-over, the traffic information and the popularization of the Internet have unwittingly accelerating a vanity impact on the people of substance and the tendency of consumers materialism, and therefore led many people show no fear of crowded lining up to buy goods violations, such show of consumer behavior has become a trend in today's society. On the literature that vanity and materialism are highly impulsive tendency of consumer behavior, will enhance consumers to purchase goods show the will, but most of the literature has pointed out that the shopping environment of the crowded feeling of the consumers tend to reduce the purchase on deter. Therefore, such a pursuit of personal vanity and material desires demand on the premise that individual consumers to strengthen the external manifestations or boast of their achievements symbolic, showing off the mad pursuit of goods purchased at the same time, may also be perceived to reduce overcrowding purchase will create contradictions. In other words, the perception of congesting may have an impact on vanity and the tendency of consumers to buy the goods. For these reasons, the present study will inclined to make vanity and materialism properties as independent variables, and the crowdedness as intervening variables, to probe their influences on conspicuous consumption. The present study used a questionnaire on the domestic all regions and sectors to investigate. The results showed that vanity to conspicuous consumption have significant positive impact, the materialism have a significant positive impact on conspicuous consumption too. The crowdedness has a significant intervening effect on the influences of vanity or materialism to conspicuous consumption. The finding and discussion, the meaning of theory and practice, research restrictions, recommendations for future research of the present study been discussed in the article also.

Keywords : vanity, materialism, crowdedness, conspicuous consumption.

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		vi 內容目錄	vi
vii 表目錄		ix 圖目錄	ix
xv 第一章 緒論	1	第一節 研究背景	1
1 第二節 研究問題與目的	4	第三節 研究範圍	4
5 第四節 研究流程	6	第二章 文獻探討	6
9 第一節 虛榮特性	9	第二節 物質傾向	9
12 第三節 零售擁擠	17	第四節 炫耀性消費	17
22 第五節 虛榮特性、物質傾向、零售擁擠與炫耀性消費行為關係	29		
29 第三章 研究方法	33	第一節 研究架構	33
33 第二節 研究假設	34	第三節 操作性定義暨衡量	34
43 第四節 問卷設計	50	第五節 研究樣本	50
51 第六節 分析方法	52	第四章 研究結果與分析	52
52 55 第一節 樣本及各變項之描述性統計分析	55	第二節 效度與信度分析	55
58 第三節 個人屬性之變異數分析	65	第四節 變項間相關分析	65
74 第五節 變項間迴歸分析	75	第六節 零售擁擠之中介效果	75
92 第五章 結論與建議	127	第一節 研究結論	127
127 第二節 理論與實務上之涵義	142	第三節 研究限制與對續研究之建議	142
145 參考文獻	148	附錄 論文問卷	148
156			

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