

The Influences of Consumer Materialism, Crowding Perception and Ethnocentrism on Coping Mechanism and Coping Results

張哲璋、蔡敦崇

E-mail: 9800841@mail.dyu.edu.tw

ABSTRACT

Economically speaking, whether in good or bad times, there exists a tendency in society to designer brands, discounts, products in limited quantities and special sales, thereby resulting in a situation of crowdedness. Some state that consumers' sense of crowdedness has a positive influence on their purchase behaviors, yet others propose that it has a negative impact, suggesting that a sense of crowdedness influences consumers' act of purchasing.

Overall, materialist consumers are inclined to pursue happiness through purchasing designer brands, products in limited quantities and the like. This shows that they emphasize symbolic purchasing, holding a positive view toward crowdedness.

Nationalistically-centered consumers, on the other hand, enjoy buying native products. They hold a more negative opinion on trendy imported products, disapproving of those that frantically pursue imported products, which in turn adjusts the influence of materialism on the resulting sense of crowdedness.

Researchers report that the influence of this sense of crowdedness on consumers' purchase is related to their adjusting mechanisms. The current study first adopts materialism as the independent variable, nationalism as the moderating variable, and the sense of crowdedness as the dependent variable. It then uses the sense of crowdedness as the independent variable, the adjusting results as the dependent variable, and the adjusting mechanism as the intervening variable to examine the relationship between these variables. Based on the results of the investigation, nationalism, within the tendency of materialism toward the sense of crowdedness, were found to have no moderating effects. In the relationship of the sense of crowdedness with the adjusting results, adjusting mechanisms were found to exert significant intervening effects. Finally, the current study discusses its major findings, theoretical and practical implications, limitations, and suggestions for future research.

Keywords : materilism、crowding perception、ethnocentrism、coping mechanism、coping result

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