

消費者物質主義、虛榮特質、從眾行為與衝動性購買行為關係之研究

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摘要

隨著時代變遷及經濟發展，衝動性購買在消費者購買行為中，所佔比例越來越高。文獻指出消費者個人價值觀(如物質主義、虛榮特質等)與購買前社會心理因素(如從眾行為)，常影響消費者衝動購買傾向，學者認為衝動購買傾向為衡量實際購買行為的指標。本研究日以消費者物質主義與虛榮特質為自變數探討對依變數消費者衝動性購買的影響，並以消費者從眾行為為中介變數，以探討從眾行為在物質主義與虛榮特質對衝動性購買影響關係中的影響力；並探討對消費者價值觀是否有層次關係存在？即是否物質主義導致消費者的虛榮特質。研究結果發現：1.物質主義對衝動性購買行為有顯著影響。2.虛榮特質對衝動性購買行為有顯著影響。3.從眾行為對衝動性購買行為有顯著影響。4.物質主義對虛榮特質有顯著影響。5.物質主義對從眾行為有顯著影響。6.虛榮特質對從眾行為有顯著影響。7.從眾行為在物質主義與虛榮特質對衝動性購買行為具有部分中介效果。研究發現的討論，研究在理論上與實務上的涵義，研究限制與未來研究的連結，本論文也進行討論。

關鍵詞：物質主義、虛榮特質、從眾行為、衝動性購買

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