

A Study of the Relationships among Materialism, Consumer Vanity Trait, Conformity and Impulsive Buying Behavior

陳佳興、蔡敦崇

E-mail: 9805407@mail.dyu.edu.tw

ABSTRACT

Along with times change and Taiwan economy become more vigorous, the impact of M social structure in entire society effect purchase behavior change considerably. Those bibliographies indicate that individual values (ex, materialism, vanity trait and so on) and before the purchase of society psychological often affects the impulsive buying behavior, the scholar thought that tendency of impulsive buying behavior will be the index to measure actual purchase behavior. This research purpose the discussion of intermediary effect by materialism and vanity trait between conformity and impulsive buying behavior follows the conformity to make it be intermediary variable and discusses the relationship between conformity in materialism and the influence of vanity trait to impulsive buying behavior; and whether discusses the consumer values stratified relations existence? Therefore whether the influence of materialism to lead to result that consumers' vanity trait. This research discovers: 1. The materialism has the remarkable influence to the impulsive buying behavior. 2. The vanity trait has the remarkable influence to the impulsive buying behavior. 3. The conformity has the remarkable influence to the impulsive buying behavior. 4. The materialism has the remarkable influence to the vanity trait. 5. The materialism has the remarkable influence to the impulsive buying behavior. 6. The vanity trait has the remarkable influence to the conformity. 7. The conformity has the part intermediary effect in the materialism and vanity trait to the impulsive buying behavior. This research of consider discover and discusses, theory and practice implication, limit research and future research suggestion, in this thesis will also give discussion in the present paper.

Keywords : materialism、vanity trait、conformity、impulsive buying behavior

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
xii 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	5	第三節 研究流程	5
8 第二章 文獻探討	10	第一節 物質主義	10
10 第二節 虛榮特質	17	第三節 從眾行為	17
23 第四節 衝動性購買行為	41	第五節 物質主義、虛榮特質、從眾行為與衝動性購	41
56 第五節 買行為之關係	52	第三章 研究方法	56
57 第一節 研究架構	56	第二節 研究假設	57
70 第三節 操作性定義	65	第四節 問卷設計	70
71 第五節 樣本範圍與抽樣設計	70	第六節 分析方法	71
74 第四章 研究結果與分析	74	第一節 樣本及各變項之描述性統計分析	74
81 第二節 效度與信度分析	76	第二節 個人屬性之變異數之分析	81
88 第三節 變項間相關分析	87	第三節 變項間迴歸分析	88
97 第四節 從眾行為之中介效果	97	第五章 結論與建議	117
117 第一節 研究結論	117	第二節 研究意涵	127
132 第二節 研究限制與對後續研究之建議	132	參考文獻	132
135 第三節 研究問卷	135	附錄A	154

REFERENCES

一、中文部份 王乃鈺(2007), 技職學生金錢態度、虛榮特性與衝動性購買關係之研究:以社會學習理論之觀點, 私立清雲科技大學國際企業管理研究所未出版之碩士論文。 呂文秀(1998), 唇顎裂兒童的社會地位、社會行為與自我概念之研究, 私立中原大學心理研究所碩士

班未出版之碩士論文。杜佳玲(2002), 消費行為之省思 - 以Y世代服飾為例, 私立輔仁大學織品服裝研究所碩士班未出版之碩士論文。李美慧(2007), 探究從眾性購買和衝動性購買之關係, 經營管理論叢, 3(2), 117-127。林建煌, 莊世杰, 龔昶元, 賴志松(2005), 消費者行為中衝動性購買的前因與後果之模型探討, 商管科技季刊, 6(1), 47-68。林彩梅, 李美慧, 鄧旭茹(2007), 物質主義與從眾性購買行為關係之研究, 中華管理學報, 8(1), 113-134。邵長茹(2006), 物質傾向、虛榮特質與消費價值之關係 - 以手機購買決策為例, 私立靜宜大學觀光事業學系未出版之碩士論文。洪蘭(2001), 講理就好, 台北:遠流。徐達光(1997), 物質主義:概念的發展與測量(國科會, No.NSC85-2413-H-030-003), 臺北:行政院國家科學委員會。張重昭(1998), 顧客購物衝動性與規範性評估對顧客衝動性行為之影響(國科會, No.NSC87-2416-H-002-013), 臺北:行政院國家科學委員會。張威龍(1999), 青少年家庭溝通型態、物質主義及強迫性購買之關係研究, 管理評論, 18(2), 87-117。張威龍(2001), 虛榮特性、物質傾向與強迫性購買關係之研究, 國立台北大學企業管理研究所未出版之博士論文。陳正昌, 程炳林(1994), SPSS、SAS、BMDP統計軟體在多變量統計上的應用, 台北:五南。陳威良(2006), 消費者物質主義、付款方式與衝動性購買行為關係之研究, 私立中國文化大學國際企業管理研究所未出版之碩士論文。陳鈺達(2007), 從眾消費行為對顧客抱怨行為影響之研究, 私立中國文化大學國際企業管理研究所未出版之碩士論文。陳銘慧(2002), 溝通策略、消費者衝動性特質、產品特質對衝動性消費行為之影響, 國立台灣大學商學研究所未出版之博士論文。黃俊英(2003), 行銷學的世界, 台北:天下遠見。黃富廷(2003), 線性結構關係(LISREL)之統計學原理, 台東特教, 18, 45-51。黃鈺惠(2006), 流行涉入與衝動性購買傾向於線上購物之研究, 國立台北大學企業管理學系未出版之碩士論文。蔡壁卉(2006), 精品特質、衝動性購買特性、虛榮心對精品購買意願影響之研究, 私立樹德科技大學經營管理研究所碩士班未出版之碩士論文。黃麗婷(2003), 產品情感與自我認同對衝動性購買之影響, 國立東華大學企業管理研究所碩士班未出版之碩士論文。楊純宜(2002), 以情緒強度、物質主義傾向來探討自我表達消費動機、衝動性消費與享樂購物傾向, 國立政治大學廣告學系碩士班未出版之碩士論文。劉芳梅(1999), 產品知識對消費者從眾行為的影響, 國立政治大學企業管理研究所碩士班未出版之碩士論文。鄭婉玲(2004), 物質主義、產品資訊特性與衝動性購買行為關係之研究, 私立東吳大學企業管理系未出版之碩士論文。

二、英文部份 Aarts, H., & Dijksterhuis, A. (1999). How often did I do it? Experienced ease of retrieval and frequency estimates of past behavior. *Acta Psychologica*, 103(1), 77-89. Allen, V. L. (1965). Situational factors in conformity. In L. Berkowitz. (Eds.), *Advances in Experimental and Social Psychology*(pp. 133-175). New York: Academic Press. Asch, S. E. (1951). Effect of group pressure upon the modification and distortion of judgments. In H. Guetzkow (Eds.), *Groups, leadership and men*. Pittsburgh(pp. 177-190). PA: Carnegie Press. Asch, S. E. (1956). Studies of independence and conformity: A majority of one against a unanimous majority. *Psychological Monographs*, 70(9), 1-70. Adler, P. S. (1993). Time-and-motion regained. *Harvard Business Review*, 71(1), 97-108. Bakker, C. B., & Bakker-Rabdau, M. K. (1973). No trespassing! : Explorations in Human Territoriality. San Francisco : Chandler & Sharp Publishers. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. Bass, B. M. (1961). Conformity, deviation and general theory of interpersonal behavior. In I. A. Berg and B. M. Bass (Eds.), *Conformity and Deviation*(pp. 38-100). New York: Harper and Brothers Publishers. Battistelli, L. (1929). *Vanity: A Psychological and Critical Essay*. Oxford, England: Laterza. Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117, 497-529. Baumeister, F. (2002). Yielding to temptation :Self-control failure, impulsive purchasing, and consumer behavior. *Journal of Consumer Research*, 28(4), 670-671. Bearden, W. O., & Etzel, M. J. (1982). Reference group influence on product and brand purchase decisions. *Journal of Consumer Research*, 9(2), 183-194. Bearden, W. O., & Rose, R. L. (1990). Attention to social comparison information: An individual difference factor affecting consumer conformity. *Journal of Consumer Research*, 16(4), 461-471. Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of Consumer Research*, 15(March), 121-134. Beatty, S. E., & Ferrell, E. M. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169-191. Berkowitz, L. (1957). Effects of perceived dependency relationships upon conformity to group expectations. *Journal of Abnormal Social Psychology*, 55(3), 350-354. Belk, R. W. (1984). Three scales to measure construct related to materialism: Reliability, validity, and relationships to measures of happiness. In Thomas Kinnear (Eds.), *Advances in consumer research*(pp. 291-297). Provo, UT: Association for Consumer Research. Belk, R. W. (1985). Materialism: Trait aspects of living in the material world. *Journal of Consumer Research*, 12(3), 265-280. Belk, R. A., & Ger, G. (1990). Measuring and comparing material cross-culturally. *Advances in Consumer Research*, 17, 186-192. Belk, R. A., & Ger, G. (1996). Cross-cultural differences in materialism. *Journal of Economic Psychology*, 17(1), 55-77. Bellenger, D. N., & Korgaonkar, P. K. (1980). Profiling the recreational shopper. *Journal of Retailing*, 56(3), 77-92. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behavior*. Tex: Harcourt College Publishers. Bourne, F. S. (1957). Group influence in marketing and public relations. In R. Likert & S. P. Hayes, Jr. (Eds.), *Some Applications of Behavioral Research* (pp.207-257). Paris: UNESCO. Burnkrant, R. E., & Cousineau, A. (1975). Informational and normative social influence in buyer behavior. *Journal of Consumer Research*, 2(3), 206-214. Burroughs, J. E., & Rindfleisch, A. (2002). Materialism and well-being: A conflicting values perspective. *Journal of Consumer Research*, 29(3), 348-371. Campbell, C. (1987). *The Romantic Ethic and the Spirit of Modern Consumerism*. New York: Basil Blackwell. Cialdini, R. B. (1993). *Influence: Science and Practice*. New York: Harper Collins. Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1991). A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior. In M. Zanna (Ed.), *Advances in Experimental Social Psychology*(pp.201-234). New York: Academic Press. Cialdini, R. B., & Trost, M. R. (1998). Social influence: Social norms, conformity, and compliance. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The Handbook of Social Psychology* (pp. 323-390). New York: McGraw-Hill. Clover, V. (1950). Relative importance of impulse buying in retail store. *Journal of Marketing*, 15(1), 66-70. Cobb, C. J., & Hoyer, W. D. (1986). Planned versus impulse purchases behavior. *Journal of Retailing*, 68(4), 384-409. Cohen, J. B., & Golden, E. (1972). Informational social influence and product evaluation. *Journal of Applied Psychology*, 137(8),

1387-1397. Curtiss, S. (1977). *Genie: A psycholinguistic study of a modern-day wild child*. New York: Academic Press.

Davis, L. L. (1984). Judgment ambiguity, self-consciousness, and conformity in judgments of fashionability. *Psychological Reports*, 54(2), 671-675.

Dawson, S. (1991). An exploratory study of materialism among expatriate Americans. *Journal of Social Behavior and Personality*, 6(1), 363-384.

Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *Journal of Abnormal Social Psychology*, 51, 629-636.

Dholakia, U. M. (2000). Temptation and resistance: An integrated model of consumption impulse formation and enactment. *Psychology & Marketing*, 17(11), 955-982.

Dittmar, H., Beattie, J., & Friese, S. (1995). Gender identity and material symbols: Objects and decision considerations in impulse purchases. *Journal of Economic Psychology*, 16(3), 491-511.

Dittmar, H., Beattie, J., & Friese, S. (1996). Objects, decision, considerations and self-image in men's and women's impulse purchases. *Acta Psychologica*, 93, 187-206.

Di Vesta, F. J. (1959). Effects of confidence and motivation on susceptibility to informational social influence. *Journal of Abnormal Social Psychology*, 59(September), 204-209.

Du Bois, C. (1955). The dominant value profile of American culture. *American Anthropologist*, 57(12), 1232-1239.

Epley, N., & Gilovich, T. (2001). Putting adjustment back in the anchoring and adjustment heuristic: Differential processing of self-generated and experimenter-provided anchors. *Psychological Science*, 12, 391-396.

Faber, R. J., & O'Guinn, T. C. (1988). Compulsive consumption and credit abuse. *Journal of Consumer Policy*, 11(4), 97-109.

Festinger, L. (1953). An analysis of compliant behavior. In M. Sherif & M. O. Wilson (Eds.), *Group relations at the crossroads* (pp. 232-256). New York: Harper.

Fisher, R. J. & Price, L. L. (1992). An investigation into the social context of early adoption behavior. *Journal of Consumer Research*, 14(2), 548-566.

Foster, G. R., & Meyer, L. D. (1972). Erosion mechanics of mulches. *American Society of Agricultural Engineers*, No.72-754, 24-25.

Fournier, S., & Richins, M. L. (1991). Some theoretical and popular notions concerning materialism. *Journal of Social Behavior and Personality*, 6(6), 403-413.

Grau, K. J. (1928). *Vanity and the Feeling of Modesty: A Study in Social Psychology and the Psychology of Character*. Leipzig: Meiner.

Guieford, J. P. (1965). *Fundamental Statistics in Psychology and Education*. New York: McGraw-Hill.

Heilbroner, R. L. (1956). *The Quest for Wealth: A Study of Acquisitive Man*. New York: Simon & Schuster.

Heslin, R. Blair, T. J., & Blake, B. F. (1992). Saver-spender scales. In D.W. Schumann (Eds.), *Proceeding of the Society for Consumer Psychology*(pp. 179-185). Washington, DC: Society for Consumer Psychology.

Hirschman, E. (1990). Secular immortality and the American ideology of affluence. *Journal of Consumer Research*, 17(6), 31-42.

Huertas, S. C., & Powell, L. (1986). Effect of appointed leadership on conformity. *Psychological Reports*, 59(2), 679-682.

Hock, S. J. & G. F. Loewenstein (1991). Time-inconsistent preference and consumer self-control. *Journal of Consumer Research*, 17(4), 492-507.

Kahle, L. R. (1983). *Social Values and Social Change: Adaptation to Life in America*. New York: Praeger.

Kassarjian, H., & Sheffet, H. (1981). Low Involvement: A second look. *Advances in Consumer Research*, 8, 31-34.

Katona, G., & Mueller, E. (1955). A study of purchase decisions. In Lincoln H. Clark (Eds.), *In Consumer Behavior: The Dynamics of Consumer Reaction*(pp.30-87). New York: New York University Press.

Kelly, G. A. (1955). *The Psychology of Personal Constructs*. New York: Norton.

Kelman, H. C. (1961). Processes of opinion change. *Public Opinion Quarterly*, 25(1), 57-78.

Kelman, H. C., & Cohler, J. (1959). Reaction to persuasive communication as function of cognitive need and styles. Paper presented at the meeting of the Eastern Psychological Association, Atlantic City.

Kiesler, C. A., & Kiesler, S. B. (1969). *Conformity*. Massachusetts: Addison-Wesley.

Kollat, D. T., & Willett, R. P. (1967). Customer impulse purchasing behavior. *Journal of Marketing Research*, 4(Feb.), 21-31.

Kruglanski, A. W., & Webster, D. M. (1991). Group members' reactions to opinion deviates and conformists at varying degrees of proximity to decision deadline the environmental noise. *Journal of Personality & Social Psychology*, 61(2), 212-225.

Lascu, D. N., & Zinkhan, G. (1999). Consumer conformity: Review and applications for marketing theory and practice. *Journal of Marketing Theory and Practice*, 7(3), 1-12.

Leiss, W., Kline, S., & Jhally, S. (1986). *Social Communication in Advertising*. London: Routledge.

Lippa, R. A. (1990). *Introduction to Social Psychology*. California: Wadsworth.

Lyman, S. M. (1978). *The Seven Deadly Sins: Society and Evil*. New York: St. Martin's Press.

Macinnis, H. (1997). *Consumer Behavior*. New York: Houghton Mifflin.

Mason, R. (1981). *A Study of Exceptional Consumer Behavior*. New York: St Martin's Press.

Meyer, K., & Anderson, G. C. (1999). Kangaroo care clinical setting: With fullterm infants having breastfeeding difficulties. *The American Journal of Maternal/Child Nursing*, 24(4), 190-192.

Midgley, D. F., Dowling, G. R., & Morrison, P. D. (1989). A consumer types, social influence, information search, and choice. In Thomas K. Srull (Eds.), *Advances in Consumer Research* (pp. 137-143). Provo, Utah: Association for Consumer Research.

Mowen, J. C., & Minor, M. (1998). *Consumer Behavior* (5th ed.). New Jersey: Prentice-Hall.

Nakamura, C. Y. (1958). Conformity and problem solving. *Journal of Abnormal Social Psychology*, 56(3), 315-320.

Netemeyer, R. G., Burton, S., & Lichtenstein, D. R. (1995). Trait aspects of vanity: Measurement and relevance to consumer behavior. *Journal of Consumer Research*, 21(4), 612-626.

O'Guinn, T. C., & Faber, R. J. (1989). Compulsive buying: A phenomenological exploration. *Journal of Consumer Research*, 16(2), 147-157.

Park, W. C., & Lessig, V. P. (1977). Students and housewives: differences in susceptibility to reference group influence. *Journal of Consumer Research*, 4(2), 102-110.

Peterson, G. W., Rollins, B. C., & Thomas, D. L. (1985). Parental influence and adolescent conformity. *Youth and Society*, 16(4), 397-420.

Pincus, S., & Waters, L. K. (1977). Informational social influence and product quality judgments. *Journal of Applied Psychology*, 62(5), 615-619.

Piron, F. (1991). Defining impulse purchasing. *Advances in Consumer Research*, 18(1), 509-514.

Polanyi, K. (1994). *The Great Transformation*. New York: Rinehart.

Rassuli, K. M., & Hollander, S. C. (1986). Desire-induced, innate, insatiable. *Journal of Macro-marketing*, 6(2), 4-24.

Riesman, D. (1950). *The Lonely Crowd. A Study of the Changing American Character*. New Haven: Yale University Press.

Rook, D. W., & Hoch, S. J. (1985). Consuming impulses. *Advances in Consumer Research*, 12(1), 23-27.

Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(3), 189-199.

Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 26(6), 278-292.

Rosenbaum, M. S. & Massiah, C. A. (2007). When Customers Receive Support from Other Customers: Exploring the Influence of Intercustomer Social Support on Customer Voluntary Performance. *Journal of Service Research*, 9(3), 257-270.

Richin, M. L. (1987). Media, materialism and

human happiness, in *advance in consumer research*. Association for Consumer Research, 14(8), 352-256. Richin, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: scale development and validation. *Journal of Consumer Research*, 19(2), 303-316. Sabini, J., & Silver, M. (1982). *Moralities of Everyday Life*. Oxford: Oxford University Press. Schachter, S. (1959). *The Psychology of Affiliation*. California: Stanford University Press. Schachter, S. (1951). Deviation, rejection, and communication. *Journal of Abnormal and Social Psychology*, 46(2), 190-207. Schiffman, L. G., & L. L. Kanuk (1997). *Consumer Behavior*. New Jersey: Prentice Hall. Schoeck, H. (1966). *Envy: A theory of social behavior*, trans. New York: Harcourt, Brace and World. Shiv, B., & Fedorikhin, A. (1999). Heart and mind in conflict: The interplay of affect and cognition in consumer decision making. *Journal of Consumer Research*, 26(December), 434-448. Simonson, I., & Nowlis, S. M. (2000). The role of explanations and need for uniqueness in consumer decision making: Unconventional choices based on reasons. *Journal of Consumer Research*, 27(June), 49-68. Sirgy, M. J. (1992). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, 9(December), 287-300. Snyder, A., Mischel, W., & Lott, B. E. (1960). Value, information, and conformity behavior. *Journal of Personality*, 28(2), 333-341. Solomon, M. R. (1985). *The Psychology of Fashion*. Lexington, Massachusetts: Heath. Solomon, M. R. (1992). *Consumer Behavior: Buying, Having, and Being*. Massachusetts: Allyn & Bacon. Solomon, M. R. (2001). *Consumer Behavior*. New Jersey: Prentice Hall. Stafford, J. E., & Cocanougher, B. A. (1977). Reference group theory. In R. Ferbet (Eds.), *Selected Aspects of Consumer Behavior* (pp. 361-380). Washington, DC: U. S. National Science Foundation. Steenkamp, J. B. & Baumgartner, H. (1992). The role of optimum stimulation level in exploratory consumer behavior. *Journal of Consumer Research*, 19(December), 434-448. Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59-62. Taylor, M. P. (1989). Covered interest arbitrage and market turbulence. *The Economic Journal*, 99(396), 376-391. Thompson, C. J., Locander, W. B., & Pollio, H. R. (1989). Putting consumer experience back into consumer research: The philosophy and method of existential-phenomenology. *Journal of Consumer Research*, 16(2), 133-146. Tinson, J., & Ensor, J. (2001). Formal and informal reference groups: An exploration of novices and experts in the maternity services. *Journal of Consumer Behaviour*, 1(2), 174-183. Toboski, F. P., Juliano, C. V., & Kerr, W. A. (1965). Conformity and success in the field of dramatics. *Journal of Social Psychology*, 43, 269-273. Veblen, T. (1899). *The Theory of the Leisure Class*. New York: Macmillan. Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(1), 72-83. Ward, S., & Wackman, D. (1971). Family and media influences on adolescent learning. *American Behavioral Scientist*, 14, 415-427. Weinberg, P., & Gottwald, W. (1982). Impulsive consumer buying as a result of emotions. *Journal of Business Research*, 10(1), 43-57. Westbrook, R. A., & Black, W. C. (1985). A motivation-based shopper typology. *Journal of Retailing*, 61(Spring), 78-103. Weun, S., Jones, M. A., & Beatty, S. E. (1998). Development and validation of the impulse buying tendency scales. *Psychological Reports*, 82(3), 1123-1133. Wilkie, W. L. (1994). *Consumer Behavior* (3rd ed.). New York: John Wiley and Sons.