

論文名稱：擁擠知覺、流行意識與情緒

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對消費者調適機制之影響

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論文提要內容：

近年來，零售業者為了要在市場上競爭，紛紛推出週年慶或是限量商品組合等優惠來吸引消費者，到處都可以見到因為購物而造成的人潮擁擠現象，這些現象導致消費者產生擁擠知覺，因而產生不愉快的情緒而使得消費者產生負面的適應機制，另外，由於經濟的發展，消費者購買能被社會認同以及有其價值的產品，產生了流行的追逐心理，這些商品自然影響消費者的情緒，並做出購買的調適機制。因此本研究欲探討消費者對於擁擠所帶來的知覺以及其本身流行意識是否會透過情緒產生出不同的調適機制。

本研究採用問卷調查方式，分析主要利用複迴歸模式，進行資料分析及假設檢定，驗證研究模式之配適程度。結果本研究發現：擁擠知覺對調適機制產生顯著負向影響，而流行意識對調適機制產生顯著正向影響，且情緒在擁擠知覺、流行意識與調適機制中具有中介效果。

關鍵字：擁擠知覺(crowding perception)，流行意識(fashion consciousness)，情緒(emotion)，調適機制(coping strategy)

The Effects of Crowding Perception, fashion Consciousness and Emotion on Consumer Coping Strategy

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ABSTRACT

In recent years, retailers have launched limited items or special low price to attract consumers in order to be competitive in the market. In this way, this strategy that leads to crowded shopping atmosphere causes consumers to have crowding perceptions. Thus, consumers would have unhappy feelings and the negative coping strategy. Moreover, as economic grows, consumers would like to purchase social-recognized and valuable products. This behavior leads to fashion consciousness. Social-recognized and valuable products naturally affect consumers' emotions and lead them to have purchasing coping strategy. Therefore, my study focuses on whether crowding perception fashion consciousness and will lead consumers to choose different coping strategies.

This study collected the data via questionnaire method. The method of analysis primarily used multiple regression modeling to analyze the data and test study hypotheses to verify the degree of fitting of study performance. The results indicated that crowding perception has an obvious and negative influence on coping strategy. Fashion consciousness has an obvious and positive influence on coping strategy. Emotion serves as the mediator between crowding perception, fashion consciousness and coping strategy.

Key Words: crowding perception, fashion consciousness, emotion, coping strategy