

參考文獻

一、中文部分

林財丁(1995)，消費者心理學，台北：書華出版社。

吳瑞瑜(2003)，森林遊樂區遊客擁擠知覺之研究-以東勢林場為例，國立中興大學森林學系之未出版碩士論文。

邱皓政(2005)，量化研究與統計分析，台北：五南圖書出版股份有限公司。

馬家輝(1991)，都市新人類，台北：遠流出版社。

徐達光(2000)，消費者心理學，台北：東華出版社(排版中)。

陳淑娟(1996)，零售賣場設計與現場消費行為關係之探索研究-以百貨公司為例，私立元智工學院管理研究所未出版碩士論文。

陳淑玲(2001)，零售商店擁擠知覺與購物滿意關係之探討，國立中央大學企業管理研究所未出版碩士論文。

陳簾仔(2004)，體驗品質對情緒、價值、體驗滿意度、承諾及行為意圖影響之研究-以台灣現代戲劇演出為例，私立天主教輔仁大學管理研究所未出版碩士論文。

陳水源(1988)，擁擠與戶外遊憩體驗關係-社會心理層面之探討，國立台灣大學森林學系研究所未出版博士論文。

張嘉宇(2004)，遊客面對遊憩區擁擠所採行調適機制之探討-以劍湖山主題樂園遊客為例，私立南華大學旅遊事業管理研究所之未出版碩士論文。

黃文貞(1998)，流行及期符號生產機制-以服飾流行工業為例，國立台灣大學社會研究所之未出版之碩士論文。

黃天中、洪英正(1998)，心理學，台北：桂冠。

楊惠淳(2001)，流行焦慮概念之探討與測量建構發展，私立天主教輔仁大學織品服裝學系碩士班之未出版之碩士論文。

潘靜中(2001)，流行資訊的形成與影響，私立天主教輔仁大學織品服裝學系碩士班之未出版之碩士論文。

二、英文部分

Aiello, I. R., Thompson, D. E., & Brodzinsky, D. M. (1983). How funny is crowding anyway? Effects of room size, group size and the introduction of humor. *Basic and Applied Social Psychology*, 4(2), 193-207.

Altman, I. (1975). *The environment and social behavior*, monterey. California: Brooks/Cole Publishing Company, 146-167.

Atkinson, R. (1994). Parametric estimation of technical and allocative inefficiency with panel data. *International Economic Review*, 35(1), 231-243.

Barker, R. (1963). Ecology and motivation. *Nebraska Symposium on Motivation*, 8(1), 1-50.

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(2), 1173-1182.

Barthes, R. (1983). *The fashion system*. New York: Jill and Wang.

Beatty, S. E., & Ferrell, B. R. (1998). Impulse buying: Moderating its precursors. *Journal of Retailing*, 74(2), 169-191.

Belk, R. W. (1988). Possessions and extended self. *Journal of Consumer Research*, 15(9), 139-168.

Choi, S. C., Mirjafari, A., & Weaver, H. B. (1976). The concept of crowding: A critical review and proposal of an alternative approach. *Environment and Behavior*, 8(3), 345-362.

Clark, M. S., & Isen A. (1982). Toward understanding the relationship between feeling states and social behavior. New York: El-sevier/North Holland.

Desor, J. A. (1972). Personal control and coping with retail crowding. *Journal of Personality and Social Psychology*, 21(2), 79-83.

Donovan, R. J., & Rossiter, J. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing*, 58 (Spring),

34-57.

Eroglu, S. A., & Harrell, G. D. (1986). Retail crowding: Theoretical and strategic implications. *Journal of Retailing*, 62(4), 347-363.

Eroglu, S. A., & Machleit, K. A. (1990). An empirical study of retail crowding: Antecedents and consequences. *Journal of Retailing*, 66(2), 201-221.

Fenigstein, A., Scheier, M. F., & Buss, A. H. (1989). Public and private self-consciousness assessment and theory. *Journal of Consulting and Clinical Psychology*, 43(1), 522-527.

Festinger, L. (1957). *A theory of cognitive dissonance*. California: Stanford University Press.

Fiske, T. M., & Taylor, S. E. (1984). *Social cognition*. California: Addison Wesley Publishing Company.

Foxall, G. R., Goldsmith, R. E., & Brown, S. (1994). *Consumer psychology for marketing*. London: International Thompson business press.

Freedman, A. M., & Kaplan, H. I. (1975). *Psychiatry and dentistry: Comprehensive textbook of psychiatry*. Baltimore: Williams and Milkins Co.

Gardner, H. (1985). *The theory of multiple intelligences*. New York: Basic Books.

Greyser, J., & Stephen A. (1976). The evolution of retail institutions in the United States . *Journal of Marketing*, 56(3), 83-95.

Gronow, J. (1993). What is “good taste”? *Social Science Information*, 32(2), 279-301.

Harrell, G. D., & Anderson, J. C. (1980). Path analysis of buyer behavior under conditions of crowding. *Journal of Marketing Research*, 17(1), 45-51.

Havlena, W. J., & Holbrook, M. B. (1986). The varieties of consumption experience: Comparing two typologies of emotion in consumer behavior. *Journal of Consumer Research*, 13(3), 394-404.

Holbrook, M. B., Robert, W. C., Oliva, T. A., & Greenleaf, E. A. (1984). Play as a consumption experience: The roles of emotions, performance, and personality in the enjoyment of games. *Journal of Consumer Research*, 11 (September), 728-739.

Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, 14(December), 404-420.

Hui, M. K., & Bateson, J. E. G. (1991). Perceived control and the effects of crowding and consumer choice on the service experience. *Journal of Consumer Research*, 18(1), 174-184.

Isen, A. (1984). The influence of positive affect on decision making and cognitive organization. *Advances in Consumer Research*,

11(3), 534-537.

Izard, C. E. (1977). *Human emotions*: New York: Plenum.

Izard, C. E. (1993). Organizational and motivational functions of discrete emotions. In M. Lewis & J. M. Haviland (Eds.), *Handbook of emotions* (pp. 631-641). New York: Guilford.

Jarnow, J., & Dickerson, K. (1997). *Inside the fashion industry*. New York: Macmillan.

Kaiser, S. B. (1985). *The social psychology of clothing*. New York: Macmillan.

Kaiser, S. B., Nagasawa, R. H., & Hutton, S. S. (1989). Theoretical development in clothing and textiles: Are we stuck in the concrete? *Clothing and Textiles Research Journal*, 7(3), 23-31.

Langer, E., & Saegert, S. (1977). Crowding and cognitive control. *Journal of Personality and Social Psychology*, 35(1), 275-282.

Lazarus, R., & Folkman, S. (1984). *Stress appraisal and coping*. New York: Springer.

Lee, H., & Graefe, A. R. (2003). Crowding at an arts festival: extending crowding models to the frontcountry. *Tourism Management*, 24(2), 1-11.

Machleit, K. A., Kellaris, J. J., & Eroglu, S. A. (1994). Human vs.

spatial dimensions of crowding perceptions in retail environments: A note on their measurement and effect on shopper satisfaction. *Marketing Letters*, 5(1), 183-194.

Machleit, K. A., Eroglu, S. A., & Mantel, S. P. (2000). Perceived retail crowding and shopping satisfaction: What modifies this relationship ? *Journal of Consumer Psychology*, 9(2), 29-42.

Manning, R. E., Valliere, W., Wang, B., & Jacobi, C. (1999). Crowding norms: Alternative measurement approaches. *Leisure Sciences*, 21(1), 97-115.

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Massachusetts: Mit Press.

Milgram, S. (1970). The experience of living in cities. *Science*, 167(1), 1461-1468.

Montano, D., & Adamopoulos, J. (1984). The perception of crowding in interpersonal situations: Affective and behavioral responses. *Environment and Behavior*, 16(3), 643-666

Mowen, V. (2003). Perceived crowding and its relationship to crowd management practices at park and recreation events. *Event Management*, 8(2), 63-72.

Nagar, D., & Pandey, J. (1987). Affect and performance on cognitive task as a function of crowding and noise. *Journal of Applied Social Psychology*, 17(3), 147-157.

Plutchik, R. (1980). *Emotion: A psychoevolutionary synthesis*: New York: Harper and Row.

Russell, J. A. (1979). Affective space is bipolar. *Journal of Personality and Social Psychology*, 37(1), 345-356.

Schiffenbauer, A., Brown, J. E., Perry, P. L., Schulack, L. K., & Zanzola, A. M. (1997). The relationship between density and crowding: Some architectural modifiers. *Environment and Behavior*, 29(2), 3-14.

Shelby, B. (1980). Crowding for backcountry recreation. *Land Economics*, 56(1), 43-55.

Sherman, P. W., Reeve, H. K., & Pfennig, D. W. (1997). *Recognition systems in behavioural ecology: An evolutionary approach* (4th ed.). Oxford: Blackwell Scientific.

Sheth, J. N. (1983). An integrative theory of patronage preference and behavior. In W. R. Darden & R. F. Lusch (Eds.), *Patronage behavior and retail management*. New York: Elsevier Science Publishing Co.

Simmel, G. (1971). *On individuality and social forms*. Chicago: University of Chicago Press.

Snyder, C. R., & Fromkin, H. J. (1980). *Uniqueness: The human pursuit of difference*. New York: Plenum Press.

Solomon, M. S. (1996). *Consumer behavior*. New Jersey: Prentice Hall, Inc.

Sproles, G. B. (1979). *Fashion: Consumer behavior toward dress*. Minneapolis: Burgess.

Sproles, G. B. (1985). Behavioral science theories of fashion. In M. R. Solomon (Ed.), *The psychology of fashion* (pp. 55-70). Lexington: D. C. Heath/Lexington Books.

Stephen, J. G., & Barbara, B. S. (1989). Gender schema and fashion consciousness. *Psychology and Marketing*, 6(2), 129-145.

Stokols, D. (1972). A social-psychological model of human crowding phenomena . *Journal of American Institute of Planners*, 38(1), 72-83.

Stokols, D. (1972a). The experience of crowding in primary and secondary environment. *Environment and Behavior*, 8(1), 49-86.

Wilson, E. (1985). *Adorned in dreams: Fashion and modernity*. London: Virago Press.

Wortzel, R. (1979). New life style determinants of women's food shopping behavior, *Journal of Marketing*, 43(4), 28-29.

Zajonc, R. B., & Markus H. (1982). Affective and cognitive factors in preferences. *Journal of Consumer Research*, 9(1), 123-131.