

論文名稱：消費者物質主義、擁擠知覺 總頁數：93

與廣告涉入程度對消費者購買意願之影響

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論文提要內容：

近年來，消費者重視物質、享受名牌以及自我意識提高的現象越來越普及。而零售業者為了搶攻市場，常常展開了限量商品搶購或是百貨週年慶的活動，吸引大量為求滿足自己慾望的消費者。再加上現今各種媒體的興盛，各式各樣五花八門的廣告，都無時無刻不在刺激與吸引人們擁向賣場，競相購買。因此，本研究主要在探討消費者物質主義、擁擠知覺與廣告涉入程度對消費者購買意願的影響，並進一步探究變數間所存在之干擾效果。

本研究採用紙本問卷及電子問卷同時進行發放調查。共計發出 320 份問卷，回收 250 份有效問卷。以 Pearson 相關分析及簡單迴歸分析來探討兩兩變數間之關係，並以階層迴歸分析來探究四個變數間所存在的干擾效果。

經由研究結果顯示，消費者物質主義對購買意願有顯著的影響；擁擠知覺對購買意願並無顯著的影響；廣告涉入對購買意願有顯著的影響。另外，干擾效果部份，在消費者物質主義對消費者購買意願影響關係之間，廣告涉入產生干擾效果；在擁擠知覺對消費者購買意願影響關係之間，廣告涉入亦產生干擾效果。

關鍵字：物質主義(materialism)，擁擠知覺(crowding perceiving)，廣告涉入(involvement with advertisement)，購買意願(willingness to buy)

The Effect of Consumer materialism, crowding perceiving
involvement with the ads on the willingness of
consumers to buy

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ABSTRACT

In recent years, consumer attention to material, and enjoy the famous self-awareness of the phenomenon is becoming increasingly popular. In order to attack the retail market, launched a limited often buy goods or department store anniversary activities, in order to attract large numbers of consumers to meet their desires. Coupled with the rise of today's media, a wide range variety of advertising, have not the time to stimulate and attract people rush to stores, competing to buy. Therefore, this study was to investigate the consumer materialism, crowded perceived involvement with the ads on the willingness of consumers to buy influence and further explore the variables that exist between the effects of interference.

This study used paper and electronic questionnaire at the same time issuing a questionnaire survey. Total 320 questionnaires sent, 250 valid questionnaires recovered. Pearson correlation analysis and a simple regression analysis on February 2 to discuss the relationship between variables, and class regression analysis to find the four variables that exist between the interference effects.

By the findings show that consumers will buy the material and a significant impact on the purchase of the crowded perception will have no significant impact on the purchase of your involvement will have significant impact. In addition, the effect of the interference, in the materialistic consumer willingness of consumers to buy influence relations between the ads interfere with effects of involvement in the crowded perceived willingness of consumers to buy influence relations between the ads also involved in a disturbance effect.

Key Words: materialism, crowding perceiving, involvement with advertisement,
willingness to buy