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| 論文中文摘要： | 本研究使用刺激-有機體-反應(S-O-R)模型作為研究理論背景，來探討消費者對於高價3C產品中的衝動購買行為。其中研究模型進一步分為兩條路徑：認知路徑以及情感路徑。本研究以16歲以上且能理解繁體中文之消費者為對象進行問卷調查，並利用結構方程模型(Structural Equation Modeling)將所得之426份有效樣本進行數據分析。研究結果顯示，不同特性的刺激變數：象徵價值、資訊社會影響皆會正向影響消費者的內在反應，接著正向影響消費者的衝動購買意願。此外，研究結果還發現兩條路徑都可以正面影響消費者的衝動購買意願；但情感路徑在本研究中扮演著更重要的角色。因此，透過資訊社會影響去刺激消費者的情感面，能有效的提升消費者的衝動購買意願。我們建議廠商的行銷策略應該更著重在消費者的情緒狀態，以增加消費者對高價3C產品的衝動購買意願。 |
| 論文外文摘要： | The present research aims to investigate consumers' impulse purchase behavior in the higher-priced technology products by employing the Stimulus (S)- Organism (O)- Response (R) paradigm as the research model. The SOR model is further divided into two paths: cognitive path, consisting of symbolical values as stimulus variable, and perceived pleasure as organism variable; and the affective path, consisting of informational social influence as stimulus variable and desirability as organism variable. Data collection is conducted via an online questionnaire, which is distributed on the social media platform. We collected 426 valid samples and analyzed the data by structural equation modeling (SEM). The results show that the different attributes variable can positively influence an individual’s internal reaction, which positively affects consumers’ impulse purchase intention. This study also confirmed that both paths can influence consumers’ impulse purchase intention, but the affective path plays a more important role in the present research. Therefore, we suggest industries' marketing strategy’s content should focus more on consumers’ emotional state to increase the consumers’ impulse purchase intention. |
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