

# 國立交通大學

管理科學系碩士班

碩士論文

擁擠知覺與促銷活動對衝動性購買之影響研究—以享樂性  
購物價值為中介變數

The effects of perceived crowding and sales promotion on  
impulse buying— hedonic shopping value as a mediator

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# 擁擠知覺與促銷活動對衝動性購買之影響研究—以享樂性購物價值為中介變數

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## 摘 要

本研究主要在探討知覺擁擠與促銷活動兩者之交互作用對於享樂性購物價值的影響，以及享樂性購物價值與衝動性購買之關係。以實驗法進行研究，由研究者至賣場取景製作成影片，搭配虛擬故事操弄本研究所欲探討的變數。本研究結果顯示，擁擠知覺與促銷活動兩者交互作用並不顯著，即對享樂性購物價值而言無影響；然而當有舉辦促銷活動時，消費者之享樂性購物價值較高。在衝動性購買方面，當享樂性購物價值愈高，消費者衝動性購買的程度也愈高，兩者呈現正相關。整體而言，擁擠程度對享樂性購物價值並無影響，而當有促銷活動時，消費者之享樂性購物價值較高，產生衝動性購買的可能性也較高。

**關鍵字：**擁擠知覺、促銷、享樂性購物價值、衝動性購買

# The effects of perceived crowding and sales promotion on impulse buying— hedonic shopping value as a mediator

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## **ABSTRACT**

This research investigated some factors affecting impulse buying. It assumed that higher hedonic shopping value would induce a higher probability of impulse buying. The other hypotheses described that when there was a sales promotion, consumers' hedonic shopping values were higher in the condition of a high level of perceived crowding and when there were no sales promotions, hedonic shopping values were higher in the condition of a low level of crowding. It was also assumed that sales promotion would result in higher hedonic shopping. The results showed that the interactions between sales promotions and hedonic shopping values were not significantly, hedonic shopping value was higher when there was a sales promotion, and the possibility of impulse buying was higher under consumers' higher hedonic shopping value.

**Keywords: perceived crowding, sales promotion, hedonic shopping value, impulse buying.**

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江秋君 謹誌

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# **CHAPTER 1 INTRODUCTION**

## **1.1 Background**

Intentions do not always predict buying behavior (Anonymous, 2005). On the contrary, sometimes consumers make a purchase without deliberate consideration. It is a sudden and spontaneous urge to buy a particular product. This phenomenon could be classified as impulse buying (Rook & Hoch, 1985). Traditionally, economists assume that people make decisions rationally, but such “irrational” behavior, impulse buying, does exist generally. From a consumers’ point of view, almost all purchasing decisions are made through conflicting consideration and impulse buying is included. Even though impulse buying is usually judged as immature or irrational behavior, numerous people still do it. Apparently, there are certain factors tempting them. Impulsive consumption behavior compromises a variety of consumer behaviors. The reasons why consumers purchase impulsively are also diverse. Thus, this research investigates some factors affecting impulse buying.

## **1.2 Research Motivation**

While going to a shopping mall or a store, many consumers prefer a spacious and comfortable environment. Narrow makes people feel crowded and results in perception of uncomfortable. However, perceived crowding might produce the experience of excitement for consumers as there is probably a sales promotion. Sometimes it seems that the more crowded the mall is, the more enjoyment they feel. People go shopping not only for specific tasks, but also for other entertainment purposes. The pleasure of shopping could be one of the factors affecting impulse buying. Therefore, perceived crowding is not always a negative thing. It might be beneficial for marketers as impulse buying produced additional profits.

### **1.3 Research Objective**

The objective of this research is to examine the relationship which is mediated by hedonic shopping value between perceived crowding and impulse buying, and the role of sales promotions in this relationship. This study is to find if perceived crowding is positively related to hedonic shopping value when there is a sales promotion and if the probability of impulse buying is higher when consumers experience higher hedonic shopping value. It is a practical issue that all the marketers would like to know, because impulse buying is profitable for retailers. Besides, crowding is a common phenomenon in shopping environments and sales promotions are also a common strategy marketers would employ.

### **1.4 Research Structure**

This research includes five chapters, and the outline of each chapter is as follows:

Chapter one introduces the research background, research motivation, research objective, and research structure.

Chapter two reviews the existing literature relevant to this research. It comprises perceived crowding, sales promotion, shopping value, and impulse buying. In this research, perceived crowding will serve as an independent variable, hedonic shopping value as a mediator, and impulse buying as a dependent variable. Sales promotion will serve as a moderator of perceived crowding and hedonic shopping value and as an independent variable of hedonic shopping value.

Chapter three illustrates the experiment design, data collection, sample selection, measurement, manipulation check, and pre-test.

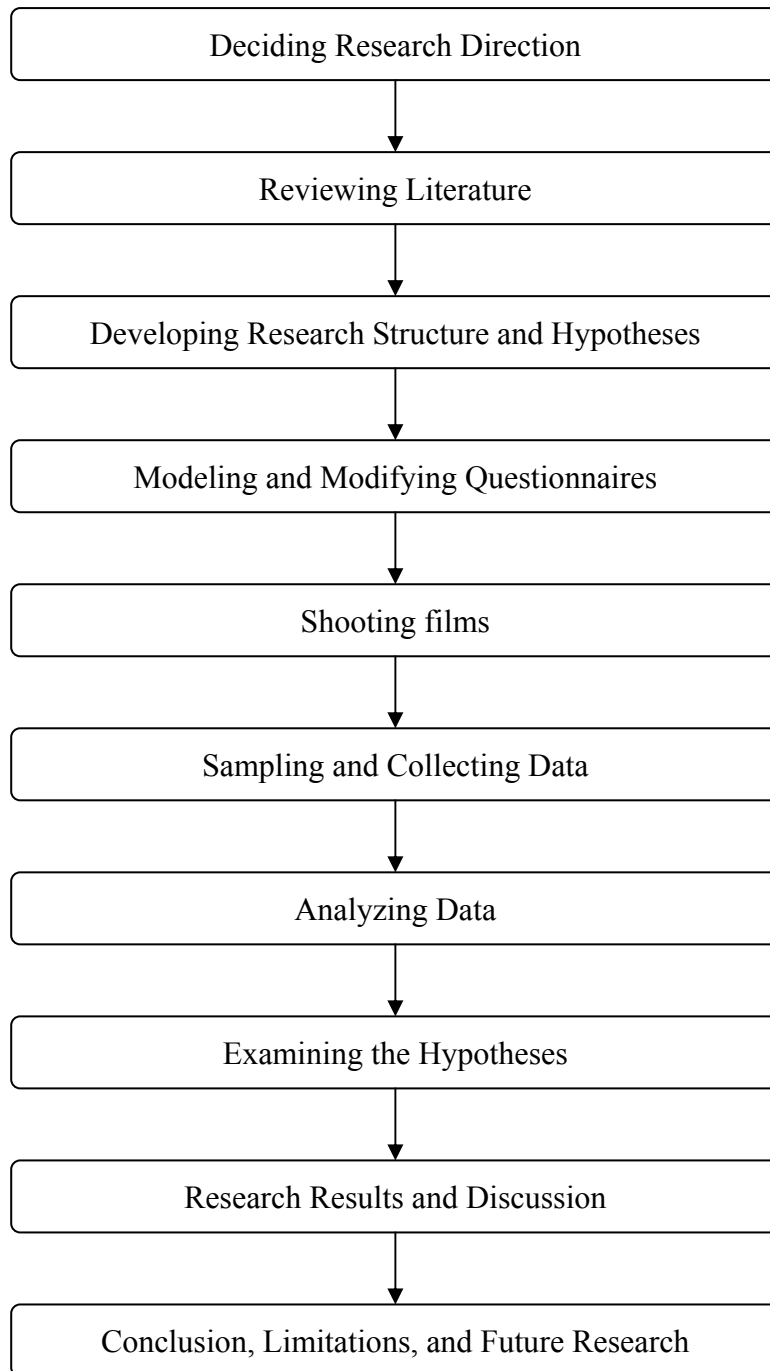
Chapter four tests the hypotheses and shows the statistical results of the research. The data analysis methods contain Reliability Analysis, Factor Analysis, ANOVA,

Independent-Sample T Test, and Simple Regression. Thus some findings could be explained through this information.

Chapter five discusses the results and implications of the study, describes limitations, and provides suggestions for future research.

The research flow is as follows:

**Figure 1.1 Research Flow**



## CHAPTER 2 LITERATURE REVIEW

### 2.1 Perceived Crowding

Stokols (1972) argued that crowding is different from density. Density refers to a physical condition involving spatial limitation. Crowding is a psychological state which the restrictive aspects of limited space are perceived by an individual (Stokols, 1972). Higher retail density resulted in more crowded feelings among customers. Under high density retail conditions, task-oriented shoppers perceived more retail crowding than do non-task oriented shoppers (Eroglu & Machleit, 1990). Closed interpersonal distance led to a high level of crowding, and subjects reported less crowding when the surrounding others were friends than when they were strangers and less crowding when they were female than when they were male (Rustemli, 1992). Perceived crowding is a direct function and also an indirect function which is mediated by perceived control of density (Hui & Bateson, 1991).

Research revealed that those who preferred more encounters felt less crowded throughout the 22-year period from 1985 to 1997 (Kuentzel & Heberlein, 2003). One study has investigated the interaction of retail density and music tempo and the effects on shopper responses. The findings show that customers' hedonic and utilitarian evaluations of the shopping experience are highest under the conditions of slow music/high density and fast music/low density (Eroglu, Machleit, & Chebat, 2005). Eroglu S. A. et al. (2005) suggested that there are two kinds of perceived crowding: perceived human crowding and perceived spatial crowding. There are negative effects of perceived human crowding on hedonic and utilitarian shopping values (Eroglu, Machleit, & Barr, 2005).

## **2.2 Sales Promotion**

Sales promotions are a temporary and tangible modification of supply, the goal of which is to directly affect consumer, retailer and sales force behavior (Chandon, 1995). Consumers respond to sales promotions because of some benefits. Research has indicated six kinds of benefits which were classified as utilitarian and hedonic dimensions. The saving, quality, and convenience benefits of sales promotion were classified as utilitarian, and the entertainment and exploration benefits were classified as hedonic benefits, and the value expression benefit entailed both utilitarian and hedonic benefits (Pierre, Brian, & Gilles, 2000). Price-based promotions are the prime attractors for increasing spending at a shopping mall. However, non price-based promotion such as lottery and gift-with-purchase are higher in ranking the activities on their likelihood of increasing the customers' spending at the mall (during the activity), and their likelihood of increasing the customers' probability of visiting the mall (Andrew, 2003).

Sales promotions may accelerate purchases in two forms: purchasing a larger quantity and shortening of inter-purchase time (Neslin, Henderson, & Quelch, 1985). The purchase acceleration effect is significant in time-limited promotions, whereas time-independent promotions have no such impact (Aggarwal & Vaidyanathan, 2003). Responses to promotional tools vary as the types of the shopping trip vary. Making a purchase in the presence of features is more related to fill-in trips (less is spent and the time between shopping is shorter (Frisbie Jr, 1980)) than major trips. Conversely, a purchase made when coupons are available is more associated with major trips than fill-in trips (Kahn & Schmittlein, 1992). One tactic to attract such shoppers to the store and to make higher margins on their purchase is to make available low value coupons to be used on those days when display and feature promotions are not scheduled (Mazumdar & Papatla, 1995).

### **2.3 Shopping Value**

Shopping value has been reported as a multi-dimensional outcome of a shopping process. It is what shoppers perceived they had got out of a shopping experience (Stoel, Wickliffe, & Lee, 2004). According to Babin et al. (1994), there are two types of shopping values, utilitarian and hedonic shopping value.

Utilitarian shopping value refers to achieving a goal (Babin, Darden, & Griffin, 1994) and the shopping is considered as a work mentality (Holbrook & Hirschman, 1982). It is derived from accomplishing the particular consumption need (Babin et al., 1994) in terms of finding the item buyers were looking for (Jason & Ann, 2005). Consumers focus on the functional necessity and the practicality of an item (Childers, Carr, Peck, & Carson, 2001; Suzanne & Michal, 2001). Thus, utilitarian consumption is a task-oriented and behavior is considered rational (Babin et al., 1994).

Hedonic shopping value is more subjective and personal than utilitarian shopping value and results more from fun and pleasure than from task completion (Holbrook & Hirschman, 1982). Therefore, hedonic shopping value focus on entertainment and emotion experience (Babin & Babin, 2001; Holbrook & Hirschman, 1982). Perceived enjoyment itself is an important hedonic benefit provided through shopping processes (Peter, Daniel, & Nancy, 1986). Enjoyment is also a strong predictor of attitude toward online retail shopping (Childers et al., 2001). Sherry (1990) concluded that “the seeking of such experience is often far more significant than the mere acquisition of products” (p. 26).

### **2.4 Impulse Buying**

Impulse buying is a pervasive concept of consumer behavior and inclusive of considerable marketing activities (Rook, 1987). It is unplanned but is more – it



involves experiencing an urge to buy (Beatty & Ferrell, 1998). Rook (1987, p. 191) defined impulse buying as “when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately.” Beatty and Ferrell (1998) extended this definition. It is not to fulfill a specific buying task and does not include the purchase of a reminder item which is simply an out-of-stock item at home. This is the definition of impulse buying in this paper.

There is a strong relationship between emotional intelligence and impulse buying behavior. Research shows people with a high EI manifest significantly lower impulse buying behavior than do those with a low EI (Chien-Huang & Shin-Chieh, 2005). Normative evaluation impacts on impulse buying behavior. Consumers who have the trait of buying impulsively only make an impulse purchase when they think it is appropriate (Rook & Fisher, 1995). In-store stimuli also affect unplanned buying significantly in supermarkets (Abratt & Goodey, 1990).

There are at least two core elements of impulse buying (Verplanken & Herabadi, 2001). The first one is unplanned purchase and lack of deliberation concerning the impulsively bought item. The other one is regarding an emotional response. Research shows that, impulse buying often occurs when consumers are excited, joyful, and in a positive mood state (Beatty & Ferrell, 1998; Verplanken & Herabadi, 2001).

Consumers often buy something impulsively and are aroused by the external environment and emotions (Beatty & Ferrell, 1998; Rook, 1987; Utpal, 2000). The impulse to buy something is hedonically complex (Rook, 1987). Such purchases account for a significant portion of the excitement and the hedonic satisfaction that consumers perceived when impulse buying, both in the present day as well as in the past (Michael, 2005).

## **2.5 Hypotheses**

There is lots of research about impulse buying and the factors affecting impulse buying. Environmental factors surrounding a particular consumption occasion is an antecedent of consumption impulse (Utpal, 2000). Perceived crowding is a part of the environmental factors. This research attempts to test the relationships between perceived crowding, impulse buying, hedonic shopping value, and sales promotion.

### ***2.5.1 Perceived Crowding and Hedonic Shopping Value***

Most people like to have their own private space. They tend to keep their distances from strangers and prefer not to go to places which are narrow or full of people. It makes people feel crowded and uncomfortable. Perceived crowding may decrease hedonic shopping value (Eroglu, Machleit, & Barr, 2005), since perceived crowding make consumers uncomfortable and hedonic shopping value is associated with enjoyment and entertainment. Nevertheless, when there is a sale promotion, consumers experience more fun or excitement in their shopping trips. Therefore, the pleasure of a sales promotion decreases and even eliminates the discomfort caused by perceived crowding. Consumers might think that the more a place is crowded, the more exciting of the shopping process is. Hence, the following hypotheses could be formulated:

H1a: Perceived crowding is negatively related to hedonic shopping value when there is no sales promotion.

H1b: Perceived crowding is positively related to hedonic shopping value when there is a sales promotion.

### ***2.5.2 Sales Promotion and Hedonic Shopping Value***

Pierre et al. (2000) argued that sales promotions provided consumers hedonic and utilitarian benefits. The hedonic benefit included opportunities for value expression, entertainment, and exploration. Many kinds of sales promotions, such as sweepstakes, contests or free gifts, are intrinsically fun to watch and to participate in. Buying a promoted product may satisfy shoppers who are behaving according to their principles or self-values, such as being thrifty or good. Because sales promotions usually changed to draw consumers' attention, they can fulfill intrinsic needs for exploration, variety, and information (Baumgartner & Steenkamp, 1996; Kahn & Louie, 1990). As mentioned before, these benefits fit in with Babin et al.'s (1994) typology of hedonic shopping value. Thus, the assumption of the hypothesis 2 is as follows:

H2: When there is a sales promotion, consumers perceive higher hedonic shopping value.

### ***2.5.3 Hedonic shopping value and impulse buying***

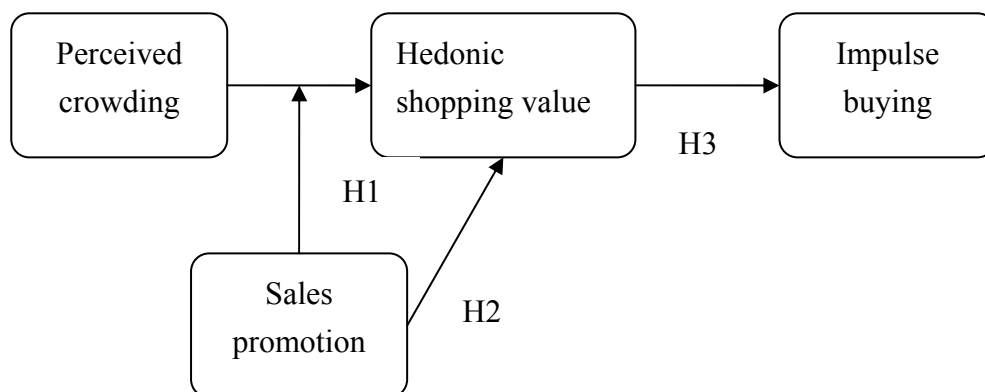
Consumers are aroused by impulse buying under an external environment and atmosphere (Utpal, 2000). Impulse buying occurs when consumers do not plan to buy a particular item, yet a thought similar to "I just want it right now" strongly and spontaneously arises without reflection (Beatty & Ferrell, 1998; Verplanken & Herabadi, 2001). Consumers sometimes make purchases they do not really need. Sometimes they just feel an urge to buy or they enjoy the shopping process. Through the purchase, consumers can vent their emotions. Rook (1987) suggested that impulse buying was hedonically complex. Research also reported that when consumers were in a positive mood and experiencing high-arousal emotions such as excitement and

pleasure, the possibility of impulse buying behavior is higher (Beatty & Ferrell, 1998; Verplanken & Herabadi, 2001). Therefore, the following hypothesis is expected to be verified:

H3: When consumers perceive higher hedonic shopping value, they tend to feel a greater urge to make an impulse purchase.

The theoretical framework is as follows:

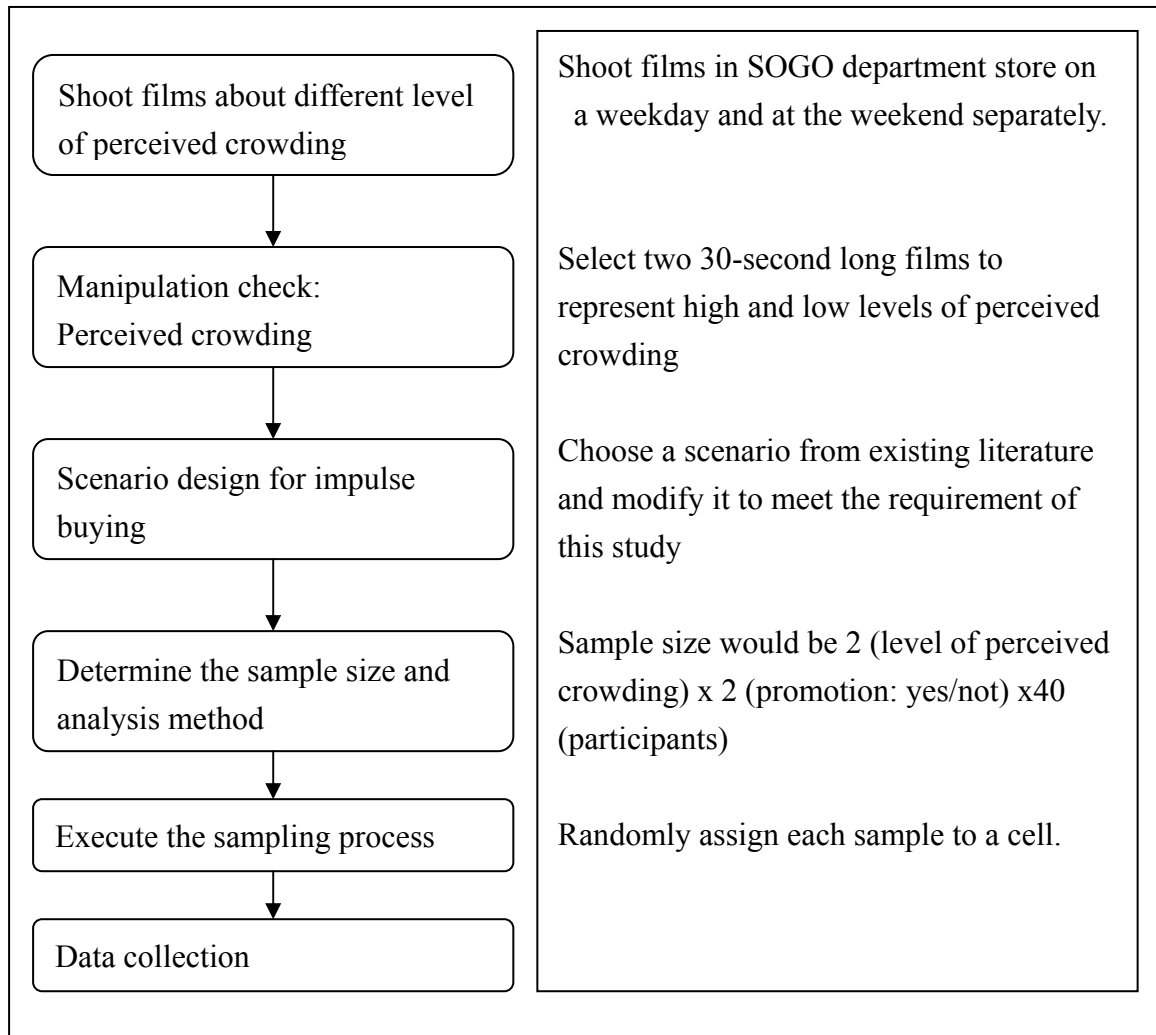
**Fig 2.1 Research Framework**



## CHAPTER 3 RESEARCH METHODOLOGY

### 3.1 Conceptual Research Framework

Fig 3.1 Conceptual research frameworks



## **3.2 Sampling Plan**

In this research, a 2 (perceived crowding: high, and low)  $\times$  2 (sales promotion: yes, or no) experimental factorial design was employed. Thirty subjects were asked to participate in one situation independently, which meant the sample numbers would be 120 ( $30 \times 4 = 120$ ).

Participants were told that it was a study about consumer behavior and were given a questionnaire. The questionnaire contained four parts – PC (perceived crowding), DC (impulse buying decision), HSV (hedonic shopping value) and demographic information.

## **3.3 Measurement**

### ***3.3.1 Perceived Crowding***

In this research, crowding is divided into two levels, high and low. To manipulate perceived crowding, films were shot using a digital camera on floor B1 of SOGO department store in Taipei on a weekday and at the weekend respectively. Since there are always a lot of customers in SOGO at the weekend, the film shot then could be classified as the one showing a high level of perceived crowding. The film which was shot on a weekday when there were few people represented a low level of perceived crowding. The author picked the most and the least crowded films from all films shot at different periods and cut them into 30 seconds periods. One film of 30 seconds represented one level of crowding. Subjects would read the scenario first and then be asked to watch the film. After watching the film, they were given the following questionnaire with a 7-point scale from Hui and Bateson (1991) to test the real perceived crowding of participants:

- (1) Stuffy-Not stuffy
- (2) Cramped-Uncramped

- (3) Crowded-Uncrowded
- (4) Free to move-Restricted
- (5) Spacious-Confined

### ***3.3.2 Sales Promotion***

There are many kinds of sales promotions. In this research, the term “on sale” is shown in the scenarios. Subjects in one scenario were told the shoes were on sale that day, and subjects in the other scenario were not.

### ***3.3.3 Hedonic Shopping Value***

These items have been adopted from Babin, Darden, and Griffin (1994). That article described the development of the scale measuring both hedonic and utilitarian values from the pervasive consumption experience of shopping. The 7-points scale is made from very disapproving to very approving with the following items:

- (1) This shopping trip was truly a joy.
- (2) I continued to shop, not because I had to, but because I wanted to.
- (3) This shopping trip truly felt like an escape.
- (4) Compared to other things I could have done, the time spent shopping was truly enjoyable.
- (5) I enjoyed being immersed in exciting new products.
- (6) I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.
- (7) I had a good time because I was able to act on the “spur-of-the-moment.”
- (8) During the trip, I felt the excitement of the hunt.
- (9) While shopping, I was able to forget my problems.
- (10) While shopping, I felt a sense of adventure.

(11) This shopping trip was not a very nice time out.

### **3.3.4 Impulse Buying**

In order to test what an impulse buying behavior is, an approach similar to Rook and Fisher (1995) was adopted. In this study, two kinds of situations in the scenarios were used, with a sales promotion or without a sales promotion, to fit with the experimental design. The two scenarios are as follows:

#### Scenario 1—no promotion

*A is an office worker and receives a fixed salary. It is two days before A gets his/her next paycheck and he/she has only NT1000 left for necessities. In addition to food, A needs to buy a pair of warm socks for an outdoor party this weekend. After work, she goes with her friend B to the mall to purchase the socks. As they are walking through an aisle, A sees a pair of great looking shoes that the style and the color are his/her favorite. He/she feel the shoes seem made for him/her. The price is NT2000. Please select which of the following five purchase-decision alternatives A would make.*

#### Scenario 2— promotion

*A is an office worker and receives a fixed salary. It is two days before A gets his/her next paycheck and he/she has only NT1000 left for necessities. In addition to food, A needs to buy a pair of warm socks for an outdoor party this weekend. After work, she goes with her friend B to the mall to purchase the socks. As they are walking through an aisle, A sees a pair of great looking shoes that the style and the color are his/her favorite. He/she feel the shoes seem made for him/her. They are on sale and there is a special discount only for today and the price is NT2000. Please*



*select which of the following five purchase-decision alternatives A would make.*

After reading the scenario, participants were instructed to select which one of five purchase decisions alternatives A would make. From low to high impulsiveness, these alternatives are: (1) buying the socks only; not even thinking about the shoes, (2) buying the socks only; wanting the shoes but not buying them, (3) deciding not to buy the socks and buying the shoes instead, (4) buying both the socks and shoes with a credit card, and (5) buying both the shoes and socks plus matching slacks and a shirt to complete the outfit.

### **3.4 Data Collection**

The investigation method was a survey conducted by an experimental film with a questionnaire, from which the results can be easily measured and is often used in quantitative studies. The data was gathered from 80 participants in the pilot study and 200 participants in the official study.

Four questionnaires of different scenarios were mixed and were given to subjects randomly on a Bulletin Board System (PTT and PTT2). First, participants were asked to watch the film. Then they were introduced to the website to complete the questionnaire. After the experiment, participants were debriefed and thanked.

### **3.5 Manipulation Check**

One manipulation check was conducted to test if the films would induce high and low levels of perceived crowding. The scale items were mentioned above in 3.3.1 and the results of the manipulation will be reported in chapter four.

### **3.6 Pretest**

A pilot study was conducted to test the validity and reliability of the questionnaire and to discover any problems or misunderstandings in the design of the experiment. The pretest was made by giving 80 participants the experimental questionnaires, telling them the research purpose was concerned with consumer behavior, and debriefing the research purpose to reduce the uncertainty in the survey.

## CHAPTER 4 RESEARCH ANALYSIS AND RESULTS

This chapter demonstrates the analysis and the results of the research and contains the background of respondents, manipulation check, reliability and validity of the results. Some data analysis techniques such as ANOVA, Independent-Sample T Test, and Simple Regression were employed to test the hypotheses and the tool is SPSS 13.0.

Hedonic shopping value was significantly higher when there was a sales promotion and then the possibility of impulse buying was also higher. However, there were no significant interactions between perceived crowding and sales promotion.

### 4.1 Manipulation Check

In order to test the effectiveness of the perceived crowding manipulation, a pretest was done. The reliability of the perceived crowding scale was 0.901 (Table 4-1). The validity was also acceptable.

Eighty respondents were used in the pretest and randomly assigned to a high/low level of perceived crowding groups. There were 40 participants in the high level of perceived crowding group and 40 in the other group. An Independent-Sample T Test was conducted to investigate the difference of perceived crowding between the two groups. Table 4-2 shows the results and there was significant difference between high and low levels of perceived crowding group ( $p < 0.01$ ). Thus the manipulation was successful.

**Table 4-1 Reliability Statistics of Perceived Crowding Scale**

<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on Standardized Items</b>	<b>N of Items</b>
<b>0.900</b>	<b>0.901</b>	<b>5</b>

**Table 4-2 Independent-Sample T Test**

<b>Level of Perceived Crowding</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Mean Difference</b>	<b>T</b>	<b>Sig. (2-tailed)</b>
<b>High</b>	40	5.1800	0.92465	1.32000	5.391	0.000
<b>Low</b>	40	3.8600	1.24217			

#### **4.2 Background of Respondents**

From the total samples of 210 participants, 53.8% are female, 96.7% are single, 66.2% are 21-25 years old, 80% are students, 80.5% have bachelor's/college degree, and 74.8% have an income below NT10000. The demographics of respondents are shown as below (Table 4-3):

**Table 4-3 Demographics of Respondents**

	<b>Category (Demographics)</b>	<b>Numbers of Respondents</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	97	46.2%
	Female	113	53.80%
	Total	210	100%
<b>Marrital Status</b>	Married	7	3.30%
	Single	203	96.70%
	Total	210	100%
<b>Age</b>	Under 20	49	23.30%
	21-25	139	66.20%
	26-30	16	7.60%
	Others	6	2.90%
	Total	210	100%
<b>Occupation</b>	Student	168	80%
	Others	42	20%
	Total	210	100%
<b>Education Degree</b>	Before High School	6	2.90%
	College / Bachelor's	169	80.50%
	Master's and above	35	16.70%
	Total	210	100%
<b>Income</b>	Below NT 10,000	157	74.80%
	NT10,001~35,000	40	19%
	Others	13	6.20%
	Total	210	100%

### 4.3 Reliability and Validity of the Results

#### 4.3.1 Reliability Analysis

Two constructs were examined here – perceived crowding and hedonic shopping value. The reliability of the data has been tested with Cronbach's  $\alpha$ . If Cronbach's  $\alpha$  is above 0.7, the study is accepted as reliable. Table 4-4 demonstrates the value of two constructs. The results of the reliability test indicate the survey is reliable (Cronbach's

$\alpha > 0.7$ ).

**Table 4-4 Reliability Analysis**

<b>Construct (Original Items)</b>	<b>Cronbach's Alpha</b>	<b>Item Deleted</b>	<b>Cronbach's Alpha after Item Deleted</b>
<b>Perceived Crowding(5 items)</b>	<b>.925</b>	<b>None</b>	<b>--</b>
<b>Hedonic Shopping Value (11 items)</b>	<b>.837</b>	<b>2 items</b>	<b>0.889</b>

#### **4.3.2 Validity Analysis**

A principle components factor analysis with varimax rotation was conducted. Two factors were formed. The loading score of each item was higher than 0.6. As the rotated factor matrix (Table 4-5) shows, the two concepts were loading of two factors. However, two items of hedonic shopping value were not qualified for the concept, and consequently item 3 and item 11 were deleted to improve the reliability and validity of the study.

**Table 4-5 Factor Analysis**

Items	Factor Loading	
	1	2
<b>Perceived Crowding</b>		
(6) Stuffy-Not stuffy		.894
(7) Cramped-Uncramped		.833
(8) Crowded-Uncrowded		.891
(9) Free to move-Restricted		.849
(10) Spacious-Confined		.861
<b>Hedonic Shopping Value</b>		
(12) This shopping trip was truly a joy.	.720	
(13) I continued to shop, not because I had to, but because I wanted to.	.696	
(14) This shopping trip truly felt like an escape.		
(15) Compared to other things I could have done, the time spent shopping was truly enjoyable.	.793	
(16) I enjoyed being immersed in exciting new products.	.626	
(17) I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	.727	
(18) I had a good time because I was able to act on the “spur-of-the-moment.”	.670	
(19) During the trip, I felt the excitement of the hunt.	.786	
(20) While shopping, I was able to forget my problems.	.761	
(21) While shopping, I felt a sense of adventure.	.730	
(22) This shopping trip was not a very nice time out.	.138	-.325

#### 4.4 Analysis of Results

After assuring the manipulation, reliability and validity of the analyzed data, the study proceeded to conduct ANOVA, General Linear Model (GLM) and Simple Regression to test the hypotheses

##### 4.4.1 Perceived Crowding with Sales Promotion and Hedonic Shopping Value

To ensure sales promotions would moderate the relationship between perceived crowding and hedonic shopping value, a GLM was conducted. Hypothesis 1a and 1b suggested that hedonic shopping value was higher when there was a sales promotion in the condition of high perceived crowding and when there were no sales promotions in the condition of low perceived crowding.

Table 4-6 shows that the interaction effect of perceived crowding and sales promotion was not significant ( $p > 0.05$ ). The result indicates that perceived crowding did not affect hedonic shopping value whether there was a sales promotion or not. Although there was directional difference in the mean of hedonic shopping value (Table 4-6 and Figure 4-1), H1a and H1b were not supported.

**Table 4-6 Tests of Between-Subjects Effects**

Source	DF	Mean Square	F	Sig.
<b>Perceived Crowding</b>	1	1.162	1.179	0.279
<b>Sales Promotion</b>	1	4.191	4.253	0.040
<b>Perceived Crowding * Promotion</b>	1	0.443	0.450	0.503

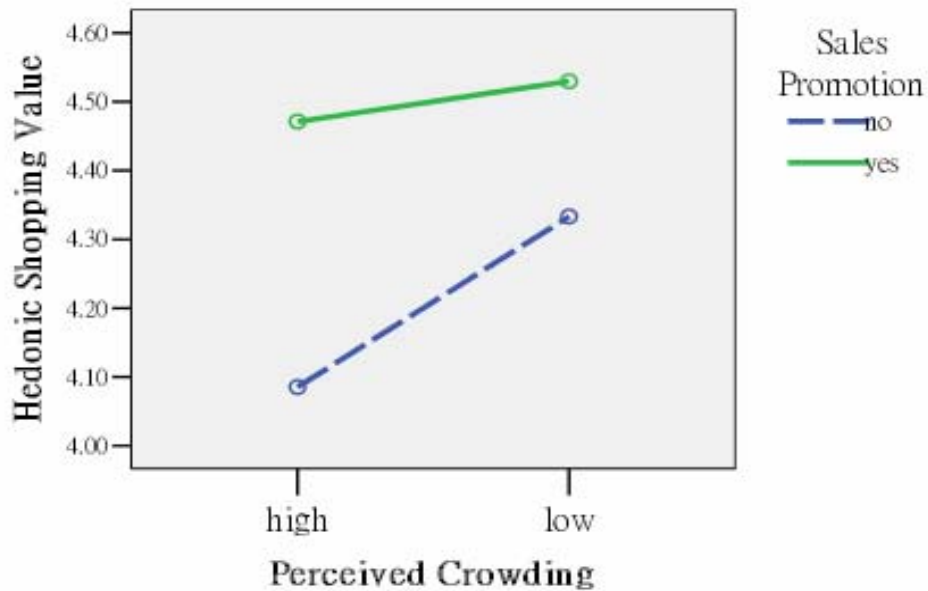
a. Computed using Alpha = .05

b. R Squared = .029 (Adjusted R Squared = .015)

(Dependent Variable: Hedonic Shopping Value)



**Figure 4.1 Hedonic Shopping Value**



**4.4.2 Sales Promotion and Hedonic Shopping Value**

This research suggests that when there was a sales promotion, consumers perceived higher hedonic shopping value. Table 4-6 indicates the main effect of a sales promotion was significant ( $p < 0.05$ ) in spite of R squared being small. Hence, there is a significant difference in hedonic shopping value between a sales promotion and none. As a sales promotion existed, subjects' hedonic shopping values were higher. The descriptive statistics of sales promotion are presented in Table 4-7.

**Table 4-7 Descriptive Statistics of Sales Promotion**

Sales Promotion	N	Mean	Std. Deviation
No	92	4.1932	1.13621
Yes	118	4.4925	0.86231

(Dependent Variable: Hedonic Shopping Value)

#### **4.4.3 Hedonic Shopping Value and Impulse Buying**

Subjects in both groups were asked to select one of five purchase-decision alternatives. The choice alternative 1 to 5 represented varying levels of impulsiveness from low to high. To test the research hypothesis, a Simple Regression was carried out. The independent variable was hedonic shopping value, and the dependent variable was degree of impulsivity of the behavior chosen by the subject, measured with the use of the ordered 5-point scale discussed before.

Since impulse buying behavior was judged by an ordinal scale, Spearman rank order correlation coefficient (Rho) was checked first by running a Bivariate Correlation. Table 4-8 shows descriptive statistics data and Table 4-9 shows Spearman's Rho was significant 0.244 ( $p < 0.01$ ). Then simple regression was conducted and the results are shown in Tables 4-10 and 4-11. R squared was 0.059 and Adjusted R Squared was 0.055. F-value was 13.124 and Beta was 0.224 both reaching the significant level ( $p < 0.01$ ).

**Table 4-8 Descriptive Statistics**

	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
<b>Impulsiveness</b>	2.58	1.122	210
<b>Hedonic Shopping Value</b>	4.3614	1.00025	210

**Table 4-9 Bivariate Correlations**

		<b>Hedonic Shopping Impulsiveness Value</b>		
<b>Spearman's Rho</b>	<b>Hedonic Shopping Value</b>	<b>Correlation Coefficient</b>	1.000	0.243**
		<b>Sig. (2-tailed)</b>	.	0.000
		<b>N</b>	210	210
	<b>Impulsiveness</b>	<b>Correlation Coefficient</b>	0.243**	1.000
		<b>Sig. (2-tailed)</b>	0.000	.
		<b>N</b>	210	210

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 4-10 Model Summary**

<b>Model</b>	<b>R</b>	<b>R Squared</b>	<b>Adjusted R Squared</b>	<b>Std. Error of the Estimate</b>
<b>1</b>	0.244	0.059	0.055	1.091

a. Predictors: (Constant), Hedonic Shopping Value

**Table 4-11 ANOVA**

<b>Model</b>		<b>Sum of Squares</b>	<b>DF</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>1</b>	<b>Regression</b>	15.626	1	15.626	13.124	0.000
	<b>Residual</b>	247.655	208	1.191		
	<b>Total</b>	263.281	209			

a. Predictors: (Constant), Hedonic Shopping Value

b. Dependent Variable: Impulsiveness

## **CHAPTER 5 DISCUSSION AND FUTURE RESEARCH**

### **5.1 Discussion for Results**

#### ***5.1.1 Perceived Crowding, Sales Promotion, and Hedonic Shopping Value***

The results of the study indicated that whether there was a sales promotion or not, hedonic shopping value was not significantly different between high and low level of perceived crowding conditions. In other words, there was no interaction effect between perceived crowding and sales promotion. Consumers did not experience more hedonic shopping value as there was a sales promotion and high level of perceived crowding. One possible explanation is that subjects watched the film of perceived crowding on computers and were not in a real shopping mall. They could not actually feel the crowding-being surrounded by streams of people when they were actually in that environment. Thus the intensity of perceived crowding they felt was not strong enough. The feeling of crowding did not last until respondents made impulse buying decisions. Accordingly, hedonic shopping value was not significantly different between high and low levels perceived crowding. The main effect of sales promotion will be discussed below.

Another possible reason is that the relationship of hedonic shopping and perceived crowding is not linear. Perhaps hedonic shopping value increases to some degree and then decreases as perceived crowding increases. This reason might be one factor resulting in the insignificant effect.

#### ***5.1.2 Sales Promotion and Hedonic Shopping Value***

Sales promotions were a main factor affecting hedonic shopping value. Hedonic shopping value was significantly higher when there was a sales promotion in this research. The price of the shoes in two scenarios remained the same (NT2000), but the sales promotion group was told “a special discount and only for today.” The effect

of a different price was eliminated yet there was still a significant difference between the condition with sales promotion and the condition with none. Providing sales promotions to customers indeed significantly enhanced their hedonic shopping value. The result fit in with the research of Pierre et al. (2000) which indicates sales promotions provide hedonic benefit to consumers. It is an effective approach for marketers to increase customers' shopping values. H2 was supported.

### ***5.1.3 Hedonic Shopping Value and Impulse Buying***

The impulse to buy an particular item is hedonically complex (Rook, 1987). The results also showed that the more hedonic shopping value participants perceived, the higher the probability of them making impulse buying decisions. The correlation between hedonic shopping value and impulse buying was significant. Improving consumers' hedonic shopping value actually increased the possibility of impulse buying. However, R squared was 0.055 explaining only 5.5% of variances which revealed that hedonic shopping value was only one of the factors influencing impulse buying. There are still many other elements that contribute to impulsive buying behavior. Other reasons people purchased impulsively were not investigated in this study and could be discussed in future research.

## **5.2 Implications**

Sales promotions actually impacted on hedonic shopping value which was one of the reason consumers made impulse buying behavior decisions. Impulse buying made consumers spend much more money than they had planned to before going shopping and this would create profits for companies. Thus, sales promotions should be adopted in the markets to make customers perceive higher hedonic shopping value. As their hedonic shopping value was higher, the possibility of impulse buying was higher.

Marketers might do some advertisements to publicize their sales promotion activities. The type of sales promotion in this study is “special discount and only for today.” Sales promotions could be held by a variety of means such as anniversaries, new product shows, and buy one item get another similar item presented free, and so on. Providing different kinds of sales promotions would prevent customers being weary of these marketing activities.

The research also analyzed whether there were interactions between perceived crowding and sales promotion. The result showed that interactions did not exist. The indifference might result from the imperfect perceived crowding manipulation failing to influence hedonic shopping value. If the manipulation by films was not effective for the subjects, marketers could interview customers in the shopping mall to understand the true perception of crowding.

### **5.3 Limitations**

First, as the research used a network questionnaire to survey respondents and publicized the Website through the Bulletin Board System, 80% of the samples were students and young people. Their perception of crowding might not be the same as older consumers. To make the research more general, the method of data collection could be an off-line environment and contain different age groups.

Second, perceived crowding was manipulated by a film which was shot in a department store and subjects were not in the real shopping environment. If the study could be investigated in a shopping mall, the results might be better.

Third, scenarios were used to check impulse buying behavior and participants were not making “their own” purchase decision. They might not considerate it deliberately and it might not be easy for them to image hedonic shopping value.

Fourth, the hedonic shopping value scale was adopted from existing research

which was used in USA. The definition of hedonic shopping value might be different because of cultural differences. Choosing a scale fitting in with the shopping situation in Taiwan would produce better results.

Fifth, the manipulation of sales promotion was only showing “on sale” in the scenario and not checked in the experiment. Hence, we could not make sure if the subjects really perceived that there is a sale promotion in that scenario. All manipulations would always be checked in research.

#### **5.4 Future Research**

Although perceived crowding did not affect hedonic shopping value in this study, it probably made impact on satisfaction, willingness to return to the store, customers’ emotions etc. There are many dependent variables that could be measured besides hedonic shopping value. Besides, perceived crowding was not divided into perceived human crowding and perceived spatial crowding in the study. The differences of the two kinds of perceived crowding could be tested in future research. The experiment was taking place through internet and the on-line shopping behavior was more popular than before, therefore, perceived psychological (ex: waiting time in the internet, the speed of the website and so on) crowding in an on-line environment could be examined.

Sales promotions were classified as monetary and nonmonetary promotions. Since sales promotions did influence impulse buying, future research could keep investigating which type of sales promotions has the strongest impact on hedonic shopping value or utilitarian shopping value. The relationship between utilitarian shopping and sale promotion and the relationship between utilitarian shopping value and impulse buying both could be discussed in future research.

The study also found that the relationship between hedonic shopping value and

impulse buying was significant but explained only 5.5% of variances. There are many other factors influencing people buying impulsively such as product attributes, packaging elements, display design, even personality and mood. Future research might be conducted to figure them out. To make the topic about impulse buying more comprehensive, behaviors after impulse buying could be examined.



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## APPENDIX I

親愛的先生小姐您好：

首先十分感謝您撥空填寫此問卷，這是一份研究消費行為的學術性問卷。問卷中的題目並無標準答案，請詳細閱讀問卷中之情境，並且想像您是故事中的主角，完全以自己主觀的感覺回答問題。

您的協助將有助於本研究的完成，而您所填寫的資料僅供學術用途，絕不外流，敬請放心填答。再次感謝您的熱心參與！

敬祝

萬事如意

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◎ 本卷開始---

(scenarios 1 and 2 showing in Appendix II)

◎ 請先看一段影片，此影片的內容為 A 賣場當天的狀況

(因為網路速度不同,可能需要麻煩您等一小段時間,謝謝!!!)

(Appendix III)

# 消費者行爲之探討

作者：江秋君

親愛的先生小姐您好：

首先十分感謝您撥空填寫此問卷。本問卷之目的在於探討賣場的擁擠程度對於消費者購買意願之影響。請詳細閱讀問卷中之情境，並且想像您是故事中的主角，完全以自己主觀的感覺回答問題。

您的協助將有助於本研究的完成，而您所填寫的資料僅供學術用途，絕不外流，敬請放心填寫。再次感謝您的熱心參與！

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根據剛剛所看到的影片,請問你覺得此 A 賣場的環境(以人潮為判斷依據)

是:

- 1\* 數字 1~7 代表感到令人窒息的程度--  
不令人窒息的 1\_2\_3\_4\_5\_6\_7 令人窒息的  
 1  2  3  4  5  6  7
- 2\* 數字 1~7 代表感到狹窄的程度--  
不狹窄的 1\_2\_3\_4\_5\_6\_7 狹窄的  
 1  2  3  4  5  6  7
- 3\* 數字 1~7 代表感到擁擠的程度--  
不擁擠的 1\_2\_3\_4\_5\_6\_7 擁擠的  
 1  2  3  4  5  6  7
- 4\* 數字 1~7 代表感到受限制的程度--  
可自由移動的 1\_2\_3\_4\_5\_6\_7 受限制的  
 1  2  3  4  5  6  7

5\* 數字 1~7 代表感到侷限的程度--  
寬敞的 1\_2\_3\_4\_5\_6\_7 侷限的

1  2  3  4  5  6  7

請再次回想整個故事情節:

11\* (scenarios 1 and 2 showing in Appendix II)

請想像你就是某甲，現在在此 A 賣場中，你覺得某甲應該怎麼辦？

- 1. 只買襪子，並且不再想那雙鞋子
- 2. 買襪子，想要那雙鞋子但不買
- 3. 決定不要買襪子而刷卡買鞋子
- 4. 刷卡買下襪子和鞋子
- 5. 刷卡買下襪子鞋子再加上褲子以及襯衫搭配成一套

假設現在某甲已經結束購物，請想像你是某甲，請問你覺得此趟購物之旅的情形是：（請再次回憶整個故事場景並想像自己是某甲）

	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
12* 這趟購物之旅真是件樂事	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13* 我繼續購物不是因為我需要這麼做，而是因為我想要這麼做	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14* 這趟購物之旅就好像是個逃避 相較於其他我可以做的事情來	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15* 說，花費時間在此次購物上是快樂的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16* 我喜歡沉浸在令人興奮的新產品中	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17* 我喜歡這趟購物之旅本身，不僅	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	僅只是喜愛那些我所購買的東西						
18	這趟購物之旅很愉快，因為我可以"心動馬上行動"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19*	在此次購物之旅中，我對搜尋產品感到興奮	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20*	在購物的時候，我可以忘卻我的煩惱	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21*	在購物的時候，我有探險的感覺	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22*	爲了此次購物而外出感覺不是非常好	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23*	在這趟購物中我完成了我所想要的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24*	我不能夠買到我真正需要的東西	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25*	在購物的時候，我發現了我最想要的東西	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26*	我覺得很失望，因為我必須去其他商店完成我的購物行動	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 個人資料

27\* 你的年齡

- 20 歲以下  
 21~25 歲  
 26~30 歲  
 31~35 歲  
 36~40 歲  
 41~45 歲  
 46~50 歲  
 51 歲以上

28\* 你的收入

- 0~10000  
 10001~35000  
 35001~50000  
 50001 以上

29\* 你的性別

- 男  女

30\* 你的婚姻狀況



未婚  已婚  分居  離婚

31\* 你的教育程度

國中以下  高中  大學

研究所以上請註明:

32\* 你的職業

- 行政人員
- 專業人員(如:醫生, 律師)
- 學術界/教育界
- 電腦資訊/工程
- 服務行業
- 銷售/業務/市場部
- 金融銀行業
- 學生
- 軍人
- 待業
- 農業
- 其他

必須回答有 '\*' 記號的問題

最後感謝您熱心的參與，如果有任何寶貴的意見，歡迎寄信至 [sherree40@yahoo.com.tw](mailto:sherree40@yahoo.com.tw)

全卷完

## APPENDIX II

### (1) Scenario 1 (without a sales promotion)

某甲是一個上班族，有一個穩定的工作。現在離下次發薪水還有兩天，他身上只剩下 1000 元可以過日子，除了三餐之外，為了參加這禮拜的一個戶外活動，他還需要去買一雙保暖的襪子。下班後，他和他的朋友乙一起去 A 賣場買襪子，當他經過某專櫃時，看到一雙非常好看的鞋子，款式、顏色都是他非常喜歡的，他覺得彷彿是為他量身訂做的，價格是 2000 元。現在請你幫某甲做個決定，想像你就是某甲，並回答以下問題。

### (2) Scenario 2 (with a sales promotion)

某甲是一個上班族，有一個穩定的工作。現在離下次發薪水還有兩天，他身上只剩下 1000 元可以過日子，除了三餐之外，為了參加這禮拜的一個戶外活動，他還需要去買一雙保暖的襪子。下班後，他和他的朋友乙一起去 A 賣場買襪子，當他經過某專櫃時，看到一雙非常好看的鞋子，款式、顏色都是他非常喜歡的，他覺得彷彿是為他量身訂做的，剛好是每日一物，正在促銷中，特價 2000 元。現在請你幫某甲做個決定，想像你就是某甲，並回答以下問題。

### APPENDIX III

The pictures were cut from the films manipulating perceived crowding.

(1) High level of perceived crowding



(2) Low level of perceived crowding

