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中文摘要：立基於流暢性的以往研究，本計畫提出一個更全面且完整的字彙——順眼，來解釋在流暢性相關研究中不一致的結果。然後根據文獻探討與最初的40位受測者深度訪談資料，順眼需求共分成四個構面來衡量，分別是社會影響、文化、認知與情緒。在完成量表題項的建立後，本計畫將應用順眼需求於衝動性購買與享樂/必需品之研究。結果發現，當消費者擁有越高的順眼需求時，其衝動性購買的傾向越高，且不論是購買享樂或必需品皆有此傾向。

中文關鍵詞：順眼需求、流暢性、衝動性購買、社會影響、文化、認知、情緒

英文摘要：Based on the stream of fluency research, this research used a vocabulary with more comprehensive and complete meanings, called “Shunyan” in Chinese language, to explain the inconsistent results in related fluency studies. According to the literature reviews and the initial deep interview results from 40 participants, the possible four components of Need for Shunyan included of Social influence, Culture, Cognition and Emotion. After finishing the establishment of items, this study apply Need for Shunyan scale to the related research areas in impulsive purchase behavior and hedonic/utilitarian products. The results showed the higher need for shunyan a consumer owned, the higher impulsive urge a consumer had whether s/he bought a hedonic or utilitarian product.

英文關鍵詞：Need for Shunyan, fluency, impulsive purchase, social influence, culture, cognition, emotion

Consumers' Need For Shunyan: Scale Development and Validation

Abstract

Based on the stream of fluency research, this research used a vocabulary with more comprehensive and complete meanings, called “Shunyan” in Chinese language, to explain the inconsistent results in related fluency studies. According to the literature reviews and the initial deep interview results from 40 participants, the possible four components of Need for Shunyan included of Social influence, Culture, Cognition and Emotion. After finishing the establishment of items, this study apply Need for Shunyan scale to the related research areas in impulsive purchase behavior and hedonic/utilitarian products. The results showed the higher need for shunyan a consumer owned, the higher impulsive urge a consumer had whether s/he bought a hedonic or utilitarian product.

Keywords: Need for Shunyan, fluency, impulsive purchase, social influence, culture, cognition, emotion

Introduction

*“The more fluently perceivers can process an object,
the more positive their aesthetic response.”*

-Reber, Schwarz, Winkielman (2004)

The research of fluency has caught many researchers' eye and has examined across a wide array of domains. For example, people judge fluent statements to be more true, more likeable, more frequent, more famous, better category members and to come from a more intelligent source ((for a review, see Schwarz, 2004). However, the definitions of fluency are still mixed. According to Webster's dictionary, the definition of fluency means the quality of being fluent, smoothness, readiness of utterance, or volubility. Similar to Kuhn and Stahl's (2003) study, they mentioned that fluency is a prerequisite if learners are to succeed at the primary purpose of reading, the construction of meaning from text. In management areas, Unkelbach (2006) defined that cognitive fluency is the experienced ease of ongoing conceptual or perceptual cognitive processes. Experiencing such cognitive fluency has profound influences on many judgments and inferences. Oppenheimer (2008) presented that fluency is not a cognitive operation in and of itself but, rather, a feeling of ease associated with a cognitive operation. Tsai and McGill (2011) thought that fluency has two forms: processing fluency and retrieval fluency. Processing fluency means the ease or difficulty with which external information about an object may be processed. Conversely, retrieval fluency means the subjective ease or difficulty with which individuals may recall information from memory or retrieve relevant arguments (Novemsky et al. 2007). Lee and Labroo (2004) mentioned that the nature of processing fluency is not only perceptual fluency but also conceptual fluency. They presented that perceptual fluency reflects the ease with which consumers can identify a target stimulus on subsequent encounters and involves the processing of physical features, such as modality and shape. In addition, conceptual fluency reflects the ease with which the target comes to consumers' minds and pertains to the processing of meanings. Tversky and Kahneman (1973, p. 208) also suggest that people often make judgments based on “the ease with which instances or associations come to mind.” A stimulus that comes to mind readily is considered conceptually fluent.

Although the definitions of fluency have no final conclusion, lots of the studies have showed the important role of fluency on judgment or decision making. For example, Labroo and Lee (2006) focused on the brand evaluations and demonstrated a regulatory goal fluency effect in their evaluations of the target brand. When the regulatory goal serviced by the target matched the regulatory goal serviced by the prime,

consumers indicated higher purchase intent and more favorable evaluations of the target brand. Petrova and Cialdini (2005) examined the mediating role of imagery accessibility and demonstrated that the difficulty of imagery generation can reverse the generally observed positive effects of imagery appeals. When individuals were low in imagery abilities or when the product was not presented in a vivid way, imagery appeals were not only ineffective but even had a negative effect on product preferences. Labroo and Pocheptsova (2016) demonstrated that fluency increased pleasantness by reducing uncertainty about products, but disfluency is arousing, and as a result, increases interest and engagement with products.

In addition, several interesting issues arose from the streams of research on fluency. Reber, Schwarz and Winkielman (2004) mentioned that people may make aesthetic judgments based on figural goodness, figure–ground contrast, stimulus repetition, symmetry, and prototypicality, and trace their effects to changes in processing fluency. That is, processing fluency may play an important role on the aesthetic judgments. However, some prior studies find that consumers may have different evaluations of fluency perceptions even when facing the same fluency manipulations. This phenomenon is similar to the condition in Tatarkiewicz's (1970) study, which mentions “beauty is in the eye of the beholder”. Ingarden (1985) also emphasizes that individuals evaluate a sense of beauty based on the relationship between self and objects. Combined with abovementioned studies, one question arises: Can we make people have the consistent processing fluency induced from one object? If not, can we find out a new variable to explain all or most conditions?

Second, Kulesza, Vallacher, and Nowak (2013) presented that interpersonal coordination may promote positive affect and fluency in social interaction. In other words, it is reasonable to infer that interpersonal relationship possibly influences or constructs the fluency. In addition, Scott (1999) defined that cultural fluency is based on the ability to identify, understand, and apply cultural variables that influence the communicative behaviors of members of other groups so the receivers' and senders' message meanings regularly match. Randlesome and Myers (1995) mentioned that companies are denied considerable business opportunities because they neglect the importance of cultural fluency. Combined with abovementioned studies and the first question, this proposal uses a vocabulary with more comprehensive and completed meanings, called “shunyan” in Chinese language, to explain the various and inconsistent definitions or results in related fluency studies and to apply “shunyan” to the related research areas in consumer psychology, aesthetic, product development and so on. Accordingly, the proposal will first define consumers' “shunyan” and the four dimensions (social influence, culture, cognition and affect) that compose the concept. A series of studies will be then reported that will develop a measure of consumers' “shunyan” and assesses the new

measure's latent structure, reliability, and validity.

Need for Shunyan

The Cognitive, Affective and social Components of Need for Shunyan

Based on the discussions of various kinds of fluency, this proposal establishes a new perspective called “Shunyan” to improve the lack of fluency. The meanings of Shunyan in Chinese are similar to eye candy that the individuals feel good, beautiful, comfortable, some positive affect and so on when see a person or an object. Based on this inference, this proposal infers that “Shunyan” has the similar concepts to fluency.

According to the in-depth interview and affect-behavior-cognition model (ABC model) provided by Breckler (1984), the model of attitude structure specifies three components: affect, behavior, and cognition. Moreover, Breckler (1984) also emphasized the importance of social influence on attitude in this model. Thus, affective and cognitive aspects as the main components of Shunyan are the same as the results of in-depth interview. In addition, Unkelbach (2006) demonstrated that cognitive fluency has profound influences on many judgments and inferences. Alter and Oppenheimer (2009) also presented that cognitive fluency influences a vast array of cognitive processes, including truth assessment, stock purchasing decisions, currency valuation, appraisal of psychological distance, and judgments of confidence. Reber et al. (2004) presented that people may make aesthetic judgments based on the affective response elicited by processing fluency feeds into judgments of aesthetic appreciation, unless the informational value of the experience is called into question. Kulesza et al. (2013) presented that interpersonal coordination may promote positive affect and fluency in social interaction. Combined with ABC model and abovementioned studies, this proposal infers that affect, cognition and social influence are the main components of “Shunyan”.

The cultural Components of Need for Shunyan

Scott (1999) defined that cultural fluency is based on the ability to identify, understand, and apply cultural variables that influence the communicative behaviors of members of other groups so the receivers' and senders' message meanings regularly match. Randlesome and Myers (1995) mentioned that companies are denied considerable business opportunities because they neglect the importance of cultural fluency. Combined with prior fluency studies on the aspects of cognitive, affective and social influence, In addition, lots of consumer studies have emphasized the important role of culture on the establishment of attitude (e.g., Douglas & Craig, 1997). Thus, this proposal infers that culture is also the main components of “Shunyan”.

Method

Item Development

This study generated scale items using a deductive and qualitative item-generation approach, in which sufficient theoretical grounds from which to generate items are assumed to exist (Hinkin, 1998). First, this study consulted the existing literature on fluency and related constructs, such as perceptual fluency, processing fluency, retrieval fluency and so on (Lee & Shavitt, 2009; Novemsky et al. 2007; Tsai & McGill, 2011). Second, focus group participants were recruited from a large university's undergraduate marketing courses. Forty students (26 male and 14 female, average age 21.6 years old) volunteered to participate in the focus groups for extra credit. Focus group sessions were conducted based on a questioning route developed specifically for this study (Krueger & Casey, 2009). Following the focus group sessions, the researchers and assistant moderators (six research assistants not aware of the theoretical background) met to discuss the transcripts. The researchers and assistant moderators reviewed the transcripts and identified preliminary themes related to need for shunyan.

Using two kinds of methods as a starting point, an initial pool of 89 items (Cognition: 43 items including of eight constructs: product appearance, product quality, product function, product scarcity, brand identity, service differentiation, purchasing convenience, price sensitivity and user experience; Emotion: 11 items including of two constructs: emotion towards product and self-emotion; Culture: 15 items including of two constructs: culture and subculture; Social influence: 20 items including of two constructs: specific conditions (place, holiday and son on), recommendation, social marketing and reference group) was generated to reflect the four facets of consumers' need for shunyan. Item generation relied on gleaning published, popular, and theoretical conceptions of the consumer behavior of individuals desiring to be judgment and decision making, examining qualitative data gathered in an exploratory investigation by in-depth interviews, and converting frequently mentioned descriptions of shunyan consumers into items. The content validity of the items assessed in two stages (Bearden et al. 1989). First, five experts (one was from college of management, one was from college of psychology, and three were the managers of the different retailing industries) were given the definition of each dimension, a related explanation, and an example item. The experts were asked to allocate the statements to one of the four dimensions or to a "not applicable" category. After eliminating items that may not receive the appropriate categorization by at least four of the five experts, 63 items remained, and these were submitted to four other experts. The second panel of experts were given the definition for each dimension, and each expert was asked to rate each statement as being clearly representative, somewhat representative, or not representative of the dimension. Items evaluated as

clearly representative by three experts and as no worse than somewhat representative by a fourth expert retained. This process eliminated 16 items, leaving 47 items. Each item might be formatted into a seven-point (strongly agree to strongly disagree) Likert-type response scale. Items for the four dimensions were interspersed in all subsequent questionnaires.

Study 1: Purification

The first sample was of 173 undergraduate business students. The students were recruited via an opportunity to win a raffle for one of several gift certificates for a movie ticket (to be awarded in the proportion of one per 30 respondents). The second, more heterogeneous, a sample of 413 respondents (233 males and 180 females; average age = 32.4) completed surveys was obtained through an online panel company. To analyze the results, this study adopted Gerbing and Anderson (1988) updated approach to the Churchill (1979) paradigm that leverages the benefits of structural equation modeling as opposed to item-to-total correlation analysis. Initial overall model fit for the CFA was modest ($\chi^2 = 9,120$, $df = 4322$; CFI= 0.807; SRMR= 0.079; RMSEA= 0.059). Through a series of inspections and iterative model estimations, this study removed a total of 26 items due to large standardized residuals ($> .25$) (Gerbing & Anderson, 1988, p. 189), lambdas below .701 (lambda's below .701 indicate that random error determines more variation in the item than what is determined by the latent construct), and significant cross-loadings as detected through an examination of Lagrange Multiplier indices.

After deleting these items, a final measurement model was estimated that offered improved fit ($\chi^2 = 5,210$, $df = 2312$; CFI = 0.901; SRMR = 0.059; RMSEA = 0.056). Moreover, using the results of this final CFA, this study assessed validity and reliability based on the recommendations for Fornell and Larcker (1981). The results provided support for convergent validity as each the average variance extracted (AVE) for each construct was greater than 0.50. Discriminant validity was also supported as the AVE for each scale exceeded the squared correlation between the construct and all other constructs in the measurement model. Finally, all construct reliabilities for the constructs exceeded 0.70, providing evidence of reliability.

Study 2: validation and establishment of a short-form scale

A validation dataset was collected to confirm the measurement model and establish a short-form version of the scale. This study assessed the scales by iteratively estimating models to identify any items that may be negatively affecting the scale for each dimension by assessing standardized residuals, lambda loadings, and cross-loadings. The initial measurement model provided good fit to the data ($\chi^2 = 3122$, $df =$

1128; CFI = 0.893; SRMR = 0.063; RMSEA = 0.069). As a result of the final screening 16 items were removed. Following the removal of these items, the measurement model offered good fit ($\chi^2 = 2033$, $df = 1087$; CFI = 0.905; SRMR = 0.055; RMSEA = 0.052). Moreover, we found evidence for the validity and reliability of each scale based on Fornell and Larcker (1981) criteria.

Following the final validation of the scale, this study had identified 4 dimensions that were measured using 63 items. The original goal of this research was to develop a short-form scale that adequately measured all dimensions in a manner that both future researchers and managers could use in practice. As a result, this study selected several items with the highest lambda loadings and if a construct had four or fewer items remaining, this study retained all items. The measurement model for the short form version of the scale had offered excellent fit to the data ($\chi^2 = 821$, $df = 514$; CFI = 0.93; SRMR = 0.047; RMSEA = 0.050). Once again, all dimensions exhibited construct reliability, convergent validity, and discriminant validity based on Fornell and Larcker's (1981) criteria (AVE's ranged from 0.82 to 0.89).

A final validation dataset was collected to confirm the measurement model for the short-form version of the scale and assess the predictive validity or nomological net properties of the short-form scale. In this phase of the scale development process, this study conducted one final measurement model where all items from the short-form version of the scale were allowed to load on their respective constructs. The measurement model provided good fit to the data ($\chi^2 = 807$, $df = 437$; CFI = 0.94; SRMR = 0.046; RMSEA = 0.049). Moreover, all items loaded highly and significantly on their respective constructs and the model results provided evidence of both convergent and discriminant validity based on Fornell and Larcker's (1981) criteria.

Study 3: Impulsive Purchase and Need for Shunyan

Impulse buying is defined as "an unplanned purchase" that is characterized by "(1) relatively rapid decision-making, and (2) a subjective bias in favor of immediate possession" (Rook & Gardner, 1993). It is described as more arousing, less deliberate, and more irresistible buying behavior compared to planned purchasing behavior. Many studies have discussed the possible influence of cognition, affect, social influence and culture on impulsive behavior.

For example, Zhang and Shrum (2009) mentioned that when processing resources are sufficiently available, both impulsives and prudents show similar levels of impulse control in choosing between a snack

that elicits higher spontaneous affect but more negative cognitions (chocolate cake) and one that elicits lower spontaneous affect but more positive cognitions (fruit salad). Rook and Gardner (1993) demonstrated that consumers' positive moods were more conducive to impulsive buying than negative moods, although impulse buying occurred under both types of moods. Luo (2005) demonstrated that the presence of others influences the impulsive behavior and suggested that the presence of peers increases the urge to purchase, and the presence of family members decreases it.

However, this difference is greater when the group (peers or family) is cohesive and when participants are susceptible to social influence. Kacen and Lee (2002) presented that cultural factors moderate many aspects of consumer's impulsive buying behavior, including self-identity, normative influences, the suppression of emotion, and the postponement of instant gratification. According to these prior studies, it is undoubted that shunyan combined with four dimensions- cognition, affect, social influence and culture- may influence the impulsive behavior. Thus, this proposal infers that the higher need for shunyan a consumer may perceive, the higher impulsive purchase a consumer may have.

H1: Need for shunyan moderate impulsive behavior. That is, the higher need for shunyan a consumer may perceive, the higher impulsive purchase a consumer may have.

In addition, prior studies have mentioned that different kinds of products may has different on purchase intention and behavior. For example, Dhar and Wertenbroch (2000) demonstrated that consumers show a relative increase in the preference for the hedonic good in forfeiture compared with acquisition choices and this effect is moderated by the relative salience of hedonic considerations in the forfeiture condition. This was predicted on the basis of the notion that the increased opportunity for spontaneous elaboration in forfeiture enhances the evaluation of hedonic goods.

O'curry and Strahilevitz (2001) also suggested that the lower the probability of receiving the selected item, the more likely individuals will be to choose the more hedonic alternative in a choice set. Mode of acquisition (i.e., whether subjects are choosing in a windfall or a standard purchase situation) is also found to affect preferences, even when probability of acquisition is held constant. Hedonic options appear to be more popular as prizes than as purchases, whereas utilitarian options appear to be more popular as purchases than as prizes. However, this study emphasizes the power of need for shunyan that consumers may have high purchase intention as long as they may perceive high need for shunyan. Thus, this proposal infers that the higher need for shunyan a consumer may perceive, the higher impulsive purchase a consumer may have

whether hedonic or utilitarian products.

Participants, Procedure and Design

The test of H1 was used one factor with two levels (hedonic product vs. utilitarian) between-subjects design. All of the participants were randomly assigned to one of the experimental conditions. At the beginning of the experiment, participants were assured of anonymity and advised of their right to withdraw at any time; then they were asked to read the scenario carefully before making their preferred decisions. After respondents have to read carefully and make their decisions, they have to complete all scales to the stimuli including the need for shunyan questionnaire.

Hedonic and Utilitarian Products

Following the research of Crowley, Spangenberg & Hughes (1992), a pretest was designed to select hedonic and utilitarian products from a pool of twenty-one kinds of products. Thirty-seven participants was recruited and each one was asked to rate the twenty-one kinds of products on four seven-point scales (beneficial/ useful/ wise/ valuable) ranging from 1 "totally disagreeable" to 7 "totally agreeable."

The results showed that participants rated ice cream as more hedonic than a toilet paper ($M_{\text{ice}} = 5.49$, $SD = .73$ versus $M_{\text{paper}} = 3.07$, $SD = .72$, $t = 13.89$, $p = .000 < .01$). Thus, in this study, ice cream was taken as the material of hedonic product and toilet paper was taken as the material of utilitarian product.

Dependent variables

To provide an index of impulsive urge, participants were asked to project themselves into the shopping scenario and to report their agreement with four items based on Luo's (2005) study: (a) "I experienced a number of sudden urges to buy," (b) "I wanted to buy things even though they were not on the shopping list," (c) "I had strong urges to make impulsive purchases," and (d) "I felt a sudden urge to buy." Responses were made on a Likert scale that ranges from 1 (strongly disagree) to 7 (strongly agree). The average of these items were used as an indicator of impulsive urge.

Results

The reliability of the need for shunyan scale was Cronbach's $\alpha = 0.91$. In addition, the participants felt ice cream with higher degree of hedonic than toilet paper ($M_{\text{ice}} = 5.57$, $SD = .81$, $M_{\text{paper}} = 3.09$, $SD = .78$, $t = 14.88$ and $p < .001$).

Regressing the impulsive urge on both the independent variable (need for shunyan and hedonic/utilitarian) revealed that the significant regression coefficient of the independent variable ($\beta = 0.26$, $R\text{-square} = 0.19$, $p < .01$). The results supported the speculation that the observed moderation of need for shunyan on hedonic/utilitarian product.

General Discussion

There is some productive overlap between this study and extant literature, but the vast majority of our factors are completely distinct and advance these early discussions. Reflecting a latent construct at a high level of abstraction, the new measure that captures trait need for shunyan with respect to consumer behaviors is reflected by four intercorrelated dimensions: cognition, emotion, culture and social influence. The summed index exhibits internal consistency reliability, test-retest reliability, discriminant validity, and nomological validity.

According to the results, this study found that Need for Shunyan scale was to the related research areas in impulsive purchase behavior and hedonic/utilitarian products. The results showed the higher need for shunyan a consumer owned, the higher impulsive urge a consumer had whether s/he bought a hedonic or utilitarian product. That is, consumers' need for shunyan may fit into a broader theory of consumption. As such, need for shunyan scale should be useful in empirical tests of theories regarding the origins of impulsive motivation that manifests in consumer possession acquisitions and their display, as well as of theories that model the manner in which individuals consume products, experience and resolve conflicts that result from consumer impulsive motivation, respond to marketing stimuli.

Future research might also employ need for shunyan scale to empirically test other theoretical propositions that elaborate how individual differences in different motivation determine selections of product styles and different contexts. For example, future studies may try to examine whether the influence would change or not when purchasing on virtual or physical stores. In addition, researchers may put emphasis on how need for shunyan influence the website design or physical decoration when purchasing in different channels.

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發表論文題目	(中文) 順眼需求對衝動性購買行為之影響 (英文) The impact of need for shunyan on impulsive purchase behavior		

一、參加會議經過

本次研討會名古屋大學主辦，為高水準之研討會。會中主講者說明日本目前在商管領域之新思維與改變。另外，敝人發表此論文時，也與在場超過十位學者以上深度互動，並討論未來順眼這個概念可能之應用領域，讓敝人未來對此篇研究之修改有不少助益，獲益良多。

二、與會心得

此次參與過程中，有幾位來自日本的學者對此篇論文提出有建設性的問題外，如量表發展的統計分析、還提供從別的領域切入此議題之機會，如：人力資源管理中的選才，是否可將順眼應用於選人的過程中。甚至，還可以結合其它的變數探討可能之交互作用的影響。此外，會後的晚宴與別位學者的交流過程中，也有遇到國內、外學者願意共同合作後續相關研究，整體來說收穫甚多。建議未來出席國際研討會時可多參與此類活動，增進與海內外學者之交流。

三、攜回資料名稱及內容



106年度專題研究計畫成果彙整表

計畫主持人：張佳榮			計畫編號：106-2410-H-003-063-				
計畫名稱：消費者的順眼需求：量表發展							
成果項目			量化	單位	質化 (說明：各成果項目請附佐證資料或細項說明，如期刊名稱、年份、卷期、起訖頁數、證號...等)		
國內	學術性論文	期刊論文		0	篇		
		研討會論文		0			
		專書		0	本		
		專書論文		0	章		
		技術報告		0	篇		
		其他		0	篇		
	智慧財產權及成果	專利權	發明專利	申請中	0	件	
				已獲得	0		
			新型/設計專利		0		
		商標權		0			
		營業秘密		0			
		積體電路電路布局權		0			
		著作權		0			
		品種權		0			
	其他		0				
	技術移轉	件數		0	件		
		收入		0	千元		
	國外	學術性論文	期刊論文		0	篇	
			研討會論文		1		"The impact of need for shunyan on impulsive purchase behavior." 2018 International Congress on Banking, Economics, Finance, and Business, Nagoya, Japan.
專書			0	本			
專書論文			0	章			
技術報告			0	篇			
其他			0	篇			
智慧財產權及成果		專利權	發明專利	申請中	0	件	
				已獲得	0		
			新型/設計專利		0		
		商標權		0			
		營業秘密		0			
		積體電路電路布局權		0			

		著作權	0		
		品種權	0		
		其他	0		
	技術移轉	件數	0	件	
		收入	0	千元	
參與計畫人力	本國籍	大專生	5	人次	協助蒐集資料、訪談與整理文獻
		碩士生	4		協助蒐集資料、訪談與整理文獻
		博士生	0		
		博士後研究員	0		
		專任助理	0		
	非本國籍	大專生	0		
		碩士生	0		
		博士生	0		
		博士後研究員	0		
		專任助理	0		
其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)					

科技部補助專題研究計畫成果自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現（簡要敘述成果是否具有政策應用參考價值及具影響公共利益之重大發現）或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

達成目標

未達成目標（請說明，以100字為限）

實驗失敗

因故實驗中斷

其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形（請於其他欄註明專利及技轉之證號、合約、申請及洽談等詳細資訊）

論文： 已發表 未發表之文稿 撰寫中 無

專利： 已獲得 申請中 無

技轉： 已技轉 洽談中 無

其他：（以200字為限）

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性，以500字為限）

本研究先在學術上填補流暢性的缺口，提出順眼需求（Need For Shunyan）的概念，並運用於實務上。如：如何開發新產品，使消費者之購買意圖提高，甚至形成衝動性購買，進而提高新創商品之銷售，對社會與經濟有所助益。

4. 主要發現

本研究具有政策應用參考價值： 否 是，建議提供機關

（勾選「是」者，請列舉建議可提供施政參考之業務主管機關）

本研究具影響公共利益之重大發現： 否 是

說明：（以150字為限）