

杀狠大!两岸旅客议价动机 与知觉价值之探索研究

研究计划

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Bargain Shopping Behavior : China vs. Taiwan

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Introduction

购物已成为全球旅游业的现象和经验不可分割的一部分，包含旅游目的地建立自己销售物名声(Choi, Chan, & Wu, 1999; Snepenger, Murphy, O'Connell, & Gregg, 2003; Rosenbaum & Spears, 2005)。Heung and Cheng (2000)认为旅客将旅行途中的购物金额当成是旅行预算中的一部分，而事实上已经成为一些国家的重要收入来源，例如：香港、澳洲和泰国。根据 WTO (2010)数据显示，在国际旅游花费中，近十年来中国已呈现最快的增长，2005 年仅排名第七，2009 年已跃升为全球第四名。可见其消费力之惊人，旅客往往在购物比起餐饮，住宿，或其他娱乐方面花更多的钱 (Jansen-Verbeke, 1991; Timothy and Butler 1995; Taiwan Tourism Bureau, 2009)。而旅客除了为自己购买纪念品使用外，经常购买礼品(Rucker, Kaiser, Barry, Brummett, Freeman and Peters, 1986)。根据台湾观光局(2009)统计中国观光团体旅客在台每人每日平均购物费为 115.31 美元，高于全体观光团体旅客之 108.45 美元及日本观光团体旅客之 100.88 美元。再由购物费之细项消费观察，全体、日本及大陆观光团体旅客均以购买名产或特产为最多，分别占 36.35%、48.90%及 29.73%；大陆观光团体旅客第二高为购买珠宝或玉器类，占 25.20%。受中国传统文化影响，出境旅客购买礼品或纪念品馈赠亲朋好友也是购物消费高的主要之一。

寻购低价品(Bargain-hunting)是购物乐趣一个重要的来源(Cox, Cox,

& Anderson, 2005), 在各收入等级范围和各种商品, 讨价还价地购物一直增加(Silverstein and Butman, 2006)。讨价还价是双方互相同意的分割利益, 是一种常见的重要活动-是大多经济交易的核心特点, 也是许多非经济的互动关系。在成年人当中, 讨价还价技巧的不同, 可导致不同的经济结果如工资、买车的价格、离婚协议等(Harbaugh, Krause and Vesterlund, 2007)。

零售商为向消费者保证彼此交易是经过议价后成交的, 会使用各种讨价还价的营销策略。由于消费者会持续收集直到满意的产品讯息和价格, 再进行购买, 这样讨价还价保证下是可改变消费者的购物行为(Lindsey-Mullikin, & Petty, 2011)。同样议价行为也普遍存在于亚洲地区, 2008年两岸开放直航后, 中国旅客购物力虽强, 但讨价还价能力也强, 为何会有此现象产生, 从现有文献中, 甚少着墨于探讨亚洲普遍存在讨价还价现象之消费者动机及其购物行为, 面对购物消费能力日益兴盛的中国旅客, 此议题有其探讨之必要性。

Research Problem

观光为目的地国带来可观的外汇收入, 其中购物即占大部分消费。购物是旅客从事最普遍的休闲活动之一(Snepenger, Murphy, O'Connell, & Gregg, 2003)。购物对某些旅客而言, 比观光、游憩或其他活动, 更是旅客优先选择参与的活动(Reisinger & Waryzack, 1996)。在消费者购物行为文献中, 多探讨于消费者购物动机(Christiansen & Snepenger, 2002; Turner & Reisinger, 2001; Yuksel, 2004; Chang, Yang, & Yu, 2006; Wagner, & Rudolph, 2010); 实体店面购物环境属性影响消费者行为(Spies, Hesse, & Loesch, 1997; Michon, Chebat, & Turley, 2005; Morrison, Gan, Dubelaar,

& Oppewal, 2011); 网络购物环境设计(Wu, Cheng, & Yen, 2008; Wang, Minor, & Wei, 2011)等议题, 然而对于寻购低价品(Bargain Hunting)行为较少得到关注。讨价还价(Bargaining), 是在地主国文化普遍的习惯, 但不同的文化风俗, 对旅客个人购物行为和评估是有重要影响, 讨价还价的认知可能会增加在目的地购物的娱乐功能(Yuksel, & Yuksel, 2007)。由于消费者会持续收集直到满意的产品讯息和价格, 再进行购买, 这样讨价还价保证下是可改变消费者的购物行为(Lindsey-Mullikin, & Petty, 2011)。而零售商为向消费者保证彼此交易是经过议价后成交的, 便会使用各种讨价还价的营销策略以说服消费者购买产品。

然而, 价格是一个多面向的线索, 价格知觉线索在消费者做购买决定时会产生正面的或是负面的影响, 有些消费者把价格当成质量或是身分地位的指针, 因此较高的价格会导致较高的购买可能性, 另有一些消费者, 将价格视为负面讯息, 会应用各种不同的购买策略寻求降低价格(Alsandam, 1996; Chang & Wildt, 1996)。Kotler (1996)指出当其他的线索无法取得时, 消费者常会利用价格做为产品质量的指针。Dodds, Monroe and Grewal (1991)的研究, 当价格是唯一的外部线索时, 价格愈高消费者的知觉质量将愈高。有研究指出同类别的产品其质量和价格呈正向关系(Lichtenstein, Ridgway and Netmeyer, 1993)。Grewal, Monroe and Krishnan (1998)研究探讨商店名称、品牌名称及价格折扣对商店知觉印象、知觉质量及知觉价值与购买意愿的影响。其结果指出折扣深度与知觉质量呈现反向的关系, 表示折扣幅度越大, 则消费者知觉质量越低, 而折扣幅度与消费者知觉价值则呈现正向的关系。Steenkamp (1990)指出消费者在有意义的个人或情境变数下, 有意識或无意識地处理一些与质量属性相关的线索, 进而影响其对产品的选择, 此种价值判断即为知觉质量。Monroe and Krishnan (1985)认为知觉质量会直接影响知觉价值, 进而影响购买意愿。可見知觉质量在消费者者购买行为中, 扮演着一个

很重要的角色。而 Grewal, Monroe and Krishnan (1998)将知觉价值区分为知觉获得价值(Perceived Acquisition Value)与知觉交易价值(Perceived Transaction Value)两类，认为知觉获得价值会受到知觉交易价值的影响。知觉获得价值是指买方获得产品或服务所产生的净利益，代表其将产品与质量皆一并考虑之下所得的一种更广泛持久的价值(Urbany & Bearden, 1990)。知觉交易价值是来自买方心中的满足感及愉悦感，此种感觉是当买方自交易所支付的价格中有感到获得益处时即会产生(Moneore and Chapman, 1987 ; Thaler, 1985 ; Urbany and Bearden, 1989)。

相较于享受购物乐趣休闲型消费者(pleasure-driven recreational shoppers), 讨价还价型购物者(Bargain-oriented shoppers)往往被描述是无礼的(cool)和斤斤计较(Cox, Cox & Anderson, 2005)。Stone (1954)研究中描述价格导向经济型购物者类似于古典经济学家，只在意快速有效率地销售商品。同样地 Bellenger and Korgaonkar (1980)所描述的价格导向经济型购物者不喜欢逛街购物，而享受购物乐趣休闲型消费者不太关心价格。与此相反，一些研究建议，寻购低价品不是受无礼认知所驱使，可能是来自于情感上的满足(Cox, Cox & Anderson, 2005)。Schindler (1989)认为情绪反应，可以产生一个价格促销，断定支付较低的价格能感到骄傲、智能和成就感。Morris (1987)发现寻购低价消费者从击败原定价获得快乐。Mano and Elliot (1997)认为，付出较低价格可以使消费者感到自豪，兴奋和成就感。而在不同人口统计变项族群方面，购物享受乐趣来源明显不同(Cox, Cox & Anderson, 2005)。研究表明，相较于中产阶级，低收入消费者通常不太可能使用挽救价格策略(Alwitt and Donley, 1996)。Levy (1966)断定低收入消费者会更可能有冲动性消费，而中等收入购物者更容易货比三家。Berman and Evans (1998)认为与富裕的消费者（钱并不重要）和低收入消费者（描述成可能多付冲动型购物者）相比之下，中等收入女性是谨慎型购物者。在不同消费年龄下购物乐趣也

会有所不同(Cox, Cox & Anderson, 2005)。

综上所述文献所述可知，产品其质量和价格呈正向关系(Lichtenstein, Ridgway and Netmeyer, 1993)。折扣深度与知觉质量呈现反向的关系，而折扣幅度与消费者知觉价值则呈现正向的关系(Grewal, Monroe, and Krishnan, 1998)。然而，有研究也发现寻购低价可让消费者从击败原定价获得快乐，感到自豪，兴奋和成就感等情感上的满足(Morris, 1987; Schindler, 1989; Mano & Elliot, 1997; Cox, Cox & Anderson, 2005)。但并非消费者每次议价行为皆会成功，亦会有议价失败产生，而消费者对此两项议价行为结果的知觉质量与价值的关系变化仍未明确。

此外，Wong and Ryan (1999)在一项当地观光业者对外国观光客的认知研究中指出，国际观光客会因为国情与文化的不同，导致购买过程的沟通态度上也会有显著的差异。Wong and Law (2003)研究也指出，来自于不同国家的观光客对于购物的满意度，会因目的地文化的不同而有所差异。Guo, Pei, Ye, Chen, Wang and Chan (2009)研究上海出境陆客行为发现质量和品牌是大陆旅客购物最重要的考虑要素，倾向于有品牌店家，其次是超市和特定专业商店，属于奢侈消费。Choi, Liu, Pang and Chow (2008)研究陆客赴香港旅游购物行为发现，陆客倾向于购买知名品牌服饰，原应对不知名的品牌产生疑虑而降低购买，但研究显示，大多数散客仍愿意购买香港不知名的品牌产品，表示由香港旅游局已成功加强旅客对香港产品的信任，改变消费者行为。Lehto, Cai, O'Leary and Huan (2004)研究台湾旅客赴香港及新加坡旅游购物行为发现，不同月收入旅客在购买偏好有所不同，较低收入旅客倾向于利用香港和新加坡目的地的高质量和好名声来购买当地的功能性实用性产品，较低收入旅客消费力更高于高收入者，反思可能较低收入者较擅长于议价和储蓄。而中国与台湾虽属同文同种，但仍具有不同文化背景与购买行为，而讨价还价行为却普遍存在于两地。

因此，本研究探讨两岸旅客发生议价行为时，对产品其知觉质量、

知觉价值间关系。由于旅游活动与购物模式链接可以协助旅游目的地发展整合营销策略，以吸引游客到特定购物景点(Littrell, Paige and Song, 2004)。旅客的负面购物经验会对目的地产生负面认知，没有重游意愿也会产生负面口碑。最好方式追求平衡，确保旅客购买的货品是包装着对目的地的美好回忆(Lehto, Cai, O’Leary & Huan, 2004)。希冀透过本研究能更加了解两岸旅客购物议价行为，研究结果可作为未来在消费者行为理论延伸参考，以作为产官学界未来推动两岸旅游方案或是在产品订价上之参考。

Methodology

本研究计划拟进行 1 年，研究范畴于中国与台湾，为更贴近实务，将使用观察研究法及实验法分成两阶段进行。观察研究法是指在自然的情境或控制的情境下，根据既定的研究目的，对现象或个体的行为做有计划与有系统的观察，并依观察的记录，对现象或个体的行为做客观性解释的一种研究（郭生玉，1991；黄光雄，1991；简茂发，1991）。虽然质的研究常使用观察，可是在量化的研究中，也可以采用观察法，因为研究者可以设计出数量化的观察工具，所以观察结果就能以科学化的数字来表示，来进行客观的分析与解释（叶重新，2004）。因此，本研究第一阶段先以观察研究法进行，实地观察两岸旅客分别至台湾及中国购物店家讨价还价互动行为予以记录分析，从中萃取出重要要素。

第二阶段实施实验法，根据分析观察资料作为设计情境，根据情境种类分组数，每组各 30 份问卷，分别在中国上海、台湾台北进行调查。实际工作分配如下页：

地区 时程	台湾	中国
2011/08/01 ⬇ 2011/12/30	<ul style="list-style-type: none"> ✓ 研究问题与架构研拟 ✓ 文献回顾 ✓ 拟定研究设计 	<ul style="list-style-type: none"> ✓ 中国相关文献资料收集
2012/01/01 ⬇ 2012/09/01	<ul style="list-style-type: none"> ✓ 观察研究与分析 (对象：中国旅客及店家) ✓ 统整双方观察研究分析，设计研究情境 ✓ 两岸问卷设计初稿 ✓ 进行台湾量化调查(2个月) ✓ 两地资料汇整分析与建档 ✓ 研究成果撰写、参加国际研讨会、后续发表于期刊撰写 	<ul style="list-style-type: none"> ✓ 协助中国当地观察研究与分析，由台湾统整资料 (对象：台湾旅客及店家) ✓ 进行中国量化调查 (2个月) ✓ 回收问卷数据并整理完成，交由台湾汇整 ✓ 协助共同期刊发表撰写

Ideas for Future Outcomes

本研究完成后，探讨议题属观光营销领域，预计参与 2012 Global Marketing Conference 学术会议，地点在韩国首尔，未来期望投稿于 *Journal of Business Research*(SSCI)、*Journal of Travel Research*(SSCI)、*Journal of Marketing*(SSCI)等知名期刊。

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The necessity of cross-strait cooperation

2008 年台湾开放中国旅客来台观光至今已有两年多的时间，随着团体陆客旅游人数的增加，两岸也开始讨论开放自由行的时间，开放陆客自由行将使两岸旅游业进入另一个新的阶段，陆客自由行被视为可以扩大经济效益面向而备受各界期待，民间许多旅游及交通运输业者也都积极准备抢占商机，有鉴于中国旅客在台最大消费支出就是购物，不仅偏好购物，且消费力极高，愿意购买较高单价的商品，如特产、珠宝或玉器类和名牌(服饰或配件)，有别于其他来台旅客特点。

购物是出境旅客行程中必备活动之一，零售商为向消费者保证彼此交易是经过议价后成交的，会使用各种讨价还价的营销策略。而旅客与商家讨价还价行为现象普遍存在于亚洲地区，从现有文献中，甚少着墨于探讨亚洲普遍存在讨价还价现象之消费者动机及其购物行为，故此议题有其探讨之必要性，也别具学术发展潜力。为了解两岸旅客购物行为，拟了解两岸旅客在中国与台湾两地影响其产生讨价还价行为之因素及行为动机，以利提出对两地购物店家经营管之建议。因前述的研究构想与期许、质化与量化调查，需要多方的协助得以达成，非个人在台湾之单方能力所能及。希冀透过台湾师范大学与上海对外贸易学院学者丁焯老师及张丽老师的研究合作，应可为此议题发展与模式架构建立，提供深入之观点与建言。

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著作-期刊论文

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执行项目计划

- 行政院国家科学委员会研究计划-旅游趋势之移动与模式建立-日本、台湾与中国大陆经验, NSC 95-2415-H-415-006-MY3, 2006~2009, 【计划主持人-王国钦教授】兼任助理(数据输入、三国数据沟通协调整合、经费核销...等)。
- 行政院国家科学委员会大专生参与专题研究计划-原住民观光与民宿发展之研究-以屏东县雾台乡雾台村为例, NSC 93-2815-C-034-011-H, 2004~2005, 【计划主持人-掌庆琳教授】, 研究助理(资料收集、深度访谈、问卷发放、统计分析、计划撰写...等)。