

# 產品稀少性如何影響消費者的產品知覺風險—以效用外部性為調節效果

## How Product Scarcity Affects Consumers' Perceived Risk- The Moderating Effect of Utility Externality

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## 摘要

本研究從稀少性及效用外部性理論觀點出發，探討產品稀少性對消費者產品知覺風險之間的關聯性，過去研究對產品稀少性有助於提升消費者產品購買意願的研究論述已有許多發現，但對產品知覺風險與效用外部性的互動關係卻缺乏關注。本研究為補足上述之缺口，探討產品稀少性如何影響消費者的產品知覺風險程度，以效用外部性為調節變數，挑選產品並以問卷調查方式進行資料蒐集，總回收 294 份有效問卷。研究結果發現：(1)產品稀少性對於消費者預期昂貴有正向影響；(2)產品稀少性對於消費者產品知覺風險有負向影響；(3)消費者預期昂貴對於產品知覺風險有正向影響；(4)效用外部性在產品稀少性對於消費者產品知覺風險上具有部份調節效果。

**關鍵字：**產品稀少性、知覺風險、預期昂貴、效用外部性

## ABSTRACT

This study started from the view of the scarcity and utility externality to investigate the correlation between the product scarcity and customers' perceived risk. Previous researches support the argument that product scarcity may help to consumers' purchase intention. However, most researches pay less attention on the interaction between the perceived risk and utility externality. To make up for the insufficient discussion, this study explored that how product scarcity affects consumers' perceived risk, and utility externality as moderating effect. This research selected product and conducted with a survey questionnaire, and retrieved 294 responses. The results of the study were summarized as follows: (1)Product scarcity has a significantly positive effect on consumers' assumed expensiveness. (2)Product scarcity has a significantly negative effect on consumers' perceived risk. (3)Consumers' assumed expensiveness has a significantly positive effect on perceived risk. (4)Utility externality has partial moderating effect between consumers' assumed expensiveness and perceived risk.

**Keywords:** Product scarcity, Perceived risk, Assumed expensiveness, Utility externality