

理想點對選擇或拒絕之決策困難度、及對 購後不滿意時的歸因與後悔之影響

The Impact of Ideal Point on Choosing or Rejecting Decision Difficulty, and on Post-Purchase-Dissatisfaction Attribution and Regret

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摘要

本文探討理想點與決策方式對消費者決策困難的影響，及接觸到外在因素後，有無理想點的消費者改變或維持原先選項，而後發現產品表現不佳時，外部歸因的傾向與購後後悔的程度。實驗一的結果顯示：有理想點的消費者使用選擇方式比使用拒絕方式，決策困難度較低；而無理想點的消費者使用選擇或拒絕的決策困難則無顯著差異。對於實驗二，當消費者在挑出選項後，受到外在因素的影響決定改變原選項，而後發現產品不如預期時，有理想點的消費者相較於無理想點的消費者，更容易歸咎於外在因素，且購後後悔也較大；而維持原先選項之消費者當產品事後表現不如預期時，在外在歸因上，有理想點消費者與無理想點消費者無顯著差異；而購後後悔則是前者小於後者。

關鍵字：理想點、選擇、拒絕、外部歸因、購後後悔

ABSTRACT

This article examines the influence of an ideal point and decision task on the decision difficulties. Also demonstrated are the impact of an ideal point on the external attribution and post-purchase regret when consumers change or maintain their original options after being exposed to external factors but product performance is unsatisfactory. The results of study 1 show that in the presence of an ideal point, consumers face less difficulty when using choosing rather than rejecting as decision mode; however, in the absence of an ideal point, there is no significant difference in decision difficulty between the two modes. In study 2, we verify that when consumers have selected their options and an external factor causes them to change their selections, and they later find the product performance to be below expectation, those with ideal points are more likely to attribute the bad consequence to the external factor. Moreover, they experience stronger post-purchase regret than those without ideal points. In contrast, for people who maintain the original options, if product performance is below expectation, external attribution does not vary between consumers with ideal points and without ideal points. However, post-purchase regret is weaker for the former than for the latter.

Keywords: Ideal point, Choose, Reject, External attribution, Post-purchase regret.