

# 以數量標示與產品排列方式避免鬆弛填充 包裝之負面效果

## Preventing the Negative Effects of Slack Filling Packages by Quantity Label and Product Arrangement

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## 摘要

包裝能在貨架空間上吸引消費者的注意和購買，因此許多廠商會利用加大的包裝來佔據貨架空間並吸引消費者。然而消費者經常在打開包裝之後，才發現包裝內的隔間或空氣占了相當大的空間，這些空間稱之為鬆弛填充。本研究認為消費者如何評估鬆弛填充，與消費者的說服知識，以及包裝的呈現方式有關。本研究以兩個實驗，分別探討包裝外的數量標示及包裝內的排列方式，和消費者說服知識的交互作用。研究發現，說服知識低的消費者，對包裝如何呈現並不敏感；說服知識高者較在意廠商的行銷手法，然而當包裝外有提供明確的數量標示，或是包裝內以均勻排列的方式呈現，則能提高消費者對此包裝的知覺適當性，降低因啟動說服知識所造成的負面影響。本研究建議廠商維持包裝的適當性，避免因包裝而讓消費者對產品產生負面評價。

**關鍵字：**鬆弛填充、欺騙性包裝、說服知識

## ABSTRACT

Packaging can attract consumers' attention and purchase on the shelf space. Therefore, many manufacturers use large packages to occupy shelf space and attract consumers. However, consumers often find that the compartments or air in the package occupy a considerable amount of space after opening the package. These spaces are called slack fillings. This study suggests that how consumers evaluate slack filling is related to consumer persuasion knowledge and how packaging is presented. This study uses two experiments to explore the interaction between the package presentation types (quantity labeling outside the package and the arrangement inside the package) and consumer persuasion knowledge. The results of two experiments found that consumers with low persuasion knowledge are not sensitive to how packaging is presented. Those with high persuasion knowledge are more concerned about the manufacturer's marketing methods, but when there is a clear quantity label on the outside of the package or the packaging is presented in a uniform arrangement, both ways can increase consumers' perceived appropriateness for the packages. This study suggests that manufacturers should maintain the appropriateness of packaging, and avoid consumers from negatively evaluating products due to slack filling packages.

**Keywords:** Slack filling package, Deceptive package, Persuasion knowledge