

大學生對節慶消費之行為研究－以輔仁大學為例

Behavior Research on Festival Consumption of FuJen Catholic University's Students

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J.Baudrillard 曾經說過:「現在的社會是一種消費社會」。受到資本主義的影響，消費行為對於現今的人們來說是一個很普遍的行為。但是，在如此 普遍的現象當中，反而忽略了:人受到資本主義的操弄；並且受到外來文化的影響，原本簡單的消費行為變得複雜，尤其是在非日常的節慶中，人們受到的影響相較 於日常的日子會更大。因此，本研究將要從節慶出發，探討現今大學生在非日常的節慶當中的消費行為。

本研究的研究問題為:為何在節慶的慶祝活動中，大學生並不是因為需求而進行消費?以及探討節慶消費行為的意涵。

研究者採用的是問卷調查法，研究目的在於了解大學生節慶的消費行為。首先，研究者蒐集並整理相關文獻，並依照文獻找出變項，自變項為性別、節慶認知程度以 及外在影響程度，依變項則是節慶消費行為。其後研究者以問卷方式抽取輔仁大學學生樣本共 252 人，使用的統計方法包含卡方檢定、ANOVA、GAMMA 檢 驗等等。研究結果發現自變項與依變項之間的關聯，得出結論提供其他學者作為參考。

關鍵字:節慶、文化消費、消費行為

J.Baudrillard said that nowadays, society is a kind of consumption. Affected by Capitalism, consumer behavior is a very common behavior. But under this common phenomenon, we always ignore that people are usually controlled by Capitalism, but they don't know about that, and are affected by foreign culture, in this way, consumer behavior is changed, it becomes more complicated, especially in some special time like holiday or festival, the influence is more widespread than everyday life. Hence, this paper started from festival, discussing how festival affects college students' consumer behavior.

There is a question" When the festival is closer, why college students' consumption are not for their demand ?" And research the meaning of festival consumer behavior. Research used questionnaire survey and wanted to know that college students' festival consumer behavior. Research found variables from the theory. Independent variables are: Basic data (include gender, monthly family income, and monthly disposable income), Identified with the festival and Extrinsic influence (include

influenced by others, influenced by, and influenced by products) . Dependence variable is Festival consumer behavior (include consumption frequency and consumption amount).

Then, research made survey and interviewed 252 students in Fu Jen Catholic University. Use statistic method like Chi-square, ANOVA, GAMMA, and etc.

Researcher found the connection between independent variables and dependence variable, and then summarized the conclusion for scholar references.

Keywords: Festival, Cultural consumption, Consumer behavior