

The Antecedents and Consequence of Conformity Behavior

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ABSTRACT

Impulsive buying behavior is a familiar term to everyone. When this research was conducted, the author was very curious about the phenomenon of the price increase of toilet paper at the beginning of this year. What kind of mental situation is it that makes people have these “impulsive buying behavior” of consumer behavior?

In the past literature, the researches often focus on the antecedents of consumer’s purchasing intention, but seldom on the antecedents of impulsive buying behavior. Moreover, there’s less researches that mentioned about the antecedents and consequence of conformity behavior.

The purpose of this study was not only to figure out how conformity influence impulsive buying behavior and what might cause the attitude towards conformity, but also to fulfill the shortage from the past researches. In this research, an online questionnaire was conducted to collect people’s level of conformity, impulsive buying behavior, and other potential reasons to cause conformity, resulting in 150 valid responses. This research was used SPSS to execute Pearson liner regression analysis.

The results revealed that there's not only the conformity behavior have the positive impact on the impulsive buying behavior, but also found that the queuing behavior has an indirect effect on impulsive buying behavior through the conformity behavior.

According to the research results, the meaning and research limitations were discussed and suggestions were provided to for future researchers who are interested in the field of conformity behavior of consumers.

Keywords: Conformity Behavior, Impulsive Buying Behavior