

# 產品特性、人格特質與參考群體對消費者購買 LINE 貼圖影響之研究

張力 楊舒雯 藍毓莉

## 摘要

本研究針對使用者付費購買 LINE 貼圖之消費行為，藉由產品特性、人格特質與參考群體等，探討影響使用者購買貼圖的重要因素。

為求深入了解，本研究採用質化方法，與七位受訪者進行深入訪談，結果如下：

一、產品特性會影響消費者購買貼圖的意願。

二、人格特質中，外向性的人比較喜歡購買貼圖。

三、參考群體對學生族群與對在職族群的影響不同。

分析以上結果，推論出獨特性需要、從眾行為、以及追求自我特色等，是為影響貼圖購買意願更深層的潛在因素。本研究在於找出刺激消費者購買貼圖的方法，並提出建議供即時通訊軟體產業與政府政令宣導之規劃與利用。

**關鍵字：**產品特性、人格特質、參考群體、消費者行為、LINE 貼圖

=====

# **The Effect of Product Characteristics, Personality Traits and Reference Groups on Consumers' Purchase of the LINE Stickers**

Li Chang Shu-Wen Yang Yu-Li Lan

## **Abstract**

This study aims to examine the effect of product characteristics, personality traits, and reference groups on consumer LINE stickers shopping behavior. Qualitative analysis was used to interview related respondents.

The results are as below:

1. Product characteristics may affect consumer willingness to buy stickers.
2. Extroverts prefer to buy stickers.
3. Effect of different reference groups on students and employees.

Results revealed that need for uniqueness, bandwagon effect, and the pursuit of self-characteristics were found to greatly influence consumer LINE stickers shopping behavior. A clear understanding of consumer LINE stickers' behavior can help instant messaging software programming industry and Government decree on planning and utilization.

**Key words: Product Features, Personality Traits, Reference group, Consumer Behavior, LINE mapping.**