

The Influence of Consumer's Emotional Response and Social Norm on Repurchase Intention: a Case of Cigarette Repurchase in Taiwan

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ABSTRACT

This study aims to understand the influence of consumer's emotional response and social norm on repurchase intention. The subjects are university smoking students attaining legal age and convenience sampling was used in collecting questionnaires. Structural equation modeling was employed to make confirmatory factor analysis and path analysis. The results showed that consumer's emotional response and social norm have positive and negative influence on purchase intention respectively.

Keywords: Emotional response, Social norm, Repurchase intention, Structural equation modeling

INTRODUCTION

As we all know, cigarette smoking do a lot of harm to human health; it can cause high blood pressure, premature birth, baby's death before birth, hemiterata/phocomelus, cancer, heart/ artery/vein disease, apoplexy-stroke, pulmonary emphysema, chronicle bronchitis, early menopause, osteoporosis, impotence and infertility of male, and air pollution. In early 90s, indoor smoking was prohibited in the western countries, while it was not until recent years that indoor smoking was banned in Taiwan. It cannot be denied that for some, smoking can soothe nervous or anxious emotion, enhance concentration and thinking ability, and serve as a way of social activity; this shows that psychological/emotional effect is crucial for taking cigarette.

Today, the population of cigarette smokers is increasing in our society while the age level of cigarette smokers also moves down gradually. Consumers' purchasing decisions can be easily affected by personal emotional reactions and external limitative regulations. From the above description, we would like to explore how purchasing decisions are affected by cigarette smokers' emotional reactions and the social norms. The motivation of this study aims to explore consumers' repurchase intentions resulted from the implementation of welfare donation of tobacco products for health which caused the price hike on tobacco products, the perception of social norms, and changes in emotional reactions.

LITERATURE REVIEW

Emotional Reactions

Russell (1979) defined the affection of consumer or consumption affect as the emotional reaction of a consumer induced from using the product, from the process of experiencing the consumption, or after experiencing the consumption. Plutchik (1980) defined emotion to include different feelings such as love, hate, fear, enjoyment, ennui, anxiety, satisfaction, anger, disgust, sadness, disappointment, fascination, and proud. Such feelings had been for a long time belonging to the field of psychology, while few studies were conducted to explore how consumers' emotional reactions could affect the overall consumption behaviors of consumers. But in fact, emotion has played very important role in human life no matter when, where, or what. As long as there are human beings, all kinds of emotion would show

up for sure under different circumstances. Consequently and indeed, consumers' emotional reactions can not be neglected when studying consumers' behaviors.

The basic emotion model established by Desmet and Hekkert (2002) has specifically pointed out that the generation of emotion came from the interactions between the three, namely appraisal, concern and product that elicit emotions. That is, consumers appraise via the stimulus and the things under concern and further induce emotional effects.

Desmet and Hekkert defined the above parameters as follows:

1. Appraisal: The cognitive theory of emotion always involves estimation and assessment. Consumers can evaluate by themselves whether it is favorable or harmful. Conducting evaluation needs no knowledge but self-motivated evaluation.
2. Concern: Many emotions are hiding concerns, while concerns are deemed as involving the process of value assessment. The significance of a product consists in whether it is favorable or harmful to consumers. Concerns are uncountable for its varieties because they depend on different people. Concern means the driver, needs, nature, motivation, objective and value.
3. Product: Emotions always imply and involve personal experiences and personal views with products. For example: Tatung rice cookers that give people the nostalgic feeling.
4. Emotion: Emotion is invisible. The intangible value of products is non-functional and non-related to sense. It could be short for a few seconds but it could also persist for a few days. As pointed out by Desmet and Hekkert (2002) that product emotion is not pattern specific feeling but it arises from the product's social interactions experienced by consumers.

The experience of emotions in the entire consumption experience of an individual, such as happiness, anger, sadness and fear can only be truly experienced by individual consumer. Hence, the consumer's emotional reactions shall conform to two conditions: one is the emotional stimulus that elicits the perception while another is the cognition of the individual towards the stimulus. Consumers could generate their unique emotional reactions due to cognition of the stimulus.

From above literature review, the following assumption is proposed:

H₁: The emotional reaction of cigarette smokers on cigarettes will positively affect their repurchase intentions.

H1-1: Cognitive experience positively affects repurchase intention.

H1-2: The degree of involvement positively affects repurchase intention

Social Norms

Welfare donation for health is an important surtax to make people realize health. The implementation of the welfare donation of tobacco products for health by the government to increase cigarette prices is mainly to make cigarette smokers aware of the importance of health. In summary of the above two points, the Tobacco Hazards Prevention Act and the welfare donation for health implemented by the government are the social norms made towards the cluster of cigarette smokers. This study aims at "repurchase intentions" in conducting confirmative analysis to find out the effect after the implementation of the Act by the government.

Norms are common beliefs in awards and punishments (Schwartz & Howard, 1982). Norms are different based on the difference in internalization degrees. (Ajzen & Fishbein, 1970; Schwartz, 1970/1977; Schwartz & Howard, 1982). The difference are often viewed as dichotomous; however, "being subjective" (Ajzen & Fishbein, 1980) or "being perceptive" (Schwartz & Howard, 1982) are used to classify between individual norms and social norms. Schwartz (1977) defined individual norms as self-expectation for specific behavior under certain circumstance, a sense of moral responsibility. According to the above definitions, individual norms are in accordance with the internal factors which are consistent with internalized values and norms or the theory of morality, as well as the concept of true/false and right/wrong (Gibbs, 2003).

Social norms mean the common beliefs and acceptable behavioral standards by the society's majority. They are enforced by expected results and the external award and punishment laws. Accordingly, social norms are a kind of external behavioral specification. Schwartz and Howard (1982) believed that the "social" as in social norms is used to

express facts and it is based on the public groups' expectations, external awards and punishments, and enforcement. Social norms can also be interpreted as statute or non-statute regulations, but the regulated standards should be acceptable and applicable to the public. Most people's recognitions of norms are limited to legal aspects, such as laws and regulations. However, social norms should cover social and cultural aspects, such as customs and people, public opinions, social supports and so on, i.e. social norms affect individual behaviors via social pressure (Engel, Blackwell, & Miniard, 1995; Schwartz, 1977).

From the above literature review,, the following assumption-2 is proposed:

H₂ : Social norms upon cigarette smokers will lower their repurchase intentions.

H₂₋₁: Welfare donation for health and repurchase intention relate negatively.

H₂₋₂: Tobacco Hazards Prevention Act and repurchase intention relate negatively.

H₂₋₃: No smoking advertisement and repurchase intention relate negatively.

Repurchase Intentions

When consumers accumulate more experiences on certain brand name or more experiences in using that product, there will be more chances of repurchase and consumption of the positively assessed product. Repurchase and accumulated experiences and consumers' satisfaction are positively correlated (Howard and Sheth, 1969). Since consumers' repurchase and the service provided by business are in cause and effect relationship, if service provided by business or the product quality are satisfactory to customers, then customers will have repurchase intentions and repurchase behaviors due to past experience of satisfaction (Folkes, 1988). Repurchase behaviors are similar to repeated purchasing behaviors, representing frequent repurchase of the same product. Thus it was found from relevant studies in the past that consumers' behaviors and their emotions at before and after using the product usually determined the repurchase intentions. The research defines the cluster of cigarette smokers as long term habitual consumers of tobacco products because tobacco products make the cluster of cigarette smokers feel the value of consumption and make cigarette smokers feel satisfied and form the long term behaviors of repurchase intentions.

The repurchase intentions explored in this study take cigarette smoking as an example. The repurchase intention may be aroused due to word-of-mouth from face-to-face talk during social activities between consumers that results in the interests to purchase or the needs for certain occasions. For smokers of long term consumption, they may bring out preferences for certain brands of cigarettes or certain flavor of tobacco products due to habits in a long time that form the impression of brand name loyalties while loyalties have always been used to correlate with repurchase intentions. This study took repurchase intention as the final result of affect in exploring the above mentioned emotional reactions and social norms versus the behavior of repurchase intention.

Based on the above mentioned purpose of study, literature review and assumptions, the following graph of research framework is obtained as shown in Fig. 1.

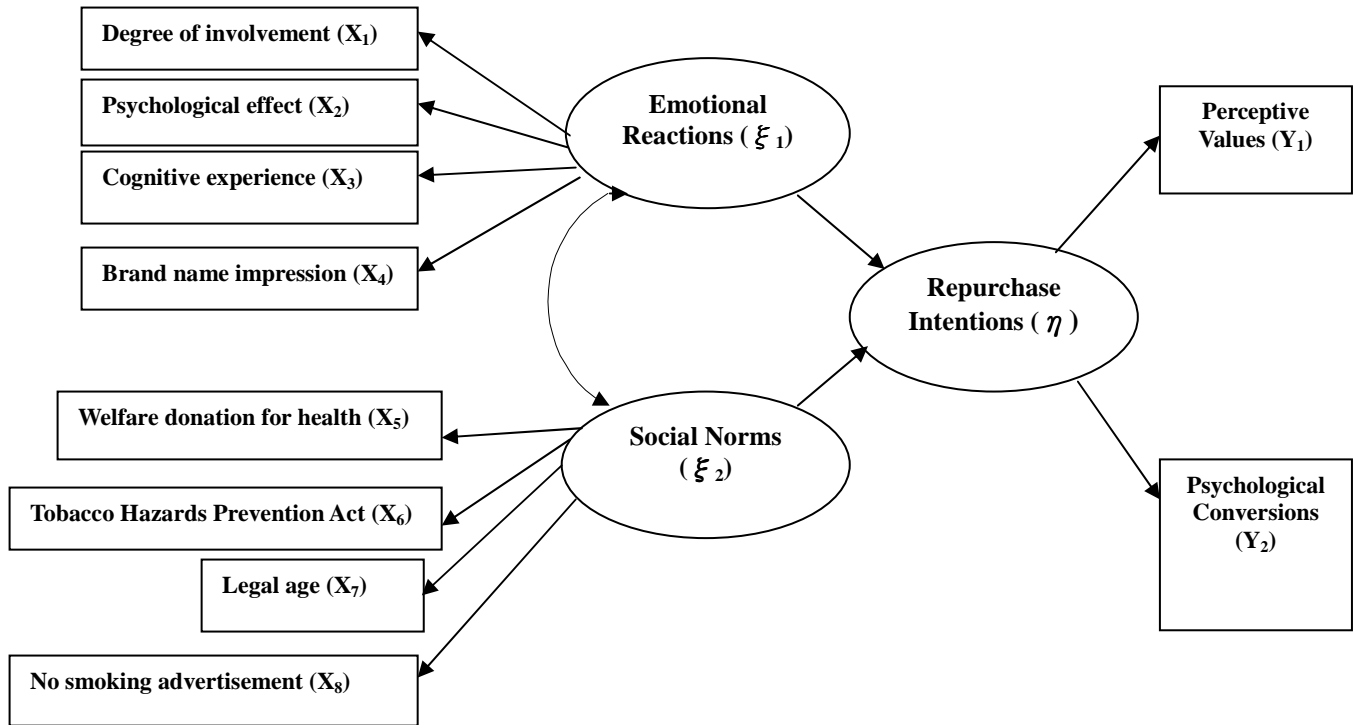


Figure 1: Research framework

RESEARCH METHODOLOGY

Manipulation Definition:

1. Regarding the basic concept of “emotional reaction” related to this study can be stated as follows:
 - (1). Emotional reactions do not affect repurchase intentions directly but through the “manifest variables” of “latent” aspects. This point shares the same conception with the conclusion in the literature of social norms which found that social norms do not affect repurchase intentions directly but through “manifest variables”.
 - (2). Emotional reaction is positively correlated to repurchase intentions. Different degree of emotional reactions could generate different degree of repurchase intentions. The higher the emotional reaction, the more positive the repurchase intention will be.
2. The basic concept of “social norms” related to this study has the following implications:
 - (1). Social norms do not affect repurchase intentions directly but through other manifest variables.
 - (2). Taking social norms to measure repurchase intentions as one “latent construct”, the manifest variables contained in that aspect are not necessarily the same. Social norms and repurchase intentions are negatively correlated.
3. The basic concept of “repurchase intentions” related to this study has the following implications:
 - (1). Intention is the aspect of potential variables that are affected at last. Emotional reactions and social norms are respectively the positive and negative factors that affect such repurchase intentions.
 - (2). In addition to using the difference between expectation and cognition to measure repurchase intentions, emotional reactions, social norms have been studied and verified by many scholars’ studies to have considerable significance in interpreting repurchase intentions.

Research Object and Questionnaire Design

The research adopted the Likert seven-point scale questionnaire survey to aim at the cluster of cigarette smoking students in technical colleges in Taipei City by convenience sampling. A total of 150 sets of pre-test questionnaire were distributed during October 6 to 23 in 2009, followed by modification of the pre-test questionnaire for post-test. A total

of 300 sets of questionnaire were formally delivered with a valid return of 185 sets, representing a rate of valid return at 61.67%.

In order to verify the research framework proposed by this study, the Structural Equation Model (SEM) was adopted for the confirmatory factor analysis (CFA) of the research modeling framework. The research divided the questionnaire into three major aspects of potential latent variables as emotional reactions, social norms, and repurchase intentions. Each major aspect was again divided into the following sub-aspect of explicit variables, where each sub-aspect had several questions for survey and analysis. The number of question for the manifest variables in the questionnaire is shown in Table 1.

Table 1: The number of question for the manifest variables in the questionnaire

Implicit Variable	Manifest Variable	No. of Question	References
Emotional Reactions	Degree of Involvement	6	McQuarrie and Munson(1992) Martinez, Polo, and Chernatony (2008)
	Psychological Effect	8	
	Cognitive Experience	6	
	Brand Name Impression	3	
Social Norms	Welfare Donation for Health	3	Chang, C. F. (1995) Liao J. W. (1999) Chang, K. C. (2002)
	Tobacco Hazards Prevention Act	6	
	Legal Age	3	
	No Smoking Advertisement	6	
Repurchase Intentions	Perceptive Value	4	Taylor and Todd (1992) Hirschman (1986)
	Psychological Transformation	4	

Reliability and Validity of the Questionnaire

After recollection of the questionnaire, reliability, validity and confirmatory factor analysis were conducted. The results showed, the calculated coefficients for all aspects were greater than 0.7 for reliability; with the composite reliability (CR) greater than 0.6, which conformed to the point of view from the scholars Bagozzi & Yi (1988) who emphasized the CR value to be greater than 0.6. The reliability is also an important element to construct validity (Kuo, 1998; Chou, 1999), therefore the reliability and validity were both good for the scale used in this research. In terms of validity, the t values for each question in the research aspects were obviously greater than 2, indicating good converging validity. For discriminant validity, the results showed the differences at before and after combining the aspects were in the range of significantly greater than 3.83, which indicated the research scale also had good content validity. The scale coefficients for this research are shown in Table 2.

Table 2: The scale coefficients for this research

Reliability Scale	Emotional Reactions	Social Norms	Repurchase Intentions
Scale Coefficients	0.75	0.79	0.81

DATA ANALYSIS AND RESULTS

Structural Equation Model Analysis

The research adopts Structural Equation Model for confirmatory factor analysis mainly because the field of social science needs to face two basic parts of question to measure, the cause and effect relationship between variables and the scope they can interpret. Accordingly, Structural Equation Model (SEM) can effectively solve these problems while AMOS is a statistical equation applied to test the structural equation.

Fitness analysis for the whole model

The structural equation matrix of this research is shown as follows:

1. The measurement matrix for exogenous variables.

$$\begin{pmatrix} X_1 \\ X_2 \\ X_3 \\ X_4 \\ X_5 \\ X_6 \\ X_7 \\ X_8 \end{pmatrix} = \begin{pmatrix} \lambda_{11}^X & 0 \\ \lambda_{21}^X & 0 \\ \lambda_{31}^X & 0 \\ 0 & \lambda_{42}^X \\ 0 & \lambda_{52}^X \\ 0 & \lambda_{62}^X \\ 0 & \lambda_{72}^X \\ 0 & \lambda_{82}^X \end{pmatrix} \begin{pmatrix} \xi_1 \\ \xi_2 \end{pmatrix} + \begin{pmatrix} \delta_1 \\ \delta_2 \\ \delta_3 \\ \delta_4 \\ \delta_5 \\ \delta_6 \\ \delta_7 \\ \delta_8 \end{pmatrix}$$

2. The measurement matrix for endogenous variables.

$$Y = \lambda_Y \eta + \varepsilon$$

3. Structural Equation

$$\eta = \gamma_{31}\xi_1 + \gamma_{32}\xi_2 + \zeta$$

The purpose of using structural equation for analysis was to explore the relationship between different aspects, where the fitness should reach $GFI > 0.9$; $NFI > 0.9$; $CFI > 0.9$; $RMR < 0.05$ and $RMSEA < 0.05$ (Bagozzi & Yi, 1988). The research had the values of GFI, AGFI between 0.90~0.93 while RMR was smaller than 0.05, indicating the questionnaire scale to have significant consistency and conform to the overall model fitness, as shown in Table 3.

Table 3: Evaluation of model fitness

Determination Index	χ^2	df	GFI	NFI	AGFI	CFI	RMR	RMSEA
Fitness Value	50.31	41	0.926	0.925	0.905	0.932	0.021	0.034

Fitness Analysis for the Internal Measurement Model of the Whole Model

The reliability of each latent variable versus each item of the manifest variable is the squared multiple correlation (SMC) R^2 mainly for the purpose to measure the strength of linear correlation for each item versus the latent variable. The closer the R^2 value approaches 1 indicates the stronger the linear correlation. The R^2 values for each variable in this research are shown in Table 4.

Table 4: The R^2 value index for the latent variable and manifest variable in this research

Latent variable	Manifest variable	R^2 value
Emotional Reactions	Degree of Involvement	0.7162
	Psychological Effect	0.7041
	Cognitive Experience	0.8114
	Brand Name Impression	0.7861
Social Norms	Welfare Donation for Health	0.9122
	Tobacco Hazards Prevention Act	0.8526
	Legal Age	0.7003
	No Smoking Advertisement	0.7074
Repurchase Intentions	Perceptive Value	0.8569
	Psychological Transformation	0.7663

From Table 4, it can be seen among repurchase intentions that the R^2 value for perceptive value is 0.8569 which is more suitable to become the measurement tool for repurchase intentions, while psychological transformation is next. The degree of involvement, psychological effect, cognitive experience, and brand name impression in the sub-aspects for emotional reactions and the Tobacco Hazards Prevention Act, welfare donation for health, legal age and no smoking advertisement in the sub-aspects for social norms, all 10 items have R^2 values over 0.7, indicating the scales for emotional reactions and social norms both are suitable measurement tools.

Fitness Analysis for the Internal Structural Model of the Whole Model

After the model passed the fitness tests, the research estimated the standardized coefficients between each latent variable and the correlation coefficients between each latent variable as compiled in Table 5 and Table 6. The path analysis was drawn as in Fig. 2.

Table 5: Coefficients estimated for latent variables

Aspects	Estimated Coefficients	t Value
Emotional Reactions → Repurchase Intentions	0.2979*	11.21
Social Norms → Repurchase Intentions	-0.5317*	11.01
Emotional Reactions ← → Social Norms	0.18	13.02

Remarks: * represents t value reached significance ($\alpha=0.05$)

Table 6: Estimated coefficients for observed variables

Latent variable	Manifest variable	Estimated Values for Standardized Coefficients	t Value
Emotional Reactions	Degree of Involvement	0.86*	28.69
	Psychological Effect	0.72*	34.27
	Cognitive Experience	0.81*	47.23
	Brand Name Impression	0.77*	36.59
Social Norms	Welfare Donation for Health	0.93*	51.24
	Tobacco Hazards Prevention Act	0.98*	41.88
	Legal Age	0.86*	56.17
	No Smoking Advertisement	0.91*	52.09
Repurchase Intentions	Perceptive Value	0.77*	55.31
	Psychological Transformation	0.89*	50.25

Remarks: * represents t value reached significance ($\alpha=0.05$)

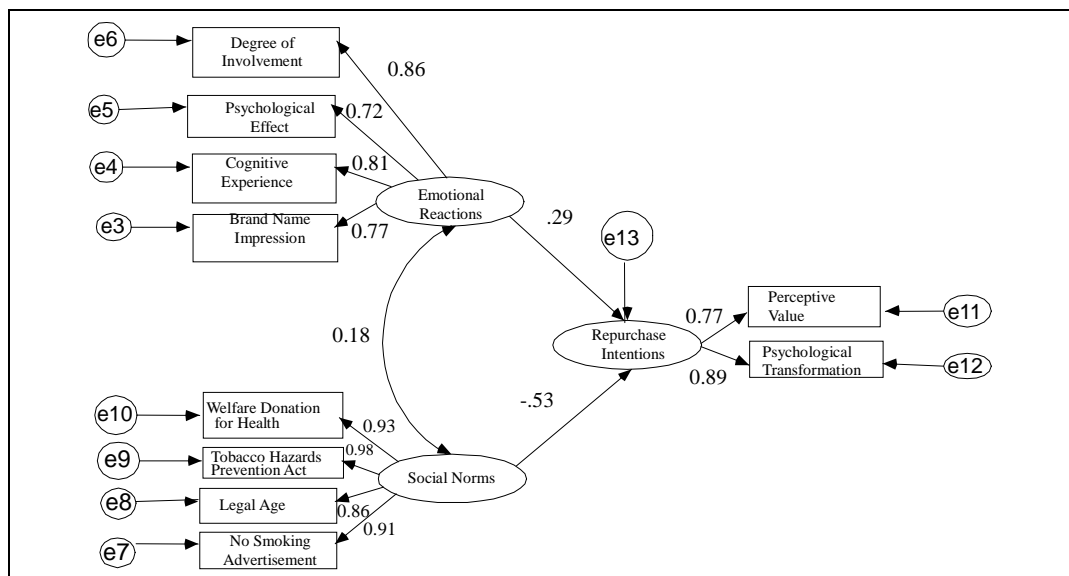


Figure 2: AMOS Path Analysis Results (Standardized)

According to the above analysis, the research obtained the following results:

1. Consumers’ emotional reactions had positive affects on repurchase intentions. The standardized estimation of parameter value was 0.29, therefore assumption H1 was supported.
2. The limitation imposed by social norms would negatively affect the degree of repurchase intentions. The standardized estimation of parameter value was -0.53, indicating the stronger the limitation imposed by social norms, the lower the repurchase intentions, therefore assumption H2 was supported.

CONCLUSIONS AND SUGGESTIONS

Conclusions

From the above data analysis and results, the following conclusions were obtained:

H1: The emotional reactions from the cluster of cigarette smokers would positively affect their repurchase intentions (the assumption was established).

H1-1: Cognitive experience and repurchase intention show positive and significant affect.

Since during the course of cognitive experience of smoking cigarettes, cigarette smokers considered cigarette as an external part which would not be changed by the perception of other people. Such manifest variables were occupied largely by individual factors that the data through this research results verified cognitive experience to have positive relationship with repurchase intentions. This conclusion conforms to the research doctrine proposed by Doney and Canon (1997).

H1-2: The degree of involvement and repurchase intention show positive and significant affect.

Due to the absence of legal basis, the implementation of welfare donation for health by the government has caused the cigarette prices and social external cost to increase and become a consumption burden to the cluster of cigarette smokers thus lower the repurchase intentions for cigarettes. In other words, the degree of involvement for cigarette smokers has set the basis for their demand for cigarettes and perception of value, including the potential feeling brought to them by cigarettes should all deeply affect cigarette smokers' factors in purchasing cigarettes. The data results of this research verified that the degree of involvement and the repurchase intention are positively correlated. This conclusion is consistent with the research results proposed by McQuarrie (1992).

H2: The limitation of social norms upon cigarette smokers will negatively affect their repurchase intentions (established).

H2-1: Welfare donation for health and repurchase intention show negative and significant affect.

Owing to the implementation of welfare donation for health by the government that caused the cigarette prices and social external cost to increase, which became a consumption burden to cigarette smokers thus lowered their repurchase intentions for cigarettes. The research data results verified that the welfare donation for health and the repurchase intention showed negative relationship. This conclusion is correlated to the premise proposed by Lee (2009).

H2-2: Tobacco Hazards Prevention Act and repurchase intention show negative and significant affect.

Since the establishment of the Tobacco Hazards Prevention Act that made cigarette smokers not able to smoke in public places as they wish, which has become a serious direct inconvenience to smokers coupled with the crackdown on violation of the Act has caused consumer to lower their repurchase intentions. The research data results verified that the Tobacco Hazards Prevention Act and the repurchase intention show negative relationship. The conclusion corresponds to the research results proposed by Tseng (2009).

H2-3: No smoking advertisement and repurchase intention show negative and significant affect.

Due to the presentation of no smoking advertisement to cigarette smokers, the mentality of refusal in cognition has grown among cigarette smokers who were further aware of the hazards generated to health, which indicated the reception of message and effect from the no smoking advertisement that directly lowered the repurchase intentions for cigarettes. The research data results verified that no smoking advertisement and repurchase intention show negative relationship. The conclusion conforms to the published results assumed by Lee (2009) and Tseng (2009).

Management Implications

1. On the application level (the innovation of research methodology):

Looking back on relevant literature, the major aspects in this subject of research were latent variables (i.e. non-observable variables), therefore the traditional multiple regression analysis was not suitable to this study. Instead, the study must apply Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) as the measurement tools for this research framework, therefore this research has been more innovative in its research methodology.

2. On the substantive level (the contribution to practical application)

Past researches by scholars were leaned to exploratory analysis however this research belonged to verification of factor analysis which could well support future researchers to conduct further studies in the related fields. This research shall be valuable for reference.

The research also provided references for consumers (the cluster of cigarette smokers) and business operators regarding the affect of repurchase intentions and the determination of purchasing behaviors.

Suggestions

The research results consisted in the emotional reactions generated by an individual of cigarette smokers that could positively increase the behavior of repurchase intentions and the limitation of social norms that could negatively reduce the behavior of repurchase intentions; as well as how repurchase intention would be increased or reduced when cigarette smokers were affected by the positive and negative latent factors. The study verified that repurchase intention could indeed be changed due to positive and negative factors. The following are suggestions for practical application and study.

1. Consumers' emotional reactions: Today in our society, cigarette smokers' age level is gradually lowered while data in recent years also indicated the ratio between male and female to be increasing. Males are no longer the major cluster of cigarette smokers as the ratio of female smokers also increased gradually. Thus, this study took emotional reaction as positive affect to repurchase intention. For many cigarette smokers, the perception brought to them by tobacco products contains certain level of cognition, such as alleviation of pressure, relaxation of mood, refreshment and so on. These invisible emotional reactions could make cigarette smokers to continue their repurchase intention behavior. Therefore, we learned to know that the generation of repurchase intention must be correlated to consumers' habit and behavior.

In the present society, the potential reaction or emotion of an individual may not have appropriate ways to express causing cigarette smokers to rely on tobacco products as spiritual relief that could make smokers to gain potential satisfactory feeling. This study suggests that although smoking can make emotion gain temporary relief, but over smoking could still cause damage to health. Self-evaluation should be carried out by cigarette smokers according to age level and health condition for measurement. Repurchase behavior should be evaluated appropriately rather than simply wanted for satisfaction of demand that could cause over smoking.

2. The affect of social norms: The limitation of social norms has enabled cigarette smokers for better self-control. Cigarette smokers have even learned regarding how to keep others from tobacco hazards when they are satisfying their own demand. This research found social norms to cause negative affect to repurchase intentions for cigarette smokers, i.e. social norms have lowered the repurchase intention behavior. We learned to know that the limitation of social norms must be correlated to the decrease in repurchase intention for cigarette smokers.

This study hereby suggests the government to continue the promotion to let cigarette smokers know the hazards of second hand smoking, and to build even complete system to regulate cigarette smokers' smoking environment and smoking place. This study also suggests smokers to obey social norms when smoking not to let others be affected by the hazards of second hand smoking so as to build good life quality together.

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