

How Consumers' Herd Behavior Influences Willingness to Buy in Taiwan
Movie Market

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Abstract

This study proposes a research framework to measure how consumers' herd behavior influences willingness to buy in movie market. The herd behavior is as the antecedent variable of buying intention. The herd behavior includes two dimensions: information influence and formation influence. We analyzed the data by deploying PLS-SEM method. The results are the information influence is positive influence willingness to buy, and the formative influence is positive influence willingness to buy. The information influence is stronger effect than the formative influence on willingness to buy in Taiwan movie industry.

Keyword : Herd behavior; informational influence; normative influence; willingness to buy; Taiwan movie market