

# 葡萄酒消費：健康信念和生命有限性 觀點之研究

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## 摘 要

本研究之目的探討一般人在生命有限性被突顯時透過葡萄酒與健康信念，生命有限性與受試者對生命意義及紅葡萄酒偏好之影響。本研究根據 King 等人 (2009) 所提出之有限捷思模式的實驗設計，本研究採實驗研究法，研究對象為國立高雄餐旅大學大學生，經篩選後將受試者隨機分配至實驗組與控制組共 64 位學生進行實驗操弄，實驗組為使用死亡字彙填字作業操弄受試者在生命有限變項上的突顯與否，而控制組的填字作業為使用與死亡較無關係的疼痛相關字彙，並在實驗操弄後對兩組受試者施測生命意義量表、紅白葡萄酒評價程序。研究結果顯示，實驗組在生命意義量表的總分顯著高於控制組，且實驗組受試者偏好紅葡萄酒的程度顯著高於控制組。本研究同時對受試者進行五種一般物品的評價測驗以確保生命有限性與生命評價之間是一個獨立的關係，其研究結果顯示，突顯生命有限性後受試者並不會對一般物品評價產生影響。本研究結果證實紅葡萄酒在一般人心中的意涵，透過消費心理行為為葡萄酒相關研究開創嶄新思維。本研究結果能提供葡萄酒業者及後續研究者作為參考。

**關鍵詞：**健康信念、紅葡萄酒、有限捷思模式

# Wine Consumption: Perspective of Health Belief and Scarcity Heuristic Model

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## Abstract

The purpose of this study is to explore if the assumptions of the limited heuristic mode are suitable in highlighting the fact that the limited nature of life will increase consumption of red wine and the evaluation of life. This study used experimental method based on the scarcity heuristic model proposed by King et al. (2009). 64 University of Kaohsiung Hospitality students were recruited and randomly assigned to experimental and control groups. In the experimental condition, the words embedded in the puzzle were death related (e.g., dead, tombstone). In the control condition, they were pain related (e.g., pain, headache). After the experiment, both groups had been assessed through series of questionnaire, including the Meaning in Life Questionnaire, the questionnaire of red/ white wine evaluation and the questionnaire of general commodities evaluation. The results show: (1) The average score of the experimental group was significantly higher than the control group in the scale of the meaning of life; (2) the experimental group had significantly higher preference for red wine than the control group; (3) highlights the limited nature of life did not change subjects' evaluation to general commodities. We can confirm that wine represents the psychological implications of health, through the consumer psychological behaviour of wine research to create innovative thinking. The result to lays a solid academic ground for further research and to wine industry.

**Key words:** Health Belief, Red Wine, Scarcity Heuristic Model