

# C2C 拍賣環境中winner's curse競價者人格特質對拍賣 網站滿意度及再競標之影響

研究生：陳靜宜

指導教授：林君信

國立交通大學管理科學研究所碩士班

## 摘要

網路拍賣的發展，已成為電子商務在網際網路上，最重要的應用。拍賣有別於一般交易的不同，在於拍賣品的成交價是由所有的競標者共同決定，且價高者得。當你幸運成為得標者時，你該開心嗎？本研究所要探討就是在拍賣過程後，可能發生的情況。即得標者發覺所標得的商品，其使用情況或效用不值得其所支付的價款；或是她所出的價格高於該商品的價值。當這種情況出現，我們他中了所謂的“贏家的詛咒”(winner's curse)。本文是針對在電子拍賣網站上的個人消費者來作為研究的對象。得到“贏家的詛咒”的原因可能有很多，可能是買家的資訊不完全，快速下標，競爭人數過多等因素。本研究是針對消費者的人格特質來作為研究發展的主軸。找出曾經在拍賣網站上得到贏家的詛咒的消費者來進行人格特質的評量。本文是利用五大人格特質(Big Five Model)，來分類了解贏家的詛咒下的消費者的人格特質類型。該五人格特質分別為，勤勉正直性(Conscientiousness)，經驗開放性(Openness to Experience),外向性(Extraversion),親和性(Agreeableness),神經質(Neuroticism)。研究結果如下，1.勤勉正直性較低者得到贏家的詛咒的比例為高，勤勉正直性的高低且對拍賣網站的滿意度與再購意願有顯著影響。2.外向性較低者中得到贏家的詛咒的比例為高，外向性的高低且上拍賣網站的再購意願有顯著影響。3.親和性較較高者得到贏家的詛咒的比例為高。4.經驗開放性高者得到贏家的詛咒的比例為高。5.個人主義性低者贏家的詛咒的比例為高。

關鍵字：電子拍賣，網路拍賣，贏家詛咒，五大人格特質，個性

# **A Study of Characteristics and After-bid Behavior of the Bidders who Fell Prey to Winner's Curse In C2C Electronic Auctions**

Student: Ching-Yi Chen

Advisor: Dr. Chiun-Sin Lin

Program Master in Management Science

National Chiao Tung University

## **Abstract**

By the prevalence of the online auctions, consumers can bid to buy almost anything on auction websites. A phenomenon comes out from traditional auctions still exists in e-auction setting that is the winner may wonder the winning bid she offered is bigger than the utility that the target expected to give. This study focus on consumers who won a bid on the e-auction website, and then wondered her winning bid is also an overbid. There must be a lot of reasons include extrinsic and intrinsic reasons could cause bidders fall into this kind of trap that is so-called "winner curse". In this study, the characteristics of cursed top bidders would be inferred by the structure of Five-factor Model, and then establish 5 major personalities from the data. The five domains of Five-factor model are Neuroticism (N), Extraversion (E), Openness (O), Agreeableness (A), and Conscientiousness (C). The characteristic tendencies of target consumers are measured and assessed by NEO-FFM test. After the data analysis, Neuroticism was subtracted and Individualism was added to fit with the result. Moreover, the survey would be done to understand that bidder's after bid behavior and views on the e-auctions, such as customers satisfaction and attitude at e-auction channel, customer repurchase and re-bid intention, and their ideal strategy for next bid. Otherwise, this paper would also investigate the value of bidding target to help to clarify why they in curse.

Keywords: E-auction, online auction, winner's curse, Five-factor Model, personality