

彩券需求之消費者行為分析

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摘 要

台灣在繼愛國獎券及台北市愛心彩券之後，也再度於民國88年12月1日重新發行彩券，這一次初期所發行的是屬於立即型二合一的「公益彩券」，在首期發行的第一天就已在台形成一股搶購彩券的旋風，一期三千萬張的公益彩券不到幾天就銷售一空。而從過去到現在，大家最想瞭解的應該就是到底是哪些人在購買彩券？他們是為了什麼而要購買彩券？是為了發大財，或只是為了娛樂消遣而已，本文將以大台北地區為研究範圍，利用問卷調查來蒐集資料，從事不同心理特性的集群在彩券購買上差異的分析及彩券需求迴歸式之推估，最後得到的結論是建議彩券發行單位：

1. 多數民眾視彩券為一娛樂產品，因此發行單位可以加強促銷，不必擔心會有所謂助長賭風的情形存在。
2. 多數民眾注重的是彩券要玩法簡單、趣味性高，希望發行單位未來在產品設計上能朝向這些方向努力。
3. 應針對女性、高教育程度者及年輕未婚者等族群，設計特別之行銷策略，去刺激其購買慾望，因為這些族群多是屬於非購買者或輕度購買者。

關鍵詞：彩券、需求、消費者行為

前 言

本依據彩券學者Clotfelter & Cook(1989)所定義¹，「彩券是指消費者去購買一個依據隨機選取開獎，而可以讓消費者獲得大獎的機會」。台灣在繼愛國獎券及台北市愛心彩券之後，也再度於西元1999年12月1日重新發行彩券，初期所發行的是屬於立即型的「公益彩券」，在發行的第一天已在台形成一股搶購彩券的熱潮，三千萬張的公益彩券不到幾天就銷售一空。就世界各國來看，發行彩券是增加政府財政收入的重要工具之一，以美國為例，目前就有37個州加上哥倫比亞特區在發行彩

¹參照Clotfelter & Cook(1989)所著之“Selling Hope”，第51頁。

ABSTRACT

A Study on the Consumer Behavior of the Demand for Lottery

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ABSTRACT

On the December 1 of the year 1999 the modified version of the instant lottery was finally approved by the Ministry of Finance. The first issue of thirty million tickets were sold out within a very short period of time. It was interesting to know who bought the tickets? Why did they buy the tickets? The purpose of this paper is to study the demand for lottery in the content of consumer behavior in terms of both psychological characters and socioeconomic variables. A group of 692 effective samples via a systematic sampling method covering the entire Taipei metropolitan area are collected. Various studies including correlation analysis, factor analysis, cluster analysis, and regression analysis are carried out to find out the demand for lottery.

The major conclusions are the follows:

1. the correlation between the number of purchase and the sex, age, marital status, education level, individual income, the highest prize, easy to play, the percentage of total prize, frequency to win and unit price are all statistically significant.
2. players are concerned most with factors such as easy to play, fun to play, and lower unit price.
3. clusters in women with higher education, unmarried, of the big groups of potential buyers are deserved to design an appropriate marketing strategy to invite them to be the real players of instant tickets.

Key words: Instant tickets, Demand for lottery, Consumer behavior.