The Relationship between Relationship Benefits and Customer Hesitation

董振明、陳建佑

E-mail: 363625@mail.dyu.edu.tw

ABSTRACT

This research is mainly discusses about the consumer shopping process of obtaining the relational benefit and to produce the customer hesitation relationship. The area of research is defined the relationship between business practices, consumer and service personnel (employees) behavior and emotional labor relations in the consumer (customer) and enterprises (shops). In this research, the use of questionnaires is to collect data, all stratum of the 510 questionnaires were distributed, 469 were recovered, after deducting the invalid questionnaires, the questionnaires amount is 410 copies, test the hypotheses by analyzing hierarchical regression. The statistics showed "positive correlation" between the relationship benefits and customer hesitation. The male consumer's cognition to social benefit, special benefit, relational benefit as well as the customer hesitation are all higher than the female, the younger consumers feel the relational benefit are higher than the elders; The unmarried participant cognition to social benefit, special benefit as well as the relational benefit are higher than the married people. In the aspect of social benefit, special benefit, relational benefit and the customer hesitation, green hand of society are unable to obtain the social benefit because of hard to seek jobs, unstable work, emotional pressure, and salary. In the other hand, the senior consumers are easier to get a comfortable shopping experience with new staff, and develop long and stable relationship with the providers. High salary with high consuming ability obtains the economic benefit and customization by the merchants, this is match with Peterson's (1995) idea "The money is the main motive of driving relations to exchange thriftily. Based on the results, the purpose is to provide practical suggestions and limits in the future.

Keywords : relationship benefits、customer hesitation


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