

# 顧客認知銷售人員之服務導向組織公民行為與價格敏感度之關係

謝瑜玲、謝安田

E-mail: 325955@mail.dyu.edu.tw

## 摘要

顧客認知銷售人員之服務導向組織公民行為與顧客消費價值及價格敏感度之間的關係尚未能由既有文獻加以解釋，因此，本研究之目的在探討顧客認知銷售人員之服務導向組織公民行為與價格敏感度之間的關係。同時，也欲釐清顧客價值對於顧客認知銷售人員之服務導向組織公民行為與價格敏感度之中介效果。本研究是透過問卷調查方式，以百貨公司購買服飾、鞋子、運動休閒用品之顧客及與顧客接觸的銷售人員為研究對象。總共發放600份問卷，回收有效問卷共372份，回收率為62.0%。結果本研究發現：一、銷售人員之服務導向組織公民行為與顧客消費之享樂價值知覺呈正相關；與顧客消費之功利價值無顯著關聯。二、顧客消費之享樂價值知覺與顧客消費之價格敏感度呈負相關；顧客消費之功利價值知覺與顧客消費之價格敏感度無顯著關聯。三、銷售人員之服務導向組織公民行為與顧客消費之價格敏感度呈負相關。四、顧客消費之享樂價值知覺會部分中介銷售人員之忠誠組織公民行為，及服務傳遞組織公民行為與顧客消費之價格敏感度；顧客消費之享樂價值知覺會完全中介銷售人員之參與組織公民行為與顧客消費之價格敏感度。五、顧客消費之功利價值知覺對銷售人員之服務導向組織公民行為與顧客消費之價格敏感度無中介效果。根據分析結果，本文提出研究結果之理論與實務意涵以及後續研究之建議。

關鍵詞：服務導向組織公民行為、顧客價值、價格敏感度

## 目錄

內容目錄 中文摘要	iii	英文摘要	iii
v 誌謝辭	vii	內容目錄	vii
viii 表目錄	x	圖目錄	x
xii 第一章 緒論	1	第一節 研究背景與問題	1
1 第二節 研究目的	6	第三節 研究架構	6
7 第四節 研究重要性	8	第五節 研究限制	8
8 第二章 文獻回顧	10	第一節 服務導向OCBs	10
10 第二節 價格敏感度	20	第三節 顧客價值	27
27 第三章 研究假設	32	第一節 服務導向OCBs與顧客價值的關係	32
32 第二節 顧客價值與價格敏感度的關係	34	第二節 服務導向OCBs與價格敏感度的關係	35
35 第三節 顧客價值對服務導向OCBs與價格敏感度關係的中介效果	37	第四章 研究設計	40
40 第一節 研究變數定義與衡量工具	40	第一節 研究變數定義與衡量工具	40
40 第二節 抽樣程序與樣本特性	45	第二節 抽樣程序與樣本特性	45
45 第三節 資料分析方法	51	第三節 資料分析方法	51
51 第四節 信度與效度分析	52	第四節 信度與效度分析	52
52 第五章 實證結果分析	59	第一節 價格敏感度之實證資料分析	59
59 第二節 銷售人員之服務導向OCBs實證資料分析	61	第二節 銷售人員之服務導向OCBs實證資料分析	61
61 第三節 中介變數顧客價值之實證資料分析	65	第三節 中介變數顧客價值之實證資料分析	65
65 第四節 消費者知識之實證資料分析	68	第四節 消費者知識之實證資料分析	68
68 第五節 服務導向OCBs與顧客價值之關係	71	第五節 服務導向OCBs與顧客價值之關係	71
71 第六節 顧客價值與價格敏感度之關係	74	第六節 顧客價值與價格敏感度之關係	74
74 第七節 服務導向OCBs與價格敏感度之關係	77	第七節 服務導向OCBs與價格敏感度之關係	77
77 第八節 服務導向OCBs與顧客價值、價格敏感度之關係	83	第八節 服務導向OCBs與顧客價值、價格敏感度之關係	83
83 第九節 顧客價格敏感度之邊界	85	第九節 顧客價格敏感度之邊界	85
85 第六章 結論與建議	85	第六章 結論與建議	85
85 第一節 結論	85	第一節 結論	85
85 第二節 建議	101	第二節 建議	101
101 參考文獻	101	參考文獻	101
101 附錄 研究問卷	130	附錄 研究問卷	130
130 表目錄 表 4-1 顧客性別分佈	47	表 4-1 顧客性別分佈	47
47 表 4-2 顧客年齡分佈	48	表 4-2 顧客年齡分佈	48
48 表 4-3 顧客教育程度分佈	48	表 4-3 顧客教育程度分佈	48
48 表 4-4 顧客年收入分佈	49	表 4-4 顧客年收入分佈	49
49 表 4-5 銷售人員性別分佈	49	表 4-5 銷售人員性別分佈	49
49 表 4-6 銷售人員年齡分佈	49	表 4-6 銷售人員年齡分佈	49
49 表 4-7 銷售人員教育程度分佈	50	表 4-7 銷售人員教育程度分佈	50
50 表 4-8 銷售人員服務年資分佈	50	表 4-8 銷售人員服務年資分佈	50
50 表 4-9 服務導向OCBs量表之效度與信度分析	54	表 4-9 服務導向OCBs量表之效度與信度分析	54
54 表 4-10 顧客價值量表之效度與信度分析	56	表 4-10 顧客價值量表之效度與信度分析	56
56 表 4-11 價格敏感度量表之效度與信度分析	57	表 4-11 價格敏感度量表之效度與信度分析	57
57 表 4-12 消費者知識量表之效度與信度分析	58	表 4-12 消費者知識量表之效度與信度分析	58
58 表 5-1 價格敏感度之相關分析	60	表 5-1 價格敏感度之相關分析	60
60 表 5-2 價格敏感度之變異數分析		表 5-2 價格敏感度之變異數分析	

61 表 5- 3 忠誠OCBs之相關分析 . . . . .	62 表 5- 4 參與OCBs之相關分析 . . . . .
63 表 5- 5 服務傳遞OCBs之相關分析 . . . . .	64 表 5- 6 享樂價值之相關分析 . . . . .
66 表 5- 7 功利價值之相關分析 . . . . .	67 表 5- 8 消費者知識之相關分析 . . . . .
69 表 5- 9 消費者知識與顧客年齡之變異數分析 . . . . .	70 表 5- 10 消費者知識與銷售人員教育程度之變異數分析 . . . . .
70 表 5- 11 消費者知識與銷售人員服務年資之變異數分析 . . . . .	71 表 5- 12 服務導向OCBs與顧客價值之相關分析 . . . . .
73 表 5- 13 服務導向OCBs與顧客價值之迴歸分析 . . . . .	73 表 5- 14 顧客價值與價格敏感度之相關分析 . . . . .
74 表 5- 15 顧客價值與價格敏感度之迴歸分析 . . . . .	75 表 5- 16 服務導向OCBs與價格敏感度之相關分析 . . . . .
76 表 5- 17 服務導向OCBs與價格敏感度之迴歸分析 . . . . .	77 表 5- 18 服務導向OCBs、享樂價值與價格敏感度之層級迴歸分析 . . . . .
79 表 5- 19 服務導向OCBs、功利價值與價格敏感度之層級迴歸分析 . . . . .	82 表 5- 20 價格調漲(5%~50%)消費者價格敏感度之邊界 . . . . .
84 表 6- 1 研究假設H1檢定結果彙整表 . . . . .	88 表 6- 2 研究假設H2檢定結果彙整表 . . . . .
89 表 6- 3 研究假設H3檢定結果彙整表 . . . . .	91 表 6- 4 研究假設H4檢定結果彙整表 . . . . .
95 圖目錄 圖 1-1 研究架構 . . . . .	7 圖 5- 1 銷售人員之忠誠OCBs、享樂價值與價格敏感度迴歸路徑係數分析圖 . . . . .
	80 圖 5- 2 銷售人員之參與OCBs、享樂價值與價格敏感度迴歸路徑係數分析圖 . . . . .
	80 圖 5- 3 銷售人員之服務傳遞OCBs、享樂價值與價格敏感度迴歸路徑係數分析圖 . . . . .
	81

## 參考文獻

- 參考文獻 一、中文部份 林淑姬(1992), 薪酬公平、程序公平與組織承諾、組織公民行為關係之研究, 國立政治大學企業管理研究所未出版博士論文。二、英文部份 Ackfeldt, A. L., & Coote, L. V. (2005). A study of organizational citizenship behaviors in a retail setting. *Journal of Business Research*, 58(2), 151-159. Anderson, E. W. (1996). Customer satisfaction and price tolerance. *Marketing Letters*, 7(3), 265-274. Ang, S. H., & Lim, E. A. C. (2006). The influence of metaphors and product type on brand personality perceptions and attitudes. *Journal of Advertising*, 35, 39-53. Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20, 644-656. Barnard, C. I. (1938). *The function of the executive*. Cambridge, Mass: Harvard University Press. Baron, I. L., & Kenny, D. (1986). The moderator mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182. Bateman, T. S., & Organ, D. W. (1983). Job satisfaction and the good soldier: The relationship between affect and employee "citizenship." *Academy of Management Journal*, 26(4), 587-595. Batra, R., & Ahtola, O. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2), 159-170. Becker, T. E. (1992). Foci and bases of commitment: Are they distinctions worth making. *Academy of Management Journal*, 35(1), 232-244. Bell, S. J., & Menguc, B. (2002). The employee-organization relationship, organizational citizenship behaviors, and superior service quality. *Journal of Retailing*, 78, 131-146. Bellenger, D. N., Steinberg, E., & Stanton, W. W. (1976). The congruence of store image and self image. *Journal of Retailing*, 52, 17-32. Bettencourt, L. A., Meuter M. L., & Gwinner K. P. (2001). A comparison of attitude personality and knowledge predictors of service-oriented organizational citizenship behaviors. *Journal of Applied Psychology*, 86(1), 29-41. Biswas, D., Biswas, A., & Das, N. (2006). The differential effects of celebrity and expert endorsements on consumer risk perceptions. *Journal of Advertising*, 35(2), 17-31. Blau, P. M. (1964). *Exchange and power in social life*. New York: Wiley. Bloch, P. H., & Richins, J. R. (1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing*, 47(3), 69-81. Bolton, R. N. (1989). The robustness of retail-level price elasticity estimates. *Journal of Retailing*, 65(2), 193-219. Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of Consumer Research*, 17(4), 375-384. Borman, W. C. (2004). The concept of organizational citizenship. *Current Directions in Psychological Science*, 13, 238-241. Borman, W. C., & Motowidlo, S. J. (1993). Expanding the criterion domain to include elements of contextual performance. In N. Schmitt, & W. C. Borman (Eds.), *Personnel selection in organizations* (pp. 71-98). San Francisco: Jossey-Bass. Borman, W. C., & Motowidlo, S. J. (1997). Task performance and contextual performance: The meaning for personnel selection research. *Human Performance*, 10, 99-109. Borman, W. C., Penner, L. A., Allen, T. D., & Motowidlo, S. J. (2001). Personality predictors of citizenship performance. *International Journal of Selection and Assessment*, 9, 52-69. Borman, W. C., White, L. A., & Dorsey, D. W. (1995). Effects of rate task-performance and interpersonal factors on supervisor and peer performance ratings. *Journal of Applied Psychology*, 80, 168-177. Bove, L. L., Pervan, S. J., Beatty, S. E., & Shiu, E. (2009). Service worker role in encouraging customer organizational citizenship behaviors. *Journal of Business Research*, 62(7), 698-705. Bowen, D. E. (1986). Managing customers as human resources in service organizations. *Human Resource Management*, 25(3), 371-383. Bowen, D. E., & Schneider, B. (1985). Boundary-spanning-role employees and the service encounter: Some guidelines for future management and research. In J. Czepiel, M. R. Solomon, & C. F. Surprenant (Eds.), *The service encounter* (pp. 127-147). New York: Lexington Books. Brief, A. P., & Motowidlo, S. J. (1986). Prosocial organizational behaviors. *Academy of Management Review*, 11, 710-725. Butz, H. E., & Goodstein, L. D. (1996). Measuring customer value: Gaining the strategic advantage. *Organizational Dynamics*, 24(3), 63-77. Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. Chen, Q., Clifford, S. J., & Wells, W. D. (2002). Attitude toward the site II: New information. *Journal of Advertising Research*, 42(2), 33-45. Chu, J. H., Chintagunta, P., &

Cebollada, J. (2008). A comparison of within-household price sensitivity across online and offline channels. *Marketing Science*, 2(2), 283-299.

Churchill, G. A., & Surprenant, C. (1982). An investigation into the determinants of customers' satisfaction. *Journal of Marketing Research*, 19(4), 491-504.

Cottet, P., Lichtle, M. C., & Plichon, V. (2006). The role of value in services: A study in a retail environment. *Journal of Consumer Marketing*, 23(4-5), 219-227.

Cran, D. J. (1994). Towards validation of the service orientation construct. *Service Industries Journal*, 14(1), 34-44.

Cronin, J. J., Brady, M. K., & Hult, T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-205.

Dellaert, B., & Lindberg, K. (2003). Variations in tourist price sensitivity: A stated preference model to capture the joint impact of differences in systematic utility and response consistency. *Leisure Sciences*, 25(1), 81-96.

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of Academy Marketing Science*, 22(2), 99-113.

Dickson, P., & Sawyer, A. (1990). The price knowledge and search of supermarket shoppers. *Journal of Marketing*, 54, 42-53.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307-319.

Dunlop, P. D., & Lee, K. (2004). Workplace deviance, organizational citizenship behavior, and business unit performance: The bad apples do spoil the whole barrel. *Journal of Organizational Behavior*, 25, 67-80.

Ennew, C. T., & Binks, M. R. (1999). Impact of participative service relationships on quality, satisfaction and retention: An exploratory study. *Journal of Business Research*, 46(2), 121-132.

Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7, 131-157.

Erdem, T., Keane, M. P., & Sun, B. H. (2008). The impact of advertising on consumer price sensitivity in experience goods markets. *Quantitative Marketing and Economics*, 6(2), 139-176.

Erickson, G. M., & Jonansson, J. K. (1985). The role of price in multi-attribute product evaluations. *Journal of Consumer Research*, 12, 195-199.

Farh, J. L., Earley, P. C., & Lin, S. C. (1997). Impetus for action: A cultural analysis of justice and organizational citizenship behavior in Chinese society. *Administrative Science Quarterly*, 42, 421-444.

Farh, J. L., Podsakoff, P. M., & Organ, D. W. (1990). Accounting for organizational citizenship behavior: Leader fairness and task scope versus satisfaction. *Journal of Management*, 16, 705-721.

Farh, J. L., Zhong, C. B., & Organ, D. W. (2004). Organizational citizenship behavior in the people's Republic of China. *Organization Science*, 15, 241-253.

Gabor, A., & Granger, C. W. (1964). Price sensitivity of the consumer. *Journal of Advertising Research*, 4(4), 40-44.

Gale, B. T. (1994). Managing customer value-creating quality and service that customer can see (pp. 33-45). New York: The Free Press.

Gatignon, H. (1984). Competition as a moderator of the effect of advertising on sales. *Journal of Marketing Research*, 21(4), 387-398.

George, J. M. (1990). Personality, affect, and behavior in groups. *Journal of Applied Psychology*, 75, 107-116.

George, J. M. (1991). State or trait: Effects of positive mood on prosocial behavior at work. *Journal of Applied Psychology*, 76, 299-307.

George, J. M., & Bettenhausen, K. (1990). Understanding prosocial behavior, sales performance, and turnover: A group-level analysis in a service context. *Journal of Applied Psychology*, 75, 698-709.

George, J. M., & Brief, A. P. (1992). Feeling good, doing good: A conceptual analysis of the mood at work-organizational spontaneity relationship. *Psychological Bulletin*, 112, 310-329.

George, J. M., & Jones, G. R. (1997). Organizational spontaneity in context. *Human Performance*, 10, 153-170.

Goldsmith, R. E., & Newell, S. J. (1997). Innovativeness and price sensitivity: Managerial, theoretical and methodological issues. *Journal of Product and Brand Management*, 6(3), 163-174.

Goldsmith, R. E., Kim, D., Flynn, L. R., & Kim, W. M. (2005). Price sensitivity and innovativeness for fashion among Korean consumers. *The Journal of Social Psychology*, 145(5), 501-508.

Gouldner, A. W. (1960). The norm of reciprocity. *American Sociological Review*, 25, 165-167.

Graham, J. W. (1989). Organizational citizenship behavior: Construct redefinition, operationalization, and validation. Unpublished working paper, Loyola University of Chicago.

Graham, J. W. (1991). An essay on organizational citizenship behavior. *Employee Responsibilities and Rights Journal*, 4, 249-270.

Greenberg, M. S. (1980). A theory of indebtedness. In K. Gergen, M. S. Greenberg, & R. H. Willis (Eds.), *Social exchange: Advances in theory research*. New York: Plenum Press.

Grewal, D., Gopalkrishnan, R. I., Krishnan, R., & Sharma, A. (2003). The internet and the price-value-loyalty chain. *Journal of Business Research*, 56(5), 391-398.

Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effect of price-comparison advertising on buyers' perception of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62, 46-59.

Gummesson, E. (1991). Marketing-orientation revisited: The crucial role of the part-time marketer. *European Journal of Marketing*, 25(2), 60-75.

Ha, J., & Jang, S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *International Journal of Hospitality Management*, 29(1), 2-13.

Helson, H. (1964). *Adaptation-level theory: An experimental and systematic approach to behavior*. New York: Harper & Row.

Hennig-Thurau, T. (2004). Customer orientation of service employees. *International Journal of Service Industry Management*, 15(5), 460-478.

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing*, 46, 92-101.

Hirschman, E. C., & Holbrook, M. B. (1985). *Advances in consumer research*. UT: Association for Consumer Research.

Hirschman, E. C. (1980). Attributes and layers of meaning. In J. Olsen, (Ed.), *Advances in consumer research*, 7. A. Ann, MI: Association for Consumer Research, 101-118.

Hogan, J., Hogan, R., & Busch, C. M. (1984). How to measure service orientation. *Journal of Applied Psychology*, 69(1), 167-173.

Holbrook, M. B. (1995). *Consumer behavior*. USA, London, SAGE.

Holbrook, M. B. (1996). Customer value: A framework for analysis and research. In K. P. Corfman, & J. G. Lynch (Eds.), *Advances in Consumer Research*. 23, 138-142.

Holbrook, M. B. (1999). *Consumer Value: A Framework for Analysis and Research*. New York: John Wiley & Sons.

Holbrook, M. B. (2006). Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay. *Journal of Business Research*, 59(6), 714-725.

Holmes, J. G. (1981). The exchange process in close relationships: Microbehavior and macromotives. In M. I. Lerner, & S. C. Lerner (Eds.), *The Justice Motive in Social Behavior*, 261-284. New York: Plenum.

Hsieh, A. T., & Chang, W. T. (2004). The effect of consumer participation on price sensitivity. *Journal of Consumer Affairs*, 38(2), 282-296.

Huber, J., Holbrook, M. B., & Kahn, B. (1986). Effects of competitive context and additional information on price sensitivity. *Journal of Marketing*

Research, 23(3), 250-260. Hui, C., Lee, C., & Rousseau, D. M. (2004). Psychological contract and organizational citizenship behavior in China: Investigating generalizability and instrumentality. *Journal of Applied Psychology*, 89, 311-321. Huppertz, J. W., Arenson, S. J., & Evans, R. H. (1978). An application of equity theory to buyer-seller exchange situations. *Journal of Marketing Research*, 15(5), 250-260. Jackson, T. W. (2007). Customer value exchange. *Journal of Financial Services Marketing*, 11, 314-332. Jensen, H. R. (1996). The interrelationship between customer and consumer value. *Asia Pacific Advances in Consumer Research*, 2, 60-63. Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59, 974-981. Kahneman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica*, 47, 263-291. Kalra, A., & Goodstein, R. C. (1998). The impact of advertising positioning strategies on consumer price sensitivity. *Journal of Marketing Research*, 35, 210-224. Kalyanaram, G., & Little, J. D. C. (1994). An empirical analysis of latitude of price acceptance in consumer package goods. *Journal of Consumer Research*, 21(3), 408-418. Kanetkar, V., Weinberg, C., & Weiss, D. (1992). Price sensitivity and television advertising exposures: Some empirical findings. *Marketing Science*, 11(4), 359-371. Kaplan, L. B., Szybillo, G. J., & Jacoby, J. (1974). Components of perceived risk in product purchase: A cross-validation. *Journal of Applied Psychology*, 59, 287-291. Katz, D. (1964). Motivational basis of organizational behavior. *Behavioral Science*, 9, 131-146. Katz, D., & Kahn, R. L. (1966, 1978). *The social psychology of organizations*. New York: Wiley. Keillor, B. D., Parker, R. S., & Pettijohn, C. E. (1999). Sales force performance satisfaction and aspects of relational selling: Implications for sales managers. *Journal of Marketing Theory and Practice*, 7(1), 101-115. Kellogg, D. L., Youngdahl, W. E., & Bowen, D. E. (1997). On the relationship between customer participation and satisfaction: Two frameworks. *International Journal of Service Industry Management*, 8(3), 206-219. Kenny, D. A., Beashy, D. A., & Bolger, N. (1998). Data analysis in social psychology. In D. T. Gilbert, & S. T. Fiske (Eds.), *The handbook of social psychology* (pp. 233-265). New York: McGraw-Hill. Kim, B. D., Srinivasan, K., & Wilcox, R. T. (1999). Identifying price sensitive consumers: The relative merits of demographic vs. purchase pattern information. *Journal of Retailing*, 75(2), 173-193. Konovsky, M. A., & Organ, D. W. (1996). Dispositional and contextual determinants of organizational citizenship behavior. *Journal of Organizational Behavior*, 17, 253-266. Konovsky, M. A., & Pugh, S. D. (1994). Citizenship behavior and social exchange. *Academy of Management Journal*, 37(3), 656-669. Kotler, P. (2003). *Marketing management-analysis, planning, implementation and control* (11th ed.), 46-47, Englewood Cliffs, NJ: Prentice-Hall. Krishnamurthi, L., & Raj, S. P. (1985). The effect of advertising on consumer price sensitivity. *Journal of Marketing Research*, 22(2), 119-129. Krishnamurthi, L., & Raj, S. P. (1988). Model of brand choice and purchase quantity price sensitivities. *Marketing Science*, 7(1), 1-20. Krishnamurthi, L., & Raj, S. P. (1991). An empirical analysis of the relationship between brand loyalty and consumer price elasticity. *Marketing Science*, 10(2), 172-183. Lai, A. B. (1995). Consumer values, product benefits and customer value: a consumption behavior approach. In F. R. Kardes, & M. Sujan (Eds.), *Advances in Consumer Research*, 22, 381-388. Lam, S. S., Hui, C., & Law, K. S. (1999). Organizational citizenship behavior: Comparing perspectives of supervisors and subordinates across four international samples. *Journal of Applied Psychology*, 84, 594-601. Lancioni, R. A. (1991). Pricing for international business development. *Management Decision*, 29(1), 39-41. Lapierre, J. (2000). Customer-perceived value in industrial contexts. *Journal of Business and Industrial Marketing*, 15(23), 122-140. LePine, J. A., & Van Dyne, L. (1998). Predicting voice behavior in work groups. *Journal of Applied Psychology*, 83, 853-868. Lewis, R. C., & Shoemaker, S. (1997). Price-sensitivity measurement: A tool for the hospitality industry. *The Cornell Hotel and Restaurant Administration Quarterly*, 38(2), 44-54. Lichtenstein, D. R., Bloch, P. H., & Black, W. C. (1988). Correlates of price acceptability. *Journal of Consumer Research*, 15(2), 243-252. Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30, 234-245. Lin, C., & Hong, C. (2008). Using customer knowledge in designing electronic catalog. *Expert Systems With Applications*, 34(1), 119-127. Lytle, R. S., & Timmerman, J. E. (2006). Service orientation and performance: An organizational perspective. *Journal of Services Marketing*, 20(2), 136-147. MacKenzie, S. B., Podsakoff, P. M., & Ahearne, M. (1998). Some possible antecedents and consequences of in-role and extra-role salesperson performance. *Journal of Marketing*, 62, 87-98. MacKenzie, S. B., Podsakoff, P. M., & Fetter, R. (1991). Organizational citizenship behavior and objective productivity as determinants of managerial evaluations of salesperson performance. *Organizational Behavior and Human Decision Processes*, 50, 123-150. Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling, and satisfaction. *Journal of Consumer Research*, 20, 451-465. Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: Conceptualization, measurement and application in the catalog and internet shopping environment. *Journal of Retailing*, 77(1), 39-56. McDougall, G. H. G., & Levesque, T. (2000). Customer satisfaction with services: Putting perceived value into the equation. *The Journal of Services Marketing*, 14 (5), 392-410. Miller, V., Allen, M., Casey, M., & Johnson, J. (2000). Reconsidering the organizational identification questionnaire. *Management Communication Quarterly*, 13(4), 626-658. Ming, M., Li, Z., & Chen, J. (2008). Phase-type distribution of customer relationship with markovian response and marketing expenditure decision on the customer lifetime value. *European Journal of Operational Research*, 187(1), 313-326. Moller, K. (2006). Role of competences in creating customer value: A value-creation logic approach. *Industrial Marketing Management*, 35(8), 913-924. Monroe, K. B. (1971a). Measuring price thresholds by psychophysics and latitudes of acceptance. *Journal of Marketing Research Chicago*, 8(4), 460-464. Monroe, K. B. (1973). Buyers' subjective perceptions of price. *Journal of Marketing Research*, 10, 70-80. Monroe, K. B. (1990). *Pricing: Making profitable decisions* (2nd ed.). McGraw-Hill Publishing Company. Monroe, K. B., & Petrosius, M. (1981). Buyer's subjective perception of price: An update of the evidence. In H. H. Kassarjian, & T. S. Robertson (Eds.), *Perspectives in Consumer Behavior* (pp. 43-55). Glenview, Illinois: Scott, Foresman. Moorman, R. H. (1991). Relationship between organizational justice and organizational citizenship behaviors: Do fairness perceptions influence employee citizenship? *Journal of Applied Psychology*, 76, 845-855. Moorman, R. H., & Blakely, G. L. (1995). Individualism-collectivism

as an individual difference predictor of organizational citizenship behavior. *Journal of Organizational Behavior*, 16(2), 127-142. Moorman, R. H., Blakely, G. L., & Niehoff, B. P. (1998). Does perceived organizational support mediate the relationship between procedural justice and organizational citizenship behavior? *Academy of Management Journal*, 41, 351-357. Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38. Morrison, E. W., & Phelps, C. C. (1999). Taking charge at work: Extrarole efforts to initiate workplace change. *Academy of Management Journal*, 42, 403-419. Motowidlo, S. J., & Van Scotter, J. R. (1994). Evidence that task-performance should be distinguished from contextual performance. *Journal of Applied Psychology*, 79, 475-480. Murray, K. B., & Schlacter, J. L. (1990). The impact of services versus goods on consumers' assessment of perceived risk and variability. *Journal of Academy of Marketing Science*, 18(1), 51-65. Netemeyer, R. G., Boles, J. S., McKee, D. O., & McMurrian, R. (1997). An investigation into the antecedents of organizational citizenship behaviors in a personal selling context. *Journal of Marketing*, 61, 85-98. Nicolau, J. L. (2009). The smile of the tourist: the relationship between price sensitivity and expenses. *Service Industries Journal*, 29(8), 1125-1134. Niehoff, B. P., & Moorman, R. H. (1993). Justice as a mediator of the relationship between methods of monitoring and organizational citizenship behavior. *Academy of Management Journal*, 36, 527-556. Nordstrom, J. (2004). Estimating and predicting international tourism demand in Sweden. *Scandinavian Journal of Hospitality and Tourism*, 4(1), 59-76. Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20(3), 418-430. Oliver, R. L. (1996). Varieties of value in the consumption satisfaction response. *Advances in Consumer Research*, 23, 143-147. Olshavsky, R. W., Aylesworth, A. B., & Kempf, D. S. (1995). The price-choice relationship: A contingent processing approach. *Journal of Business Research*, 33, 207-218. Organ, D. W. (1988). *Organizational citizenship behavior: The good soldier syndrome*. Lexington, MA: Lexington Books. Organ, D. W. (1990a). The motivational basis of organizational citizenship behavior. In B. M. Staw, & L. L. Cummings (Eds.), *Research in organizational behavior*, 12, 43-72. Greenwich, CT: JAI Press. Organ, D. W. (1990b). The subtle significance of job satisfaction. *Clinical Laboratory Management Review*, 4, 94-98. Organ, D. W. (1997). Organizational citizenship behavior: Its construct cleanup time. *Human Performance*, 10, 85-97. Organ, D. W., & Konovsky, M. (1989). Cognitive versus affective determinants of organizational citizenship behavior. *Journal of Applied Psychology*, 74, 157-164. Organ, D. W., Podsakoff, P. M., & MacKenzie, S. B. (2006). *Organizational citizenship behavior: Its nature, antecedents, and consequences*. Thousand Oaks, Calif.: SAGE Publications. Organ, D. W., & Ryan, K. (1995). A meta-analytic review of attitudinal and dispositional predictors of organizational citizenship behavior. *Personnel Psychology*, 48, 775-802. Osgood, C. E., & Tannenbaum, P. H. (1955). The principle of congruity in the prediction of attitude change. *Psychological Review*, 62, 42-55. Ostrom, A., & Iacobucci, D. (1995). Consumer trade-offs and the evaluation of services. *Journal of Marketing*, 59, 17-28. Papatla, P. (1995). A dynamic model of the advertising-price sensitivity relationship for heterogeneous consumers. *Journal of Business Research*, 33, 261-271. Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168-174. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60, 31-46. Park, Whan C., Bernard Jaworski J., & Deborah J. MacInnis (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135-145. Parker, C., & Ward, P. (2000). An analysis of role adoptions and scripts during customer-to-customer encounters. *European Journal of Marketing*, 34(3/4), 341-359. Patrick, J. F. (2005). Segmentation cruise passengers with price sensitivity. *Tourism Management*, 26(5), 753-762. Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business services context: An empirical examination. *International Journal of Service Industry Management*, 8(5), pp. 414-434. Paulin, M., Ferguson, R. J., & Bergeron, J. (2006). Service climate and organizational commitment: The importance of customer linkages. *Journal of Business Research*, 59(8), 906-915. Piccolo, R. F., & Colquitt, J. A. (2006). Transformational leadership and job behaviors: The mediating role of core job characteristics. *Academy of Management Journal*, 49, 327-340. Piercy, N. F., Cravens, D. W., Lane, N., & Vorhies, D. W. (2006). Driving organizational citizenship behaviors and salesperson in-role performance: The role of management control and perceived organizational support. *Journal of Academy of Marketing Science*, 34, 244-262. Pillai, R., Schriesheim, C. A., & Williams, E. S. (1999). Fairness perceptions and trust as mediators for transformational and transactional leadership: A two-sample study. *Journal of Management*, 25, 897-933. Podsakoff, N. P., Whiting, S. W., Podsakoff, P. M., & Blume, B. D. (2009). Individual- and organizational-level consequences of organizational citizenship behaviors: A meta-analysis. *Journal of Applied Psychology*, 94(1), 122-141. Podsakoff, P. M., & MacKenzie, S. B. (1994). Organizational citizenship behaviors and sales unit effectiveness. *Journal of Marketing Research*, 3, 351-363. Podsakoff, P. M., & MacKenzie, S. B. (1997). The impact of organizational citizenship behavior on organizational performance: A review and suggestions for future research. *Human Performance*, 10(1), 133-151. Podsakoff, P. M., MacKenzie, S. B., & Hui, C. (1993). Organizational citizenship behaviors and managerial evaluations of employee performance: A review and suggestions for future research. *Research in Personnel and Human Resources Management*, 11(1), 1-40. Podsakoff, P. M., Ahearne, M., & MacKenzie, S. B. (1997). Organizational citizenship behavior and the quantity and quality of work group performance. *Journal of Applied Psychology*, 82, 262-270. Podsakoff, P. M., MacKenzie, S. B., Moorman, R. H., & Fetter, R. (1990). Transformational leader behaviors and their effects on followers' trust in leader, satisfaction, and organizational citizenship behaviors. *Leadership Quarterly*, 1, 107-142. Podsakoff, P. M., MacKenzie, S. B., Paine, J. B., & Bachrach, D. G. (2000). Organizational citizenship behaviors: A critical review of the theoretical and empirical literature and suggestions for future research. *Journal of Management*, 26(3), 513-563. Podsakoff, P. M., MacKenzie, S. B., & Bommer, W. H. (1996). Transformational leader behaviors and substitutes for leadership as determinants of employee satisfaction, commitment, trust, and organizational citizenship behaviors. *Journal of Management*, 22(2), 259-298. Pritchard, M. P., Havitz, M. E., & Howard, D. R. (1999). Analyzing the commitment-loyalty link in service contexts. *Journal of the Academy of Marketing Science*, 27(3), 333-348. Ramsey, R.

P., & Sohi, R. S. (1997). Listening to your customers: The impact of perceived salesperson listening behavior on relationship outcomes. *Journal of the Academy of Marketing Science*, 25(2), 127-137.

Rao, A. R., & Sieben, W. A. (1992). The effect of prior knowledge on price acceptability and the type of information examined. *Journal of Consumer Research*, 19(2), 256-270.

Remy, E., & Kopel, S. (2002). Social linking and human resources management in the service sector. *The Service Industries Journal*, 22(1), 35-56.

Rhoades, L., & Eisenberger, R. (2002). Perceived organizational support: A review of the literature. *Journal of Applied Psychology*, 87(4), 698-714.

Richins, M. (1999). Possessions, materialism, and other-directedness in the expression of self. In M. B. Holbrook (Ed.), *Consumer value: A framework for analysis and research*, 67-82, New York: Routledge.

Robbins, S. P. (2001). *Organizational behavior* (9th ed.). New Jersey: Prentice Hall.

Robinson, S. L., & Morrison, E. W. (1995). Psychological contracts and OCB: The effect of unfulfilled obligations on civil virtue behavior. *Journal of Organizational Behavior*, 16, 289-298.

Roethlisberger, F. J., & W. J. Dickson (1964). *Management and worker*. New York: Wiley Science Editions.

Rokenes, A. (2007). Price differences at European restaurants and possible implications for tourism. *Scandinavian Journal of Hospitality and Tourism*, 7(2), 81-103.

Schlesinger, L. A., & Heskett, J. (1991). The service-driven service company. *Harvard Business Review*, 1, 71-81.

Schneider, B. (1990). The climate for service: An application of the climate construct. In B. Schneider (Ed.), *Organizational Climate and Culture* (pp. 383-412). San Francisco: Jossey Bass.

Schneider, B., & Bowen, D. E. (1993). The service organization: Human resources management is crucial. *Organizational Dynamics*, 21, 39-52.

Shankar, V., & Krishnamurthi, L. (1996). Relating price sensitivity to retailer promotional variables and pricing policy: An empirical analysis. *Journal of Retailing*, 72(3), 249-272.

Sherif, M., & Hovland, C. I. (1961). *Social judgment*. Yale University Press, New Haven, CT.

Sheth, J. N. (1983). An integrative theory of patronage preference and behavior. In: W. R. Darden, & R. F. Lusch (Eds.), *Patronage behavior and retail management* (pp. 9-28). New York: Elsevier Science Publishing Company.

Sheth, J. N., Newman II, B., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22, 159-170.

Sheth, J. N., Bruce & Newman, & Gross, B. L. (1991). *Consumption values and market choices*. Cincinnati, OR: South-Western Publishing Co.

Shimp, T. A., Dunn, T. H., & Klein, J. G. (2004). Remnants of the U.S. civil war and modern consumer behavior. *Psychology & Marketing*, 21(2), 75-91.

Sinha, I., & DeSarbo, W. S. (1998). An integrated approach toward the spatial modeling of perceived customer value. *Journal of Marketing Research*, 25(2), 236-249.

Sirvanci, M. B. (1993). An empirical study of price sensitivity and price thresholds. *Journal of Applied Business Research*, 9(2), 43-49.

Sloat, K. C. M. (1999). Organizational citizenship: does your firm inspire employees to be "good citizens"? *Professional Safety*, 44(4), 20-23.

Smith, A. K., Bolton, R. N., & Wagner, J. (1999). A model of customer satisfaction with service encounters involving failure and recovery. *Journal of Marketing Research*, 36, 356-372.

Smith, C. A., Organ, D. W., & Near, J. P. (1983). Organizational citizenship behavior: Its nature and antecedents. *Journal of Applied Psychology*, 68, 655-663.

Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, 60(3), 15-32.

Stock, R. M. (2005). Can customer satisfaction decrease price sensitivity in business-to-business markets? *Journal of Business-to-Business Marketing*, 1(3), 59-87.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer-perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.

Tax, S. S., & Brown, S. W. (1998). Recovering and learning from service failure. *Sloan Management Review*, 55(4), 75-88.

Tellis, G. J. (1988). The price elasticity of selective demand: A meta-analysis of econometric models of sales. *Journal of Marketing Research*, 25(4), 331-341.

Tokman, M. L., Davis, L. A., & Lemon,