

The relationship between customer perception towards salesperson's service-oriented organizational citizenship behaviors and customers' price sensitivity

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ABSTRACT

The relationship between customer perception towards salesperson's service-oriented organizational citizenship behaviors, customer value and customers' price sensitivity remain unclear. Thus, this study intent to clarify the issues and to examine the mediation effects of customer value on the relationship between salesperson's service-oriented organizational citizenship behaviors and customers' price sensitivity. 600 samples randomly selected from vary department stores and 372 responded the response rate is 62% and the empirical results were as below: 1. Salesperson's service-oriented organizational citizenship behaviors have a positive effect on customers' hedonic value, and no effect on customers' utilitarian value. 2. There is a negative effect on price sensitivity, but no effect between utilitarian value and customers' price sensitivity. 3. A negative effect between service-oriented organizational citizenship behaviors and customers' price sensitivity. 4. Customers' hedonic value mediated the relationship between salesperson's service-oriented organizational citizenship behaviors and customers' price sensitivity. 5. No mediation effect of customers' utilitarian value on the relationship between salesperson's service-oriented organizational citizenship behaviors and customers' price sensitivity. The contributions to literature and managerial implications are discussed and suggestions for future research are recommended.

Keywords : service-oriented organizational citizenship behaviors、 customer value、 price sensitivity

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