

奧客、情緒勒索與其他顧客趨避反應關係之研究

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摘要

文獻指出顧客趨避反應是指顧客與奧客在相同環境時，受潛在的因素或受奧客言行影響，而產生之負面情感或反應，致引發個人生理、心理與行為上之沮喪、焦慮、緊張與憂慮等情緒與行為，進而影響顧客趨避反應。本研究以奧客為自變項、顧客趨避反應為依變項、情緒勒索為中介變項，探討其間關係，以釐清變項間關係，提供本領域理論意涵，及發掘在服務業實務上有待改善或促進之處。本研究以服務業為主體，採隨機抽樣發放問卷方式，共發出370份問卷，回收341份，有效問卷318份，有效問卷率為85.9%。實證結果顯示：1.奧客對顧客趨避反應有顯著的正向影響；2.奧客對情緒勒索有顯著的正向影響；3.情緒勒索對顧客趨避反應有顯著正向影響；4.情緒勒索在奧客與顧客趨避反應間具中介效果。本研究並於文中討論研究的發現、研究在理論上、實務上意涵、研究限制及對未來研究建議。

關鍵詞：奧客(Customer from Hell)，情緒勒索(Emotional Blackmail)，顧客趨避反應(Customer Avoidance)

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