

關係利益與顧客猶豫關係之研究

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摘要

本文主在探討消費者購物過程中所獲得之關係利益及造成顧客猶豫不決間之關係，研究範圍界定於消費者(顧客)與企業(商店)間之商業行為及消費者與服務人員(員工)間之服務行為與情緒勞務關係。本研究以問卷方式蒐集資料，對各階層人士發出510份問卷，回收469份，扣除無效問卷後，有效問卷為410份，以層級迴歸分析進行研究假設之驗證。統計結果顯示關係利益與顧客猶豫呈現「正相關」之關係，其中男性消費者認知的社會利益、特殊利益、關係利益以及顧客猶豫皆高於女性；較年輕之消費者感受到之關係利益高於年齡較高者；未婚受訪者認知的社會利益、特殊利益以及關係利益高於已婚者；在社會利益、特殊利益、關係利益及顧客猶豫方面，顯示初入社會的新鮮人，可能因求職不易、工作穩定性、情緒壓力、收入等因素，較其他階層之受訪者無法獲得社會利益，反之，較資深的消費者對於新進員工較易獲得舒適之購物經驗，繼而與提供者發展出長久與穩定之關係；高薪者的高消費能力獲得商家提供獨特之經濟利益與專屬之客製化利益，這與Peterson(1995)認為金錢的節省是驅使關係交換的主要動機的論點相符。本研究依求得之結果提出實務建議與未來研究之限制與建議。

關鍵詞：關係利益、顧客猶豫

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