

# 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

## Table of Contents

中文摘要	vi	英文摘要	vi
誌謝辭	vii	內容目錄	viii
1 表目錄		3 圖目錄	
4 第一章 研究動機與目的	5		
第一節 研究背景與問題	5	第二節 研究動機	5
第三節 研究目的	7	第四節 研究程序	7
7 第二章 文獻探討	9	第一節 關係利益	9
第一節 研究方法	16	第二節 顧客猶豫	14
第二節 研究假設	16	第三節 變數之操作性定義與衡量	21
第三節 人口統計變數、關係利益與顧客猶豫之關係	27	第四節 控制變數、關係利益與顧客猶豫之關係	34
第四節 抽樣設計與樣本結構	21	第五節 結論與建議	35
第五節 資料分析方法	21	第一節 研究結論	37
第一節 樣本基本特性	26	第二節 未來研究建議與限制	37
第二節 關係利益與顧客猶豫之關係	32	附錄A 研究問卷	48
第三節 關係利益與顧客猶豫之關係	35		
第四節 關係利益與顧客猶豫之關係	34		
第五節 結論與建議	35		
第一節 研究結論	37		
第二節 未來研究建議與限制	37		
附錄A 研究問卷	48		

## REFERENCES

- 一、中文部份: 方世榮 (2002), 「關係價值、關係品質、與忠誠度之探討 零售銀行業的實證研究」, 管理學報, 第十九卷, 第六期, pp.1097-1130. 方世榮、張嘉雯 (2002), 「服務品質、關係品質及涉入程度之關係的探討--以電腦賣場與內部商店為例」, 第一屆服務業行銷暨管理學術研討會。方冰瑩 (2007), 「電子商務契約法律問題之探討--以網路購物為中心」東吳大學碩士論文。池文海、林育安、賴心婕 (2010), 「影響關係利益前置變數與結果變數之研究」, 行銷評論, 2010 年秋季第7 卷, 第3 期, 頁357-380。朱素

珮、黃世弘 (2007), 「電視購物之關係利益、關係價值、關係品質與忠誠度之研究 - 以轉換障礙為中介變數」, 國立勤益科技大學第五屆管理學術研討會。余強生、曾雍欽 (2003), 「網際網路購物者特性、購物動機、期望的網站服務與顧客滿意杜支建的結構化方程式模型」, 企業管理學報, 第五十七期, 6月, 頁37-64。林政道 (2001), 「線上顧客關係維繫之研究」, 淡江大學管理科學學系碩士班未出版碩士論文。林佩蓉 (2004), 「旅遊網站服務品質對顧客關係易影響之研究」, 大葉大學工業關係學系碩士班碩士論文。姜秀照 (2010), 「網路消費者關係利益、關係品質與忠誠度之研究」, 逢甲大學經營管理碩士在職專班碩士論文。許以玫 (2008), 「科技型服務接觸對關係行銷與顧客忠誠度之影響 - 以百貨公司網路自助服務為例」, 中山大學傳播管理研究所碩士在職專班碩士論文。黃世弘 (2008), 「電視購物之關係利益、關係價值、關係品質與忠誠度之研究」, 國立屏東商業技術學院行銷與流通管理系碩士論文。陳建文、陳麗華, 「電信業顧客關係利益與忠誠度關係之研究 - 以中華電信台中地區寬頻企業用戶為例」, 管理科學研究, Vol.5, No.2.2009, 第45-65頁。陳曉蓉 (2008), 「顧客關係投資、關係利益、關係品質與購買意願之研究」, 大葉大學事業經營研究所碩士班碩士論文。張紹勳 (2002), 「電子商店之關係品質模式 - 融合交易成本理論及科技接受模式的觀點」, 國立政治大學資訊管理學系博士論文。彭鈺惠 (2004), 「銀行業共同基金關係行銷之研究」, 朝陽科技大學企業管理系碩士論文。葉青 (2009), 「旅遊風險知覺與旅客猶豫不決之關係:兼論旅遊知識之調節效果」, 銘傳大學管理研究所碩士論文。葉華容 (2001), 「顧客關係、服務品質與顧客忠誠度之研究 - 以網路購物為例」, 東吳大學企業管理學系碩士論文。楊涵如 (2009), 「顧客主導關係與關係利益對關係品質與忠誠度之影響」, 中興大學高階經理人碩士在職專班碩士論文。簡任群 (2004), 「從服務品質、關係品質與關係價值探討顧客忠誠度 - 以行動電信業之消費者為例」, 真理大學管理科學研究所碩士論文。蘇秋霞 (2005), 「顧客關係管理對顧客關係利益與忠誠度影響之研究—顧客評估觀點」, 南台科技大學企業管理系碩士論文。

二、英文部分: Allen, C., Kania, D., & Yaeckel, B. (1998), "Internet world guide to one-to-one web marketing", John Wiley & Sons. Amy, W., & Amrik, S. (2003), "Service quality and customer loyalty perspectives on two levels of retail relationships", *Journal of services marketing*, Vol. 17, No.5, pp. 495-513. Anderson, E. W., C. Fornell, and D. R. Lehmann (1994), "Customer Satisfaction, Market Share, and Profitability: Findings From Sweden," *Journal of Marketing*, Vol.58, No.3, pp.53-66. Annika Ravald, Christian Gronroos, (1996) "The value concept and relationship marketing", *European Journal of Marketing*, pp.19 – 30. Arrows, K. J. (1982). "Risk Perceptions in Psychology and Economics", *Economic Inquiry*, 20(1), 1-9. Baral, A., Baral, S., and Mogan, N. (2004). "Marketing Nepal in an Uncertain Climate: Confronting Perceptions of Risk and Insecurity". *Journal of Vacation Marketing*, 10(2), 186-192. Baruch Fischhoff.(2006). "Risk Perception and Communication Unplugged: Twenty Years of Process". Bauer, R. (1960). "Consumer Behavior as Risk Taking". In R. S. Hancock (Ed.), *Dynamic Marketing for a Changing World* (pp. 389-398), Chicago: American Marketing Association. Bauer, R. (1967). "Consumer Behavior as Risk Taking". In D. Cox (Ed.), *Risk Taking and Information Handling in Consumer Behavior* (pp. 23-33), Cambridge, Massachusetts: Harvard University Press. Berry, G.L. (1995). "Relationship marketing of services growing interest, emerging perspectives." *Journal of the Academy of Marketing Science*, 23, 236-45. Bettman, J. (1973). "Perceived Risk and its Components: A Model and Empirical Test", *Journal of Marketing Research*, 10(2), 172-183. Bhoite, K. R. (1996), "Beyond customer satisfaction to customer loyalty-The key to greater profitability". American Management Association, New York, pp. 31. Boles, J. S., J. T. Johnson, and Jr. H. C. Barksdale (2000), "How Salespeople Build Quality Relationships: A Replication and Extension", *Journal of Business Research*, Vol.48, No.1, pp.75-81. Bove, L. L., and Johnson, L. W. (2000). "A customer-service worker relationship model". *International Journal of Service Industry Management*, Vol. 11, No. 5, pp.491-511. Bowen, J.T., & Shoemaker, S. (1998). "Loyalty: a strategic commitment, *Cornell Hotel and Restaurant Administration Quarterly*", 39(1), 12-25. Bowen, and Chen, S. L. (2001), "The relationship between customer loyalty and customer satisfaction", *International Journal of Contemporary Hospitality Management*, pp. 213-217. Churchill, G.A. & Surprenant, C. (1982). "An investigation into the determinants of customer Satisfaction". *Journal of Marketing Research*, 19, 491-504. Cox, D. F., and Rich, S. U. (1964). "Perceived Risk and Consumer Decision-Making—The Case of Telephone Shopping", *Journal of Marketing Research*, 1(4), 32-39. Crosby, L.A., Evans, K.R., & Cowles, D. (1990). "Relationship quality in services selling: An interpersonal influence perspective". *Journal of Marketing*, 54, 68-81. Day, G. S. (1969), "A two-dimensional concept of brand loyalty". *Journal of Advertising Research*, Vol. 9, No. 3, pp. 29-35. Dick, A. S., & Basu, K. (1994). "Customer loyalty toward an integrated conceptual framework". *Journal of the Academy of Marketing Science*, 99-113. Dorsch, M.J., Swanson, S.R., & Kelly, S.W. (1998). "The role of relationship is stratification of vendors as perceived by customers". *Journal of the Academy of Marketing Science*, 26, 128-142. Dowling, G. R., and Staelin, R. (1994). "A Model of Perceived Risk and Intended Risk-Handling Activity", *Journal of Consumer Research*, 21(1), 119-134. Dunn, M. G., Murphy, P. E., and Skelly, G. U. (1986). "The Influence of Perceived Risk on Brand Preference for Supermarket Products". *Journal of Retailing*, 62(2), 204-216. Dwyer, F.P., Schurr, P.H., & Oh, S. (1987). "Developing buyer-seller relationship". *Journal of Marketing*, 51, 11-27. Dwyer, F.R., Oh, S. (1987). "Output sector munificence effects on the internal economy of marketing channels". *Journal of Marketing Research*, 24, 347-358. Floyd, M. F., and Pennington-Gray, L. (2004). "Profiling Risk Perceptions of Tourists, *Annals of Tourism Research*", 31(4), 1051-1054. Fornell, C. (1992), "A national customer satisfaction barometer: The Swedish experience", *Journal of Marketing*, Vol. 56, pp. 6-21. Griffin, J. (1995), "Customer loyalty: How to earn it, How to keep it", New York, NY: Lexington Books. Gronholdt, L., Martensen A., and Kristensen, K. (2000), "The relationship between customer satisfaction and loyalty: Cross-industry differences", *Total Quality Management*, Vol. 11, No. 4-6, pp. 509-514. Gundlach, G.T., Ravi, S.A., & John, J.M. (1995). "The structure of commitment in exchanges". *Journal of Marketing*, 57, 35-46. Gwinner, K. P., D. D. Gremier, and M. J. Bitner (1998), "Relational Benefits in Services Industries: The Customer's Perspective", *Journal of the Academy of Marketing Science*, Vol.26, No.2, pp.101-114. Hennig-Thurau, T. (2000), "Relationship Quality and Customer Retention through Strategic Communication of Customer Skills", *Journal of Marketing Management*, Vol.16, pp.55-79. Hennig-Thurau, T., and A. Klee (1997), "The Impact of customer Satisfaction and Relationship

Quality on Customer Retention: A Critical Reassessment and Model Development ” , *Psychology and Marketing*, Vol.14, No.8, pp.737-764.

Hennig-Thurau, T., Gwinner, K.P., & Ciremler, D.D. (2002). “ Understanding relationship marketing outcomes. an integration of relational benefits and relationship quality ” . *Journal of Service Research*, 4(3), 230-247.

Hsu, T. H., and Lin, L. Z. (2006). Using Fuzzy Set Theoretic Techniques to Analyze Travel Risk: An Empirical Study, *Tourism Management*, 27(5), 968-981.

Jones, T.O., Sasser, W.E. (1995) . ” Why satisfied customer defect ” . *Harvard Business Review*, 73, 88-99.

Kevin P. Gwinner, Dwayne D. Gremler and Mary Jo Bitner. Relational benefits in services industries: The customer ’ s perspective. Volume 26, 101-114

Kogan, N., and Wallach, M. A. (1964). “ Risk Taking ” . New York: Holt, Rinehart and Winston.

Kolter, P.C. (1988). *Marketing Management : Analysis, Planning and Control*, 6th ed., Prentice Hall, Englewood Cliffs, CA.

Koter, P.(1998). *Marketing Management Analysis, Planning, Implementation, and Control*, 9th, New Jersey: Prentice-Hall Inc.

Lagace, R. R., Dahlstrom, R., & Gassenheimer , J.B. (1991). “ The relevance of ethical salesperson behavior on relationship quality: The pharmaceutical industry ” . *Journal of Personal Selling and Sales Management*, 11(4), 39-47.

Lee, M. and L.F Cunningham,(2001), “ A Cost/benefit approach to understanding service loyalty, ” *Journal of Services Marketing*, ” Vol.5,No.2,pp113-130.

Lennart Sjoberg.(2002). “ Factors in Risk Perception ” . Volume 20, Issue 1, pages 1 – 12, February 2000

MacCrimmon, K. P., and Wehrung, D. A. (1986). “ Taking Risks ” . New York: The Free Press.

Mark Colgate, Margo Buchanan-Oliver, Ross Elmsly, (2005) "Relationship benefits in an internet environment", *Managing Service Quality*, Vol. 15 Iss: 5, pp.426

Mitchell, V. W., and Vassos, V. (1997). Perceived Risk and Risk Reduction in Holiday Purchases: A Cross-Cultural and Gender Analysis, *Journal of European Marketing*, 6(3), 47-80.

Moorman C., G. Zaltman, and R. Deshpande (1992), “ Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations, ” *Journal of Marketing Research*, Vol.29, No.3, pp.314-329.

Morgan, R. M., and S. D. Hunt (1994), “ The commitment-trust theory of relationship marketing, ” *Journal of Marketing*, Vol.58, No.3, pp.20-38.

Oliver, R.L., (1997). Satisfaction. “ A Behavioral Perspective on Consumer ” .New York : McGrawHill.

Oliver, R.L. (1980). “ A cognitive model of the antecedents and consequences of satisfaction decisions ” . *Journal of Marketing Research*, 17, 460-469.

Oliver, R.L. (1999). “ Whence Consumer Loyalty? ” . *Journal of Marketing*, 63, 33-44.

Palaima, T, Auruskeviciene, V. (2007). Modeling relationship quality in the parcel delivery services market. *Baltic Journal of Management*, 2(1), 37-54.

Parasuraman, A., Zeithaml, V.A., & Berry, L. (1985). “ A conceptual model of service quality and its implications for future research ” . *Journal of Marketing*, 49(3),41-50.

Parasuraman, A., Zeithaml, V.A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perception of service quality. *Journal of Retailing*,64(1), 12-40.

Pollatsck, A., and Tversky, A. (1970). “ A Theory of Risk ” . *Journal of Methematical Psychology*, 7(3), 540-553.

Reisinger, Y., and Mavondo, F. (2005). “ Travel Anxiety and Intentions to Travel Internationally: Implications of Travel Risk Perception ” . *Journal of Travel Research*, 43(3), 212-225.

Reynolds, K.E., & Beatty, S.E. (1999). “ Customer benefits and company consequences of customer-salesperson relationships in retailing ” . *Journal of Retailing*, 75, 11-32.

Robert M. Morgan and Shelby D. Hunt. The Commitment-Trust Theory of Relationship Marketing. Vol. 58, No. 3 (Jul., 1994), pp. 20-38

Roehl, W. S., and Fesenmaier, D. R. (1992). “ Risk Perceptions and Pleasure Travel: An Exploratory Analysis ” . *Journal of Travel Research*, 30(4), 17-26.

Slovic, P., Fischhoff, B., and Lichtenstein, S. (1982). “ Why Study Risk Perception? ” *Risk Analysis*, 2(2), 83-93.

Smith J. R. (1998), “ Buyer-Seller Relationships: Similarity, Relationship Management, and Quality ” , *Psychology and Marketing*, Vol.15, No.1, pp.3-21.

Westbrook, R. A. (1981). “ Source of satisfaction with retail outlets ” . *Journal of Retailing*, 57, 68-85.

William L. Cron1, Marion G. Sobol2, ” The relationship between computerization and performance: A strategy for maximizing the economic benefits of computerization ” .

Wulf, K. De, Odekerken-Schroder, G., & Iacobucci, D. (2001). Investments in consumer relationships: across-country and cross-industry exploration. *Journal of Marketing*, 65(4), 33-50.

Zeithaml, V.A. (1981). “ How consumer evaluation processes differ between goods and services ” . *Marketing of Services*, 186-190.