

# 知覺企業社會責任、顧客參與和顧客忠誠關係之研究-以I跨國公司為例

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## 摘要

本研究的研究目的在探討企業社會責任、顧客參與和顧客忠誠之間的關係。本研究針對在台灣之某外商家具家飾連鎖店之消費者為對象進行問卷調查，有效問卷共計507份。資料分析方法主要透過皮爾森(Pearson)分析與迴歸分析來探討各變項因素間的關連性。彙整實證結果如下：一、企業社會責任與顧客忠誠有顯著的正相關。二、企業社會責任與顧客參與有顯著的正相關。三、顧客參與與顧客忠誠有顯著的正相關。四、顧客參與對企業社會責任與顧客忠誠具有部分中介效果。經由上述結果，進一步提出理論上的實務運用以及後續研究之相關意涵與建議。

關鍵詞：企業社會責任、顧客參與、顧客忠誠

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