

產品屬性、態度、愉悅與顧客滿意度之關係研究

金為國、黃怡芬

E-mail: 374901@mail.dyu.edu.tw

摘要

近幾年，隨著生活品質提升，消費者注重產品使用的愉悅感，產品功能完善已成為基本需求，透過產品感受生活的愉悅逐漸成為消費者追求的目標，故本研究將以遠傳電信作為研究母體，遠傳客戶為客體，進一步探討產品屬性、態度、愉悅與顧客滿意度之關係影響。以相關文獻作為依據，本研究根據問卷調查分析，以遠傳電信顧客為樣本對象，總計收回樣本數400份，運用統計軟體SPSS21.0及AMOS21.0進行資料分析，以驗證產品屬性、態度、愉悅與顧客滿意度之關係。結果顯示產品屬性對態度有顯著正向影響；產品屬性對愉悅亦有正向影響；態度對顧客滿意度有正向影響；最後，愉悅對顧客滿意度有正向影響。本研究最後提出實務上之管理意涵，並說明研究受到的限制，以及對後續研究方向的建議。

關鍵詞：產品屬性、態度、愉悅、顧客滿意度

目錄

第一章 緒論	8
第一節 研究背景與動機	8
第二節 研究問題和目的	9
第三節 研究流程	10
第三節 研究範圍	11
第二章 文獻探討	12
第一節 S-O-R	12
第二節 產品屬性	15
第三節 態度	18
第四節 愉悅	22
第五節 顧客滿意度	25
第六節 產品屬性、態度、愉悅及顧客滿意度之關係研究	34
第三章 研究方法	37
第一節 研究架構	37
第二節 研究假設	38
第三節 變數的操作型定義和衡量	38
第四節 問卷設計與抽樣設計	44
第五節 統計分析方法	46
第四章 實證資料分析	48
第一節 基本資料分析	48
第二節 變數基本資料敘述統計分析	50
第三節 驗證性因素分析	53
第四節 資料分析與檢驗	62
第五節 建構信度與效度	64
第六節 整體結構模式驗證	67
第七節 討論	70
第五章 結論與建議	72
第一節 研究結論	72
第二節 管理意涵	73
第三節 研究限制與後續建議	73
參考文獻	75
一、中文部份	75
二、英文部分	77
附錄-問卷	93

參考文獻

- 一、中文部分 日本產能大學教授持本志行（1995），顧客滿意戰略與運用，超越企業顧問股份有限公司。李美枝（1995），女性心理學，台北：大洋出版社。李淑芬(2012)，口碑、信任、知覺風險與購買意願關係之研究，大葉大學管理學院碩士班碩士論文。陳依君(2003) 從產品之模式語言探討產品創新設計，《創新設計研討會論文集》，國立台北科技大學，頁次:259-264，April。張百清(1994)，顧客滿意萬歲，台北：商周文化。楊志緯(2006)，國際觀光旅館之服務品質、品牌形象與顧客滿意及忠誠度之研究 餐旅管理學術與實務研討會，輔仁大學。廖川瑩(2006)，網路口碑宣傳與消費者正面情緒之形成：以網路留言板為例，臺灣大學國際企業學研究所碩士論文。蔡雅竹(2010) 服務品質與體驗行銷對消費情緒、顧客滿意度、品牌態度及購買意願影響之研究，逢甲大學企業管理研究所碩士論文。簡維政(1993) 青少年性態度及性行為影響因素之研究。青少年兒童福利學報，2，149-177。羅世宏（1992）傳播理論：起源、方法與應用，台北：時英。羅新興、戚樹誠和黃國隆（2005），受評者對績效評核的程序正義知覺之前因及其影響，管理學報，22(3)，341-358。
- 二、英文部分 Baker J, Levy M, Grewal D(1992). An experimental approach to making retail store environmental decisions. *J Retail*;68:445 – 60. Baron RM, Kenny DA(1986). The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *J Pers Soc Psychol*;51(6):1173 – 82. Bennett R, Rundle-Thiele S(2002). A comparison of attitudinal loyalty measurement approaches. *J Brand Manag*;9(3):193 – 209. Bloch PH(1995). Product design and consumer response. *J Mark*;59(3):16 – 29. Campbell MC, Goodstein CR(2001). The moderating effect of perceived risk on consumers' evaluations of product incongruity: preference for the norm. *J Consum Res*;28:439 – 49. Chang T, Wildt AR(1994). Price, product information and purchase intention: an empirical study. *J Acad Mark Sci*;21(1):16 – 27. Chebat J-C, Michon R(2003). Impact of ambient odors on mall shoppers' emotions and cognition and spending: a test of competitive causal theories. *J Bus Res*;56:529 – 39. Childers TL, Carr CL, Peck J, Carson S(2001). Hedonic and utilitarian motivations for online retail shopping behavior. *J Re-tail*;77(4):511 – 35. Cooper RJ, Kleinschmidt EJ(2000). New product performance: what distinguishes the star products? *Austr J Manag*;25(1):17 – 46. Davis FD(1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Q*;13(3):319 – 39. Donovan RJ, Rossiter JR(1982). Store atmosphere: an environmental psychology approach. *J Retail*;58(1):34 – 57. Eroglu SA, Machleit KA, Davis LM(2001). Atmospheric qualities of online retailing: a conceptual model and implications. *J Bus Res*;54(5):177 – 84. Fishbein M, Ajzen I(1975). Belief, attitude, intention, and behavior: an introduction to theory and research. Reading, MA: Addison-Wesley. Fornell C, Larcker DF(1981). Evaluating structural equation models with unobservable variables and measurement error. *J Mark Res*;8(1):39 – 50. Foxall GR, Greenley GE(1999). Consumers' emotional responses to service environment. *J Bus Res*;46(2):149 – 58. Gardner DM, Johnson F, Lee M, Wilkinson I(2000). A contingency approach to marketing high technology products. *Eur J Mark*;34(9):1053 – 77. Gill T, Lei

J(2009). Convergence in the high-technology consumer markets: not all brands gain equally from adding new functionalities to products. *Mark Lett*;20(1):91 – 103. Hong ST, Wyer RS(1998). Effects of country-of-origin and product attribute information on product evaluation: an information processing perspective. *J Consum Res*;16(2):175 – 87. Horvath D, Sajtos L(2002). How do mobiles communicate? The role of product design in product related consumer responses. *Adv Cons Res*;29:237 – 8. Jang S, Namkung Y(2009). Perceived quality, emotions, and behavioral intentions: applications of an extended Mehrabian – Russell model to restaurants. *J Bus Res*;62(4):451 – 60. Keller PA, McGill AL(1994). Differences in the relative influence of product attributes under alternative processing conditions: attribute importance versus attribute ease of imaginability. *J Consum Psychol*;3(1):29 – 49. Ko E, Sung H, Yoon H(2008). The effect of attributes of innovation and perceived risk on product attitudes and intention to adopt smart wear. *J Glob Acad Market Sci*;18(2):1 – 23. Lai AW(1991). Consumption situation and product knowledge in the adoption of a new product. *Asian Pac J Mark Logistics*;3(1):55 – 67. Loiacono ET, Watson RT, Goodhue DL(2002). WEBQUAL: a measure of website quality. *Marketing Educators' Conference: Marketing Theory and Applications*, 13. ; 432 – 7. Malhotra NK(2005). Attitude and affect: new frontiers of research in the 21st century. *J Bus Res*;58:477 – 82. Mathwick C, Malhotra N, Rigdon E(2001). Experiential value: conceptualization, measurement and application in the catalog and internet shopping environment. *J Retail*;77:39 – 56. Mazaheri E, Richard M, Laroche M(2010). Investigating the moderating impact of hedonism on online consumer behavior. *J Glob Acad Market Sci*;20(2):123 – 34. Mehrabian A, Russell JA(1974). *An approach to environmental psychology*. Cambridge, MA: The MIT Press. Meyers-Levy J, Tybout AM(1989). Schema congruity as a basis for product evaluation. *J Consum Res*;16(1):39 – 54. Moreau CP, Lehmann DR, Markman AB(2001). Entrenched knowledge structures and consumer response to new products. *J Mark Res*;38:14 – 29. Mummalaeni V(2005). An empirical investigation of Web site characteristics, consumer emotional states and on-line shopping behaviors. *J Bus Res*;58(4):526 – 32. Muthukrishnan AV, Kardes FR(2001). Persistent preferences for product attributes: the effects of the initial choice context and uninformed experience. *J Consum Res*;28(1):89 – 104. Nowlis SM, Simonson I(1996). The effect of new product features on brand choice. *J Mark Res*;33(1):36 – 46. Nysveen H, Pedersen PE, Thorbjornsen H(2005). Explaining intention to use mobile chat services. *J Consum Mark*;22(5):247 – 56. PackagedFacts. <http://www.packagedfacts.com/Women-Technology-Products-1123265/2006>. Riggs HE(1983). *Managing high technology companies*. Belmont, CA: Lifetime Learning Publication. Rindova VP, Petkova AP(2007). Technological change, product form design, and perceptions of value. *Org Sci*;18(2):217 – 32. Russell JA(1979). Affective space is bipolar. *J Pers Soc Psychol*;37:345 – 56. Slama ME, Tashchian A(1987). Validating the S – O – R paradigm for consumer involvement with a convenience good. *J Acad Market Sci*;15(1):36 – 45. Seunghyun Lee, Sejin Ha, Richard Widdows (2011). Consumer responses to high-technology products: Product attributes, cognition, and emotions. Sobel ME(1986). Some new results on indirect effects and their standard errors in covariance structure models. In: Tuma NB, editor. *Sociological Methodology*. San Francisco, CA: Jossey-Bass; 159 – 86. Taylor AS, Harper R(2001). *The gift of the gab?: a design oriented sociology of young people's use of "mobilZel"* Working Paper. University of Surrey, UK: Digital World Research Centre. Thorbjornsen H, Pedersen PE, Nysveen H(2007). "This is who I am": identity expressiveness and the theory of planned behavior. *Psychol Mark*;24(9):763 – 85. Tsikriktsis N(2002). Does culture influence web site quality expectations? *J Serv Res*;5:101 – 12. Veryzer RW, Hutchinson W(1998). The influence of unity and prototypicality on aesthetic responses to new product designs. *J Consum Res* (1998);24(4):374 – 94. von Hippel E(1986). Lead users: a source of novel product concepts. *Manag Sci*;32(7):791 – 805. Ward JC, Barnes JW(2001). Control and affect: the influence of feeling in control of the retail environment on affect, involvement, attitude, and behavior. *J Bus Res*;54:139 – 44. Weilenmann A, Larsson C(2000). On doing being teenager: applying ethno-methodology to the analysis of young people's use of mobile phones. *Proceedings of IRIS (Information systems Research Seminar in Scandinavia)*. 23.