

A Study of Customer Participation in Co-production and Customer Satisfaction : The Implications of Self-serving Bias and

黃紹甄、鄭華清

E-mail: 9415971@mail.dyu.edu.tw

ABSTRACT

This paper is to test the relationship of customer participation in co-production and customer satisfaction. We consider of moderating/ intervene factors, self-serving bias and the level of involvement, to explore the relationship between them. As a result, four of hypotheses are supported, the more customers participate, the more they are satisfied, self-serving bias will effect the customer participation, the level of involvement will effect the customer participation and satisfaction. Two of the hypotheses which are the self-serving bias and the level of involvement have not significant effect to the customer satisfaction.

Keywords : customer participation, self-serving bias, involvement, customer satisfaction

Table of Contents

封面內頁 簽名頁 授權書	iii	中文摘要	v	英文摘要	v
要	vi	誌謝	vii	目錄	x
錄	viii	圖目錄	x	表目錄	x
錄	xi	第一章 緒論 1.1 研究背景	1	1.2 研究動機	1
程	2	1.3 研究目的	3	1.4 研究流程	3
定義	3	第二章 文獻探討 2.1 顧客參與	5	2.1.1 顧客參與的定義	6
獻	6	2.1.2 顧客參與之重要性	8	2.1.3 顧客參與的相關文獻	9
獻	16	2.2 歸因偏誤	13	2.3 涉入理論及相關文獻	16
消費者涉入程度之因素	20	2.3.1 涉入定義	17	2.3.2 涉入的型態	20
義	26	2.3.3 影響消費者涉入程度之因素	25	2.4 顧客滿意度	25
構	30	2.4.1 顧客滿意度定義	28	2.4.2 顧客滿意之決定因素	30
量	32	第三章 研究方法 3.1 研究架構	31	3.2 研究假設	31
象	37	3.2 研究設計	37	3.3 變數操作性定義及衡量	37
法	39	3.4.1 受測對象	37	3.4.2 問卷設計	37
析	43	第四章 研究結果與分析 4.1 前測	42	3.5 資料分析統計方法	39
顧客參與與顧客滿意度相關分析	47	4.2 樣本結構分析	46	4.2 樣本結構分析	43
分析	49	4.3 信度分析	46	4.3 信度分析	43
歸因偏誤與涉入程度交叉分析	55	4.4 研究假設檢定	46	4.4.1 顧客參與與顧客滿意度相關分析	47
論	60	4.4.2 歸因偏誤驗證	48	4.4.2 歸因偏誤對顧客滿意度之相關分析	49
參考文獻	63	4.4.3 歸因偏誤對顧客滿意度之相關分析	51	4.4.3 歸因偏誤對顧客滿意度之相關分析	49
		4.4.4 涉入程度驗證	51	4.4.4 涉入程度驗證	49
		4.4.5 產品涉入程度對顧客滿意度之相關分析	53	4.4.5 產品涉入程度對顧客滿意度之相關分析	49
		4.5 假說檢定	58	4.5 假說檢定	55
		第五章 結論與建議 5.1 研究結論	61	5.1 研究結論	60
		5.2 研究限制	61	5.2 研究限制	60
		5.3 未來研究方向	62	5.3 未來研究方向	60
		附錄	71	附錄	63

REFERENCES

- 一、中文部分 1、王熙哲(1998),「全球資訊網之媒體特性對線上購買意圖的影響-消費者涉入型態與知覺風險干擾 效果之探討」。元智大學管理研究所碩士論文。
- 2、李孟陵(2002),「消費者滿意度、涉入程度對其忠誠度影響之研究 以台北市咖啡連鎖店為例」。國立交通大學管理科學系碩士論文
- 3、林玉茹(2003),「消費者自信心與涉入理論之研究 以行動電話手機為例」。東華大學國際貿易學系碩士班國際企業組碩士論文。
- 4、邱玉妮(2002),「顧客組織承諾、顧客參與過程與服務補救後滿意度關聯性之研究」。中國文化大學國際企業管理學研究所碩士論文。
- 5、時蓉華(1996),「社會心理學」,台北:東華,191-221。
- 6、康志璋(2000),「涉入理論於網路商品行銷之應用」。長庚大學企業管理研究所碩士論文。
- 7、黃士豪(2002),「涉入前因及涉入程度對新產品預告之探討」。國立成功大學企業管理學系碩士班 論文。
- 8、黃俊英、賴文彬(1990),「涉入的理論發展與實務應用」。管理科學學報,第7卷第一期,15-29
- 9、楊文壽(2000),「行動電話手機消費者之涉入程度及購買決策相關因素之關聯性研究」。國立交通大學經營管理研究所碩士論文。
- 10、楊珮茹(2002),「消費者購物動機、涉入與心流經驗關係之研究 以百貨公司女性消費者為例」。國立高雄第一科技大學行銷與流通管理系碩士論文。
- 11、楊鴻麟(1999),「顧客期望及顧客參與對服務缺失歸因之影響探討 以推廣教育為例」。元智大學管理研究所碩士論

文。12、廖文正(2002),「球鞋業產品涉入程度與促銷活動對產品屬性影響之研究」。淡江大學管理科學系碩士論文。13、廖珮瑜(2003),「旅遊業領隊服務特性對顧客滿意度及忠誠度影響之研究」。淡江大學企業管理系碩士論文。14、臧魯望(2003),「品牌權益、顧客滿意與消費者購買行為之關係 - 以加油站為例」。朝陽科技大學企業管理系碩士論文。15、鄭君豪(2003),「產品品質外在屬性訊號、產品知識與顧客滿意之整合性分析 - 以台北市筆記型電腦消費者為例」。真理大學管理科學研究所碩士論文。16、薛承甫(1999),「消費性產品涉入程度與造形選擇關係之研究 - 以行動電話為例」。國立成功大學工業設計學系。17、韓維中(2000),「服務缺失、顧客歸因與補救回復之滿意度模式」。國立臺灣大學商學研究所碩士論文。18、蘇恆毅(2000),「大台北都會區高運量大眾捷運系統服務品質、顧客滿意度與購後行為之研究」。國立海洋大學航運管理學系碩士論文。19、龔聖雄(2003),「國際觀光旅館服務失誤關鍵影響因素之研究」。朝陽科技大學休閒事業管理學系碩士論文。

二、英文部份

- 1、Anderson, E. and B. Weitz. 1992. "The Use of Pledges to Build and Sustain Commitment in Distribution Channels," *Journal of Marketing Research*, 29, 18-34.
- 2、Andrews, J.C., S. Durvasula and H. S. Akhter. 1990. "A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research," *Journal of Advertising*, 19 (4), 27-40.
- 3、Arkin, R. M. and G. M. Maruyama. 1979. "Attribution, affect, and college exam performance." *Journal of Educational Psychology*, 71, 85-93.
- 4、Beatty, E. S., P. Homer and R. L. Kahle. 1988. "The Involvement-Commitment Model: Theory and Implications," *Journal of Business Research*, 16, 149-67.
- 5、Bendapudi, N. and P.R. Leonw. 2003. "Psychological Implications of Customer participation in Co-production," *Journal of Marketing*, 67, 14-28.
- 6、Berry, L.L. and A. Parasuraman. 1991. *Marketing Services: Competing Through Quality*. New York: The Free Press.
- 7、Bloch, H.P. 1982. "Involvement Beyond the Purchase Process: Conceptual Issue and Empirical Investigation," In *advance in Consumer Research*, 9, A. Mitchell ed., Ann Arbor, MI: Association for Consumer Research, 413-417.
- 8、Bloch, H.P. and L. M. Richins. 1983. "A theoretical Model for The study of product importance perceptions," *Journal of Marketing*, 47, 69-81.
- 9、Celsi, L. R. and C. J. Olson. 1988. "The Role of Involvement in Attention and Comprehension Processes," *Journal of Consumer Research*, 15, 210-214.
- 10、Cermak, S. P. D., M. K. File, and A. R. Prince. 1994. "Customer participation in service specification and delivery," *Journal of Applied Business Research*, 10(2), 90-98.
- 11、Clarke K. and R. W. Belk. 1978. "The Effect of Product Involvement and Task Definition on Anticipated Consumer Effort," In *Advances in Consumer Research*, 5, H. Keith Hunt, ed., Ann Arbor: Association for Consumer Research, 313-318.
- 12、Dabholkar, A. P. 1990. "How to improve perceived Service Quality by Improving Customer Participation," In *Developments in Marketing Science*, B.J. Dunlap, ed. Cullowhee, NC: Academy of Marketing Science, 483-487.
- 13、Ennew, C. T. and M. R. Binks. 1999. "Impact of Participative Service Relationships on Quality, Satisfaction and Retention: An Exploratory Study," *Journal of Business Research*, 46, 121-132.
- 14、Firat, A. F. and A. Venkatesh, 1993. "'Postmodernity' in the Age of marketing," *International Journal of Research in marketing*, 10(1), 227-249.
- 15、Firat, A. F., N. Dholakia and A. Venkatesh. 1995. "Marketing in a postmodern World," *European Journal of Marketing*, 29(1), 40-56.
- 16、Fitzsimmons, A. J. 1985. "Customer participation and productivity in Service Operations," *Interfaces*, 15(3), 60-67.
- 17、Fodness, D., E. B. Pitegoff and T. E. Sautter. 1993. "From Customer to Competitor: Consumer Co-option in the Service," *The Journal of Services Marketing*, 7(3), 18-25.
- 18、Greenwald, G. A. and C. Leavitt. 1984. "Audience Involvement in Advertising: Four Levels," *Journal of Consumer Research*, 11, 581-593.
- 19、Hawkins, D. I., R. J. Best and K. A. Coney. 2001. *Consumer Behavior: Building Marketing Strategy*. London: Irwin McGraw-Hill.
- 20、Hirshleifer, D. 2001. "Investor Psychology and Asset pricing." *Journal of Finance*, LVI(4), 1533-1597.
- 21、Houston, M. J. and M. L. Rothchild. 1978. "Conceptual and methodological perspectives on involvement," in S. C. Jain (ed.) *Research Frontiers in Marketing: Dialogues and Directions*. Educators' Proceeding Chicago: American Marketing Association.
- 22、Howard, A. J. and N. J. Sheth. 1969. "The Theory of Buyer Behavior," New York, John Wiley & Sons, 30.
- 23、Kotler, P. 2005. *Marketing: An Introduction*. New Jersey: Prentice Hall.
- 24、Lastovicka, L. J. and M. D. Gardner. 1979. "Components of Involvement," *Attitude Research Plays for High Stakes*, Ed. John C. Maloney and Benard Silverm, Chicago: American Marketing Association, 53-73.
- 25、Lovelock, H. C. and F. R. Young. 1979. "Look to Consumers to Increase productivity," *Harvard Business Review*, 57, 168-178.
- 26、Meuter, L. M. and J. M. Bitner. 1998. "Self-service Technologies: Extending Service Frameworks and Identifying Issues for Research," in *AMA Winter Educators' Conference*, Dhruv Grewal and Connie Pechmann, eds. Chicago: American Marketing Association, 12-19.
- 27、Meuter, L. M., L. A. Ostrom, I. R. Roundtree, and J. M. Bitner. 2000. "Self-Service Technology-Based Service Encounters," *Journal of Marketing*, 64, 50-64.
- 28、Miller, T. D. and M. Ross. 1975. "Self-Serving Biases the Attribution of Causality: Face or Fiction?" *Psychological Bulletin*, 82(2), 213-225.
- 29、Mills, P.K. and D. Moberg. 1982. "Perspectives on the technology of service operations," *Academy of Management Review*, 7, 467-478.
- 30、Odean, T. 1998b. "Volume, volatility, price and profit when all traders are above average," *Journal of Finance*, 53, 1887-1934.
- 31、Reichheld, F. R. and W. E. Sasser. 1990. "Zero defections: Quality comes to service," *Harvard Business Review*, 68(5), 105-111.
- 32、Reichheld, F.F. 1996. *The Loyalty Effect*. Harvard Business School Press, Boston, Massachusetts.
- 33、Richins, L. M., and J. B. Verhage. 1985. "Seeking Redress for Consumer Dissatisfaction: The Role of Attitudes and Situational Factors," *Journal of Consumer Policy*, 8(1), 29-44.
- 34、Robertson, S. T., J. Zielinski and W. J. Scott. 1985. "Consumer Behavior Illinois: Scott," Foresman and Company, 279.
- 35、Rust, R.T. and A.J. Zatorik. 1993. "Customer Satisfaction, Customer Retention, and Market Share," *Journal of Retailing*, 69 (2), 193-215.
- 36、Schoell, W. F. and P. J. Guiltinan. 1993. "Marketing Essentials," Kluwer Academic Publisher Press.
- 37、Slama, E. M. 1985. "Selected Socioeconomic and Demographic Characteristics Association with Purchasing Involvement," *Journal of Marketing*, 49, 72-82.
- 38、Snyder, C. R. and R. L. Higgins. 1988. "Excuses: Their effective role in the negotiation of Reality." *Psychological Bulletin*, 104, 23-35.
- 39、Szymanski, D. M., and D. H. Henard. 2001, "Customer Satisfaction: A Meta-Analysis of the Empirical Evidence," *Journal of Marketing*, 29, 16-35.
- 40、Taylor, B.M. 1981. "Product Involvement Concept: An Advertising planning point of View," *Attitude Research plays for High Stakes*, 94-111.
- 41、Traylor, M.B. 1981. "Product Involvement and Brand Commitment," *Journal of Advertising Research*, 21(6), 51-56.
- 42、Tsiros, M., V. Mittal and T.W.

Ross, Jr. 2004. "The Role of Attributions in Customer Satisfaction: A Reexamination." *Journal of Consumer Research, Inc.*, 31, 476-483. 43

、 Ugur, Y. and B. Emin. 1995. "Purchasing Involvement in Saudi Arabia: Measure Development and Validation," *Journal of International Consumer Marketing*, 8(1), 23-41. 44、 Van Raaij, W.F. and A.Th.H. Pruyn. 1998. "Customer control and evaluation of service validity and reliability," *Psychology and Marketing*, 15(8), 811-832. 45、 Warrington, P. and S. Shim. 2000. "An Empirical Investigation of the Relationship between Product Involvement and Brand Commitment," *Psychology & Marketing*, 17 (9) , 761-782. 46、 Weiner, B.1974. *Achievement motivation and attribution theory*. Morristown, New Jersey: General Learning Press. 47、 Whitley, B. E., & I. H. Frieze. 1985. "Children's causal attributions for success and failure in achievement settings: A meta-analysis." *Journal of Educational Psychology*, 77, 608-616. 48、 Wind, E. and A. Rangaswamy. 2000. "Customerization: The Next Revolution in Mass Customization," *Marketing Science Institute Working Paper No. 00-108*. Cambridge, MA:Marketing Science Institute. 49、 Zaichkowsky, L. J. 1985. "Measuring the Involvement Construct," *Journal of Consumer Research*, 12, 341-351. 50、 Zaichkowsky, L. J. 1986. "conceptualizing involvement," *Journal of Advertising*, 15(2), 4. 51、 Zaichkowsky, L. J. and H. J. Sood. 1989. "A Global Look at Consumer Involvement and Use of Products," *International Marketing Review*, 6(1), 20-34. 52、 Zeithaml, V.A., L.L. Berry and A. Parasuraman. 1993. "The nature and determinants of customer expectations of service," *Journal of the Academy of Marketing Science*, 21(1), 1-12.