

消費者無抱怨行為之前因探討

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摘要

近年來隨著消費者意識抬頭，消費糾紛案件有逐年攀升之勢，如何透過有效率的抱怨管理技巧，留住不滿意的顧客及維持市場佔有率，已是當前企業重要策略。然而多數不滿意消費者並不會採取直接抱怨。本研究透過轉換成本與個人資本等因素，探討對消費者無抱怨行為之影響性。本研究對283份有效問卷進行多元迴歸分析，主要之研究結果為(1)轉換成本對於無抱怨行為具有相當重要解釋力。(2)象徵個人條件特質的個人資本理論，對無抱怨行為具有相當重要解釋力。

關鍵詞：無抱怨行為，轉換成本，個人資本

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