

# A Study of Customer Value and Customer Satisfaction to Customer Loyalty of Shopping Channel - A Comparing Research of TV

洪慈佩、封德台

E-mail: 9418003@mail.dyu.edu.tw

## ABSTRACT

In recent years, many multinational corporations became optimistic about China's TV shopping market. Convinced that there is great room for further development, they entered the market and began to create new shopping havens. Yet, how to create customer value and convey the value that consumers are pursuing for enhancing customer satisfaction and loyalty has become the key issue that all TV shopping enterprises need to deal with. Therefore, this study systematically collects and analyzes related data and information. Statistical analysis of this study reveals that: (1) In Taiwan consumers' customer value in terms of "quality value," "cost value" and "perceived performance" is positively correlated with customer loyalty in terms of "major behavior," "secondary behavior" and "willingness to shop again." In Mainland China the impact of customer value on customer loyalty is partially significant. (2) In both Taiwan and China the impact of customer satisfaction on customer loyalty is partially significant. Consumers of both sides of Taiwan Strait perceive that "satisfaction with the outcome" and "willingness to shop again" are the most significant factors affecting customer satisfaction. (3) In both Taiwan and China, customer value and customer satisfaction are positively correlated with customer loyalty. It is the researcher's hope that the fruit of this study may provide more managerial connotations and references for enterprises, helping them win the electronic business race for significant market shares in the TV shopping market.

Keywords : TV shopping ; customer value ; customer satisfaction ; customer loyalty

## Table of Contents

封面內頁 簽名頁 授權書		iii 中文摘要 v 英文摘要 vi 誌謝
	viii 目錄	ix 圖目錄
	xi 表目錄	xii 第一章 緒論 第一節
研究背景與研究動機	01 第二節 研究目的	02 第三節 研究流程 03 第二章
文獻探討 第一節 電視購物	05 第二節 顧客價值 10 第三節 顧客滿意度 21	第四節 顧客忠誠度 30 第五節 顧客價值、顧客滿意度與顧客忠誠度之關聯性 36 第六節 兩岸電視購物近況 39 第三章 研究方法與設計 第一節 研究架構 49 第二節 研究假設 50 第三節 變數操作性定義 53 第四節 研究對象與樣本收集 58 第五節 問卷設計 66 第四章 研究資料分析 第一節 樣本資料分析 68 第二節 人口統計變數對各變數之分析 73 第三節 假說驗證 93 第五章 結論與建議 第一節 研究結果 116 參考文獻 118 附錄一：正式問卷 15 圖2-2 價格、品質與價值之觀念性架構 16 圖2-3 消費價值模型 17 圖2-4 總價值構成圖 19 圖2-5 顧客價值體系 20 圖2-6 三階段服務滿意評估模式 26 圖2-7 忠誠度三角模式 32 圖2-8 Customer Value Package 37 圖3-1 研究架構 49 表目錄 表2-1 2003年11月份台灣地區五大媒體 7 表2-2 顧客價值定義彙整表 11 表2-3 顧客滿意度定義彙整表 23 表2-4 顧客滿意度與再購意願相關研究 28 表2-5 Raphael顧客忠誠度5階段 32 表2-6 顧客忠誠度定義彙整表 33 表3-1 研究架構操作性變數 55 表3-2 本研究問卷內容表 60 表3-3 本研究各構面信度檢定 67 表4-1 台灣地區樣本基本資料 70 表4-2 大陸地區樣本基本資料 71 表4-3 台灣性別在顧客價值、顧客滿意度、顧客忠誠度之差異 73 表4-4 台灣年齡在顧客價值、顧客滿意度、顧客忠誠度之差異 74 表4-5 台灣教育程度在顧客價值、顧客滿意度、顧客忠誠度之差異 76 表4-6 台灣職業在顧客價值、顧客滿意度、顧客忠誠度之差異 78 表4-7 台灣觀看電視頻道次數在顧客價值、顧客滿意度、顧客忠誠度之差異 80 表4-8 台灣受測者觀看多少時間觀看購物頻道在顧客價值、顧客滿意度、顧客忠誠度之差異 82 表4-9 台灣受測者於購物頻道購買次數在顧客價值、顧客滿意度、顧客忠誠度之差異 84 表4-10大陸性別在顧客價值、顧客滿意度、顧客忠誠度之差異 85 表4-11大陸觀看電視頻道次數在顧客價值、顧客滿意度、顧客忠誠度之差異 88 表4-12大陸受測者觀看多少時間觀看購物頻道在顧客價值、顧客滿意度、顧客忠誠度之差異 90 表4-13大陸受測者於購物頻道購買次數在顧客價值、顧客滿意度、顧客忠誠度之差異 92 表4-14台灣顧客價值對顧客忠誠度主要行為迴歸分析 95 表4-15大陸顧客價值對顧客忠誠度主要行為迴歸分析 95 表4-16台灣顧客價值對顧客忠誠度次要行為迴歸分析 96 表4-17大陸顧客價值對顧客忠誠度次要行為迴歸分析 97

表4-18台灣顧客價值對顧客忠誠度再購意願迴歸分析	97	表4-19大陸顧客價值對顧客忠誠度再購意願迴歸分析	98
表4-20兩岸顧客價值對顧客忠誠度之假設檢定	98	表4-21台灣顧客滿意度對顧客忠誠度主要行為迴歸分析	100
表4-22大陸顧客滿意度對顧客忠誠度主要行為迴歸分析	101	表4-23台灣顧客滿意度對顧客忠誠度次要行為迴歸分析	101
表4-24大陸顧客滿意度對顧客忠誠度次要行為迴歸分析	102	表4-25台灣顧客滿意度對顧客忠誠度再購意願迴歸分析	102
表4-26大陸顧客滿意度對顧客忠誠度再購意願迴歸分析	103	表4-27兩岸顧客滿意度對顧客忠誠度之假設檢定	103
表4-28台灣顧客價值與顧客滿意度對顧客忠誠度迴歸分析	105	表4-29大陸顧客價值與顧客滿意度對顧客忠誠度迴歸分析	106
表4-30兩岸顧客顧客與滿意度對顧客忠誠度之假設檢定	106	表4-31本研究模型之假設檢定	107
表5-1 兩岸顧客價值對顧客忠誠度假設檢定彙整表	109	表5-2 兩岸顧客滿意度對顧客忠誠度假設檢定彙整表	110
表5-3 兩岸顧客價值與顧客滿意度對顧客忠誠度假設檢定彙整表	111		

## REFERENCES

- 中文文獻 1. Richard Koch著，謝綺蓉譯，80/20法則，大塊文化。 2. 向勇主編，作者花建等，北大文化產業關鍵報告，帝國文化出版社。 3. 貝佩怡（2003），探討電視購物行為之購買動機，國立成功大學工業管理科學系碩士論文。 4. 吳恩華（1996），策略九說:策略思考的本質，台北:麥田。 5. 東森購物物流中心，商業周刊第831期 P58-59。 6. 洪瑞英（2003），顧客導向、服務品質、顧客價值與顧客滿意度之關聯性研究 - 以花蓮地區國際觀光旅?為例，國立東華大學企業管理研究所碩士論文。 7. 孫美君（2000），影響網路忠誠度之因素研究 - 以購物型網站為例 - 中原大學資訊管理學系碩士論文。 8. 陳進成（2003），電子商務顧客價值滿意度與忠誠度之研究 - 以電子商店為例，中原大學資訊管理研究所論文。 9. 葉席吟（1999），電子商務顧客價值研究，中原大學資訊管理學系碩士碩文。 10. 郭德賓（2000），服務業顧客滿意評量模式之研究，國立中山大學企業管理學系博士論文。 11. 湯宗泰、劉文良（2004），顧客關係管理，全華科技圖書。 12. 黃鳴棟（2002），虛擬通路產業的經營模式與競爭策略分析:以「電視購物」為例，國立台灣科技大學。 13. 楊志弘（1995），臺灣地區報社總編輯職業角色之研究，國立政治大學新聞研究所博士論文。 14. 簡永在（2002），顧客關係策略與顧客價值、滿意度及行為意向關聯性之研究，國立台北科技大學商業自動化與管理研究所碩士論文。 15. 戴育儒（2002），顧客價值與顧客滿意與再次使用意願之關係 - 虛擬與實體交易方式之比較，國立高雄科技大學行銷與流通管理系碩士論文。 16. 蕭文傑（2003），顧客價值與顧客忠誠度關係之研究 - 以T連鎖餐廳為例，國立第一科技大學行銷與流通管理研究所論文。 17. 藤以勇（1995），人員服務接觸與顧客反應間之關係 - 以眼鏡業為例，國立中山大學企業管理學系碩士論文。 英文文獻 1. Albrecht, K. (1994), Business Marketing :Understanding What Customer Value ? " Harvard Business Review, Nov-Dec, pp.14-15. 2. Anderson, Eugene W. and Mary W. Sullivan (1990), Customer Satisfaction and Retention Across firms ? Presentation at the TIMS college of Marketing Special Interest Conference on Services Marketing, Nashville.T.N. (September) . 3. Bitner, M. J. (1990), Valuating service encounters:the effects of physical surrounding and employee responses ? Journal of Marking, Vol.54, pp.69-82. 4. Butz, H.E. Jr., and L.D. Goodstein (1996), " Measuring Customer Value:Gaining the Strategic Advantage," Organizational Dynamics, Vol.24.pp.63-77. 5. Cardozo, R.N. (1965), " An Experimental Study of Consumer Effort, Expecataion and Satisfaction ", Journal of Marketing Research, Vol.21, August, pp.244-249. 6. Cina, C. (1989), " Creating An Effective Customer Satisfaction Program," The Journal of Business & Industrial Marketing, Vol.4, pp.33-42. 7. Churchill (1982), " An Investigation into the Determinant of Consumer Satisfaction ", Journal of marketing Research, November, pp.491-504. 8. Cronin, J. Jr., M. K. Brady, and G. T. Hult (2000), " Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments," Journal of Retailing, Vol. 76, Iss.2, 99.193-218. 9. Dick A.S. And Kunal Basu (1994), " Customer Loyalty:Toward and Integrated Conceptual Framework ? ", Journal of the Academy of Marketing Science, Vol.22, No 2, pp. 99-113. 10. Dodds, B.W. & Monroe, K.B., and D. Grewal, (1991), The Effects of Brand and Store Information on buyer ' s Product Evaluation, Journal of Marketing Research, Vol.28, pp.307-319. 11. Engel, Warshaw, Reece (2000) " Promotional Strategy " 9th edition, Pinnaflex Educational Resources INC,Cincinnati Ohio. 12. Fornell, Claes (1992), National Customer Satisfaction Barometer:The Swedish Experience ? Journal of Marketing, Vol.56, No.1, January, pp.6-21. 13. Fornell, C. and Wernerfelt (1992), Model of Customer Complaint Management ? Marketing Science, Vol.7, pp.287-298. 14. Fredericks, Joan O. and James M. Salter (1996), Customer Satisfaction, Management Review 84:29-32. 15. Gale, B.T., (1994), Managing Customer Value, New York:Free Press. 16. Gillette (1970), " A profile of Urban In-home shopper ", Journal f Marketing, Vol. 60, pp.7-18. 17. Guest, Lester P. (1955), " Brand Loyalty-Twelve Years Later ? ", New York:Mc Graw-Hill. 18. Hampel, J. C. (1977), " Consumer Satisfaction with the Home Buying Process:Conceptuaization and Measurement," in The Conceptualization of Consumer Satisfaction and Dissatisfaction, Marketing Science Institute, Cambridge, MA. 19. Holbrook (1999), 「 A framework for analysis and research ? 」,consumer Value, Edited by Morris B. Holbrook. 20. Howard, J.A. and Sheth, J. N. (1969), Electronic commerce:A Manager ' s Guide ( MA:Addison-Wesley) . 21. Hunt, K. H. (1997), Customers Satisfaction / Dissatisfaction-Overview and Future Directions ? In hunt, K.H. Conceptualization and Measurement o Customer Satisfaction and Dissatisfaction, Marketing Science Institute, Cambridge, MA. 22. Jacoby, J and Kyner, D, B (1973), 「 Brand Loyalty and Repeat Purchasing Behavior ? 」 Journal of Market Research, Vol.10, February, pp1-9. 23. Keeney. R.L. (1999), " The Value of Internet Commerce to the Customer," Management Science, 45 (4), April, 533-542. 24. Keeney. R.L. (1992), Value-Focused Thinking, Harvard University Press. 25. Kotler, P. (1997), " Marketing Management:Analysis, Planning, Implementation, and Control," 9th, New Jersey:David Borkowsky. 26. Kotler Philip (2003), Marketing Management, eleven edition by Prentice Hall International, Inc. 27. Miller, John A. (1977), exploring Satisfaction, Modifying Model, Eliciting Expectation, Posing Problems, and Making

Meaningful Measurement, in *Conceptualizations and Measurement of Consumer Satisfaction and Dissatisfaction*. Ed. H.Keith Hunt. Cambridge, MA:Marketing Science Institute,pp.19-28. 28. Monroe,K. B. ( 1990 ) , “ Pricing :Making Profitable decisions,” 2nd ed, McGraw-Hill, New York. 29. Neal, William D ( 1999 ) , 「 Satisfaction is Nice, but Value Drives Loyalty ? 」 , *Market Research* ,11, pp.20-23. 30. Oliver, R.L. ( 1980 ) , 「 A Cognitive Model of the antecedents and Consequences of Satisfaction Decision 」 , *Journal of Marketing Research*, 17 ( Nov. ) , pp.460-469. 31. Oliver, R.L. ( 1988 ) , “ Response Determinants in Satisfaction Judgements ” in *Journal of Customer Research*. Vol.14, March,pp.495-507. 32. Oliver, R.L. ( 1997 ) , “ Satisfaction:A Behavioral Perspective on the Consumer,” New York:Irwin/McGraw-Hill. 33. Oliver, R.L. ( 1999 ) , “ Value as Excellence in the Consumption Experience ” in Morris B. Holbrook ( eds ) *Consumer Value:A Framework for Analysis and Research*, Routledge, New York.pp.43-62. 34. Peppers, D., and M. Rogers ( 1993 ) , “ The one to One future:Building Relationships One Customer at a Time,” New York:Doubleday. 35. Philip Kotler, Swee Hoon Ang, Siew Meng Leong and Chin Tiong Tan ( 1999 ) , “ An Asian Perspective ” ,*Marketing Management*, 2nd edition, Prentice Hall. 36. Plus, A. and D.R. Brandt ( 1995 ) , “ Understanding Your customers ? ” *Marketing Tools*, Jul.-Aug., pp.10-14. 37. Reichheld, F. and W.E. Sasser ( 1990 ) , Jr., “ Wero Defections:Quality Comes to Service,” *Harvard Business Review*, Vol.68, pp.105-111. 38. Selnes, Fred ( 1993 ) m, An Examination of the Effect of Product performance on Brand Reputation, Satisfaction and Loyalty ? *European Journal of Marketing*, Vol27, No9,pp.19-35. 39. Sheth, J.N. and Howard, J.A. ( 1969 ) , “ The Theory of Buyer Behavior ” New York:John Willey and Sons, p54. 40. Smith, B. ( 1998 ) , “ Buyer Seller Relationship:Bonds, relationship Management, and Sex type ” ,*Revue Canadienne des Sciences de 1 Administration*,15 ( 1 ) ,pp.76-92. 41. Solomon & Barbara ( 1994 Sep ) .TV shopping comes of age. *Management Review*. 42. Srinivasanas S.S., Anderson, R., & Ponnnavolu,K. ( 2002 ) , “ Customer Loyalty in E-Commerce:an Exploration of Its Antecedents and Consequences,” *Journal of Retailing*,78,pp.41-50. 43. Torkzadeh & Dhillon ( 2002 ) , “ Measuring Factors that Influence the Success of Internet Commerce,” *Information Systems Research*, Vol.13, No.2.pp.187. 44. Walker, James L, ( 1995 ) , “ Service Encounter Satisfaction:Conceptualized ” in *Journal of Service Marketing*, Vol.9,No1,pp.3-14. 45. Woodruff, R.B. ( 1997 ) , “ Customer Value:The Next Source for Competitive Advantage ” , *Journal of the Academy of Marketing Science*, 25 ( 2 ) ,pp.139-153. 46. Zeithaml, A.V., ( 1988 ) “ Consumer Perceptions of Price, Quality , and Value:A means – End Model and Synthesis of Evidence ” , *Journal of Marketing*,pp.2-22. 47. Zeithaml, Valarie A. and Mary Jo Bitner ( 1996 ) , *Service Marketing*, McGraw-Hill. Zeithaml, ValarieA., Parasuraman, and Leonalrd L. Berry, ( 1985 ) , *Problem and Strategies in Service Marketing*, ? *Journal of Marketing*, Vol.49, Spring, pp.33-46.