

# 網路書局虛實整合中程度之研究

鄭江宇、陳建文

E-mail: 9422508@mail.dyu.edu.tw

## 摘要

近年來由於網際網路的蓬勃發展，對零售業者的獲利與生存產生關鍵性之影響。然而，並非所有消費者都將網站視為唯一的消費管道，仍有為數不少的消費者透過郵購、型錄或實體商店，或者兩兼具方式來進行消費。因此，虛實通路整合的行銷模式對零售業者贏取顧客忠誠的重要性與日俱增。雖然目前分別針對實體零售業或網路零售業探討顧客忠誠度的研究甚多，但對於虛實整合環境下顧客忠誠度卻少有學者研究。故本研究以虛實整合的觀點，探討零售業顧客虛實整合忠誠度之分析模式。此外，當顧客面臨虛實整合的消費環境，其內心決策歷程會因不同的通路而有不同的涉入程度，所以本研究藉由顧客學習階層程序來探討顧客在虛實整合環境中的購買行為。本研究以實際有從事實體及網路書店消費經驗的顧客為對象，透過統計分析來驗證所提出的模式；研究結果顯示，於虛實整合環境下顧客所認知的忠誠度並非只存在實體或線上單一模式，而是以兩者交互影響的方式呈現。

關鍵詞：零售業、虛實整合、忠誠度、學習階層程序、網路書店。

## 目錄

授權書	iii
ABSTRACT	iv
中文摘要	v
Acknowledgement	vi
Contents	vii
List of Figures	ix
List of Tables	x
Chapter	
INTRODUCTION	1
LITERATURE REVIEW	4
2.1 Learning hierarchy process	4
2.2 Cognition in service quality	5
2.3 Affection in satisfaction	6
2.4 Conation in loyalty	7
2.5 Relationship between service quality and satisfaction	8
2.6 The relationship between satisfaction and loyalty	9
Chapter	
EMPIRICAL STUDY	12
3.1 Subject and data collection	12
3.2 Measurement development	14
3.3 Validity of measurement	18
3.3.1 Construct validity	18
3.3.2 Research hypothesis examining	21
3.3.3 Ensuring the role of mediator	23
Chapter	
CONCLUSION	26
Chapter	
FUTURE RESEARCH	29
REFERENCES	30

## 參考文獻

1. Focus On Internet News & Data (FIND), www.find.org.tw, 2003.
2. Ahn, T., Ryu, S. and Han, I. "The impact of the online and offline features on the user acceptance of internet shopping malls," *Electronic Commerce Research and Applications*, Vol.3, pp. 405-420, 2004.
3. Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A. and Wood, S. "Interactive home shopping: consumer, retailer and manufacturer incentives to participate in electronic marketplace," *Journal of Marketing*, Vol.61, No.3, pp.35-53, 1997.
4. Anderson, R.E. and Srinivasan, S.S. "e-satisfaction and e-loyalty: A contingency framework," *Psychology and Marketing*, Vol.20, No.2, pp.99-121, 2003.
5. Bansal, H.S., McDougall, G.H.G, Dikolli, S.S. and Sedatole, K.L. "Relating e-satisfaction to behavioral outcomes: an empirical study," *The Journal of Service Marketing*, Vol.18, Iss.4/5, pg.290, 2004.
6. Barry, T.E. "The Development of the Hierarchy of Effects: An Historical Perspective," *Current Issues and Research in Advertising*, Vol.10, No.2, pp.251-295, 1987.
7. Bateson, J.E.G. "Managing Services Marketing: Text and Reading," 3rd, ed. The Dryden Press, Chicago, IL, 1995.
8. Baldinger, A.L. and Robinson, J. "Brand loyalty: the link between attitude and behavior," *Journal of Advertising Research*, Vol.36, No.6, pp. 22-34, 1996.
9. Bellman, L.M. "Bricks and mortar: 21st century survival," *Business Horizons*, pp.21-28, May-June 2001.
10. Berman, B. and Thelen, S. "A guide to developing and managing a well-integrated multi-channel strategy," *International Journal of Retail & Distribution Management*, Vol. 32, No.3, pp. 147-156, 2004.
11. Brady, M. and Cronin, J. "Some new thoughts on conceptualizing perceived service quality: a replication and extension," *Journal of Marketing*, Vol.65, No.3, pp. 34-49, 2001.
12. Carman, J.M. "Consumer perceptions of service quality: an assessment of the SERVQUAL dimensions," *Journal of Retailing*, Vol.66, No.1, pp.33-55, 1990.
13. Caruana, A. "The effects of service quality and the mediating role of customer satisfaction," *European Journal of Marketing*, Vol.36, No.7/8, pp.811-828, 2002.
14. Choi, K.S., Cho, W.H., Lee, S., Lee, H. and Kim, C. "The relationships among quality, value, satisfaction and behavioral intention in health care provider choice: A South Korean study," *Journal of Business Research*, Vol.57, pp.913-921, 2004.
15. Clarke III, I. and Flaherty, T.B. "Challenges of transforming a traditional brick-and-mortar store into a bricks-and-clicks model: a small business case study," *Journal of Electronic Commerce in Organizations*, Vol.2, No.4, pp. 74-88, Oct-Dec 2004.
16. Dabholkar, P.A., Thorpe D.L. and Rentz, J.O. "A Measure of Service Quality for Retail Store: Scale Development and Validation," *Academy of Marketing Science Journal*, Vol.24, No.1, pp.3-14, winter 1996.
17. David, D. and David, S. "CRM moves into check-out aisle," *JupiterResearch*, 2001, available at <http://www.jupiterresearch.com>
18. Devaraj, S., Fan, M. and Kohli, R. "Antecedents of B2C channel satisfaction and preference: validating e-commerce metrics," *Information System Research*, Vol.13, No.3, pp.316-333, Sep 2002.
19. Dobie, K.,

Grant, J. and Ready, K. "Product motivation and purchasing activity: an exploratory study of consumers' Internet purchasing activity," *Journal of Promotion Management*, Vol.6, No.1, pp. 31-43, 2001. 20. Duffy, D. "Multi-channel marketing in the retail environment," *Journal of Consumer Marketing*, Vol.21, No.5, pp.356-359, 2004. 21. ForeSee Results "Research on multi-channel shoppers," [www.foreseeresults.com](http://www.foreseeresults.com) 22. Fullerton, G. "The service quality – loyalty relationship in retail services: does commitment matter?," *Journal of Retailing and Consumer Service*, Vol.12, pp. 99-111, 2005. 23. Ganesh. J. "Managing customer preferences in a multi-channel environment using web service," *International Journal of Retail & Distribution Management*, Vol.32, No.3, pp.140-146, 2004. 24. Gulati, R. and Garino, J. "Get the right mix of bricks & clicks," *Harvard Business Review*, Vol.78, Iss.3, pp. 107-115, 2000. 25. Hair, J.F., Anderson, R.E., Tatham, R.L. and Black, W.C. "Multivariate data analysis," Prentice-Hall Inc, 5th ed, 1998. 26. Harris, L.C. and Goode, H.M.M. "The four levels of loyalty and the pivotal role of trust: a study of online service dynamics," *Journal of Retailing*, Vol.80, pp.139-158, 2004. 27. Janda, S., Trocchia, P.J. and Gwinner, K.P., "Consumer perceptions of internet retail service quality," *International Journal of Service Industry Management*, Vol.13, No.5, pp. 412-431, 2002. 28. Jarvenpaa, S. and Todd, P.A. "Consumer reactions to electronic shopping on the WWW," *International Journal of Electronic Commerce*, Vol.1, No.2, pp. 59-88, 1997. 29. Juhl, H.J., Kristensen, K. and Ostergaard, P. "Customer satisfaction in European food retailing," *Journal of Retailing and Consumer Services*, Vol.9, pp.327-334, 2002. 30. Jupiter Media Metrix report, "Poor online service drives away brick-and-mortar customers," [www.jmm.com](http://www.jmm.com), 2001. 31. Keen, C., Wetzels, M., Ruyter, K.D. and Feinberg, R. "E-tailers versus retailers which factors determine consumer preferences," *Journal of Business Research*, Vol.57, pp. 685-695, 2004. 32. Kim, S. and Stoel, L. "Apparel retailers: website quality dimensions and satisfaction," *Journal of Retailing and Consumer Services*, Vol.11, pp.109-117, 2004. 33. Koo, D.M. "Inter-relationships amongst store images, store satisfaction, and store loyalty amongst Korea discount retail patrons," *Asia Pacific Journal of Marketing and Logistics*, Vol.15, No.4, pp.42-71, 2003. 34. Lavidge, R.J. and Steiner, G.A. "A Model for Predictive Measurements of Advertising Effectiveness," *Journal of Marketing*, Vol.25, No.4, pp. 59-62, 1961. 35. Lin, J.C. and Lu, H. "Towards an understanding of the behavioral intention to use a website," *International Journal of Information Management*, Vol.20, pp. 197-208, 2000. 36. Mara, J. "Keeping the customer satisfied," *Mediaweek*, Vol.42, No.10, pg.60, Oct 2000. 37. Montoya, M.M. and Voss, G.B. "Determinants of online channel use and overall satisfaction with a relational multi-channel service provider," *Academy of Marketing Science. Journal*, Vol.31, No.4, pp. 448-458, Fall 2003. 38. Oliver, R.L. "Satisfaction: A behavioral perspective on the consumer," New York: McGraw-Hill, 1997. 39. Palda, K.S. "The Hypothesis of a Hierarchy of Effects: A Partial Evaluation," *Journal of Marketing Research*, Vol.3, Iss.1, pp.13-24, Feb 1966. 40. Parasuraman, A., Zeithaml, V.A. and Berry, L.L. "SERVQUAL: a multiple item scale for measuring consumer perceptions of service quality," *Journal of Retailing*, Vol.49, pp. 41-50, 1988. 41. Posnock, S. "Customer satisfaction up online," *American Demographics*, Vol.26, No.3, pg.16, Apr 2004. 42. Pritchard, M.P. and Howard, D.R. "The loyal traveler: examining a typology of service patronage," *Journal of Travelers Research*, Vol.35, No.4, pp.2-11, 1997. 43. Ranganathan, C. and Ganapathy, S. "Key dimensions of B2C websites," *Information and Management*, Vol.38, pp. 457-465, 2002. 44. Rao, C.P. and Kelkar, M.M. "Relative impact of performance and important ratings on measurement of service quality," *Journal of Professional Services Marketing*, Vol.5, No.2, pp.69-86, 1997. 45. Ray, M. "Marketing communications and the hierarchy-of-effects," *New Models for Mass Communication*, ed. P. Clarke, Beverly Hills, CA: Sage Publications, pp. 146-176, 1973. 46. Reichheld, F. and Scheffer, P. "E-loyalty: your secret weapon in the web," *Harvard Business Review*, Vol.78, No.4, pp.30-54, 2000. 47. Ribbink, D., Allard, C.R. and Streukens, S. "Comfort your online customer: quality, trust and loyalty on the internet," *Managing Service Quality*, Vol.14, No.6, pp.446-456, 2004. 48. Sautter, P., Hyman, M.R. and Lukosius, V. "E-tail atmospherics: a critique of the literature and model extension," *Journal of Electronic Commerce Research*, Vol.5, Iss.1, pg.14, 2004. 49. Shankar, V., Smith, A.K. and Rangaswamy, A. "Customer satisfaction and loyalty in online and offline environments," *International Journal of Research in Marketing*, Vol.20, pp.153-175, 2003. 50. Straub, D.W. "Validating instruments in MIS research," *MIS Quarterly*, Vol.13, No.2, pp. 147-169, 1989. 51. Wallace, D.W., Giese, J.L. and Johnson, J.L. "Customer retailer loyalty in the context of multiple channel strategies," *Journal of Retailing*, Vol.80, pp. 249-263, 2004. 52. Weisman, J. "Report: e-commerce to grow 57 percent in 2001," *E-commerce Times*. No.34, available at <http://www.ecommercetimes.com/story/6530.html> 53. Westbrook, R.A. "Sources of consumer satisfaction with retail outlets," *Journal of Retailing*, Vol.57, pp. 68-85, Fall 1981. 54. Wong, A. "The role of emotional satisfaction in service encounters," *Managing Service Quality*, Vol.14, No.5, pp.365-376, 2004. 55. Yang, Z. and Fang, X. "Online service quality dimensions and their relationships with satisfaction," *International Journal of Service Industry Management*, Vol.15, No.3, pp.302-326, 2004.