

禮品於企業顧客關係管理之應用策略研究

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摘要

近年來，越來越多的企業選擇透過禮品與顧客進行彼此間的關係維持，但其總以為將禮品送出，就可達到與顧客維持關係的效果，很少從顧客的角度去思考，他們所需為何。事實上，因此反而造成顧客的困擾，甚至產生了反效果。因此，本研究嘗試透過禮品體驗將禮品價值構面與關係品質加以連結，以便給予業界透過禮品進行與顧客關係維持時有所意見參考，主要有以下兩個目的：1.企業透過禮品與顧客進行關係管理，是否為有效之行銷手法。2.在商業關係裡，不同個人價值觀類型與背景資料的消費者，本身對於禮品價值的認知上是否有所差異，其所重視及實際需求為何。本研究透過18歲以上之消費者，經由網路問卷蒐集資料，經資料分析與探討之後，本研究之主要發現如下：1.企業透過禮品與顧客進行關係管理是可行且有效的。2.不同價值觀類型的消費者對於禮品價值的認知部分有顯著性差異。3.不同背景資料的消費者對於禮品價值的認知部分有顯著性差異。4.禮品價值構面對於禮品體驗有顯著性影響，其中以禮品的表達性價值最具高度之正向影響。5.禮品體驗對於關係品質有顯著的高度正向影響。

關鍵詞：禮品；顧客關係管理；關係行銷；關係品質

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