

The Relational Study of Trust and Customer Loyalty - An Example of Cosmeceutical Industry in Taiwan

邱秋蜜、羅雁紅

E-mail: 9511096@mail.dyu.edu.tw

ABSTRACT

The Trust Theory which is widely discussed in the general marketing theory hasn't been adopted in the cosmeceutical industry. Therefore, in this study, we want to probe into customer loyalty for cosmeceutical industry based on the Trust Theory. The maintenance of customer loyalty can be a win-win situation. For the enterprises, this is an opportunity for stable profits. For the consumers, it reduces the cost of transaction and uncertainty. As a result, we need to discuss the consumer's loyalty in order to find out the affecting factors. The goal of this study is to find out whether the relationship among the consumers, the staffs and staffs' credits may affect the customer loyalty. At the same time, we also try to find out whether the customers with different functional preferences to the cosmeceutical products are going to show different loyalties and whether there are different functional preferences to the products under different demographic variables. Female customers who used to make use of or purchase cosmeceutical products are our targets. Stratified Random sampling is adopted in our study. Sampling is limited to the customers of Cosmed Chain Drugstores owned by President Chain Store Corp. 580 questionnaires were collected. Questions covered four aspects in total: 1. Basic information of the consumers. 2. The cosmeceutical products that customers use often and the degree of functional preferences to cosmeceutical products of consumers'. 3. Consumers' trust on the staffs when purchasing cosmeceutical products. 4. The loyalty of consumers on the staffs. All of the data were processed by descriptive statistics, hierarchical regression analysis, ANOVA, the two factor analysis of variance with repeated measures, and t-test for independent samples. Conclusions: 1. Most of the consumers work for services industry. Since a trusted relationship is emphasized among this group, they tend to pay more attention than the persons with other occupation. Professional capabilities, industrial impact, and occupational ethics are key factors. Female consumers between 31 and 40 years old care more about service quality and relationship with the staffs. However, female consumers above 40 years old pay more attention to the customization. Therefore, differential marketing is required for these two groups. 2. Consumer whose monthly income is above 60000 and who spends more than 4000 on the cosmeceutical products tends to be high loyalty to the staffs than the others. 3. Functional Preferences on the cosmeceutical products can be divided by the age of 40. People who are younger than 40 care more about whitening and sun screen functions while people older than 40 pay more attentions to wrinkle treatment and anti-aging functions, especially for those housewives. The most common products for those who spend 1000-2000 monthly are moisture-keeping. Anti-acne products are loved by the students below 20 years old. For cosmeceutical industry, they are the loyalest group. 4. Cosmeceutical products cover five major functions: whitening, sun screen, moisture-keeping, anti-acne, and wrinkle treatment/anti-aging. People who care about skin protection tend to be loyaler than the other customers. At the same time, the consumers in the south are loyaler than in the north, since they have less channels, competitions, and information. 5. Trust is a key factor for loyalty. The staffs working for cosmeceutical industry should work hard to establish a trusted relationship with the customers.

Keywords : CRM ; Trust ; Customer Loyalty ; Cosmeceutical ; Preferences

Table of Contents

目錄 封面內頁 簽名頁 授權書.....	iii	中文摘要.....	
.....iv 英文摘要.....	vi	誌謝.....	
.....viii 目錄.....	ix	圖目錄.....	
.....xiii 表目錄.....	xiv	第一章 緒論 1.1	
研究背景與動機.....	1	1.2 研究目的.....	3
.....5		1.3 研究流程...	
.....5		第二章 文獻探討 2.1 台灣醫學美容產業發展狀況.....	6
台灣醫學美容產品市場演進.....	7	2.1.1 台灣醫學美容產品市場演進.....	7
.....7		2.1.2 台灣醫學美容定義及產品功能.....	10
.....11		2.1.3 小結.....	
.....11		2.2 顧客關係管理.....	12
.....12		2.2.1 顧客關係管理定義.....	
.....12		2.2.2 關係行銷利益.....	15
.....12		2.2.3 小結.....	16
信任.....	17	2.3 信任.....	17
.....17		2.3.1 信任定義.....	17
.....21		2.3.2 信任衡量變項...	
.....21		2.4 顧客忠誠度.....	27
.....21		2.4.1 顧客忠誠度定義.....	

.....27	2.4.2 顧客忠誠度衡量變項.....	28	2.4.3 小結.....	30	2.5 人口統計變項、信任、產品功能偏好與顧客忠誠度 相關研究.....	31																																																																																											
研究架構.....	33	3.2 研究假設.....	34	3.3 問卷編制與操作型定義.....	35	3.3.1 人口統計變項問卷編制與操作型定義.....	35	3.3.2 產品功能變項問卷編制與操作型定義.....	36	3.3.3 信任變項問卷編制與操作型定義.....	37	3.3.4 顧客忠誠度操作型定義與問卷編制.....	39																																																																																				
3.4 研究對象與抽樣設計.....	40	3.4.1 研究對象.....	40	3.4.2 抽樣設計.....	40	3.5 資料處理與分析方法.....	41	3.6 前測.....	43																																																																																								
第四章 資料分析與解釋	46	4.1 抽樣及樣本回收情況.....	46	4.2 描述性統計分析.....	47	4.3 信度分析.....	51	4.4 人口統計變項對服務人員之信任、忠誠度關係之差異之分析.....	52	4.5 人口統計變項對產品功能之差異分析.....	63	4.5.1 消費者年齡對產品功能偏好之分析.....	64	4.5.2 消費者教育程度對產品功能偏好之分析.....	66	4.5.3 消費者職業對產品功能偏好之分析.....	68	4.5.4 消費者居住地對產品功能偏好之分析.....	69	4.5.5 消費者每月購買醫美品的費用對產品功能偏好之分析.....	71	4.6 消費者對服務人員之信任關係與顧客忠誠度迴歸分析.....	72	4.7 消費者對產品功能偏好與顧客忠誠度分析.....	74																																																																								
第五章 結論	77	5.1 研究結論.....	77	5.1.1 在醫學美容產業中不同人口統計變項對服務人員信任關係.....	77	5.1.2 在醫學美容產業中消費者對服務人員信任會影響忠誠度.....	79	5.1.3 在醫學美容產業中不同人口統計變項對產品功能偏好.....	79	5.1.4 在醫學美容產業中消費者對產品功能偏好與顧客忠誠度具有顯著差異.....	80	5.1.5 在醫學美容產業中不同人口統計變項對顧客忠誠度具有顯著差異.....	81	5.2 本研究在學術與實務上貢獻.....	81	5.3 對後續研究者建議.....	83	5.4 研究限制.....	84																																																																														
參考文獻.....	85	附錄.....	92	圖目錄	92	圖1-1 研究流圖.....	5	圖2-1 顧客關係管理、資料庫行銷、關係行銷與直接行銷之間的關係圖.....	13	圖2-2 各行銷觀念整合圖.....	14	圖3-1 研究架構圖.....	34	表目錄	34	表2-1 台灣醫學美容產品市場的演進表.....	8	表2-2 醫學美容三大產業額金額表.....	8	表2-3 信任之定義與相關觀念彙總表.....	20	表2-4 信任衡量變項表.....	26	表2-5 忠誠度5階段表.....	29	表2-6 顧客忠誠度衡量變項表.....	30	表3-1 人口統計變項題項彙總表.....	36	表3-2 消費者對醫學美容產品功能偏好操作型定義與題項彙總表.....	37	表3-3 醫學美容產業中信任之操作型定義與題項彙總表.....	38	表3-4 醫學美容產業顧客忠誠度操作型定義與題項彙總表.....	40	表3-5 表受訪者之基本資料表.....	43	表3-6 前測的各構面信度表.....	44	表3-7 前測問卷各構面之KMO and Bartlett's檢定.....	45	表4-1 正式問卷發放及回收數表.....	47	表4-2 每月平均收入與每月購買醫美用品費用之間關係表.....	50	表4-3 消費者基本資料統.....	50	表4-4 各構面信度表.....	52	表4-5 各構面之KMO and Bartlett's檢定表.....	52	表4-6 使用醫美用品年齡層與每月花錢買保養品費用交叉分析.....	54	表4-7 職業分佈與每月購買醫美用品費用交叉分析.....	55	表4-8 職業分佈與居住地點交叉分析.....	55	表4-9 人口統計變項對信任總項之差異分析表.....	57	表4-10 人口統計變項對客製化意願之差異分析表.....	59	表4-11 人口統計變項對服務特質之差異分析表.....	60	表4-12 人口統計變項對服務人員關係之差異分析表.....	61	表4-13 人口統計變項對顧客忠誠度之差異分析表.....	62	表4-14 月平均收入對每月購買醫美用品費用之差異分析.....	63	表4-15 居住地區對每月購買醫美用品費用、平均收入之差異分析.....	63	表4-16 消費者年齡對產品功能偏好之雙因子變異數分析摘要表.....	65	表4-17 不同年齡對產品功能偏好之變異數分析摘要表.....	65	表4-18 消費者教育程度對產品功能偏好之雙因子變異數分析摘要表.....	67	表4-19 不同教育程度對產品功能偏好之變異數分析摘要表.....	67	表4-20 消費者職務對產品功能偏好之雙因子變異數分析摘要表.....	68	表4-21 不同職務對產品功能偏好之變異數分析摘要表.....	69	表4-22 消費者居住地對產品功能偏好之雙因子變異數分析摘要表.....	70	表4-23 不同地區對產品功能偏好之變異數分析摘要表.....	70	表4-24 消費者購買醫美用品費用與產品功能偏好之雙因子變異數分析摘要表.....	71	表4-25 每月購買醫美用品費用對產品功能偏好之變異數分析摘要表.....	72	表4-26 人口統計變項、信任關係與顧客忠誠度之迴歸分析摘要表.....	73	表4-33 消費者對產品功能偏好與顧客忠誠度之T檢定分析表.....	76	表5-1 各研究假設結果彙總表.....	77

REFERENCES

1. 王正坤 (2006)。皮膚雷射在醫學美容應用上新發展。台灣醫界，第49卷第3期，頁11-15。
2. 王秀華譯 (1996)。忠誠顧客 如何培養 如何保持。台北:朝陽堂文化。
3. 方世榮譯 (1995)。行銷管理學—分析、計畫、執行與控制。台北:東華書局。
4. 甘志展 (2004)。消費者對食品安全議題之風險認知與其消息來源可靠度之研究。國立高雄應用科技大學觀光與餐旅管理研究所碩士論

文。5. 何珊珊 (2006)。化妝品製造業發展-台經院產經資料庫。6. 李仰川 (2001)。化粧品學原理, 台北縣:文京圖書有限公司。7. 李章偉 (2000)。資料庫行銷之顧客價值分析以3C流通產業為例。國立台灣大學國際企業研究所碩士論文。8. 林麗雪 (1997)。化妝品業的土洋戰爭。卓越雜誌, 10月, 頁87。9. 洪偉章、李金枝、陳榮秀 (2001)。化妝品原料及功能。台北:藝軒圖書出版社。10. 袁述芬譯 (1998)。以客為尊。台北:幼獅出版社。11. 張月鳳 (2001)。策略性資料庫行銷應用於信用卡市場實證研究。國立台灣大學國際企業研究所碩士論文。12. 張有邑 (2004)。含中草藥化妝品製劑研究。中國醫藥學院藥物化學研究所碩士論文。13. 張俊祥 (2005)。臨床皮膚科學圖譜:彩色圖解與綱要。台北:合記圖書出版社。14. 張笠雲 (1998)。從不穩定的口碑到主要的求醫場所:台灣西醫的制度信任建構。人文及社會科學研究彙刊, 第8卷, 第1期, 頁161-183。15. 張紹勳 (2002)。電子商務之關係品質模式-融合交易成本理論及科技接受模式觀點。國立政治大學資訊管理學系研究所博士論文。16. 張惠淇 (2002)。中藥美白化妝品其安全、品質、療效之評估。中國醫藥學院藥學研究所碩士論文。17. 張嘉文 (2001)。化妝品不同通路型態之消費者特性研究。淡江大學管理科學研究所碩士論文。18. 張澤民 (1996)。化妝品業。產業經濟, 第184期, 頁103-106。19. 馮鎮邦 (2000)。建立顧客信任的服務行銷策略—以信用卡為例。國立政治大學企業管理研究碩士論文。20. 黃任閔 (2004)。高雄縣岡山中學童之運動鞋品牌忠誠度之研究。台東大學體育學報, 第2期, 頁47-70。21. 葉勇助、羅家德 (2001)。虛擬關係是真實關係的鏡射嗎?。資訊社會研究, 第1期, 頁33-56。22. 葉華容 (2001)。顧客關係、服務品質、與顧客忠誠度之研究-網路購物為例。東吳大學企業管理所碩士論文。23. 鄒佩珊 (2003)。生技時代雜誌。第24期, 頁55。24. 鄭惠珍 (2001)。以信任機制觀點論顧客價值和忠誠度影響因素—以人壽保險業為例。東海大學企管所碩士論文。25. 盧坤利 (2000)。台灣地區企業採用顧客關係管理系統之影響因素研究。台灣大學商學研究所碩士論文。

二、英文部分

1. Anderson, J. C., & Narus, J. A. (1990), "A Model of Distributor Firm and Manufacturer Firm Working Partnership," *Journal of Marketing*, 54: 42-58. 2. Barber, B. (1983), *The Logic and Limits of Trust*, NJ: Rutgers University Press. 3. Berry, L. L. (1995), "Relationship Marketing of Growing Interest Emerging Perspective," *Journal of Marketing Science*, 23(4): 236-245. 4. Carnevale, D. G., & Wechsler, B. (1992), "Trust in the Public Sector – Individual and Organizational Determinants," *Administration and Society*, 23: 471-494. 5. Crosby, L.A., & Stephens, N. (1987), "Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry," *Journal of Marketing Research*, 24(Nov.): 404-411. 6. Davids, M. (1999), "How to Avoid the 10 Biggest Mistakes in CRM," *Journal of Business Strategy*, 20(6): 22-26. 7. Doney, P. M. & Cannon, J. P. (1997), "An Examination of the Nature of Trust in Buyer-seller Relationships," *Journal of Marketing*, 61: 35-51. 8. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1993), *Consumer Behavior*, FL: The Dryden Press. 9. Ganesan, S. (1994), "Determinants of Long-term Orientation in Buyer-seller Relationships," *Journal of Marketing*, 58(Apr.): 1-19. 10. Garbarino, E., & Johnson, M. S. (1999), "The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships," *Journal of Marketing*, 63: 70-87. 11. Geoffrey, J. B. (2000), "Skin Lightening and Bleaching. In: " Schlossman, M. L., *The Chemistry and Manufacture of Cosmetics (II)*, ed., Allured Pub., Carol Stream, Illinois, 25: 151-157. 12. Gronholdt, L., Martensen, A., & Kristensen, K. (2000), "The Relationship Between Customer Satisfaction and Loyalty: Cross-industry Differences," *Total Quality Management*, 11(4-6):509-512. 13. Heskett, J. L., Sasser, W. E., & Hart, C.W. (1994), *Service Breakthrough*, NY: The Free Press. 14. Humphrey, J., & Schmitz, H. (1996), *Trust and Economic Development*, NY: McGraw-Hill. 15. Kalakota, R. & Robisson, M. (1999), *e-Business Roadmap for Success*, Addison-Wesley 3rded., NJ: prentice-Hall. 16. Keegan, W., Moriarty, S., & Duncan, T. (1992), *Marketing*, Prentice Hall, PP.269. 17. Lewicki, R. J., & Bunker, B. B. (1995), "Trust in Relationships," in *Conflict, Cooperation and Justice* Bunker, B. B. & J. X. Rubin, eds. San-Francisco: Jossey-bass Publishers. 18. Moorman, C., Deshpande, R., & Zaltman, G. (1993), "Factors Affecting Trust in Market Research Relationships," *Journal of Marketing*, 57(1): 81-101. 19. Morgan, R. M. & Hunt, S. D. (1994), "The Commitment-trust Theory of Relationship Marketing," *Journal of Marketing*, 58: 20-38. 20. Oliver, R. L. (1993), "Cognitive, Affective, and Attribute Bases of the Satisfaction Response," *Journal of Customer Research*, 20: 418-430. 21. Oliver, R. L. (1997), *Satisfaction: A Behavioral Perspective on the Customer*, NY: McGraw-Hill. 22. Rousseau, D. M., Sitkin, S. B., Burt, R. S. & Camerer, C. 1998. Not so Different after All: A Cross-Discipline View of Trust, *Academy of Management Review*, 23(3): 393-404. 23. Ryan, C. J., Hosken, M. & Greene, D. (1992), "EcoDesign: Design and the Response to the Greening of the International Market," *Design Studies*, 13(1): 3-21. 24. Salter, D. C. (1987), *Instrumental Methods of Assessing Skin Moisturization*, " *Cosm. And Toiletries*, 102(4): 103-109. 25. Trawick, F. & Silva, D. W. (2000), "How Industrial Salespeople Gain Customer Trust," *Industrial Marketing Management*, 14: 203-211. 26. Selnes, F. (1993), "An Examination of The Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty," *European Journal of Marketing*, 27(9): 19-35. 27. Sirdeshmukh, D., Singh, J., & Sabol, B. (2002), "Consumer Trust, Value, and Loyalty in Relationship Exchanges," *Journal of Marketing*, 66(1): 15-37. 28. Williamson, O. E. (1993), "Calculativeness, Trust and Economic Organization," *Journal of Law and Economics*, 36: 453-486. 29. Zucker, L. G. (1986), "Production of Trust: Institutional Sources of Economic Structure, 1840-1920," *Research in Organizational Behavior*, 8: 53-111.

三、網頁部份

1. <http://www.datamonitor.com>, 消費者洞察, 2006/02/01。2. <http://www.pitdc.org.tw>, 經濟部生物技術與醫藥工業發展推動小組, 2005/12/1。3. <http://www.consumer.org.tw>, 中華民國消費者文教基金會, 醫病關係與醫療糾紛的現況與走向, 許振東, 2005/03/1。4. <http://www.udn.com>, 中央社, 黃河南事件專題報導, 李錫章, 2006/04/20。