

轉換成本對負面口碑之影響：以資本為干擾因子

羅元鴻、吳孟玲

E-mail: 9701154@mail.dyu.edu.tw

摘要

摘要：本研究主要探討轉換成本與負面口碑之關係，並檢視社會資本、財務資本、及人力資本之干擾效果。本研究以國內住院病患為研究對象，以層級迴歸分析進行假說之驗證，共回收269份問卷，主要之研究結果為(1)轉換成本對負面口碑具正向影響。(2)社會資本愈高，轉換成本對負面口碑之影響會遞減。(3)財務資本愈高，轉換成本對負面口碑之影響會遞增。(4)人力資本愈高，轉換成本對負面口碑之影響會遞減。最後，本研究亦對管理意涵與未來之研究建議提出討論。

關鍵詞：轉換成本；負面口碑；社會資本；財務資本；人力資本

目錄

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	第二章 文獻探討與	
假說	3	第一節 轉換成本	3
轉換成本與負面口碑	3	第二節	
第一節 社會資本之干擾效果	6	第三節 財務資本之干擾效果	5
第三節 研究方法	10	第四節	
第一節 研究對象	10	第一節 研究架構	
第二節 研究方法	11	第二節 操作性定義	
第三節 分析方法	13	第三節 研究結果	
第四節 層級迴歸分析	16	第一節 結論	
第一節 研究結論	16	第二節 研究	
第二節 管理意涵	18	第三節 研究	
第三節 管理意涵	18	第四節 研究	
第四節 建議	19	第五節 建議	19
研究限制	19	參	
參考文獻	20	附錄A	
	38		

參考文獻

- Adler, P. S., & Kwon, S. W. (2002). Social capital: Prospects for a new concept. *Academy of Management Review*, 27(1), 17-40.
- Andreasen, A. R. (1982). Consumer satisfaction in loose monopolies: The case of medical care. *Journal of Public Policy and Marketing*, 2(1), 122-135.
- Andreasen, A. R. (1985). Consumer responses to dissatisfaction in loose monopolies. *Journal of Consumer Research*, 12(2), 135-141.
- Ang, S., Slaughter, S., & Ng, K. Y. (2002). Human capital and institutional determinants of information technology compensation: Modeling multilevel and cross-level interactions. *Management Science*, 48(11), 1427-1445.
- Armitstead, M. (2004). Hotel management and operation option: Intellectual capital versus financial capital. *Journal of Retail & Leisure Property*, 3(4), 299-306.
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4(3), 291-295.
- Ayalew, T. (2005). Parental preference, heterogeneity, and human capital inequality. *Economic Development and Cultural Change*, 53(2), 381-407.
- Aydin, S., & Ozer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunications market. *European Journal of Marketing*, 39(7/8), 910-925.
- Bearden, W. O., & Mason, J. B. (1984). An investigation of influences on consumer complaint reports. *Advances in Consumer Research*, 11(1), 490-495.
- Bearden, W. O., & Oliver, R. L. (1985). The role of public and private complaining in satisfaction with problem solution. *Journal of Consumer Affairs*, 19(2), 222-240.
- Becker, G. S. (1964). *Human capital: A theoretical and empirical analysis with special reference to education*. New York: Columbia University Press.
- Bendapudi, N., & Berry, L. L. (1997). Customers' motivations for maintaining relationships with service providers. *Journal of Retailing*, 73(1), 15-37.
- Berry, L. L., & Parasuraman, A. (1992). Prescriptions for a service quality revolution in America. *Organizational Dynamics*, 20(4), 5-15.
- Bjornskov, C. (2006). The multiple facets of social capital. *European Journal of Political Economy*, 22(1), 22-40.
- Blau, F., Ferber, M., & Winkler, A. (1998). *The economics of women, men, and work* (3rd ed.). Upper Saddle River, New Jersey: Prentice-Hall.
- Blodgett, J. G., Wakefield, K. L., & Barnes, J. H. (1995). The effects of customer service on consumer complaining behavior. *The Journal of Services Marketing*, 9(4), 31-42.
- Blodgett, J. G.,

Granbois, D. H., & Walters, R. G. (1993). The effects of perceived justice on complainants' negative word-of-mouth behavior and repatronage intentions. *Journal of Retailing*, 69(4), 399-427.

Boshoff, C. (1997). An experimental study of service recovery options. *International Journal of Service Industry Management*, 8(2), 110-130.

Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: From expectations of behavioral intentions. *Journal of Marketing Research*, 30(1), 7-27.

Bourdieu, P. (1984). *Distinction: A social critique of the judgement of taste*. and Kegan Paul, London. Cambridge, MA: Harvard University Press.

Bourdieu, P. (1986). The forms of capital. In J. G. Richardson(ed.), *Handbook of Theory and Research for the Sociology of Education*, (pp. 241-258). New York: Greenwood.

Buttle, F. A. (1997). I heard it through the grapevine: Issues in referral marketing. In *Proceedings of the 5th International Colloquium in Relationship Marketing*. School of Management, Cranfield University, England.

Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer switching costs: A typology, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 31(2), 109-126.

Bruke, M. J., George, J. M., Brief, A. P., Roberson L., & Webster J. (1989). Measuring affect at work: Confirmatory analyses of competing mood structures with conceptual linkage to cortical regulatory systems. *Journal of personality and social psychology*, 57(6), 1091-1102.

Burzynski, M. H., & Bayer, D. J. (1977). The effect of positive and negative prior information on motion picture appreciation. *Journal of Social Psychology*, 101(2), 215-218.

Carter, N. M., Brush, C. G., Greene, P. G., Gatewood, E., & Hart, M. M. (2003). Women entrepreneurs who break through to equity financing: The influence of human. *Social and financial capital*, 5(1), 1-28.

Coleman, J. S. (1988). Social capital in the creation of human capital. *The American Journal of Sociology*, 94, Supplement S95-S120.

Coleman, J. (1990). *Foundations of Social Theory*. Cambridge: The Belknap Press.

Colgate, M., & Lang, B. (2001). Switching barriers in consumer markets: An investigation of the financial services industry. *Journal of Consumer Marketing*, 18(4), 332-347.

Davidow, M. (2003). Organizational responses to customer complaints: What works and what doesn't. *Journal of Service Research*, 5(3), 225-250.

Day, D. S. (1978). Are consumers satisfied? In D. A. Aaker & G. S. Day (Eds.), *Consumerism: Search for the consumer interest*, (pp. 406-417). New York: Free Press.

Day, G. S. (1971). Attitude change, media, and word of mouth. *Journal of Advertising Research*, 11(6), 31-40.

Day, R. L. (1984). Modeling choices among alternative responses to dissatisfaction. *Advances in Consumer Research*, 11(1), 496-499.

Ennew, C., & Schoefer, K. (2003). *Service failure and service recovery in tourism*. United Kingdom: Tourism and Travel Research Institute.

Farber, S. C. (1983). Post-migration earnings profiles: An application of human capital and job. *Southern Economic Journal*, 49(3), 693-705.

Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21.

Francken, D. A., & van Raaij, W. F. (1985). Socio-economic and demographic determinants of consumer problem perception. *Journal of Consumer Policy*, 8(3), 303-314.

Ganesh, J., Arnold, M. J., & Reynolds, K. E. (2000). Understanding the customer base of service providers: An examination of the differences between switchers and stayers. *Journal of Marketing*, 64(3), 65-87.

Gehrig, T. & Stenbacka, R. (2004). Differentiation-induced switching costs and poaching. *Journal of Economics & Management Strategy*, 13(4), 635-655.

Gelb, B., & Madeline, J. (1995). Word-of-mouth communication: Causes and consequences. *Journal of Health Care Marketing*, 15(3), 54-58.

George, J. M., & Brief, A. P. (1990). The economic instrumentality of work: An examination of the moderating effects of financial requirements and sex on the pay-life satisfaction relationship. *Journal of Vocational Behavior*, 37(3), 357-368.

Gordon, J., & Whelan, K. (1998). Successful professional women in midlife: How organizations can more effectively understand and respond to the challenges. *Academy of Management Executive*, 12(1), 8-27.

Gounaris, S. P., Stathalopoulos, V., & Athanassopoulos, A. D. (2003). Antecedents to perceived service quality: An exploratory study in the banking industry. *International Journal of Bank Marketing*, 21(4), 168-190.

Grabicke, K., Schaeztle, T., & Staubach, F. (1981). The hidden agenda of consumer complaining. *Journal of Retailing*, 57(3), 86-104.

Granovetter, M. S. (1973). The strength of weak ties. *The American Journal of Sociology*, 78(6), 1360-1380.

Griffith, D.A., & Harvey, M. G. (2004). The influence of individual and firm level social capital of marketing managers in a firm's global network. *Journal of World Business*, 39(3), 244-254.

Gronhaug, K., & Gilly, M. C. (1991). A transaction cost approach to customer dissatisfaction and complaint actions. *Journal of Economic Psychology*, 12(1), 165-183.

Halstead, T. J. (2002). The law: Walker v. cheney legal insulation of the vice president from GAO investigations. *Presidential Studies Quarterly*, 33(3), 635-648.

Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.

Hirschman, A. O. (1970). *Exit voice and loyalty: Responses to decline in firms organizations and states*. Cambridge, MA: Harvard University Press.

Honig, B. (1998). What determines success? Examining the human, financial, and social capital of jamaican microentrepreneurs. *Journal of Business Venturing*, 13(5), 371-394.

Jay, T., Randal, D., Kathleen, P., Karen, Carver., Vaugh, C. (1998). Sibling resemblance in behavioral and cognitive outcomes: The role of father presence. *Journal of Marriage and the Family*, 60(4), 835-848.

Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). Switching barriers and repurchase intentions in service. *Journal of Retailing*, 76(2), 259-274.

Jones, T. O., & Sasser, W. E., Jr. (1995). Why satisfied customer defect. *Harvard Business Review*, 73(6), 88-99.

Katz, E., & Lazarsfeld, P. F. (1995). *Personal influence: The part played by people in the flow of mass communication*. Glencoe, IL: Free Press.

Keng, K. A., Richmond, D., & Han, S. (1995). Determiners of consumer complaint behaviour. A study of Singapore consumers. *Journal of International Consumer Marketing*, 8(2), 59-76.

Keuning, S. (1999). The role of financial capital in production. *Review of Income & Wealth*, 45(4), 419-434.

Kim, C., Kim, S., Im, S. S., & Shin, C. (2003). The effect of attitude and perception on consumer complaint intentions. *Journal of Consumer Marketing*, 20(4), 352-371.

Kim, M.K., Park, M. C., & Jeong, D. H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunication Policy*, 28(2), 145-159.

Kim, Y. S. (2006). How attribution explains consumers' views of penalties. *The Journal of American Academy of business*, 8(1), 311-315.

Kolodinsky, J. (1995). Usefulness of economics and explaining consumer complaints. *Journal of Consumer Affairs*, 29(1), 29-54.

Kucukemiroglu, O. (1997). Market segmentation by using consumer lifestyle dimensions and ethnocentrism an empirical study. *European Journal of Marketing*, 33(5),

470-487. Laczniak, R. N., DeCarlo, T. E., & Motley, C. M. (1996). Retail equity perceptions and consumers' processing of negativeword-of-mouth communication. *Journal of Marketing Theory and Practice*, 4(4), 37-48.

Lau, G. T., & Ng, S. (2001). Individual and situational factors influencing negative word-of-mouth behaviour. *Canadian Journal of Administrative Sciences*, 18(3), 163-179.

Leana, C. R., & Van Buren, H. J. (1999). Organizational social capital and employment practices. *Academy of Management Review*, 24(3), 538 – 555.

Lee, J., Lee, J., & Feick, L. (2001). The impact of switching costs on the customer-loyalty link: Mobile phone service in France. *Journal of Services Marketing*, 15(1), 35-48.

Leonard-Barton, D. (1985). Experts as negative opinion leaders in the diffusion of a technological innovation. *Journal of Consumer Research*, 11(4), 914-927.

Li, D., Browne, G. J., & Wetherbe, J. C. (2007). Online consumers' switching behavior: A buyer-seller relationship perspective. *Journal of Electronic Commerce in Organizations*, 5(1), 30-42.

Lin, N., & Dumin, M. (1986). Access to occupations through social ties. *Social Networks*, 8(4), 365-385.

Lin, N. (2001). *Social capital: A theory of social structure and action*. Cambridge University Press.

Lundeen, H. K., Harmon, L. C., & McKenna-Harmon, K. M. (1995). Service recovery in commercial real estate management. *Journal of Property Management*, 60(3), 30-32.

Martins, L. L., Eddleston, K. A., & Veiga, J. F. (2002). Moderators of the relationship between work-family conflict and career satisfaction. *Academy of Management Journal*, 45(2), 399-409.

Maute, M. F., & Forrester, W. R., Jr. (1993). The structure and determinants of consumer complaint intentions and behavior. *Journal of Economics Psychology*, 14(3), 219-247.

Maxham, J.G. (2001). Service recovery's influence on consumer satisfaction, positive word-of-mouth, and purchase intentions. *Journal of Business Research*, 54(1), 11-24.

Meyerson, E. (1994). Human capital, social capital, and compensation: The relative contribution of social contacts to managers' incomes. *Acta Sociologica*, 37(4), 383 – 399.

Mizerski, R. W. (1982). An attribution explanation of the disproportionate influence of unfavorable information. *Journal of Consumer Research*, 9(3), 301 – 310.

Morganosky, M., & Buckley, M. (1987). Complaint behavior: Analysis by demographics, lifestyle and consumer values. *Advances in Consumer Research*, 14(1), 223-226.

Myers, M. B., Griffith, D. A., & Daugherty, P. J. (2004). Maximizing the human capital equation in logistics: Education, expensive, and skills. *Journal of Business Logistics*, 25(1), 211-232.

Ndubisi, N. O., & Ling, T. Y. (2006). Complaint behaviour of Malaysian consumers. School of Business, Monash University Malaysia. *Management Research News*, 29(1/2), 65-76.

Ng, T. W. H., Eby, L. T., Sorensen, K. L., & Feldman, D. C. (2005). Predictors of objective and subjective career success: A meta-analysis. *Personal Psychology*, 58(2), 367-408.

Niggle, C. J. (1988). The increasing importance of financial capital in the U.S. economy. *Journal of Economic Issues*, 22(2), 581-589.

Palloni, A., Massey, D.S., Ceballos, M., Espinosa, K. y Spittel, M. (2001). Social capital and international migration: A test using information on family networks. *American Journal of Sociology*, 106(5), 1262-1298.

Patterson, P. G. & Smith, T. (2003). A cross-cultural study of switching barriers and propensity to stay with service providers. *Journal of Retailing*, 79(2), 107-120.

Pennings, J. M., & Lee, K. (1998). Social capital of organizations: Level of analysis, conceptualization and performance implications. In S. Gabbay & R. Leenders (Eds.), *Corporate social capital: Forthcoming*. New York: Addison-Wesley.

Peyrot, M. (1994). Effect of a class action suit on consumer repurchase intentions. *Journal of Consumer Affairs*, 28(2), 361-79.

Porter E. M. (1980). *Competitive Strategy*. Academic Press, New York.

Putnam, R. (1993). *Making Democracy work: Civic traditions in modern Italy*. Princeton University Press, Princeton, NJ.

Putnam, R. (1995). Bowling alone: America's declining social capital. *Journal of Democracy*, 6(1), 65-78.

Quibria, M. G. (2003). The puzzle of social capital: A critical review. Economics and Research Department, Asian Development Bank.

Ramayah, T., Mohamad, O., & Piaralal, S. K. (2003). Sociodemographics and psychographics of complainers and non-complainers: A study of Malaysian Consumers, Malaysian, Towards Consumer Empowerment.

Richins, M. L. (1983). Negative word-of-mouth by dissatisfied customer: A pilot study. *Journal of Marketing*, 47(1), 68-78.

Roos, I., Edvardsson, B., & Gustafsson. A. (2004). Customer switching patterns in competitive and non-competitive service industries. *Journal of Service Research*, 6(3), 256-271.

Ruyter, K. D., & Wetzels, M. (1998). On the relationship between perceived service quality, service loyalty and switching costs. *International Journal of Service Industry Management*, 9(5), 436-453.

Sengupta, S., Krampf, R. E. & Pusateri, M. A. (1997). Switching costs in key account relationships. *Journal of Personal Selling and Sales Management*, 17(4), 9-16.

Sharma, N., & Patterson, P. G. (2000). Switching costs, alternative attractiveness and experiences as moderators of relationship commitment in professional, consumer services. *International Journal of Service Industry Management*, 11(5), 470-490.

Singh, J. (1990). A typology of consumer dissatisfaction response styles. *Journal of Retailing*, 66(1), 57-99.

Singh, J. (1991). Industry characteristics and consumer dissatisfaction. *Journal of Consumer Affairs*, 25(1), 19-56.

Spreitzer, G. M. (1996). Social structural characteristics of psychological empowerment. *Academy of Management Journal*, 39(2), 483-504.

Stevenson, D. L., & Baker, D. P. (1992). Shadow education and allocation in formal schooling: Transition to university in Japan. *The American Journal of Sociology*, 97(6), 1639-1657.

Sweeney, J., Mazzarol, T. W. & Soutar, G. N. (2005). The difference between positive and negative word of mouth: Emotion as a differentiator? *Broadening The Boundaries*, Perth, Australian and New Zealand Marketing Academy, (pp. 331-337).

Teachman, J. D., Paasch, K., & Carver, K. (1997). Social capital and the generation of human capital. *Social Forces*, 75(4), 1314-59.

Tomlinson, M. (2003). Lifestyle and social class. *European Sociological Review*, 19(1), 97-111.

Vincent, C. S. H., & Terry, L. (2003). Customer complaint behavior towards hotel restaurant services. *International Journal of Contemporary Hospitality Management*, 15(4/5), 283-289.

Wathne, K. H., Biong, H., & Heide, J. B. (2001). Choice of supplier in embedded markets: Relationship and marketing program effects. *Journal of Marketing*, 65(2), 54-66.

Weiss, A., & Erin, A. (1992). Converting from independent to employee salesforces: The role of perceived switching costs. *Journal of Marketing Research*, 29(1), 101-115.

Wilson, D., & Mummalaneni, V. (1988). Modeling and measuring buyer-seller relationships, Research Report NO. 3, institute for the study of business markets, University Park, PA.

Wong, R. & Sin, K. (1998) Multidimensional influences of family environment in education: The case of socialist czechoslovakia. *Sociology of Education*, 71(1), 1-22.

Wright, P. (1974). The harassed decision-maker: Time pressures, distractions, and the use of evidence. *Journal of Applied Psychology*, 59(5), 555-561.

Zeithaml, V. A., Berry, L., & Parasuraman A. (1993). The nature and determinants of

customer expectations of services. *Journal of Academy Marketing*, 21 (1), 1-12.