

跨國食品企業於非母國之顧客參與、關係利益與關係品質之研究

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摘要

近年來由於企業面臨的激烈競爭的市場環境，使得關係行銷的議題受到學術和實務界的重視。本研究目的是從關係行銷之觀點，探討跨國食品企業之顧客參與對於顧客關係利益和關係品質之影響。本研究是透過問卷的方式，針對台灣中部地區參與孕媽咪講座的孕婦進行問卷調查，總共發放400份問卷，共計回收問卷350份，扣除作答不完全的問卷52份，有效問卷共計298份，有效回收率為88%。研究結果顯示，顧客參與對顧客關係利益具有顯著的正向影響，在顧客參與對顧客關係利益的三個構面，信心利益、社會利益和特殊對待利益上也具有顯著的正向影響。而顧客參與對顧客關係品質具有顯著的正向影響，在顧客參與對顧客關係品質的三個構面，信任、滿意度、承諾也具有顯著的正向影響。此外，顧客關係利益對顧客關係品質也具有顯著的正向影響。最後，本研究進一步提出對跨國食品業者進行顧客關係之管理實務建議。

關鍵詞：顧客參與；關係利益；關係品質

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