

以顧客認知觀點探討企業回應負面電子口碑對企業形象之影響

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摘要

近來，由於網際網路的發達產生了新型態的「電子口碑溝通」(eWOM)，相較於傳統口碑溝通，電子口碑溝通更能有效地傳播，而在消費者購買決策過程中，口碑溝通便扮演著極為關鍵的角色，除此之外，口碑包含了正面與負面兩種，正面口碑能為企業帶來機會，而負面的口碑將為企業帶來威脅甚致毀壞形象，因此企業必須藉由有效的回應來降低負面口碑所帶來的衝擊，並將顧客的負面口碑轉化為正面的鼓勵，進而提升企業形象。

因此，本研究以消費者觀點探討負面電子口碑對企業回應策略與企業形象的影響，並進一步將負面電子口碑區分為三種訊息來源，分別為意見領袖、市場行家以及一般消費者，期以瞭解不同之訊息來源對企業回應策略之影響程度。經過本研究驗證結果顯示負面電子口碑對企業回應策略有正向影響，且企業回應策略對企業形象具有正向影響，值得關注的是負面電子口碑對企業形象之影響程度會受企業回應策略而改變，而在訊息來源的部分，市場行家及一般消費者對企業回應策略具有顯著正向影響。

關鍵詞：電子口碑溝通、企業回應策略、企業形象

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