

# The Exploration of impact on Enterprise Image for the Enterprise Responding Negative eWOM from the Customer

陳臆茹、鍾育明

E-mail: 9805922@mail.dyu.edu.tw

## ABSTRACT

Recently, the Internet developed as a result of a new type of "electronic word-of-mouth communication" (eWOM), the eWOM communication disseminates more effective than traditional WOM communication, and in the consumer purchase decision-making process, the WOM communication that plays a critical role, in addition to WOM contains two kinds of positive and negative, the negative WOM will be even a threat to enterprise image damage, so enterprises must take by the effective response to reduce the negative impact of WOM.

Therefore, this study was to explore enterprise response strategy to negative eWOM and the impact on enterprise image from consumer views, and further to the negative eWOM of information sources are divided into three types, namely, opinion leader, market maven and the general consumer to understand the different source of information impact on enterprise response strategy. After validation of this study showed negative eWOM has significant positive effects to enterprise response strategy, and enterprise response strategy has significant positive effects to enterprise image, an interesting issue is the negative eWOM to enterprise image will be affected by the enterprise response strategy, and in part of the information source, the market maven and the general consumer has significant positive effects to enterprise response strategy.

Keywords : 電子口碑溝通、企業回應策略、企業形象

## Table of Contents

中文摘要 . . . . .	iii
英文摘要 . . . . .	iv
誌謝辭 . . . . .	v
內容目錄 . . . . .	vi
表目錄 . . . . .	viii
圖目錄 . . . . .	x
第一章 緒論 . . . . .	1
第一節 研究背景與動機 . . . . .	1
第二節 研究目的 . . . . .	4
第三節 研究方法與流程 . . . . .	5
第四節 論文架構 . . . . .	6
第二章 文獻探討 . . . . .	7
第一節 口碑溝通 . . . . .	7
第二節 企業回應策略 . . . . .	12
第三節 企業形象 . . . . .	15
第三章 研究設計 . . . . .	22
第一節 研究架構 . . . . .	22
第二節 研究假設 . . . . .	23
第三節 研究變數之操作型定義 . . . . .	25
第四節 問卷設計 . . . . .	26
第五節 資料分析方法 . . . . .	30
第四章 資料分析與研究結果 . . . . .	31
第一節 樣本基本資料分析 . . . . .	31
第二節 信度分析與探索性因素分析 . . . . .	35
第三節 相關係數檢定 . . . . .	40
第四節 研究假設檢定 . . . . .	42
第五章 結論與建議 . . . . .	52

第一節 研究結論 . . . . .	52
第二節 研究限制 . . . . .	56
第三節 未來研究與建議 . . . . .	57
參考文獻 . . . . .	58
附錄 研究問卷 . . . . .	73

## REFERENCES

- 一、中文部份吳萬?, ?清河(2000), 企業研究方法, 台?:華泰文化事業股份有限公司。周季穎(2005), 電腦中介傳播對口碑行為的影響, 東吳大學商學院企業管理學系碩士班未出版之碩士論文。周豐茂(2007), 服務品質、關係行銷、企業形象與顧客滿意度對顧客忠誠度之關聯性研究---以中油公司台南地區自營加油站為例, 南台科技大學高階主管企管碩士班未出版之碩士論文。林俊良(2005), 消費者對台灣大哥大企業形象的認知 - 以台中地區為例, 大葉大學事業經營研究所碩士班未出版之碩士論文。邱莉晴(2000), 服務失誤與服務補救對顧客滿意的影響, 國立中央大學企業管理研究所未出版之碩士論文。張元怡(2007), 航空公司企業形象影響旅客搭機選擇行為之研究, 世新大學觀光學系未出版之碩士論文。陳東霖(2005), 企業形象、品牌來源國對品牌權益的影響研究-以化妝品為例, 立德管理學院國際企業管理研究所未出版之碩士論文。陳美莉(2006), 詢問脈絡下口碑溝通之動機與情境對偶訪談分析, 國立嘉義大學管理研究所未出版之碩士論文。陳順宇(2000), 迴歸分析, 台?:華泰文化事業股份有限公司。陳鈺達(2000), 企業形象、服務補救期望與補救後滿意度關係之研究, 中國文化大學國際企業管理研究所未出版之碩士論文。費翠(2001), 網?市場?家??驗證與延伸 其網?資訊搜尋、口碑傳播、線上購物?為及個人特質研究, 國?政治大學廣告研究所未出版之碩士?文。黃明政(2004), 銀行業服務品質、企業形象與顧客忠誠度之研究, 南華大學管理科學研究所未出版之碩士論文。黃運圭(2005), 網路書評與購買意願的研究:台灣網路書店的實証調查, 國立台灣科技大學企業管理系博士班未出版之博士論文。楊亞琦(2004), e化環境中知覺品質與口碑溝通關係之研究 以顧客承?為中介角色之分析, 國?高雄第一科技大學?銷與?通管?系未出版之碩士論文。資策會(2007), 台灣網友行為與B2C消費發展趨勢[線上資料], 來源:  
<http://0rz.tw/qpQle>.
- [2009, May]劉宗哲(2006), 服務品質、價格認知、企業形象、顧客滿意與顧客忠誠關係之研究 - 以香?業?為?, 東吳大學商學院企業管理學系碩士在職專班未出版之碩士論文。蘇森榮(1990), 速食?鎖市場區隔與企業形象定位之研究, 國立交通大學管?科學研究所未出版之碩士?文。
- 二、英文部份Arndt, J. (1967). Word of mouth advertising: Monograph. New York: Advertising Research Foundation.Arndt, J. A. (1967, August). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4(3), 291-295.Bayton, J. A. (1959). Researching the corporate image. *Public Rela-tion*, 4(10), 3-8.Bell, C. R., & Zemke, R. E. (1987, October). Service breakdown: The road to recovery. *Management Review*, October(1), 32-35.Belt, J. A., Paolillo, & Joseph, G. P. (1982, Spring). Investments in consumer relationships: A cross-country and cross-industry ex- ploration. *Journal of Management*, 8(1), 105-114.Berkman, H., & Gilson, C. (1986). *Consumer behavior: Concepts and strategies*. Boston, Massachusetts: Kent Publishing Co.Bickart, B., & Schindler, R. M. (2001, Summer). Internet forums as influential sources of consumer information. *Journal of Interac-tive Marketing*, 15(3), 31-40.Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee response. *Journal of Mar-keting*, 54(2), 69-82.Bitner, M. J., Boom, B. M., & Tetreault, M. S. (1990). The service encounter: diagnosing favorable and unfavorable incidents. *Journal of Marketing*, 54(1), 71-84.Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer behavior*(9th ed). New York: Harcourt College.Blodgett, J. G., Wakefield, K. L., & Barnes, J. H. (1995). The effects of consumer service on consumer complaining behavior. *Jour-nal of Service Marketing*, 9(4), 31-42.Bone, P. F. (1995). Word-of-mouth effects on short-Term and long-term product judgments. *Journal of Business Research*, 32(3), 213-223.Bone, P. F. (1992). Determinants of word-of-mouth communication during consumption(ed). U.S.: *Advances in Consumer Research*, 579-583.Boulding, K. E. (1956). *The image: Knowledge in life and society*. New York: The University of Michigan Press.Briggs, R., & Nigel, H. (1997). Advertising on the web: is there re-sponse before click-through. *Journal of Advertising Research*, 37(2), 33-45.Chajet, C. (1989, May/Jun). The making of a new corporate image. *The Journal of Business Strategy*, 10(3), 18.Chan, K. K., & Misra, S. (1990). Characteristics of the opinion leader: a new dimension. *Journal of Advertising*, 19(3), 53-60.Chiou, J. S., & Cheng, C. (2003). Should a company have message boards on its web sites. *Journal of Interactive Marketing*, 17(3), 50-61.Christiansen, T., & Stephen, S. T. (2000). Measuring word of mouth: The questions of who and when?. *Journal of Marketing Com-munication*, 6(3), 185-199.Corey, L. G. (1971). People who claim to be opinion leaders: Identi-fying their characteristics by self-report. *Journal of Marketing*, 35(4), 48-53Cornelissen, J. (2000). Corporate image: an audience-centered model. *Corporate Communications: an International Journal*, 5(2), 119-125.Day, D. S. (1978). *Are consumers satisfied?*(3rd ed). New York: Free Press.Day, G. S. (1971). Attitude change media and word of mouth. *Journal of Advertising Research*, 11(6), 31-40.Dichter, E. (1966, November-December). How word-of mouth adver-tising works. *Harvard Business Review*, November-December, 147-166.Dowling, G. R. (1986). Managing your corporate image. *Industrial Marketing Management*, 15(2), 109-115.Etzel, M. J., & Silverman, B. I. (1988). A managerial perspective on directions for retail customer dissatisfaction research. *Journal of Retailing*, 57(2), 124-136.Feick, L. F., & Price, L. L. (1987, January). The market maven: A diffuser of marketplace information. *Journal of Marketing*, 51(1), 83-97.Feick, L. F., Price, L. L., & Higie, R. A. (1987). Information sensitive consumers and market information. *The Journal of Consumer Affairs*, 21(2), 328-341.Firnsthahl, T. W. (1989). My employees are my service guarantees. *Harvard Business Review*, 24(July-August), 4-8.Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research* 19(5), 63-71.Gelb, B. D., & Sundaram, S. (2002). Adapting to word of mouse. *Business Horizons*, 45(4), 21-25.Gilly, M. C., Graham, J.

L., Wolfinger, M. F., & Yale, L. J. (1998). A dyadic study of interpersonal information search. *Journal of the Academy of Marketing Science*, 26(2), 83-100.

Glenn, W. C. (1974). *Consumer behavior: Theory and practice*. Chicago: Richard D. Irwin Inc.

Goodman, J. (1989). The nature of customer satisfaction. *Mexico: Quality Progress*, 37-40.

Greenberg, J. (1990). Organizational justice: Yesterday, today, and tomorrow. *Journal of Management*, 16(2), 399-432.

Gronroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36-44.

Gronroos, C. (1988). Service quality: the six criteria of good perceived service quality. *Review of Business*, 9(3), 10-13.

Hanson, W. A. (2000). *Principles of internet marketing*. Ohio: South-Western College Publishing.

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.

Hart, C. W. L., Heskett, J. L. & Sasser, W. (1990). The profitable art of service recovery. *Harvard Business Review*, 68(July), 148-156.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of Interactive Marketing*, 18(1), 38-52.

Herr, P. M., Frank R. K., & Kim, J. (1991). Effects of word-of-mouth and product attribute information on persuasion: an accessibility – diagnosticity perspective. *Journal of Consumer Research*, 17(4), 454-462.

Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E., & Schlesinger, L. A. (2008). Putting the service-profit chain to work. *Harvard Business Review*, 72(July), 164-174.

Javalgi, R. G., Traylor, M. B., Gross, A. C. & Lampman, E. (1994, Dec). Awareness of sponsorship and corporate image: an empirical investigation. *Journal of Advertising*, 23(4), 47.

Johnston, R. (1995). Service failure and recovery: Impact, attributes and process. *Advances in Services Marketing and Management: Research and Practice*, 4(3), 211-228.

Johnston, R. (1998). The effect of intensity of dissatisfaction on complaining behavior. *Journal of consumer satisfaction, Dissatisfaction and complaining behavior*, 11(1), 69-77.

Judd, V. C. (1998). Consumer Behavior-Buying, Having and Being. *Psychology and Marketing*, 15(1), 111-113.

Katz, E., & Lazarsfeld, P. F. (1955). *Personal influence*. New York: Free Press.

Katz, E. (1957). The two-step flow of communication: An up-to-date report on a hypothesis. *Public Opinion Quarterly*, 21(1), 61-78.

Keaveney, S. M. (1995). Customer switching behavior in service industries: a exploratory study. *Journal of Marketing*, 59(2), 71-82.

Keller, K. L. (2000). *Building and managing of corporate brand equity*. London: Oxford University Press.

Kelley, S. W., & Davis, M. A. (1994). Antecedents to consumer expectation for service recovery. *Journal of the Academy Marketing Science*, 22(1), 52-61.

Kennedy, S. H. (1977). Nurturing corporate images. *European Journal of Marketing*, 11(2), 120-164.

King, C. W., & Summers, J. O. (1970, February). Overlap of opinion leadership across consumer product categories. *Journal of Marketing Research*, 7(1), 43-50.

Knauer, V. (1992). Increasing customer satisfaction. U.S.: United States office of consumer affairs, Pueblo, CO.

Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and control*(9th ed.). New Jersey: Prentice Hall.

Langeard, E., Crousillat, M., & Weixz, R. (1978, Fall). Exposure to cultural activities and opinion leadership. *Advances in Consumer Research*, 5(3), 606-610.

Leonard-Barton, D. (1985). Experts as negative opinion leaders in the diffusion of a technological innovation. *Journal of Consumer Research*, 11(4), 914-926.

Louvieris, P., & Harmen, O. (2004). Channel benefits portfolio management in the ebusiness era. *Qualitative Marketing Research: An International Journal*, 7(4), 257-264.

Lutz, R. J., & Pradeep, K. K. (1975). In M. J. Schlinger(Ed.), *The psychological situation as a determinant of consumer behavior*, 2(pp. 439-453). *Advances in Consumer Research*. Chicago: Association for Consumer Research.

Mancuso, R. J. (1969). Why not create opinion leaders for new product introductions? *Journal of Marketing*, 33(3), 11-21.

Martineau, P. (1960). *Developing the corporate image*. New York: Charles Scribners Sons. 3-15.

McCollough, M. A., Berry, L. L., & Yadav, M. S. (2000). An empirical investigation of customer satisfaction after service failure and recovery. *Journal of Service Research*, 3(2), 121-137.

McCollough, M. A., & Bharadwaj, S. G. (1992). The recovery paradox: An examination of consumer satisfaction in relation to disconfirmation, service quality, and attribution-based theories. *Marketing Theory and Application*, 65(4), 102-107.

McQuail, D. (1994). *Mass communication theory: An introduction*. California: SAGE.

Midgley, D. F. (1976, January). A simple mathematical theory of innovative behavior. *Journal of Consumer Research*, 3(1), 31-41.

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

Mitchell, A. A., & Dacin, P. A. (1996, December). The assessment of alternative measures of consumer expertise. *Journal of Consumer Research*, 23(3), 219-239.

Montgomery, D. B., & Silk, A. J. (1971, August). Clusters of consumer interests and opinion leaders' spheres of influence. *Journal of Marketing Research*, 8(3), 317-321.

Myers, J., & Robertson, T. S. (1972, February). Dimensions of opinion leadership. *Journal of Marketing Research*, 9(1), 41-46.

Nguyen, N., & LeBlanc, G. (1998). The mediating role of corporate image on customers' retention decisions: An investigation in financial services. *International Journal of Bank Marketing*, 16 (2), 52-65.

Nunnally, J. C. (1978). *Psychometric theory*. New York: McGraw-Hill.

Price, L. L., Feick, L. F., & Higie, R. A. (1987, Winter). Information sensitive consumers and market information. *Journal of Consumer Affairs*, 2(1), 328-341.

Richins, M. L., & Root-Shaffer, T. (1988). The role of involvement and opinion leadership in consumer word-of-mouth: an implicit model made explicit. *Advances in Consumer Research*, 15(1), 32.

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

Ridings, C. M., Gefen, D. & Arinze, B. (2002). Some antecedents and effects of trust in virtual communities. *Journal of Strategic Information Systems*, 11(3-4), 271-295.

Robertson, T. S., Zielinski, J., & Ward, S. (1984). *Consumer Behavior*. Glenview, Illinois: Scott, Foresman and Company.

Rogers, E. M. (1983). *Diffusion of innovations*(3rd ed.). New York: The Free Press.

Sauerhaft, S., Atkins, C. (1989). *Image wars*. New York: John Wiley & Sons.

Schiffman, L. G., & Kanuk, L. L. (1997). *Consumer behavior*(6th ed.). Upper Saddle River, New Jersey: Prentice Hall.

Senecal, S., & Jacques, N. (2004). The Influence of online product recommendations on consumers' online choices. *Journal of Re-tailing*, 80(2), 159-169.

Singh, J., & Pandya, S. (1991). Exploring the effects of consumers' dissatisfaction level on complaint behaviors. *European Journal of Marketing*, 25(9), 7-21.

Slama, M. E., & Williams, T. G. (1990). Generalization of market maven's information provision tendency across product categories. *Advances in Consumer Research*, 17, 48-52.

Solomon, M. (1998). *Consumer behavior*. Englewood Cliffs, New

Jersey: Prentice Hall. Spector, P. (1961). Basic dimension of the corporate image. *Journal of Marketing*, 25(6), 47-51. Spreng, R. A., Harrell, G. D., & Mackoy, R. D. (1995). Service recovery: Impact on satisfaction and intentions. *Journal of Service Marketing*, 9(1), 15-23. Stauss, B. (2000). Using new media for customer interaction: a challenge for relationship marketing (ed.). New York: Relationship Marketing, 233-253. Sylvain Senecal, & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159-169. Tanimoto, J., & Fujii, H. (2003). A study on diffusion characteristics of information on a human network analyzed by a multi-agent simulator. *The Social Science Journal*, 40(3), 479-85. Tax, S. S., & Brown, S. W. (1998). Recovering and learning from service failure. *Sloan Management Review*, 40(1), 75-88. Walters, C. G. (1978). *Consumer behavior: Theory and practice*. New York: Richard D. Irwin, Inc. Williams, T. G., & Mark, E. S. (1995). Market maven's purchase decision evaluative criteria: implications for brand and store promotion efforts. *Journal of Consumer Marketing*, 12(3), 4-21. Wirtz, J., & Chew, P. (2002). The effects of incentives, deal proneness, satisfaction and tie strength on word-of-mouth behaviour. *International Journal of Service Industry Management*, 13(2), 141-62. Worcester, R. M. (1972). *Consumer market research handbook*. New York: McGraw-Hill Book Company. Wright, P. (1974). The harassed decision maker: time pressures, distractions and the use of evidence. *Journal of Applied Psychology*, 59(5), 555-561.