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## 网络购物顾客忠诚度影响因素的实证研究

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## Empirical Study of Influential Elements of E-loyalty

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摘要

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**摘要** 顾客忠诚度是网络商家维护市场地位、保持持续竞争优势的重要因素。然而,网络环境下顾客忠诚度的复杂性和不确定性却成为阻碍电子商务进一步发展的瓶颈。因此,本文通过对以往文献的梳理,构建了以信任、在线网站特性、线下物流服务质量、顾客满意度、转换成本为外因潜在变量,以顾客忠诚度为内因潜在变量的假设模型,并以问卷调查的方式收集实证数据,采用因子分析和结构方程模型揭示网络环境下顾客忠诚度的影响因素和作用机制。研究发现:在网络环境下,信任不仅可以通过影响顾客满意度来间接地影响顾客忠诚度,而且可以成为顾客忠诚度的直接前因变量;在线网站特性和线下物流服务质量共同作用于顾客满意度的提升,并间接地影响顾客忠诚度的积累;顾客满意度和转换成本是网络环境下顾客忠诚度的主要影响因素。研究结论较为全面地反映了网络环境下顾客忠诚度的影响因素和作用机制,对于网络零售商有针对性地实施顾客忠诚计划有着十分重要的参考价值。

**关键词:** 网络购物 顾客忠诚度 影响因素 结构方程模型 实证研究

**Abstract:** Customer loyalty is an important factor for the network businesses to maintain market position and sustainable competitive advantage. However, the existing theoretical literature studies show that complexity and uncertainty of customer loyalty in the network environment have become a bottleneck to hinder further development of e-commerce. Therefore, on the basis of previous literature, structure equation model is built in this paper, regarding trust, online site characteristics, line logistics service quality, customer satisfaction, switching costs as external cause's latent variable, customer loyalty as endogenous latent variable. Questionnaire survey is used to collect empirical data, and factor analysis and structural equation model are introduced reveal influencing factors and action mechanism of customer loyalty in online shopping environment. The study turns out that in a network environment, trust can not only indirectly affect customer loyalty by customer satisfaction, but also can become the direct antecedent variables of customer loyalty. Online site characteristics and quality of logistics services commonly increase the customer satisfaction and indirect impact on customer loyalty accumulation; customer satisfaction and switching costs are the major factors with direct impact on customer loyalty in the network environment. The result reflects online shopping environment customer loyalty influencing factors and mechanism of action, there has very important reference value for network retailers to implement the plan of customer loyalty.

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