



科研管理 2012, Vol. 33 Issue (12) : 1-9 论文 DOI:

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### 产品创新中顾客参与程度与满意度的关系—基于高复杂度产品的实证研究

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### The relationship between customer participation level and satisfaction degree their product innovation based on high-complexity products

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摘要 越来越多的企业在产品创新中吸引顾客参与,期望提升顾客满意。以往研究表明,在简单产品的创新中,顾客参与程度和满意度之间呈现正向关系。但是,在高复杂度产品创新范畴,本研究却发现顾客参与和满意之间并非呈现简单的线性关系,还受到一些因素的调节作用。本研究在高复杂度产品创新中提出顾客知识的概念,将顾客参与分为两个构面(顾客作为信息提供者和共同参与),将顾客满意分为两个维度(顾客对参与过程体验满意度和对参与结果满意度),探讨顾客知识对参与程度和满意度关系的调节效应。实证研究结果显示,在高复杂度产品创新中,无论顾客是作为信息提供者,还是作为共同开发者,在相同参与程度时,高知识顾客的满意度高于低知识顾客。同时,由于顾客知识的调节效应,顾客参与和满意之间不是在任何情况下都呈正向关系,当低知识顾客作为共同开发者,参与越深反而对参与过程感觉越不满意。研究结论为如何吸引顾客参与来提升顾客满意提供了具体指导。

关键词: [高复杂度产品创新](#) [顾客参与程度](#) [顾客满意度](#) [顾客知识](#)

Abstract: More and more enterprises invite customers to participate in their product innovation in order to improve customer satisfaction degree. Past research has proved that customer involvement is positively related to satisfaction degree in low-complexity product innovation. However, in high-complexity product innovation, it is found that the relationship between customer participation level and satisfaction degree is not simple linear, and is moderated by some factors. The concept of customer knowledge in high-complexity product innovation is proposed, the research differentiates two dimensions of customer participation level, that is, as an information resource or as a co-developer and two dimensions of customer satisfaction degree, that is, during product innovation or after product innovation, and explores the moderating effects of customer knowledge in the relationship between customer participation level and satisfaction degree. Empirical results show that in the high-complexity product innovation, no matter customer participation as an information resource or as a co-developer, customers with high knowledge levels get more satisfaction than that with low knowledge levels at the same participation level. What is more, due to the moderative effects of customer knowledge, the customer involvement is not always positively related to satisfaction. When the customer with low knowledge levels acts as a co-developer, the deeper customer participation level is, the less satisfaction degree is. The results provide specific guidelines as to how to attract customer participation in order to improve customer satisfaction.

Keywords: [high-complexity product innovation](#) [customer participation level](#) [customer satisfaction degree](#) [customer knowledge](#)

Received 2010-10-22;

Fund: 国家自然科学基金项目(71002018,71072025), 起止时间: 2011.1-2013.12; 教育部人文社会科学

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基金项目(08JC630059),起止时间:2009.1-2011.12。

引用本文:

王莉, 罗瑾琏.产品创新中顾客参与程度与满意度的关系—基于高复杂度产品的实证研究[J] 科研管理, 2012,V33(12): 1-9

Wang Li, Luo Jinlian.The relationship between customer participation level and satisfaction degree their product innovation based on high-complexity products[J] Science Research Management, 2012,V33(12): 1-9

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