



科研管理 2013, Vol. 34 Issue (9) : 151-160 论文 DOI:

[最新目录](#) | [下期目录](#) | [过刊浏览](#) | [高级检索](#)[<< Previous Articles](#) | [>>](#)

基于虚拟社区体验的四元互惠战略模式

宁连举, 冯鑫

北京邮电大学大学经济管理学院, 北京 100876

Four dimensions reciprocal strategy pattern based on virtual community experiences

Ning Lianju, Feng Xin

School of Economics and Management, Beijing University of Posts and Telecommunications, Beijing 100876, China

摘要	参考文献	相关文章
--------------------	----------------------	----------------------

Download: [PDF \(970KB\)](#) [HTML 1KB](#) Export: [BibTeX](#) or [EndNote \(RIS\)](#) [Supporting Info](#)

摘要 随着虚拟产品社区和品牌社区的发展,如何利用社会化媒体平台给顾客带来积极正向的体验成为各大企业不得不面临的重要问题。通过梳理前人研究,从顾客体验和社会化媒体的视角,选取了虚拟社区体验的26个指标并进行因子分析,归纳出功利体验、享乐体验、社会体验和可用体验四大维度;同样地,对顾客态度的维度进行梳理,共选取29个指标,通过因子分析归结为顾客对产品、对品牌和对企业的态度三大维度。最后以虚拟社区体验维度为自变量,以顾客态度为因变量,建立三个回归模型,阐释了虚拟社区体验对顾客态度的影响机理,丰富了顾客体验理论的研究成果,能为相关学者提供有价值的理论和实践指导,同时提出的四元互惠战略发展模式有助于企业管理客户关系、制定品牌战略和公司发展战略,能为相关学者提供有价值的理论和实践指导。

关键词: [虚拟社区体验](#) [顾客体验](#) [顾客态度](#) [品牌社区](#) [互惠战略模式](#)

Abstract: With the development of the virtual product community and the brand community, how to use social media platforms to bring positive experiences to customers has become an important issue which major enterprises have to face. This paper has, by summarizing the previous researches, selected the 26 indicators in the virtual community experiences from the perspective of the customer experience and the social media and conducted the factor analysis to such indicators, deducing such four dimensions as the utilitarian experience, hedonic experience, social experience and available experience. Similarly, the paper has also summarized the dimension of the customer attitude and selected 29 indicators and deduced them to such three dimensions as the attitudes of customers to products, brands and enterprises by analyzing such factors. Finally, three regression models were established by taking the virtual community experience dimension as the independent variables and the attitudes of the customer as the dependent variable, to explain the influencing mechanism of the virtual community experience to the attitudes of the customers, to enrich the research results of the customer experience theory, and to provide relevant scholars with valuable guidance of theory and practice. Meanwhile, the development pattern of the four dimensions reciprocal strategy helps companies to manage the customer relations and develop the brand strategy and the corporate development strategy, providing relevant scholars with valuable guidance of theory and practice.

Keywords: [virtual community experiences](#) [consumer experiences](#) [customer attitudes](#) [brand community](#) [reciprocal strategic pattern](#)

Received 2013-07-09;

Fund: 国家自然科学基金面上项目(71271032,2012-2016);教育部人文社会科学研究规划基金项目(11YJA630081,2011-2014)。

Service

[把本文推荐给朋友](#)[加入我的书架](#)[加入引用管理器](#)[Email Alert](#)[RSS](#)

作者相关文章

[宁连举](#)[冯鑫](#)

引用本文:

宁连举, 冯鑫.基于虚拟社区体验的四元互惠战略模式[J] 科研管理, 2013,V34(9): 151-160

Ning Lianju, Feng Xin.Four dimensions reciprocal strategy pattern based on virtual community experiences[J] Science Research Management, 2013,V34(9): 151-160

Copyright 2010 by 科研管理