

网络环境下顾客忠诚的形成机制研究

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The Research on Formation Mechanism of Customer Loyalty under the Shopping Online

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摘要 顾客忠诚的驱动因素等静态分析已非常丰富,但尚缺乏顾客忠诚度形成过程的动态研究。本文以二次网络购物作为研究背景,通过前后两次配对取样,探讨顾客忠诚度的形成机制。第一次取样获得493份有效问卷,三个月后再次取样,获得有效配对数据383对。研究结果发现,单次顾客满意度与单次顾客忠诚度的关系与以往研究的结论一致,具有正向显著影响;在时间动态效应下,再购顾客满意度对顾客忠诚的形成具有完全中介作用;更重要的结论是,基于二次购物的体验,顾客满意度对顾客忠诚的形成具有递推式影响,并可追溯到第一次购物体验的满意度,以此为基础构建顾客忠诚的形成机制模型。

关键词: 顾客忠诚度 再购顾客满意度 中介效应 形成机制模型

Abstract: The static studies on main factors of customer loyalty have been very rich, however it is lack of the dynamic research on the formation process of customer loyalty based on the dynamic effects of time. Under the background of online repurchase, It is found that the dynamic formation mechanism of customer loyalty through the data analysis of 383 paired samples. The first time 493 valid questionnaires are obtained; the second time 383 paired-matched questionnaires after 3 months are got. It reveals that a single phase satisfaction has positive effect on loyalty; Under the dynamic effects of time, the role of re-purchase customer satisfaction acting in the formation process of loyalty is significant mediator; Based on the second shopping experience, the more important conclusion is that satisfaction on customer loyalty's form has a recursive impact, especially the first satisfaction experience; then the formation mechanism model of customer loyalty is built on satisfaction, and it provides a new angle for customer loyalty study.

收稿日期: 2013-10-25;

基金资助:

国家973重大资助项目(2010CB731406);国家自然科学基金资助项目(71471019);教育部人文社会科学研究基金项目(BYJA630084)

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引用本文:

.网络环境下顾客忠诚的形成机制研究[J] 中国管理科学, 2015,V23(7): 127-133

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