

关系营销中客户回报计划对客户品牌选择行为的影响研究

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The Effect of Retail Reward Programs on Customer Brand Choice Behavior

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摘要 本研究在考虑客户间异质偏好性的基础上,利用一组客户的纵贯交易数据建立消费者离散选择模型研究了回报计划对客户个体层面品牌选择行为的影响,并利用策略实验及潜分层模型对相关问题进行了系统深入的分析。结果表明,回报计划可以有效提升客户的品牌选择购买概率,是一种有效的关系营销策略;策略实验分析得到,竞争的环境下,对零售超市而言其最优决策策略不仅是实施回报计划,而且要努力争取客户成为自己回报计划的会员;此外,通过潜分层模型评估发现客户回报计划仅会对一类特定客户具有明显的刺激作用。最后讨论了结论对企业营销管理实践的意义。

关键词: 客户回报计划 品牌选择 离散选择模型

Abstract: In consideration of the customer heterogeneity, we present a customer discrete choice model to analyze the effect of reward programs on customer brand choice behavior; we also validate the model using longitudinal panel data from retail customers. The results show that the discrete choice model is an effective tool to analyze the customer choice behavior. In addition, it is evidenced that reward programs can be viewed as an effective relationship marketing strategy to positively influence customer choice behavior and increase customer choice probability. On the other hand, in a highly competitive market, supermarket business should adopt reward programs as an important marketing strategy. At the same time, the business must strive to attract more customers to join its reward program. Moreover, heterogeneous behavior between customer segments is validated by a latent class method. The analysis indicates that reward programs only can impact on a special customer segment significantly. The managerial implications are also discussed.

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