

营销与服务

选择自由度对销售人员灰色营销行为倾向的影响

彭茜, 庄贵军, 郭艳霞

1. 西安交通大学管理学院; 2. 过程控制与效率工程教育部重点实验室

摘要:

基于营销道德理论和计划行为理论, 以中国企业间购销关系为研究平台, 以卖方为视角, 检验了销售人员的道德判断、企业默许和销售人员的选择自由度对销售人员灰色营销行为倾向的影响, 选择自由度对销售人员道德判断和灰色营销行为倾向之间, 以及对企业默许和销售人员灰色营销行为倾向之间相关关系的调节作用。结果表明:

①销售人员的不道德性评价会降低销售人员的灰色营销行为倾向; ②企业默许会提高销售人员的灰色营销行为倾向; ③销售人员感知的选择自由度不但会直接降低其灰色营销行为倾向, 还会调节或强化销售人员对灰色营销的不道德性评价与灰色营销行为倾向之间以及企业默许与灰色营销行为倾向之间的相关关系。最后, 讨论了研究结果的应用。

关键词: 灰色营销 选择自由度 道德评价 企业默许

The Impact of Perceived Choice Freedom on Salespersons' Behavioral Intention of Gray Marketing

PENG Qian, ZHUANG Gui-Jun, GUO Yan-Xia

Xi'an Jiaotong University, Xi'an, China

Abstract:

Based on the theory of marketing ethics and theory of planned behavior, this paper empirically tests the direct effects of salespersons' judgment, organizational connivance and perceived choice freedom on their behavioral intention of gray marketing, and the moderator effects of perceived choice freedom from the seller's standpoint. This study comes to the following conclusions: ①salespersons' judgment on unethicalness of gray marketing has negative impact on salespersons' intention to adopt gray marketing; ② organizational connivance increases salespersons' intention of gray marketing practice; ③ salespersons' perceived choice freedom not only has direct and positive impact on salespersons' intention to adopt gray marketing, but also moderator or enhance the relationship between salespersons' judgment on unethicalness of gray marketing and their intention to adopt gray marketing and the relationship between organization's connivance and salespersons' behavioral intention of gray marketing. Finally, the implications of the findings are suggested.

Keywords: perceived choice freedom gray marketing ethical judgment organization s connivance

收稿日期 2010-04-02 修回日期 网络版发布日期

DOI:

基金项目:

国家自然科学基金资助项目(70672055); 教育部新世纪优秀人才支持计划资助项目(NCET 06 0853)

通讯作者: 彭茜 (1983~) 女, 贵州遵义人。西安交通大学(西安市710049)管理学院博士研究生。研究方向为市场营销。

作者简介:

作者Email: rickiqian@126.com

参考文献:

本刊中的类似文章

扩展功能

本文信息

- ▶ Supporting info
- ▶ PDF(519KB)
- ▶ [HTML全文]
- ▶ 参考文献[PDF]
- ▶ 参考文献

服务与反馈

- ▶ 把本文推荐给朋友
- ▶ 加入我的书架
- ▶ 加入引用管理器
- ▶ 引用本文
- ▶ Email Alert
- ▶ 文章反馈
- ▶ 浏览反馈信息

本文关键词相关文章

- ▶ 灰色营销
- ▶ 选择自由度
- ▶ 道德评价
- ▶ 企业默许

本文作者相关文章

- ▶ 彭茜
- ▶ 庄贵军
- ▶ 郭艳霞

PubMed

- ▶ Article by Peng, Q.
- ▶ Article by Zhuang, G. J.
- ▶ Article by Guo, Y. X.

反馈人	<input type="text"/>	邮箱地址	<input type="text"/>
反馈标题	<input type="text"/>	验证码	<input type="text"/> 6685