



國立高雄應用科技大學  
企業管理系  
高階經營管理研究所  
碩士論文

影響顧客滿意度之因素探討  
——以知覺價值為中介變數並以台灣彩券為例

The Research of Factors Affecting Customer Satisfaction :  
Perceived Value as a Mediator and an Example to Taiwan Lottery

研究生：王越智

指導教授：王崇昱 博士

中華民國 103 年 6 月

**影響顧客滿意度之因素探討**  
**—以知覺價值為中介變數並以台灣彩券為例**

**The Research of Factors Affecting Customer Satisfaction :  
Perceived Value as a Mediator and an Example to Taiwan Lottery**

**研 究 生：王越智**

**指 導 教 授：王崇昱 博士**

**國立高雄應用科技大學**  
**企業管理系高階經營管理研究所**  
**碩士論文**

**A Thesis**  
**Submitted to**  
**Department of Business Administration**  
**National Kaohsiung University of Applied Sciences**  
**In Partial Fulfillment of Requirements**  
**For the Degree of Master of Business Administration**

**June 2014**  
**Kaohsiung, Taiwan, Republic of China**

**中華民國 103 年 6 月**

# 影響顧客滿意度之因素探討—

## 以知覺價值為中介變數並以台灣彩券為例

學生：王越智

指導教授：王崇昱 博士

國立高雄應用科技大學企業管理系高階經營管理研究所

### 摘 要

依據台灣彩券公司的數據顯示，全台灣的彩券投注站數高達 5000 家以上，說明了在如此競爭激烈的環境中，提升顧客滿意度已成為彩券投注站主要的關鍵成功因素。

本研究主要是探討服務品質、企業形象、產品創新三項前因變數與知覺價值和與顧客滿意度之間關係，而以知覺價值作為中介變數之完整關係，藉以找出影響顧客滿意度之主要因素。採用問卷調查法蒐集資料，回收有效問卷共 200 份，回收率達 91%。透過迴歸分析，本研究實證結果顯示如下：

- (1)知覺價值對顧客滿意度有正向顯著影響。
- (2)服務品質、企業形象和產品創新均對顧客滿意度有正向顯著影響。
- (3)服務品質、企業形象和產品創新均對知覺價值有正向顯著影響。
- (4)知覺價值對於服務品質、企業形象、產品創新與顧客滿意度之間均存在部分中介效果。

最後，依據本研究結果進行管理意涵的討論，並提出後續研究建議。

關鍵字：顧客滿意度、知覺價值、服務品質、企業形象、產品創新

The Research of Factors Affecting Customer Satisfaction :  
Perceived Value as a Mediator and an Example to Taiwan Lottery

Student : Yueh-Chih Wang

Advisors : Dr. Chung-Yu Wang

Department of Business Administration  
National Kaohsiung University of Applied Sciences

ABSTRACT

According to the data of Taiwan Lottery Company, there have been more than 5,000 lottery stores in Taiwan. This shows that promoting customer satisfaction under a competition environment has become the primary success factor of the lottery business.

This research is to explore complete relationships between service quality, corporate image, product innovation , and customer satisfaction, with perceived value as mediating variable.

Questionnaire was used to collect data, and finally 200 valid sample were adopted , the response rate was 91%. Through the regression analysis, the results are as the following:

1. Customer satisfaction will be positively influenced by perceived value.
2. Customer satisfaction will be positively influenced by service quality, corporate image and product Innovation.
3. Perceived value will be positively influenced by service quality, corporate image and product Innovation.
4. Perceived value has partial mediating effect upon service quality and customer satisfaction, corporate image and customer satisfaction, and product Innovation and customer satisfaction.

This study also discusses the managerial implications of the results and offers suggestions for the future research.

Keywords: Customer Satisfaction, Perceived Value, Service Quality,  
Corporate Image, Product Innovation

# 第一章 緒論

## 第一節 研究背景與動機

早年彩券之發行，各方面尚未完備成熟，經常走走停停，跌跌撞撞，直到民國九十一年元月正式發行電腦彩券後，我國公益彩券之發行才開始常態化，彩券的銷售量也屢創紀錄，達於高峰，應該也算是成熟的行業了。根據台灣彩券 2007 年 5 月份的調查，全國消費者有近 70% 曾經購買過公益彩券。營業額更從民國 96 年 642 億元、到 97 年 731 億元、98 年 717 億元、99 年 808 億元、100 年 912 億元，到 101 年衝破千億達到年營業額 1095 億元，幾乎每年成長 10%，市場規模已不同往年。彩券經銷商也將達到 5500 家，為搶食這塊大餅，市場競爭更加激烈，並呈現競爭白熱化的現象，因此各家投注站無不極力建立其競爭優勢，期望能在此產業中佔有一席之地。

Muller (1991) 提出顧客滿意度將成為未來企業成功關鍵因素之論點，因為顧客的滿意與否直接影響品牌忠誠、抱怨、口碑、市場佔有率與企業形象，進而改變競爭態勢，最後對企業之獲利率造成衝擊。顧客是任何事業的基石，擁有良好的顧客滿意度，是企業永續經營的成功關鍵。學者 Berry (1983) 提出如何與顧客建立良好的關係，以增進顧客滿意度與忠誠度，是企業行銷時最重要的課題。Fonvielle (1992) 認為對現今的企業而言，想要在市場上永續經營，顧客滿意度將是不二法門，因為顧客滿意度帶來重複的購買，為經濟福利的指標，企業才得以永續經營。Kotler (1991) 指出，企業經營唯一不變的原則乃是滿足顧客的需求，以市場為起點，透過行銷來提高顧客滿意度，進而從顧客滿意度中獲取利潤。

在過去的文獻中顯示，關於公益彩券的探討，只侷限在發行制度面或法律面，只有零星探討到服務品質和滿意度的關係，有鑑於此，本研

究加入企業形象和產品創新來探討對顧客滿意度的關係。當顧客決定購買商品時，除了考慮產品的實體品質外，對於無形的服務品質和企業形象也愈來愈重視，往往服務品質與企業形象決定顧客是否感到滿意的重要依據，本研究更加入了產品創新，使其更加完整。Selim (2012)提到顧客滿意度的重點是從消費者的角度來看核心滿意度為決定因素，如何滿足消費者期望，必須增強產品和服務的質量。Berry (1991)認為提升服務品質將會提高顧客知覺感受的滿意度。顧客知覺價值是所有行銷活動的基礎，有高的顧客知覺價值是顧客再度光顧的主要動機(Holbrook and Morris, 1994)。而過去研究亦有證實，知覺價值具有中介效果，亦即服務品質透過知覺價值而影響顧客滿意度，如學者王羽菱(2012)、鄭宇翔(2010)。

企業形象存在顧客的心中，並且成為驅動銷售或購買行為的原因(Griffin, 2002)。Koo (2003)的研究結果也支持商店形象會影響顧客滿意度。由於企業形象可促進消費者對特定企業產品或服務的認識，並降低消費者進行購買決策時的不確定性；進而影響消費者向形象良好的企業購買商品(Helm and Tang, 2007)。而過去研究亦有證實，知覺價值具有中介效果，亦即企業形象透過知覺價值而影響顧客滿意度，如學者劉明賢(2009)、林祈旭(2010)。

Ali et al. (1995)認為產品創新乃指消費者在購買和使用新產品時，對於該產品的獨特性與是否具備較佳的產品優勢等認知程度，而認知程度的差異會影響消費者對於滿意度的知覺效果。隨著消費者需求不斷地改變，企業無不希望藉由各種產品創新策略來吸引顧客購買。藉由各種產品創新來提昇顧客價值的策略被廣泛地運用在各個行業，其主要目的乃希望以創新產品好讓顧客感受到商品的多樣化、刺激感與差異化的服務或感受等，影響消費者對商品的滿意度與購買行為。如 Meuter (2000)

亦指出消費者與創新科技之間互動將影響消費者在使用意願上的價值。而過去研究亦有證實，知覺價值具有中介效果，亦即產品創新透過知覺價值而影響顧客滿意度，如學者葉欣愷(2010)。

過去文獻中顯示，雖有探討服務品質、企業形象、產品創新、知覺價值與顧客滿意度之關係，但缺乏對服務品質、企業形象、產品創新、知覺價值與顧客滿意度之整合研究，且研究對象亦未針對公益彩券之顧客，致使我們無法深入了解顧客對公益彩券之滿意度之影響因素。因此本研究要進行對顧客滿意度之前因影響調查，針對研究結果提供業者可行之建議。





## 第二節 研究目的

根據上述的研究動機可知，本研究主要是想瞭解以服務品質、企業形象及產品創新三變數透過知覺價值對顧客滿意度之影響，希望藉由文獻回顧理論上的探討，以及蒐集資料來做實證上的分析，並建立影響顧客滿意度的模式。綜合上述觀點，因此本研究所欲探討之研究目的可歸納為：

1. 知覺價值對顧客滿意度之影響。
2. 服務品質對顧客滿意度之影響。
3. 服務品質對知覺價值之影響。
4. 服務品質透過知覺價值對顧客滿意度之影響。
5. 企業形象對顧客滿意度之影響。
6. 企業形象對知覺價值之影響。
7. 企業形象透過知覺價值對顧客滿意度之影響。
8. 產品創新對顧客滿意度之影響。
9. 產品創新對知覺價值之影響。
10. 產品創新透過知覺價值對顧客滿意度之影響。

### 第三節 研究流程

本研究首先敘述研究背景、動機與目的，第二章將蒐集文獻資料加以整理，並建立本研究架構與研究假設後，進行問卷題目之設計與修改，將問卷發放、回收與統整後進行資料分析得出研究結果，最後提出研究結論與建議。本研究流程圖如圖 1.1 所示。

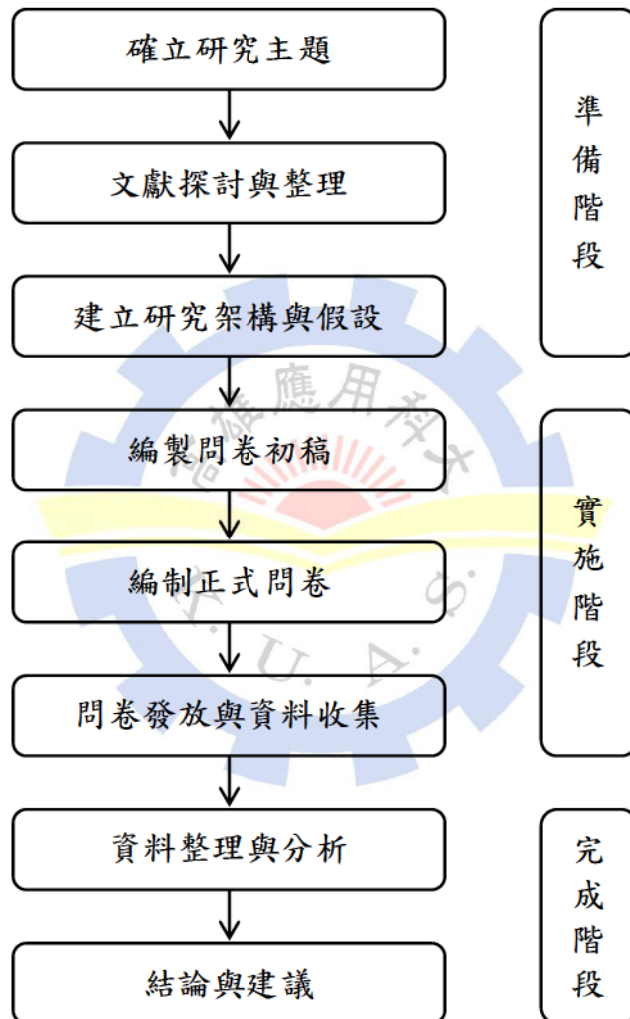


圖 1-1 本研究流程圖

# 參考文獻

## 第一節 中文部份

1. 小島敏彥(2002)。《新產品開發管理：企業革新的生存之道》(蔣永明譯)。
2. 王又鵬、黃俊英、洪順慶(1994)，價格促銷策略對消費者再購行為影響之研究，管理評論，13卷，2期，49-86頁。
3. 王月娥(2011)，美容護膚連鎖店服務品質、企業形象與顧客滿意度之探討-以自然美護膚連鎖店為例，東方設計學院，文化創意設計研究所碩士論文。
4. 王羽菱(2012)，資訊展三觀者的行為意圖及服務品質之研究，大仁科技大學，休閒事業管理系碩士論文。
5. 王美慧、張書豪、周美雲(2007)，銀行信用卡業務顧客自發行為之研究，文大商管學報，Vol. 12, No. 1, pp. 139-164。
6. 王明坤、黃國平(2011)，電信解除管制後新產品服務知覺品質、服務等候、企業形象國立成功大學交通管理科學系電子商務學報，第十三卷，第二期
7. 司徒達賢(1995)，策略管理，遠流出版，台北。
8. 任維廉、涂榮庭、胡友維、呂堂榮(2009)，好事是否做對了？運輸企業善因行銷策略之研究都市交通半年刊，第二十四卷，第一期，1-14頁。
9. 何苔麗、徐慧霞(2010)，共同基金顧客知覺價值之研究—以台灣銀行財富管理部門客戶為例 Journal of China University of Science And Technology, Vol.42。
10. 宋秀珠(2008)，游泳俱樂部企業形象、服務品質、知覺價值與顧客滿意度、顧客忠誠度之關係研究，樹德科技大學，經營管理研究所

碩士論文。

11. 邱永富(2002)，補習班之服務品質-以屏東縣某立案補習班為例，國立中山大學，人力資源管理研究所碩士論文。
12. 李守蕾(2008)，補教業服務品質、企業形象、價格認知與顧客滿意度關係之研究—以才藝補習班為例，國立中山大學，人力資源管理研究所，碩士在職專班碩士論文。
13. 林明杰、陳至柔(2009)，內外整合、產品創新性與顧客熟悉度對新產品優勢影響之實證研究-以金融服務產業為例，科技管理學刊，第十四卷，第二期 pp.27-58。
14. 林明杰、陳育平、莊閔越 (2008)，產品創新程度與產品優勢及顧客對產品熟悉度於新產品開發績效之相關研究，中華管理學報，第九卷，第四期，第 91-112 頁。
15. 林均燁、蘇鈺閔、洪肇志(2009)，應用 TRIZ 理論建構企業經營管理之矛盾矩陣與策略創新法則，管理學術研討會，第七屆，頁 186-200。
16. 林亞璇(2012)，企業形象、服務價值和轉換成本對顧客滿意度和再購意願之影響，東吳大學，企業管理學系碩士論文。
17. 林祈旭(2010)，信用卡使用者對發卡銀行的企業形象、知覺價值與顧客滿意度之關聯性研究-以中部地區為例，台中技術學院，企業管理系，事業經營碩士班碩士論文。
18. 林靈宏、劉水深及洪順慶(1994)，「消費品類型、創新類型與新產品行銷策略關係研究」，管理評論，第 13 卷，第 1 期，頁 57~77。
19. 周文賢(1999)，「行銷管理: 市場分析與策略規劃」，智勝文化，台北。
20. 周聰佑，許嘉倫(2008)，產品創新對顧客忠誠度影響之探討，朝陽

- 商管評論，Vol.7，No.1，P1-26。
21. 胡凱傑(2003)，應用服務品質量表與知覺價值模式探討旅客再消費意願之影響因素：以汽車客運業為例，國立交通大學，運輸科技與管理學系博士論文。
  22. 高希均(1985)，經濟學的世界，台北：天下出版社。
  23. 徐子羚(2013)，影響口碑之因素探討-已涉入為干擾變數並以老人福利機構為例，國立高雄應用科技大學，企業管理系碩士論文。
  24. 袁一如(2003)，兒童補教產業之市場區隔與購買行為，國立成功大學，企業管理研究所碩士論文。
  25. 許逸廷(2012)，餐飲產品設計、服務品質與顧客忠誠度及顧客滿意度之關係研究-以「乾隆坊」為例，國立成功大學，EMBA 碩士論文。
  26. 陳維文(2011)，補習班購買意願影響因素之研究—以彰化市國中、國小為例，南華大學，企業管理系碩士論文。
  27. 陳鈺達(2002)，企業形象、服務補救期望與補救後滿意度關係之研究，中國文化大學，國際企業管理研究所碩士論文。
  28. 黃建中 (2002)，團購網站品牌形象、服務品質與顧客滿意度及忠誠度關係之研究，國立成功大學，EMBA 碩士論文。
  29. 黃春松、賴麗香、孫而音(2012)，探討企業形象與顧客期望對於信用卡消費型為之影響—知覺品質的中介效果，創新與經營管理學刊，第三卷，第二期，頁 67-84。
  30. 張倫嚴(2012)，產品創新、產品涉入、知覺價值與消費者滿意度之關聯性研究—以韓國 3C 產品為例，大葉大學，管理學院碩士在職專班碩士論文。
  31. 梁天祥(2011)，探討影響購買意願因素與涉入及信任之干擾角色-

- 以補習班為例，國立高雄應用科技大學，高階經營管理研究所碩士在職專班碩士論文。
32. 曾光華(2007)，服務業行銷—品質提升與價值創造，台北縣：前程文化。
  33. 曾海星(2013)，影響農特產品再購意願之因素探討-以涉入為干擾變數及以高雄物產館為例，國立高雄應用科技大學，高階經營管理研究所碩士在職專班碩士論文。
  34. 曾煥鈞(2010)，探討服務品質與顧客忠誠度的關係—以台南市補習班為例，國立成功大學，企業管理學系碩士論文。
  35. 洪世雄、陳曉天、葉欣愷(2010)，行銷知識管理能力、產品創新對顧客滿意度之影響-以知覺價值為中介變數，東亞論壇季(EAST-ASIA REVIEW)，No.469。
  36. 楊必立、劉水深(1988)，行銷管理辭典，華泰書局，台北。
  37. 楊蕙菱(2013)，影響再購意願因素之探討-已轉換成本為干擾變數並以台灣紙業採購人員為例，國立高雄應用科技大學，企業管理系碩士論文。
  38. 臺灣彩券股份有限公司網站：<http://www.taiwanlottery.com.tw>
  39. 鄭仲淋(2012)，產品價值、服務品質、認知價值對顧客滿意度與顧客忠誠度之影響-以機電產業為例，國立成功大學，EMBA 碩士論文。
  40. 鄭宇翔(2010)，台灣網路購物服務品質、知覺價值、顧客滿意度與顧客忠誠度之關係探討，國立屏東商業技術學院，經營管理研究所碩士論文。
  41. 劉宗哲、蘇雄義、李明樺，2007，服務品質、價格認知、企業形象對顧客滿意與顧客忠誠關係之研究—以香料產業為例，品質學報，

第 14 卷 4 期，頁 389-403。

42. 劉明賢(2009)，證券商之『服務品質』、『知覺價值』對『顧客滿意度』、『顧客忠誠度』影響之研究，國立政治大學，管理碩士學程碩士論文。
43. 羅文坤(2002)，廣告創意發想。中國廣告學刊，7，179-195。



## 第二節 英文部份

1. Aaker, D.A. (1996) , Measuring Brand Equity Across Products and Markets, California Management Review, 38(3), 102-20.
2. Afuah, A.(1998),Innovation management: Strategies, implementation, and profits(1st ed.), New York: Oxford University Press.
3. Ali, A., Krapfel, R. & LaBahn, D. (1995) , Product innovativeness and entry strategy: Impact on cycle time and break-even time. Journal of Product Innovation Management, 12(1), 54-69.
4. Anderson E.W. (1994), Corss-category variation in customer satisfaction and retention, Mark Lett, 5, pp. 19-30.
5. Anderson, E.W., Fornell, C. and Lehman, D.R. (1994),Customer satisfaction, market share, and profitability: findings from Sweden, Journal of Marketing, 58,53-66.
6. Anderson, E.W. and Sullivan, M.W. (1993) , The Antecedents and Consequences of Customer Satisf action For Firms, Marketing Science, 12(2), 125-143.
7. Anderson,E.W and V. Mittal.(2000) Strengthening the satisfaction-profit chain.Journal of Service Research, 3: 107-120.
8. Andreassen, T.W. & Lindestad, B.(1998) , Customer loyalty and complex services, the Impact of corporate image on quality, customer satisfaction and loyalty or customers with varying degrees of service expertise. International Journal of service Industry Management, 9, 7-23.
9. Atuahene-Gima, K. (1996), Market orientation and innovation, Journal of Business Research, Vol. 35(2), pp. 93-103.
10. Balmer, J. M. T. and Greyser, S. A.(2006) , Corporate Marketing:



Integrating Corporate Identity, Corporate Branding, Corporate Communications, Corporate Image and Corporate Reputation, *European Journal of Marketing*, 40(7), 730-741.

11. Barich H. and Kotler. P. (1991). A Framework for Marketing Image Management , *Sloan Management Review*, No.94, p.94-104.
12. Bateson & Hoffinan, G. (2002), *Essential of Service Marketing : Concepts, Strategy and Cases*, Harcourt Inc. 19(4), 491-504.
13. Bayton, J.A. (1959), *Researching the Corporate Image*, *Public Relation*, 1,4, 10, 3-8.
14. Benner, M. J. & Tushman, M. L. (2003) , *Exploitation, exploration, and process management: The productivity dilemma revisited*. *Academy of Management Review*, 28(2), 238-256.
15. Berry, L. L. (1983) , *Relationship marketing*. In L. L. Berry, G. L.
16. Bloemer, J. & Odekerken-Schröder, G. (2002) , *Store satisfaction and store loyalty explained by customer-and-related factors*. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 15(4), 68-80.
17. Blythe, J. (1999) , *Innovativeness and Newness in High-Tech Consumer Durables*. *Journal of Product & Brand Management*, Vol.8, 415-429.
18. Bolton, R. N. and Drew, J. H.(1991), *A longitudinal analysis of the impacts of service changes on customer attitudes*, *Journal of Marketing*, 55, 1-9.
19. Boyd, T. C. and C. H. Mason .(1999) , *The link between attractiveness of Extrabrand' attributes and the adoption of innovations*. *Journal of*

- the Academy of Marketing Science, 27: 306-319.
20. Brentani, U. (2001) , Innovative versus incremental new business services: Different keys for achieving success. *Journal of Product Innovation Management*, 18(3), 169-187.
  21. Calantone, R. J., Chan, K. & Cui, A. S. (2006), Decomposing product innovativeness and its effects on new product success, *Journal of Product Innovation Management*, Vol. 23(5), pp. 408–421.
  22. Cardozo, R. (1965) , An Experimental Study of Customer Effort, Expectation, and Satisfaction, *Journal of Marketing Research*, 2(8), 244-249.
  23. Chang, C. H. and Tu, C. Y. (2005), Exploring store image, customer satisfaction and customer loyalty relationship: evidence from Taiwanese hypermarket industry, *Journal of American Academy of Business*, 7, 197-202.
  24. Churchill, G. A. and Suprenant, C. (1982), An investigation into determinants of customer satisfaction, *Journal of Marketing Research*, 19, 491-504.
  25. Churchill, G. A. & Suprenant, C. (1982), An Investigation into The Determinants of Consumer Satisfaction, *Journal of Marketing Research*, Vol.19, pp. 491-504.
  26. Collier, J. E. Collier and Bienstock, C. C. (2006), Measuring service quality in e-retailing, *Journal of Service Research*, 8(3), 260-275.
  27. Cronin, J. J., Brady, M. K. and Hult, G. T. M. (2000), Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environments, *Journal of Retailing*, 76,

193-218.

28. Cronin, J. J., Brady, M. K. and Hult, G. T. M. (2000) , Assessing the effects of quality, value and Customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2): 193-218.
29. Cronin, J. J. and Taylor, S. A. (1992), Measuring servicequality: a reexamination and extension, *Journal of Marketing*, 56, 55-68.
30. Crosby, L. A., Evans, K. R. and Cowles, D. (1990), Relationship quality inservices selling: an Interpersonal influence perspective, *Journal of Marketing*, 54, 68-82.
31. Crosby, L. A., Evans, K. R. & Cowles, D. (1990) , Relationship quality in service selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3), 68-81.
32. Crosby, P. B. (1979), *Quality is Free the Art of Marketing Quality Certain*, New York : McGraw-Hill.
33. Day, E. (2002) , The role of value in consumer satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction and complaining Behavior*, 15(2), 22-32.
34. Devlin, S.J.and Dong, H.K. (1994) , Service Quality from the Customers' Perspective. *MarketingResearch*, 6(1), 4-13.
35. Dodds, W. B. and K. B. Monroe (1985), The Effects of Brand and Price Information on Subjective Product Evaluations, In *Advances Consumer Research*, 12 : 85-90.
36. Dodds, W. B., Monroe, K. B. & Grewal, D. (1991) , The effect of price, brand, and store information on buyers' product evaluations. *Journal of*

- Marketing Research, 28(1), 307-319.
37. Dowling, G. R. & Staelin, R. (1994) , A Model of Perceived Risk and Intended Risk-handling Activity. *Journal of Consumer Research*, 21(6), 110-134.
  38. Engel, J. F., Blackwell, R. D. and Miniard, P. W. (1995) , *Consumer behavior*(8th ed). Fort Worth: Dryden Press.
  39. Engel J. E., Blackwell, R. D. and Miniard, P. W. (1993) , *Consumer behavior*(7 Th Ed.). Chicago: Dryden Press.
  40. Engel et al. ( 1995 ) and Kotler ( 1997 ) , *Consumer behavior* ( 8 the Ed.). Chicago: Dryden Press.
  41. Flint, D. J., Woodruff, R. B. and Gardial, S. F. (2002) , Exploring the phenomenon of customers' desired value change in a business-to-business context, *Journal of Marketing*, 66(4): 102-117
  42. Flott, L.W. (2002) , *Customer Satisfaction: Metal Finishing*, 100(1), 58-63.
  43. Fonvielle, W. (1997) , How to know what customers really want. *Training and Development*, 51, 40-44.
  44. Fornell, C. (1992) , A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-22.
  45. Frankel, E. G. (1990) , *Management of technology change*. Kluwer Academic.
  46. Ganesh, Jaishankar, Mark J. ,Arnold, & Kristy E. Reynolds (2000), *Understanding the Base of Service Providers : An Examination of the Differences Between Switchers and Stayers*, *Journal of Marketing*, 64(7), 65-87.

47. Gronroos, C. (1984), A service quality model and its marketing implication, *European Journal of Marketing*, 18, 36-44.
48. Gallouj, F. & Weinstein, O. (1997) , Innovation in Services. *Research Policy*, 26, 537- 556.
49. Geroski, P. A. (1994) , Market Structure, Corporate Performance and Innovative Activity. Oxford : Clarendon Press.
50. Garcia, R. & Calantone, R. (2002) , A critical look at technological innovation Typology and innovativeness terminology: A literature review. *Journal of Product Innovation Management*, 19(2), 110-132.
51. Garvin, D. A. (1983) , Quality on the Line , *Harvard Business Review* 61 : 65-75.
52. Gravin, D. A. (1984), What does product quality really mean, *Sloan Management Review*, 26, 25-43.
53. Grewal, D., Kent B. Monroe, and R. Krishnan (1998) , The Effects of Price-Comparison Advertising on Buyers' Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions, *Journal of Marketing*, 62,2, 46-59.
54. Griffin, A. (2002) , Product development cycle time for business-to-business products. *Industrial Marketing Management*, 31(4), 291-304.
55. Griffin, J. (1995), *Customer Loyalty: How to Earn It, How to Keep It*, Lexington Book, New York, N.Y.
56. Gronroos, C. (1982), An applied service marketing theory, *European Journal of Marketing*, Vol.16, No.7, pp. 30-41.
57. Gunther, E. E. (1959) , Evaluating corporate image measurement. Paper

- presented at the Proceedings of The ARF Conference, New York.
58. Hatch, M. J., Schultz, M. and Williamson, J. (2003) , Bringing the Corporation into Corporate Branding, *European Journal of Marketing*, 37(7-8), 1041- 1064.
59. Hellier, P. K., Geursen, G. M., Carr, R. A. & Rickard, J. A. (2003) , Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762-1800.
60. Helm, S.(2007), The role of corporate reputation in determining investor satisfaction and loyalty, *Corporate Reputation Review*, Vol. 10, No. 1, 22-37.
61. Hempel, J. D. (1977) , Consumer satisfaction with the home buying process: conceptualization and measurement. Marketing Science Institute.
62. Hernon, P., Nitecki, D. A. & Altaman, E. (1999), Service quality and customer satisfaction: an assessment and future direction, *The Journal of Academic Librarianship*, Vol.25, No.1, pp. 9-17.
63. Holbrook. Morris B. (1996) , Customer Value – A Framerwork For Analysis and Research. *Consumer Research*, 23, 138-142.
64. Holbrook, M. B. (1999) , Introduction to consumer value. In Morris B. Holbrook(Eds.), *Consumer value: A framework for analysis and research*: 128. Routledge: New York
65. Holbrook, M. B. (2005) , Customer value and autoethnography: Subjective personal introspection and the meanings of a photograph collection. *Journal of Business Research*, 58(1), 45–61.
66. Holstius, K. and M. Paltschik, Brand names and perceived value,

- European Research, Vol. 11, pp. 151-156, 1983.
67. Holt, K., The Role of the User in Product Innovation, *Technovation*, 8, Vol.12 , No.5, Jun ,53-56 , 1998.
68. Howard, J. A. & Sheth, J. N. (1969), *The theory of buyer behavior*, New York : John Wiley & Sons Inc.
69. Howard, J. A. and Sheth, J. N. (1969) , *The Theory of Buyer Behavior*. New York: John Willey and Sons.
70. Hunt, H. K. (1977) , *Conceptualization and measurement of consumer satisfaction and dissatisfaction*. Cambridge Mass: Market Science Institute.
71. Hurley, R. F. and Estelami, H. (1998) , *Alternative Indexes for Monitoring Customer Perceptions of Service Quality: A Comparative Evaluation in A Retail Context*, *Journal of the Academy of Marketing Science*, 26(3), 209-221.
72. Jackie L. M. Tam. (2004) , *Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model*. *Journal of Marketing Management*, 20, 897-917.
73. Keller, K. L. (2000) , *Building and Managing of Corporate Brand Equity*. London: Oxford University Press.
74. Koo, D.(2003), *Inter-relationships among store images, store satisfaction, and store loyalty among Korea discount retail patrons*, *Asia Pacific Journal of Marketing and Logistics*, 15, 42-71.
75. Kortge, G. D. and Okonkwo, P. A. (1993) , *Perceived value approach to pricing*, *Industrial Marketing Management*, 22, 2, 133-140.
76. Kotler, P. (1991) , *Marketing Management: Analysis, Planning,*

- Implementation, and Control. N.J.: Prentice-Hall, Inc, 7th ed..
77. Kotler, P. and Armstrong, G. (1997) , Marketing: an introduction, Upper Saddle River, N.J. Prentice Hall.
78. Kotler, P., Ang, S. H. Leong, S. M. and Tan, C. T. (1999) , Marketing management : An asian perspective (2nd ed.). Prentice Hall.
79. Kotler, P. (2000) , Marketing Management (10th ed.). Englewood Cliffs, NJ: Prentice-Hall
80. Kotler, P. (2003) , Marketing Management (11th ed.), USA: Pearson Education.
81. Lasser, W., Mittal, B. & Sharma, A. (1995) , Measuring customer-base brand equity. *Journal of Consumer Marketing*, 12 (4), 11-22.
82. Lee, J. N. & Kim, Y. G. (1999) , Effect of partnership quality on IS outsourcing: Conceptual framework and empirical validation. *Journal of Management Information Systems*, 15(4), 29-61.
83. Lee, J., Grasfe, A. R. & Burns, R. C. (2004) , Service quality, satisfaction, and behavioral intention among forest visitors. *Journal of Travel and Tourism Marketing*, 17(1), 73-82.
84. Lemmink, J., Schuijf, A. & Streukens, S. (2003) , The Role of Corporate Image and Company Employment Image in Explaining Application Intentions *Journal of Economic Psychology*, 24(1), 1-15.
85. Lemmink, J., Schuijf, A. & Streukens, S. (2003) , The role of corporate Image and company employment image in explaining application intentions. *Journal of Economic Psychology*, 24(1), 1-15.
86. Lewis, R. C. & Booms, B. H. (1983), The marketing aspects of service quality, in emerging perspectives on services marketing, in Berry



- L., Shostack, G., and Upah, G., eds., *Emerging Perspectives on Service Marketing*, Chicago: American Marketing, pp. 99-107.
87. Lim, K. H., Sia, C. L., Lee, M. K. O. & Benbasat, I. (2006) , How Do I Trust You Online, and If So, Will I Buy? An Empirical Study on Designing Web Contents to Develop Online Trust. *Journal of Management Information Systems* , 23(2), 233-266.
88. Loudon and Bitta (1993) , Loudon, D. L. & Bitta, A. J. (1998). *Consumer Behavior: Concepts and Applications* (4th ed.). New York: McGraw-Hill.
89. Martineau, P. (1960) , *Developing the Corporate Image*. New York: Charles Scribners Sons, 3-15.
90. McDougall, G. H. G. & Levesque, T. (2000) , Customer satisfaction with services: Putting perceived value into the equation. *Journal of Service Marketing*, 14(5), 392-410.
91. Meuter, M. L., Ostrom, A. L., Roundtree, R. I. & Bitner, M. J. (2000), Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters. *Journal of Marketing*, 64(3), 50-64.
92. Ming, Ma., Li, Zehui , & Chen, Jinyuan (2008), Phase-Type Distribution of Customer Relationship with Markovian Response and Marketing Expenditure Decision on the Customer Lifetime Value, *European Journal of Operational Research*, 187(1), 313- 326
93. Monroe, K. B. (1990) , *Pricing: Making profitable decisions*. New York, NY: McGraw-Hill.
94. Monroe, K. B. & Krishnan. (1985) , The effect of price on subjective

product evaluation in perceived quality: How consumer view stores and merchandise. New York, NY: McGraw-Hill

95. Moutinho, L. (1987), Consumer Behavior in Tourism. *European Journal of Marketing*, Vol.21, No.10, pp.5-44.
96. Muller, W. (1991) , Gaining competitive advantage through customer satisfaction. *European Management Journal*, 9(2), 201-221.
97. Murray, D. & Howat, G. (2002) , The relationships among service quality, value, satisfaction, and future intentions of customers at an Australian sports and leisure centre. *Sport Management Review*, 5, 25-43.
98. Nguyen, N. O. and LeBlanc, G. (2001), Corporate image and corporate reputation in customer's retention decision in services, *Journal of Retailing and Consumer Services*, 8, 227-236.
99. Oliver, R.L. & Linda, G. (1981) , Effects of satisfaction and its antecedents on consumer preferences and intention. *Advances in Consumer Research*, 8(1), 88-93.
100. Oliver, R. L. & Desarbo, W. S. (1988) , Response determinants in satisfaction judgement. *Journal of Consumer Research*, 14(3), p.495-507.
101. Oliver, R. L. (1993) , Cognitive, affective, and attribute base of the satisfaction response. *Journal of Consumer Research*, 20(12), p.418-430.
102. Oliver, R. L. (1997) , Satisfaction a behavioral perspective on the consumer. New York: McGraw-Hill.
103. Oliver, R. L. (1999) , Whence Consumer Loyalty, *Journal of Marketing*, 63(special issue), 33-44.
104. Ostrom, A. & Iacobucci, D. (1995) , Consumer trade-offs and the

- evaluation of services. *Journal of Marketing*, 59(1), 17-28.
105. Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985), A Conceptual Model of Service Quality and Its Implications For Future Research, *Journal of Marketing*, 49(4), 41-50.
106. Parasuraman, A. and Grewal, D. (2000), The impact of technology on The quality-value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168-174.
107. Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985), A conceptual model of service quality and its implications for future research, *Journal of Marketing* 49, 41-50.
108. Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988), SERVQUAL: a multiple-item scale for measuring customer perceptions of service quality, *Journal of Retailing*, 64, 12-40.
109. Parker, C. & Mathews B. P. (2001), Customer satisfaction: Contrasting academic and consumers' interpretations. *Marketing Intelligence & Planning*, 19, 38.
110. Park, C. W., Joworski, B. J. and MachInnis, D. J. (1986), Strategic brand concept image management, *Journal of Marketing*, 50(4): 135-145.
111. Park, J. W., Robertson, R. & Wu, C. L. (2004), The effect of airline service quality on passengers' behavioral intention: A Korean case study. *Journal of Air Transport Management*, 10, 435-439.
112. Patterson, P. G. & Spreng, R. A. (1997), Modelling the relationship between Perceived value, satisfaction and repurchase intentions in a business-to-business, services context: *An Journal of Service Industry Management*, 8(5), 414-434.

113. Pina, J. M. Martinez, E., de Chernatony, L. and Duruy, S. (2006), The effect of service brand extensions on corporate image: An empirical model, *European Journal of Marketing*, Vol.40, No.1/2, pp.174-197.
114. Price, L.L., Arnould, E. J. and Tierney, P. (1995), 'Going to Extremes: Managing Service Encounters and Assessing Provider Performance', *Journal of Marketing*, 59, 83-97.
115. Ravald, A. and Grönroos, C. (1996), 'The value concept and relationship marketing', *European Journal of Marketing*, 30(2): 19-30.
116. Robertson, T. S. and Gatignon, H. (1986), 'Competitive effects on technology diffusion', *Journal of Marketing*, 50, 1-12.
117. Rochford & Linda. (1991), 'Generating and Screening New Product Ideas', *Industrial Marketing Management*, 20, 67-84.
118. Rogerson, W. P. (1983), 'Reputation and product quality', *The Bell Journal of Economics*, 14, 508-516.
119. Roper, K. (2003), 'A strategic cornerstone- Defining and measuring customer value', *Journal of Construction Accounting and Taxation*, January/February: 24-30.
120. Rust, R. and R.L. Oliver. (1994), 'Service quality: Insights and managerial implications from the frontier. In *Services quality: new directions in theory and practice*, CA: Sage Publication.
121. Sasser, W. E. Jr., Olsen, R. P. & Wyckoff, D. D. (1978), *Management of Service Operations: Text, Cases & Readings*, Boston: Allyn and Bacon.
122. Sauerhaft, S. & Atkins, C. (1989), *Image wars*. New York, NY: John Wiley & Sons.

123. Seibert, L. J.(1997) , What consumers think about bonus pack sales promotion. *Marketing News*, 31(4), 9-11.
124. Schneider Benjamin & Bowen, D.E. (1995), *Winning the service game*. Boston: Harvard Business School Press, Boston, MA.
125. Shostack & G. D. Upah (Eds.), *Emerging Perspectives on Service Marketing*, Chicago, IL: American Marketing Association. Berry, L. and A. Parasuraman, (1991), *Marketing Services*, New York: The Free Press.
126. Delen & Selim Zaim (2012) , Measuring the efficiency of customer satisfaction and loyalty for mobile phone brands with DEA. *Expert Systems with Applications*, 39, 99-106.
127. Slater, S.F. & Narver , J.C.(2000) , The Positive Effect of a Market Orientation on Business Profitability: A Balanced Replication. *Journal of Business Research*, 69-73.
128. Smith, J. B. and M. Colgate (2007), Customer Value Creation: A Practical Framework, *Journal of Marketing Theory and Practice*, Vol. 15(1), pp.7-23.
129. Snoj, B., Korda, A. P. & Mumel, D. (2004) , The relationships among perceived quality, perceived risk and perceived product value, *The Journal of Product and Brand Management*. Santa Barbara. 13(2/3), 156.
130. Solomon, M. R. (1991), *Consumer Behavior: Buying, Having and Buying*, Boston, Allyn and Bacon.
131. Song, X. M. & Xie, J. (2000), Does innovativeness moderate the relationship between cross-functional integration and product performance, *Journal of International Marketing*, Vol. 8(4), pp. 61–89.
132. Song, X. M. & Parry, M. E. (1999), Challenges of managing the

- development of breakthrough products in Japan, *Journal of Operations Management*, Vol. 17(6), pp. 665–688.
133. Spector, P. (1961), Basic Dimension of The corporate Image, *Journal of Marketing*, 25, 6, 47-51
134. Spreng, R. A., Dixon, A. L. and Olshavsky, R. W. (1993), The impact of perceived value on consumer satisfaction, *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, Vol.6, No.1, pp.50-55.
135. Spreng, R. A., Mackenzie, S. B. & Olshavsky, R. W. (1996) , A reexamination of the determinants of consumer satisfaction. *Journal of Marketing* , 60(July), 15-32
136. Subin, I. & Workman, Jr. J.P. (2004), Market Orientation, Creativity, and New Product Performance in High-Technology Firms, *Journal of Marketing*, Vol. 68(2), pp. 114–132.
137. Sweeney, J.C. and Soutar, G.N. (2001) , Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, Vol. 77, 203-220.
138. Tehrani, Nadji (2002), Publisher"s outlook: The essence of CRM success, *Customer Interaction Solutions*, Norwalk, Vol.21(1), pp. 2-4.
139. Thaler, R.(1985) , Mental accounting and consumer choice. *Marketing Science*, 4(3), 199-214.
140. Tse, D. K. and Wilton, P. C. (1988), Models of consumer satisfaction format: an extension, *Journal of Marketing Research*, 25, 204-212.
141. Turban, D. B., Forret, M. L. & Hendrickson, C. L. (1998) , Applicant attraction to firms: Influences of organization reputation, job and

- organizational attributes, and recruiter behaviors. *Journal of Vocational Behavior*, 52 (1): 24-44.
142. Turel, O. & Serenko, A. (2006) , Satisfaction with mobile services in Canada: An empirical investigation. *Telecommunications Policy*, 30(5/6), 314-331.
143. Veryzer, R. W. J.(1998), Discontinuous innovation & the new productdevelopment process. *Journal of Product Innovation Management*, 15(4):304-321.
144. Walters, C. G. (1978) , *Consumer Behavior: An Integrated Framework*, NY: Richard D. Irwin Inc.
145. Weerawardena, J. (2003), The role of marketing capability in innovation-based competitive strategy, *Journal of Strategy Marketing*, Vol. 11(1) p. 15–35.
146. Westbrook, R. A. (1981) , Sources of consumer satisfaction with retail outlets. *Journal of Retailing*, 57(3), 68-85.
147. Wind, J. and Mahajan, V. (1997) , Issues and opportunities in new Product development: an introduction to the special issue. *Journal of Marketing Research*, 34(2), 1-12.
148. Woodruff, R. B., Cadotte, E. R. & Jenkins, R. L. (1983) , Modeling consumer satisfaction processes using experienced-based norms. *Journal of Marketing Research*, 20(4), 296-304.
149. Woodruff, R. B. & Gardial, S. F. (1996) , *Know your customer: New approaches to understanding customer value and satisfaction*. Massachusetts: Blackwell Publishers.
150. Woodruff, R. B. (1997) , *Customer value: The next source for*

- competitive advantage, *Journal of Academy of Marketing Science*, 25(2): 193-153.
151. Woodside, A. G., Frey, L. L. and Timothy, R. D. (1989) , Linking Service Quality, Customer Satisfaction, and Behavioral Intention, *Journal of Health Care Marketing*, 9(4), 5-17.
152. Worcester, R. M. (1972) , *Consumer Market Research Handbook*, NY: McGraw-Hill Book Company.
153. Yang, Z. and Peterson, R. T. (2004), Customer perceived value, satisfaction, and loyalty: the role of switching costs, *Psychology & Marketing*, 21(10), 799-822.
154. Zeithaml, V. A. (1988), Consumer perception of price, quality and value: a means-end model and synthesis of evidence, *Journal of Marketing*, 52, 2-22.
155. Wood, C. M. & Scheer, L. K. (1996) , Incorporating Perceived Risk into Models of Consumer Deal Assessment and Purchase Intent. *Advances in Consumer Research*, 23 (1), 399-405.
156. Zeithaml, V. A. and Bitner, M. J. (2000) , Integrating customer focus across the firm, *services marketing (2nd ed.)*, New York: McGraw-Hill.