



國立高雄應用科技大學  
企業管理系碩士在職專班  
碩士論文

影響顧客滿意度之相關因素探討-以價格意識及年齡為干擾變數並以便利商店之鮮食商品為例

A Study of Customers Satisfaction by Using Price Awareness and Age Difference as the Moderating Variables  
-The Fresh Food in Convenience Store

研究生：邱志強

指導教授：王崇昱 博士

中華民國 103 年 6 月

影響顧客滿意度之相關因素探討-以價格意識及年齡為干擾變數並以便利商店之鮮食商品為例

**A Study of Customers Satisfaction by Using Price Awareness and Age Difference as the Moderating Variables -The Fresh Food in Convenience Store.**

研究生：邱志強

指導教授：王崇昱 博士

國立高雄應用科技大學  
企業管理系碩士在職專班

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

# 影響顧客滿意度之相關因素探討-以價格意識及年齡為干擾變數並以便利商店之鮮食商品為例

學生：邱志強

指導教授：王崇昱 博士

國立高雄應用科技大學企業管理系碩士在職專班

## 摘要

近五年來探討影響便利商店之顧客滿意度之因素的相關研究甚多，但多半偏商店印象、忠誠度及服務創新等，鮮少探討這些因素是否會透過價格意識及年齡進而干擾影響對顧客滿意度。因此，本研究擬探討價格意識與年齡是否在產品創新、產品價值及商店形象對顧客滿意度間之關係出現干擾效果？針對研究結果本研究將提出具體建議以供連鎖便利商店業者之參考。

本研究以大高雄地區之民眾做為研究對象，正式問卷共發放 170 份，共回收 160 份問卷，回收率達 94%，剔除無效問卷後之有效問卷共 150 份，有效問卷回收率達 93.7%，以迴歸分析進行資料分析，結論分述如下：(1) 產品創新對於顧客滿意度有正向影響；(2) 知覺價值對顧客滿意度有正向影響；(3) 商店形象對顧客滿意度有正向影響；(4) 價格意識及年齡不會負向干擾產品創新及知覺價值對顧客滿意度之影響。根據研究結果，本研究提出相關建議。

**關鍵字：**產品創新、知覺價值、商店形象、價格意識、年齡、顧客滿意度

A Study of Customers Satisfaction by Using Price Awareness and Age  
Difference as the Moderating Variables  
-The Fresh Food in Convenience Store.

Student : Chih-Chiang Chiu

Advisors : Dr. Chung-Yu Wang

Department of Business Administration  
National Kaohsiung University of Applied Sciences

ABSTRACT

Within recent five years, a few researches examine the customer satisfaction of the convenient stores. Most of them have focused on the store images, perceived value, product innovation and customer satisfaction. However, few researches have discussed whether these relationships are moderated by price consciousness and customers' ages. So, this research intends to discuss them. Also, the research offers definite suggestions based on the research result for convenient store chains as reference.

This research takes the residents in Kaohsiung Area as research audience. There were 170 official questionnaires dispatched and 160 of them collected, which the response rate is 94%. There are 150 valid questionnaires after the invalid ones are eliminated, and the effective response rate is 93.7%

The data are processed through regression analysis with the conclusions as follows:  
(1). Product innovation has a positive effect upon customer satisfaction. (2). Perceived value has a positive effect upon customer satisfaction. (3). Store image has a positive effect upon customer satisfaction. (4). Price consciousness and customers' ages do not moderate the relationships among store images, perceived value, product innovation and customer satisfaction.

Keywords: Product Innovation, Perceived Value, Store Image, price consciousness,  
Age, Customer Satisfaction



# 第一章 緒論

## 第一節 研究背景與動機

根據行政院農委會的調查，隨著社會型態、家庭結構及生活步調的轉變，國人對於用餐方式正呈現多元化的發展，家庭的餐飲生活亦起了很大的變化。台灣鮮食產業每年有近2000億元的商機，尤其便利商店近年更將鮮食商品列為發展重點，除持續開發新產品外更擴大產能以因應消費市場的需求，目前熱銷產品包括飯糰、便當、關東煮、沙拉及水果等。以統一超商為例，2011年其鮮食商品營業額突破200億元，預計全年用米量可達1.5萬公噸，整體農特產品使用量將達3.8萬公噸，採購金額達25.6億元。在超市通路方面，調理菜餚或組合菜餚產品因可縮短上班族下廚時間也成為熱門商品，消費者購買後，只需簡單加熱或烹調，適量食材不僅避免過度浪費，也省去廚餘的處理，深獲許多消費者的喜愛。

鮮食產業更由於連鎖便利商店業者，隨著消費者意識抬頭，已進入飽和期，連鎖便利商店業者強調推陳出新，來因應消費者差異化的需求(楊志強,2002)。各便利商店連鎖體系在鮮食品項經營策略上，強調以 POS 情報系統作為商品開發、行銷活動的動態參考，由便利商店扮演供應鏈整合的角色，從下游快速串聯供應鏈環節中的鮮食廠商及物流配送廠商，在產品開發、產品品質與技術需求、配送品質與效率及消費需求了解等環節不斷整合、改進，推動整個鮮食產業後續的發展，改變台灣原有的消費習慣，讓鮮食以便利、新鮮、美味等訴求，成為國內消費者飲食的另一種選擇(陳麗婷,2006)。然而，由於競爭者眾，如何提升顧客滿意度呢?值得探討。

根據過去的文獻發現，顧客滿意度是購買與使用產品的一種結果，由消費者比較預期報酬和投入成本所產生的結果，也就是經由消費者比較購買時所付出的成本和預期的使用效益所產生的(Churchill & Takuchi, 1982)。然而顧客滿意是一種評價，當服務的績效表現高於顧客心目中所期望的標準時，滿意便會產生；當績效等於或低於期望的標準時，不滿意便產生Andre & Saraiva(2000)。Patterson(1993)指出在目前高度競爭的市場中，顧客滿意度是所有企業造且保持競爭優勢的關鍵議題。基於上述，本研究希望了解不同連鎖便利商店業者的顧客滿意度的前因變數，並對連鎖便利商店業者在行銷策略與企業管理上有所裨益。

回顧過往的文獻中發現，探討影響便利商店之顧客滿意度之因素的相關研究甚多，如商店印象、忠誠度及服務創新等(如朱本文，2011；陳冠霖，2009；溫宗穎，2009；葉小華，2012等)，使得分析的範圍變得比較狹隘，較欠缺瞭解在便利商店這項產業中顧客滿意度的成功因素為何。此外在過往的文獻中發現產品創新多著重在製造業上的研究(如黃文獻，2008；王慧華，2010；許志榮，2011等)，但在服務業上的研究較為少見，尤以針對便利商店之研究更寥寥可數。因此本研究將產品創新作為其中一項研究變數，藉以討論服務業的產品創新是否會影響消費者的顧客滿意度。再者，本研究另一變數為知覺價值，回顧過往的文獻中發現，探討知覺價值對顧客滿意度之因素的相關研究甚多(鄭智豪，2011；蔡佩真，2012；黃政憲，2012；杜學勳，2013)，但未以便利商店之鮮食商品之消費者為實證對象，故本研究將知覺價值作為變數一同放入討論。另外，Rust & Oliver(1994)認為在某一特定的情況下，商店形象的屬性特性通常會影響整體滿意。故商店形象在本研究中，自然為一個不可缺少的變數。整體而言，本研究主要著重於探討產品創新、知覺價值與商店形象對顧客滿意度的影響。

最後，根據過去文獻，價格意識在相關服務業的研究中被視為重要之干擾變數，如：郭凱翔(2009)；李容君(2010)等，而李容君(2010)的研究中發現價格意識對企業形象與顧客滿意度呈負向顯著。因此，本研究欲探討價格意識是否干擾顧客滿意度及其前因間之關係，並以服務業中的便利商店為主要探討的產業類別。另外根據文獻，年齡也是一個重要的干擾變數，其干擾顧客滿意度及其前因間之關係（如Frank, 2012）。因此，本研究擬探討價格意識與年齡是否在產品創新、知覺價值及商店形象對顧客滿意度間之關係出現干擾效果？針對研究結果本研究將提出具體建議以供連鎖便利商店業者之參考。

## 第二節、研究目的

本研究主要在探討產品創新、產品價值與商店形象對顧客滿意度的影響，並加入價格意識度與年齡作為本研究之干擾變數，期望藉由相關文獻之探討與整理及實地收集資料來作為實證研究之分析，以提高消費者對商品之滿意度。綜合上述觀點，本研究欲探討之研究目的如下：

1. 探討產品創新、產品價值與商店形象對顧客滿意度的影響。
2. 價格意識是否干擾上述之關係。
3. 年齡是否干擾上述之關係。

本研究架構後續將分四部分進行討論，首先將針對各構念分別進行相關文獻之探討，藉以說明構念之間之相關性以及理論模型的假設與建立；接著介紹研究方法來驗證此模型，並針對發放的問卷調查進行分析並討論其結果；最後，則針對本研究之研究結果提出結論與建議。



### 第三節、研究流程

本研究流程共分為九個階段，首先確認研究背景、動機與目的後，並確定研究對象與範圍。當確認研究目的與範圍後，便可進行文獻探討，以對各構念有初步的瞭解，進而確立本研究之架構及假設，最後則針對蒐集的資料進行統計分析並提出建議，如下圖所示：

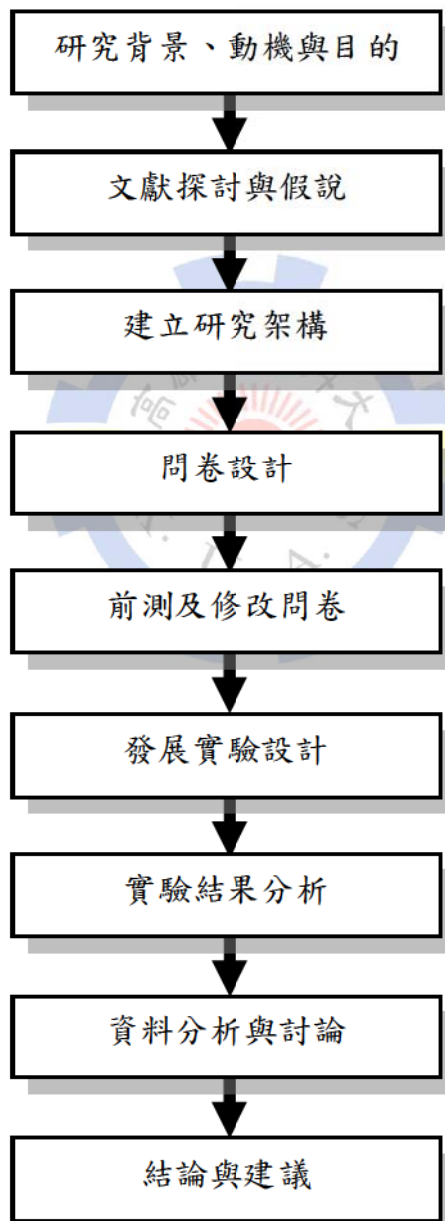


圖 1-1 研究流程

## 英文文獻

1. Alford, B. L., & Biswas A., (2002). The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention. *Journal of Business Research*, 55(9),775-783.
2. 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.
3. Anderson, E. W., Fornell, C., & Lehmann D. R. (1994). Customer satisfaction, market share and profitability: Findings from Sweden. *Journal of Marketing*,58(3), 53-64.
4. Andre, A.T, & Saraiva. (2000). Approaches of portuguese companies for relating Customer Satisfaction with Business Results. *Total Quality Management*, 11(7),929-939.
5. Atuahene-Gima, K. (1996). Market orientation and innovation. *Journal of Business Research*, 35, (2),93-103.
6. Batra, R., & Sinha, I., (1999). The effect of consumer price consciousness on private label purchase. *International Journal of Research in Marketing*, 16(3), 237-251.
7. Bisbe, J., & Otley, D. ( 2004 ) . The Effects of The Interactive Use of Management Control Systems on Product Innovation. *Accounting, Organizations and Society*, 29(8), 709-737.
8. Blackwell, D. R., Miniard, P. W. and Mcgininis, J. F.( 2006). “Consumer perceptions of comparative price advertisement. *Journal of Marketing Research*, 18(4), 416-427.
9. Blackwell, R. D., Miniard, P. W., & Engel, J. F.(2006). *Consumer*

*Behavior*(10th Ed. 150-151). Australia : South-Western.

10. Booz, Allen & Hamilton(1982). *New Product Management for the 980's*. New York : Booz-Allen & Hamilton, Inc.
11. Brentani, U. (2001). Innovative versus incremental new business services: Different keys for achieving success. *Journal of Product Innovation Management*, 18(3), 169–187.
12. Burt, S. L. & Carralero-Encinas, J., (2000 )“The Role of Store Image in Retail Internationalization.” *International Marketing Review*, 17. (4), 433-453.
13. Cadotte, Ernest R., Robert B. & Roger L. Jenkins. (1987 ,August). Expectations and Norms in Models of Consumer Satisfaction. *Journal of Marketing Research*, 24, 305-314.
14. Calantone, R. J., Chan, K., & Cui, A. S. (2006), Decomposing product innovativeness and its effects on new product success. *Journal of Product Innovation Management*, 23(5), 408–421.
15. Cardozo, R. N. (1965). An experimental study of customer, effort, expectation and satisfaction. *Journal of Marketing Research*, 2(3), 244-249.
16. Chen, P. T., & Hu, H. H. (2010). The effect of relational benefits on perceived value in relation to customer loyalty : An empirical study in the Australian coffee outlets industry. *International Journal of Hospitality Management*, 29(3), 405 - 412.
17. Churchill, G. A. & Surprenant, C.,( 1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 19, 133-147.
18. Churchill, G. A., Jr. & C. Surprenant, (1982, November),"An Investigation

Into the Determinants of Customer Satisfaction," *Journal of Marketing Research*, 19, 491-504.

19. Damanpour, F (1991). Organizational innovation: A meta-analysis of effects of determinants and moderators. *Academy of Management Journal* , 34,355-590.
20. Dodd, C. C. & T. Lindley (2003). Store Brand and Retail Differentiation : The Influence of Store Image and Store Brand Attitude on Store Own Brand Perceptions. *Journal of Retailing and Consumer Services*, 10, 345-352.
21. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2001). *Consumer Behavior*, (9th Ed.), the Dryden Press, New York, NY.
22. Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6-21.
23. Frank, B. (2012). The formation of consumer attitudes and intentions towards fast food restaurants How do teenagers differ from adults? *Managing Service Quality*, 22(3), 260-280.
24. Frankel, E. G. (1990). *Management of technology change*. Kluwer Academic.
25. Garcia, R. & Calantone, R. (2002), A critical look at technological innovation typology and innovativeness terminology. *Journal of Product Innovation Management*, 19(2), 110-132.
26. Grewal, D., Krishnan, R., Baker, J. and Borin, N. (1998).The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions.*Journal of Retailing*, 74, (4), 331-352.
27. Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price – comparison advertising on buyer's perceptions of acquisition value,

- transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46 - 59.
28. Gronholdt, L., Martensen, A. & Kristensen, K.(2000). The relationship between customer satisfaction and loyalty: Cross-industry differences.*Total Quality Management*, 11(5), 509-516.
29. Host, V. & Knie-Andersen, M.(2004), “Modeling customer satisfaction in mortgage credit companies. *The International Journal of Bank Marketing*, 22(1), 26-42.
30. Howard, J. & Sheth, J. N.( 1969). *The Theory of Buyer Behavior*. N.Y: John Wiley and Sons Inc.
31. Hoyer, W. D., & MacInnis, D.(2001). *Consumer Behavior* (2th Ed.). Massachusetts: Houghton Mifflin.
32. James D. L., R. M. Durand & R. A. Dreves(1976). The Use of A Multi-Attribute Model in a Store Image Study, *Journal of Retailing*, 52(2),23-32.
33. Katherine, B., Rosann, H., & Spiro L.( 2005). Recapturing store image in customer-based store equity: A construct conceptualization, *Journal of Business Research*, 58,1112-1120.
34. Kolter, P., Bowen, J. T., & Makens, J. C. (2010). *Marketing for Hospitality and Tourism* (Five ed.): Prentice Hall.
35. Koo, Dong-Mo(2003).“Inter-relationships among Store Images, Store Satisfaction, and Store Loyalty among Korea Discount Retail Patrons. *Asia Pacific Journal of Marketing and Logistics*, 15(4), 42-71.
36. Kotler, P. (1994), *Marketing Management*( 8th ed). New Jersey: Prentice-Hall.
37. Kotler, P., (2000).*Marketing Management- An Asian Perspective*.

Singapore : Prentice -Hall, Inc.

38. Kunkel, J. H. & Berry, L. L.( 1968). A Behavior Conception of Retail Image. *Journal of Marketing*, 32, 21-27.
39. Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationship among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value - added services. *Computers in Human Behavior*, 25(4), 887 - 896.
40. Lee, C. K., Yoon, Y. S., & Lee, S. K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. *Tourism Management*, 28(1), 204 - 214.
41. Levitt & Pheodore (1966).Innovation Imitation. *Harvard Business Review*, 63-41.
42. Lichtenstein, D.R., Bloch, P.H. , & Black, W.C. (1988). Correlates of price acceptability. *Journal of Consumer Research* , 15,243–252.
43. Lichtenstein, D.R., Ridgway, N.M. , & Netemeyer, R.G. (1993). Price Perceptions and Consumer Shopping Behavior: A field study. *Journal of Marketing Research*, 30, 234–245.
44. Martineau , P(1958). The Personality of Retail Store. *Harvard Business Review*, 36 , 47-55.
45. Monroe, K. B. (1990).*Pricing: Making Profitable Decisions*. New York: McGraw-Hill Book Company.
46. Monroe, K. B. & Krishnan, R., (1985), *The effect of price on subjective product evaluation, Perceived Quality: How Consumers View Stores and Merchandise*, edited by Jacoby, J. and Olson, J. C., Lexington Books, Lexington, 209-232.
47. Monroe, K. B., & Petroschius S. M. (1981). *Buyers' perceptions of price:*

*An update of the evidence, Perspectives in Consumer Behavior.* Harold Kassarian and Thomas S. Robertson, Glenview, eds. IL: Scott Foresman, 43-55.

48. Moore, M. and F. Carpenter (2006). "The Effect of Price as a Marketplace Cue on Retail Patronage. *Journal of Product and Brand Management*, 15(4), 265-271.
49. Oliver, R. L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 46-49.
50. Oliver, Richard L.(1980, November,),"A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17, 460-469.
51. Oliver, Richard L., & Macmillian, I. C. (1992). A catastrophe model for developing service satisfaction strategies. *Journal of Marketing*, 56, 83-95.
52. Ostrom, A. & D. Iacobucci. (1995) "Consumer Trade-Offs and the Evaluation of Services. *Journal of Marketing*, 59, 17-30.
53. Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(11), 1160 - 1166.
54. Oxenfeldt, A. R. (1974). Developing a Favorable Price-quality Image. *Journal of Retailing*. 50(4), 8-14.
55. Paul, P. J. and Olson, J. C. (1987). *Consumer Behavior: Marketing Strategy Perspectives*.
56. Petrick, J. F., & Backman, S. J. (2002). An examination of the determinants of golf travelers' satisfaction. *Journal of Travel Research*, 40(3), 252-258.

57. Petrick, James F. (2002). Experience Use History As A Segmentation Tool To Examine Golf Travelers' Satisfaction, Perceived Value And Repurchase. *Journal of Vacation Marketing*, 8(4), 332-342
58. Ravald, A. & Gronroos, C.(1996), "The value concept and relationship marketing. *European Journal of Marketing*. 30( 2), 19-30.
59. Rochford & Linda(1991). *Generating and Screening New Product Ideas*, *Industrial Marketing Management*, 287-296.
60. Rochford, L., & Rudelius, W., (1997). *New product development process: Stages and successes in the medical products industry*. *Industrial Marketing Management*, 67-84.
61. Rust, R.T. & Oliver, R.L. (1994). 「Service Quality: Insights and Managerial Implications From the Frontier,」 In Rust, R.T. and Oliver, R.L(eds). *Service Quality; New Directions in Theory and Practice*. Thousand Oaks, CA: Sage Publications. Rosander, A. C. 「Service Industry QC-IS the Challenge Being Met,」 *Quality Process*,13,34-35.
62. Sa' nchez, J., Callarisa, L., Rodri' guez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 304 -409.
63. Schumpeter, J.(1942). *Capitalism, Socialism, and Democracy*. New York: Harper and Row.
64. Singh, J.( 1991). Understanding the Structure of Consumers Satisfaction Evaluation of Service Delivery. *Journal of Academy of Marketing Sciences*, 19,.223-234.
65. Song, X. M. & Parry, M. E. (1999). Challenges of managing the development of breakthrough products in Japan. *Journal of Operations Management*, 17(6), 665–688.



66. Subin, I., & Workman, Jr. J.P. (2004). Market Orientation, Creativity, and New Product Performance in High-Technology Firms. *Journal of Marketing*, 68(2), 114–132
67. Sweeney, J., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203 - 220.
68. Tam, J.L.M. (2004), Customer satisfaction, service quality and perceived value: an integrative model. *Journal of Marketing Management* , 20, 897-917.
69. Teece, D. (1996). Firm organization, industrial structure and technological innovation. *Journal of Economic Behavior and Organization*, 31(2), 193-224.
70. Thaler, Richard. (1985). Mental Accounting and Consumer Choice. *Marketing Science*, 4, 199-214.
71. Tidd, Joe, John Bessant and Keith Pavitt. (2001). *Managing Innovation: Integrating Technological, Market and Organizational Change*. (3rd ed).
72. Walters, C. G. (1978). *Consumer Behavior: An integrated framework*. New York: Richard D. Irwin Inc.
73. Weiner, Dan R. & David L.( 1985). "Affective Consequenceness of Causal Ascriptions," in *New Directions in Attribution Research*, 2, eds., John H. Harvey, William Ickes, and Robert F. Kidd, Hillsdale, NJ: Lawrence Erlbaum,59-90.
74. Wells, W. D. and L. A. Losciuto (1966). "Direct Observation of Purchasing Behavior. *Journal of Marketing Research*, 3(3), 227-233.
75. Wind, Y., and Mahajan, V.(1997). Issues and opportunities in new product

development: An introduction to the special issue. *Journal of Marketing Research*, 34, (1), 1-12.

76. Yoon, E. & Grary, L.L.(1985).New Industrial Product Performance : The Effect of Market Characteristics and Strategy. *Journal of Innovation Management*, 134-144.
77. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means -end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2 - 22.
78. Zimmer, M. & Golden, L.(1988). “Impressions of Retail Stores: A Content Analysis of Consumer Images. *Journal of retailing*, 64,(3), 265-293.
79. Zirger, B. J. & Maidique, M. A A.(1990). A Model of New Product Development: An Empirical Test. *Management Science*, 867-883.

