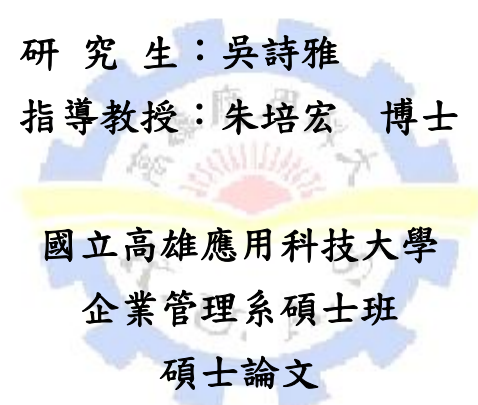


**重新探討轉換成本與忠誠度之間的關係：
依賴之中介角色**

**Revisiting the Relationship between Switching Costs
and Customer Loyalty: The Mediating Role of
Dependency**

研究生：吳詩雅
指導教授：朱培宏 博士



國立高雄應用科技大學
企業管理系碩士班
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學生：吳詩雅

指導教授：朱培宏 博士

國立高雄應用科技大學企業管理系暨研究所碩士班

摘要

隨著網路與資訊科技的普及，各種型態的電子商務不斷發展，並大大的改變企業的經營模式與消費者的消費型態。無論在真實世界或網路環境中，對於企業而言保持顧客忠誠是生存與成功的關鍵因素，而本研究將以線上 B2C 的購物環境來進行探討。

過去在傳統零售情境中之研究，大多顯示轉換成本對於顧客忠誠度有直接的影響力，然而，當情境轉換到線上拍賣網站時，消費者只需透過滑鼠的點選就能輕易的到其他網站，換句話說，在高度競爭的線上拍賣網站環境中，消費者的轉換行為不再是不尋常之事，因此，在線上 B2C 拍賣網站的情境中，重新探討轉換成本與消費者忠誠之間的關係是重要之議題。

本研究對於在轉換成本與消費者忠誠之間是否存在任何的中介角色之問題尤感興趣，因此，基於理論的進展，本研究將依賴視為轉換成本與消費者忠誠間的中介角色。此外，過去研究缺乏全面考量消費者在行為與態度層面的忠誠，因此，本研究將忠誠區分為行為與態度兩個層面，並發展一個架構來探討轉換成本對於消費者忠誠的影響，主要是透過依賴來對消費者忠誠產生影響。

為了驗證所提出之架構，本研究以有在 Yahoo!奇摩拍賣網站上的網拍服飾商店購買過商品之消費者為研究對象，採網路問卷的形式，正式問卷共收回 440 份，剔除無效問卷後有效問卷共 425 份，以結構方程模式分析驗證各研究假說，本研究實證結果發現，(1)轉換成本對依賴有正向顯著影響，(2)轉換成本對行為與態度忠誠皆無顯著影響，(3)依賴對行為與態度忠誠皆呈正向顯著影響，(4)態度忠誠對行為忠誠呈正向顯著影響，(5)轉換成本完全透過依賴來影響忠誠。最後將討論學術貢獻與實務之管理意涵。

關鍵字：轉換成本、行為忠誠、態度忠誠、依賴

Revisiting the Relationship between Switching Costs and Customer Loyalty: The Mediating Role of Dependency

Student: Shih-Ya Wu

Advisor: Dr. Pei-Hung Ju

Abstract

With the prevalence of the Internet and Web technologies, various types of electronic commerce unceasingly progresses and has profoundly changed how businesses and consumer consumption are conducted. However, one theme remains important to business survival and success either online or offline: keeping customer loyal. In this thesis, we are interested in the environment of online business to consumers (B2C).

Previous research on traditional retailing has shown that switching costs have a direct effect on customer loyalty. However, when the situation comes to online auction sites, consumers may go to other sites simply by clicking a mouse. In other words, consumer switching behaviors are not unusual given the high competition nature of B2C online auction sites. As a result, it may be important to re-examine the relationship between switching costs and consumer loyalty in the context of online B2C auction sites. In particular, we are interested in the question: Is there any mediator between switching costs and consumer loyalty? As a theoretical advance, we model dependency as the mediator between switching costs and consumer loyalty.

In addition, the past studies do not give a thorough consideration of loyalty in terms of behavior and attitude. Consequently, this study considers the two aspects of loyalty: behavior loyalty and attitudinal loyalty. We developed a model to capture the idea that switching costs affect consumer loyalty mainly through dependency, and that it is dependency which, in turn, affects customer loyalty.

To empirically test the proposed model, we aimed to take online consumers as subjects who had shopped in the online clothing stores at Yahoo! Kimo auction site. Data were collected by a Web survey, 440 questionnaires were returned, excluding invalid questionnaires, resulting a total of 425 valid questionnaires. We employed a structural equation modeling tool to verify our research hypotheses. The research results showed that (1) switching costs had a significant positive effect on dependency, (2) switching costs had no significant effect on both behavior and attitudinal loyalty, (3) dependency had a significant effect on both behavioral loyalty and attitudinal loyalty, (4) attitudinal loyalty had a significant effect on behavioral loyalty, and (5) the effect of switching costs on loyalty were fully mediated by dependency. Implications for theory and practice are further discussed

Keywords: Switching Costs, Behavioral Loyalty, Attitudinal Loyalty, Dependency



第一章 緒論

第一節 研究背景與動機

根據台灣網路資訊中心「2011台灣寬頻網路使用調查報告」指出，截至今年3月份為止，台灣上網人口約有1,695萬人，12歲以上且有網路購物經驗的比例為61.23%，同時資策會調查台灣電子商店的經營模式發現，單純經營電子商店的業者為最多數，佔整體比例39.1%，其次是從實體店面跨入電子商店的業者，佔整體比例33.3%，而從電子商店跨入實體的比例則只有7%。由此可知網路的盛行不只吸引許多實體零售業者投入經營網路購物市場，也有愈來愈多網友參與網路購物，B2C (Business to Consumer) 線上拍賣通路形式，已成為消費者的重要購物管道 (Devaraj and Fan et al., 2002)，更改變了傳統的消費型態。

由於網路的便捷與資訊取得容易，消費者相對有較多類似的替代品可供選擇，搜尋成本也較低，降低了部份的轉換成本，Harris and Goode (2004) 指出在競爭激烈的網路購物環境中，要擁有忠誠的顧客遠比實體零售產業更為困難與重要，在網路世界中，消費者想轉換服務供應商只在彈指之間，因此，對於拍賣網站經營者而言，要如何使顧客持續使用拍賣網站進行購物與保有顧客忠誠，為重要的議題。過去研究指出，轉換成本對於將顧客留在原有的交易關係中之影響力日益受到重視，無論顧客是否滿意目前的供應商，藉由創造較高的轉換成本將顧客留在服務的關係中，也是企業常使用的策略之一(Burnham et al., 2003, Jones et al., 2007)。Chiou and Droge (2006)指出顧客可能不完全滿意目前的供應商，但他們還是不會離開，完全是因為轉換成本的關係，因此，除了滿意是影響顧客忠誠的主要因素外，轉換成本也被視為是另一個影響顧客忠誠的重要因素。

本研究整理相關文獻，發現轉換成本大致上可以區分成三種角色：(1) 轉換成本直接影響忠誠與口碑；(2) 轉換成本調節滿意與忠誠之間的關係；(3) 轉換成本需透過其他因素來影響忠誠與口碑，在網路購物的情境中大多研究是探討轉換成本對於忠誠度的直接影響，即便研究結果均顯示轉換成

本會直接且正向影響顧客忠誠，然而許多研究在衡量忠誠方面，經常將口碑與忠誠混為一談，也缺乏全面考量顧客態度與行為這兩種層面的忠誠度。此外，有研究提出轉換成本會增加消費者對於目前供應商所提供之資源產生依賴，使消費者願意與目前供應商繼續維持關係(Chang and Chen, 2009, Chiou and Droge, 2006, Lam et al., 2004)，卻很少研究探討轉換成本會透過依賴來對忠誠產生影響，而過去研究網路依賴的相關文獻多是探討使用者對於網路的成癮，而非探討消費者因透過網路來幫助自己滿足需求與達成目標而導致對網路的依賴，因此，本研究將針對網路零售業來探討轉換成本、線上消費者的網路依賴行為與忠誠度間的關係。

第二節 研究目的與問題

根據上述背景與動機，本研究期望能夠了解在 B2C 的網路購物情境之中，拍賣網站如何使消費者持續使用網站來進行購物並保有對於拍賣網站的忠誠，除了讓消費者滿意是必要的因素之外，轉換成本對於消費者的忠誠到底扮演著何種角色，網路世界的轉換成本與實體世界相較應該不再是影響消費者保有忠誠的主要因素，而是創造消費者對於網路服務供應商的依賴才可能更提升消費者對服務供應商的忠誠，故擬定以下研究目的：

研究目的

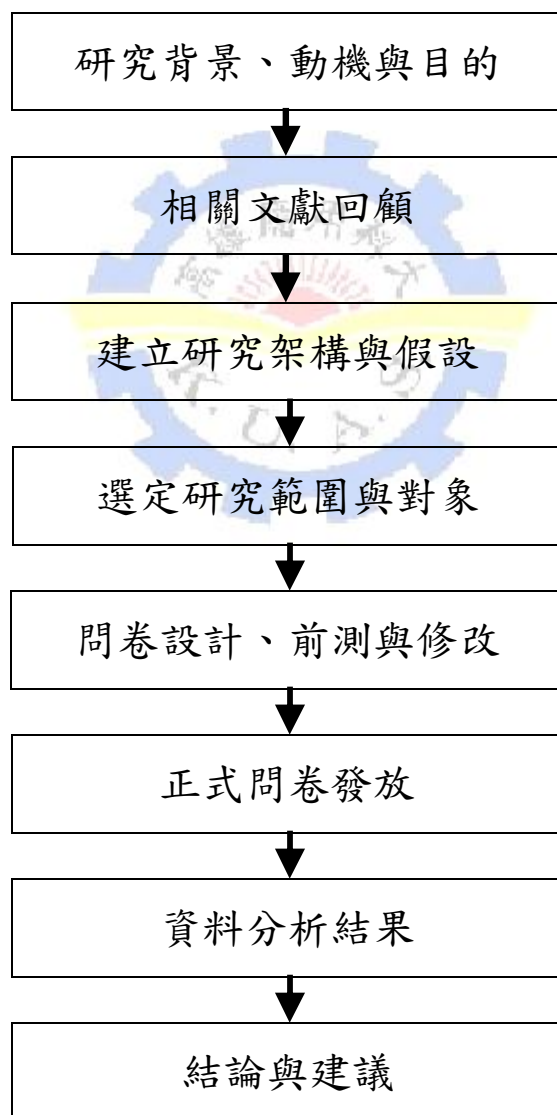
1. 釐清口碑、行為忠誠與態度忠誠之間的關係
2. 探討轉換成本對於行為忠誠與態度忠誠的影響
3. 加入依賴作為轉換成本與忠誠之間的連結

儘管轉換成本與顧客忠誠的研究有許多，但研究者經常將口碑視為是顧客忠誠的一部分，而在轉換障礙低於實體環境的網路購物情境中，轉換成本是否能直接影響消費者之忠誠有待討論，故本研究試圖回答下列問題

1. 口碑與行為、態度忠誠是否為不同構面？
2. 對於網路購物的消費者而言，轉換成本是否會直接影響消費者的行為與態度忠誠？
3. 轉換成本是否會透過依賴來影響消費者的行為與態度忠誠？

第三節 研究流程

本研究流程共分為八個階段，首先確認研究背景、動機與目的後，便進行相關的文獻探討，藉由文獻蒐集推演出本研究的概念性架構，以此提出相關的研究。接著設定研究範圍與對象，同時考慮問卷設計等問題，在進行問卷之發放與回收。問卷回收後進行資料整理與分析，並就統計分析所得結果歸納與解釋，針對研究提出建議與結論，如圖一所示：



圖一 研究流程圖

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網路參考文獻

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