

題目：產業特質、生活型態與顧客滿意度指標之研究

計畫編號：NSC 88-2416-H-006-017

執行期限：87/08/01~88/07/31

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一、中文摘要

隨著經濟活動、產業結構的變化，行銷觀念也由過去的生產導向至銷售導向，而發展至現階段的市場導向，再加上消費者意識抬頭，以了解顧客需求為基礎的「顧客滿意」經營的策略，已逐漸成為企業行銷觀念的中心；企業不再只單純的銷售產品，還包括產品衍生出的服務，只有更體貼顧客的企劃，並重視顧客滿意度的提升，才能更有效的掌握消費者，成為企業的競爭力，以及永續經營的基礎。因此，本研究的主要目的乃在建立生活型態、台灣民眾對產業的滿意度，以及生活型態對產業滿意度之關係。

研究以全國性分層隨機方式抽樣調查 1200 位民眾，進行訪談(1026 份有效問卷)。主要研究結果如下：

1. Fornell (1992)及 Fronell, Johnson, Anderson, Cha, and Bryant (1996) 的預期不確認模式對台灣消費者在評量不同產業的滿意度時，並不是最佳的模式，同時，Fornell, et al. (1996)模式中的知覺品質是顧客對產業滿意度的最大解釋力。

2. 本研究納入了生活型態，以綜合探討生活型態與顧客滿意度在不同產業之影響與關係。

(1) 與賴孟寬及陳正男 (1997) 的生活型態研究結果比較，發現兩研究

的共同生活型態因素中流行傾向、健康飲食、烹調行為、藝文生活及公益觀點上有顯著變化。

(2) 本研究以集群分析得到生活型態及八個產業的顧客滿意度指標，以及產業的顧客滿意度與生活型態的關係。因此可成為企業經營者擬訂經營策略時的參考。

Abstract

As a result of changes in economic activities and industrial structures, marketing philosophy has evolved from production orientation to sales orientation to the modern market orientation philosophy. Besides, consumers are conscious about their rights in the exchanges. Consequently, customer satisfaction has become the central element in marketing activities in that meeting customers' needs has created a competitive advantage for marketers. The primary purpose of this study is to construct a consumer satisfaction model by replicating the expectancy disconfirmation model proposed by Fornell (1992) and Fronell, Johnson, Anderson, Cha, and Bryant (1996). Also, the measures of life styles are included to examine the

relationship between life style and satisfaction toward various industries.

A sample of 1200 respondents as a result of stratified sampling method was interviewed. The analyses from 1026 useable questionnaires show the following primary findings:

1. The expectancy disconfirmation model is not a valid model to study consumers' satisfaction toward an industry for Taiwanese due to cultural differences in reaction to the variables.
2. Lifestyle measurements were included in this study to examine whether lifestyles have an impact on satisfaction toward an industry.
 - (1) Compared to the results of Lai and Cheng (1997), the common lifestyle factors of the two studies appear to be significantly different on fashion orientation, attitude toward health, cooking, artistry and public affairs.
 - (2) A cluster analysis using lifestyle factors that respondents thought to be important reveals three lifestyles – active, moderatist, and faineaut. Satisfaction toward six of the eight industries (telecommunication, appliance, department stores, banking, hospital, and post service) are significantly different as a function of lifestyles. The results of this study could be valuable for practitioners in strategic planning.

二、計畫緣由與目的

隨著時代進步與潮流變遷，已由生產導向、銷售導向，逐步演進成為行銷導向，而消費者行為在銷售過程中所佔的重要性也是與日俱增。為提昇銷售成績，廠商在行銷動作上除了在消費者購買決策前提供的促銷活動，還延伸至購買後的售後服務；這些作法無非是為了能強化產品/服務的差異化，進而增加消費 (Fornell, Johanson, Anderson, Cha, & Bryant, 1996)。並更進一步地提高消費者對產品/服務的滿意度，進而增加消費上的忠誠度。

但只有產品/服務好，並不一定就等於顧客滿意，因為其間還牽涉到顧客的主觀經驗 (Barsky, 1995)(引自徐木蘭,1996)。因此，單純就銷售量是沒有辦法完整地看出顧客對產品的反應，必須納入「質」的考量，也就是由顧客的觀點(Fornell, 1992)，發展出一套足以衡量消費者滿意度的客觀指標。

根據 Oliver and DeSarbo (1988)對於滿意度理論的整理結果發現，「預期不確認模式」較適合為建立全國性滿意度指標的理論依據。因此本研究在顧客滿意度指標的衡量上將依據 ACSI 模式 (Fornell, 1992 ; Fornell, et al., 1996) ，綜合考量知覺品質、顧客期望、知覺評估對於顧客滿意度的影響，進而延伸至對顧客忠誠度、顧客抱怨影響。

產業特質亦會影響顧客滿意度指標。本研究則依據產業關聯性、使用經驗、使用頻率、公民營性質、產品的科技屬性，同時並考量與先前研究作對照之用，篩選出八種產業，以討

論產業特質對於顧客滿意度的影響。

至於消費者的使用動機也會對滿意度產生影響。而對者生活型態的描述則可以適切地反映出消費者的心理狀態，做為研究其消費動機的參考。本研究擬以價值觀、AIO 變項來探討台灣消費者的生活型態（賴孟寬，陳正男，1997）；避且將其應用在市場區隔上，以彌補人口統計變數上之不足。

因此本研究將綜合上述方向，進行全國性大規模的調查，並以多變量工具予以分析，以其對分析了解消費者滿意度有所貢獻。

三、結果與討論

本研究在第一階段先對問卷題項進行前測以做修正，生活型態的題項以賴孟寬與陳正男(1997)所發展出的題項為基礎，經由因素分析、內部一致性等統計檢定後，萃取出 6 個因素構面共 47 題項；而產業滿意度部分則共有 18 題，並調整抽樣的產業別以及問項的敘述。第二階段則對全國各縣市隨機抽取代表性鄉鎮市區，以進行分層抽樣，共得 1026 份有效樣本。

第二階段實證結果，經由因素分析等統計工具檢定，生活型態部分共確立有 42 題項 11 構面，包括有流行傾向、健康飲食、烹調行為、閱聽習慣、藝文生活、運動休閒、公益觀點、國家信心、自我看法、挑戰刺激、自助行為。此即為本研究確認之生活型態量表。本研究得到的研究發現如下：

1. 研究結果顯示，我國民眾普遍沒有明顯的生活型態傾向，較明顯可見的有（1）講究健康飲食習慣、（2）高度公益觀點導向、（3）高度自我肯

定，（4）相信自我能力。而民眾最重視的概念則有（1）健康飲食習慣、（2）公益觀點、（3）崇尚刺激與喜歡自己動手做（DIY）、（4）肯定自我能力；但對於藝文活動、運動休閒與閱聽習慣相對而言較不重視。

2. 以受測者展現出明顯的及重視的生活型態因素進行集群分析，結果得到三個集群。依此三個集群在生活型態的因素的分數分佈命名為積極型、中庸型、淡然型生活型態者。此三種生活型態的消費者在本研究的八種產業中的電信、家電、百貨公司、銀行、醫院及郵局的滿意度有顯著的差異。

四、計畫成果自評

本計畫四個研究目的皆已達成。

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