

DOI: 10.16538/j.cnki.fem.2016.09.002

互动一定创造价值吗?

——顾客价值共创互动行为对顾客价值的影响

卜庆娟^{1, 2}, 金永生¹, 李朝辉²

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摘 要: 虚拟品牌社区是价值共创的典型平台, 互动是价值共创的行为轨迹, 顾客是互动的核心主体。那么, 在虚拟品牌社区情境下, 顾客在价值共创互动过程中都实施了哪些行为呢? 这些互动行为都为顾客创造了哪些价值呢? 这些互动行为又一定能创造价值吗? 本研究在文献研究及前期研究成果的基础上, 提出顾客价值共创互动行为由求助、人际互动、反馈和倡导四个维度构成, 顾客价值由实用价值、娱乐价值和社会价值三个维度构成。本研究通过在线问卷调查获取数据, 采用结构方程验证顾客价值共创互动行为对顾客价值的影响。研究表明: (1) 求助和反馈既是价值共同创造行为也是价值共同破坏行为, 求助显著正向影响实用价值, 显著负向影响社会价值, 而反馈显著正向影响社会价值, 显著负向影响娱乐价值; (2) 人际互动和倡导是完全价值共创行为, 不会导致价值的共同破坏, 人际互动显著正向影响娱乐价值和社会价值, 而倡导对顾客价值的三个维度均有显著正向影响。

关键词: 互动; 虚拟品牌社区; 顾客价值共创行为; 顾客价值; 价值共同破坏

中图分类号: F270 **文献标识码:** A **文章编号:** 1001-4950(2016)09-0021-17

一、引 言

Porter Donthu 2008 Schau

收稿日期: 2016-02-01

基金项目: 教育部人文社会科学研究青年基金项目(14YJC630059); 山东省优秀中青年科学家科研奖励基金项目(BS2014SF021)

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2009 Hatch Schultz 2010

2014

Ramaswamy 2004

Prahalad

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Payne 2008
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Nambisan Baron 2009

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Basole Rouse 2008
Zeithaml 2001

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二、理论基础与研究假设

1.

Kozinets 2002

2006 2007 Amina Sitz 2004 Algesheimer 2005
2007

2007 2011 Sicilia Palazón 2008

Sicilia Palazón 2008

Porter Donthu 2008 Schau 2009

O'Hern Rindfleisch 2010

Vargo Lusch 2008

Mertz 2009

Zwass 2010

Muniz O'Guinn 2001 Mascarenhas 2006

Prahalad Ramaswamy 2004 Lanier Hampton 2008

2015

Langeard 1981

Bitner 1990 Prahalad Ramaswamy 2000

2014

2.

Groth 2005 Bov 2008 Yi Gong 2008

Groth 2005 Yi Gong

2013 Yi Gong 2013

2012

Shrum 2002 Yadav 2005 Song

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0.55

0.50—0.95

Yi Gong 2013

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2012 Vargo 2008

Holbrook 2006

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Overby Lee 2006 2012 2013

/ Sicilia Palazón 2008

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2007

2013 Babin 1994

Klein Ford 2003 Holbrook Hirschman 1982 Chandon 2000
Babin 1994
2011
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Soutar 2001 Hlobrook 2006 Sweeney
Wang 2004
Muniz O’Guinn 2001

Grönroos Voima 2013

Vargo 2008
 2011 2013 2012

Muniz 2001 2009 Keng 2007
 Sheth 1976

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Vargo 2008
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2012
 2011 2012

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H1a
 H1b

Wang Fesenmaier 2004
 2013 2012

H2a
H2b

2014
ERB2

2013

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Muniz 2001 2009 Keng 2007
Muniz O'Guinn 2001 Wang 2004

H3a
H3b

/

engagement behavior customer engagement
2013 Chu Kim 2011

2013

H4a
H4b
H4c

1

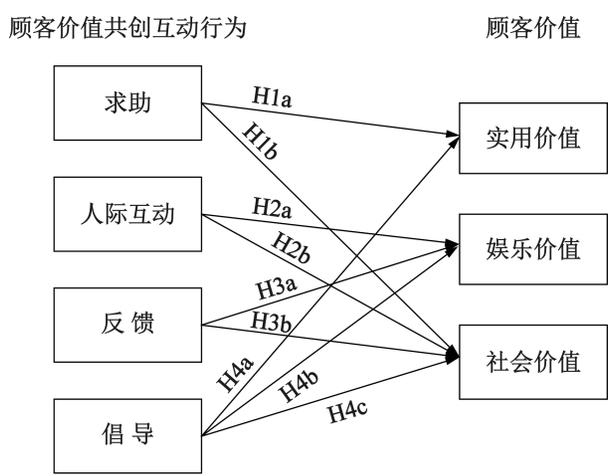
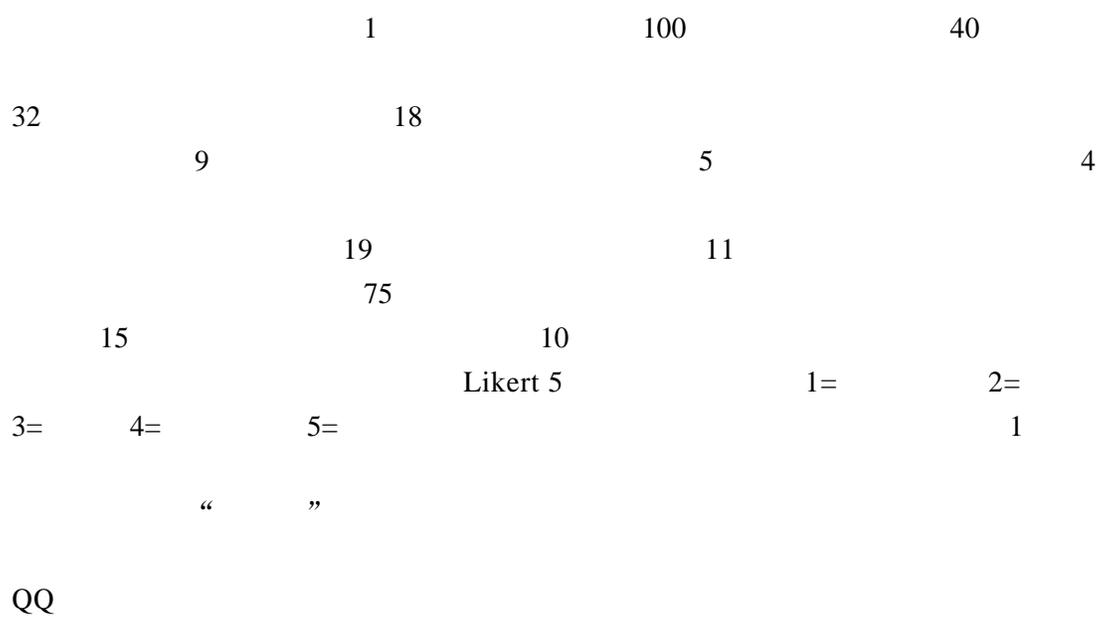


图1 本研究的理论框架

三、研究设计



四、数据分析与结果讨论

1. AMOS20.0

表1 研究变量的构成及测量题项

| | | | |
|--|------|--|------------------|
| | | | |
| | SH1 | | |
| | SH2 | | |
| | SH3 | | 2014 |
| | IPI1 | | Bettencourt 1997 |
| | IPI2 | | Gruen 1995 |
| | IPI3 | | Rosenbaum |
| | ERB1 | | Massiah 2007 |
| | ERB2 | | Kim 2011 |
| | ERB3 | | Flanagin |
| | ERB4 | | Matzge 2001 |
| | R1 | | Yi Gong 2012 |
| | R2 | | 2012 |
| | R3 | | 2013 |
| | R4 | | 2013 |
| | R5 | | 2014 |
| | PV1 | | 2007 |
| | PV2 | | Yi Gong 2012 |
| | PV3 | | 2013 |
| | EV1 | | Chiu 2005 |
| | EV2 | | |
| | EV3 | | 2013 |
| | SV1 | | Wasko Faraj |
| | SV2 | | 2005 Sweeney |
| | SV3 | | Soutar 2001 |
| | SV4 | | Kankanhalli 2005 |

R4 R5
NC= $\chi^2/df=$

302.178/81=3.731<5 p=0.000 GFI=0.911 AGFI=0.869 NFI=0.917 RMSEA=0.080
IFI=0.938 TLI=0.919 CFI=0.937 AGFI

3 3
0.75

0.55—0.95
4 AVE 0.5

p<0.05
4
Bagozzi Phillips 1982

表2 样本背景变量结构及参与特征

| | | | 100% |
|--|--------------|-----|------|
| | | 335 | 78.1 |
| | | 94 | 21.9 |
| | 20 | 10 | 2.3 |
| | 20—30 | 216 | 50.3 |
| | 31—40 | 171 | 39.9 |
| | 40 | 32 | 7.5 |
| | | 13 | 3.0 |
| | | 293 | 68.3 |
| | | 123 | 28.7 |
| | 5 000 | 117 | 27.3 |
| | 5 000—10 000 | 151 | 35.2 |
| | 10 000 | 161 | 37.5 |
| | 5 | 63 | 14.7 |
| | 6—10 | 48 | 11.2 |
| | 10 | 318 | 74.1 |
| | 6 | 103 | 24.0 |
| | 6 —1 | 36 | 8.4 |
| | 1—2 | 58 | 13.5 |
| | 2—3 | 29 | 6.8 |
| | 3 | 203 | 47.3 |
| | 3 | 174 | 40.6 |
| | 4—7 | 79 | 18.4 |
| | 7 | 176 | 41.0 |
| | 30 | 171 | 39.9 |
| | 30 —1 | 155 | 36.1 |
| | 1 | 103 | 24.0 |

表3 基于互动的顾客价值共创行为验证性因子分析结果

| | | T | CR | AVE | | |
|------|-------|-----------|-------|-------|-------|--|
| SH1 | 0.866 | | | | | |
| SH2 | 0.571 | 11.455*** | 0.801 | 0.581 | 0.788 | |
| SH3 | 0.816 | 16.192*** | | | | |
| IPI1 | 0.619 | | | | | |
| IPI2 | 0.817 | 12.233*** | 0.790 | 0.560 | 0.778 | |
| IPI3 | 0.794 | 11.731*** | | | | |
| ERB1 | 0.638 | | | | | |
| ERB2 | 0.756 | 12.699*** | 0.815 | 0.528 | 0.809 | |
| ERB3 | 0.838 | 13.339*** | | | | |
| ERB4 | 0.655 | 11.292*** | | | | |
| R1 | 0.867 | | | | | |
| R2 | 0.850 | 22.664*** | | | | |
| R3 | 0.853 | 22.809*** | 0.910 | 0.636 | 0.897 | |
| R4 | 0.595 | 13.216*** | | | | |
| R5 | 0.791 | 19.818*** | | | | |

*** p≤0.001

2005

0.05

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0.05

4

表4 双重确认模型的卡方值差异检验表

| | DF | P | | | | | | | | |
|---|---------|----|-------|------|--------|-------|-------|-------|-------|-------|
| | | | DF | CMIN | P | NFI | IFI | RFI | TLI | |
| — | 20.594 | 8 | 0.008 | 1 | 25.251 | 0.000 | 0.035 | 0.035 | 0.053 | 0.054 |
| | 45.848 | 9 | 0.000 | | | | | | | |
| — | 52.060 | 13 | 0.000 | 1 | 42.474 | 0.000 | 0.052 | 0.053 | 0.071 | 0.072 |
| | 94.500 | 14 | 0.000 | | | | | | | |
| — | 64.107 | 19 | 0.000 | 1 | 26.140 | 0.000 | 0.019 | 0.019 | 0.023 | 0.023 |
| | 90.247 | 20 | 0.000 | | | | | | | |
| — | 51.368 | 13 | 0.000 | 1 | 38.764 | 0.000 | 0.052 | 0.052 | 0.070 | 0.072 |
| | 90.132 | 14 | 0.000 | | | | | | | |
| — | 81.757 | 19 | 0.000 | 1 | 22.905 | 0.000 | 0.017 | 0.017 | 0.019 | 0.020 |
| | 104.662 | 20 | 0.000 | | | | | | | |
| — | 118.469 | 26 | 0.000 | 1 | 17.545 | 0.000 | 0.011 | 0.011 | 0.011 | 0.011 |
| | 136.014 | 27 | 0.000 | | | | | | | |

2.

AMOS20.0

SV1 SV3

NC= $\chi^2/df=$

143.214/29=4.97 p=0.000 GFI=0.931 AGFI=0.878 RMSEA=0.079 CFI=0.943
 NFI=0.932 IFI=0.944 TLI=0.918 PGFI=0.525>0.5 PNFI=0.642>0.50

5 5 3

0.75

0.60—0.95

3 AVE 0.5

AVE

3

表5 顾客价值的验证性因子分析结果

| | | T | CR | AVE | | | | | |
|----|-----|-------|-----------|-------|-------|-------|-------|-------|-------|
| | | | | | PV | EV | SV | | |
| PV | PV1 | 0.777 | | | | | | | |
| | PV2 | 0.807 | 13.668*** | 0.778 | 0.543 | 0.758 | 0.737 | | |
| | PV3 | 0.611 | 11.264*** | | | | | | |
| EV | EV1 | 0.757 | | | | | | | |
| | EV2 | 0.941 | 19.316*** | 0.875 | 0.702 | 0.865 | 0.501 | 0.838 | |
| | EV3 | 0.805 | 16.975*** | | | | | | |
| SV | SV1 | 0.661 | | | | | | | |
| | SV2 | 0.797 | 13.962*** | 0.893 | 0.679 | 0.879 | 0.317 | 0.500 | 0.824 |
| | SV3 | 0.914 | 14.199*** | | | | | | |
| | SV4 | 0.898 | 14.883*** | | | | | | |

AVE *** p<0.001

AMOS20.0

PV1 PV2

NC=796.963/255=3.125 p=0.000 GFI=0.873 RMSEA=0.070 NFI=0.885
IFI=0.905 TLI=0.904 CFI=0.918 PGFI=0.685 PNFI=0.753

6 8 1 H3a
p ≤ 0.05

表6 基于互动的顾客价值共创行为对顾客价值影响的假设检验

| | | | | T |
|-----|---|--------|-------|-----------|
| H1a | — | 0.601 | 0.048 | 12.654*** |
| H1b | — | -0.106 | 0.050 | -2.117* |
| H2a | — | 0.307 | 0.074 | 4.147*** |
| H2b | — | 0.558 | 0.085 | 6.586*** |
| H3a | — | -0.186 | 0.093 | -2.012* |
| H3b | — | 0.288 | 0.082 | 3.497*** |
| H4a | — | 0.212 | 0.045 | 4.735*** |
| H4b | — | 0.453 | 0.082 | 5.554*** |
| H4c | — | 0.191 | 0.097 | 1.969* |

*** p ≤ 0.001 * p ≤ 0.05

value co-destruction “

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Plé Cáceres 2010

Echeverri

Skålén 2011

Plé Cáceres 2010

misuse /

well-being

ERB3

五、结论与建议

“ ”
Plé Cáceres 2010

Plé Cáceres 2010

“ ” accidental misuse

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$p \leq 0.05$ $T = -2.117$ $= 0.601$ $p \leq 0.001$ $T = 12.654$ $= -0.106$

$p \leq 0.001$ $T=3.497$

$=-0.186$ $p \leq 0.05$ $T=-2.012$

$=0.288$

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