

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

1.

100876 2.

253023

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)

作者简介: 卜庆娟(1976—), 女, 北京邮电大学经济管理学院博士研究生, 德州学院经济管理学院副教授;

金永生(1965—), 男, 北京邮电大学经济管理学院教授, 博士生导师;

李朝辉(1979—), 女, 德州学院经济管理学院副教授。

2009 Hatch Schultz 2010

2014

Ramaswamy 2004

Prahalad

2014

/

Payne 2008
2013

/

2013

2015

Nambisan Baron 2009

2012

2013

2014

2014

Basole Rouse 2008
Zeithaml 2001

/

/

2013

2012 2013 2014

2013

2014

2011

2012

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

2005

“ ”

2016

2016

5

19

15
429

160

1.0

15

4

3

3

4

5

2

3

1

“

”

“

”

“

”

269

4

0.55

0.50—0.95

Yi Gong 2013

3

“

”

/

/

/ /

3.

/

/

2012 Vargo 2008

Holbrook 2006

“

”

“

”

“

”

“

”

/

/

/

Overby Lee 2006 2012 2013

/ Sicilia Palazón 2008

2013
2007

Babin 1994
2013

Holbrook Hirschman 1982 Chandon 2000
Klein Ford 2003
Babin 1994
2011
“ ”

Holbrook 2006 Sweeney
Soutar 2001
Wang 2004
Muniz O'Guinn 2001

Grönroos Voima 2013

H2a
H2b

2014
ERB2

2013

/

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

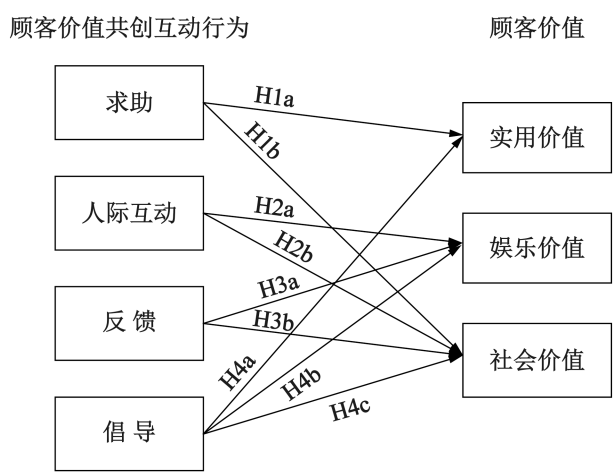
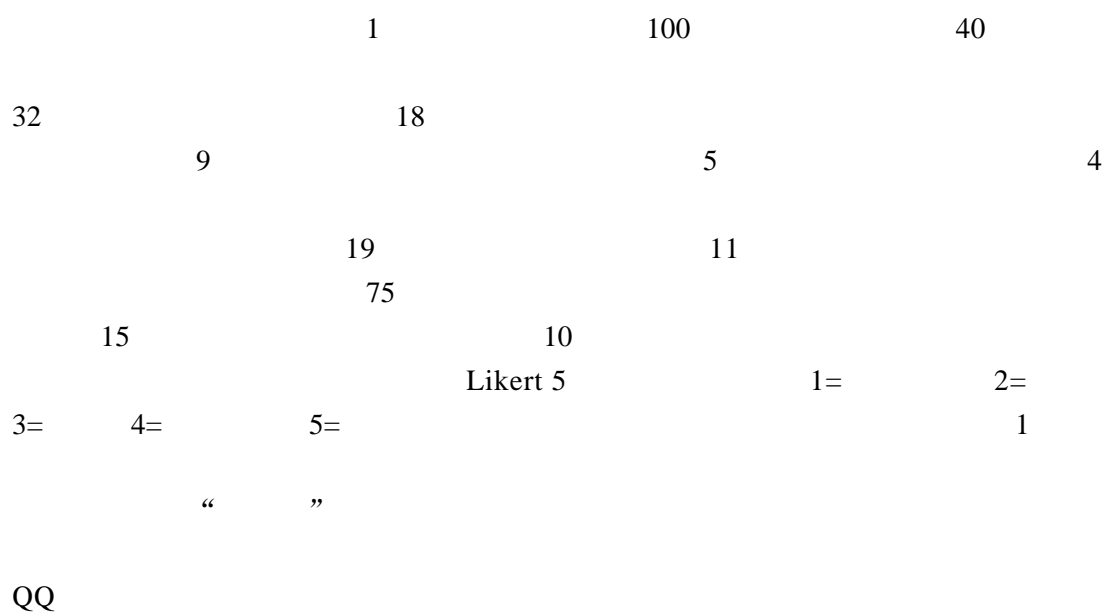


图1 本研究的理论框架

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		2013
	EV3		
	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

4

0.75

0.55—0.95

4

AVE

0.5

4

$p < 0.05$

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

4

4

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 “

”

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

/

/

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

$p \leq 0.001$ $T=3.497$

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

$=0.288$

“ ”

“ ”
“ ”

/

/

/

“ ” “ ”

主要参考文献

- [1] [J]. 2016 5 76-86.
- [2] [J]. 2014 2 74-81.
- [3] [J]. 2012 12 72-83.
- [4] [J]. 2012 10 121-125.
- [5] [J]. 2007 2 36-45.
- [6] [J]. 2014 7 75-81.
- [7] [J].
2014 4 109-124.
- [8] [J]. 2015 12 73-85.
- [9] [J]. 2014 6
86-98.
- [10] AHP [J]. 2013 10 135-136 139.
- [11] [J].
2015 5 942-948 1036.
- [12] [J]. 2013 11
114-119.
- [13] [J]. 2013 9
1375-1383.
- [14] [J]. 2011 2
10-18 51.
- [15] [J]. 2012 6 66-73.

- [16]Babin B J Darden W R Griffin M. Work and/or fun Measuring hedonic and utilitarian shopping value[J]. *Journal of Consumer Research* 1994 20 4 644–656.
- [17]Basole R C Rouse W B. Complexity of service value networks Conceptualization and empirical investigation[J]. *IBM Systems Journal* 2008 47 1 53–70.
- [18]Chu S C Kim Y. Determinants of consumer engagement in electronic word-of-mouth eWOM in social networking sites[J]. *International Journal of Advertising* 2011 30 1 47–75.
- [19]Echeverri P Skålén P. Co-creation and co-destruction A practice theory based study of interactive value formation[J]. *Marketing Theory* 2011 11 3 351–373.
- [20]Grönroos C Voima P. Critical service logic Making sense of value creation and co-creation[J]. *Journal of the Academy of Marketing Science* 2013 41 2 133–150.
- [21]Hatch M J Schultz M. Toward a theory of brand co-creation with implications for brand governance[J]. *Journal of Brand Management* 2010 17 8 590–604.
- [22]Holbrook M B. Consumption experience customer value and subjective personal introspection An illustrative photographic essay[J]. *Journal of Business Research* 2006 59 6 714–725.
- [23]Kozinets R V. The field behind the screen Using netnography for marketing research in online communities[J]. *Journal of Marketing Research* 2002 39 1 61–72.
- [24]Lanier C Hampton R. Consumer participation and experiential marketing Understanding the relationship between co-creation and the fantasy life cycle[A]. Angela Y Lee and Dilip Soman Eds. . *Advance in consumer research*[C]. Duluth MN Association for Consumer Research 2008 35 44–48.
- [25]Mascarenhas O A Kesavan R Bernacchi M. Lasting customer loyalty A total customer experience approach[J]. *Journal of Consumer Marketing* 2006 23 7 397–405.
- [26]Mertz M A He Y Vargo S L. The evolving brand logic A service-dominant logic perspective[J]. *Journal of the Academy of Marketing Science* 2009 37 3 328–344.
- [27]Muniz A M Jr O’Guinn T C. Brand community[J]. *Journal of Consumer Research* 2001 27 4 412–432.
- [28]O’Hern M S Rindfleisch A. Customer co-creation A typology and research agenda[A]. Malhotra N K Ed. . *Review of marketing research*[C]. Emerald Group Publishing Limited 2010 6 84–106.
- [29]Payne A Storbacka K Frow P. Managing the co-creation of value[J]. *Journal of the Academy of Marketing Science* 2008 36 1 83–96.
- [30]Plé L Cáceres R C. Not always co-creation Introducing interactional co-destruction of value in service-dominant logic[J]. *Journal of Services Marketing* 2010 24 6 430–437.
- [31]Prahalad C K Ramaswamy V. Co-creation experiences The next practice in value creation[J]. *Journal of Interaction Marketing* 2004 18 3 5–14.
- [32]Sicilia M Palazón M. Brand communities on the internet A case study of Coca-Cola’s Spanish virtual community[J]. *Corporate Communications An International Journal* 2008 13 3 255–270.
- [33]Sweeney J C Soutar G N. Consumer perceived value The development of a multiple item scale[J]. *Journal of Retailing* 2001 77 2 203–220.
- [34]Vargo S L Lusch R F. Service-dominant logic Continuing the evolution[J]. *Journal of the Academy of Marketing Science* 2008 36 1 1–10.
- [35]Vargo S L Maglio P P Akaka M A. On value and value co-creation A service systems and service logic perspective[J]. *European Management Journal* 2008 26 3 145–152.
- [36]Wang Y C Fesenmaier D R. Towards understanding members’ general participation in and active contribution to an online travel community[J]. *Tourism Management* 2004 25 6 709–722.
- [37]Yi Y Gong T. Customer value co-creation behavior Scale development and validation[J]. *Journal of Business Research* 2013 66 9 1279–1284.
- [38]Zeithaml V A Rust R T Lemon K N. The customer pyramid Creating and serving profitable customers[J]. *California Management Review* 2001 43 4 118–142.
- [39]Zwass V. Co-creation Toward a taxonomy and an integrated research perspective[J]. *International Journal of Electronic Commerce* 2010 15 1 11–48.

(下转第50页)

