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| 論文中文摘要： | 本文運用社會交換理論，旨在以顧客的角度探討在新零售背景下渠道整合質量對顧客反應之研究，並進而研究體驗品質和關係傾向與顧客參與和消費者賦權之間的關係。研究發現體驗品質和關係傾向是顧客參與和消費者賦權之前因變數，也就是說渠道整合質量透過體驗品質和關係傾向影響顧客參與和消費者賦權。同時，本文發現有趣的消費行為，深圳消費者和台灣消費者在購物旅程方面存在不同的傾向。深圳的消費者更注重顾客賦權，而台灣消費者注重整體的購物參進體驗。因此，全通路零售商需要對消費者的消費行為具體分析，對不同類型消費者提供全新、無縫的購物體驗。本研究結果可幫助全通路零售商制定行銷策略和評估渠道整合策略，如此吸引並保留顧客。 |
| 論文外文摘要： | This research applies social exchange theory to explore the research of channel integration quality on customer response in the context of omni-channel retailing from the perspective of consumers, and further investigate the relationship between experience quality, relationship proneness, customer engagement and consumer empowerment. This study finds that experience quality and relationship proneness are the antecedent variables of customer engagement and consumer empowerment. That is to say, channel integration quality influences customer engagement and consumer empowerment through experience quality and relationship proneness. Meanwhile, this paper discover interesting consumer behavior, Shenzhen consumers and Taiwan consumers have different tendencies in the shopping journey. Consumers in Shenzhen pay more attention to the customer empowerment, while consumers in Taiwan focus on the customer engagement. Therefore, omni-channel retailers need to make a specific analysis of consumers' consumption behaviors to provide new and seamless shopping experiences for different types of consumers. The results of this research can help omni-channel retailers to formulate marketing strategies and evaluate channel integration strategies so as to attract and retain customers. |
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