

仇恨激發消費者離去？－兼論消費者與品牌的一致性和服務補救滿意度的干擾效果

HATE MOTIVATES CONSUMERS TO LEAVE? WITH STUDY IN THE MODERATING EFFECTS OF CONSUMER-BRAND CONSISTENCY AND SERVICE RECOVERY SATISFACTION

蕭至惠*

國立嘉義大學行銷與觀光管理學系教授

蔡兆泓

國立嘉義大學行銷管理碩士班研究生

Chih-Hui Hsiao

Professor, Department of Marketing and Tourism Management,

National Chiayi University

Chao-Hung Tsai

Graduate Student, Graduate Institute of Marketing and Tourism Management,

National Chiayi University

摘要

本研究以一芳水果茶事件為例，目的在於檢驗「仇恨情緒」、「品牌仇恨」、「消費者與品牌的一致性」、「品牌轉換」、「服務補救滿意度」構念之間的關係，透過網路社群發放問卷進行調查，共計回收有效樣本 211 份，採用迴歸分析進行假設檢定。本研究的驗證結果顯示：(一)仇恨情緒會產生品牌仇恨；(二)品牌仇恨會導致品牌轉換；(三)在消費者與品牌的自我一致性低時，品牌冷仇恨對品牌轉換的影響程度，會顯著大於消費者與品牌的自我一致性高時；(四)在品牌仇恨與品牌

*通訊作者，地址：嘉義市新民路 580 號，電話：(05)273-2841

E-mail：chihhui@mail.ncyu.edu.tw

轉換之間，服務補救滿意度具有干擾效果；(五)在服務補救滿意度的成效低時，品牌冰仇恨對品牌轉換的影響程度，會顯著大於服務補救滿意度的成效高時。最後，預期本文的研究結果，能提供企業界實務意涵。

關鍵詞：仇恨情緒、品牌仇恨、消費者與品牌的一致性、服務補救滿意度、品牌轉換

ABSTRACT

Taking Event Yi Fang as an example, this study aims to examine the relationships among the constructs of hate emotion, brand hate, consumer-brand congruence, brand switch, and service recovery satisfaction. A total of 211 valid samples were collected and tested by regression analysis. The research results show as follow. 1. Hate emotion generate brand hate. 2. Brand hate will lead to brand switch. 3. When the self-consistency between consumers and the brand is low, the impact of cool hate on brand switch is greater than when the self-consistency between consumers and brands is high. 4. Service recovery satisfaction causes interference between brand hate and brand switch. 5. When the effectiveness of service recovery satisfaction is low, the impact of brand hate on brand switch is greater than when the effectiveness of service recovery satisfaction is high. Finally, the research will provide practical suggestions for the companies through the research results.

Keywords: Hate Emotion, Brand Hate, Consumer-brand Congruence, Service Recovery Satisfaction, Brand Switch