

Abstract

Title: Empirical Research of Consumer Trust mechanism
- Based on Household Appliances Industry in China

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Winning the trust of consumers for enterprises has profound meaning in such competitive environment. It is helpful to build a solid customer relationship, to maintain the market share, and improve customer loyalty. In the conditions of uncertainty, high risks, and lack of contracts and guaranty, the trust of customers is crucially important. The current study is focused on the factors that affect consumer trust mechanism and the effects of various mechanisms on consuming trust.

The domestic academic researches of consumer trust mechanism is not plenty. The studies focused on specific industry are also limited. The current study is focused on household appliance industry, combine the mechanism analysis of consumer trust and antecedent analysis, build the consumer trust mechanism, construct the model of consumer trust mechanism, and related hypotheses is proposed.

Two mechanisms which are trusted by consumers are made after group interview: process mechanism and transfer mechanism. By small sample survey, the main elements of each mechanism are explored. By empirical investigation, latest data are

collected. And also by using scientific statistical method, the mechanisms which are trusted by consumers (process mechanism, transfer mechanism) and consumer trust (cognition trust, affection trust) are analyzed by regression analysis.

In this study:

1. Process mechanism did great influence on consumer trust, especially the ability of salesperson and after-sales service quality has significant influence on two elements of consumer trust technical level also had effect on consumer trust.
2. Transfer mechanism had effect on building consumer trust, especially the recommendation of relatives and friends. The popularity of the brand also affects consumer trust.

The contributions of this study are the combination of consumer trust mechanism theory and antecedent empirical analysis, and find the variables of each mechanism. Found the relationship between these variables and consumer trust, and the relationship of process mechanism and transfer mechanism and consumer trust by empirical research. The Model of household appliance industry consumer trust mechanism is testified which has great theoretical and practical contributions to the industry

Keywords: Cognition trust, Affection trust, Process mechanism, Transfer

摘 要

题目: 以中国家电业为例说明—消费者信任机制实证研究

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在竞争日益激烈的市场环境下，赢得消费者的信任对于企业来说，具有深刻的意义，有助于建立稳固的客户关系，维持市场占有率，提高客户忠诚度。在不确定性、高风险以及缺少契约及保证的情况下，消费者信任的建立对企业而言尤为重要。本文正是基于这样的研究环境提出了本文的研究问题，即影响消费者信任机制的因素主要有哪些，以及各个机制对消费信任的影响。

目前，国内学术界对“消费者信任机制”这一领域的研究较少，同时有针对性地就某一具体行业的研究更少，本文以家电业为研究背景，将消费者信任的机制性分析和前因性分析有机结合起来，共同研究消费信任机制的建立，构建消费者信任机制的建立模型，提出相关假设。本文通过小组访谈提出了消费者信任的过程机制和转移机制，通过小样本调查法，提炼出各种机制的反映要素，通过实证调查，收集一手数据，利用科学统计的方法，对消费者信任各个机制(过程机制、转移机制)和消费者信任(认知信任、情感信任)进行相关回归分析。

本文研究结论表明：

1. 过程机制对建立消费者信任的作用很大，尤其是销售人员的能力和售后服务质量对消费者信任二个维度都存在显著影响，技术水平对消费者认知信任存在影响。

2. 转移机制对建立消费者信任的作用很大，尤其是亲朋好友推荐对消费者信任的影响最为显著，品牌知晓度对消费者信任也有影响。

本文的研究贡献在于，把消费者信任建立机制的理论分析与前因性的实证分析结合到一起，找出反映每一种机制的变量，并探查出这些变量与消费者信任建立的关系，通过实证研究过程机制和转移机制与消费者信任之间的关系。提出并验证了家电业消费者信任建立机制的模型，不仅研究结论对国家电业具有理论指导意义，研究方法和研究过程对于其他产业也同样具有借鉴意义。

关键词：认知信任、情感信任、过程机制、转移机制