



北京林业大学经济管理学院

“英才计划”出版工程

编委会主任：陈建成

主编：温亚利 张卫民

顾客参与对顾客价值创造的影响机理研究

STUDY ON INFLUENCE MECHANISM OF CUSTOMER
PARTICIPATION ON CUSTOMER VALUE CREATION

◎ 贾 薇 著

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出版说明

Publication Introduction

为加强学院科研团队建设，培养经济管理青年英才，扩大学院学术交流和学术影响，产出高水平标志性成果，促进学院重点学科与基础学科的协调发展，全面提升学院整体学术竞争力和影响力，北京林业大学经济管理学院制定了“英才计划”，该计划由“创新团队工程”、“出版工程”、“奖励工程”和“论坛工程”四个建设项目组成。

“英才计划”出版工程是对学院教师完成的，以农林经济管理学科领域为主、包括学院其他学科领域中的具有重要理论意义或重大应用价值及前景，或具有独到见解或新颖体系，对科学发展有重要作用的专著出版提供资助，目的是鼓励学术创新、传播学术思想、加强学术交流、繁荣学术研究、促进学术研究更好地服务社会。

“英才计划”出版工程得到了北京东方园林股份有限公司副总经理梁明武、湖南省汨罗市长江铜业有限公司董事长余方然以及中国林业出版社的大力支持，特此鸣谢！

School of Economics and Management(SEM) of Beijing Forestry University (BFU) launched Cultivating Talents Programs including Innovation Team Project, Publication Program, Award Program and Forum Project, which aims to enhance the research team of school, to cultivate young faculties in economics and management to output high level benchmark achievement.

Cultivating Talents Program-Publication Program provide support to manuscript with significance or critical application value or prospective, or with original idea or innovative system mainly agro-forestry economics and management field and other fields completed by school faculty members

Publication Program acknowledge the great support of Mr. Liang Mingwu (Vice president of Beijing Oriental Garden Shares Co. Ltd), Mr. Yu Fangran (Chairman of Changjiang Copper Product Co. Ltd in Miluo city) and China Forestry Publishing House.

北京林业大学经济管理学院
“英才计划”出版工程编委会
2011年5月10日

序 言

多年来,北京林业大学经济管理学院以建设和培育国家重点学科——林业经济管理学科为目标,抢抓机遇,深化改革,瞄准学科发展前沿,凝聚全院师生智慧,激发一切可利用资源的活力,团结一致,与时俱进,精思厚德,以人为本,科学发展,敢为人先,在教学、科研、人才培养和社会服务诸方面取得了显著进步。仅2010年,学院在高层次科研项目数量、科研经费总量、高质量学术论文数量、学生获奖层次、本科教学质量评价、专业学位建设等6方面实现突破,创学院历史最好成绩。2010年学院获得国家自然科学基金、国家社科基金和教育部人文社科基金等国家级课题7项;被SCI、EI和ISTP三大检索系统检索的论文共33篇;学院教师获全校理论课教学质量评价第一名;学院学生获“全国先进班集体”称号和58项省级以上学科竞赛奖;学院新增工商管理硕士(MBA)、应用统计硕士、会计硕士、国际商务硕士四个专业硕士学位授权学科点。这些成绩的取得,为学院的改革和发展奠定了良好的基础。

为了进一步推动学院在“十二五”期间快速发展,从2010年起,学院计划用五年时间,在全院推进“英才计划”建设项目。该计划包括“创新团队工程”、“出版工程”、“奖励工程”和“论坛工程”四个建设工程。“创新团队工程”旨在林业经济管理重点学科和其他具有优势和潜力的学科领域,以突出重点团队建设及领军人才培养、突出高水平标志性成果产出为原则,组建学术研究团队,择优提供研究费用资助。“出版工程”旨在鼓励学术创新、传播学术思想、扩大学术影响,资助学院教师多出具有影响力的学术专著。“奖励工程”旨在引导和激励教师申报高层次科研项目、产出高水平学术成果,鼓励教师关心学院发展、积极投身学院教学和科研工作,对在科研、教学和学院发展中取得突出成绩的教师进行奖励。“论坛工程”旨在营造学术氛围、加强学术交流、凝聚学术智慧、扩大学术视野、提倡学术创新,举办各种形式的学术论坛。

“出版工程”作为“英才计划”的重要组成部分,其实施范围在兼顾学院各学科领域的基础上,适当向林业经济管理学科领域倾斜。众所周知,林业经济管理学科在国家生态建设、低碳经济发展及现代林业体系构建中承担越来越重要的人才培养及科学研究责任。北京林业大学林业经济管理学科作为全国同类学科中唯一的国家重点培育学科,在林业经济理论研究方面长期积累,形

序 言

成具有中国特色的林业经济管理学术体系,在林业经济管理学科发展,以及参与国家林业重大问题、前沿和热点问题研究中发挥了积极作用。为促进学科发展,提升学科服务于社会发展的水平,北林林业经济管理学科正努力开展林业经济理论系统研究,以及林业经济重大问题的持续研究,尝试对中国林业经济发展进行理论与实践的梳理和总结,更好地为中国林业发展发挥理论指导作用。

“英才计划”出版工程项目将系统、全面地向社会介绍北林林业经济管理学科及相关学科领域最新的研究成果。主要涉及林业经济管理基础理论,林业经济重点和热点问题,国内外林业经济与政策比较,以及经济学、管理学和政策学最新研究成果在林业上的应用等方面。这些著作中既有青年教师在博士论文基础上形成的最新著作,也有教师最新科学研究成果。该出版工程不求研究内容及形式的系统性和完整性,更注重创新性及探索性;特别是对于新时期中国林业发展与社会经济可持续发展关系、林业在应对全球气候变化中的经济与生态环境政策、当前中国改革与发展中涉及林业与生态环境的关键经济政策问题的创新性研究给予高度重视。

这些著作大多是我校经管院中青年林业经济工作者的研究成果,在学术上可能还有不尽完善之处,一些问题在学术界可能也有不同观点,我以为,实施该出版工程的根本目的是繁荣中国林业经济管理研究,鼓励学术创新,勇于探索林业经济重大问题,更好地为中国林业经济发展服务,同时使有志于中国林业经济研究的广大中青年林业经济工作者有机会发表自己的成果,与学术界交流、沟通和争鸣,提升他们的学术水平,为中国林业发展奠定人才基础。

北京林业大学校长

宋维明

2011年5月16日

Foreword

Over the years, School of Economics and Management (SEM) of Beijing Forestry University (BFU) has made a great progress with an aim of building and fostering the national key discipline - forestry economics and management. We seize the opportunity, deepen the reform, aiming at the development of frontier subjects and gather all the wisdom and inspire all available resources and energy of teachers and students. We realize a scientific development, going forward with the times and people-oriented in teaching, research, personnel training and social service. In 2010, SEM got a breakthrough of history because we got 7 major projects from National Natural Science Foundation project, the National Social Science Fund and the Ministry of Education, Humanities and Social Science Fund and other national projects. About 33 papers were cited by SCI, EI and ISTP, with students winning the National Advanced Course Collective and more than 58 provincial level of academic competition awards. Four new programs of graduate studies were approved including Master of Business Administration (MBA), Master of Applied Statistics, Master of Accounting, Master of International Business. All the above achievements have laid a good foundation for the reform and development of SEM.

In order to further promote the development of college in the Twelfth Five-Year Period, from 2010, the college plans to use five years to promote Cultivating Talents Programs. The plan includes Innovation Team Project, Publication Program, Award Program and Forum Project. Innovation Team Project aims to focus on economic management in forestry and other disciplines which have advantages and potentials to highlight the building of the key leader in team and personnel training, highlighting the high level output of the principle of the landmark achievements and provide funds to the formation of research teams in the selection of the best research. Publication Program is to encourage academic innovation, disseminate of academic thinking, and expand academic impact of SEM by funding the publication of academic achievements made by teachers. Award Project aims to guide and encourage the teachers to apply for high-level scientific research projects, and academic achievement of high level, encourage teachers to care about development of the institute by taking an active part in university teaching and research work. Forum Project aims to create academic atmosphere, strengthen academic exchanges and combine academic intelligence by expanding academic horizons and holding various forms of academic forums.

Publication Program is an important part of Cultivating Talents Programs, which will put emphasis on economic management disciplines with the scope of all various disciplines in SEM. As we all know, forestry economics and management assumes an

increasingly important responsibility for personnel training and scientific research in the national ecological construction, low-carbon economic development and construction of modern forestry system. Forestry economics and management of BFU, as the only nation greatly supported in all similar universities, has formed an academic system of the forestry economy with Chinese characteristics with long-term accumulation, and played an active role in the development of economic management disciplines and participation in national forestry major issues and hot issues of frontier. To promote academic development and enhance academic services to the community, economics and management disciplines of BFU are working to carry out systematic study on forestry economic system theory and continuous study on major forestry economics issues, trying to summarize and sort out the Chinese forestry economic development in both theory and practice to play a better role in guiding the development of forestry in China.

Publication Program will make a comprehensive introduction of the latest achievements in forestry economics and related disciplines to the society, including forestry management based on economic theory, economic priorities and hot issues in forestry, domestic and international comparison of forestry economics and policy, as well as economics, management and policy studies on the latest academic achievements in the forestry aspects of the application. All of these works include the latest work based on doctoral thesis of young teachers and the latest scientific research of teachers of SEM.

The publication does not seek a systematic integrity in the content and form, just to put more on innovative and exploratory research, particularly focuses on the relationship of forestry development in new period and sustainable economic and social development, including the global climate change in response to the economic and environmental policies, China's current reform and development related to forestry and ecological environment, etc.

These works are mostly works of young research workers in forest economics of SEM of BFU. They may not be quite complete and there may be different point of view in the academia, but our purposes are to make the research of forestry economics more prosperous, encourage academic innovation, the courage to explore major issues of forestry economy and better economic development of China's forestry services, which will give chances to young researchers in forestry economics to publish their achievements, and push the exchanges and communication and contention to improve their academic standards for laying a base of talents for forestry development in China.

President of Beijing Forestry University

Song Weiming

May 16, 2011

前言

随着技术和行业的发展、后现代主义消费文化的形成以及消费者主权的到来，以服务为导向的营销范式开始大行其道。一方面，企业逐渐意识到企业得以生存和发展必须与顾客合作，只有最大限度地利用顾客能力才是未来竞争优势的新源泉；另一方面，顾客的角色发生根本性转变，他们越来越多地介入企业的价值创造活动中，持续不断地表现出与企业共同创造个性化产品或服务的能力，对企业的影响越来越大。为此，传统的以企业为主导的价值创造模式受到挑战，而让顾客参与价值创造的新模式正备受关注。

本书首先阐述了顾客参与价值创造的外在和内在动机，剖析了顾客参与顾客价值创造活动的本质，并从知识转移视角和关系视角分别论述了这种本质形成的内在机理，为顾客参与活动对顾客价值创造影响机理的深入分析奠定理论基础。

其次，基于顾客参与顾客价值创造的本质，将组织行为学中的心理契约理论引入到顾客参与的情境下，从心理作用机制层面构建参与意义下的心理契约对顾客价值创造影响的理论模型框架。研究结果证明联结企业与顾客的心理契约这一纽带对引导顾客更好地创造顾客价值存在显著影响，并对其影响效果进行测量和解释。

进一步地，基于顾客参与价值创造的动机和本质，从“前因—过程—结果”的汇合视角，构建了顾客参与对顾客价值创造作用的理论框架模型，以期从整体的视角对顾客参与影响顾客价值创造的影响机理进行系统研究。实证研究表明，情感承诺、自我效能、交互公平和感知风险作为影响顾客参与的前因要素基本得到证实；顾客参与对顾客价值创造的影响关系存在；顾客价值在顾客参与活动和顾客满意间的完全中介角色得以检验。

最后，为了更深入地研究顾客参与活动对顾客价值创造的影响机理，基于独特性理论，探索分析了消费者独特性需要在顾客参与对顾客价值创造影响关系中的作用，并实证检验了消费者独特性需要对顾客参与与顾客价值创造之

间的关系的调节效应。

本著作综合来自于心理学、消费者行为学、组织行为学、决策学、社会学、市场营销学等学科的相关理论和文献，研究结果丰富和发展顾客参与顾客价值创造的研究，并为企业推行与消费者共同创造顾客价值实践提供有意义的指导。

著 者

2011年5月30日

Preface

With the development of technology and industry, the formation of post-modernism consumer culture, and the arrival of consumer sovereignty, service-oriented marketing paradigm is beginning to flourish. On the one hand, companies began to realize that businesses must co-operate with customers for survival and development, and only the ability to maximize customer is the new source of competitive advantage in the future. On the other hand, a fundamental change in the role of customers who are increasingly involved in the enterprise's value creation activities demonstrated constantly the ability to create personalized products or service together with enterprises, having greater and greater influence in enterprises. Therefore, the traditional enterprise-oriented value creation model is being challenged, and a new model of letting customers participate in value creation is receiving concern.

First of all, this paper defined the definition of the core concept and composition dimension in this study, analyzed the motivation of customer participation, studied the nature of customer participation in customer value creation activities, and elaborated the intrinsic mechanism separately from the knowledge transfer perspective and relationship perspective to lay the theoretical basis for that were discussed in the formation of such a nature internal mechanism for the depth analysis of the impact mechanism of customer participation in customer value creation activities.

Secondly, based on the nature of customer participation in customer value creation, in the situation of introducing the psychological contract theory in organizational behavior into customer participation, this paper built bridges for customer participation in customer value creation activities from a psychological mechanism level, built the theoretical model framework of customer contract in customer value creation impact in the sense of participation, and adapted standard research method to have an in-depth analysis of the impact of the various psychological contract dimensions on the various customer value dimensions. The research results show that the link-psychological contract combining enterprises and customers has a significant impact in guiding customers to better create customer value and measured and interpreted the impact effectiveness.

Again, based on the motives and nature of customer participation in value creation, this paper built a theoretical framework model of the function of customer participation in customer value creation from the convergence perspective the "antecedent-the process-the result". Using standardized research methods, at the antecedent stage, conduct an in-depth analysis of the effect of the affective commitment, self-efficacy, interactive fairness and perceived risk factors as antecedent elements from the perspective of the interaction of

enterprises and customers; at the process stage, conduct an in-depth detailed interpretation of effect mechanism of customer participation activity impact on customer value; at the result stage, conduct a further analysis of the function mechanism of customer value in the relationship between customer participation and customer satisfaction. This paper had a systematic study of the impact mechanism of customer participation impact on customer value creation from an overall perspective, and accordingly proposed the corresponding research hypotheses and path model.

Next, based on the integrated theoretical model research of customer participation in customer value creation, this paper adapted depth interviews and empirical investigation methods, applied multivariate statistical methods such as structural equation models to test theoretical assumptions and path model, and conducted interpretation of the impact of the research path and measuring results of the integration model. The study found that affective commitment, self-efficacy, interactive fairness and perceived risk were confirmed as the antecedent elements of affecting customer participation; customer participation impact on customer value creation relationship exists; customer value's complete intermediary role between customer participation activities and customer satisfaction was tested.

Finally, in order to further study the impact mechanism of customer participation activities in customer value creation, based on uniqueness theory, this paper explored and analyzed the function of consumer's needs of uniqueness in affected relations of customer participation in customer value creation and empirically tested the regulator influence of uniqueness of consumer's needs in the relationship between customer participation and customer value creation. Through the samples of different levels of uniqueness of consumer's needs this paper tested the theoretical model of customer participation effect in customer value creation. Research showed that the theoretical model of customer participation effect in customer value creation had universal effect in varying degrees of consumer's needs of uniqueness. In varying degrees of consumer's needs of uniqueness groups, the impact mechanisms of various customer participation in customer value creation is different.

This study integrated the theory and literature from the psychology, consumer behavior, organizational behavior, decision-making, sociology, marketing, science and other related subjects, adapted the method combining standardized research and empirical research, aimed at enriching and developing the research of customer participation in customer value creation, and provided meaningful guidance for businesses to implement customer value creation practice together with consumers.

Author

May 30, 2011

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