

<b>題目</b>	網路客製化對網路顧客滿意度影響之研究—消費者觀點
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<b>摘要</b>	近年來網際網路的快速發展，企業在網路上建置購物網站已成為普遍的行銷實務。先進網路資訊技術對於市場導向（Market Orientation；MO）之市場資訊的取得、分享、擴散及反應的重要過程具有更大的潛力。本研究以消費者觀點的實證分析，針對網路使用者為施測對象，e-mail 抽樣得到 160 份有效網路問卷，研究聚焦於網路市場導向（Internet-mediated Market Orientation；IMO），乃將傳統市場導向轉化成以網路活動為基礎，可讓企業更有效率的執行 MO。本文著眼於消費者認為企業執行網路市場資訊的產生、擴散與反應的努力程度，以及消費者認為企業重視網路客製化的程度對網路顧客滿意度的關聯，尤其是網路客製化扮演的角色為本研究所關注的重點，文獻理論推導並提出理論模型以結構方程模式來驗證分析，結果顯示，IMO 無法直接影響網路顧客滿意度，必須透過網路客製化為中介變數，才能間接影響網路顧客滿意度。根據研究的發現，最後提出管理意涵與未來的研究方向。
<b>關鍵字</b>	市場導向、網路市場導向 IMO、網路客製化、網路顧客滿意度
<b>Title</b>	Impact of E-Customization on Satisfaction of Online Customers: The Consumer Perspective
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<b>Abstract</b>	Recognizing the great potential of the Internet for reaching and understanding customers, businesses are increasingly using Internet technology as a primary channel of information exchange with their customers. The concept of Internet-mediated Market Orientation addresses the use of Internet technology as an enabling and facilitating element of a firm's market-oriented activities, which typically involve production, processing, and dissemination of massive amount of information. In an attempt to empirically test this concept, this study surveyed Internet users and investigated, from consumers' point of view, the relationships between IMO , e-customization , and customer satisfaction. The result indicated positive relationships between the three variables. The structural equation modeling analysis further validated the model regarding the relationships between these three variables. Research implications as well as suggestions for future research are presented.
<b>Key Words</b>	Market Orientation, Internet-mediated Market Orientation, E-Customization, E-Customer Satisfaction