FACTORS AFFECTING THE PAYMENT TOWARDS APPLICATION ON MOBILE PHONE AT CONVENIENCE STORES OF STUDENTS IN BANGKOK

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ABSTRACT

The research about factors affecting the payment towards application on the mobile phone at convenience stores of students in Bangkok aimed to study personal factors, application factors, and other factors affecting the payments. The population was students, both Thai and Chinese, in Bangkok. The sample size was 200 students, 100 Thais, and 100 Chinese. Descriptive statistics were used to analyze the data. The hypotheses were tested by *t*-test and *F*-test. It was found that the highest influencer was personal factors. The next was service and application factors and other related factors. Most of the respondents were satisfied to use this application because of its convenience and no need to carry cash, easy, save time and safety. The students who had different nationalities, ages, education, revenue, and experience had significantly different opinions about factors affecting the decision making of paying toward application at the convenience store.

Keywords: cashless society, personal factors, application factors, other related factors

Introduction

Nowadays, there are more alternatives to pay money in convenience stores. There are bar-codes, e-money, and cashless stores. Those are minimized by the time of both consumers and sellers. Before, consumers used cash, but now they pay through digital ways more than before. There are many benefits of a cashless society. With cash, it's easy to steal money, whether the amount is large or small. Also, illegal transactions such drug trade typically take place with cash so that there's no record of the transaction. It is harder to hide income and evade taxes when there's a record of every payment you receive. Money laundering becomes much harder if the source of funds is always available; It costs money to print bills and coins. Businesses need to store the money, get more when they run out, and deposit cash when they have too much on hand. Moving money around and protecting large sums of cash could become a thing of the past. When people visit a foreign country, they may need to buy local currency. But payments are easy if both nations can handle cashless transactions. Instead of figuring out another currency, the mobile device handles everything for people.

A cashless society has occurred in China in retail stores, food stores, even street stores. It made the entrepreneurs in Thailand alert and became more interested in technology. From the survey, it was found that 55% of Thai people try to use digital payment. More than half of the people were interested in using this technology. There was more payment application in convenience stores, for example, TrueMoney Wallet application using in 7-eleven convenience store. This technology had driven Thailand to become a cashless society, but the participants must come from several sectors such as government, financial institutions, the payment system in order to build the needed infrastructure for the stores. The safety depends on the behaviors of the societies (www.truemoney.com, 2019).

However, this trend in Thailand should be gradually changed, including the chance of consumer behavior. Some of the consumer groups did not rely on the safety of this kind of digital payments. They preferred to pay cash for not high-value products.

But in the future, this trend will become more popular and responds to the new generation. The network of the stores also will be increased. Nowadays, there are 12,000 shops using e-wallet of TrueMoney and Alipay and the convenience stores as 7- eleven were approximately 10,000 shops.

To confirm the willingness to use digital payment applications, the researchers would prove this study.

Objectives of the study

1. To study the payments towards the application of students in Bangkok.
2. To study factors affecting the decision making of using the payment toward the application of students in convenience stores in Bangkok.

Literature Review

Theory of Accepting Innovation

The decision making to use innovation has occurred when users found that innovation was better and more beneficial. The acceptance of innovation is the process. This process would be fast or slow depends on the personal factors and the characteristics of the innovation (Orathai Luanwan,2012) that is similar to the technology acceptance model; TAM. This model related to the attitude of the user through perceived usefulness and perceived ease of use (Davis, 1989). Schuh and Stavins (2012) found that online banking bill payment adoption rate was lower for older and less educated respondents, highest for married people, and lowest for blacks and those with annual income below $25,000. Hayashi & Klee (2003) from the surveyed in 2001 analyzed consumer's payment instrument use at the point of sale and for bill payment. The results indicate that consumers who use new technology or computers are more likely to use electronic forms of payment, such as debit cards and electronic bill payments. Particularly, the use of direct deposit is a significant predictor of electronic payment use. Furthermore, the results indicate that payment choice depends on the characteristics of the transaction, such as the transaction value, the physical characteristics of the point of sale, and a bill's frequency and value variability. Pumim.T (2014) studied the research title "adoption of electronic payment instruments in Thailand" found that the probability to adopt internet banking or mobile banks have positive correlations with income, internet usage and financial literacy. The studies divided in 3 factors including consumer's demographic factor, consumer technology adoption factors and financial knowledge.

Service Provide Trust

This acceptance comes from the reliability of service providers, types of financial transactions through smartphones were developed more and more. The service providers must maintain assurance for users. These must have no defects or mistakes. This case was related to the reputation of the company such that good reputation companies would bring more profits through online business.

The trust of providers gives more benefits to the user. The reliability has a positive relationship with consumer behavior. It minimized risks for them (Amoroso DL. and Watanabe R., 2012) and Kim, Shin and Lee (2009) found that the reliability of consumers was very significant and had a positive relationship with the intention to do financial transactions toward mobile phones.

Methodology

This is quantitative research. The population is Thai and Chinese students in Bangkok. The sample size was 200 students (100 Thai and 100 Chinese students). Descriptive statistics were used to analyze the data, including mean, percentage, and frequency. The hypotheses were tested using the *t*-test and *F*-test. The year of gathering the data was 2020.

Results

The respondents consist of 200 Thai and Chinese university students. Most of them are female aging from 18-25 years old and are undergraduate students with less than 10,000 Baht income. 97% of them have been using the mobile payment for convenience stores.

Table 1: Factors affecting the decision making of using the payment toward the application of students in convenience stores in Bangkok.

Factors affecting mobile payment	Mean
Personal factors	4.14
Product/service factors (Mobile payment application)	4.13
Other related factors	3.79

As seen in Table 1, factors affecting the decision making of using the payment toward the application of students in convenience stores in Bangkok. From the analysis using the 5 scales average, which measures three factors, which are 1) Personal factors have mean 4.14, 2) Product and service factors have mean 4.13, and 3) Other related factors mean 3.79.

Table 2: Number, Percentage, and the average of opinions toward personal factors

Personal factors affecting mobile payment	Highest	High	Moderate	Low	Lowest	Mean
Not enough cash	72 (36.00)	49 (24.50)	49 (24.50)	21 (10.50)	9 (4.50)	3.77
Save time	93 (46.50)	72 (36.00)	31 (15.50)	3 (1.50)	1 (0.50)	4.26
Try new technology	83 (41.50)	64 (32.00)	36 (18.00)	15 (7.50)	2 (1.00)	4.05
Safety	80 (40.00)	84 (42.00)	25 (12.50)	9 (4.50)	2 (1.00)	4.15
Convenience, no need to carry cash	98 (49.00)	73 (36.50)	25 (12.50)	4 (2.00)	0 (0.00)	4.32
User experience	99 (49.50)	69 (34.50)	24 (12.00)	5 (2.50)	3 (1.50)	4.28
Average						**4.14**

The analysis from table 2 found that the most affecting factors are convenience, no need to carry cash (4.32%), user experience (4.28%), save time (4.26%), safety (4.15%), try new technology (4.05%) and not enough cash (3.77%)

Table 3: Number, Percentage, and the average of opinions toward product/service factors

Product/service factors affecting mobile payment	Highest	High	Moderate	Low	Lowest	Mean
Application accuracy	104 (52.00)	69 (34.50)	25 (12.50)	2 (1.00)	0 (0.00)	4.37
User Privacy	68 (34.00)	89 (44.50)	34 (17.00)	9 (4.50)	0 (0.00)	4.08
Data security	70 (35.00)	84 (42.00)	34 (17.00)	12 (6.00)	0 (0.00)	4.06
Application Stability	63 (31.50)	87 (43.50)	39 (19.50)	8 (4.00)	3 (1.50)	3.99
Store discount and promotion	97 (48.50)	68 (34.00)	19 (9.50)	14 (7.00)	2 (1.00)	4.22
Application service center	65 (32.50)	69 (34.50)	33 (16.50)	27 (13.50)	6 (3.00)	3.80
Convenience	102 (51.00)	76 (38.00)	18 (9.00)	2 (1.00)	2 (1.00)	4.37
Reputation of the application service provider	86 (43.00)	72 (36.00)	36 (18.00)	5 (2.50)	1 (0.50)	4.18
Average						**4.13**

The results of Product/service factors affecting mobile payment analysis are reported in Table 3. The most affecting factors are convenience and application accuracy accounting for 4.37% following by store discount and promotion (4.22%), User privacy (4.08%), Data Security (4.06%), Application stability (3.80%) and Application service center (3.80%)

Table 4: Number, Percentage, and the average of opinions toward other related factors

Other related factors affecting mobile payment	Highest	High	Moderate	Low	Lowest	Mean
Number of stores supporting mobile payment	103 (51.50)	73 (36.50)	20 (10.00)	4 (2.00)	0 (0.00)	4.37
Credibility of stores	64 (32.00)	87 (43.50)	37 (18.50)	11 (5.50)	1 (0.50)	4.01
Knowledge of stores' employees	53 (26.50)	71 (35.50)	24 (12.00)	20 (10.00)	32 (16.00)	3.46
Family recommendation	47 (23.50)	62 (31.00)	35 (17.50)	32 (16.00)	24 (12.00)	3.38
Blogger opinion/ Online Advertising	54 (27.00)	55 (27.50)	31 (15.50)	25 (12.50)	35 (17.50)	3.34
Internet speed	83 (41.50)	83 (41.50)	30 (15.00)	4 (2.00)	0 (0.00)	4.22
Average	-	-	-	-	-	**3.79**

Table 4 shows other related factors affecting mobile payment are a number of stores supporting mobile payment (4.37%), internet speed (4.22%), the credibility of stores (4.01%), Knowledge of stores' employees (3.46%), Family recommendation (3.38%) and blogger opinion/ online advertising (3.34%).

Table 5: The number of respondents satisfied to pay money by using Application through convenience stores

The satisfaction of payment toward application	Number	Percentage
Satisfied	173	86.50
Unsatisfied	27	13.50
Total	**200**	**100.00**

Table 5 found that most of the respondents (86.5%) were satisfied to pay money by using Application through convenience stores.

Table 6: The reasons that the respondents satisfied at the highest level

Satisfied reasons	Number	Percentage
Convenience, no need to carry cash	89	49.17
Easy to use this application	34	18.78
Save time	27	14.92
Has discount	15	8.29
Safety	12	6.63
Easy To Control The budget	2	1.10
Try New Technology	1	0.55
Friendly to environment because this is paperless	1	0.55
Total	**181**	**100.00**

From Table 6, found that the reasons that the respondents satisfied at the highest level as follows: 1) Convenience, no need to carry cash (49.17%), 2) Easy to use this application (17.18%), 3) Save time (14.92%), 4) Has discount (8.29%), 5) Safety (6.63%), 6) Easy to control the budget (1.10%), 7) try New Technology (0.55%), and 8) Friendly to the environment because this is paperless (0.55%).

Table 7: The reasons that the respondents unsatisfied at the highest level

Satisfied reasons	Number	Percentage
The stores those using application were not enough	8	28.57
Feel unsafety	6	21.43
Prefer to use cash	5	17.86
The Application is not stable	4	14.29
Slow	2	7.14
Sales promotion were not enough	1	3.57
Rarely use this application	1	3.57
The store didn't solve the problems	1	3.57
Total	**28**	**100.00**

From table 7, the reasons of unsatisfied to use application form table 7, it was found that the reasons were as: 1) the stores those using application were not enough (28.57%), 2) feel unsafety (21.43%), 3) Prefer to use cash (17.86%), 4) the Application is not stable (14.29%), 5) slow (7.14%), 6) sales promotion were not enough (3.57%), 7) rarely use this application (3.57%), and 8) The store didn't solve the problems (3.57%).

Table 8:   Hypothesis testing the relationship between the demographic background of respondents and the opinions about factors affecting the decision making of paying cash toward application in the convenience store

Factors affecting the decision Making of paying toward Application in convenience stores	Nationality	Gender	Age	Education	Revenue	Experienced
Personal factors						
1. Not enough cash	✓		✓		✓	✓
2. Save time	✓		✓			✓
3. Try new technology			✓			✓
4. Safety	✓		✓			✓
5. Convenience, no need to carry cash			✓			✓
6. User experience	✓		✓		✓	✓
Product and service factors						
1. Application accuracy			✓			✓
2. User privacy	✓		✓			✓
3. Data security	✓					✓
4. Application Stability	✓		✓			✓
5. Store discount and promotion					✓	
6. Application service center	✓					✓
7. Convenience	✓		✓			✓
8. Reputation of the application service provider	✓		✓			✓
Other related factors						
1. Number of stores supporting mobile payment						
2. Credibility of the stores	✓		✓			✓
3. Knowledge of stores' employees	✓		✓		✓	✓
4. Family recommendation	✓		✓			✓
5. Blogger opinion/ Online advertising	✓		✓		✓	✓
6. Internet speed						

From table 8, hypothesis testing by using *t*-test and *F*-test at 0.05 level of significance found that the Thai respondents and Chinese respondents had a significant difference in opinion about factors affecting the decision making of paying toward application in convenience stores. The respondents who had different gender and education had no difference in opinion about factors affecting the decision making of paying cash toward application in convenience stores, but nationality, age, revenues, and experiences had effects.

Conclusion

This study aimed to study the payments towards the application of students in Bangkok and to study factors affecting the decision making of using the payment toward the application of students in convenience stores in Bangkok. From the results of this research it was found that most of the respondents were satisfied to use this application because of its convenience and no need to carry cash, easy, save time and safety. The highest influencer of using the payment toward the application of students in convenience stores was personal factor. The next was service and application factor and other related factors respectively. The students who had different nationalities, ages, education, revenue, and experience had significantly different opinions about factors affecting the decision making of paying toward application at the convenience store.

Discussion

From this study, it was found that in general personal factors had the highest scores in influencing the payments toward mobile applications because of the convenience, no need to carry cash, and save time. Also, Nilkasem, P. (2013) found that consumers nowadays prefer the comfort and convenience to use applications to replace carrying cash. Moreover, Kasikorn Research Center (2017) studied that Thai society is becoming a cashless society and prefers to do the transaction through their mobile phones. From the hypotheses testing, it was found that Thai students and Chinese students had significantly different opinions about factors affecting the decision making of paying toward application in convenience stores. Maybe because people in different countries have different cultures and attitudes, which are directly affected to behavior of the people. Moreover, the age, revenues, and experience of students affected the decision making of using the payment application.

Suggestion from the Research

1. The study found that most of the respondents (86.50%) were satisfied with using the payment toward mobile application. So, the convenience store managers should review this preference to invest in this technology into business.

2. It was found that store discounts and promotions had a high impact on influencing buyers to buy and pay through payment applications. The convenience store managers should set more sales promotion programs for consumers.

3. The study found that the application accuracy had the highest impact on using the payment towards application. The convenience store managers should check the payment system continuously to confirm the right system.

Suggestion for Future Research

This study focused only on the students, so future research should focus on other populations in a different generation to find the difference among the application toward payment transactions.

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FINTECH: NOW AND FUTURE

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ABSTRACT

This work summarizes fintech development in Thailand and identifies the challenges and potentials for further advancement. The existing businesses in peer-to-peer lending, crowdfunding, robo-advisor, and smart contract are presented, and the related literature is reviewed for analysis and recommendations for the respective field. With the benefit of increased efficiency and reduction in cost, fintech improves social welfare and promotes social equality.

Keywords: Fintech, peer-to-peer lending, crowdfunding, robo-advisor, smart contract

1. Introduction

"Banking is necessary. Banks are not." is an often-cited quote made by Microsoft founder Bill Gates in 1994. More than two decades have passed since then, and his foresight is proving true in full force. According to a survey by a UK consultancy, typical consumer visits a bank branch merely four times a year by 2022 (Pilcher, 2017). It is a global trend that Fintech replaces traditional manual transactions with ease and convenience. In Asia, so-called super-apps such as Tencent's WeChat has become an integral part of people's lives. In Southeast Asia, Thailand is expected to be a hotbed for venture capitals for Fintech investment thanks to its high mobile penetration rate and tech-savvy young population (EY, 2019).

This paper reports a recent fintech development in the field of peer-to-peer lending (P2P), crowdfunding, equity-trading, and smart contract in Thailand. At the time of writing this research, several fintech service providers are officially approved by the Securities and Exchange Commission, Thailand (SEC). This study introduces some of the businesses already in operation, features their benefits for the general public and society, and identifies challenges and potentials. Based on the review of the existing literature related to those fields, practical implications and suggestions are made for further advancement of the fintech market.

Fintech is an exciting technology and has a promising future to be an industry standard. It also contributes to social welfare. By removing agents and third parties, fintech will maximize the public's benefits.

2. Literature Review

2.1 Peer-to-Peer Lending

PeerPower Company Limited (PeerPower), established in 2016, provides a platform that connects businesses and individuals who need funds and investors who are looking for returns on their investments. Traditionally, those who require financing seek funds from a bank. However, PeerPower's service makes it possible to bypass a bank and meet the needs of the businesses/ individuals and investors (Figure 1).

Figure 1: How PeerPower's service works
Source: PeerPower's website www.peerpower.co.th

The advantage of PeerPower's platform is that it narrows the gap between deposit and lending rates (Limsamarnphun, 2017). At the time of writing, the average interest rate of saving accounts is 0.5 percent, 1 to 2 percent for fixed deposits, and 2 to 5 percent for corporate bonds. However, lending rates for consumer loans without collateral are 10 to 30 percent. By reducing the wide spreads, PeerPower provides benefits to both investors and borrows. Figure 2 exhibits PeerPower's offer rates for investors. Depending on the creditors' creditworthiness, ranging from AA (Good Credit) to HR (High Risk), the expected returns differ. Nevertheless, their returns are much more attractive than commercial banks' deposit rates and corporate bonds' rates. Higher returns do not come without bearing higher risks. PeerPower manages lenders' risk by diversifying their investments into different assets and businesses. PeerPower's shorter approval period is its competitive advantage over commercial banks. The approval process takes only 5 days. Therefore, the borrowers can promptly access fresh funds.
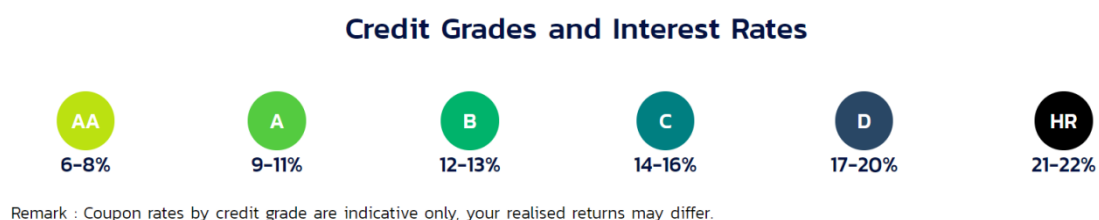

Figure 2: Credit Grades and Interest Rates
Source: PeerPower's website www.peerpower.co.th

Default risk is the greatest concern for investors in peer-to-peer lending. Using the data of a large Chinese online P2P platform, Lin, Li, and Zheng (2017) find several characteristics that lead to a higher probability of default. Men, those who are divorced, and old, are more likely to default than women. Also, those with a low level of education, working at a small firm rather than a large corporation, short working years, a large amount, a large monthly repayment, a high income-debt ratio, and a history of default in the past, have a higher chance of default. Tao, Dong, and Lin's (2017) results, based on the data of another poplar Chinese P2P platform, also indicate that older borrowers are more likely to default, but inconsistent with the gender and educational level. They claim that the female's default probability is higher than the men's, and those with higher education have a higher tendency to default because they take more risks. Ge, Feng, Gu, and Zhang (2017) argue that social

media plays an important role in assessing borrowers' credit risk. Having a social media account lowers default probability because of the deterrence of social media stigma. Moreover, among the social media account holders, borrowers who are more active in social media such as having more friends or posting more frequently, are less likely to default. These factors provide valuable information in credit assessment and can contribute to enhancing the credibility of the P2P platform.

2.2 Crowdfunding

The Stock Exchange of Thailand (SET) established Live Fin Corp Co., Ltd. (LIVE) in 2018 and owns its 99.99% shares. LIVE operates a blockchain-based crowdfunding platform where startups and SME entrepreneurs can seek funds from institutional and accredited investors. Businesses with bright ideas, sometimes not solely for profits but also social deeds, can get funding from investors who see better futures in their ideas and possible returns. LIVE's platform enables investors to trade their shares in the over-the-counter (OTC) form. Figure 3 summarizes how LIVE's platform functions. Investors initially sign up at the website and get verification with KYC (Know-Your-Customer) process. They have a chance to meet potential businesses before making an investment decision. LIVE also acts as a platform for investors to trade the invested shares.
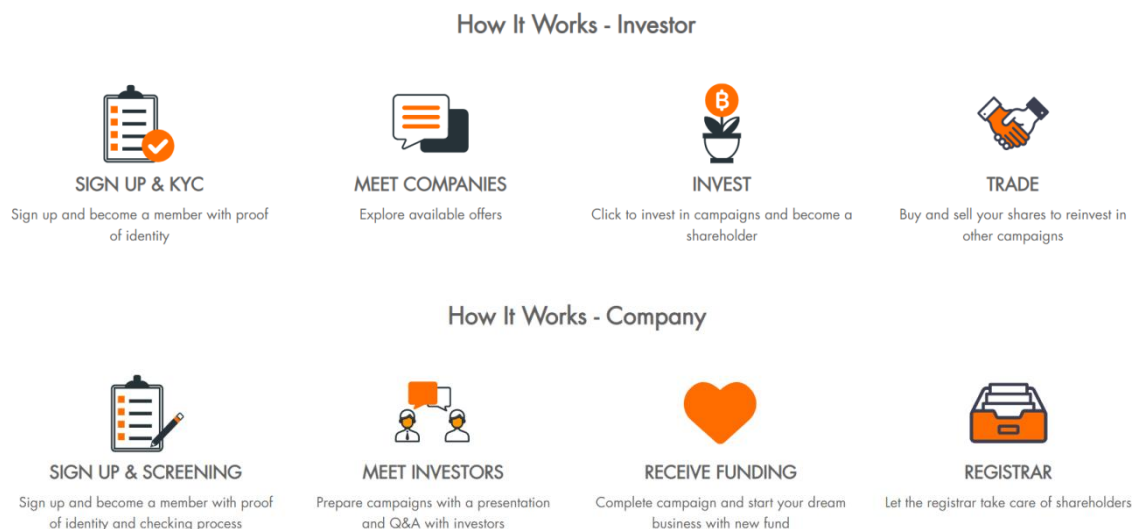
How It Works - Investor

| SIGN UP & KYC | MEET COMPANIES | INVEST | TRADE |
| Sign up and become a member with proof of identity | Explore available offers | Click to invest in campaigns and become a shareholder | Buy and sell your shares to reinvest in other campaigns |

How It Works - Company

| SIGN UP & SCREENING | MEET INVESTORS | RECEIVE FUNDING | REGISTRAR |
| Sign up and become a member with proof of identity and checking process | Prepare campaigns with a presentation and Q&A with investors | Complete campaign and start your dream business with new fund | Let the registrar take care of shareholders |

Figure 3: LIVE's platform function
Source: LIVE's website www.live-mkt.com

Crowdfunding is not limited to profit-seeking businesses but also for social benefits. Asiola, founded in 2015, is a crowdfunding platform to support creative community-focused projects in Thailand. Similar to the US-based Indiegogo, supporters receive a reward for their contribution. For example, Neilson Hays Library, located in Suriyawong Road in Bangkok, is a century-old library with a wide selection of English books and space for art and cultural activities. To preserve this cultural and architectural heritage, over 500,000 baht was raised for renovation work in 2017 through Asiola. Supporters received membership for using the library.

Wishbeer, an online imported beer seller as well as an operator of craft beer bars, is one of the first firms which successfully raised funds through LIVE. In 2018, Wishbeer received 20 million baht from investors thorough LIVE, and Jerome Le Louer, the founder of Wishbeer, speaks that LIVE provides an opportunity to expand the firm's market and bring Thailand craft beverage industry to the next level (The Nation, 2018). Although Wishbeer's case illustrates a successful outcome,

crowdfunding faces challenges around the world. Lukkarinen et al. (2016) report that, based on the data in the Nordic region, only 30% of funding campaigns at the crowdfunding platform reach the maximum target whereas the rest fails to do so. Their results reveal that factors important for traditional venture capital investment, such as the managers' industry expertise, the concept of the firm, and the project's scalability, do not possess explanatory power for successful funding on a crowdfunding platform. Instead, funds privately raised prior to crowdfunding, social media networks, and lower minimum investment, all contribute to successful crowdfunding. Using the data from a popular crowdfunding site in the UK, Vulkan, Åstebro, and Sierra (2016) argue that the following four factors influence on higher success probabilities of crowdfunding: 1) the share accumulated in the 1ˢᵗ week of the campaign, 2) promoter's investment goal, 3) the largest amount pledged by a single investor, and 4) the number of investors in the campaign. In other words, the momentum of the campaign and herding behavior of investors are keys to achieve the target amount in crowdfunding. Koch and Siering (2019) confirm that lower target amount, shorter funding period, information disclosure such as the length of texts and the number of pictures of a campaign, risk disclosure, and founders' experience and their number of Facebook friends all have a positive effect on the success rate of crowdfunding. Furthermore, the analysis of the interaction of these factors reveals that textual information becomes less relevant to investors if the founder of the campaign has a history of successful previous campaigns. Likewise, the textual information gets less important when the founder has more friends on social media network. These findings have practical implication to operators of crowdfunding platform to organize productive funding campaign.

2.3 Robo-Advisor

Robowealth Mutual Fund Securities Company Limited developed Odini, an automated investment application, and received an official license from the SEC in 2017. Unlike traditional mutual funds that fund managers actively select securities and rebalance portfolios, Robo-advisor is based on computer algorism to provide asset management service to investors. Investors' risk tolerance determines the asset allocation of Odini's portfolios as shown in Figure 4. For investors who are able to bear higher risk in exchange for a higher return, the majority of invested funds are allocated to equity. For those who are looking for a protection of initial investment, the allocation is geared toward fixed-income funds.
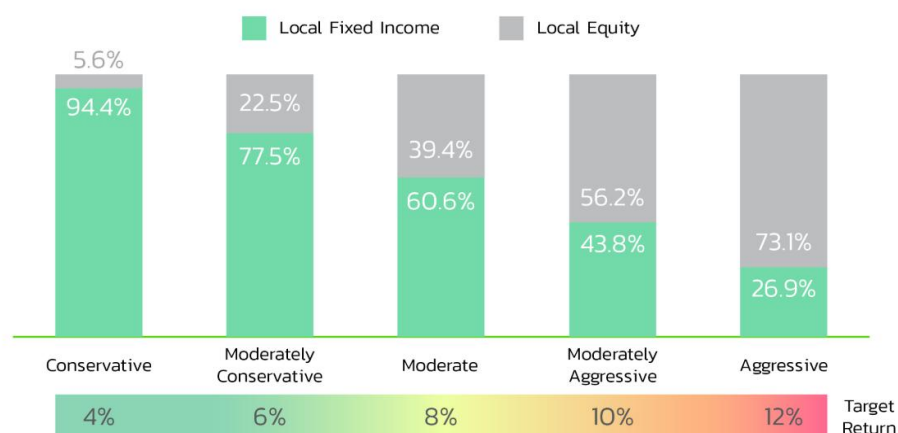

Figure 4: Odini's Strategic Asset Allocation
Source: Odini's website www.odiniapp.com

According to Delloite's (2016) report, the asset under management (AuM) by robo-advisor is expected to exceed $16 trillion by 2025, three times the AuM by the world's largest asset manager BlackRock. Although robo-advising asset management seems a promising area of Fintech, it faces a number of challenges such as acceptance by general investors. Odini has teamed up with Advanced Info Service PCL (AIS), Thailand's largest telecommunication provider, who acts as a sales agent for Odini. However, the popularity of robo-advised funds remains limited. Following the technology acceptance model (TAM) (Davis, 1989; Davis, Bagozzi, and Warshaw, 1989), Belanche, Casaló, & Flavián (2019) identify attitude and subjective norms are the strongest factors that lead to intention to use financial robo-advisors. Investors' positive perspective toward robo-advisor is a natural explanation to adapt such technology but also they consider social confirmation and seek information to interpret the service better. The result is consistent with the previous studies that attitude plays a central role to adapt new technology-based services, (Hernandez, Jimenez, and Jose, 2009). The implication for practical marketing strategy includes consideration of clients' level of familiarity with robots. Although robo-advisor is an exciting development in asset management, Faloon and Scherer (2017) criticize that robo-advisor fails to provide individualized services. Risk tolerance assessment of investors directly leads to optimal portfolio asset allocation for each unique investor, but the questions asked in the questionnaire are ad-hoc and unlikely to be valid. Puhle (2019) claims robo-advisors' recommendations are made based on very few data points. As a result, most robo-advisors provide generic advice. Jung, Dorner, Weinhardt, and Pusmaz (2018) suggest having human advisory plans as an intermediary. Robo-advisor might be too complicated and incomprehensible to investors with little experience, so they prefer to maintain the status quo and never try robo-avising. Human advisory can gradually move these investors toward robo-advisory sevices. Using the performance of robo-advisors from 2015 to 2018 in Germanay, Puhle (2019) concludes that robo-advisers generate inferior returns to the passively managed market benchmark index. The results indicate that the algorism used in robo-advising has a long way to improve its capability. Higher management fees charged by robo-advisors are also burdens for producing net-fee returns.

2.4 Smart Contract

A smart contract is a self-executable code sitting on the top of Ethereum network that consists of a well-defined set of rules and conditions (Singh et al., 2019). Blockchain's decentralization feature makes it possible to ensure transactions are executed without a third party. One of the fields that a smart contract is expected to be prosperous is the insurance industry. Hearti, Singapore's start-up. expands its micro-insurance and on-demand policies into the Thai market (Nophakun Limsamarnphun, 2018). Hearti states that with new technologies such as a smart contract, they can insure virtually all kinds of products. For example, people can purchase time-specific coverages for cell phones or cameras are available while they are traveling. Customers need only to take a photo of items that they wish to be insured and send it to Heari's digital platform for instant coverage. Figure 5 illustrates a case of travel insurance using a smart contract. The unique advantage of the smart contract is that insurance compensation is automatic, instant, and secured by blockchain technology. When the plane delays, the smart contract processes the payment to the insured passenger without a need to claim for the damage, which is often troublesome and time-consuming.

Figure 5: Travel Insurance Using Smart Contract
Source: KPMG Thailand

Sheth and Subramanian (2019) argue that smart contract improves the efficiency of the traditional insurance market by reducing information asymmetry, transaction costs, transaction time, and transaction uncertainty. Theoretical advantages are realized only with the actual implementation. Smart contracts can be accepted in a heavily regulated market like the insurance industry only when service providers can show evidence of compliance with the existing regulations. Users of smart contracts should applaud the automated payments, but at the same time, it risks fraudulent transactions. Moreover, the legal classification of a smart contract is still controversial and lacks consistency (Zgraggen, 2019). A clear legal classification of a smart contract should promote the adaption of smart contract-based insurance products. Bader et al. (2018) add not only the law enforcement's compatibility to a smart contract, but the reliability of electronic devices used for vilification is also important. They propose the use of a smart contract for car insurance, of which making claims are often torturous and cumbersome for both customers and insurers. Their Ethereum-based framework enables insurers to outsource basic operations to smart contracts without disclosing confidential information to third parties. However, the arrangement of dependable sensors that recognize damages and malfunctions of vehicles is required for the implementation.

Conclusions

Fintech is an exciting development in the finance industry, and its popularity is growing fast in Thailand. This paper reports actual fintech applications in real businesses in the area of peer-to-peer lending, crowdfunding, robo-advisor, and smart contract. This paper also reviews literature in the respective fields, identifies challenges, and makes recommendations for further development. Table 1 summarizes main factors.

Table 1: Summary of Fintech Development in Thailand

Fintech Category	Services available in Thailand	Benefits	Challenges	Recommendation
Peer-to-peer lending	PeerPower	A narrower gap between deposit and lending rates	Default risk management	Active social network users are less likely to default due to social stigma
Crowdfunding	LIVE, Asiola	Access to the general public for raising funds	Reaching the target amount	Fundraiser's popularity on a social network increases a success rate
Robo-advisor	Odini	Sophisticated algorism trading	Customized asset allocation to each individual needs	Human advisors at an initial stage
Smart Contract	Hearti	Instant payment to the insured	Legal framework	A clear legal classification

Peer-to-peer lending provides opportunities for lenders to earn higher returns and for borrowers to burden lower costs. Debtors' demographics such as age and educational level naturally affect default probability, but studies suggest borrowers' social network plays an important role in assessing their credit risk. Crowdfunding allows businesses to raise funds without going to the public and to reach to investors who look for a higher return. The empirical evidence identifies the fundraisers' presence on social media as well as their previous experience to raise funds lead to successful fundraising. Robo-advisor, asset management computer algorism, is expected to overtake the traditional mutual funds in the future, yet it struggles to gain popularity. More detailed asset allocations customized to each investor with an assistant of human advisors can help migrate clients to robo-advising services. Smart contracts employ blockchain technology to automate the execution of agreements based on pre-determined conditions. The insurance industry capitalizes on this technology and for increased efficiency and cost reduction. The legal framework poses a challenge for the implementation of smart contracts as the industry is heavily regulated.

Although a number of obstacles remain, fintech will help to promote social equality (Zgraggen, 2019) as it eliminates agents and intermediaries whose profits come from charging fees and commissions, resulting in maximizing the benefits for all users. This is not an ideal concept, but we are observing a reality.

Acknowledgment

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THAI CONSUMER PURCHASE INTENTION TOWARD LUXURY BRANDS

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ABSTRACT

The main objective of this research was to examine factors influencing luxury brand purchase intention; factors including personal value, social value, attitude, perceived quality, and celebrity endorsement. The quantitative data was collected from 400 respondents aged at least 18 years old who had experience using or purchasing luxury brand products within last 5 years. Research hypotheses were analyzed using Multiple Linear Regression (MLR) and One-Way ANOVA. The findings showed that personal value, social value, attitude, perceived quality, and celebrity endorsement had an influence on luxury brand purchase intention of Thai consumers. These can be beneficial to the luxury brand companies to understand customers' needs, demands, and expectations as well as its own brand reputation and positioning which help to design appropriate marketing strategies and develop product or service image and quality.

Keywords: consumer purchase intention, intention to buy, consumer behavior, luxury brands, luxury products

INTRODUCTION

Luxury brands are regarded as an image in the consumers' minds that comprises of a high level of price, quality, aesthetics, rarity, and extraordinariness. Demands for them are in contrast to necessity goods. Currently, the trends of luxury brand products kept growing rapidly (Kapferer, 2001). People concerned more on the social status and self-image rather than the basic needs to live their lives. People living in Asia seem to possess and purchase luxury brands more than other regions (Chadha and Husband, 2006). Luxury brands were found in various types of products such as bags, watches, shoes, cars etc. The factors driving luxury brand spending caused from economy, technology, social media, and global fashion trends. Luxury brands became more popular in Thai market since 1980 when there were more demands of luxury brands among upper and middle classes people (Weidman et al., 2009). In spite of political and economic problems in Thailand, luxury brands were still having good sells among tourists and Thai customers (Market Report, 2015).

LITERATURE REVIEW

Consumption of Luxury Brands

The word "luxury" was originally from Latin word meaning an extra or additional of life; however, there were different definitions in several ways (Danziger, 2005). People purchased luxury brands somehow not for its function but as a symbolic of high social class, good image, and acceptance from others (Dubois and Duquesne, 1993) as well as it helps showing prestige to those who possess it (Vigneron and Johnson, 1999). Though, there were different target markets among luxury brands; for example, Hermes, Gucci, and Louis Vuitton focused on luxury niche customers while Zara, Coach, and Guess focused more on mass markets (Riley et al., 2012). An observation showed that customers of luxury niche products (which were studied in this research) usually concerned on social image rather than functions; the customers somehow used even less functions

comparing to the price they had paid for (Nueno and Quelch, 1998). While luxury mass products mainly concerned more on functions and usages of the products (O'Cass and McEwen, 2004; Piacentini and Mailer, 2004; Phau and Prendergast, 2000).

Personal Value

Self-concept towards an object which explains personal perception about oneself towards others and what exists in personal minds when thinking about oneself (Sirgy, 1982; Neisser, 1993). It tells personal taste, feelings, attitude, and life styles (Grubb and Grathwohl, 1967) because what people have and use will contribute an image and their identities to the society (Belk, 1988). Therefore, people can present their life styles and classes through their consumptions and brands. Moreover, it also makes them unique, exclusive, and different (Wong and Ahuvia, 1998; Tsai, 2005). For example, people in Iran and China purchase luxury brands as a symbolic of social status (Teimourpour and Hanzaee, 2011) and fashion (O'Cass and Siahtir, 2013).

Social Value

D'Astous and Ahmed (1999) proposed the idea that the social value comes up when one expects to improve their socially self-status; they bought expensive products to exceed their expectations. This action associates with the social status and it is in the stage of the level of prestige (Lee et al., 2015). Eastman and Goldsmith (1999) supported that people purchase luxurious products to increase their images reflecting to others in their society. Moreover, Zhan and He (2012) claimed that in order to learn how luxury products can be consumed, it is critical to initially understand how specifically the social norms work and guide towards the consumers. Hofstede (2001) suggested in his research about social norms could be viewed in each different cultures; for instance, Thailand has been prospectively viewed as a collectivist society. This would influence Thai people's behavior of an intention to purchase luxury products according to the subjective norms in each society where most of the norms believe purchasing luxury goods can leverage their social status and values in which effect to the willingness to make a purchasing decision brands (Cheah et al., 2015). Consumers, as well, always check back themselves with other people's attitude towards their physical appearances and vanity whether their personalities gain a positive impact (Netemeyer et al., 1995). Social identity is acted as a reconciliation of opposing needs for assimilation and differentiation from others (Brewer, 2001), and consumers purchase them because they are a part of the community and they need to reflect the community's identity (Cesare and Gianluigi, 2011). In conclusion, when people make a purchasing decision for goods or services, they tend to realize of one prominent thing, the social visibility, to be sure whether it makes them belong to their community (Moore and Fionda, 2009).

Attitude

Attitude means negative or positive feelings of an individual relevant to behaviors a person perform (Fishbein and Ajzen, 1975) which reflects their beliefs and value (Ajzen and Fishbein, 1980). In terms of decision making in purchase intention, attitude and beliefs can be used to predict (Jin and Kang, 2011) especially on the foreign or luxury brands. There are evidences from previous studies confirmed that attitude has influence on purchase intention (Zhang et al., 2005; Ling, 2009; Sanyal et al., 2014).

Perceived Quality

Perceived quality means perception of customers on quality of the product or service due to expectation, function, and purpose. The perceived quality is intangible and cannot be objectively defined as customers usually judge and perceive it differently (Otnes et al., 1993). Sometimes, perceived quality of particular brand comes from not only actual experiences of customers but also feedback or references from others such as celebrity. However, the price of luxury brands usually

shows positive relationship with high quality and luxury image (Sun, 2011) but the perception always varies due to different attitude, beliefs, value, and culture (Otnes et al., 1993).

Celebrity Endorsement

Celebrity is the person who is well known, trustworthy, and recognized in public (Friedman and Friedman, 1979) such as athlete, actor, singer, politician etc. whose life styles are special, outstanding, and attractive (Silvera and Austad, 2004). They usually become role model and references that influence people especially on fashion, luxury brands, jewelry, and life styles (Arora, 2013) as it creates memories (Kurzman et al., 2007). The brands select celebrity whose characters match and well represent brands' value and functions (Mitka, 2008) through several communication strategies such as activities, campaign, viral, sponsorship etc. (Buratto and Grosset 2006; Pitta et al. 2006; Chakraborti and Roy 2013; Gijsenberg 2014) in which it also helps to develop brand image and sales (Hollensen, 2014).

Purchase Intention

It is a stage when people have a plan to purchase something in the future and at one point, the emotion comes afterwards in which it can predict the likelihood of purchase to happen or not (Vickers and Renand, 2003). The purchase intention is a plan when an individual is realizing if they are going to purchase a particular brand (Spears and Singh, 2004) There are some factors influencing the purchase intention such as perceived value and perceived benefit which come from the perception of the consumers about the benefits they expect to receive after purchasing; and thus, this is an essential factor that could determine if the brand will be purchased or not (Carvalho, 2012). Moreover, the purchase intention can occur indirectly according to the celebrity's persuasion the consumers perceive (Vickers and Renand, 2003).

RESEARCH FRAMEWORK AND METHODOLOGY

Conceptual Framework

Conceptual framework of this study was developed from the theoretical frameworks from relevant theories and academic sources; including An exploratory study of Thai consumers' perceptions of "conspicuousness": a case of luxury handbags from Oe et al. (2018); Antecedents of luxury brand purchase intention from Hung et al. (2011); Measuring the impact of beliefs on luxury buying behavior in an emerging market: empirical evidence from India from Jain and Khan (2017); and The influence of celebrity endorsements on purchase intention from Rachbini (2018) in order to examine factors influencing luxury brand purchase intention amongst those who had experience purchasing and using luxury brands. This research studied the factors including personal value, social value, attitude, perceived quality, and celebrity endorsement towards luxury brand purchase intention.
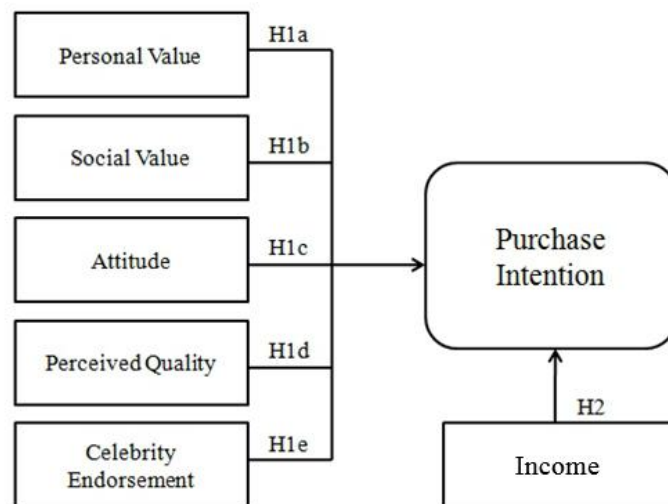
Figure 1: Conceptual Framework

Research Hypotheses

There are two hypotheses tested according to research objectives and to align with conceptual framework as described in Table 1.

Table 1: Research Hypotheses

No.	H	Hypotheses
1	**H1**	Personal value (H1a), Social value (H1b), Attitude (H1c), Perceived quality (H1d), and Celebrity endorsement (H1e) significantly influence luxury brand purchase intention of Thai consumers.
2	**H2**	There is a significant difference amongst different monthly income groups (H2).

Research Methodology

The researcher used quantitative approach in a form of online questionnaire for the data collection with target population due to cost effectiveness and time constraints. The questionnaire consisted of three parts including screening questions, demographic information, and measurement of variables. The measurements of variables were measured using Five-Point Likert Scale rating from 1 = Strongly disagree to 5 = Strongly agree.

Population and Sampling

The minimum of 384 respondents at 95% confident level was acceptable to conduct the survey (Cochran, 1963); therefore, the researcher aimed to collect the data with 400 Thai respondents who live in Thailand.

A non-probability sampling technique (Zikmund, 2003) was applied by using Convenient Sampling which helps to randomly distribute questionnaires to those who met qualifications and Snowball Sampling which distributes to target population and their friends to select 400 respondents aged at least 18 years who had experience using or purchasing luxury brand products within 5 years as well as Quota Sampling to divide each income group equally.

Reliability Test

Pilot study of 30 respondents was conducted in order to test reliability and consistency of the questionnaire by using Cronbach's alpha value developed by Cronbach (Hulin, Netemeyer, and Cudeck, 2001). The researcher accepted at least 0.7 of Cronbach's alpha value, which the results in Table 2 determined that this instrument was acceptable for the study and further implications.

Table 2: Reliability Test with Cronbach's Alpha Results

Variables	Cronbach's alpha	No. of Items
Personal value	0.826	5
Social value	0.918	6
Attitude	0.800	5
Perceived quality	0.778	5
Celebrity endorsement	0.890	5

RESULT AND DISCUSSION

Data Analysis

SPSS package was used for data analysis. Descriptive analysis was analyzed with frequency, percentage, average mean, and SD. Inferential analysis was analyzed with ANOVA to examine the difference among demographic data of respondents, Pearson's Correlation Matrix to explain relationships among all variables, and Multiple Linear Regression (MLR) to investigate the impacts of Personal value (H1a), Social value (H1b), Attitude (H1c), Perceived quality (H1d), and Celebrity endorsement (H1e) towards luxury brand purchase intention.

Demographic Profile

This section presents the characteristics of respondents aged at least 18 years who had experience in using or purchasing luxury brand products within 5 years as shown in Table 3.

Table 3: Demographic profiles

Demographic	Characteristics	Frequency	Percentage
Gender	Male	195	48.8%
	Female	205	51.3%
Age	18-29 Years	97	24.3%
	30-39 Years	267	66.8%
	40-49 Years	24	6.0%
	50 Years or older	12	3.0%
Occupation	Businessman	14	3.5%
	Student	54	13.5%
	Employee	248	62.0%
	Business Owner	43	10.8%
	Housewife	24	6.0%
	Other	17	4.3%

Demographic	Characteristics	Frequency	Percentage
Educational qualification	Certificate/Diploma	82	20.5%
	Bachelor degree	189	47.3%
	Bachelor degree	102	25.5%
	Doctorate degree	0	0.0%
	Others	27	6.8%
Individual monthly income	20,000 or less	100	25%
	20,001 – 50,000	100	25%
	50,001 – 100,000	100	25%
	1000,001 or more	100	25%
How often do you buy luxury brand products? (Time/year)	Less than once a year	164	41.0%
	1-4 times	131	32.8%
	5-8 times	41	10.3%
	9-12 times	27	6.8%
	More than once a month	37	9.3%

Pearson's Correlation

The results from the Pearson's Correlation Matrix explained that there were relationship among all variables. It showed that all P-value are lower than 0.01. It showed positive relationship among variables especially celebrity endorsement shows the strongest positive relationship with social value at 0.818.

Table 4: Pearson's Correlation Matrix

Variable	Mean	SD	PV	SV	AT	PQ	CE	PI
PV	3.77	.809	1					
SV	3.51	.829	.673**	1				
AT	3.68	.818	.598**	.491**	1			
PQ	3.48	.828	.602**	.692**	.565**	1		
CE	3.51	.772	.736**	.818**	.540**	.652**	1	
PI	3.59	.726	.685**	.742**	.583**	.753**	.752**	1

Inferential Analysis and Multicollinearity Validation

Research hypotheses were tested by using Multiple Linear Regression (MLR) as presented in Table 5. R square value of .712 defined that the independent variables including Personal value (H1a), Social value (H1b), Attitude (H1c), Perceived quality (H1d), and Celebrity endorsement (H1e) were able to describe 71.2% of dependent variable or luxury brand purchase intention at 0.05 significant value or 95% confident level. Therefore, all hypotheses are supported. VIF of Personal value, Social value, Attitude, Perceived quality, and Celebrity endorsement were less than 5 showing no collinearity problem.

Table 5: Multiple Linear Regression Result

Hypotheses	Variable	Standardized Coefficient (β)	VIF	P-Value	Result
H1a	Personal value	.124	2.575	.004	Supported
H1b	Social value	.176	3.540	.001	Supported
H1c	Attitude	.099	1.749	.006	Supported
H1d	Perceived quality	.346	2.252	.000	Supported
H1e	Celebrity endorsement	.237	3.818	.000	Supported
R Square		.712			
Adjusted R Square		.708			

One-Way ANOVA

One-Way ANOVA was used to test the differences among different monthly income of respondents towards luxury brand purchase intention. The result showed that P-value is at .000 which meant that there was a difference (at least one pair) among different monthly income of respondents towards luxury brand purchase intention. Therefore, H2 is supported.

The Scheffe's Post-hoc analysis was further conducted and its results showed that there was four pairs that had significant mean differences of purchase intention. There was two groups that had same purchase intention. The first group of the people who had the same purchase intention is people with income of 20,000 or less and 20,001-50,000. The second group of people who has the same purchase intention is people with income of 50,001-100,000 and 100,000 or more.

Table 6: One-Way ANOVA Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.316	3	4.439	8.910	.000
Within Groups	197.262	396	.498		
Total	210.578	399			

Table 7: Scheffe's Post-hoc Test

Monthly income (Baht)	Monthly income (Baht)	Mean Difference	Std. Error	Sig.
20,000 or less	20,001 – 50,000	.09239	.09931	.834
	50,001 – 100,000	-.31563[*]	.10057	.021
	1000,001 or more	-.29928[*]	.10464	.044
20,001 – 50,000	20,000 or less	-.09239	.09931	.834
	50,001 – 100,000	-.40802[*]	.09564	.000
	1000,001 or more	-.39167[*]	.09991	.002
50,001 – 100,000	20,000 or less	.31563[*]	.10057	.021
	20,001 – 50,000	.40802[*]	.09564	.000
	1000,001 or more	.01635	.10116	.999
100,001 or more	20,000 or less	.29928[*]	.10464	.044
	20,001 – 50,000	.39167[*]	.09991	.002
	50,001 – 100,000	-.01635	.10116	.999

CONCLUSION, RECOMMENDATION, AND LIMITATION

Conclusion and Discussion

The researcher conducted this research to investigate factors including Personal value (H1a), Social value (H1b), Attitude (H1c), Perceived quality (H1d), and Celebrity endorsement (H1e) that could influence luxury brand purchase intention with 400 respondents aged at least 18 years who had experience using or purchasing luxury brand products within 5 years. The study also investigated the differences among different monthly income. The inferential analysis was analyzed by using Pearson's Correlation, Multiple Linear Regression, and One-Way ANOVA.

The respondent profiles of this research were 400 respondents with the majority of female (51.3%) aged between 30-39 years (66.8%) who graduated with Bachelor degree and working as an employee (62.0%). Most of them purchased luxury brands less than once a year (41.0%).

Pearson's Correlation Matrix explained that there were relationships among all variables. It showed that all P-values were lower than 0.01. It showed strong positive relationship among variables especially celebrity endorsement showed the strongest positive relationship with social value at 0.818.

Research hypotheses were tested by using Multiple Linear Regression (MLR) as presented in Table 5. R-square value of 0.712 defined that the independent variables including Personal value (H1a), Social value (H1b), Attitude (H1c), Perceived quality (H1d), and Celebrity endorsement (H1e) were able to describe 71.20% on dependent variable or luxury brand purchase intention at 0.000 significant value. Therefore, all hypotheses were supported and shown significant positive impact on luxury brand purchase intention. VIF of Personal value, Social value, Attitude, Perceived quality, and Celebrity endorsement were less than 5 showing no collinearity problem. While, One-Way ANOVA showed the significant differences among different monthly income on luxury brand purchase intention.

Recommendations and Implications

The findings of this research assured that Personal value, Social value, Attitude, Perceived quality, and Celebrity endorsement had impact on luxury brand purchase intention as the decision making of luxury brands came from social image and status, personal fulfillment, fashion trends, and its functions. This could be beneficial to the luxury brands company in order to understand customers' needs, demand, and expectation as well as its own brand reputation and positioning which helps to design appropriate marketing strategies and develop products or services image and quality. Since Perceived quality and Celebrity endorsement had the most impact to purchase intention of luxury brands; the marketing department of each company has to make sure on the quality of their products and confidently present them to the public. Choosing the influencers or KOLs would be another point to concern when involving with the marketing plans and strategies.

Limitations and Future Research

Data collection mode through an online channel might create errors due to possibility of misunderstanding while customers read the questions. Unspecific brands might affect attitude and opinion of respondents as there were so many luxury brands at different level and functions. For the future study, the researcher would recommend to expand the research scope with various groups of respondents and specify particular brands and positioning; this could bring concrete ideas to a particular brand for their future uses and planning.

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THE MARKETING FACTORS ATTRIBUTABLE TO COLD-PRESSED COCONUT OIL PURCHASING DECISION WITHIN BANGKOK PROVINCE

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ABSTRACT

This study aims to examine the marketing factor which affected the decision in purchasing the cold-pressed coconut oil in the Bangkok area through a questionnaire method targeted to 400 experienced and authorized Bangkok consumers whom the transaction had been conducted at least once for the past five years. Based on personal and marketing (4P's) data of this product comprising of percentage, mean, standard deviation, it could be separated as Female and Male accounting for 59.8 and 40.2, respectively. Other facts included 42 % of the age during 20-29 years, 61.8 % of the private employee, 72 % of undergraduate, 67.3 % of single marital status, 34.5 % of salary between 20,001 – 30,000 THB. We employed One-way ANOVA in association with Independent Sample T-test and discovered that different personal factors across income per month and marriage status influencing a purchasing decision distinctively and significantly at 5 % level of significance. In addition, to investigate the effect of 4P's on the Bangkok consumer decision statistical tools like Multiple Regression Analysis and Stepwise Regression are applied. The results showed that three factors: Product, Place, and Promotion were essential in decision-making process as mentioned before at a 5% level.

Keywords: Marketing Mix (4P's), Purchasing Decision, Cold-Pressed Coconut Oil

Introduction

Over the past five years, the cold-pressed coconut oil market had been expanding continuously owing to the healthcare trend which stressed that coconut was superfood or superior in nutritional terms compared with other sorts of food. This caused coconut to become a required product and its share enlarged around 40-50 percent per year in the world market. According to the 2017 figure, the coconut in all kinds had been exported from Thailand around 1.4 ten billion THB that the highest portion of 90 % was instant coconut milk while the left was copra and coconut oil. In particular, coconut oil accounted for 225 million THB whereas virgin coconut oil accounted for 163 million baht. The main exporting markets were the U.S., Europe, China and Japan especially in the 2016 Chinese coconut oil market expanded for 60.4 % in comparison within 2015. Currently, there were a variety of cold pressed coconut oil products in the market either domestic or foreign ones such as Chaokoh, Tropicana, Agrilife, King Island etc. in line with other SMEs brands (Aat Pisanwanich, 2018).

In the present, the coconut oil market had been growing famously among domestic consumers (SMEs Social Planet, 2019) as the healthy trends are becoming popular, resulting in the market value of coconut oil increasing according to data. In 2019, there were eight coconut oil brands being sold in retail stores compared to 2016, which only had six brands. One of the researchers is an entrepreneur who wants to present cold-pressed coconut oil products to the market, as current market opportunities

lead to important questions about how new entrepreneurs will survive in the market. The objective of this research is to study the marketing factors affecting consumers' selection of cold-pressed coconut oil products. By selecting the study area to be Bangkok, this study is useful for improving the marketing strategy of cold-pressed coconut oil products.

Objectives

1. To studied personal factors affecting the decision of cold-pressed coconut oil buying in Bangkok.

2. To explored the marketing mix influencing the decision of cold-pressed coconut oil buying in Bangkok

Literature Review

The Marketing Mix (4P's) of cold-pressed coconut oil in this study was the strategic tool which related business could adopt so as to response the market demand (Philip Kotler, Gary M. Armstrong, 2012). It was a direct component regarding product, price structure, distribution channel and promotion serving for consumers (Sudaporn Kulthonbud, 2014). 4P's of this study included a detailed explanation as follows.

(1) Product
- Well-known brand
- Certification from organizations either domestic or abroad such as GMP, GHP, HACCP, USDA, and so on.
- Favorable Color and Odor
- Product Label prescribing quantity and how to consume properly
- Durable and elegant packaging

(2) Price
- Remarkable Price at the selling point
- Reasonable Price with the quality
- Reasonable Price with the quantity
- Comparatively cheaper or equivalent to the same product group manufactured in Thailand
- Comparatively cheaper or equivalent to the same product group imported from overseas

(3) Place
- Sold in the department store
- Sold online such as Lazada, Shopee, JD Central etc.
- Sold on the brand website
- Sold in the exhibition
- Sold in the drugstore or cosmetic shop such as Watson, Boots, Eve and Boy etc.

(4) Promotion
- Advertising or Broadcasting via offline channels such as TV, radio, magazine etc.
- Advertising or Broadcasting via online channels such as Facebook, Instagram, Twitter, YouTube etc.
- Product Review through online medias such as Pantip, bloggers etc.
- Staffs at the selling point
- Call center system for feedbacks and Q&A sessions

The notion of decision making in this study was rational one by consumers whether to buy cold-pressed coconut oil or not. We designed underlying key ideas as below

(1) Decision based on others
- Family members, close-knit friends, relatives or soulmates
- Famous people in the society, singers or well-known actors or beauty bloggers

(2) Emotional-based or psychological-based decision
- Preference, flavor, color or the product
- Pride, happiness or other feelings of fulfillment after purchase

(3) Decision based on the recognition
- Interest from related data regarding the product
- Usefulness from the product

These criteria could be used for selling and marketing plans in order to motivate an interest and increase the demand of cold-pressed coconut oil. It could be accomplished via the development of new product, price, place, creation of public awareness, salesperson and specification of target group for the product.

Methods

This study was a quantitative one conducted through a survey that had a questionnaire in order so that the data had been collected and then analyzed as follows.

1. Population and sample size

1.1 Defined the population target or the uncertain number of people living in Bangkok who used to purchase the cold-pressed coconut oil.

1.2 Defined the sample size by exploiting from Cochran's formula (William G. Cochran, 1977) which formulated the confidence level at 95 % and the acceptable of standard deviation at 0.05 for 400 people.

1.3 Random Sampling: This study used a multi-sampling method so in order that the sample was a proxy for citizens of the large and complex areas like Bangkok. It could be divided into the following steps.

Step 1: Stratified Sampling. We distinguished the district of population based on Bangkok benchmark which covered three main areas: Inner Bangkok, Middle Bangkok, and Outer Bangkok (Strategy and Evaluation Department, 2013)

Step 2: Quota Sampling. We divided groups in each area equivalently for the sake of unbiased dispersion of sample size all over the area

Step 3: Simple Random Sampling. We drew non-return lots by randomly picked up three districts from the Inner Bangkok group and three from the two left groups.

Step 4: Specified Sampling. We selected the consumer group residing in Bangkok whom the purchasing decision took place for the last five years.

These procedures provided us a sample size: consumer group staying in Bangkok that used to purchase cold pressed coconut oil within the past five years from 9 Bangkok districts. In particular, Yannawa district 44 people, Khlong San district 45 people, Din Daeng district 45 people, Lad Prao district 44 people, Saphan Sung district 45 people, Bang Khen district 45 people, Bang Khun Thian district 44 people, Don Mueang district 45 people and Min Buri district 45 people. In sum, there were 402 people as shown in Table 1.

Table 1: showed the sample size selected from consumer group living in Bangkok used to purchase cold-pressed coconut oil within last five years

Area Group	District	Sample Size	Total
Inner Bangkok	Yannawa	44	134
	Khlong San	45	
	Din Daeng	45	
Middle Bangkok	Lad Prao	44	134
	Saphan Sung	45	
	Bang Khen	45	
Outer Bangkok	Bang Khun Thian	44	134
	Don Mueang	45	
	Min Buri	45	

2. Tool

2.1 The design of empirical tool: We specified the questionnaire tool detail by dividing into three parts which were

Part 1 Questionnaire regarding participant personal information which included gender, age, status, educational background, occupation and salary

Part 2 Questionnaire regarding of the marketing mix (4P's) of cold-pressed coconut oil especially product, price, place and promotion dimensions

Part 3 Questionnaire regarding decision making in product purchasing

2.2 The diagnosis of tool quality

We defined the accuracy of content by analyzing an index of consistency (IOC) of the questionnaire based on three experts' evaluations. The findings revealed that IOC estimation for the tool reaches the level of 0.97, implying the consistency of the questionnaire. Furthermore, to detect the content confidence level by Cronbach's Alpha Coefficient analysis from 30 sample sizes, it showed the figure of 0.85 which is higher than 0.7. Therefore, we could conclude that this questionnaire was reliable.

3. Data Collection Procedure

We gathered a quantitative data by using questionnaires in the survey equivalent to 402 series. The participants had an experience purchasing cold-pressed coconut oil. They lived in different 9 Bangkok districts: Yannawa, Din Daeng, Lad Prao, Saphan Sung, Bang Khen, Bang Khun Thian, Don Mueng, and Min Buri. The duration of the questionnaire release and collection started from February until March 2020.

4. The Statistical methods used in data analysis

4.1 Descriptive Analysis: This explained the personal information of respondents, the marketing mix (4P's) of cold-pressed coconut oil and the decision making process of the purchaser which could be calculated via percentage, mean and standard deviation.

4.2 Deduction Analysis: This described the linkage among interesting variables in the study which were personal factors in decision making process whether to buy cold-pressed coconut oil inside the Bangkok area. In addition, other methods like independent samples t-test, one-way ANOVA, multiple regression analysis, and stepwise regression were performed in this study.

Results and Discussion

A characteristic of sample size showed the number of females accounted for 59.8 % and male for 40.20 %, , the age of 20 - 29 42 %, private sector employee 61.8 %, undergraduate 72 %, being single 67.3 %, the payment between 20,001 - 30,000 THB 34.5 %. On the aspect of the marketing mix, a majority focused on the price factor as superior priority as shown in Table 2 below.

Table 2: The average, standard deviation, and the significance level of marketing mix in overall picture

Marketing Mix	$\bar{x}$	S.D.	Interpretation	Rank
Product	3.60	0.752	High	4
Price	3.78	0.685	High	1
Place	3.60	0.709	High	3
Promotion	3.78	0.688	High	2
Total	3.69	0.709	High	

Concerning to the marketing mix (4P's), a product aspect they provided preference for packaging design and durability the most ($\bar{x}$ = 3.68) while the reasonable price with product quality was inferred from the price dimension ($\bar{x}$ = 3.85). Next, the online marketplace was their demand in terms of place ($\bar{x}$ = 3.67) whereas online marketing was the most popular way in terms of promotion ($\bar{x}$ = 3.84). Turning to decision making process, the purchasers provided priority for perceptive purchasing followed by emotional or psychological purchasing (Table 3). It was plausible that if purchasers were aware of the benefits of cold-pressed coconut oil, the sales number was heightened.

Table 3: The average, standard deviation, and significance level of factors in purchasing decision

Factors in purchasing decision	$\bar{x}$	S.D.	Interpretation	Rank
Decision based on conformity	3.59	0.768	High	3
Emotional-based or psychological-based Decision	3.68	0.688	High	2
Decision based on recognition	3.77	0.677	High	1
Total	3.68	0.711	High	

The relation among interesting variables such as personal factors influencing purchasing decision was represented by the comparison of data average particularly regarded as independent samples *t*-test method and one-way ANOVA. It was discovered that personal factors in terms of distinctive status and income level directly affected the decision-making process of consumers in the Bangkok area differently at a 5 percent significance level (Table 4). In contrast, personal factors like gender, educational background, and occupation exerted a similar effect on the decision to purchase cold-pressed coconut oil.

Table 4: Comparison between personal factors and the decision to purchase cold pressed coconut oil of Bangkok consumers categorized by status and average income per month

Criteria		$\bar{x}$	S.D.	*F*	Sig.
Average	Lower than 10,000 THB	3.76	0.49	3.27	0.00*
income/month	10,000 – 20,000 THB	3.66	0.37		
	30,001 – 40,000 THB	3.74	0.56		
	40,001 – 50,000 THB	4.22	0.58		
	Higher than 50,000 THB	3.36	0.88		
Status	Single	3.66	0.48	3.23	0.04*
	Married	3.68	0.56		
	Divorced	4.20	0.57		

* statistically significant at 5 %

Table 5: Comparison between personal factors and the decision to purchase cold-pressed coconut oil of Bangkok consumers categorized by gender (Table 5 (a)) by age, occupation and educational background (Table 5 (b))

Table 5 (a): Comparison between personal factors and the decision to purchase cold-pressed coconut oil of Bangkok consumers categorized by gender

	Male		Female		*t*	Sig.
The purchasing decision	$\bar{x}$	S.D.	$\bar{x}$	S.D.		
	3.70	0.53	3.66	0.51	0.78	0.10

Table 5 (b): Comparison between personal factors and the decision to purchase cold-pressed coconut oil of Bangkok consumers categorized by age, occupation and educational background

Criteria		$\bar{x}$	S.D.	*F*	Sig.
Age	Below 20 years	3.72	0.42	0.82	0.53
	Between 20 – 29 years	3.64	0.53		
	Between 30 – 39 years	3.66	052		
	Between 40-49 years	3.84	0.45		
	Between 50 – 59 years	3.65	0.75		
	Older than 60 years	3.80	0.72		
Occupation	Student	3.77	0.46	0.51	0.76
	Public Staff	3.64	0.49		
	Private Staff	3.67	0.52		
	Business Owner	3.65	0.56		
	Housewife	3.60	0.58		
	Others	3.80	0.00		

Criteria		$\bar{x}$	S.D.	F	Sig.
Education Level	Lower than secondary	3.85	0.62	1.36	0.23
	Secondary/High Vocational Cer.	3.67	0.49		
	Diploma/High Vocational Cer.	3.68	0.65		
	Undergraduate	3.65	0.49		
	Postgraduate	3.65	0.50		
	Ph.D.	4.26	0.30		

We analyzed the marketing mix (4P's) which influenced the purchasing decision of cold-pressed coconut oil by employing multiple regression analysis and stepwise regression. The significant results at 5 % stated that three factors were dominating this decision: product, place and promotion, affirming the conformity between hypotheses and objectives. This was also in accordance with the study by (Pamkamon, 2019) which referred to the importance of product factors regarding Lazada's shopping decision of Bangkok consumers. Likewise, (Thasanamet, 2019) found that a place factor strongly affected the decision making in purchasing from a retail store. (Sirisuntorn, 2016) concluded that apart from a price factor had a similar effect on a decision. However, the price factor did not affect a consumer decision, leading to a contradiction between hypotheses and objectives which is in line with (Klomcharoen, 2015) who penetrated a functional drink market for employees in Bangkok. This was confirmed by the study of (Thasanamet, 2019) that discovered the unnecessity of the price factor in buying behavior in a retail store. Accordingly, it was plausible that consumers were willing to buy based on the sole characteristics of the product regardless of price.

Multiple regression outcomes affirmed the importance of these three factors in regarding purchasing decisions witnessed by 0.66 of the coefficient. Furthermore, the adjusted R-square of 0.485 signified that factors were capable of explaining the decision-making process for 48.5 % while the remaining 51.5 % were attributable to other factors beyond this study. Other stats were F of 38.79, the standard deviation of 0.37, the p-value of 0.00 which was lower than 0.05 implying us that at least one explanatory variable affected the dependent variable (Table 6). We were able to devise the prediction model as

The decision to buy cold-pressed coconut oil $=$ 0.66 + 0.17 (product factor) + 0.33 (place factor) + 0.29 (promotion factor)

Table 6: Multiple regression results by stepwise regression for marketing mix (4P's) of cold-pressed coconut oil purchasing decision of Bangkok respondents

The marketing mix (4P's)	b	SE.$_b$	β	t	Sig.
(Constant)	0.66	0.19		3.41	0.00*
Product	0.17	0.05	0.19	3.44	0.00*
Place	0.33	0.06	0.33	6.02	0.00*
Promotion	0.29	0.04	0.27	6.03	0.00*

$R = 0.705$ R-square $(R^2) = 0.497$ adjusted R-square $(R^2_{adj.}) = 0.485$
Std. error of the estimate = 0.36595 $F = 38.783$ $p = 0.000*$

* significance at 5 percent

Conclusions

From the examination of the marketing mix (4P's) of cold-pressed coconut oil purchasing decision of Bangkok consumers, we could summarize as

1. The personal factor which distinguished status and income salary influencing the decision

2. The Marketing mix factors of cold-pressed coconut oil: product, place, and promotion are influencing the decision. We could arrange the priority as place, promotion and product respectively. These findings were beneficial for related entrepreneurs and interested people in the dimension of business development and strategy creation for competition.

3. The theoretical factor in purchasing decisions showed that consumers decided based on their self-recognition aiming for usefulness embedded in the product. It was likely to state that if entrepreneurs were able to cause consumers to be aware of product value there would be more opportunity for transactions.

Regarding suggestions from this study, they could be applied for decision making and strategic designation in the cold-pressed coconut oil market as seen below.

1. Product Dimension: Entrepreneurs should develop the packaging by prescribing quantity and detailed method of consumption. In addition, packaging was more effective through durability and diversity aspects, enticing potential consumers.

2. Price Dimension: Entrepreneurs ought to specify price level reasonably with a product quality in order to create confidence and credibility. Moreover, this will be useful in specifying the quantity purchased per time effectively.

3. Place Dimension: Entrepreneurs were capable of developing product channels via an online market such as advertising on applications Lazada, Shopee, JD Central, and so on. Alternatively, they could publicize in the exhibition to create brand awareness among potential consumers and penetrate a new customer base, distributing products in the broader community.

4. Promotion Dimension: Entrepreneurs should seek to advertising campaigns or publicly represent the notable characteristics such as packaging etc. Sales promotion could also be conducted through online patterns, including websites and applications such as Facebook, Instagram, Twitter, YouTube or offline ones, including television, radio, magazine etc. This would help access to a direct group of potential consumers and create brand awareness among them.

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THE MARKETING MIX FACTORS AFFECTING FEMININE HERBAL MEDICINE'S IMAGE PERCEPTION OF 12-19-YEARS-OLD GENERATION Z IN BANGKOK

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ABSTRACT

This research aimed to study 1) personal factors that affected feminine herbal medicine's image perception, and 2) Marketing mix factors that affected feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area. The survey was conducted using questionnaires with 400 Generation Z population in the Bangkok area. The research result of Feminine herbal medicine's personal and Marketing mix data was illustrated by percentage, Mean, and Standard Deviation. The finding revealed that 194 respondents or 48.5% of total respondents, which was the majority, aged between 15-17 years old. There were 207 respondents, or 51.8% of total respondents, who had vocational education level. Also, there were 272 respondents or 68.0% of total respondents, who had lower than 5,000 THB per month average income. The Independent Samples *t*-test and One-way ANOVA analysis methods were applied to compare mean values and exposed that personal factors classified by different age and education levels affected different Feminine herbal medicine's image perception of Generation Z in Bangkok area with 0.05 statistical significant level. Besides, the Multiple Regression Analysis by using the stepwise regression method has opted for the relationship between Marketing mix factor and feminine herbal medicine's image perception of Generation Z in the Bangkok area. It was found that four factors of the Marketing mix, which were the product, price, place, and promotion, affected feminine herbal medicine's image perception of Generation Z in the Bangkok area with 0.05 statistically significant level.

Keywords: Marketing mix (4P's), Image perception, Feminine herbal medicine

Introduction

Feminine herbal medicine is a traditional herbal medicine which often comprised of recorded different recipes and brands, for instance, Benlo, Nisinghey, Penpark, Buakaew, Wan chak mod luk (Curcuma comosa), Pinklady. Key ingredients of feminine herbal medicine tend to be various herbs such as lovage, lotus, Codonopsis root, cinnamon branch, Bukdee, and alcohol mixed together. Then the alcohol extracted key substance called phytoestrogen. Feminine herbal medicine usually had properties of 1. To nourish the blood 2. To expel the blood. Each feminine herbal medicine had different properties and cautions. However, the crucial ingredients of feminine herbal medicine are 1. General herb 2. Female hormone activating herb 3. Alcohol. Hence, the property of female herbal medicine is different regarding its pharmacopeia (Honest Docs, 2018; Consumer South network, 2009). Consuming female herbal medicine helps to balance hormone, to normalize the menstrual cycle, and to induce female characteristics or blood nourishing to enhance health. Moreover, this triggers blood vessel expansion and improves the blood circulation system. Thai traditional medical doctor, hence, recommends feminine herbal medicine to improve the female blood circulation system.

There are many brands of feminine herbal medicine in Thailand such as Penpark, Benlo, Buakaew, etc.(MGR Online, 2015)

Thai traditional medical scholar revealed that the Thai herbal knowledge of Thai juvenile is considered a crisis. Since there was no serious campaign that might affect Thai society to lack any piece of knowledge in Thai herbal medicine in the future, even those herbs in Tom Yum recipe. Be it, galangal, lemongrass, kaffir lime leaf. Thai children choose not to consume due to taste and spiciness even though there are concrete benefits in it. Thai herbs are entering crises silently as the Thai children only know the herbs they found in the typical Thai cuisine amidst of other countries' food popularity increasing, continuously. In fact, Thai herbs are not outdated, but it seems to be in the elder concerns as there is still herbal demand in terms of medical and consuming purposes in many private and public hospitals nationwide. Voice online (2011) Moreover, the market size is also increasing. Regards to target customer consideration, Generation Z or those who were born after 1998 years old (Smethailandclub, 2016) is on our radar. The well-known firm, Goldman Sachs, stipulated that Generation Z might be equally important to Generation Y and Generation X. There is the expectation that Generation Z will overpower every generation group in the next 20 years. For example, in the United States, a quarter of 300 million populations are Generation Z, and 93% of parents admitted that their Generation Z children played an important role in sourcing and purchasing products for their families. For Thailand, 25% of the population is Generation Z, which is sizeable. The marketers should get in know Generation Z at the early stage due to they are potentially huge population groups to keep an eye on. (Smethailandclub, 2016)

From all the above reasons, Generation Z will be a substantial population, as well as, the Thai herbal market shows a growth trend. Thus, this study explored how to trigger Generation Z aged 12 to19 years old in Bangkok's attention to interest and use feminine herbal medicine. The researchers have foreseen the attractiveness of researching about Marketing mix factors that affect feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area to study Marketing mix, to understand consumers demand, and, to study usage decision of feminine herbal medicine for herbal product business to utilize the information in business implementation, consumer behavior analysis, production planning, policy imposition, proper marketing strategy determination. These approaches could underpin business fruitfulness as its strategy perfectly fits consumer needs.

Objectives

1. To study personal factors affecting feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area.

2. To study the Marketing mix factors affecting feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area.

Literature Review

The marketing mix (4P's) is considered as marketing contrivances to use in strategic planning to achieve the business goal as a tool to satisfy consumer needs (Kotler & Keller, 2012). The marketing mix comprises of 1) Product: the product that fits consumer needs, 2) Price: the price that reflects the value and is the cost to satisfy customer, 3) Place: the channel for customers' convenience to buy, and 4) Promotion: conveyed communication to customers. The marketing mix can be explained as follows.

1. Feminine herbal medicine product factors include 1) Feminine herbal medicine efficiency with promising results when used 2) Feminine herbal medicine curing efficiency 3) Unique Color, aroma, and taste of feminine herbal medicine 4) Various brands of Feminine herbal medicine.

2. Feminine herbal medicine price factors include 1) Price suitability to quality 2) Value for money 3) Feminine herbal medicine price is cheaper than modern medicine 4) Feminine herbal medicine 's price range varies.

3. Feminine herbal medicine place factors include 1) Reachable storefront area coverage 2) Service availability in various social media channels such as Facebook, Instagram, Line 3) Service availability through selling agents such as convenient distributor's service regarding place, time, method 4) Quick and safe product delivery.

4. Feminine herbal medicine place factors include 1) advertising to present product news via different medias such as radio, television, newspaper, Facebook, Line, Instagram, etc. 2) Personal selling and product introduction with prospects 3) Special sales promotion such as price reduction, sampling 4) Activity setting up to trigger product demands such as premium rewarding.

In terms of image perception theory, brand image perception is a reflection of customers' perception and feeling towards the brand, which can indicate in 3 dimensions, be it, impression, affection, intimacy (Sanghong & Srianurakwong, 2018) as following explanations.

1. Impression: the knowledge and understanding of brand image through individual thought, the interpretation of each brand is varied according to past experiences, individual brand image creating that a person perceived and remembered. Positive past experience of the brand also strengthens brand image in the long run.

2. Affection: affection is the feeling towards brand reflected through body, taste, smell, sound, touch senses. These feelings can be perceived from past physical experience individually. For example, when customers walking in the store, color, design, smell, cognition is considered positive experiences, including product placement, brand development, packaging, esthetic color design.

3. Intimacy: Intimacy is the emotional aspect of brand image, reflected through closeness, and individual experience towards brand such as liking, customer long term relationship development can create better customer feeling competitively among the business competition. Intimacy is the key factor in driving positive feelings with brands.

Methods

This research approach was quantitative survey research using questionnaires to collect data to analyze as following steps.

1. *Population and sample*

1.1 Target population was 12 to 19 years-old female Generation Z in the Bangkok area

1.2 Sample size of 12 to 19 years-old female Generation Z in the Bangkok area was designated by realizing the number of population. (Taro Yamane, 1973) The numbers population of 12 to 19 years-old female Generation Z in the Bangkok area was 249,648 (National Statistics office Thailand, 2018). With the condition of 95 % confidence level with $\pm$5 % statistical error, the sample size imposed was 400 people.

1.3 Probability sampling was applied by using Multi-stage Sampling

Step 1: Simple Random Sampling by drawing one representative district from each area cluster in Bangkok (Strategy and evaluation department, 2017), listed below

Ratanakosin cluster representative was Bangrak

Chaopraya cluster representative was Huaykwang

Burapa cluster representative was Jatujak

Srinakarin cluster representative was Minburi

South Krungthon cluster representative was Toong-kru

North Krungthon cluster representative was Pasricharoen

There were six districts in total, drawn from the Bangkok area.

Step 2: Each district sample was calculated using the following formula.

Each district sample size = numbers of each district population × total sample size

Total of six districts population

Table 1: Sample size in each district

District	Number of the population (people)	Sample size (people)
Bangrak	1,316	19
Huaykwang	2,987	41
Jatujak	5,871	81
Minburi	7,533	104
Toong-kru	6,041	84
Pasricharoen	5,089	71
Total	28,837	400

Step 3: Data collecting from 12 to 19 years-old female Generation Z who worked or were the residence in 6 districts until reaching 400 samples according to table 1. The samples were collected from various places such as government offices, private offices, fresh markets, stores, department stores, as well as public areas.

2. *Research tools*

2.1 Research tool development: The questionnaire was chosen to be a research tool and was allotted into three parts.

Part 1: General information of respondents such as age, education level, career, average income per month.

Part 2: Questions regards the Marketing mix, be the product, price, place, promotion aspects.

Part 3: Questions regarding feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area

2.2 Research tool quality assurance

Content validity is executed by conducting an Index of Consistency (IOC) analysis of the questionnaire, which was assessed by three experts and found 0.82 as the IOC value of the whole questionnaire. Then, the reliability value of the questionnaire was checked by Cronbach's Alpha Coefficient analysis with 30 samples (Srisa-aad, 2010) and found its value as 0.854.

3. *Data collection method*

The researches proceeded to quantitative data collection process by questionnaire distributing to the samples of 12 to 19-years-old female Generation Z in the Bangkok area, who had perceived feminine herbal medicine image in Bangkok's designated districts.

4. *Statistics used in the analysis*

4.1 Descriptive analysis: There were Percentage, Mean, and Standard Deviation applied.

4.2 Inferential analysis: This step was to explain the relationship about data related to studied variables. The Independent Samples *t*-test and One-way ANOVA were conducted to compare Means. Then, Multiple Regression Analysis and independent variables selection by using the Stepwise regression method was applied to examine the effect between the Marketing mix and feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area.

Results and Discussion

In overview, there were 194 persons or 48.5% of total respondents who were 15-17 years old. There were 207 persons or 51.8% of total respondents who had vocational education level. In terms of average monthly income, there were 272 persons or 68.0% of total respondents who earned lower than 5,000 Baht income.

For the impact of Marking mix overall Marketing mix score was in strongly agree level regarding its effect on consumers' feminine herbal medicine image perception ($\overline{X}$ =3.78). When drilling into sub-factors, consumers ranked distribution channels as the most important sub-factors ($\overline{X}$ = 3.82), following by promotion ($\overline{X}$ = 3.79) product ($\overline{X}$ = 3.78) price ($\overline{X}$ = 3.75), consecutively.

In light of feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area, the topline image perception agreeable score was high ($\overline{X}$ = 3.75). Furthermore, all factors received a high score when digging down into sub-factors. The image perceived by feminine herbal medicine quality score was the highest ($\overline{X}$ = 3.78), following by image perceived by word-of-mount about feminine herbal medicine score ($\overline{X}$ = 3.77), the image perceived by personal selling score ($\overline{X}$ = 3.76), the image perceived by considering from color, and aroma of feminine herbal medicine score ($\overline{X}$ = 3.73), the image perceived by customer educating activity and sampling score ($\overline{X}$ = 3.73), the image perceived by advertising through various medias such as newspaper, leaflet, prints, billboard, radio, television score ($\overline{X}$ = 3.72), consecutively. In overview, there were 194 persons or 48.5 % of total respondents who were 15-17 years old. There were 207 persons of 51.8% of total respondents who had vocational education level. In terms of average monthly income, there were 272 persons or 68.0 % of total respondents who earned lower than 5,000 Baht income.

Hypothesis 1: Different personal factors, for instance, age, education level, income differently, affect feminine herbal medicine's image perception of Generation Z in the Bangkok area.

The hypothesis test revealed that different age and education level affected feminine herbal medicine's image perception of Generation Z in the Bangkok area differently with the significant difference of 0.05 ($p< 0.05$). On the other hand, different income did not affect feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area**.**

Hypothesis 2: The Marketing mix factors affect feminine herbal medicine's image perception of Generation Z in the Bangkok area.

The result exposed that four aspects of the marketing mix, which were the product, price, place, promotion, affected feminine herbal medicine's image perception of Generation Z in the Bangkok area at the statistically significant level of 0.05 ($p< 0.05$) as presented in table 2.

Table 2: The result of Multiple Linear Regression Analysis

Marketing mix factors	Image perception		t	Sig.
	B	Std. Error		
Constant	0.214	0.122	0.758	0.080
1. Product	0.243	0.045	0.434	0.000*
2. Price	0.134	0.047	0.864	0.004*
3. Place	0.247	0.053	0.694	0.000*
4. Promotion	0.309	0.047	0.519	0.000*
R Square= .0697 Adjusted R Square = 0.694 Std.Error of the Estimate = 0.408				

Remark: * at 0.05 statistical significant level

For the personal factors, studied in this research, which were age, education level, income indicated that different age and education level affected feminine herbal medicine's image perception of Generation Z in the Bangkok area differently at the statistically significant level of 0.05. A similar finding was in the research of Patama Siriwan (2016), who studied about perception and herbal medicine usage of the service provider in Mae Tha hospital, Lamphun province. She also discovered that different age and educational levels affected the perception and usage of herbal medicine of service providers differently at a statistically significant level of 0.05. For this research result on income, which showed that different income level had no effect of feminine herbal medicine's image perception of Generation Z in the Bangkok area. It is homogeneous with the research of Wanaponn Huanmanop (2014), who researched on image perception of Kasikorn Bank PCL's mobile banking plus application in Bangkok. The mobile application research found that different income levels did not affect the image perception of mobile banking plus application.

Concerning the overview research results of marketing mix factors of feminine herbal medicine's image perception of Generation Z in the Bangkok area. It was found to be in line with the research of Kamonporn Nakornchaikun (2017), who studied marketing mix factors affecting processed herbal product purchasing in Ubon Ratchathani. Nakornchaikun's study explained that the respondents weighed importance with marketing mix factors affecting processed herbal product purchasing at a high level.

In light of feminine herbal medicine's image perception of Generation Z (12 to 19 years old) in the Bangkok area, the score showed a high level. The same thing was also revealed in the research of Nattakarn Kruaechaikaew (2016) who studied brand image perception and service quality affecting Japanese restaurant customer satisfaction in the Bangkok area. The result mentioned that consumers had a high image perception level score on Japanese restaurant brand image perception, as well.

The Multiple Regression Analysis of the marketing mix disclosed that product, price, place, and promotion affected feminine herbal medicine's image perception of Generation Z in the Bangkok area ($p < 0.05$). The variables mutually forecasted image perception of Generation Z in the Bangkok area, which accounted for 69.4%. This is also considered in the same direction as the consumer opinions in four aspects of the Marketing mix, which affected feminine herbal medicine's image perception.

The study outcome of the marketing mix that affected feminine herbal medicine's image perception of Generation Z in the Bangkok area illustrated that four aspects of the marketing mix, be it, product, price, place, and promotion. They affected feminine herbal medicine's image perception of Generation Z in the Bangkok area at a statistically significant level of 0.05. This result is interchangeable with the work of Naphat Thaweesangsiri (2014), who explored the implication of customers' expectations to marketing mix factors and their self-perceived reputation toward SPA Business on their purchasing decision for the service in Bangkok Metropolitan. Thaweesangsiri brought to light that the Marketing mix had a relationship with image perception of spa business from customer view in the Bangkok area with statistical significance. Furthermore, the result is related to what Thanadol Kaewnakorn (2017), who researched the influence of technology, marketing mix, and brand image to making decisions using Grab Taxi, came upon. Kaewnakorn uncovered that marketing mix affected service choosing decision image of Grab taxi at 0.05 statistically significant level.

Conclusions

As stated in the study of marketing mix affecting feminine herbal medicine's image perception of 12 to 19 years-old Generation Z in the Bangkok area, it can be concluded as follows.

1. Different personal factors, be it, age and education level, differently affected feminine herbal medicine's image perception of Generation Z in the Bangkok area.

2. The 4 Marketing mix factors, which were the product, price, place, promotion, affected feminine herbal medicine's image perception of Generation Z in the Bangkok area.

The implications of this research suggest that business development and competitive strategy are recommended as follows.

1. Place or channel distribution factor: This was the factor consumers considered most important with the commentary of reachable storefront area coverage, following by service availability through selling agent e.g. distributor should be convenient in terms of place, time, delivery method, quick service. Hence, the feminine herbal medicine entrepreneur should emphasize location, store branch increasing to cover the current department store, or consider online channel with a platform that can deliver products conveniently to the customer door. Since good location, fast delivery, and convenience can underpin excellent product distribution.

2. Promotion factor: feminine herbal medicine entrepreneur should value marketing promotion by product news advertising through various media such as radio, television, newspaper, Facebook, Line, Instagram, including personal selling to introduce the product to prospects, and having special price promotion and sampling in place.

3. Product factor: feminine herbal medicine entrepreneur should give importance to products aspect, which are various unique sizes, color, aroma, the taste of products, in parallel with, product properties as curing effectiveness. There tends to be a crucial repeat-purchased trigger point.

4. Pricing factor: feminine herbal medicine entrepreneur should indicate various feminine herbal medicine prices and price versus quality should be suitable by setting a lower price than modern medicine to craft good value-for-money feeling.

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THE PROPOSED RESEARCH FRAMEWORK TO STUDY OF PASSENGER SATISFACTION BASE ON SEM MODEL: A CASE STUDY OF BUS NUMBER 166 OF THE BANGKOK MASS TRANSIT AUTHORITY

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Abstract

The evaluation of passenger satisfaction consisting of the structural equation model is suggested to measure the satisfaction of passengers as it systematically analyzes service satisfaction of public transport. According to Thailand's public transport services, this study adopts the American customer satisfaction theory and establishes the research model of the passenger satisfaction index. The model is construct base on SEM. An empirical study will be carried out. The model has been merged with the service quality and with passenger satisfaction in Thailand public transport. Thus, the research model could be applied to improve Passenger satisfaction and service quality.

According to the literature review and related research, it will lead to the construction of a structural model for research on the satisfaction of public transport passengers, consisting of the following variables included: service quality (accessibility, information, staff, safety, comfort, cost, norm), perceived value, perceived usefulness and perceived ease of use. Which affects customer satisfaction and recommendation. The structural model will be used to collect data for statistical analysis to find the relationship of each variable. The result will lead to the improvement of public transport services and the creation of new knowledge in evaluating passenger satisfaction in the public transport.

Keywords: passenger satisfaction, customer satisfaction, service quality, SEM, Thailand bus.

Introduction

Most cities around Bangkok, Thailand, are experiencing rapid urbanization, population growth, and dispersal of activities. These situations have cased expanded demand for and dependence on personal transportation leading to problems such as traffic jams, accidents, noise, and pollution (Zhao, 2010). To relieve these problems, giving preference to public transport improvement has become the consent of the government of Thailand. Public transport is an essential part of the infrastructure of public services. Public transport still unsatisfied. The public transport remains to lag behind the improvement of the economy and cannot meet the people's demand.

The way to improve public transport is to develop the quality of public transport (Wen and Lai, 2010; Ibeas and Cecin, 2010; De Ona et al., 2015, 2016). Measuring the aspects of public transport could highlight the areas in which it has the insufficient performance to increase service and obtain a new user. Thus, the achievement of public transport depends on the number of users which public transport can retain and attract (Shen et al., 2016). Service quality is the essential indicators to measure the development of public transport. The satisfaction of passengers demonstrates the image of public transport. The satisfaction of public transport is an essential means to improve the public transport service. It not only can evaluate the service quality but also represent a way of measuring public transport service. The passenger satisfaction measurement model can be a tool for assessing and comparing the performance of public transport nationwide.

In this study, the data of passenger satisfaction covering bus no.166 line Pak Kret to Victory Monument has been studies. The individuals' socio-economic character and satisfaction survey between March 2020 and April 2020 have been obtained. These sets of data used to assess satisfaction with public transport. The data sets have used the structural equation model to evaluate the passenger satisfaction base on customer satisfaction theory (Abu-Zeid et al., 2012; Shen et al., 2016; Zhang et al., 2018). Accordingly, taking into account the passenger characteristics of Thailand public transport, this study adopts the customer satisfaction theory and establishes the passenger satisfaction model. In order to get an estimation effect, the structural equation model (SEM) is used to evaluate passenger satisfaction. Besides, this paper expanded the previous studies by enhancing the passenger perceive quality to particularized public transport dimensions. Particularly, the passenger perceives quality was demonstrated from the accessibility, information, staff, safety, comfort, cost, and norm. Three-tier indicators were used to evaluate public transport performance. These variables provide a picture of the various service dimensions that affect passenger satisfaction.

Objective

The study examining the drivers of passenger satisfaction in the public transport satisfaction survey focuses on identifying various dimensions of passenger satisfaction. This study extends previous research by analyzing the relationship between service quality, perceived value, perceived benefits, predictive ease-of-use, satisfaction, and suggestions using structural equation modelling (SEM)

Literature review

The public transport is an inclusive concept. It can be measured by public transport operators or through the opinions of the passenger (De Ona et al., 2016; Eboli and Mazzulla, 2011). Thus, there two ways that indicate the quality of public transport. First, The operators represent indicators that compare with a standard, but it is not represented in itself regarding a specific result is. Second, the evaluation of the passenger is provided from surveys of passenger satisfaction (Nathanail, 2008).

The recent study demonstrated that the measurement of public transport alike the public transport characteristics and attributes. The methodologies such as factors analysis (Field et al., 1985; Karlaftis and McCarthy, 1997; Friman et al., 2013), cluster analysis (De Ona et al., 2015, 2016), and multiple regression (Lai and Chen, 2011) are used to evaluate the variables that influence the public transport quality. However, public transport quality has many dimensions. It can be measured by the opinions and perceptions of passengers. Thus, passenger satisfaction provides measures of public transport quality. Passenger satisfaction is a psychological feeling, which comes from diverging between passengers' perception and expectation of public transport. The passengers can be considered as the customer. Thus, the satisfaction of the passenger index can be demonstrated base on the theory of the customer satisfaction index. The customer satisfaction index has been produced and used in many studies. The customer satisfaction index is a customer-oriented of the provider performance measure, which can be showed as supplementary to general performance measures, such as market shares and profits. Customer satisfaction indexes help the firm manager to evaluate the product and service quality (Hackl et al., 2000).

1. Service quality

The concept of service quality is complex and abstract (Carman, 1990; Zeithaml, 1988; Parasuraman et al., 1985). If service quality arises from a consumer's perspective, it is often connected to the level of customer satisfaction and depends on perceived service quality (Carman, 1990). In this regard, Parasuraman et al. (1988) define service quality as attitudes related to the level of excellence or superior service. Which is linked to the concept of expectations (Lewis and Booms, 1983). How well the delivery service meets customer expectations. Accepted service quality is an important factor in describing purchasing intention, but this relationship has not yet been fully established (Cronin et al., 2000). However, opinions about the dimensions of the construction are different, and there is no consensus on the question (Brady and Cronin, 2001). The main point of criticism is the use of lists. For different services, which create different dimensions of service quality perception to adapt to the services being studied (Carman, 1990). These criticisms have stimulated the development of alternative scales in which this study uses: Accessibility, Information, Staff, Safety, Comfort, Cost, Norm

2. Perceived value

Perceived value is a key concept in marketing, as it is a reasonable idea to see if exchanges between producers and customers are meaningful (Yang and Peterson, 2004; Woodruff, 1997). However, it is generally accepted that perceiving value means evaluating customers on the differences between the benefits they receive and the sacrifices they make (Sumaedi et al., 2014). Therefore, in the context of public transport services, perceived value can be defined as "Evaluation of passengers in comparison between benefits [Public transport they received] and [sacrifice] [they did] (Lai and Chen, 2011; Wen et al., 2005; Jen and Hu, 2003) "(Sumaedi et al., 2014) Marketing literature has revealed that perceived value is a factor in customer satisfaction (Bruhn, 2003; Aurir and N'Goala, 2010). Wen et al. (2005) found that perceived values had a positive impact on the satisfaction of occupants. Their findings are also supported by Lai and Chen (2011) and Jen et al. (2011).

H1: Service quality has a positive influence on the perceived value.

3. Perceived usefulness

Perceived usefulness has a profound effect on customers' buying decisions (Cheong and Park, 2005; Ha and Stoel, 2009; Celik, 2009; Lin and Chang, 2011). In general, perceived usefulness is determined by the customers. How do they feel that the use of products is useful for supporting their activities? (Davis et al., 1989). Therefore, in the context of public transport services, the ability to perceive the benefits can define how passengers feel that using public transportation is useful in supporting their activities (Palmatier et al., 2006; Wilcox et al., 2011). According to the theory of planned behavior, some people's attitudes towards certain behaviors are based on beliefs (Ajzen, 1991). Empirical research finds a positive impact of perceived usefulness on satisfaction (Cheong and Park, 2005; Ha and Stoel, 2009; Celik, 2009; Lin and Chang, 2011).

H2: Service quality has a positive influence on perceived usefulness.

4. Perceived ease of use

Perceived ease of use shows how easy it is for customers to use the product (Davis et al., 1989). Construction means monetary and non-monetary sacrifice for product consumption. (Venkatesh et al., 2003) Therefore, perceived ease of use is also acknowledged as the main belief in product consumption (Davis et al., 1989; Solomon, 2012). It has a positive effect on customer satisfaction (Palmatier et al., 2006; Wilcox et al., 2011; Lin and Chang, 2011).

H3: Service quality has a positive influence on the perceived ease of use.

5. *Perceived service quality and passenger satisfaction*

The structure of the perceived service quality and passenger satisfaction is established (Howat et al., 1996). Service quality is defined as the gap between expectations and perceptions (Parasuraman et al., 1988), and customer satisfaction is understood in terms of meeting or exceeding these expectations (Oliver, 1980). Service quality is received in terms of specific service features in a particular context while satisfying the passenger's satisfaction is assessed by the overall experience of the passenger in which the service quality (Oliver, 1993). Passenger satisfaction depends on many factors, including the perceived service quality based on passenger experience, social interaction, and other factors (Rust and Oliver, 1994). Crompton and Love (1995) confirm that both buildings have a positive relationship. Although researchers generally agree with the differences and perceived service quality and satisfaction, their causal relationship has not been resolved. There are two line arguments in this regard. Bitner (1990) and Bolton and Drew (1991) suggest that customer satisfaction is an indicator of service quality. There is confirmation that the construction is a reverse part. On the other hand, service quality is an assessment of the perception of service in each event, while satisfaction is a cumulative effect on customer service evaluation (Oliver, 1997; Cronin and Taylor, 1992; Parasuraman et al., 1988). Brady and Robertson (2001) found the role of service quality regarding customer satisfaction in multinational education in the United States and Latin America.

H4: Perceived value has a positive influence on passenger satisfaction.

H5: Perceived value has a positive influence on the recommendation.

H6: Perceived usefulness has a positive influence on passenger satisfaction.

H7: Perceived usefulness has a positive influence on the recommendation.

H8: Perceived ease of use has a positive influence on passenger satisfaction.

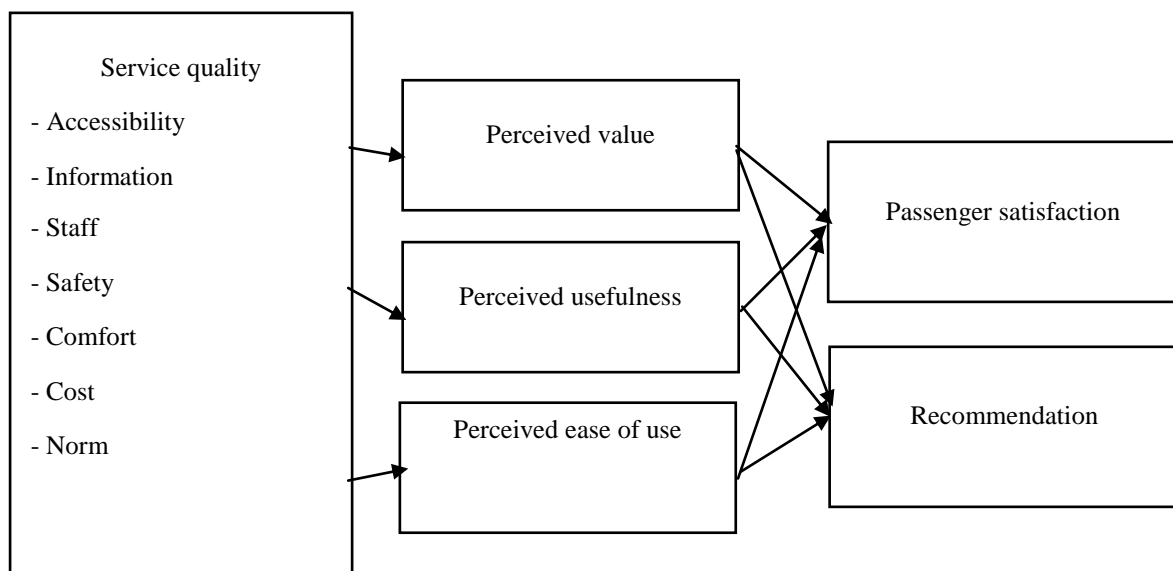H9: Perceived ease of use has a positive influence on the recommendation.

Figure 1: Research Model

Methodology

Passenger satisfaction indexes are based on the model, which includes the expectations and realities of public transport services. A multi-indicator approach evaluates latent variables. The passenger public transport satisfaction is demonstrated as a parameter of passenger expectation and perceived performance (Fornell, 1992). The study will use a questionnaire that uses a 5 point Likert's scales. The study contained six latent variables, which describes four antecedents of perceived service quality (service quality, perceived usefulness, perceived ease of use, and perceived value), and two consequences (passenger satisfaction and recommendation).

This study, the population is a passenger of bus number 166, which is the study of unknown population, therefore must use the formula to calculate the sample without knowing the population. The population of the study is large, and the exact population is unknown, the sample size can be calculated using the Cochran (2007) that unknown sampling size formula, by determining the 95% confidence interval. The sample size consists of 384 people, it can be estimated at the 95 percent confidence interval.

$$\text{Formula } n = (P (1-P) Z^2)/E^2$$
$$n = ((.05)(1 - .5)(1.96)^2)/(.05)^2 = 384.16$$

The questionnaire developed base on the literature review. The questionnaire evaluated all variables except handing by multi-items scales.
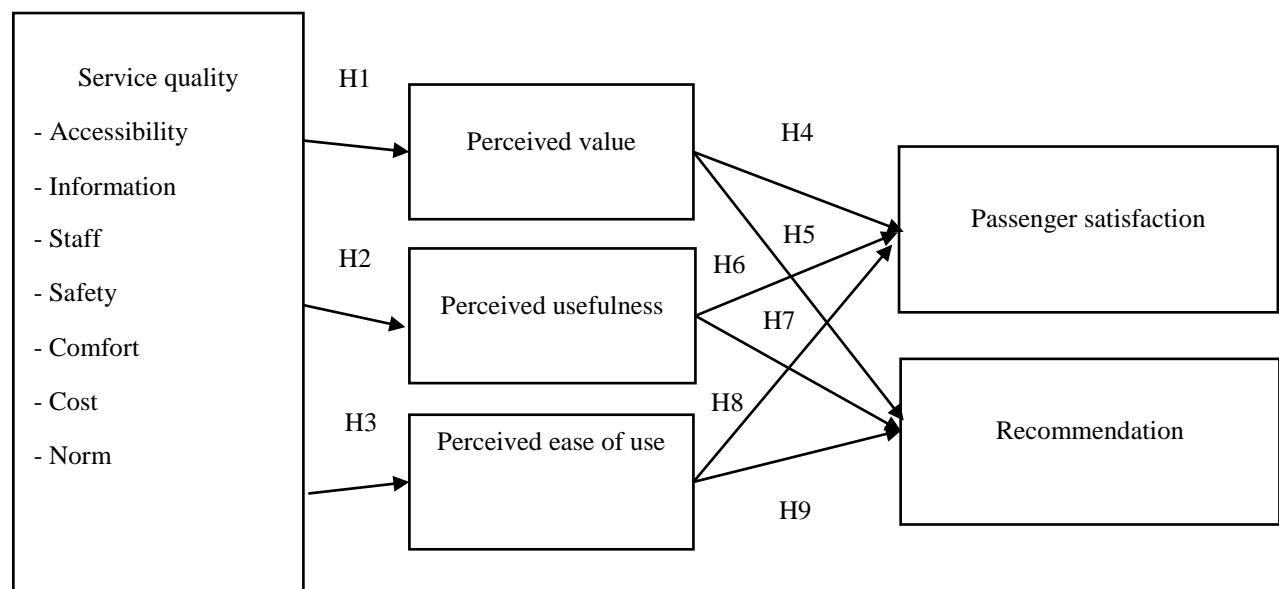

Figure 2: Research hypothesis

H1: Service quality has a positive influence on the perceived value.
H2: Service quality has a positive influence on perceived usefulness.
H3: Service quality has a positive influence on the perceived ease of use.
H4: Perceived value has a positive influence on passenger satisfaction.
H5: Perceived value has a positive influence on the recommendation.
H6: Perceived usefulness has a positive influence on passenger satisfaction.

H7: Perceived usefulness has a positive influence on the recommendation.
H8: Perceived ease of use has a positive influence on passenger satisfaction.
H9: Perceived ease of use has a positive influence on the recommendation.

Result and discussion

The theory of customer satisfaction has been developed and adapted to different research contexts. In this research, customer satisfaction assessment was used to assess the satisfaction of users of public transport in Thailand. By reviewing literature and related research, including customer satisfaction research and public transportation research The quality of service in this research consists of 7 dimensions which are
- Accessibility
- Information
- Staff
- Safety
- Comfort
- Cost
- Norm

Moreover, the ability to assess customer satisfaction with the service quality depends on the perceived quality of service. The perception is divided into 3 dimensions: perceived value, perceived usefulness and perceived ease of use. The perception of service quality not only affecting customer satisfaction but also affecting the recommendation

According to the literature review and related research, it leads to the construction of the customer satisfaction model for public transport usage and the research hypothesis for data collection and statistical analysis.

Conclusion

The development of the passenger satisfaction research framework for public transportation service has been demonstrated. The research framework includes the necessary aspects of passenger satisfaction to be considered and produces appropriate indicators for passenger satisfaction measures. By including the potential indicators in each dimension of the framework.

The research framework represented here produces the needed framework to clarify. The research framework demonstrates the different approaches used in evaluating passenger satisfaction indicators. The framework can be used to assess satisfaction in other public transport. It can be used to determine the satisfaction of other public transport applications in order to improve the quality of service and to increase customer satisfaction and use more services, which reduces the problem of Traffic in the area where customers are facing.

Discussion

This research is a study to create a structural model developed from literature review and related research. Moreover, when obtaining structural models, it leads to hypothesis and sample analysis for future research. However, the constructed structural model needs to be analyzed by data collection and statistical analysis to confirm that the constructed structural model is appropriate. The analysis uses SEM, a method that is popular and suitable for analyzing structural models in this research.

Customer satisfaction theory is a theory that is useful and can be applied in a variety of contexts, therefore it is continuously studied and used. However, it needs to be improved in order to be suitable for the research context. This study therefore uses the theory of customer satisfaction to develop further to measure customer satisfaction of public transport passengers, as well as to combine the service quality and the perception theory in the development of structural models to make customer satisfaction assessments more appropriate and attractive

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北兰亭传统文化品牌建立核心要素研究
ANALYSIS ON ESTABLISHING THE CORE ELEMENTS OF THE NORTH LANTING TRANDIONAL CULTURE BRAND

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摘要

　　一直以来传统文化品牌建立的核心问题并不明晰，严重影响传统文化品牌之后的高附加值的创造。所以本研究目的就是寻找传统文化品牌建立的核心要素并找到之间相互影响关系，这对挖掘传统文化品牌后的文化价值具有深远意义。本研究利用购买动机理论、运营管理理论等相关诸多理论，以北兰亭数据为参照，采用文献分析、访谈法、问卷调查法和统计分析的研究方法，论证北兰亭传统文化品牌与其核心要素之间的显著影响关系，实现为北兰亭传统文化品牌建立找到更准确的策略。

　　关键词：传统文化, 品牌, 核心要素, 北兰亭

Abstract

　　All the time the core problem of the establishment of traditional cultural brands is not clear, which seriously affects the creation of high added value of traditional cultural brands. Therefore, the purpose of this study is to find the core elements of the establishment of traditional cultural brands and find the relationship of mutual influence, which is of far-reaching significance to the exploration of the cultural value of traditional cultural brands. This study using the theory of purchasing motivation theory, operational management and other related theories, with data of Beilanting as reference, with the quantitative and qualitative research methods of statistical analysis are mainly used for the argumentation of significant impact on relations between Beilanting traditional culture brand and its core elements, hopefully a more accurate brand strategy can be established for Beilanting traditional cultural brand.

　　Keywords: Traditional culture, Brand, Core elements, Beilanting

一、引言

　　面对中国传统文化全面复兴的历史机遇，北兰亭发展必须针对核心问题找到适合的发展策略。所以本文研究的问题是北兰亭文化品牌建立与核心要素品牌价值、品牌定位、商业模式、品牌运营、品牌产品的相关影响问题。此研究可以使北兰亭更好建立传统文化品牌，从而也会提升北兰亭传统文化企业的经济效益。

在此之前，本人通过阅读和整理大量的文献和相关资料、数据，分析和梳理与本研究相关的最新进展，为本文的研究提供科学的指导。现国内外对文化品牌建立的研究内容非常丰富，涉及的问题也很广泛，但对传统文化品牌核心问题的深入研究较少。与以前研究不同的是，此研究是在高科技和新媒体的环境下的文化消费研究，更具有现实意义。研究目的：中小民营企业的品牌建设已经渗透到企业建设发展的每一个环节之中，不仅关系企业本身的生存壮大，而且对我国经济全面发展和国际化竞争战略具有重要意义。品牌建设与管理也需要不断创新，不断完善，只有创新才是保持健康发展的不竭动力。(李志远，2019)从北兰亭传统文化品牌建立的十二年工作中总结，我们研究目的要从以下三方面着手。

1）深入北兰亭传统文化品牌的核心要素。北兰亭其营销品牌的观念滞后，依旧制约着其发展。要想利用政策和机遇实现自我造血，必须研究品牌核心要素。2）提高北兰亭文化企业的经济效益。北兰亭的发展还没有形成市场消费和驱动成长，只有把握好品牌建立中每个核心要素，其文化经济价值才能被挖掘出来。

3）为北兰亭传统文化企业找到出路。"兰亭"文化迫切需要进行"活态"保护和传承。但北兰亭的文化品牌还是很薄弱的，希望此研究能找到一条创新发展之路。

二、文献综述与研究假设

1、、研究假设

本研究对相关文献理论梳理和专家访谈后，提出的四个核心要素：品牌价值、品牌定位、商业模式、品牌运营，分别与北兰亭传统文化品牌建立四个测量影响维度，并构成研究模型进行实证检测。（图1）
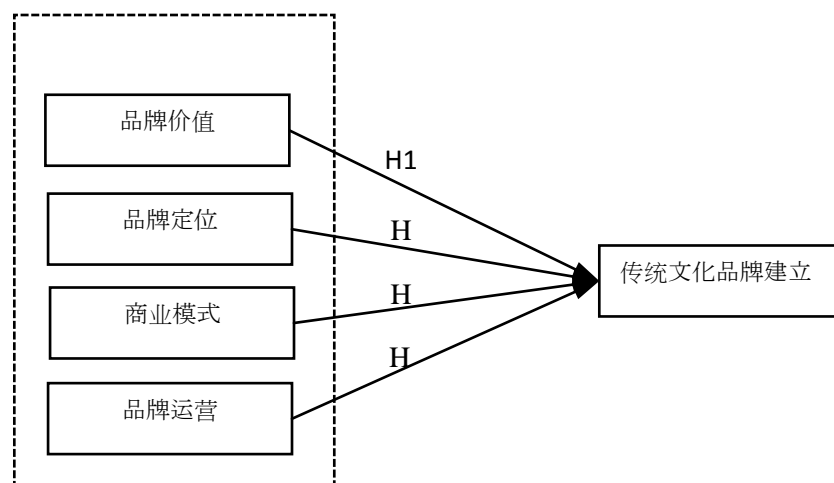

图1： 传统文化与核心要素模型

2、、相关文献理论

购买动机理论：杰拉尔丁·芬内尔(Geraldine Fennell) 提出了有关消费者购买动机的理论，罗西特（Rossit）和帕西（Parcy）也对该理论进行了深化。(Fennell, 1991) 根据这一理论，定位意味着两种类型的消费者动机：消极和积极。

运营管理理论：组织运营管理理论可以细化为三个模块理论：一是组织运营战略目标定位，运营战略是指在企业经营战略的总体框架下，如何通过运营管理活动来支持和完成企业的总体战略目标。二是运用管理系统的设计和维护，指在运营过程中需要进行运营设施的选择、布置；组织主营产品或服务的设计和选择等；三、是运营管理系统的完善和优化，由于运营过程中内外部环境是不断变化的，就需要组织随时对运营效果进行分析，并不断优化和完善运营过程中的不足以适应新环境的要求。（马凤才，2007）.

研究综述：在国内国外对文化品牌的建立的研究内容非常丰富，涉及的问题也很广泛，研究相对集中在品牌与文化之间的关系、重要性、定义、结构、水平、元素、策略、价值、分类以及各种相关概念等方面，有些观点含糊不清，使品牌文化结构的层次和要素更加混乱。研究中也都提及了品牌定位、品牌价值、商业模式、品牌运营等相关的理论，但都分散在各个理论中。作为一组相互作用核心要素提出还没有。所以我们不但要找到适合现代发展实用核心要素，还要梳理出各要素之间的相互作用关心。本研究中通过购买动机理论和运营管理理论，只对北兰亭传统文化品牌建立中品牌价值、品牌定位、商业模式、品牌运营的相互影响关系进行研究。

传统文化研究：章太炎说："文化二字，涵义至广，遽数不能终其物"(章太炎，2015)。文化基因是传统文化的载体(李征，2019)。博大精深的中华优秀传统是我们在世界文化激荡中站稳脚跟的根基(习近平, 2018)。

品牌研究："品牌"（Brand）一词源于挪威brandr，意思是"烙印"是指在牲畜上烙上标记，以起到识别和证明作用。(Tom Blackett, 2004)

大卫.奥格威（David. Ogilvy）认为："品牌是一种错综复杂的象征，它是品牌属性、名称、包装、价格、历史、声誉、广告方式的无形总和。品牌同时也因消费者对其使用的印象，以及自身的经验而有所界定、品牌是消费者如何感受一个产品。品牌是产品与消费者之间的关系。(Ogilvy, 1955)

品牌价值研究：Brasco(Brasco ，1988)，(谢忍，2019)指出品牌资产给其拥有者所创造的未来超额收益的现值就是品牌价值，所创造的未来超额收益最大，则品牌价值更高。范成秀(范秀成, 2010)，谢忍(谢忍，2019)提出品牌资产是企业长期经营和发展的产物，它给其商品带来了自身价值以外的附带价值，而这附带价值也就是品牌价值。但是亦有张赵晋 (张赵晋，2016)提出，由于品牌价值的存在，企业需要进行更多营销和推广活动，这不仅导致了产品价格的提高，也产生了实质上的"品牌溢价"行为。总体而言，尽管品牌认知度会导致产品价格的增长。但建设品牌认知度有助提升企业的总销售量，从而提升企业价值。

品牌定位研究：Urde (1994)品牌定位是公司维持生存和增长的关键策略。(Urde, 1994)。Positioning定位是由著名的美国营销专家艾尔．列斯与杰克．特罗干1982年《定位：头脑争夺战》一书中提出来的，定位不改变产品，"市场定位是你对未来的潜在顾客心智所下的功夫，也就是把产品定位在你未来的潜在顾客的心中，"市场定位的目的在于影响顾客的认知心理，增强企业及其产品的竞争力，扩大产品的知名度，增加产品的销售量，从而提高企业的经济效益。(李瑜, 2007)

商业模式研究：商业模式的真正价值，应该体现在它的实际运用过程中，特别是在中小企业，且通过无论是采取什么样的战略规划、运营模式，一套成功的商业模式都具备下列几个特点：一是可以提高销售利润率，二是可以提升销售市场容量，从而提高资产周转速度，三是可以实现供应商、客户和企业共赢的目的。（汤丽媛，2019）

品牌运营研究：运营管理是现代企业管理科学中最活跃的一个分支。运营管理就是对运营过程中的计划、组织、实施和控制，是与产品生产和服务创造密切相关的各项管理工作的总称（诺曼.盖译，格雷格，富兰泽尔.，2005）。

专家座谈和访谈：2019年9月14日、9月23日和10月26日。通过王永、高向梅、曹文忠、于韦、周志懿、张婧等业内专家的访谈，专家们的意见都为问卷设计提供了许多参考意见。

综上所述，本文将在已有研究的基础上，根据北兰亭现在的发展情况，从更加综合的角度，构建比较清晰的品牌文化核心要素的结构模型。通过对北兰亭相关人员发放的问卷组成数据，则更清晰其与核心要素的关系。

三、研究方法：

本研究结合了理论和实证研究、定性和定量分析。通过对以往理论和实证方法的分析，为品牌文化模型的后续构建奠定了基础。具体研究方法如下：

1. 文献分析。

查阅国内外学者的专著、专业资料和相关文献，其中国内文献12篇，国外文献5篇，并对相关理论和涉及的概念的进行了梳理。充分利用与研究相关的国内外研究成果，并注意提取现有理论的精华并整合应用。在研究过程中，借鉴西方成熟的理论，深入结合中国的社会、经济、文化人文等特点，从不同角度提出未来理论发展的可能性。

2. 访谈法。通过与业内专家的访谈，听取了许多有价值的意见，更有利于问卷构面的完善。访谈问题也是紧紧围绕着品牌价值、品牌定位、商业模式、品牌运营四个核心要素提出。访谈提纲如下。

（1）提起北兰亭这个品牌，您会有何联想？
（2）请问对北兰亭的印象如何？
（3）请问像北兰亭这样的文化品牌在价值上有什么策略才能把品牌打响？
（4）请问像北兰亭这样的文化品牌在建立中如何定位？
（5）请问像北兰亭这样的文化品牌在建立中应采取什么商业模式？
（6）请问像北兰亭这样的文化品牌在建立中应采用什么样的运营模式？
（7）请问像北兰亭这样的文化品牌在建立中应生产什么样的文化产品？

3. 问卷调查法。

通过对问卷结构设计的反复推敲，以4个核心要素的相关内容提出问题。最终编制了《传统文化品牌调查问卷》，问卷借助软件问卷星在网络上发放。采用利克特量表的形式，以六点量表将关注的因素的重要程度分为六级（1、完全不同意，2、不太同意，3、有点不太同意，4、有点同意，5、比较同意，6、完全同意）。为了便于接下来数据统计分析，本文将量表思维等距量表，即在统计数据过程中，将被调查者选择的数字作为对应的数据。并利用SPSS24.0问卷进行探索性因子分析。

4. 统计分析法。

问卷调查所得的数据资料采用SPSS24.0统计分析软件进行定量分析，运用描述分析、均值分析、相关分析和线性回归分析等统计方法对问卷中反映的变量数据进行分析，并对研究假设与模型进行验证。

数据收集：本文数据收集的渠道采用调查问卷的方式。本次调查通过问卷星网站（www.wjx.com）网络渠道进行发放。由于网络后台会对答题过程进行监控，避免了漏答等问题的出现。此次共发放520份问卷，收回问卷467份，收回率效率为89.80%，剔除无效问卷份167份，最终有效问卷为350份，问卷有效率为74.95%。

为了获得有效的样本数据，本文严格控制了调查表的发布者和分发渠道，以提高数据的可靠性。由于该调查问卷涉及北兰亭传统文化品牌的建立，因此确定该调查问卷充满了北兰亭的书友、学生和管理人员。因此，与独立变量和因变量一致的度量调查表的来源是避免常规错误的最佳方法，从而减少了影响本研究结果可靠性的可能性。(Podsakoff, Niehoff, MacKenzie, & Williams, 1993)。

经过筛选，本文取得了样本数据350份关于传统文化品牌认知调查的调研数据。

四、相关性分析：

1、信度分析

表1: 可靠性统计量

维度	Cronbach's Alpha	项数	结果
品牌价值	0.811	10	良好
品牌定位	0.817	10	良好
商业模式	0.821	10	良好
品牌运营	0.827	10	良好
传统文化建立	0.851	9	良好

来源：SPSS24.0整理所得

见表1，通过对调查问卷量表各条目与测量内容的相关性或代表性进行分析，内容信度在0.8-0.9之间为良好，品牌价值、品牌定位、商业模式、品牌运营、传统文化建立的Cronbach's Alpha值均在0.8-0.9之间。即结果良好，此调查数据可靠性很高。

2、、效度检验

在调查问卷的有效性方面，本文采用了KMO值（Kaiser-Meyer-Olkin Measure of Sampling Adequacy）和Bartlett的球形度检验进行结构有效性的检验。Kaiser(1974)提出的KMO值，KMO值的取值范围为0-1之间，当值愈接近1时，表示题项的相关性愈大，反之，值接近0时，表示题项的相关性愈小。

表**2**: 效度检验

维度	KMO	Bartlett球形度检验	自由度（df）	显著性（Sig.）
品牌价值	0.831	1125.875	45	0.000
品牌定位	0.802	1090.248	45	0.000
商业模式	0.824	1111.534	45	0.000
品牌运营	0.874	887.680	45	0.000
传统文化建立	0.890	1181.606	36	0.000
总计	0.913	7807.474	1176	0.000

来源：作者整理所得

见表2 效度检验结果表示，品牌价值的KMO值为0.831；品牌定位的KMO值为0.802；商业模式的KMO值为0.824；品牌运营的KMO值为0.874；传统文化建立的KMO值为0.890，总计（品牌价值、品牌定位、商业模式、品牌运营、传统文化建立的整体）的KMO值为0.913，均为良好。

3、、相关性分析

皮尔森相关分析就是用Pearson相关系数来分析变量之间联系的紧密程度(孙景峰, 张旭春, 李春杰, 白水泉, 和王彦波, 2011)。Pearson系数越高,相关系越强，Pearson符号表示其关联的方向。在本研究中，Pearson相关系数用于分析问卷的4个维度及其对传统品牌创立的相关性，结果如表2所示。

表**3**: 各维度之间的相关性

	品牌价值	品牌定位	商业模式	品牌运营	传统品牌建立
品牌价值	1.000				
品牌定位	0.674^{**}	1.000			
商业模式	0.516^{**}	0.508^{**}	1.000		
品牌运营	0.552^{**}	0.585^{**}	0.703^{**}	1.000	
传统品牌建立	0.537^{**}	0.561^{**}	0.599^{**}	0.713^{**}	1.000

注：**在.01水平（双侧）上显著相关来源：作者研究整理所得

依表3可知，商业模式和品牌运营以及品牌营运与传统品牌建立的概念存在大于0.7相关，说明存在多重共线性，说明品牌运营与商业模式从在较强的线性关系，品牌营运与传统品牌建立也存在较强的线性关系。品牌价值、品牌定位、商业模式、品牌运营、传统品牌建立中其他概念不存在多重共线关系，因此，可以做假设检验验证。

4、假设检验

各个维度通过信度检验、效度检验以及共线性检验。基于北兰亭文化品牌建立的核心要素研究以及具体的概念模型的提出，自变量为传统文化品牌的品牌价值、品牌定位、商业模式、品牌运营，因变量为传统品牌建立。由于多重共线性较高，品牌运营不合适进行假设检验。所以，假设检验控制变量为性别、年龄、学历、行业，自变量为传统品牌文化的品牌价

值、品牌定位、商业模式以及因变量为传统品牌建立。其中，M1模型是自变量传统品牌文化的品牌价值与因变量传统品牌建立的回归，控制变量为性别、年龄、学历、行业，以标准化的回归系数（β）表示自变量和因变量的相关性。M2模型是自变量传统品牌文化的品牌定位与因变量传统品牌建立的回归，控制变量为性别、年龄、学历、行业，以标准化的回归系数（β）表示自变量和因变量的相关性。M3模型是自变量传统品牌文化的商业模式与因变量传统品牌建立的回归，控制变量为性别、年龄、学历、行业，以标准化的回归系数（β）表示自变量和因变量的相关性。其检验结果如表3传统品牌文化与传统品牌建立关系检验。

表4: 传统文化品牌建立与核心要素关系检验

变量	因变量：传统品牌建立		
控制变量	M1（β）	M2（β）	M3（β）
性别	-0.009	0.059	0.031
年龄	-0.155	-0.166	-0.053
学历	0.084	0.085	0.074
行业	0.092	0.051	0.033
自变量			
品牌价值	0.533^{***}		
品牌定位		0.579^{***}	
商业模式			0.586^{***}
R^2	0.315	0.351	0.367
F	31.584	37.267	39.840
ΔF	137.549^{***}	164.806^{***}	177.152^{***}

来源: 作者本研究收集整理注：***代表p<0.001,**代表p<0.01,*代表p<0.05

从表4 传统文化品牌建立与核心要素关系检验可知，考虑控制变量性别、年龄、学历、行业的影响，自变量品牌价值对传统品牌建立的模型M1中，R2=0.315（p<0.001），说明被解释变异为31.5%；F=31.584（p<0.001），F值在 p<0.001的水平达到显著，说明回归模型拟合程度较好；△F=137.549（p<0.001），这种变化在p<0.001的水平表现显著，说明品牌价值对传统品牌建立存在显著影响；品牌价值对传统品牌建立的回归系数β=0.533（p<0.001），说明品牌价值对传统品牌建立存在显著的正相关关系。考虑控制变量性别、年龄、学历、行业的影响，自变量品牌定位对传统品牌建立的模型M2中，R2=0.351（p<0.001），说明被解释变异为35.1%；F=37.267（p<0.001），F值在　　p<0.001的水平达到显著，说明回归模型拟合程度较好△F=164.806（p<0.001），这种变化在p<0.001的水平表现显著，说明品牌定位对传统品牌建立存在显著影响；品牌定位对传统品牌建立的回归系数β=0.579（p<0.001），说明品牌定位对传统品牌建立存在显著的正相关关系。从而得出：M1△F值137.549，M2△F164.806存在明显变化，说明传统文化品牌与核心要素之间有明显的相关作用。

考虑控制变量性别、年龄、学历、行业的影响，自变量商业模式对传统品牌建立的模型M3中，R2=0.367（p<0.001），说明被解释变异为36.7%；F=39.840（p<0.001），F值在p<0.001的水平达到显著，说明回归模型拟合程度较好；△F=177.152（p<0.001），这种变化在p<0.001的水平表现显著，说明商业模式对传统品牌建立存在显著影响；商业模式对传统品牌建立的回归系数β=0.586（p<0.001），说明商业模式对传统品牌建立存在显著的正相关关系。

由以上数据证明，假设H1：在传统品牌化中，品牌价值对传统品牌建立具有显著影响，成立。H2：在传统品牌建立中，品牌定位对其传统品牌建立具有显著影响成立；H3假设：在传统品牌化中，商业模式对其传统品牌建立具有显著影响。在传统品牌化中，商业模式对其传统品牌建立具有显著影响，成立。

5、假设结果

最后，通过各维度的模式矩阵和相关性矩阵以及相关性检验、假设检验结果得到以下结论。如表4 假设检验结果汇总表。

表5：假设检验结果汇总表

编号	假设	结果
H1	品牌价值是传统文化品牌建立的显著影响因素	成立
H2	品牌定位是传统文化品牌建立的显著影响因素	成立
H3	商业模式是传统文化品牌建立的显著影响因素	成立
H4	品牌运营是传统文化品牌建立的显著影响因素	成立

如上表5证明结果。假设H1：在传统品牌化中，品牌价值对传统品牌建立具有显著影响，成立。H2：在传统品牌建立中，品牌定位对其传统品牌建立具有显著影响成立；H3假设：在传统品牌化中，商业模式对其传统品牌建立具有显著影响，成立。H4假设：由于品牌运营分别与商业模式和传统品牌建立概念存在多重共线关系不合适做线性回归模型。但仍能够说明，品牌运营与传统品牌建立具有较高的关联性，同时也说明品牌运营对传统文化品牌建立有显著的影响性，成立。

五、总结与讨论：

本研究对数据分析与假设检验的研究成果进行梳理整理，并展示了研究成果。对北兰亭传统文化品牌与品牌价值、品牌定位、商业模式、品牌运营的相关性进行分析、解释现象、总结本文的研究成果及意义，根据研究成果提出核心要素的重要性。通过研究与分析，发现传统品牌文化的建立要不停的吸收借鉴和与时俱进，抓住核心要素才能让品牌文化创造更大的高附加值。最后提出建议，北兰亭要抓品牌发展的历史的机遇，在核心要素的发展上要利用现在的科技和大数据，促进传统文化与现代科技融合发展，推动文化事业与文化产业协调共进。不足之处：另外对于文化的研究的确是很复杂的，受着历史与现实诸多因素影响，其建立也是复杂的，可以说从一个角度不能窥其全貌，得出的结论和提出策略还不能通用于更多文化企业的传统品牌建立。

希望以后的研究中能够针对以上的不足之处进行改进，成为更有实践指导意义的文章。

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感知价值与消费者意愿调查研究—以贵州省舞台剧为例
A SURVEY OF PERCEIVEY VALUE AND CONSUMERS' WILLINGNESS
A CASE STUDY OF GUIZHOU STAGE PLAY

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摘要

　　随着文化产业潮流化的不断发展和推广交流，舞台剧艺术的产业化能力已经相对成熟，国外舞台剧以国家意识形态和文化优势为内核，对全世界的文化产业进行洗礼性的输出，其中蕴含的价值观很容易深入到观众的消费者心中。我国的文化产业繁荣同样不能没有舞台剧，尤其是我国作为演艺大国，不仅拥有300多戏曲剧种和独有的曲、艺、杂、技、木偶、皮影艺术，而且还拥有当今世界流行的众多现代表演艺术品种。但是，随着文化消费时代消费内容的类目不断增加，人们对于精神文化的需求日益迫切，追求审美的动机也变得愈发的强烈。为此，舞台剧这种艺术形式的市场化运作就非常值得深入分析和研究。本文主要针对观众对舞台剧感知价值与消费者意愿进行了研究，首先对舞台剧价值评价体系的构建，选择目标层、准则层、指标层、要素层共计29个因子，从审美价值、娱乐价值、教育和宣传价值三个方向分别展开；采用层次分析法（AHP）对各层指标权重计算步骤和观众满意度值的量化；最后，为了对消费意愿进行研究，明确审美功能、娱乐功能、教育宣传功能与要素层各个具体指标之间的关系，对单独对准则层和要素层因子的满意度计算值进行了线性回归分析。本文的研究成果对于未来国内舞台剧价值评价体系的完善和舞台剧自身的改进有重要的参考意义。

　　关键词：舞台剧，感知价值，文化传播，AHP分析，消费意愿

ABSTRACT

　　With the continuous development and promotion of cultural industry, the industrialization ability of stage play art has been relatively mature. Foreign stage plays take the national ideology and cultural advantages as the core to wash out the world's cultural industry, and the values contained in them are easy to penetrate into the hearts of the audience's consumers. The prosperity of China's cultural industry can not do without stage plays, especially as a performing arts country, China not only has more than 300 opera types and unique music, art, miscellaneous, technology, puppet, shadow puppet art, but also has many popular modern performing arts in the world today. However, with the increasing categories of consumption content in the era of cultural consumption, people have an increasingly urgent demand for spiritual culture, and the pursuit of aesthetic motivation has become increasingly strong. Therefore, the market-oriented operation of stage play is very worthy of in-depth analysis and research. This paper mainly studies the audience's perception value and consumer's will of the stage play. Firstly, it constructs the stage play's value evaluation system, and selects 29 factors, including the target layer, the criterion layer, the index layer and the factor layer. It is carried out in three directions: the aesthetic value, the entertainment value, the education and the publicity value. AHP is used to calculate the index weight of each layer Finally, in order to study the consumption

intention and clarify the relationship between the aesthetic function, entertainment function, education and publicity function and the specific indicators of the factor layer, the linear regression analysis is carried out on the satisfaction calculation value of the criteria layer and the factor layer separately. The research results of this paper have important reference significance for the improvement of the value evaluation system of the domestic stage play and the improvement of the stage play itself in the future

Keywords: stage drama, perceived value, cultural transmission, AHP analysis, consumption intension

一、绪 论

　　文化产业以创意为源头，以内容为核心，资源消耗低、环境污染少，被认为是最具发展潜力的产业。舞台剧作为文化产业领域的一种重要表现形式，需要得到消费者的认可和消费，需要获取市场和受众以发展和延续。观众需要艺术，艺术更需要观众[1]，因此，充分研究舞台剧输出的内在价值对当代观众的影响，进而促进消费者的消费意愿对舞台剧的持续向好发展具有非常重要的意义。国内舞台剧的火热与民众经济生活水平的提高不无关系，但这是否是他们踏入剧场欣赏高雅的艺术的直接原因，还是舞台剧输出的价值理念的吸引，抑或是其它因素的影响？消费者的消费意愿提升肯定是感知到舞台剧艺术的内在魅力，这种感知的程度有多少、感知的内容是什么直接影响着文艺工作者的努力方向，因此，课题将以量化研究和调查问卷相结合的方式开展对舞台剧感知价值和消费者消费意愿的研究。

二、文献综述

2.1 理论基础

　　计划行为理论

　　Aizen(1991)提出了计划行为理论，增加了知觉行为这一控制变量。知觉行为是指个人对自身行为的控制能力，一般由个体自身属性和掌握的外在信息所决定。一般情况下，当一个人掌握的信息资源或条件完备性越强，知觉行为控制力就越强，反之则对自己行为没有足够的控制力。

　　顾客感知价值理论

　　Zeithaml(1988)其研究中借由深度的访谈等方式并且综合归纳以往学者研究，对价值提出四点明确的定义：1、价值就是底价；2、价值就是获取想要的东西；3、价值就是一定的付出后获得的品质；4、价值就是付出交换的结果。Zeithaml所提出理论的不同之处在于价值是主观的，并且价值是一种获得与付出的交替关系。

2.2 相关研究

2.1.1 感知价值与消费意愿的相关研究

　　　感知价值与消费意愿的相关研究已经非常成熟，Zaithamal（1988）的研究已经证实了消费者消费过程中的感知价值和消费者的购买意愿呈显著关系，即感知程度越高，对产品购买的意愿就越强烈。虢美妮[2]研究了博物馆文化创意产品感知价值对用户满意度及购买意向的影响，基于理性行为理论与满意度理论,提出博物馆文化创意产品购买意向影响因子模型与假设,通过问卷调查法收集博物馆文化创意产品消费者感知价值数据,经SPSS多元层次回归模型,对假设模型进行实证分析。钟凯，张传庆[3]研究发现感知价值(功能价值、情感价值及社

会价值)对网络消费者购买意愿有正向影响,其中情感价值对网上购买意愿的影响作用最大。在线口碑在感知价值(功能价值、情感价值及社会价值)对购买意愿的影响中有一定的调节作用。

2.2.2 感知价值与满意度的研究

王安卉,李武[4]以"今日头条"为案例,通过问卷调查方式考察感知价值与满意度的关系。数据分析表明:用户的使用频率与满意度呈正相关;用户的教育程度与满意度呈负相关;用户的感知价值与满意度呈现显著的正相关关系,在三个维度中,"表现价值"最能有效地预测用户的满意度,"情感价值"次之,"社交价值"最弱;杨娟[5]结合贵州苗族姊妹节自身的特点,设计了该节庆旅游中游客感知价值与满意度关系的调查问卷并实地调研。搜集的数据利用SPSS22.0进行描述性分析、信度和效度分析、因子分析、回归分析。研究结果显示,姊妹节游客感知价值由六个维度构成,即文化认知价值、情感价值、社会价值、服务价值、货币成本以及非货币成本,且游客感知价值对满意度产生正向影响;韩春鲜[6]以无锡灵山景区为例,在问卷调研获取国内游客行为数据的基础上,利用结构方程模型验证旅游感知价值、满意度的属性构念及其影响路径,指出感知价值分别是满意度和行为意向的前因变量,但满意度不是行为意向的前因变量。

2.2.3 满意度与消费愿的研究

满意度与消费意愿的研究也已经非常成熟,胡抚生[7]以宁波为例,分析了旅游金融服务质量对游客满意度及消费意愿的影响作用。研究发现,可靠性、安全性对游客满意度有显著的正向影响,而旅游金融服务质量的4个维度均对消费意愿无显著的影响作用;侯大为[8]以福州市作为样本采集地,通过发放调查问卷调查福州消费者网上购买茶叶支付意愿的影响因素。分析结果表明:消费者网上支付意愿的程度与先前消费的满意度有非常显著的关系。蒋睿[9]以"饿了么"外卖平台为例,基于对O2O在线外卖用户满意度和重复消费意愿的问卷调查数据,采用结构方程模型实证分析了O2O在线外卖用户满意度对其重复消费意愿的影响及其主要影响因素。研究结果表明:O2O在线外卖用户满意度与其重复消费意愿显著正相关。O2O在线外卖用户满意度越高,其重复消费意愿的意愿也越强烈。

三、研究假设

3.1 模型

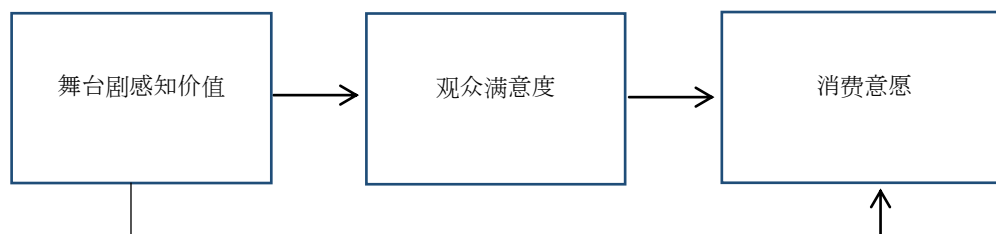本文依据前述的机理分析,在相关文献阅读的机理上选取了审美价值和娱乐价值、教育宣传价这三个评价指标,构建了舞台剧感知价值和消费意愿的假设模型,如图3-1所示:

图3-1: 舞台剧感知价值和消费意愿的分析模型

3.2 基于对文献的梳理结合国内外学者的研究成果以及当地的实际情况，做出以下研究假设：

感知价值与消费意愿的关系分析与研究假设

假设H1：舞台剧感知价值对消费者消费意愿有正向影响

假设H1.1：舞台剧审美感知价值对消费者消费意愿有正向影响

假设H1.2：舞台剧娱乐感知价值对消费者消费意愿有正向影响

假设H1.3：舞台剧教育宣传感知价值对消费者消费意愿有正向影响

观众满意度的中介作用分析与研究假设

假设H2： 舞台剧感知价值对观众满意有正向影响

假设H2.1：舞台剧审美感知价值对观众满意有正向影响

假设H2.2：舞台剧娱乐感知价值对观众满意有正向影响

假设H2.3：舞台剧教育宣传感知价值对观众满意有正向影响

观众消费意愿，尤其是多次消费的意愿除了与自身学历、年龄等特有属性有关，还与舞台剧带给观众感受的满意度有关，由此提出假设:

假设H3：观众舞台剧观赏满意对再次购买意愿有正向影响。

假设H4：观众满意在舞台剧感知价值和消费意愿间起中介作用。

假设H4.1：观众满意在舞台剧审美感知价值和消费意愿间起中介作用。

假设H4.2：观众满意在舞台剧娱乐感知价值和消费意愿间起中介作用。

假设H4.3：观众满意在舞台剧教育宣传感知价值和消费意愿间起中介作用。

四、研究方法

4.1 观众感知价值维度选择和测量

本文对观众感知价值的研究借鉴的是Porter、Zeithaml的理论，结合舞台剧这类娱乐型、服务型产品的实际情况，参考钟凯，张传庆对消费者在线口碑在感知价值的研究确立的功能价值、情感价值及社会价值这三个维度，最终确定了舞台剧观众感知价值的三个维度是：审美价值、娱乐价值、教育宣传价值。具体量表如表4.1所示：

表4.1 感知价值测量量表

维度	题项	参考文献
审美价值	舞台剧硬件设施会很好 舞台剧艺术性不错	Zaithamal（1988） 钟凯，张传庆（2013） 虢美妮（2018）
娱乐价值	故事情节具有原创性 结局很意外 通俗易懂	
教育宣传价值	能感受到很弄个的民族特色 能让观众感产生非物质文化保护意识	

4.2 观众消费意愿分析模型

在得到所有指标权重的基础上，就能对观众的消费意愿、满意度数据进行收集，进而得到舞台剧价值评价体系最终的评估值。根据目标层评价指标值与满意度值的映射关系就能得到具体舞台剧的满意度值。由于对于舞台剧的研究非常少，因此本文对于分析作用模型的研究参考的是韩春鲜、杨娟、王安卉，李武的研究，观众意愿分析的技术路线如图4-2所示：
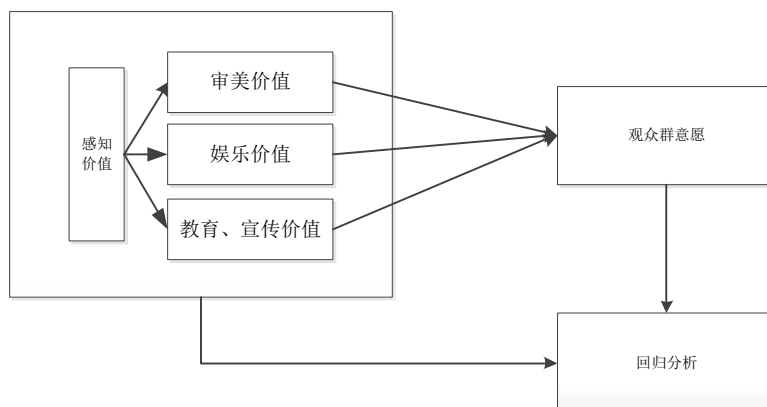

图4-2: 观众意愿分析模型

本文认为这里观众消费意愿的决策过程就是观众内心对舞台剧审美价值、娱乐价值、教育宣传价值的综合评估过程。观众内心对感知价值的评分高，消费意愿自然很强烈，因此本文还假设观众消费意愿和价值评分值之间具有一定的正向关系[10][11]，至于哪些因子最有可能促成观众的消费意愿需要进一步进行回归分析。

4.3 问卷发放与回收

知乎平台用户数量多，对于热门帖子的浏览量自然也非常大，用户可以分享自己的经验和见解，这也为本文研究中问卷的发放和回收提供了便利，除此以外。为了保证能够收集到足够多的有效问卷，还实地考察了当地的剧院，在散场后发放问卷，通过一周的努力收集到有效问卷共计418份。

4.4 调查结果分析

表4-3: 舞台剧价值评价体系指标权重确定

目标层	准则层（权重）	指标层（权重）	要素层（权重）
舞台剧价值评价体系	审美价值A1（0.3333）	舞台剧硬件设施B1(0.25)	1、舞台剧配乐效果C1（0.4286）
			2、舞台剧灯光效果C2（0.4286）
			3、舞台剧舞台烟雾效果C3（0.1429）
		舞台剧艺术性B2(0.75)	1、演员阵容C4（0.1296）
			2、演员演技及专业程度C5（0.3889）
			3、舞台剧本身的历史底蕴C6（0.1783）
			4、舞台剧整体创新性C7（0.3031）

目标层	准则层（权重）	指标层（权重）	要素层（权重）
	娱乐价值A2（0.3333）	剧本属性B3(0.75)	1、故事情节创新性C8（0.3904）
			2、情节逻辑性C9（0.1779）
			3、通俗化处理程度C10（0.0694）
			4、结局的意外程度C11（0.3623）
		观众属性B4(0.25)	1、感受舞台剧幽默元素C12（0.0980）
			2、舞台剧内容的适应性C13（0.2162）
			3、观众收入水平C14（0.1828）
			4、观演感受满意度C15（0.4020）
			5、观众受教育程度C16（0.1010）
	教育和宣传价值A3（0.3333）	教育意义B5(0.3333)	1、正能量导引性C17（0.4545）
			2、文化内涵提炼程度C18（0.4545）
			3、增强民族自豪感C19（0.0909）
		文化传承性B6(0.3333)	1、感受民族特色元素程度C20（0.5）
			2、增强非物质文化保护意识C21（0.5）
		文化创新性B7(0.3333)	1、特色文化元素的创新性C22（0.4600）
			2、演出内容丰富饱满有吸引力C23（0.2211）
			3、编剧新颖与时俱进C24（0.3189）

下面给出审美评分和要素层各指标因子评分的回归分析结果，选取显著水平 α 的值为0.05。检验结果如表4-4所示：

表4-4： 审美功能因子显著性检验

检验次数	因子显著性
第1次检验	舞台剧配乐效果C1显著性明显
第2次检验	舞台剧灯光效果 C2显著性明显
第3次检验	舞台剧舞台烟雾效果 C3显著性不明显
第4次检验	演员阵容 C4显著性不明显
第5次检验	演员演技及专业程度 C5显著性明显
第6次检验	舞台剧本身的历史底蕴 C6显著性明显
第7次检验	舞台剧整体创新性 C7显著性明显

由表4-4可以看出，大部分因子的显著性是明显的，这说明本文在舞台剧价值评价体系中的审美价值子因子的选择是合适的，这一部分的研究成果有助于进行当代舞台剧审美价值完善和建设。下面给出娱乐功能评分和要素层各指标因子评分的回归分析结果，选取显著水平 α 的值为0.05。检验结果如表4-5所示：

表4-5: 娱乐功能因子显著性检验

检验次数	因子显著性
第1次检验	故事情节创新性 C8显著性明显
第2次检验	情节逻辑性 C9显著性明显
第3次检验	通俗化处理程度 C10显著性不明显
第4次检验	结局的意外程度 C11显著性不明显
第5次检验	感受舞台剧幽默元素 C12显著性不明显
第6次检验	舞台剧内容的适应性 C13显著性明显
第7次检验	观众收入水平 C14显著性明显
第8次检验	观演感受满意度 C15显著性明显
第9次检验	观众受教育程度 C16显著性明显

由表4-5可以看出，大部分因子的显著性是明显的，这说明本文在舞台剧价值评价体系中的娱乐价值子因子的选择是合适的，这一部分的研究成果有助于进行当代舞台剧娱乐价值完善和建设。下面给出娱乐功能评分和要素层各指标因子评分的回归分析结果，选取显著水平 α 的值为0.05。检验结果如表4-6所示：

表4-6: 教育功能因子显著性检验

检验次数	因子显著性
第1次检验	正能量导引性 C17显著性明显
第2次检验	文化内涵提炼程度 C18显著性明显
第3次检验	增强民族自豪感 C19显著性不明显
第4次检验	感受民族特色元素程度 C20显著性明显
第5次检验	增强非物质文化保护意识 C21显著性不明显
第6次检验	特色文化元素的创新性 C22显著性明显
第7次检验	演出内容丰富饱满有吸引力 C23显著性不明显
第8次检验	编剧新颖与时俱进 C24显著性明显

由表4-6可以看出，大部分因子的显著性是明显的，这说明本文在舞台剧价值评价体系中的教育宣传价值子因子的选择是合适的，这一部分的研究成果有助于进行当代舞台剧教育宣传功能的完善和建设。

对于购买意愿的实证分析，需要结合购买意愿统计和准则层各指标因子评分的回归分析结果，选取显著水平 α 的值为0.05。下面给出随机抽取的16组问卷的实证数据，如表4-7所示：

表4-7： 准则层因子和购买意愿统计

数据组数	审美价值评分	娱乐价值评分	教育宣传价值评分	再次消费意愿
1	2.84	1.22	7.42	0
2	5.11	6.77	4.28	1
3	4.26	7.62	2.68	1
4	6.37	4.81	3.55	1
5	3.41	2.11	2.43	0
6	4.22	5.88	1.22	0
7	3.27	2.10	6.77	0
8	5.77	7.89	6.22	1
9	5.32	8.04	3.88	1
10	4.21	3.22	4.99	0
11	3.34	3.01	5.01	0
12	2.33	1.29	6.21	0
13	5.01	4.26	7.28	0
14	3.45	8.65	8.03	1
15	2.99	7.55	2.72	1
16	8.21	3.99	4.21	1

为了进行显著性检验的实现，观众再次消费意愿的这一列数值也映射到满意度量化指标当中，"0"映射为"1"，表示一个很低的购买意愿；"1"映射为"9"，表示一个很高的购买意愿。总体而言舞台剧本身的审美价值、娱乐价值、教育宣传价值都可能促成观众的再次消费意愿，在评估矩阵中专家评分得出的审美价值、娱乐价值、教育宣传价值重要性关系权重值为1/3、1/3、1/3。但是相互之间的重要关系比重并不一定与消费者购买意愿显著性的分析结果一致。审美价值、娱乐价值、教育宣传的显著性检验结果如图4-8所示：

```
>>>>>>请输入您要求的显著性水平(0<α<1)α= 0.05

——————————回归方程显著性检验（H0：β1=β2=...=βk=0）——————————
经过计算：拒绝H0，原假设不成立。

——————————回归系数显著性检验（分别对β1、β2、...、βk进行）——————————
第1次检验：
cii:          1.3721         0.0319         0.0112         0.0174
 ci:                         0.9140         0.5408         0.6743
βi:          -4.8642         0.9129         1.1217         0.0764
x3对y的线性影响最不显著（ |β3|=0.0764 ）。删除x3，进行第4次计算：
β0 = -4.3839
β2 = 0.8992
β3 = 1.1108

第2次检验：
cii:          0.6869         0.0313         0.0108
 ci:                         0.8653         0.5084
βi:          -4.3839         0.8992         1.1108

经过检验，剩余所有变量:x1、x2对y的线性影响均显著。检验结束。
```

图4-8： 审美价值、娱乐价值、教育宣传的显著性检验结果

因此可以看出审美价值、娱乐价值与观众再次消费意愿的联系较大，也就是说审美价值、娱乐价值两个因子的显著性较高，当前国内形势下观众主要关注的是审美价值、娱乐价值，对于教育宣传价值的关注程度不高。

五、成果与建议

成果： 通过采用层次分析法（AHP）对各层指标权重计算步骤和观众满意度值的量化；为了对消费意愿进行研究，明确审美功能、娱乐功能、教育宣传功能与要素层各个具体指标之间的关系，对单独对准则层和要素层因子的满意度计算值进行了线性回归分析。总结出本文的研究成果舞台剧感知价值对消费者消费意愿有正向影响，舞台剧感知价值对观众满意有正向影响，观众满意在舞台剧感知价值和消费意愿间起中介作用，观众舞台剧观赏满意对再次购买意愿有正向影响。

假设编号	假设内容	路径系数	P值	是否支持
假设H1	假设H1：舞台剧感知价值对消费者消费意愿有正向影响	0.75***	0.000	是
假设H1.1	假设H1.1：舞台剧审美感知价值对消费者消费意愿有正向影响	0.73***	0.000	是
假设H1.2	假设H1.2：舞台剧娱乐感知价值对消费者消费意愿有正向影响	0.73***	0.000	是
假设H1.3	假设H1.3：舞台剧教育宣传感知价值对消费者消费意愿有正向影响	0.69***	0.000	是
假设H2	舞台剧感知价值对观众满意有正向影响	0.68***	0.000	是
假设H2.1	舞台剧审美感知价值对观众满意有正向影响	0.66***	0.000	是
假设H2.2	舞台剧娱乐感知价值对观众满意有正向影响	0.76***	0.000	是
假设H2.3	舞台剧教育宣传感知价值对观众满意有正向影响	0.67***	0.000	是

假设编号	假设内容	路径系数	P值	是否支持
假设H3	观众舞台剧观赏满意对再次购买意愿有正向影响。	0.75***	0.000	是
假设H4	观众满意在舞台剧感知价值和消费意愿间起中介作用。	0.75***	0.000	是
假设H4.1	观众满意在舞台剧审美感知价值和消费意愿间起中介作用。	0.71***	0.000	是
假设H4.2	观众满意在舞台剧娱乐感知价值和消费意愿间起中介作用。	0.68***	0.000	是
假设H4.3	观众满意在舞台剧教育宣传感知价值和消费意愿间起中介作用。	0.73***	0.000	是

展望： 购买意愿方面：审美价值、娱乐价值与观众再次消费意愿的联系较大，也就是说审美价值、娱乐价值两个因子的显著性较高，当前国内形势下观众主要关注的是审美价值、娱乐价值，对于教育宣传价值的关注程度不高。随着时代的进一步发展，舞台剧作为一种高雅的艺术形态也需要与时俱进，才能在审美价值、娱乐价值、教育宣传价值层面取得本质上的突破，审美层面可以加入一些创新元素，并且充分运用新的舞台科技；娱乐层面，对于幽默、夸张元素的加入要慎重，因为舞台剧本身属于高雅的艺术形式，随意添加和剧情以及舞台剧艺术形式不恰当元素会起到相反的效果；教育宣传价值层面，观众对于其价值的感知程度还不高，未来可以通过改变演出题材或者演绎的方式来改善。

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高管权力对企业战略变革与企业绩效的影响——基于环境不确定性的调节作用
THE IMPACT OF MANAGEMENT POWER ON CORPORATE STRATEGIC CHANGE AND CORPORATE PERFORMANCE: BASED ON THE ADJUSTMENT OF ENVIRONMENTAL UNCERTAINTY

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摘要

自从加入世贸组织以来，中国经济发展取得了很大的成绩，。但是近年来，我国企业整体绩效不高，在众多影响企业绩效的因素中，高管权力特征成为近年来学者们开始研究的热点问题之一。所有权和经营权相分离的现代制企业，形成了股东和高管之间的委托代理关系，由于两者的目标函数的不同，导致了高管在经营活动中存在自利行为的动机和可能性。为了获取更多的控制权收益，高管以个人利益最大化为目标来选择企业投资行为，导致了非效率投资的产生进而影响企业绩效。本文所关注的问题是，在现有中国公司治理制度背景下，高管权力对企业绩效产生了什么样的影响？在经济转型期和法制化发展不平衡、政府干预仍在一定范围内存在的制度环境里，这些不确定环境因素又会对高管权力与企业绩效之间的关系产生怎样的影响？同时，高管权力对企业战略变革的影响又会产生怎样的结果呢？为了对上述问题进行探索性回答，本文基于理论分析、制度背景构建了一个"原因-调节-结果"的分析框架。

本文实证检验了环境不确定性对中国上市公司企业绩效的影响，这不仅挖掘了高管权力与企业绩效这一关联关系的背后的环境因素，并且也丰富了公司治理动态变迁领域的研究成果，将高管权力与企业绩效的研究扩展到企业外部宏观环境中。

关键词：高管权力, 企业绩效, 企业战略变革

ABSTRACT

Since joining the WTO, China's economic development has made great achievements. However, in recent years, the overall performance of Chinese enterprises is not high. Among the many factors that affect the performance of enterprises, the characteristics of executive power have become one of the hot issues that scholars have begun to study in recent years. A modern enterprise with separate ownership and management rights has formed a principal-agent relationship between shareholders and executives. Due to the difference in the objective functions of the two, executives have incentives and possibilities for self-interest in their business activities. . In order to obtain more control rights, executives choose the corporate investment behavior with the goal of maximizing personal interests, which leads to the generation of inefficient investment and affects corporate performance. The question that this article focuses on is, in the context of the current Chinese corporate governance system, what impact does executive power have on corporate performance? In an institutional environment where economic transformation and the development of legalization are unbalanced, and government intervention is still within a certain range, how will these uncertain

environmental factors affect the relationship between executive power and corporate performance? At the same time, what is the effect of executive power on corporate strategic change? In order to answer the above questions exploratory, this paper builds a "cause-adjustment-result" analysis framework based on theoretical analysis and institutional background.

This article empirically examines the impact of environmental uncertainty on the performance of Chinese listed companies. This not only excavates the environmental factors behind the correlation between executive power and corporate performance, but also enriches the research results in the field of dynamic changes in corporate governance. Extend the research of executive power and corporate performance to the external macro environment of the company.

Keywords: Management Power, Corporate Performance, Corporate Strategic Change

一、引言

随着互联网的扩张和全球化进程的推进，企业所处环境的不确定性越来越突显。为了在不确定的环境中实现可持续发展，企业战略调整的频率越来越高。而在战略调整以后，企业的发展无论成功与否，都会反过来改变周围的环境，触发新一轮环境变化影响战略变革，进而影响组织发展的循环。战略变革，成为各个行业和规模的中国企业共同关注的关键词，而如何合理而有效地实现和管理持续的战略变革过程成为一个企业实现可持续发展的重要条件（Wiedner等，2017）[1]。企业调整其战略定位和战略资源配置计划，为实现战略目标，一方面需要从外部获取融资支撑企业战略发展的资金需求，另一方面也要考虑如何最大限度地保证资金被有效地应用于正确的投资项目，这即是战略变革企业要考虑的融资问题和投资问题。但是，企业战略变革最终目的在于提升企业绩效，增强企业竞争力。

企业管理层作为企业的决策者，在企业进行战略变革的过程中作用极其关键。管理层是企业权力的核心，对企业战略和计划实施负责并对企业的各种资源进行控制和调配。管理层是企业治理结构的重要一环，能够统一协调企业资源避免企业权力过分分散，能够带领企业抓住机遇并应对危机，促进企业产品服务创新以及组织战略调整。企业采取变革行动来应对外界复杂多变的环境就意味着企业必须改变甚至终止原有的战略。这就要求管理层在管理企业的过程中保持理性的思考以及长远的眼光，准确判断以及把握外界环境的变化程度和方向并适时推动企业全面改变与外界环境不匹配的战略模式。然而当企业管理层对外界复杂环境变化的感知能力下降，失去变革意愿或者是不具备领导变革的能力时，就会导致企业经营陷入困境且在短时间内无法摆脱现状。所以企业管理层在企业发展过程中既有可能成为企业战略变革的有力推动者，同时也可能成为企业战略变革的最大阻力，这很大程度上取决于企业管理层的权利。

管理者全权负责企业日常活动，在企业中处于核心地位，因而当企业的内外治理机制不能有效对企业管理者进行有效约束时，管理者的权力就会膨胀，管理者甚至可能将自身利益凌驾于股东利益。有关学者研究表明，当高管权力过大时，企业的过度投资行为越严重。企业的发展战略是管理者根据企业目前的发展阶段、资本持有量、经营领域及经营方式等因素结合企业的发展目标制作的规划，因此企业战略风格与管理层权力密切相关。

战略变革最终的目的是提高企业绩效，提高企业竞争力。但是战略变革与企业绩效之间存在复杂的非线性关系，但是进一步地，战略变革和企业绩效的关系研究为何存在不一致的研究结果，探究其原因，可从方法论方面加以解释：其一，战略变革在理论和实践中的衡量及操作化指标具有差异性，不同指标下得到的研究结果可能是截然相反的。例如，战略变革中内容与力度两个指标的改变，分别可以对企业绩效产生影响且影响效果可能相反；其二，战略变革的影响机制存在滞后性，忽略了企业战略的决策和实施一直处于动态调整的现实背景，采用

横截面研究会存在一定偏差；其三，企业战略变革影响因素的多样性，理论研究往往针对一个或少个因素进行研究，无法完全规避在管理实践中多种影响因素同时存在而产生的多重共线性问题。以上问题恰恰证明，战略变革的系列研究仍然存在非常多的可能性，有充足的研究空间及重要的研究价值。

虽然已有学者的研究成果显示企业高层掌握的权力对企业战略风格十分关键，但以往对相关领域的研究更多的是以高管年龄、受教育程度等指标作为研究变量进行相应问题的探索，而从企业管理层权力的视角对相关问题进行深入研究的内容较少，管理层在企业管理层中居于首要地位，管理层握有的权力是其意志表现的重要手段。在企业战略决策过程中，管理层凭借自身权力影响决策结果，并在可能的情况下实现自身利益的最大化，甚至不惜促使企业面临的风险加大。企业战略变革存在变革成本，外部环境是影响战略变革成本的重要因素，制度环境则体现了企业的外部环境特征，且我国正处于特殊的经济转型期，政府对市场的调控力度远超其实际能力，即"无形之手"难以与"扶持之手"的作用和力量相抗衡，制度环境对战略变革及其绩效的影响不容置疑。因此，在研究战略变革与企业绩效的相关性时，考察环境不确定性对战略变革与企业绩效的调节效应至关重要。

总体来说，战略变革和企业绩效究竟存在怎样的关系？管理层权力究竟如何影响企业的战略变革以及如何影响企业绩效？战略变革在管理层权力和企业绩效中存在如何的作用？环境不确定性对战略变革与企业绩效的关系其如何的作用？这些问题都值得思考和研究。

二、研究目的

（1）通过对文献进行梳理，对战略变革的概念进行界定，并对战略变革的评价体系进行构建。

（2）实证研究法和规范研究法相结合，提出管理层权力、战略变革与企业绩效的理论相关性，并通过实证法验证它们的相关性。

（3）实证研究法和规范研究法相结合，提出战略变革、环境不确定性与企业绩效的理论相关性，并通过实证法验证它们的相关性。

（4）根据管理层权力、战略变革、环境不确定性与企业绩效的相关性结果，以提高企业绩效为目标，提出优化管理层权力，促进成功战略变革的建议。

1. 理论意义

第一，深化拓展宏观制度环境对微观企业行为的影响研究。

已有研究表明，制度环境会对企业绩效产生影响，同时企业所处的内外部环境也是影响战略变革的重要因素，由于学者们更青睐于制度环境体系下细化的研究对象，如政府支持、经济政策等，国内鲜少有将以上三者放置于统一研究系统的案例，但是过于追求细化反而会忽略了对制度环境的整体把握，这也与战略管理实践中多种制度环境因素共存的现实情境相悖。所以，本文将进行制度环境在战略变革对企业绩效的影响中产生何种作用的相关研究，旨在填补这一文献空缺，深化拓展宏观制度环境对微观企业行为的影响，尝试解决目前管中窥豹的研究困境。

第二，为战略变革与企业绩效问题中线性关系提供更多理论参考。

本文研究战略变革与企业绩效的相关性，以及制度环境对战略变革与企业绩效的主效应的调节效应。通过三者的相关性的研究结论，验证了已有研究的正确性。即丰富了战略变革与企业绩效关系这一方向的研究内容，提供更多理论参考。同时环境不确定性作为调节变量，更便于揭示宏观环境对战略变革的影响路径，同时完善了制度理论和组织绩效理论的相关研究，具有重要的学术价值及理论意义。

2. 现实意义

第一，优化资源配置，促进企业战略变革成功。

本文阐述了战略变革与企业绩效的关系，理清了内在作用机制，为企业战略管理实践提供了一定的理论指导。本研究将企业绩效分为短期企业绩效和长期企业绩效，论证只有适度的战略变革才能获取更好的未来企业绩效，有助于提高企业对战略变革及其内部资源配置的认识，为企业优化各维度的资源配置，寻找战略变革最佳绩效点提供有效的决策依据。

第二，帮助企业提升制度环境适应性，获取竞争优势。

本文通过研究转型期典型制度环境特征对战略变革和企业绩效间关系的调节作用，揭示了差异化制度环境对企业战略变革实施效果的影响作用，为企业战略管理实践提供了新思路。有利于提高企业对制度环境的重视度和敏感度，鼓励其从相关制度政策中提炼有效信息，并转化为可利用资源，获取竞争优势，进而提升企业实施战略变革的成功率。

第三，以应对战略变革出发，为选拔管理者提供参考。

检验管理层权力对企业战略风格的影响，为规范企业权力监督机制、合理选拔管理人员提供经验证据。本文从管理层权力的角度出发，研究其对企业战略风格的影响，拓展了对管理层权力引发的经济后果的研究，指导企业管理实践，有利于企业结合自身情况与企业目标，优化内部治理结构，合理制衡管理层权力，避免管理层权力过大引起和企业战略目标不符的后果，并给企业对管理者的选拔聘用等提供参考。

三、文献综述

1. 管理层权力与企业战略影响的研究现状

（1）国外研究现状

Kimberly（1979）的研究表明，公司的 高管对公司组织结构和战略制定有着极大的影响[2]。Hambrick和Mason（1984）认为 CEO是公司高管中最有权力的，对公司战略也是最有影响的[3]。CEO作为企业科层制顶端的管理人员，其权力反映高管实现个人意愿的能力，对企业战略决策制定有重要影响（Finkelstein，1992）[4]。Elbanna 和Child 等（2007）研究验证了决策过程中的理性程度与决策效率、效果正相关[5]。

高管的个性特征、风险偏好和公司战略激进保守与否有一定的相关性；越自信和富有进攻性的管理者会实施更具有创新和风险偏好的战略，而控制严密的 高管 则实施较为保守的战略。当高管权力大时，其个人偏好在战略决策制定中能得到很好的体现（Haynesand &Hillman，2010）[6]。在战略决策制定过程中，高管 的权力强度大，可以显著地削弱行业标准对高管战略决策制定的影响，从而更容易使企业制定偏离行业标准的战略决策（Tang，et al，2011）[7]。高管权力越大，越能增强高管团队内部的斗争性，并阻碍信息在决策层内部的流动（Cao，et al，2010）[8]。在信息传递过程中，经理人享有过滤信息的主权，这导致其他决策者无法全面了解企业所面临的实际问题，也无法更多地参与到方案的讨论和争

辩中，决策中不同观点将减少（Pearce & Zahra，1991）[9]，因此，高管推动差异化战略制定的阻力也会减小。其次，高管权力越大，在其他高管提出不同意见时其越有能力使自己的观点最终占优（Eisenhardt & Zbaracki，1992）[10]。Haynes 和 Hillman（2010）研究发现，权力大的高管有能力影响董事会的决策，高管与董事会之间的相互作用直接影响企业技术创新决策[11]。高管权力有助于抑制冲突和公司政治、建立统一指令，提高战略反应时间与决策质量（Finkelstein & D Aveni，1994）[12]。随着权力的提升，高管 所能掌控的资源更加丰富，在战略选择过程中更注重策的积极效果，关注决策的收益而非风险（Galinsky 等，2006）[13]。

（2）国内研究现状

郭立新和陈传明（2010）指出，战略决策过程分为两部分，一是决策过程特征，二是决策过程结果[14]。高管作为企业发展的领导者，其对企业战略决策有着重要影响。马剑虹（1994）从高管团队战略决策的现有研究来看，决策过程一般都包含了理性分析和决策执行，即认知和行动两个方面[15]。韩立岩等（2009）研究发现 高管 权力越大，对企业的控制力越强，在决策过程中所起到的作用和影响也越大[16]。在信息传递过程中，经理人享有过滤信息的主权（程新生等，2011）[17]，这导致其他决策者无法全面了解企业所面临的实际问题，也无法更多地参与到方案的讨论和争辩中，决策中不同观点将减少，因此，高管 推动差异化战略制定的阻力也会减小。

左晶晶和唐跃军（2014）研究得出高管在国际化战略中的作用非常重要[18]。代彬等（2016）研究得出高管权力的增强可能降低了机构投资者对企业国际化战略的正面影响，另一方面，强权高管的存在也可能有助于提升国有股东的国际化意愿，并进一步强化外资股东对企业国际化战略的积极态度[19]。李云鹤（2014）认为中国企业过度投资行为的发生源于管理者对企业资源的滥用与管理者过度自信行为[20]。周建等（2015）研究认为，高管权力对企业战略决策及其风格具有重大的影响，高管权力越大，企业战略风格越趋向于风险型；反之，高管权力越小，企业战略风格越趋向于稳健型[21]。周建等（2014）通过对中国创业板民营企业相关数据的研究得出，民营企业 IPO 后风险资本并不能有效制衡创始人控股股东，战略决策机制依旧由创始人高管主导，并且创始人高管追逐战略决策权力的行为会损害公司绩效、排挤风险资本股东向董事会派出外部董事[22]。

2. 战略变革与企业绩效的研究现状

（1）国外研究现状

公司战略变革的最终目的就是想要获得市场竞争优势，进而提高企业绩效。战略变革最早的理论研究中，内容观和过程观两大学派观点都认可战略变革对企业绩效的正向影响这一研究结论。Thomas 等（1993）基于战略决策过程的研究视角，采用路径分析法，得到结论：好的战略决策过程有助于提高企业绩效[23]。实证研究领域中，Zajac 和 Kraatz等（1993）以美国高等教育行业环境为研究对象，证明了战略变革对企业生存能力有积极的正向影响[24]。

战略变革必须要考虑环境的因素，如果战略变革不能适应环境的变化，就很难达到促进企业绩效提升的目的，甚至会拖累企业发展，出现适得其反的效果。鉴于此，也有很多学者对战略变革抱有不乐观的态度，如 Zajac和Shortell（1989），他们认为战略变革对企业绩效起到负向影响。战略变革最初的考虑和决策，以及实施过程中，环境因素都不容忽视，企业的内外部环境会同时影响战略变革的实施效果[25]。早期研究中，Kelly和 Amburgey 等（1991）曾基于组织结构惯性理论，分析了动态变化下的战略变革，研究发现不考虑企业内部环境变动的战略变革是失败的战略变革，只会给企业绩效造成消极的影响后果[26]。

除此之外，有学者认为战略变革与绩效呈倒"U"关系。Jung 等（1996）认为战略变革的实践过程中是存在临界值的，当战略变革的力度超过企业的承受范围，变革产生过多且不必要的成本，即变革成本大于企业收益时，企业绩效将会下降[27]。基于这一研究结论，Rajagopalan 和 Spreitzer（1997）通过从理性、学习以及适应这三种思路展开分析，得到研究结果：战略变革对企业绩效的作用效果是倒"U"型的，与之前简单的正向或负向相关关系大有不同[28]。Zhang和 Rajagopalan（2010）利用企业高管这一变量验证了倒"U"关系论，并且提出企业高管也可以对这一关系产生影响[29]。

（2）国内研究现状

国内一些学者认为战略站变革对企业绩效有积极的影响。刘海潮和李垣（2008）以国内转轨期典型的经济特征为研究背景，得到的研究结果依然支持绩效提升论[30]。学者刘俊英（2010）基于战略变革定位和观念的差异性的视角，认为战略变革的强度和企业绩效的变动成正比**Error! Reference source not found.**。

陈收等（2012）采用制造业上市公司的面板数据进行分析，在中国转轨经济背景下仍然验证了倒"U"型关系理论，同时还研究发现了外部环境动态性的调节作用**Error! Reference source not found.**，另外陈收等（2013）又从资源效率的视角再次证实了这一理论**Error! Reference source not found.**。随着研究内容的不断丰富，和研究层面的不断深入，战略变革的研究中引入了越来越多的研究变量，也使得战略变革与企业绩效的倒"U"关系理论更加扎实，得到更多认可。

3. 环境不确定性的研究现状

（1）国外研究现状

不确定性是指会对企业绩效产生影响的无法预测的环境（Miles，1978）**Error! Reference source not found.**。因此环境不确定性用以解释组织状态及其绩效表现（Thompson，2017）**Error! Reference source not found.**。但是环境不确定性与绩效的具体实证则没有达成一致结果。具体表现为，环境不确定性中的丰富性维度与企业绩效正相关，竞争性维度与企业绩效负相关，复杂性维度和动态性维度与绩效关系作用不大（Rosenbusch et al，2007）**Error! Reference source not found.**。

美国学者邓肯提出了两个维度，一为环境动态性，二为环境复杂性，而这两个维度被国外大部分研究认同并采用。其一，环境的动态性即其不稳定性，考量企业面对的环境的变动是否稳定，取决于环境的各种构成因子。其二，环境的复杂性考虑到企业在环境中面对的外部因素的种类和数量。当环境越不稳定，面对越多变动，环境不确定性越大。当环境的条件更加复杂时，环境不确定性也会增大。除了环境动态性和环境复杂性之外，国外对于环境不确定性的研究也包括了其他维度，如敌对性和异质性等等。

环境不确定性会对企业产生影响，风险会因此产生，企业绩效会因为战略制定的难度提高而引发其自身的下降（Sharma，2002）**Error! Reference source not found.**。在环境不确定性下，由于企业面对较为复杂以及不稳定的外部环境，其发展的难度和效率下降，获得信息的成本增加，因此其战略无法得到稳定控制，企业绩效也从而下降。因此，企业经营活动遭受打击，企业绩效由于资金盈余的波动而降低（Ghosh & Olsen，2009）**Error! Reference source not found.**。

（2）国内研究现状

环境不确定性并不是一个单一的维度变量（刘涛、朱敏，2009）**Error! Reference source not found.**。由于其拥有多维度的性质，国内外的定义并不完全一致。在国内对于企业在环境不确定性中的研究，也有一部分学者按照国外的维度划分，即动态性、复杂性（汪丽等，2012）**Error! Reference source not found.**。但是也有将环境不确定性从其他角度划分，从市场和技术两个维度进行研究（杨智等，2010）**Error! Reference source not found.**。关于环境不确定的测量方法，则采用

行业中位数调整后的五年销售收入变异系数（申慧慧，2010）Error! Reference source not found.，该测量标准得到广泛运用。

环境不确定性与公司的盈余管理成正相关性，同时正向盈余管理与环境不确定性的关系由公司的成长趋势调节（申慧慧，2010）Error! Reference source not found.。环境不确定性与债务成本成正相关性，并且该关系在民营企业中增强（曾炎雪，2014）Error! Reference source not found.。此外，在相关文献中环境不确定性也作为调节变量。环境不确定性越大，社会资本对与企业绩效的正相关性越显著（贺远琼等，2008）Error! Reference source not found.。企业绩效也会由于企业在环境的影响下无法达到本身应有的竞争性而下降（李大元，2010）Error! Reference source not found.。

在公司治理领域中，拥有背景的独立董事能够获取一定的资源，及时提供相应的信息不仅减少了企业的信息成本，也降低了企业可能面对的风险。比如，独立董事如果具备政府背景，则可以对政策变化有更为详细的理解，可以相对其他不具有此项条件的公司降低制定战略的困难程度，在环境更加复杂、不稳定时提供更有力的帮助，降低环境不确定性对于企业绩效的影响。此外，独立董事如果具备银行背景，则能够改善企业的信贷情况（刘浩等，2012）Error! Reference source not found.，从而使得企业具有相对的金融上的有益条件，降低环境不确定性对于企业绩效的影响。

4. 文献评述

通过以上文献综述，发现企业战略是企业持续发展壮大的重要环节，高管作为企业运作的实际操控人，直接参与企业战略的决策和实施，因此，研究高管权力对企业战略决策的影响对指导企业运作和发展具有积极作用。关于战略变革与企业绩效的相关研究，国内外学者得出了不一样的结论，有学者认为二者呈正相关关系，有学者认为呈负相关关系，还有学者认为二者呈倒"U"关系。因此，本研究探讨战略变革与企业绩效的相关性，为战略管理的研究者和实践者提供更加可靠的研究资料和决策依据，是战略管理学科领域有待继续深入的重要研究方向。

四、研究方法

（1）文献研究法

本文通过分析整理大量的国内外相关文献，形成文献综述及评述，同时总结了研究需要的主要理论基础。在此基础上，探究了管理层权力、战略变革与企业绩效三者间的关系，并对研究结论进行理论解释。

（2）规范研究法

规范分析是在梳理了已有理论基础上，对研究内容进行理论性和逻辑性讨论的分析方法。本文通过对管理层权力、战略变革与企业绩效等主要变量的现有研究结论进行梳理和总结，在战略变革理论、资源基础理论及环境适应理论等理论基础上，分析和讨论了关键变量之间的理论关系，提出研究假设，构建概念模型，最后进行实证检验。

（3）实证研究法

实证研究是对研究假设和概念模型的检验，主要包括样本的选取、收集与分析。研究对象为沪深交易所A股上市公司，数据区间为2007~2018年，数据主要来源为国泰安数据库，处理软件为Excel2003、Stata12.0。借鉴管理层权力、战略变革、环境不确定性的指标设计，构建相关指标体系及理论模型，对管理层权力、战略变革与企业绩效间关系及环境不确定性对主

效应的调节作用进行实证研究，以检验论证理论模型和假设。

本文沿着"高管权力 - 企业战略变革 - 经济后果"这一研究思路进行分析，从战略变革行为产生的经济后果进一步验证高管权力对企业绩效产生的最终影响。

五、研究结果

（1）管理层权力与战略变革存在负相关关系。

表1: 管理层权利对战略变革的回归分析

		被解释变量SC	
		系数	T值
解释变量	POWER	-0.044 ***	-3.120
控制变量	SIZE	-0.033 ***	-4.160
	LEV	0.164 ***	3.530
	OPER	-0.133 ***	-7.570
	GROW	0.119 ***	9.140
	TSIZE	-0.015 ***	-4.360
	YEAR	控制	
	INDU	控制	
常量	CONS	0.755 ***	4.460
调整R²		0.063	
F		18.31 ***	
N		6953	

注：*，**，***分别表示在1%，5%，10%的显著性水平上显著。

（2）管理层权力与企业绩效存在正相关关系。

表2: 管理层权利对企业绩效的回归分析

		被解释变量ROE	
		系数	T值
解释变量	POWER	0.006 ***	2.830
控制变量	SIZE	0.005 ***	3.910
	SAL	0.033 ***	16.440
	LEV	-0.067 ***	-9.300
	OPER	0.031 ***	11.240
	TOP	0.001 ***	4.400
	YEAR	控制	
	INDU	控制	
常量	CONS	-0.484 ***	-16.040
调整R²		0.136	
F		41.590 ***	

N	6954

注：*，**，***分别表示在1%，5%，10%的显著性水平上显著。

（3）战略变革与企业绩效存在正相关关系。

表3: 战略变革对企业绩效的回归分析

		被解释变量ROE	
		系数	T值
解释变量	SC	0.005 ***	2.570
控制变量	SIZE	0.006 ***	4.500
	SAL	0.034 ***	17.230
	LEV	-0.069 ***	-9.490
	OPER	0.032 ***	11.420
	TOP	0.001 ***	3.780
	YEAR	控制	
	INDU	控制	
常量	CONS	-0.511 ***	-17.510
调整R²		0.136	
F		41.540 ***	
N		6954	

注：*，**，***分别表示在1%，5%，10%的显著性水平上显著。

六、总结与讨论

本研究以我国A股上市公司2007—2018年的财务数据为样本，首先对样本进行以下筛选工作：（1）基于行业特殊性考虑，本研究选取样本公司时剔除金融保险业类上市公司；（2）为消除异常财务数据的影响，研究样本剔除＊ST、ST、PT上市公司；（3）从高管数据的完整性出发，剔除未披露或披露高管薪酬为零的公司样本；（4）基于数据的完整性考虑，剔除其他部分变量数据缺失的样本公司；（5）最后，为消除极端值对研究的影响，对主要变量数据处于0-1%和99%-100%之间的样本进行Winsorize处理。对数据进行上述筛选和调整后，最终得到的样本数量为6968个。通过实证研究得出以下结论：

管理层权力与战略变革存在负相关关系，权力大管理者享有至高个人威望和广泛认同的组织和社会地位，但权力是伴随着其倾注了大量精力和努力获得的，期间发展出来对公司情感和归属感往往一般管理者所不能比拟，并且管理者更明白权力和地位是必须通过实际工作绩效才能捍卫的荣誉，战略变革可能给企业带来负面影响，因此为了维护自身的权利、声誉和收益，他们对战略变革倾向采取回避态度。因此，管理层的权力越大，越不利于企业战略变革的发生。

管理层权力与企业绩效存在正相关关系，两职合一、高管拥有股权、管理者更高的学历以及更长的任职时间，都能为管理者带来更多的声誉、威望和权力，从而对企业绩效带来积极的影响。

战略变革与企业绩效存在正相关关系，企业进行战略变革是为了摆脱在新的环境或企业内部条件发生变化下潜在的风险，修正企业战略中存在的问题，避免企业的绩效收到影响。因此，战略变革的目的就是为了避免或者降低企业绩效遭受损失以提高企业绩效。战略变革速

度越快，越能降低企业绩效在变革过程中的损耗，特别是企业遭受重大困境的时候，企业的经营绩效较低，战略变革越快越能快速摆脱这种困境对企业绩效的损失。战略变革涉及的范围越广、幅度越大，就越能修正多个业务范围中存在的问题，减少企业在更多业务中的绩效损耗以提高企业绩效。战略变革越为彻底，对错误的修正程度越深，错误的经营战略对企业绩效的影响就越小。因此，战略变革能够促进企业绩效的提升。

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"互联网+"环境下中国电子商务智能物流的发展研究
Research on the Development of Chinese E-commerce Intelligent Logistics under the "Internet+" Environment

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摘要

伴随着互联网技术以及信息技术的不断成熟和进步，电子商务的发展取得了可喜的成绩。由于物流需求量的不断增加，以及为保证物流产业能够满足当前消费者不断提升的服务水平需求，物流业的发展模式也迎来了重大的变革机遇。

对"互联网+"环境下中国电子商务智能物流体系的发展进行研究，主要是为了明确当前智能物流业的发展方向，使智能物流业在利用互联网现代技术的基础上，持续发展，把智能物流发展得更加强盛，占据更广阔的市场，有利于促进整个智能物流业的发展。在研究智能物流的基础之上，还可以进一步完善智能物流企业管理制度，针对当前物流企业出现的问题进行深入研究分析，提出有利于完善智能物流体系的针对性对策措施，使智能物流得到成长，体系更加完善。

关键词：互联网+ 电子商务 智能物流

ABSTRACT

With the continuous maturity and progress of Internet technology and information technology, the development of e-commerce has achieved gratifying results. Due to the increasing demand for logistics, and to ensure that the logistics industry can meet the current increasing service levels of consumers, the development model of the logistics industry has also ushered in major opportunities for change.

The research on the development of China's e-commerce intelligent logistics system under the "Internet+" environment is mainly to clarify the current development direction of the intelligent logistics industry, so that the intelligent logistics industry can continue to develop on the basis of the use of modern Internet technology and develop intelligent logistics. To be more powerful and to occupy a broader market is conducive to promoting the development of the entire intelligent logistics industry. On the basis of researching intelligent logistics, the management system of intelligent logistics enterprises can be further improved, in-depth research and analysis of the current problems of logistics enterprises, and targeted countermeasures that are conducive to the improvement of the intelligent logistics system can be proposed to make intelligent logistics grow. The system is more perfect.

Keywords: Internet+, Electronic commerce, Intelligent logistics

一、引言

1. 研究背景

近年来，中国国际物流交易总额一直在保持稳步增长，电子商务的发展，进一步提高了物流的利用效率，降低了各种运输和中间环节的成本。电子商务指的是用户通过电脑以及互联网进行购物或者是运输货物的一类行为，在这其中包括了货物的服务与知识产权的交易等等。电子商务作为网络时代的衍生产物，它的产生对社会经济领域产生了巨大的影响，其意义远超工业革命。电子商务的发展改变企业本身的生产经营活动，可以影响整个社会经济的运行以及结构。电子商务改变了企业的经营方式和传统市场的竞争模式，冲击着人类赖以生存的诸多制度。这种冲击是多方面的，经济、政治、文化和社会制度都被其所影响。

物流水平的高低在很大程度上也反映了一个国家的综合实力以及竞争实力。现如今的物流行业的专业化以及一体化的发展进程成为了世界的各大企业的热门关注重点。在电子商务不断成熟的背景下，智能物流成为了一种新的物流方式，可以有效的提高现在物流的服务水平，使得现代物流的发展得到了迅速的提升。尽管在互联网技术的支持下，中国智能物流产业得到了初步的发展，但在很多问题上还存在诸多的问题。

中国物联网快速发展对中国物流的未来影响巨大，物联网发展是利用互联网和替代传统的移动电信网等作为信息的主要承载体，让所有不可能同时行使独立信息功能的普通人和物体等都可以随时实现信息互联互通的一种信息网络。在这个虚拟物联网上，每个机器人都可以通过应用一个电子标签将真实的两个物体连接上网进行联结，在这个物联网上都同样可以准确的检查出它们的真实具体位置。通过利用物联网系统可以不利用数据中心内的计算机，实现对中心机器、设备、人员等诸多重要相关环境因素信息进行实时集中管理和实时调控。

当代物流的核心在于信息技术，重点在于各类资源的优化配置以及流程的优化设计。因此，在物联网当中，最核心的三种技术就是感知技术、网络技术和智能信息处理技术。随着信息技术和网络技术的发展，物联网正在悄然而至，如何让企业充分利用物联网的优势实现自身的发展和产品服务质量的提升，如何借助物流信息化来进行科学定价，就成了当前企业需要重点考虑的问题。作为当代物流发展的主要方向，智能物流正在从技术和管理方面深刻地影响着当前物流业的发展。

2. 物联网及智能物流概述

2.1 物联网概述

当前针对物联网并没有形成完全统一的概念解释，综合考虑学者们对物联网的概念解释，本文认为所谓物联网，就是借助先进的信息技术，通过各种信息传感设备、感应器、条形码和二维码等等，根据一定的通信协议将人和物联系起来。在这个网络当中，能够有效实现人与人、人与物、物与物之间的联系，同时利用接入网和互联网进行信息的传输和处理，从而实现识别、定位、跟踪、监管的智能化。

2.2 智能物流概述

所谓智能物流，从本质上来看，就是货物从供应商处移动到购买者处的全部移动过程，包括仓储的智能化、货物配送的智能化、运输的智能化。包装的智能化、装卸的智能化以及货物收取和加工处理的智能化。之所以要实现智能物流，很大程度上是为了能够为供货方争取更理想的经济效益，为购货方争取更上层的服务质量，同时有效降低能源消耗和物流成本，最终实现完全的物流体系智能化。

随着网络技术和信息技术的发展，物联网也成为当前物流行业发展的重点问题，中国对于物联网在物流业当中的应用提到，要大力发展智能物流。智能物流是物联网当中的重要应用之一，是物流的智能化发展，借助先进的科学技术，综合运用各种先进的信息系统，独立完成物流作业。实现智能物流，不仅有利于环境友好型社会的建设，同时也能够有效推动中国经济建设。

3. 智能物流系统的基本组成

不同于其他物流作业，智能物流系统的构建离不开物联网的支持，物联网是以数据为中心而开展的物流作业，包括信息的收集分析、数据整理、数据处理、数据传输以及决策支持等等。从智能物流系统的组成来看，可以分为传感网、核心承载网和信息服务系统等几大部分。从这几个部分的具体构造来看，传感网主要包含了感知节点，包括数据收集和控制的节点，相关硬件设施、各类传感器、条形码和二维码识别器以及读写器等等，主要负责系统的数据接收和设备控制。同时还包括汇聚节点和接入网关等末梢网络，主要负责向感知节点传输数据；其次，在核心承载网中，主要包括了以物联网业务为基础的通信网络，根据其不同的类型，可以有多种不同的用途，包括信息服务和数据通信等等；最后，在信息服务系统当中，主要的硬件设施有应用服务器、客户端等等，主要服务于信息的处理与决策支持。

如果说智能物流系统的硬件平台是物联网的骨骼框架，那么其软件平台就是物联网的神经网络。不同的物联网，有不同的软件平台，通常情况下，物联网的软件平台都包含了通信协议，而该通信协议体系是分层的，包括数据感知、中间件、网络操作、物联网管理、信息中心管理等各个部分。其中，数据感知系统软件主要负责物品　EPC码的处理和识别，物联网中间件系统软件主要负责数据感知和后台管理，网络操作系统主要负责物联网的网络通信和信息共享，物联网信息管理系统主要针对物流信息进行管理。

4. 智能物流发展的基础
4.1 物联网基础

在物联网当中，有多个系统为物联网的运行提供技术支持，其中最重要的系统就是智慧交通系统。以下将对智慧交通系统中各个部分进行详细分析。在智慧交通系统当中，主要包括了数据收集系统、信息传输系统、交通信息处理系统以及信息控制系统。其中，在数据收集系统当中，通过对雷达技术、导航技术等的充分利用，有效提高了对交通信息的实时收集与采集能力，从而为智慧交通信息的处理提供了及时准确的数据依据。其次，在信息传输系统当中，通过对各类网络的应用，包括互联网、计算机网、通讯网等等，实现信息的快速传输，从而将数据收集系统所得到的信息快速及时地传输到智慧交通综合管理平台。再次，在交通信息处理系统当中，通过专门的信息处理存储和处理装置对从信息传输系统所获得的实时交通信息进行筛选和处理，从而为决策者提供有用的信息支持。最后，在信息控制系统当中，主要通过信息发布、交通指导、车位信息、交通安全控制、应急处理等多个交通管理子系统，为智慧交通提供更全面的保障，提高智慧交通的服务质量。通过上述对智慧物流的物联网基础的分析，可以发现，通过先进的物联网技术能够为城市交通提供更好的服务，有利于优化城市交通网络结构。目前，越来越多的国家和地区已经对智能交通系统进行了充分的利用，借助智慧交通系统，能够为交通管理部门提供更全面、更及时的交通信息和决策支持，同时也有利于对整个交通系统进行更科学的管理，从而最终提升整个交通管理水平，提高城市交通服务质量。

4.2 车联网基础

交通物联网是在过去传统的智慧交通系统的基础之上进行的技术改造和理念创新，通过交通物联网的实现，为智慧交通的发展开拓了更好的发展前景。除此之外，通过交通物联网也有利于构建更加和谐、稳定、有序的交通网络。交通物联网是从下往上对数据信息进行感知、收集和处理。与传统的智慧交通系统相比而言，交通物联网在信息采集的宽度和广度、信息的准确度和信息利用效率方面都更具优势。在汽车行业当中，实现汽车产业的信息化、智能化就是业内人士一直追求的目标。随着科学水平的提高，物联网技术、互联网技术等不断进步，为汽车行业的信息化发展提供了有利的条件。

4.3 人力资源基础

智能物流是一个完整的体系，具有显著的复杂性和系统性。作为智能物流直接的接触人员和管控主体，物流职业人员的素质将对智能物流的发展产生十分显著的影响。从这个角度来说，物流人才将直接决定着今后智能物流能否实现良性发展。当前开展物流业务的企业多达五十万家，物流市场的增长速度达到了30%，整个物流市场对人才的需求迅速膨胀。在物流人才市场如此紧张的局面下，政府需要对此采取积极的措施来扩充智能物流的人力资源基础。第一，在战略计划当中明确对物流人才的培养和招收计划，加强对物流人才的理论知识教育以及实战经验的训练；第二，加强对物流行业就业指导，优化物流行业的岗位配置；第三，加强高校物流专业的建设，吸取他国先进经验，对智能物流人才进行专项培养，同时加强物流专业的师资队伍建设，提高物流专业的教育水平，构建更加完善和多层次化的物流职业教育体系，进一步满足物流人才市场的需求；第四，通过政策引导的方式大力支持物流人才培训工作，积极引进高级物流管理人才和专业技术人才，同时加强对人才培训市场的管理。

5. "互联网 +"背景下的智能物流发展策略研究

5.1 完善智能物流技术体系的构建

首先从智能物流的功能模块构成来看，可以大致分为三个部分，分别是负责数据信息收集和整理的信息模块、负责提取物流知识、进行资源调配的决策模块以及负责智能物流技术和决策执行的终端应用模块。在信息模块当中，主要包括对信息进行感知、采集、传输、存储和处理等功能模块，其主要作用是对物流数据进行接收和传输，同时对数据进行简单的加工之后将相关的物流信息及时地共享在物流管理平台当中。另外，在决策模块当中，主要是将从信息模块获取的物流信息通过智能技术进行优化处理，通过分析和预测提供决策支持，借助建模和仿真技术对企业资源进行有效整合，实现对活动的宏观调控和各任务之间的协调，从而帮助企业快速有效地完成物流作业。最后，在智能物流系统当中的终端应用模块中，主要是根据接收的已经经过加工处理的数据和信息进行方案的制定和决策，帮助企业在高效的状态下完成物流作业，同时为购货方提供更优质的服务。终端应用模块是以信息模块和决策模块为基础进行的方案优化和决策支持，将智能灌输到物流的全过程当中，包括监控、存储、配送、运输等环节的智能化应用。

5.2 促进物流金融的发展

所谓物流金融，就是围绕物流业务所开展的相关金融活动，其中最关键的就是物流融资。物流融资是金融机构与物流企业联合开发，以企业所拥有的部分物资作为担保物，企业负责担保物监管，同时向金融机构提供有关担保物的信息以及企业的财务信息，在对企业所给出的相关信息的分析基础之上，金融机构根据实际情况给物流企业提供信用贷款的一种经济活动 。 根据不同产品所处的不同生命周期阶段，物流金融业务有以下三种不同的表现形式：第一，基于交易关系的预付款融资业务模式；第二，基于存货时的物流金融业务模式；第

三，基于应收账款的物流金融业务模式。从智能物流对物流金融的发展要求来看，主要体现在两个方面。第一方面，随着物流业的快速发展和网络技术的进步，物流业对支付、结算等金融服务质量的要求越来越高。通过物流金融服务活动的开展，有利于扩大物流业的服务广度，扩大物流业的盈利范围，另外，物流金融对智能物流发展的价值主要体现在模式的创新方面，通过物流金融的创新，将金融业、物流业和工业有效联系起来，促进多行业的全面发展。由此一来，有利于促进产业结构优化升级，为国家金融提供更有力的安全保障，同时提高多行业的市场竞争力。

5.3 加快物流集约化和智能化转型

加快实现物流集约化和智能化的转型，能够有效拓展汽车零部件供应物流的发展前景。与医药物流类似，中国汽车零部件的供应销售方式也是实行的自建自营。根据汽车制造厂商对汽车零部件的需求，自行组织物流运输业务将零部件运输给汽车制造厂商。但是由于汽车零部件的供应商分布点过于分散，从而导致这种自行组织物流的方式效率不够理想，不利于能耗的降低，从而也不利于物流集约化的发展，最终只会给汽车零部件带来更多的物流成本。所以，在汽车零部件物流业当中，可以通过第三方物流的构建来有效改善当前汽车零部件物流运输模式，提高物流效率和质量。在汽车制造厂商的附近建立物流仓储管理中心，整合各个小规模的自营物流系统。由此一来，不仅可以有效提高物流的整体水平，同时还能够为购货方与供货方搭建起一个实现良性互动的平台，通过加强沟通来提高物流的及时性与准确性。

5.4 提高从业人员素质

企业应当对从业人员的素质水平引起重视，采取积极措施来提供物流专业队伍的质量。首先，企业应当根据自身的实际情况来进行人力资源的战略规划，加强对智能物流从业人员的理论培训和技术培训。其次，完善人才培训机制，通过有关的民间团体组织或协会共同举办在岗人员的技术培训活动，定期举办学者的学术交流会，或者针对高级物流管理人才和专业人才进行专项培训。再次，加强与高校人才培养，构建教学实验基地和实验室，加强对技术应用型人才的培养。与传统的物流有所不同，智能物流对信息技术、网络技术等的应用更加深入，因此对物流人才的要求也有所调整，在对物流人才的培养过程当中，要加强对人才管理能力、理论知识、计算机技术的培训，优化物流人才结构，加大对高水平人才的培养力度。除此之外，企业还应当重视在人力资源管理当中的创新，加强对人才的动态管理，完善工作人员的绩效考核，促使员工自觉提升自己的专业能力和综合素质，确保为企业提供源源不断的优质人才。最后，将员工和组织的效率性作为人才管理培养的目标，不断提升人才的综合能力和综合素质，促使员工共同为企业的发展而努力，从而有效实现企业的健康持续发展。

从物流的历史发展情况来看，物联网是当前发展最好的一个阶段，也是当前时代当中的一场巨大的技术革命。物联网的兴起和发展对于中国物流业的发展来说，具有划时代的意义，同时也是一把双刃剑，既是机遇，也是挑战。物联网的运作将会完全颠覆以往的物流方式。但是我们应当注意到，物联网在我国仍然处于发展初期阶段，物联网体系还没有完全成熟，想要实现智能物流，还有一段距离。

6. 电子商务的特点

首先，电子商务的运营模式是一个完整的系统，涉及到很多个环节来保证商品贸易活动的正常运行。首先，电子商务更像线下商铺的线上化，最大的区别便是可经营的范围发生了变化，主要是通过互联网这种方式完成交易活动的。电子商务同样也需要对各方面的业务进行处理，比如对市场进行相关的调查、对企业进行完善的经营、开展网上销售地工作、对客户的服务以及人力资源管理等广泛的方面。然后，电子商务本质上一种商务贸易活动，和其他的

传统型商务活动一样，包括许许多多的内容，信息的流通，资金的流动以及物流运输等如同其他传统商务贸易一样的因素。最后，电子商务一般采用各种先进技术对交易进行处理，比如客服的存在或者直播带货都属于电子商务的独有产物，合理维护已有资源，对每一单都进行相关技术处理，从而达到商业的真正目的。

7. 物流要素管理

物流管理的内容包括对物流过程的管理、对物流活动中具体职能的管理和对物流要素的管理。物流过程的管理又包括了运输管理、包装管理、流通加工管理以及客户服务管理；对于物流要素的管理详见下表。

表1： 物流管理要素

物流要素	具体内容
对人的管理	物流从业人员的录用过程、人才的培训与提高，企业的培训经理
对物的管理	物的运输、储存、包装、流通加工等
对财务的管理	成本的计算与控制、资金筹措与运用、物流经济效益指标体系建立的方法
对设备的管理	对物流设备的优化配置、更新改造、研制开发与引进新型设备
对方法的管理	物流技术的研究普及和推广、科研工作的组织与发展
对信息的管理	把物流信息传播到适当部门和相应负责的人员，从而根据物流信息做出不同的决策

电子商务物流系统中的各种功能都是相互联系、相互作用的。只有整体考虑电子商务物流系统的各子系统，才能有效地推动电子商务物流系统的合理化，从而可以确保电子商务企业的业务活动能够有效展开，避免做过多的无用功。

二、研究目的和意义

1. 研究意义

"十二五"发展阶段，中国物流行业步入高速发展阶段，今年两会国务院总理李克强的《政府工作报告》和年初商务部印发的《对外贸易发展"十三五"规划》都明确提出，要把中国跨境电商的可持续发展作为政府工作的重中之重。

电子商务是一个十分具有活力的产业，电子商务的出现，使得日常生活中的购买方式变得更加的方便快捷。对其现状问题进行分析，提出有效建议，合理的改善商业模式，为社会谋求更高的福利。还需对电子商务市场进行严格的规范，促进电子商务背景下物流企业的快速发展。跨境电商作为一种全新的消费模式，给传统外贸模式的发展带来了新的机遇，物流企业的跨境业务也在这种背景下迎来了新的发展方向和发展空间，而想要实现跨境电商物流的长久发展就必须要对跨境电商所处的环境、未来发展趋势加以研究和运用。

对电子商务背景下的智能物流体系的发展前景进行研究，主要是为了明确当前智能物流业的发展方向，使智能物流业在利用互联网现代技术的基础上，持续发展，把智能物流发展得更加强盛，占据更广阔的市场，有利于促进整个智能物流业的发展。

在研究智能物流的基础之上，还可以进一步完善智能物流企业，针对当前物流企业出现的问题进行深入研究分析，提出有利于完善智能物理体系的针对性对策，使智能物流得到成长，体系更加完善。

电子商务与物流企业的关系越来越密切。一方面来讲，电子商务对物流企业的活动产生了重大影响。在电子商务环境下，物流企业应采取新的发展战略。从另外一个方面来讲，现代物流企业的发展对于现代电子商务产业发展的影响也不容小觑。在一定程度可以说，现代物流企业的发展状况直接决定了现代电子商务产业发展的情况如何。如果没有了现代物流产业的强有力支撑，我们赖以为重的电子商务产业也只能算是一张空白支票而已。

2. 研究目的

本文主要有以下两个目的:

第一，充分了解目前电商的发展现状以及及未来趋势。要想跟上电商的发展步伐，电商物流企业必须熟悉并掌握跨境电子商务的发展规律，才能从中挖掘出更多的细分市场并掌握其发展趋势。本选题将通过国内外研究文献和具体数据报告的研究和分析，帮助大家进一步认识电子商务这个领域。

第二，本文的重点在于面对电商行业的迅猛发展，A公司物流在这种新的环境下具有什么样的优势、劣势以及存在的问题，要想抓住这个电商发展的新机遇，A公司物流企业应当对其发展策略做出怎样的调整以适应大环境背景下的经济发展状况。

三、研究现状综述

1. 中国国内研究现状

相对于欧美发达国家，我国学者对物流信息化研究相对起步较晚，无论是研究的广度和研究的深度与欧美国家相比都稍逊一筹，其根本原因是我国物流企业的信息化建设处于起步阶段，很多企业对信息化建设认识和重视不足，同时信息化基础设配备也不够完善，无论是从软件还是从硬件上都有待于提高。我国学者的研究方向主要集中在企业信息化、物流信息化、物流信息技术与物流信息平台、智能物流企业信息化等方面。

1.1 企业信息化理论

蔡淑琴、石双元在《论企业信息化的建设》中处处信息化建设的技术问题。

王良元在《诺兰模型与企业信息化三段理论》中根据Norlan 模型，结合我国的企业信息化的现状，提出符合我国企业信息化发展的三段理论。

1.2 物流信息化理论

物流信息化分析通常从两个部分开始，首先是物流设施信息化，另一方面是物流管理信息化。

郭成在《关于我国物流信息化发展的思考》中提出，不系统的国家物流要求，让已经创建完成的信息标准在宣传以及使用过程中遭遇很多限制。这里面多样化但是不严格的标准，变成阻碍国内物流信息化进步的关键因素。

1.3 物流信息技术与物流信息平台相关理论

物流信息平台进入引入我国较晚，国内对物流信息平台的分析并不多。分析重点在物流信息平台的实际含义、功能和系统框架等问题上。

1.4 智能物流企业信息化理论相关研究

李静在《智能物流企业信息化研究》中指出了智能物流信息化建设的目标、内容和过程，内容、过程，智能化、全球化和标准化是智能物流信息化的发展方向。又以宝供物流集团为实际案例，从中获取信息化建设的启示。

黄浩、谢阳群以安泰物流信息化建设为分析案例，探究以及评估详细的智能物流企业信息化建设情况。

其中，赵立权（2005）的研究将智能物流归类到社会物流管理体系。认为"智能物流就是物品从供应方向需求方智能移动的过程，包括智能仓储、智能运输、智能配送、智能包装、智能装卸以及信息的智能获取、加工和处理等六项基本活动，是为使供方所得的利润最大、需求方享受的服务最佳，同时实现自然和社会资源消耗最少、生态环境保护程度最大，而形成的完备的智能社会物流管理体系。"并将智能物流从系统这一层次上上升到体系高度，强调智能物流是智能型社会的一个重要基础。杨咪等（2013）将信息自动识别、数据储存和挖掘、人工智能三项技术总结为智能物流的三大关键支撑。吴勇毅（2011）的研究指出，促进智能物流业发展的动力主要来源于企业的生产成本压力、市场需求以及智能物流技术的创新。并预见性地指出了智能化、一体化、柔性化、层次化和社会化等五个智能物流业演进的趋势。

2. 国际研究现状

智能物流企业信息化分析是创建在多个理论基础之上，这里面包含信息化监管观点、智能物流观点以及物流信息化观点，本文利用对上述几方面的研究结论的综合阐述，夯实智能物流企业信息化分析的理论前提，且对此类企业信息化国内外现有的分析开展系统的整理以及叙述。

客户对专业化物流提出了更高层次的要求。全球许多学者对物流信息化进行了透彻的研究，明确物流信息化的发展趋势。企业物流信息化建设的方式、手段和经验教训，给大部分智能物流企业带来了启示。西方国家对于智能物流企业的信息化发展研究较早。美国学者Churchill 于1969年对本国的12家企业进行了深入调研，研究的主要内容是信息管理系统在企业管理中应用情况。根据研究的情况，提出了一个概念---计算机的应用发展阶段。Churchill将公司使用的计算流程划分成四个时期；其是从信息系统的使用行业以及实际作用开展的时期划分，表示信息系统的使用过程要历经事务处理——管理管控——决策支持三个时期。从另一个角度来说，它反映了计算机应用需要经历从初级到逐渐成熟的过程。之后经过研究的不断完善和深入，1979年把四阶段改为六阶段，也就是初始、普及、管控、集成、数据管理以及完善阶段，随着计算机的应用越来越广泛。

3. 小结

智能物流是一种新型的现代物流产业发展的形式，也是现代物流的重要形式，并日益成为物流理论和实践关注的焦点。智能物流的发展出现了快速增长的势头，成为物流业发展的中坚力量。伴随着现代科技手段的不断更新及物流领域的不断进步，信息化建设的效率以及规模开始变成智能物流企业的重点竞争模块，同时对于智能物流企业的信息化研究也在不断的深入。智能物流企业引进先进的信息技术和信息处理手段，不但会提高物流操作的智能化、信息化和规范化，增加利润，降低成本，有效地促进各部门物流企业之间的合作，转变企业的管理模式，更重要的是可以完善物流企业与客户信息交流。目前，中国智能物流企业数量众多，但大多是小型私营企业，企业的基础设施比较简陋，缺乏信息共享的操作系统及平台，信息技术手段应用范围小、信息化，如何建立和使用高效的、信息管理系统是智能物流企业需要思考的问题，这不仅对于物流企业自身的发展尤为关键，同时对于提升整个物流产业的信息化水平具有现实的指导意义。

4. 理论依据

4.1 物流智能化

物流智能化，主要是指现代物流以传统物流为基础进行发展，以互联网作为物流业的一个发展依据，从而促进物流的发展，使整个物流的发展方向更加出现于智能化。并且，当前人工智能的发展，也将我国的物流业整体变得越来越智能化。有大型企业收购一些小型物流企业，   实现整个规模化的管理，使更多的智能产业应用于物流之中。一方面物流智能化体现在配送过程中的GPS定位，对运输过程车辆进行跟踪，有效的提供物流的运输路径。另一方面是在分拣 阶段，会使用一些智能机器人等，促进了物流的智能化。

4.2 智能物流及智能物流应用

智能物流及智能物流应用智能物流，它主要是，物联网为支撑，以物流产业作为基础，进行融展的一种产业。这种产业是物流过程，都成为了可感种模式。智能物流的应用，它不仅保证了共享数据和资源，并且还更加进化。智能物流更好的融入日常的物流数据交换效地实现物流的效率，并且智能物流在使用过程中，可以有效地实现整个物流运营路径中的优化。无论是存储，运输和环节，都开始更加能化，使物流的运输路径最优，可以有效地促进智能物应用， 使智能物流充分的在物流过程中发挥作用。

5. 智能物流的发展

5.1 智能物流发展现状

"智能物流是传统物流在利用互联网等现代化智能技术的基础上发展而来的，它把互联网作为第三方工具，与采购、装运、加工配送、信息资源处理等功能结合起来的职能体系，是现代物流提升行业水平，降低成本，实现规模化的重要物流资源"。

智能物流主要是依靠的是互联网技术，互联网提供了一种物联网，保证智能物流的运行与操作，提高智能物流的运用效率，并且在一定程度上降低成本。并且，智能物流还需要自动识别技术、人工智能技术、GIS 技术等诸多技术的支持，这样才能保证智能物流的发展。

在当前的信息网络不断发展的背景下，网络技术的手段也不断的更新，电子商务也就变得越来越普遍，广泛地用于各地的商业活动过程中。电子商务给买卖双方提供了一个可以进行远程商贸的平台，并且可以进行网上购物、网上交易，这样为整个商贸活动营造出了一种新型的商业运营模式，自然也对现代物流的发展开拓了空间。

5.2 智能物流发展影响因素

人工智能对物流的影响人工智能技术的出现，对改变我国物流业的粗放操作模式有很大的积极作用，使传统低效的方式逐步向高科技、集约化的高质量方式转变。随着 AI 技术的广泛应用，智能机器人、语音识别、大数据、区块链、自动驾驶汽车等智能化软硬件逐渐替代了大部分的传统物流设施和劳动力。人工智能技术不仅能用于仓储管理和装卸运输上面，同样也可以用于配送发运以及认单处理上面。仓储管理上，通过图像采集与机器学习，智能分类货物并进行仓储空间分配;装卸运输、配送发运上采用人工智能检测货物配合自动流水线装卸，减少   人工成本;认单处理上，采集大数据来分析常见问题并给出最佳策略进行解决。相比较于传统   地物流服务，引入人工智能技术更多地是能够解放人力，并提高配送、管理、发运等的准   确率，提高效率，减少成本。人工智能迎来了突破性的发展，视觉识别，语音识别，机器人、无人机技术给整个物流行业和系统都带来了巨大的变化，对物流业的发展，起到了举足轻重的作用，带来了物流行业的发展和变革，根据最近几年的大数据表明，我国的物流额度在不断增长。并且物流的需求量也不断的扩大。整个社会环境的变化与发展，使得物流的

系统结构得到优化，也在一定程度上改善了物流的市场环境，促使整个国际物流服务产业逐步迈向了一个高质量的快速发展的新阶段。

中国物联网快速发展对中国物流的未来影响巨大物联网发展是利用互联网和替代传统的移动电信网等作为信息的主要承载体，让所有不可能同时行使独立信息功能的普通人和物体等都可以随时实现信息互联互通的一种信息网络。在这个虚拟物联网上，每个机器人都同样可以通过应用一个电子标签将真实的两个物体连接上网进行联结，在这个物联网上都同样可以准确的被检查出它们的真实具体位置。通过利用物联网系统可以不利用数据中心内的计算机对中心机器、设备、人员等诸多重要相关环境因素信息进行实时集中管理和实时调控。

四、研究内容方法和路线

1. 研究内容

互联网的发展使电子商务得到了迅猛崛起，对电子商务背景下的智能物流等发展前景进行研究，主要是为了结合当前智能物流出现的一些问题，提出一些针对性的解决对策。在本项研究过程中，以物流智能化和智能物流及其应用作为理论基础，对智能物流的发展进行研究。除此之外，以A公司物流为例，研究当前A公司物流出现的问题以及原因进行分析，从A公司物流解决现存问题的对策中获取一定的启示，促进在中国智能物流的发展，揭示中国智能物流的发展前景。

2. 研究方法

2.1 文献研究方法

文献研究法对于文章中的理论研究部分，主要采用文献研究法。在收集大量、关于电子商务背景下智能物流的发展前景研究相关文献研究的基础上，对其研究成果进行梳理，并分析其研究进展，为本文的研究提供思路指导和理论基础。

2.2 案例分析法

以A公司物流作为提升案例，分析其当前存在的问题，以及其针对性的解决策略，并用本文的研究结论进行分析。

3. 研究方向

本选题的研究方向，主要就是以A公司物流为例，对物流智能化和智能物流的应用，进行充分的分析和了解，分析当前智能物流应用过程中的问题。并且，以A公司物流改革适应时代性背景的对策为依据，从而为智能物流提供一定的启示，促进其发展。

五、A公司智能物流发展现状和问题

（一）A公司物流的发展概况

2004年，A公司商城开始通过电子商务开展在线上销售业务，连续8年一直持续保持每年平均 200%的高快速增长率。A公司商城以传统电子网络商务经营模式进行经营，减少很多中间环节，力争为广大消费者终身提供优质的品牌产品和良好的售后服务。8年多以来我们坚持不懈的做任何线下线上业务，A公司商城在中国电子商务各个领域的产品专业化应用程度已经超过了国内同行其他传统企业。截至目前，A公司商城在移动全国已拥有每天超过 6000 万人次注册的新用户，而且每天以新用户注册一万的增长速度在不断增长。A公司商城全国有上万家物流供应商，供应商仓储管理系统体现了"服务弹性化、科学化"的基本特点，即供应商管理可以自己选则自建物流仓储管理中心把发货物流配送交给A公司商城，也或者可以由A公司

商城的人负责发货物流配送和自建仓储中心管理，自己只可以负责发货销售物流产品。人性化的客户服务理念使得A公司商城的优质商品数码品类信息积聚不断增加，从一年前开始的 3c 大类数码产品品类发展一直到覆盖销售大型家电、日用百货、图书以及音像等 13 大类数码品牌上百万种优质数码商品的详细信息，每日商品订单处理业务查询处理单数超过60万单。2010年，A公司商城已经成为了中国全年销售总额规模今年首次达到超过百亿的中国网络商品零售龙头企业。快速的业务成长和惊人的经营业绩观也使A公司商城公司博得了国内来自美国、特罗斯等多家国际知名风险管理资本的高度青睐和广泛追捧。先后每年有 15 亿多万美金的行业热钱陆续注入A公司商 城的行业资本市场运营中，这无疑给A公司商城的快速发展之路注入了新鲜的行业血液A公司商城在具有资金充足的管理优势条件前提下，不断的努力加强针对物流企业仓储服务中心的建设大力投资建设和针对物流仓储服务的各环节的进行整体管理优化。同时快速地不断增加优势商品促销品类，优势促销产品和迅速快销优势产品由A公司商城自己负责经营，对于没有一定经营经济优势或者市场利润率较低的优势产品可以交给物流供应商自己管理进行销售，A公司商城则一直扮演着我国物流企业供应链系统管理商和集成商的重要角色，A公司商城对梅州市新的经济社会发展将具有巨大的的促进作用。

随着A公司物流的发展，A公司的物流网就越来越大。一方面是依托于人工智能技术，另一方面就是依托于物联网的发展[3]，使得整个A公司物流发展的不错。并且，这些物流网覆盖各个领域，有关于一些对象的运输的，还有一些运输家电物流配送服务，还包括一些生鲜的运输，保证冷冻冷藏技术的应用。但是，在中国现代物流的发展中，存在的问题也非常突出，这是当前我国现代物流发展需要关注的重要环节。在当前物流行业的发展下，A公司物流也面临了不少的问题和挑战。所以，A公司企业一直在对物流问题进行分析，并且提出一些意见和建议，尽力解决问题。

（二）A公司商城的物流配送流程管理

对上述几个流程管理说明解释如下:A公司商城的专业物流配送管理流程和一般物流电商服 务企业的几个流程管理环节成本相差较大，对于需要客户进行订单拣货处理登记作业的几个流程环节主要包括:客户订单处理登记、订单信息确认、拣货设备效验、单据整理打印、配货设 备出库、物流配送。订单确认登记:敬请消费者通过手机浏览A公司商城的上海电子国际商务官方网站进行登录。根据自己的实际需求和选择网站所显示提供的物流商品，选择自己认为满意的物流产品将其直接加入您的购物车，待用户购物流程结束后对其进行订单结算，形成用户订单，然后详细填写用户订单的国际配送收货地址和相关收货人的相关信息并对其加以审核确认，最后根据A公司商城的国际物流配送付款政策等来决定您的支付付款方式，用户订单可以选择有多重多的支付方式选择，比如开通网上银行，手机在线支付，支付等;pos 在线刷卡;银行现金支付等，这些都是用户订单支付登记的重要组成内容。

订单核实确认:所谓订单核实确认服务是是指用户可在完成购买订单确认登记后，由A公司 商城的后台物流管理部门和后台财务部门的后台相关技术工作人员，根据A公司商城的后台网络购物数据库以及后台拣货系统所实时显示的用户购买订单信息等来进行订单核实确认。拣货指令效验:是由仓储管理中心的货物拣件收货工作人员根据后台计算机拣货系统实时发来的拣货 指令数据进行核实拣货。

A公司商城的原装货物条码摆放顺序是根据原装产品的第一个单位大写的首字母从 A公司 到 z 将原装产品依次顺序排开，拣货工作人员手提一个条码筐或扫描器将不同的原装货物分别放入不同的原装配货条码筐内，环绕整个仓库周转一圈即可完成一次性的配货。然后将货物交由配送效验管理人员根据实际订单的相关信息要求进行相关货物配送效验，以便于保证所需要配送的货物与实际订单的信息一致性。

（三）当前A公司物流存在的问题

在现阶段电子商务背景下物流企业发展过程中，人们的物质生活水平不断得以提升，人们的思维观念也发生较大的变化，传统的物流已不能满足现阶段人们的需求，智能物流得以迅速的发展，但其出现的时间较短，在发展路程中还存在一些问题，通过对A公司物流企业员工走访调研以及通过顾客对物流企业的好评口碑咨询得出以下几点问题：

1. 差错率高、货损大

A公司物流的货物损坏率比较大，现在出现了很多的问题，比如，在运输货物过程中，可能会出现把货物运输错误，运动了别的地方，给顾客倒成了很大的影响。并且，这种情况经常发生，使得其出错率也不断的提升。除此之外，A公司物流的货物损害也比较严重，可能是与A公司物流的"暴力分拣"有一定的关系。但是，频繁的出现物流运错位置，或者是货物损坏，使得顾客对A公司物流的评价十分的不好。可以看出，网上有很多对A公司物流有一定的负面评价，这对整个A公司商城的发展都是不利的。

2. 人才、技术使用的成本高

虽然A公司的发展速度十分迅速。和天猫已经形成了电商行业的两大寡头，但是随之带来的成本问题为A公司造成了不小的影响，这也是A公司近期造成亏损的原因，对于所有的物流公司来说，保证货物在运输途中的完整性都市很重要的一项指标。所以，整个物流体系需要很大的消费成本。很多物流公司想要改善自己的运输速度，或者是想要把自己的电子商务活动，全部包揽在自己的物流公司之下。这样的话，可以能会使整个的物流成本上升。除此之外，在物　流运输过程中，所要涉及的人员也是比较多的，人力成本也因此上去了。A公司物流在物流运输过程中，也用到了不少的人工智能，在人工智能技术的支持下，虽然物流速度加快了，也见少了一些人力的使用，可是现在人工智能的成本，也不比人力成本少。由此可见，这导致整个物流运输的成本非常高昂。

3. 物流企业基层人员素质水平有待提高

整个A公司在物流配送过程中前期，配送速度还是比较快的，可是等到物流即将交到顾客手里，在最基层的配送过程中，会出现各种问题，比如说一些配送物流的工人的服务态度很不友好，在运输过程中对货物采取暴力运输。互联网的高速发展使得物流行业在我国的发展前景变得十分良好，物流行业在一定程度上也可以算作是服务行业。基层物流配送人员的素质水平高低不同，所以服务态度也存有瑕疵，这就使得很多人对A公司物流的评价下降，影响了整个公司的信誉。而且，还有许多货物的配送并不会把物流配送到最近的配送点，反而需要顾客跑一段路程，才能拿到自己购买的物品，这也使得很多人对物流公司评价变差。所以，导致了整个物流在顾客心中的满意度急剧下降。

4. 物流企业管理技术欠缺

物流企业并没有及时的适应信息技术快速发展的社会，它依然使用传统观念的信息管理后台，同时也造就了大量的人力物力财务浪费，并没有给企业带来可观的收益，同时也造就了人员分配的复杂化，使工作效率大打折扣，使物流企业管理技术水平跟不上经济社会发展的步伐。

六、A公司的对策和中国智能物流的发展前景

（一）A公司解决现存问题的对策

A公司物流的服务宗旨是永远将顾客放在第一位，将顾客作为企业主体，给顾客提供个性化的可供顾客选择的物流服务方案，说明A公司物流已经意识到如果想要在国内的第三方物流行业中脱颖而出，就需要提高A公司物流企业的服务质量，服务质量对A公司物流企业自身发展的重要性也十分明显。企业若想要吸引顾客的注意，A公司物流应在提升企业服务质量方面投入更多的精力，对企业的口碑打造出一个良好的形象，对企业的品牌形象做出好的塑造措施。

从而来达到吸引更多的长期顾客和潜在顾客的目的，然后利于形成良性循环。以下为针对适用于A公司物流服务质量评价的三个服务指标内容，而提出的符合A公司物流发展的第三方物流服务质量提升的策略。

1. 减少配送差错，保证货物完整性

保证货物完整性A公司物流，为了保证自己在配送过程中的效率及准确度，也推出了不少的政策，比如说在进行配送时，A公司在物流中选择了一种模式为"11 限时达"的高效物流服务，这种高效的配送服务，提高了配送的速度，并且可以做到真正的送货上门，顾客对其的满意度得到提升。并且，A公司物流公司对信息的核对以及分拣都有了要求，可以使更多的人，在配送服务下，享受到一个比较良好的购物体验，可以使整个顾客的满意度不断的上升。这些是A公司物流对于自身出现的问题，进行了针对性的解决。这样最起码可以有效的避免一些信息不对称，导致的配送货物出现误差，或者是"暴力分拣"导致货物损坏等问题。极大的提高了A公司物流的配送效率，而且还提高了顾客的满意度。

2. 降低人力成本，提高技术应用

A公司物流，已经开始采取一些措施，进行人力成本的降低，减少人力成本的输出，可以有效地降低物流成本，也有利于物流公司的发展，以及提高对整个顾客的优惠力度，可以吸引到更多的客户。除此之外，物流公司还要注意对物流体系进行管理，注意把自己的物流管理好，促进公司的发展。

一些技术的支持，对整个物流行业有着十分重要的影响。比如，智能识别技术，主要是想通过多方面技术发展，进行数据采集。这项技术，可以先识别物体的基本信息，然后进行后续的处理，这样可以保证数据的充足，满足大数据时代对于数据的需求。数据挖掘技术，主要也是为了把数据进行储存，提取，甚至可以进行维护，保证在数据仓库使用数据的时候，可以正常提取，保证正常运行，可以有效的提高数据的利用效率。所以，数据挖掘技术对于智能物流来说还是十分重要的。人工智能技术就是通过机器模拟人来进行操作，可以通过智能操作降低人力成本，但是人工智能机器人的使用成本还是比较高的，还没有全面普及。GIS 技术是打造智能物流技术的关键点，可以把整个物流构成一张图，把每一个方面的数据，都可以进行掌　控，对整个系统进行监控的技术，就像地图一样的服务。多种技术的应用，加快物流产业的现代化发展，并且在一定程度上也可以降低物流成本，改善A公司物流公司的问题，针对性的进行解决，效果更好。

3. 完善反馈机制，改善基础人员服务

人员服务物流作为服务业，必然需要工作人员，有一个良好的服务态度，让顾客有一个良好的购物体验，受到一种贵宾式的服务。但是，很多基层人员是物流公司无法完全监督的。所以，物流公司可以建立完善的反馈体制，保证顾客有渠道，对工作人员的服务态度

进行评价。并且，在顾客进行评价之后，这些顾客可以获得一些小的奖励或者是优惠政策，才能够将其反馈机制真正的做实、做好。并且，反馈机制的建立的同时，还要注意在公司内部进行配合，建立一些奖惩机制[9]。反馈比较好的派件员，可以进行奖金的奖励，如果是反馈较差的，可以 扣其奖金。这些措施的实施，可以有效的改善其服务态度。

除此之外，还要注意基础人员素质的提升。工作人员，对于任何一个企业来说，都是十分重要的，不仅是企业的管理者重要，基层人员同样重要。因为，物流的基层人员直接与客户接触，所以，企业一定要注意多利用各方面资源，让企业人员学习更多的知识和工作经验，从而促进企业工作者的工作效率的提高，有效的提高企业的形象。而且一定要加强企业基员工的培训，保证他们对顾客的服务态度。并且，基层员工进行学习后，可以促进企业长远的发展，提高整个企业的服务水平，使企业的发展迈入一个更高的阶层。

4. 构建智能化网络体系，完善管理制度

在智能物流发展的过程中，信息技术的发展是推动了现阶段物流企业管理效率的进步，在电子商务背景下，大数据、云计算等计算机软件给物流企业提供详细的数据分析，是物流行业的管理工作越来越趋向于科学化、智能化方向发展，物流企业分拣中心可以根据信息技术、大数据分析、云平台手段更加有效的在合理规范的条件下能够将顾客的商品快速、便捷、安全的送到目的地。

（二）中国智能物流的发展前景

1. AI技术的全面融合

A公司AI 技术的全面融合相比于传统的物流模式，人工智能所催生的基于大数据、云计算以及物联网等技术的智慧物流的优势日益凸显[10]。A公司I 的出现，有助于改变我国物流业的发展，使我国智能物流的发展可以突破过去的传统样式，提高了物流的速度以及效率。各种人工智能技术带来的软硬件的发展，都充实了物流的运输设施，也节省了人力劳动。

一些物流公司，看到了人工智能用于物流业的前景，于是各个企业纷纷尝试利用人工智能技术改善物流，提高效率，谋求高利润，扩大物流市场。例如，顺丰速运、A公司物流、菜鸟联盟、亚马逊物流都是 A公司I 和物流结合的典型企业。把智能物流与智能制造工艺流程相结合，会对物流的智能化发展有着十分重大的作用。智能制造与智能物流进行融合，加速智能物流的发展，保证质量的提升了智能物流的配送效率[11]。智能制作工艺对物流业的发展，有着极大的 帮助，也是将传统物流转化为智能物流的一个关键点。智能制造工艺流程的完善，也是对智能物流的一种完善，提高智能物流的发展速度，扩大智能物流的系统和规模。

2. 物联网优化物流

如何将物联网与物流相结合，是物流发展过程中的关键点。举例来说，针对上文提出过的问题，可以使用电子标签取代条形码或二维码的使用，从而方便的对货物进行实时的监控与调配，此外通过搭建物联网平台，可以实现联盟企业内诸如配送路线、配送班次、区域配送点等信息的共享，从而有效的进行企业内的配合，缩短资金链又能保证业务更有效率的配送。

智能物流的发展过程中，必须要利用物联网，关注当前行业发展的市场情况，针对市场状况对物流进行完善，相互促进。物联网促进市场化，智能物流会加快发展速度。除此之外，在物联网的应用下，智能物流的专业性也在加强。随着物联网的支持技术的发展与进步，使得整个智能物流的系统更加完善，整个系统更加科学化和完整化。这些都促进了智能物流的发展， 也加速其专业性的发展与进步。

3. 仓储、云仓储并用

任何物流的发展，都离不开仓库，物流在运过程中，要对其进行分拣，自然需要仓库进 行操作。智能物流仓储系统是以立体仓库和配为主体，由立体货架等，检测阅读系统、智能通信，实现物联网、机器人、仓储机器人、无人机等新技术的应用，智储系统已成为智能物流方式的最佳解决方案[12]。仓储对物流的发展都有着奠基性的作用。想要保证智能物流的发展，必须要保证仓储的快速发展，这样可以保证物流发展的稳定性。

云仓，和传统仓储方式不同，是一种智能性的仓储方式，依赖于各种智能网络技术。云仓和传统仓库最大的区别，就是不再简单依靠线下分拣，而是将信息进行网上传递，了解物流储存情况。云仓对于智能物流来说，具有巨大的作用和效果。想要保证智能物流的发展，云仓不可缺少，因为这是最必不可少的储存设备。

4. 物流用于全领域

物流行业在全世界信息化的发展下，大数据与云数据有着更重要的应用意义，推动着世界各个行业的前进路程。互联网的不断发展，使得物联网联系的领域越来越广，这也使得智能物流也得到了极大的发展。并且，智能物流越来越重视市，这对物流的发展有着极大的作用。物流业应用范围扩大，各领域都会涉及，电商涉的领域扩大，其物流涉及的领域也就扩大，保证物流用于全领域。

七、总结与结论

综上所述，智能物流的发展是当今时代对物流行业的要求，也是物流行业寻求自身进一步发展的内在需求。由于智能物流发展历程起步较晚，欠缺相关经验，致使在发展的过程中并不很顺利，同时也存在一些问题，在企业管理技术方面、员工知识水平培训方面还有较大的提升空间。当前的互联网不断的发展，物联网的网络体系，也不断的庞大。整个电子商务时代已经到来，并且A公司AI也得到了迅速的发展，中国的智能物流的道路，有了坚实的基础和开端，物流行业以电子商务的发展为理论基础，牢牢锁定时代变化会带来的机遇，不断改善自己的发展对策，进行合理发展。物流公司一定要及时地将传统物流服务质量提上去，进行创新和改革。通过多种措施，对智能物流进行完善，使物流体系的完善，有效地促进物流体系的现代化。有关学者应正视现阶段所存在的问题，积极地对物流企业各方面工作进行改进，促进智能物流的快速发展，增强人们的使用体验，实现社会经济文化的进一步发展。

智能物流的发展应立足基本国情，结合自身产业布局规划和地域特点，因地制宜、合理的协调各方协同发展，勇于创新，大力推进智能物流产业化发展，建立匹配的智能物流企业信息技术服务平台，提升服务质量、提升人员素质水平，构建新型模式的服务平台，有利于智能物流的快速发展。

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