

电商企业退换货策略与客户忠诚度关系研究 ——以 B 公司为例

[摘要]随着科学技术的日新月异，因特网的使用已经越来越普遍，因而网购成为人们日常生活中必不可少的一个重要部分。因此也越来越多的人喜欢和习惯在网上购物，伴随购买率的增长的同时，也意味着退换货的次数也会增加，如何降低网购的退换率，已经成为各个企业着重关心的问题，在这个过程中策略是否会影响到客户忠诚度也是企业迫切想要知道的。

企业销售量增长的同时，也增加了退换货率的可能性，这也意味着加重了企业的成本。退货和换货增长的同时也可能会导致客户的流失，因此企业的退换货策略的制定显得尤为重要。在制定退货和换货策略时如何衡量客户留住客户，甚至提高客户忠诚度，这些对企业的发展显得尤为关键。也给电商企业带来巨大挑战。

本文以 B 公司为例，以及根据前人文献的研究，结合当今电商企业的发展形势，探讨电商企业退货和换货策略与客户忠诚度关系。以电商的退货和换货策略和客户满意度及忠诚度作为本文的重要对象，结合现实情况，进行分析研究。

本文采用多种研究方法进行研究，首先，先收集与本文相关的关键词的文献进行阅读分析，采集有意信息为后续研究作准备；其次，采集 B 公司的数据，结合分析；再次，通过问卷调查，获取数据；最后，统计数据，探寻其中的关系进行分析研究，得出退货和换货策略对客户忠诚度具有正向影响。以此希望能给电商企业的发展带来帮助。

[关键词]退换货策略；换货；退货；客户满意度；客户忠诚度

Research on the Relationship between Return and Exchange Goods Strategies and Customer Loyalty in E-commerce Enterprises ——Take Company B as an example

[Abstract]With the rapid development of science and technology, the use of the Internet has become more and more common, so online shopping has become an indispensable part of people's daily life. Therefore, more and more people like and are used to shopping online. Along with the increase of purchase rate, it also means that the number of returns and exchanges will increase. How to reduce the number of returns and exchanges in online shopping has become a major concern of enterprises. Whether the countermeasures used in this process will affect customer loyalty is also an urgent need for enterprises to know. At the same time, the increase of enterprise sales also increases the possibility of returns and exchanges, which also means that it increases the cost of enterprises. The increase of returns and exchanges may also lead to the loss of customers, so the formulation of return and exchange strategy is particularly important. How to measure and retain customers, and even improve customer loyalty when formulating return and exchange strategies is particularly critical to the development of enterprises. It also brings enormous challenges to e-commerce enterprises.

This paper takes Company B as an example, and based on the previous literature, combined with the current development situation of e-commerce enterprises, explores the relationship between return goods and exchange goods strategies with customer loyalty of e-commerce enterprises. Taking the return goods and exchange goods strategies of e-commerce and customer satisfaction and loyalty

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