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Abstract
Relationship marketing is the key approach to increase revenue for service industry. There are many different approaches in relationship marketing researches developed by various views. Through the recently established researches, relationship marketing has been supported theoretically and practically, but the examination on relationship content is still very insufficiently.
Using customer loyalty and trust as mediator, this study investigates the impact of relationship content on customer retention. This paper investigates customers who actually have consumption experience with financial consultants and invest insurance brokers. This research uses the convenient sampling survey. It provides 318 questionnaires to subjects and receives 275 valid questionnaires. AMOS software package is used to analyze the quantitative data.
The results of this study are as follows: 1. Economic content does not significantly impact on customer loyalty. 2. Both resource content and social content significantly affect customer loyalty. 3. Both customer loyalty and trust significantly impact on customer retention.
In addition, several suggestions are provided for financial firms to implement relationship marketing effectively and have better service.
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