URN etd-0407109-183718-1468
Author Hsiu-Ying Hsieh
Author's Email Address No Public.
Statistics This thesis had been viewed 41 times. Download 0 times.
Department
Year 2004
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Analysis of Evolution for Consumer Loyalty Against New-era Department Stores via Linear Structure Relation Models
Date of Defense 0000-00-00
Page Count 96
Keyword
Consumer loyalty
Store environment
Product quality
Linear Structure Relation Model

Abstract ABSTRACT
No matter how serious the competition on industrial marketing becomes, only consumer loyalty ensures steady and long-lasting revenue growth for any kind of business. Therefore, a great deal of researchers, both from industry and academic institutes, have been trying to unveil the evolution process of consumer loyalty for decades. Available reports mostly imply that loyalty stems from constructed satisfaction from the experience of consumptions. That is, to estimate consumer satisfaction could, to some extent, predict repurchasing probability. However, a few literatures in recent years discover that high consumer satisfaction, in new era, does not necessarily transform into high loyalty. This research is thus inspired to investigate whether consumer satisfaction and loyalty present positive causality. This is one of the main objective of this thesis.
Secondly, the research is to explore what factors practically constitute consumer loyalty. Department stores in new generation are studied as an illustrative example. It is to be found why the market share of new-era department stores overwhelms over all senior rivals, somehow old-fashioned, within a short period of time after their joining. Namely, what is the mutually interactive relationship among store surrounding, product quality and consumer loyalty? The consumers in vicinity of Taichung area are randomly sampled by distinct layers as the studied statistics in this thesis. By applying Linear Structure Relation method, it is found that consumer loyalty is, after all, mainly determined by the commercial product quality. However, it is interesting to notice that the gracefully fashioned atmosphere around the stores and the spacious or brilliant hardware facilities most likely improve the perceptions for quality of products and thus certainly foster consumer loyalty indirectly. It is crucially concluded that attractive store surrounding does not necessarily guarantee consumer loyalty directly. This empirical outcome somehow reflects the embarrassment Breeze Plaza is faced with. Due to the constraint of so called Breeze Accord, the renowned stores are not urged to reside so that the consumer crowd does not swarm in, even if splendid hardware facilities are presented.
Key words: Consumer loyalty, Store environment, Product quality, Linear Structure Relation Model
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 0000-00-00