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Abstract
As the competition in retail market increases, keeping the customer loyalty is the survival goal of all retailers. Customer loyalty can serve as a distinctive advantage for retailers. Customers loyal resist the attractiveness of other competitors which in turn can bring long-term profits for the retailers. However, which factors affect on the loyalty of customer are so the complex question. During the past decades, both marketing academics and practitioners have been agreed that there are the relationships among store image, satisfaction, and loyalty. However, it has remained unclear what the exact the relationship among these above constructs in the retailing industry-hypermarket.
The results indicate that: (1) store image positively affect to satisfaction. (2) Store image positively affect to customer loyalty. (3)Satisfaction has strongly effect on loyalty. This suggests that, the managers of hypermarket should pay attentions to store images and enhance and maintain customer satisfaction in order to build the customer's loyalty so as to increase the profits.
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