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Abstract
Since Taiwan joined WTO in 2002, the markets of Air conditioners have been re-ranked, and domestic air conditioners are facing unexampled competition pressures. Comparing with markets in other countries, market of air conditioners in Taiwan has following characters: smaller market scale, great brand diversity, severe price war, and diversiform promotion activities. In addition to the tough condition mentioned above, the competition and pressure from imported air conditioners makes it even tougher for domestic air conditioner industry to survive.
Loyalty to brand is always of great account to brand value; that is, for companies, brand value is based on expression of customer's brand loyalty. Moreover, establishing brand loyalty, making consumers love, agree with and loyal to the brand is the final goal that every salesman works for. Most important of all, the main profit of a company often comes from customers who are loyal to brand. Therefore, this research will probe into the correlation between involvement, customer satisfaction and brand loyalty. Questionnaires filled by air conditioner consumers will be collected as research data and analyzed.
After analyzing, we made the following conclusions,
1.It shows high degree of positive correlation between customer satisfaction of product quality and after-care service, the quality of sells service and installation service, product functions and brand loyalty.
2.Involvement of brand image, media, and relating knowledge will influence brand loyalty to some degree, and might decrease the reputation, introduction, and re-purchase wills.
3.Influence of customer satisfaction is higher than that of involvement to brand loyalty.
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