

A Study of Customer Equity and Loyalty : Taking the Sport Shops as an Example

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ABSTRACT

This study focuses on sport shops and discusses the relationship between customer equity and customer loyalty. A total of 340 copies of questionnaire were handed to the subjects: customers of three sports-equipment chain stores in Yi-chung Shopping District and Feng-jia Shopping District, Taichung City; 324 valid copies were retrieved after 16 invalid ones were discarded, yielding a valid retrieval rate of 95.29%. The main elements of customer equity include value equity, brand equity, and relationship equity. A One-way MANOVA of samples of different backgrounds reveals that respondents of different genders showed significant difference in terms of relationship equity and customer loyalty towards the sport shops. Respondents of different ages were significantly different in terms of value, brand, and relationship equity and customer loyalty. Respondents of different educational levels also showed significantly different relationship equity. Respondents of different occupations showed significant differences in terms of value, brand, and relationship equity and customer loyalty. The path-analysis with Structural Equation Model (SEM) indicates a good match of the overall model, which indicates that: (1) for sport shops' customer equity, brand equity has significantly positive influences on value equity and relationship equity.(2) Regarding sport shops' customer equity, value equity and relationship equity have significantly positive influences on customer loyalty, whereas brand equity indirectly affects customer loyalty.

Keywords : sport shops、customer equity、customer loyalty

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