

# The Study of Relationships among Service Quality, Brand Image, Relationship Quality and Relationship Commitment - A Case

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## ABSTRACT

Due to the prompt information delivery activated by evolving science and technology and media advertising, people nowadays are apparently more attached to cosmetic products than ever. The cosmetics industry scale has grown significantly year by year owing to developing science, technology and economic activities. Taking advantage of its successful drama and pop music export, the South Korean government drives the prosperous growth of its Cosmetics Industry with supportive authority policies. As a result, Korea has rapidly jumped onto a lofty status of Cosmetics Industry area in the world and attained the global attentive appraisal of high esteem. In recent years, consumers' shopping intention in Taiwan has been significantly influenced by this Korean fever, which can be easily witnessed in cosmetic counters in department stores, open-access beauty shops, supermarkets, shopping channels on TV and even beauty shops on internet. The theme of this study is to explore the correlations of "Service Quality", "Brand Image", "Relationship Quality" and "Relationship Commitment" regarding the South Korean cosmetics. There are 398 valid questionnaires retrieved from the survey. Two statistical software tools, SPSS and Amos, are used to perform empirical and statistical analysis. According to the study outcome, a notable positive impact is verified among the four aforementioned subjects.

Keywords : Service Quality、Brand Image、Relationship Quality、Relationship Commitment

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