

Utilizing Brand Relationships, Customer Relationships and Partner Relationships to Develop Customer Loyalty and Distributor

Nguyen Thuy Hanh、張魁

E-mail: 365785@mail.dyu.edu.tw

摘要

本論文以各種理論驗證與繪製以測試品牌關係(BR)，顧客關係(CR)和夥伴關係(PR)對顧客忠和通路商忠誠度之影響。這項研究展示了促成電動自行車顧客商忠誠和通路忠誠度測試範圍內的要素。本研究的核心是檢驗是否以BR，CR和PR作為行銷工具，能夠提高電動自行車的顧客忠誠度和通路商忠誠。文獻建議的關鍵變數包括：品牌關係，顧客關係管理，夥伴關係，顧客忠誠度，通路商忠誠度。調查結果值得我們注意，因為它提供對此研究議題的重要支持。結果提供了一個代表性的要素以引導顧客和通路忠誠度以達成最佳策略。管理意涵突出，其中包括通路和製造，並提供電動自行車行業有製造相關的問題。同樣重要的，結果表明，電動自行車製造商需要的計劃指示公司明確的目標，適當的策略和購後評價方案。在完成上述研究，這將允許在本研究提出的模型被放置在更廣泛的範圍內。此外，在這項研究中所取得的成果將可能協助的特殊行業，制定方案，可以提供更高的忠誠度和更有效的成果。

關鍵詞：品牌關係、顧客關係、顧客忠誠度、零售商忠誠度、夥伴關係

目錄

論文提要內容: iii ABSTRACT iv Acknowledgements v Table of Contents vi List of Figures ix List of Tables x Chapter

1 Introduction 1 1.1 Background 1 1.2 Motivations and Objectives 2 1.3 Research Importance 3 1.4 Research Process 4 Chapter 2

Literature Review 5 2.1 Relationship Overview 5 2.1.1 Social Bond 6 2.1.2 Customization Bond 7 2.1.3 Financial Bond 8 2.1.4

Structural Bond 8 2.2 Capital Overview 9 2.2.1 Social Capital 10 2.2.2 Financial capital 11 2.2.3 Intellectual Capital 12 2.2.4

Information Capital 12 2.3 Brand Awareness 13 2.4 Customization Service 15 2.5 Price Promotions 17 2.6 Information Sharing 19

2.7 Brand Relationships 21 2.8 Customer Relationships 23 2.9 Partner Relationships 24 2.10 Customer 's Loyalty 26

2.11 Distributor 's Loyalty 28 2.12 Electric Bike Industry Overview 29 2.13 Summary 30 Chapter 3 Conceptual Framework 31 3.2

Overview of Methodology 33 3.3 Quantitative Approach 34 3.4 Development of Questionnaire 34 3.4.1 Brand Awareness 35 3.4.2

Customization Service 36 3.4.3 Price Promotion 36 3.4.4 Information Sharing 37 3.4.5 Brand Relationships 38 3.4.6 Customer

Relationships 39 3.4.7 Partner Relationships 40 3.4.8 Loyalty 41 3.5 Pre-test 42 3.6 Final Survey 43 3.7 Data Analysis Methods 44

3.8 Reliability and Validity 45 3.9 Summary 45 Chapter 4 Data Analysis and Results 46 4.1 Respond Data 46 4.2 Sample

Characteristics 46 4.3 Analyses and Results 48 4.4 Analyst Reliability and Validity Test 49 4.5 Validity Test 54 4.6 Overall Fit of The

Data to The Model 67 Chapter 5 Conclusions and Implications 73 5.1 Conclusions and Discussions 73 5.2 Implications 75 5.3

Managerial Implications 76 5.4 Limitations 77 References 79 Appendix 95

References 1. Aaker, D. A. (1991). "Managing brand equity: capitalizing the value of brand name". Free press, New York. 2. Aaker, D. A. (1991a). "Are brand equity investments really worthwhile". Admap, pp.14-17. 3. Aaker, D. A. (1991b). "Managing Brand Equity: Capitalizing On the Value of a Brand Name". New York: The Free Press. 4. Aaker, D. A. (2008). "Strategic Brand Management". John Wiley & Sons. Inc. 5. Action, Assael, H. (1992). Consumer behavior and marketing action (4th). Boston: PWSKENT. 6. Ailawadi, K. L. (2001). "The retail power-performance conundrum: What have we learned". Journal of Retailing, Vol. 77(3), pp. 299-318. 7. Ajer, M. T. and Clark, M. N. (2010). "Relationship marketing in A B2C context: The moderating role of personality traits". Journal of Retailing and Consumer Services, Vol. 17, pp. 73-79. 8. Alajoutsij? 羅vi, K., M? 兇ler, K. and Rosenbr? 全jer, C-J. (1999). "Relevance of Focal Nets in Understanding the Dynamics of Business Relationships". Journal of Business-to-Business Marketing, Vol. 6(3), pp. 184-200. 9. Amaratunga, D. B., Sarshar, M. and Newton, R. (2002). Quantitative and Qualitative Research in the built environment: application of mixed research approach. Work Study, Vol. 15(1), pp. 17-31 10. Ambler, T. and Style, C. (1996). "Brand development versus new product development: towards a process model of extension decisions". Marketing Intelligence & Planning, Vol. 14 (7), pp.10-19. 11. Amin, S. M., Ahmad, U. N., and Hui, L. S. (2012). "Factors Contributing to Customer Loyalty toward Telecommunication Service Provider", Procedia-Social and Behavior Sciences, Vol. 4, pp. 282-286. 12. Anderson, J. C., and Gerbing, D. W. (1982). "Some methods for respecifying measurement models to obtain unidimensional construct measurement". Journal of Marketing Research, Vol.19 (4), pp. 453-460. 13. Anderson, J. C., and Gerbing, D. W. (1988). "Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach", Psychological Bulletin, Vol.103(3), pp. 411-423. 14. Anderson, E. W., Fornell, C., and Lehmann, D. R. (1994). "Customer satisfaction, market

share, and profitability: Findings from Sweden ” . *Journal of Marketing*, Vol. 58 (3), pp. 53-66. 15. Anderson, R. E. and Srinivasan, S. S. (2003). “ E-satisfaction and e-loyalty: A contingency framework ” . *Psychology & Marketing*, Vol. 20, pp. 123-138.

16. Anderson, E. and Weitz, B. (1992). “ The Use of Pledges to Build and Sustain Commitment in Distribution Channels ” . *Journal of Marketing Research*, pp. 18-34. 17. Andrews, K. R. (1971). *The Concepts of Corporate Strategy*. Dow Jones-Irwin, Homewood, IL. 18. Anton, J. (1996). *Customer relationship management*, Prentice Hall, New York. 19. Anton, J., Hoeck, M. (2002). *E-business customer service*. The Anton Press, Santa, Monica, CA. 20. Backman, C. W., and Crompton, J. L. (1991). “ The usefulness of selected variables for predicting activity loyalty ” . *Leisure Sciences*, Vol. 13, pp. 205-220. 21. Bagozzi, R. P., and Yi, Y. (1988). “ On the evaluation of structural equation models ” . *Journal of The Academy of Marketing Science*, Vol. 16(1), pp.74-94. 22. Balmer, J. M. (1995). “ Corporate branding and connoisseurship ” . *Journal of General Management*, Vol. 21(1), pp. 2-46. 23. Barney, J. B., Wright, M., Ketchen, D. (2001). “ The Resource-Based View of the Firm: Ten Years After 1991 ” . *Journal of Management*, Vol. 27 (6), pp. 625-641. 24. Beatty, S. E., Morris M., Coleman, J. E., Reynolds, K. E (1996). “ Customer-sales associate retail relationships ” . *Journal of Retailing*, Vol. 72(3), pp. 223 -48. 25. Bejou, David (1997). “ Relationship marketing: evolution, present state and future ” . *Psychology and Marketing*, Vol. 14 (8), pp.727-36. 26. Benjamin (2010). In the speech in Tirol Mountain Bike Experience. Taipei Cycle Show 27. Bentler, P. M. (1989). *EQS: Structural Equation Program Manual*. Encino, CA: Multivariate Software, Inc. 28. Besanko, D., Jean-Pierre, D., Sachin, G. (2005). “ Own-Brand and Cross-Brand Retail Pass-Through ” . *Marketing science*, Vol. 24(1), pp.123-137. 29. Bernard, M., Karim M. (2005). “ Defining intellectual capital: a three-dimensional approach ” . *Management Decision*, Vol. 43(9), pp.1114-1128. 30. Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988). “ SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality ” . *Journal of Retailing*, Vol. 64(1), pp.12-40. 31. Berry, L. L., and Parasuraman, A. (1991). *Marketing Services: Competing Through Quality*. New York: The Free Press. 32. Berry, L. L. (1995). “ Relationship marketing of services - growing interest, emerging perspective ” . *Journal of The Academy of Marketing Science*, Vol. 23(4), pp. 236-245. 33. Besanko, David, Dub?? J. P, and Gupta, S. (2005). “ Own-Brand and Cross-Brand Retail Pass-Through, ” *Marketing Science*, Vol. 24(1), pp.123-137. 34. Bettman, J.R., (1973). “ Perceived risks and its components: a model and empirical test ” . *Journal of Marketing Research*, Vol. 10(2), pp.184-190. 35. Bharawaj, A., (2000). “ A resource-based perspective on information technology capabilities and firm performance: an empirical investigation ” . *MIS Quarterly*; Vol. 1(24), pp.169-196. 36. Blackston, M. (1992). “ Observations: Building equity by managing the brand ’ s relationships ” . *Journal of Advertising Research*, Vol. 32, pp.79-83. 37. Blattberg, R. C. and Neslin, S. A (1993). “ Sales Promotion Models ” in *Handbooks in Operations Research and Management Science: Marketing Models*, pp. 553-609 38. Bollen, K. A. (1989). *Structural equation modeling with latent variables*. New York: John Wiley. 39. Bourdieu, P. (1986). “ The forms of capital ” . New York: Greenwood, pp.241-258. 40. Bowersox, D. J, Stank, T. P Daugherty, P. J (1999). “ Learn Launch: Managing Product Introduction Risk Through response-Based Logistic ” . *Journal of Product Innovation Management*, Vol. 16(6), pp. 557-568. 41. Burt, R. (1992). *Structural holes versus network closure as social capital*. *Social Capital: Theory and Research*. NY: Aldine. 42. Bradshaw, D. and Brash, C. (2001). “ How to personalize computer relationships for increased profitability ” . *International Journal of Retail & Distribution Management*, Vol.29(12), pp. 520-529. 43. Brettel, M., Strese, S. and Flatten, T. C. (2012). “ Improving the performance of business models with relationship marketing efforts – An entrepreneurial perspective ” . *European Management Journal*, Vol. 30, pp. 85-98. 44. Brown, T. J., and Dacin, A. (1997). “ The company and the product: corporate associations and consumer product responses ” . *Journal of Marketing*, Vol. 61, pp. 68-84. 45. Buttle, F. A., Ahmad, R., Aldlaigan, A.H. (2002). “ The Theory and Practice of Customer Bonding ” , *Journal of Business-to-Business Marketing*, Vol. 9(2), pp.3-27 46. Byrne, B. M. (2001). *Structural Equation Modelling with Amos: Basic Concepts, Applications, and Programming*. Mahwah, NJ: Erlbaum. 47. Carey, S., Lawson, B., Krause, D. R. (2011). “ Social capital configuration, legal bonds and performance in buyer – supplier relationships ” , *Journal of Operations Management*, Vol. 29, pp. 277-288 48. Carlota, P., (2002). *Technological revolutions and Financial Capital*. Pp. 18-84. 49. Cavana, R. Y., Delahaye, B. L. and Sekaran, U. (2001). *Applied Business Research: Qualitative and Quantitative Method*, John Wiley & Sons Australia, Ltd. 50. Caves, R. E. (1980). “ Industrial organization, corporate strategy and structure ” . *Journal of Economic Literature*, Vol. 58, pp. 64-92. 51. Chen, I. J and Popovich, K. (2003). “ Understanding Customer Relationship Management: People, Process and Technology. ” *Business Management Journal*, Vol. 9(5), pp. 672-688. 52. Chevalier, Michel, and Ronald, C. (1976). “ Retail Promotions as a Function of Trade Promotions: A Descriptive Analysis ” . *Sloan Management Review*, Vol. 18(3), pp.19-32. 53. Coleman, J. S. (1990). *Foundations of Social Theory*, Belknap press of Harvard University press, London, UK. 54. Coleman, J. S. (1995). *Achievement-Oriented School Design*. In: Hallinan, M.T. (Ed.), Plenum, New York, pp. 11-29. 55. Coughlan, A.; Anderson, E; Stern, L.; El-Ansary, A. (2001). *Marketing Channels*. New York: Prentice Hall. 56. Cram, T. (2006). “ Smarter Pricing ” . *The Ashridge Journal*. 57. Crosby, and Stephens (1987) . *Quality Is Free : The Art of Making Quality Certain*, New York : New American Library. 58. Crosby, L. A., Evans, K. R., and Cowles, D. (1990). “ Relationship quality in services selling: An interpersonal influence perspective ” . *Journal of Marketing*, Vol. 54(3), pp. 68-81. 59. Cronbach, L. J. (1951). “ Coefficient Alpha and the Internal Structural of Tests ” . *Psychometrika*, Vol.16(3), pp. 297-334. 60. Czepiel, J. A., and Gilmore, R. (1987). *Exploring the concept of loyalty in services*. *The Services Challenge: Integrating for Competitive Advantages*, pp. 91-94.

Chicago: IL, American Marketing Association. 61. De Bonis, N. J., Peterson, R. S. (1997). *The AMA Handbook for Managing Business to Business Marketing*, Chicago, NTC Business Books. 62. De Wulf, K., Odekerken-Schreijer, G., and Iacobucci, D. (2001). "Investments in consumer relationships: A cross-country and cross-industry exploration". *Journal of Marketing*, Vol. 65(4), pp. 33-50. 63. Dibb, S., Meadows, M. (2001). "The Application of a Relationship Marketing Perspective in Retail Banking". *Service Industry Journal*, Vol. 21 (1), pp. 169-194. 64. Dick, A. S., and Basu, K. (1994). "Customer loyalty: Toward an integrated conceptual framework". *Journal of The Academy of Marketing Science*, Vol. 22(2), pp. 99-113. 65. Dickson, Peter R., and Urbany, Joel E. (1994). "Retailer reactions to competitive price changes". *Journal of Retailing*, Vol. 70(1), pp. 1-21. 66. Dodson, J. A., Tybout, A. M. and Sternthal, B. (1978). "Impact of Deals and Deal Retraction on Brand Switching". *Journal of Marketing Research*, Vol. 15(1), pp. 72-78. 67. Dyer, L. A. (1997). "Effectiveness of caterpillar defenses against three species of invertebrate predators". *Journal of Research on the Lepidoptera*, Vol. 35, pp. 1-16. 68. Edward, J. A., Yong, B. (2010). "Price competition with integrated and decentralized supply chains". *European Journal of Operation Research*, Vol. 200 (1), pp. 227-234. 69. Eitan, G. and James. D. H. (1995). "Pull Promotions and Distributor Coordination". *Marketing Science at University of Florida*, Vol. 14 (1), pp. 872-886. 70. Fournier, Susan, (1998). "Consumers and Their Brands: Developing Relationship Theory in Consumer Research". *Journal of Consumer Research*, Vol. 24(4), pp. 343-373. 71. Forester, T. and Morrison, P. (1990). "Computer unreliability and social vulnerability". *Futures*, Vol. 22(5), pp. 462-474. 72. Fornell, C., and Larcker, D. F. (1981). "Evaluating structural equation models with unobservable variables and measurement error". *Journal of Marketing Research*, Vol. 18(1), pp. 39-50. 73. Frazier, G. L., and Summers, J. O. (1986). "Perceptions of interfirm power and its use within a franchise distributor of distribution". *Journal of Marketing Research*, Vol. 23, pp. 169-76. 74. Festinger, Leon, A. (1957). *A Theory of Cognitive Dissonance*: Stanford: Stanford University Press. 75. Friedman, D. D. (1990). *Price Theory: An Intermediate Text*. South-Western Publishing Co. 76. Ganesan, S. (1994). "Determinants of Long-Term Orientation in Buyer-Seller Relationships". *Journal of Marketing*, Vol. 58(2), pp. 1-19. 77. Gardner, J. T., M. C. Cooper, and Noordewier, T. G. (1994). "Understanding Shipper-Carrier and Shipper-Warehouse Relationship". *Journal of Business Logistics*, Vol. 15 (2), pp. 121-143. 78. Gassenheimer, Jule B., J. Charlene Davis, and Robert Dahlstrom (1998). "The Effects of Incongruency: Is Dependent What We Want To Be". *Journal of Retailing*, Vol. 74, pp. 247-271. 79. Gaski, John, F., (1996). "Distribution channels: a validation study". *International Journal of Physical Distribution & Logistics Management*, Vol. 26 (5), p. 64. 80. Gerstner, E., Hess, J. D. (1995). "Pull promotions and channel coordination". *Marketing Science*, Vol. 14, pp. 43-60. 81. Gilmour, P., and Borg, G. (1994). "Customer Service: Differentiating by Market Segment". *International Journal of Physical Distribution & Logistics Management*, Vol. 24 (4), pp. 18-23. 82. Goldenberg, B. (2000). "What is CRM? What is an e-customer? Why you need them now". In *Proceeding of Customer Relationship Management Conference*, Boston, MA, pp. 27-29. 83. Grant, R. M. (1991). *The resource based theory of competitive advantage: Implications for strategy formulation*. *California Management Review*, Vol. 33(3), 114-135. 84. Grewal D., Levy M., Kopalle P. K, and Hess J. D. (2004). "Emerging trends in retail pricing practice: implication for research". *Journal of Retailing* 80, xiii – xxi. 85. Gwinner, K. P., Gremler, D. D., and Bitner, M. J. (1998). "Relational benefits in services industries: The customer's perspective". *Journal of The Academy of Marketing Science*, Vol. 26(2), pp. 101-114. 86. Hair, J. F., Anderson, R. E., Tatham, R. L., and Black, W. C. (1995). *Multivariate Data Analysis with Readings* (4th Ed.). Englewood Cliffs, NJ: Prentice Hall. 87. Hansson, H. and Mattberg, C. (1975). "Industrial Marketing: An Organizational Problem", *Industrial Marketing Management*, Vol. 4(2), pp. 113-123. 88. Hammarkvist, K-O., Hansson, H., Mattsson, L-G. (1982). *Malmhög Liber Föreläsning*. 89. Handfield, R. B., and Nichols, E. L. (2002). *Supply chain redesign: Transforming supply chains into integrated value systems*, Upper Saddle River, NJ: Prentice-Hall. 90. Heide, J. B., Kennthe, H. W. (1995). "Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects". *Journal of Marketing*, Vol. 65, pp. 54-66. 91. Hennig-Thurau, T., Gwinner, K.P., Gremler, D.D. (2002). "Understanding relationship marketing outcomes: an integration of relational benefits and relationship quality". *Journal of Service Research*, Vol. 4 (3), pp. 230-247. 92. Hoch, Stephen J., Kim, B. D, Montgomery, Alan L., and Rossi, P. E. (1995). "Determinants of store-level price elasticity". *Journal of Marketing Research*, Vol. 32, pp. 17-29. 93. Hogarth, R. (1980). *Judgment and Choice: The Psychology of Decision*. New York: Wiley. 94. Holmes-Smith, P., Coote, L., and Cunningham, E. (2006). *Structural Equation Modelling: From the Fundamentals to Advanced Topics*. Melbourne: SREAMS. 95. Holmlund, M., Kock, S. (1995). "Buyer Perceived Service Quality in Industrial Networks", *Industrial Marketing Management*, Vol. 24(2), pp. 109-121. 96. Hsieh, Y., and Hiang, S. (2004). "A study of the impacts of service quality on relationship quality in search-experience-credence service". *Total Quality Management*, Vol. 15(1), pp. 43-58. 97. Howard, J. A. and Sheth, J. N. (1969). *The Theory of Buyer Behavior*. New York: Wiley. 98. Jacoby, J., and Chestnut, R. W. (1978). *Brand loyalty: Measurement and Management*. New York: Wiley. 99. Jamerson, F. E., Benjamin (2011). *Electric Bike Worldwide Reports*. Tenth edition, pp. 1-20. 100. Jain, S. (2000). *Marketing: Planning & Strategy* (6.ed), Cincinnati: Thomson Learning. 101. Johanson, J., Mattsson, L. G. (1987). "Interorganizational Relationships in Industrial Systems-A Network Approach Compared with the Transaction Cost Approach". *International Journal of Management Orientation*, Vol. 17 (1), pp. 34-48. 102. Jones, H., and Farguhar, J. D. (2003). *Contact management and customer loyalty*. *Journal of Financial Services Marketing*, Vol. 8(1), pp. 171-178. 103. Johnston, R. and Lawrence, P. (1988). "Beyond Vertical Integration- The Rise

of Value-Adding Partnership ” , Harvard Business Review, Vol. 66, pp. 94-101.

104. Kahn, B. E., Kalwani, M. U., and Morrison, D. G. (1986). “ Measuring variety seeking and reinforcement behaviors using panel data ” . Journal of Marketing Research, Vol. 23(2), pp. 89-100.

105. Kandel, J. (2000). “ CRM, ERP, one-to-one Decoding Relationship Management Theory and technology ” , Trusts & Estates, pp.49-53.

106. Kassanoff, B. (2000). “ Build loyalty in you e-business ” . In Proceeding of Customer Relationship Management Conference, Boston, MA, pp. 27-29.

107. Keller, K. L. (1993). “ Conceptualizing, measuring, and managing customer-based brand equity ” . Journal of Marketing, Vol. 57(1), pp. 1-22.

108. Keller, Wolfgang. (2004) International Technology Diffusion, Journal of Economic Literature, Vol. 42(3), pp. 752-82.

109. Kim, W. G and Cha, Y. (2002). “ Antecedents and consequences of relationship quality in hotel industry ” . International Journal of Hospitality Management. Vol. 21 (4), pp. 321-338.

110. Kline, R. B. (2005). Principles and Practice of Structural Equation Modeling (2nd ed.). New York: The Guilford Press.

111. Lawson, B., Tyler, B. B., Cousins, P. D. (2008). “ Antecedents and consequences of social capital on buyer performance improvement, Journal of Operations Management, Vol. 26, pp. 446 – 460.

112. Liang, C., and Wang, W. (2005). Integrative research into the financial services industry in Taiwan: Relationship bonding tactics, relationship quality and behavioral loyalty. Journal of Financial Services Marketing, Vol. 10(1), pp. 65-83.

113. Lilien, G., Kotler, P. and Moorthy, K. (1992). Marketing Models. New Jersey: Prentice-Hall.

114. Liljander, V. and Strandvik, T. (1995). “ The Nature of Customer Relationships in Services ” , Advances in Service Marketing and Management, Vol. 4, pp. 141-167.

115. Lin, C., Weng, J. C. M., and Hsieh, Y. (2003). Relational bonds and customer's trust and commitment - A study on the moderating effects of web site usage. The Services Industries Journal, Vol. 23(3), pp. 109-127.

116. Lin, S. L. (2005). A study of the influence on repurchase intention of customer satisfaction and brand loyalty: In the case of automobile selling business. Unpublished master thesis, Chung Yuan Christian University, Taiwan.

117. Lovelock and Christopher, H. (1996). Services Marketing, 3rd, Englewood Cliffs, NJ: Prentice Hall.

118. Margulies, W. (1977). “ Make the most of your corporate image ” , Harvard Business Review, July-August, pp. 66-77.

119. Marr, B., Spender, J. C. (2004). “ Measuring knowledge assets-implications of the knowledge economy for performance measurement ” , Measuring Business Excellence, Vol. 8(1), pp.18-27.

120. Maslow, A. (1954). Motivation and Personality, Harper and Row, New York.

121. McCall, G. J. (1970). “ The Social Organization of Relationships, Social Relationships ” , Aldine Publishing Company, pp. 3-34.

122. McCorkell, G. (1997). Direct and Database Marketing, London, Kogan Page.

123. MacGillivray, H., Nelson, G., and Prilleltensky, I. (1998). Partnerships for solidarity with disadvantaged people: Values, stake holders, context, processes, and outcomes. Wilfrid Laurier University. Waterloo.

124. Mentzer, J. T., Min, S. and Zacharia, Z. G. (2000). “ The Nature of Interfirm Partnering in Supply Chain Management, ” Journal of Retailing, Vol. 76(4), pp. 549-568.

125. Moorthy and Sridhar (2005). “ A General Theory of Pass-Through in Distributors with Category Management and Retail Competition ” , Marketing Science, Vol. 24(1), pp. 110-122.

126. Morgan, R. M. and Hunt, S.D. (1994). “ The Commitment Trust Theory of Relationship Marketing ” , Journal of Marketing, Vol. 58, pp. 20-38.

127. Mohr, J. and Spekman, R. E. (1994). “ Characteristics of Partnership Success: Partnership Attributes, Communication Behavior, and Conflict Resolution Techniques, ” Strategic Management Journal, Vol. 15(2), pp. 35-152.

128. Mullin, T. and Cummins, J. (2010). Sales Promotion: How to Create, Implement and Intergrate Campaigns That Really Work. 4th Edition.

129. Narayana, L.L. and Markin R. T. (1975). “ Consumer behaviour and product performance: an alternative conceptualization ” . Journal of Marketing, Vol. 39, pp. 1-6.

130. Narayandas, D. and Rangan, V. K. (2004). “ Building and Sustaining Buyer-Seller Relationships in Mature Industrial Markets ” , Journal of Marketing, Vol. 68(3), pp. 63-77.

131. Ndubisi, N. O. (2007). Relationship marketing and customer loyalty. Marketing Intelligence, Vol. 25(1), pp. 98-106.

132. Neuman, W. L. (1997). Social research methods: Qualitative and quantitative approaches

133. Nunnally, J. C. and Bernstein, I. H. (1994). Psychometric Theory, New York: McGraw-Hill.

134. Oliver, Richard, L. (1999). “ Whence Consumer Loyalty ” . Journal of Marketing, Vol. 63, pp. 33-44.

135. Palmatier, P., Dant, R. P., Grewal, D., and Evans, K. R. (2006). “ Factors influencing the effectiveness of relationship marketing: A meta-analysis ” . Journal of Marketing, Vol. 70, pp. 136-156.

136. Park, C. W., Jaworski B. J., MacInnes, D. (1986). “ Strategic brand concept image management. Journal of Marketing, Vol. 50, pp. 135-45.

137. Peltier, J. W., and Westfall, J. (2000). “ Dissecting the HMO-benefits managers relationship: what to measure and why ” . Marketing Health Services, Vol. 20(2), pp. 4-13.

138. Peppers, D. and Rogers, M. (2001). “ One to one B2B: Customer Development Strategies for the Business-to-business World ” , Doubleday, New York, NY.

139. Perez, Carlota (2002). Technological Revolutions and Financial Capital: The Dynamics of bubbles and Golden Ages, Cheltenham, Elgar.

140. Peterson, R. A. (1995). Relationship marketing and the consumer. Journal of the Academy of Marketing Science, Vol. 23(4), pp. 278-281.

141. Plummer, J. T. (1985). “ How Personality Makes a Difference ” . Journal of Advertising Research, Vol. 24(6), pp. 27-31.

142. Plummer, J. T. (2006). “ Editorial: What do people do with advertising? The Critical Question ” . Journal of Advertising Research, Vol. 46(1), p.1.

143. Porter, B. W. and Kenneth S. M. (1990). “ Developing a tool for knowledge integration: initial results ” . International Journal of Man-Machine Studies Vol. 33(4), pp. 373-383.

144. Pugh, L. (1991). “ Customer satisfaction guarantees customer loyalty ” . Do-It-Yourself Retailing, Vol. 16(6), p. 80.

145. Rangan, V. K.; Menezes, M. A. J. and Maier, E. P. (1991). “ Channel Selection for New Industrial Products: A Framework, Method and Application ” . Journal of Marketing, Vol. 56, p. 69-82.

146. Reichheld, F. F. (1996). “ Learning from customer defections ” , Harvard Business Review, Vol. 74, pp.56-69.

147. Reichheld, F. F. (2000). “ The

Loyalty Effect ” . Boston MA, Harvard Business Press. 148. Reynolds, K. and Beatty, S. (1999). “ Customer benefits and company consequences of customer salesperson relationships in retailing ” , *Journal of Retailing*, Vol. 75(1), pp.11-32. 149. Rodriguez, J. B. et al., (2005). Determinantes da Intensidade de Distribution: Muito Al? da Categoriado Produto. In: *Anais do Enampad*. 150. Roos, J., G., Edvinsson, L., and Dragonetti, N. C. (1998). *Intellectual capital: navigating in the new business landscape*. New York: New York University Press. 151. Rosenbloom, B. (1999). *Marketing Channels*, 6th ed., the Dryden Press, Orlando, FL, p. 688. 152. Rothschild, M. L. and Gaidis, W. C. (1981). “ Behavioral Learning Theory: Its Relevance to Marketing and Promotions ” . *Journal of Marketing*, Vol. 45, pp. 70-78. 153. Sako, M. (1992). *Prices, quality and trust. Interfirm relations in Britain and Japan*, Cambridge University Press, Cambridge, UK. 154. Sekaran, U. (2000). *Research Methods for Business: A Skill -Building Approach* (3ed.). New York: John Wiley & Sons, Inc. 155. Sirdeshmukh, D. (2000). “ Agency and trust mechanisms in consumer satisfaction and loyalty judgments ” . *Journal of the Academy of Marketing Science*, Vol. 28(1), pp. 150-167. 156. Small, A.W. (1915). “ The Bonds of Nationality ” . *American Journal of Sociology*, Vol. 20(5), pp. 629-683. 157. Smith, B. (1998). “ Buyer-seller relationship: Bonds, relationship management, and sextype ” . *Canadian Journal of Administrative Sciences*, Vol. 15(1), pp. 76-92. 158. Scott, Carol A., and Yalch, R. (1980). “ Consumer Response to Initial Product Trial: A Bayesian Analysis ” , *Journal of Consumer Research*, Vol. 7, pp. 32-41. 159. Sheth, J. N. and Parvatiyar, A. (2000). *Handbook of Relationship Marketing*, Sage, Thousand Oaks, CA, . 160. Stokes, R. C. (1985). “ The Effects of Price, Package Design, and Brand Familiarity on Perceived Quality ” . Lexington: Lexington Books. 161. Storbacka, K., Strandvik, T., and Gr?rroos, C. (1994). *Managing customer relationships for profit: The dynamics of relationship quality*. *International Journal of Service Industry Management*, Vol. 5(5), pp. 21-38. 162. Stum, D. L. and Thiry, A. (1991). “ Building customer loyalty ” , *Journal of Training and Development*, pp. 34-36. 163. Swift, Ronald, S. (2001). *Accelerating Customer Relationships*, NJ, Prentice Hall. 164. Tucker, F. G., (1994). “ Creative Customer Service Management ” . *International Journal of Physical Distribution & Logistics Management*, Vol. 24(4), pp. 32-40. 165. Turnbull, P. W. and Wilson, D. T. (1989). “ Developing and protecting profitable customer relationships ” . *Industrial Marketing Management*, Vol. 18, pp. 233-8. 166. Turner, R. H. (1970). *Family Interaction*, U. S. A.: John Wiley and Sons Inc. 167. Tyagi, R. K. (1999). “ A characterization of retailer response to manufacturer trade deals ” . *Journal Marketing Research*, Vol. 36(4), pp. 510-516. 168. Tybout, Alice, M. and Carol, A. S. (1983). “ Availability of Well-Defined Internal Knowledge and the Attitude Formation Process: Information Aggregation Versus Self-Perception ” . *Journal of Personality and Social Psychology*, Vol. 44(3), pp. 474-479. 169. Tzokas, N., Saren, M., Kyziridis, P. (2001). “ Aligning Sales Management and Relationship Marketing in the Services Sector ” . *Service Industry Journal*, Vol. 21(1), pp. 195-210. 170. Ulaga, W. and Eggert, A. (2006). “ Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status ” . *Journal of Marketing*, Vol. 70, pp. 119-136. 171. Uncles, M. D., Dowling, G., and Hammond, K. (2003). “ Customer loyalty and customer loyalty programs ” . *Journal of Consumer Marketing*, Vol. 20(4), 294-316. 172. Verhoef, P. C. (2003). “ Understanding the effect of customer relationship management efforts on customer retention and customer share development ” . *Journal of Marketing*, Vol. 67(4), pp. 30-45. 173. Watkins, A. and Hill, R. P. (2009). “ A simulation of business-to-business decision making in a relationship marketing context ” , *Industrial Marketing Management*, Vol. 38, pp. 994-1005. 174. Welsh, K. (2008). *Happy About Customer Service*. ISBN: 1-60005-093-X 175. Wernerfelt, B. (1984). “ A Resource-based View of the Firm ” . *Strategic Management Journal*, Vol. 5, pp. 171-180. 176. Zeithaml, Valarie A. and Bitner, M. J. (2000). “ *Services Marketing* ” , New York: McGraw Hill, 2nd. 177. Zikmund, W. G. (2003). *Business Research Method* (8th Ed.). Cincinnati, Ohio: Thomson/SouthWestern. 178. Zineldin, M. (2006). “ The royalty of loyalty: CRM, quality, and retention ” , *Journal of Consumer Marketing*, Vol. 27, pp.430-7.

參考文獻

1. Aaker, D. A. (1991). “ Managing brand equity: capitalizing the value of brand name ” . Free press, New York. 2. Aaker, D. A. (1991a). “ Are brand equity investments really worthwhile ” . *Admap*, pp.14-17. 3. Aaker, D. A. (1991b). “ Managing Brand Equity: Capitalizing On the Value of a Brand Name ” . New York: The Free Press. 4. Aaker, D. A. (2008). “ *Strategic Brand Management* ” . John Weily & Sons. Inc. 5. Action, Assael, H. (1992). *Consumer behavior and marketing action* (4th). Boston: PWSKENT. 6. Ailawadi, K. L. (2001). “ The retail power-performance conundrum: What have we learned ” . *Journal of Retailing*, Vol. 77(3), pp. 299-318. 7. Ajler, M. T. and Clark, M. N. (2010). “ Relationship marketing in a B2C context: The moderating role of personality traits ” . *Journal of Retailing and Consumer Services*, Vol. 17, pp. 73-79. 8. Alajoutsij?rvi, K., M?rler, K. and Rosenbr?rger, C.-J. (1999). “ Relevance of Focal Nets in Understanding the Dynamics of Business Relationships ” . *Journal of Business-to-Business Marketing*, Vol. 6(3), pp. 184-200. 9. Amaratunga, D. B., Sarshar, M. and Newton, R. (2002). *Quantitative and Qualitative Research in the built environment: application of mixed research approach*. *Work Study*, Vol. 15(1), pp. 17-31 10. Ambler, T. and Style, C. (1996). “ Brand development versus new product development: towards a process model of extension decisions ” . *Marketing Intelligence & Planning*, Vol. 14 (7), pp.10-19. 11. Amin, S. M., Ahmad, U. N., and Hui, L. S. (2012). “ Factors Contributing to Customer Loyalty toward Telecommunication Service Provider ” , *Procedia-Social and Behavior Sciences*, Vol. 4, pp. 282-286. 12. Anderson, J. C., and Gerbing, D. W. (1982). “ Some methods for respecifying measurement models to obtain unidimensional construct measurement ” . *Journal of*

Marketing Research, Vol.19 (4), pp. 453-460. 13.Anderson, J. C., and Gerbing, D. W. (1988). "Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach", *Psychological Bulletin*, Vol.103(3), pp. 411-423. 14.Anderson, E. W., Fornell, C., and Lehmann, D. R. (1994). "Customer satisfaction, market share, and profitability: Findings from Sweden". *Journal of Marketing*, Vol. 58 (3), pp. 53-66. 15.Anderson, R. E. and Srinivasan, S. S. (2003). "E-satisfaction and e-loyalty: A contingency framework". *Psychology & Marketing*, Vol. 20, pp. 123-138. 16.Anderson, E. and Weitz, B. (1992). "The Use of Pledges to Build and Sustain Commitment in Distribution Channels". *Journal of Marketing Research*, pp. 18-34. 17.Andrews, K. R. (1971). *The Concepts of Corporate Strategy*. Dow Jones-Irwin, Homewood, IL. 18.Anton, J. (1996). *Customer relationship management*, Prentice Hall, New York. 19.Anton, J., Hoeck, M. (2002). *E-business customer service*. The Anton Press, Santa Monica, CA. 20.Backman, C. W., and Crompton, J. L. (1991). "The usefulness of selected variables for predicting activity loyalty". *Leisure Sciences*, Vol. 13, pp. 205-220. 21.Bagozzi, R. P., and Yi, Y. (1988). "On the evaluation of structural equation models". *Journal of The Academy of Marketing Science*, Vol. 16(1), pp.74-94. 22.Balmer, J. M. (1995). "Corporate branding and connoisseurship". *Journal of General Management*, Vol. 21(1), pp. 2-46. 23.Barney, J. B., Wright, M., Ketchen, D. (2001). "The Resource-Based View of the Firm: Ten Years After 1991". *Journal of Management*, Vol.27 (6), pp. 625-641. 24.Beatty, S. E., Morris M., Coleman, J. E., Reynolds, K. E (1996). "Customer-sales associate retail relationships". *Journal of Retailing*, Vol. 72(3), pp. 223-48. 25.Bejou, David (1997). "Relationship marketing: evolution, present state and future". *Psychology and Marketing*, Vol.14 (8), pp.727-36. 26.Benjamin (2010). In the speech in Tirol Mountain Bike Experience. Taipei Cycle Show 27.Bentler, P. M. (1989). *EQS: Structural Equation Program Manual*. Encino, CA: Multivariate Software, Inc. 28.Besanko, D., Jean-Pierre, D., Sachin, G. (2005). "Own-Brand and Cross-Brand Retail Pass-Through". *Marketing science*, Vol. 24(1), pp.123-137. 29.Bernard, M., Karim M. (2005). "Defining intellectual capital: a three-dimensional approach". *Management Decision*, Vol. 43(9), pp.1114-1128. 30.Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988). "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality". *Journal of Retailing*, Vol. 64(1), pp.12-40. 31.Berry, L. L., and Parasuraman, A. (1991). *Marketing Services: Competing Through Quality*. New York: The Free Press. 32.Berry, L. L. (1995). "Relationship marketing of services - growing interest, emerging perspective". *Journal of The Academy of Marketing Science*, Vol. 23(4), pp. 236-245. 33.Besanko, David, Dub?? J. P, and Gupta, S. (2005). "Own-Brand and Cross-Brand Retail Pass-Through," *Marketing Science*, Vol. 24(1), pp.123-137. 34.Bettman, J.R., (1973). "Perceived risks and its components: a model and empirical test". *Journal of Marketing Research*, Vol. 10(2), pp.184-190. 35.Bharawaj, A., (2000). "A resource-based perspective on information technology capabilities and firm performance: an empirical investigation". *MIS Quarterly*, Vol. 1(24), pp.169-196. 36.Blackston, M. (1992). "Observations: Building equity by managing the brand's relationships". *Journal of Advertising Research*, Vol. 32, pp.79-83. 37.Blattberg, R. C. and Neslin, S. A (1993). "Sales Promotion Models" in *Handbooks in Operations Research and Management Science: Marketing Models*, pp. 553-609 38.Bollen, K. A. (1989). *Structural equation modeling with latent variables*. New York: John Wiley. 39.Bourdieu, P. (1986). "The forms of capital". New York: Greenwood, pp.241-258. 40.Bowersox, D. J, Stank, T. P Daugherty, P. J (1999). "Learn Launch: Managing Product Introduction Risk Through response- Based Logistic". *Journal of Product Innovation Management*, Vol. 16(6), pp. 557-568. 41.Burt, R. (1992). *Structural holes versus network closure as social capital*. *Social Capital: Theory and Research*. NY: Aldine. 42.Bradshaw, D. and Brash, C. (2001). "How to personalize computer relationships for increased profitability". *International Journal of Retail & Distribution Management*, Vol.29(12), pp. 520-529. 43.Brettel, M., Strese, S. and Flatten, T. C. (2012). "Improving the performance of business models with relationship marketing efforts – An entrepreneurial perspective". *European Management Journal*, Vol. 30, pp. 85-98. 44.Brown, T. J., and Dacin, A. (1997). "The company and the product: corporate associations and consumer product responses". *Journal of Marketing*, Vol. 61, pp. 68-84. 45.Buttle, F. A., Ahmad, R., Aldlaigan, A.H. (2002). "The Theory and Practice of Customer Bonding", *Journal of Business-to-Business Marketing*, Vol. 9(2), pp.3-27 46.Byrne, B. M. (2001). *Structural Equation Modelling with Amos: Basic Concepts, Applications, and Programming*. Mahwah, NJ: Erlbaum. 47.Carey, S., Lawson, B., Krause, D. R. (2011). "Social capital configuration, legal bonds and performance in buyer – supplier relationships", *Journal of Operations Management*, Vol. 29, pp. 277-288 48.Carlot, P., (2002). *Technological revolutions and Financial Capital*. Pp. 18-84. 49.Cavana, R. Y., Delahaye, B. L. and Sekaran, U. (2001). *Applied Business Research: Qualitative and Quantitative Method*, John Wiley & Sons Australia, Ltd. 50.Caves, R. E. (1980). "Industrial organization, corporate strategy and structure". *Journal of Economic Literature*, Vol. 58, pp. 64-92. 51.Chen, I. J and Popovich, K. (2003). "Understanding Customer Relationship Management: People, Process and Technology." *Business Management Journal*, Vol. 9(5), pp. 672-688. 52.Chevalier, Michel, and Ronald, C. (1976). "Retail Promotions as a Function of Trade Promotions: A Descriptive Analysis". *Sloan Management Review*, Vol. 18(3), pp.19-32. 53.Coleman, J. S. (1990). *Foundations of Social Theory*, Belknap press of Harvard University press, London, UK. 54.Coleman, J. S. (1995). *Achievement-Oriented School Design*. In: Hallinan, M.T. (Ed.), Plenum, New York, pp. 11-29. 55.Coughlan, A.; Anderson, E; Stern, L.; El-Ansary, A. (2001). *Marketing Channels*. New York: Prentice Hall. 56.Cram, T. (2006). "Smarter Pricing". *The Ashridge Journal*. 57.Crosby, and Stephens (1987). *Quality Is Free: The Art of Making Quality Certain*, New York: New American Library. 58.Crosby, L. A., Evans, K. R., and Cowles, D. (1990). "Relationship quality in services selling: An interpersonal influence perspective". *Journal of Marketing*, Vol. 54(3), pp. 68-81. 59.Cronbach, L. J. (1951). "Coefficient Alpha and the Internal Structural of Tests". *Psychometrika*, Vol.16(3), pp. 297-334. 60.Czepiel, J. A., and Gilmore, R. (1987). *Exploring the concept of loyalty in services*. *The Services Challenge: Integrating for Competitive Advantages*, pp. 91-94. Chicago: IL, American Marketing Association. 61.De Bonis, N. J., Peterson, R. S. (1997). *The AMA Handbook for Managing Business to Business Marketing*, Chicago, NTC Business Books. 62.De Wulf, K., Odekerken-Schr?fer, G., and Iacobucci, D. (2001). "Investments in consumer relationships: A cross-country and cross-industry exploration". *Journal of Marketing*, Vol.65(4), pp.33-50. 63.Dibb, S., Meadows, M. (2001).

“ The Application of a Relationship Marketing Perspective in Retail Banking ” . *Service Industry Journal*, Vol.21 (1), pp.169-194. 64.Dick, A. S., and Basu, K. (1994). “ Customer loyalty: Toward an integrated conceptual framework ” . *Journal of The Academy of Marketing Science*, Vol.22(2), pp.99-113. 65.Dickson, Peter R., and Urbany, Joel E. (1994). “ Retailer reactions to competitive price changes ” . *Journal of Retailing*, Vol.70(1), pp.1-21. 66.Dodson, J. A., Tybout, A. M. and Sternthal, B. (1978). “ Impact of Deals and Deal Retraction on Brand Switching ” . *Journal of Marketing Research*, Vol. 15(1), pp. 72-78. 67.Dyer, L. A. (1997). “ Effectiveness of caterpillar defenses against three species of invertebrate predators ” . *Journal of Research on the Lepidoptera*, Vol. 35, pp.1-16. 68.Edward, J. A., Yong, B. (2010). “ Price competition with integrated and decentralized supply chains ” . *European Journal of Operation Research*, Vol. 200 (1), pp. 227-234. 69.Eitan, G. and James. D. H. (1995). “ Pull Promotions and Distributor Coordination ” . *Marketing Science at University of Florida*, Vol. 14 (1), pp. 872-886. 70.Fournier, Susan, (1998). “ Consumers and Their Brands: Developing Relationship Theory in Consumer Research ” . *Journal of Consumer Research*, Vol. 24(4), pp. 343-373. 71.Forester, T. and Morrison, P. (1990). “ Computer unreliability and social vulnerability ” . *Futures*, Vol. 22(5), pp. 462-474. 72.Fornell, C., and Larcker, D. F. (1981). “ Evaluating structural equation models with unobservable variables and measurement error ” . *Journal of Marketing Research*, Vol. 18(1), pp. 39-50. 73.Frazier, G. L., and Summers, J. O. (1986). “ Perceptions of interfirm power and its use within a franchise distributor of distribution ” . *Journal of Marketing Research*, Vol. 23, pp. 169-76. 74.Festinger, Leon, A. (1957). *A Theory of Cognitive Dissonance*: Stanford: Stanford University Press. 75.Friedman, D. D. (1990). *Price Theory: An Intermediate Text*. South-Western Publishing Co. 76.Ganesan, S. (1994). “ Determinants of Long-Term Orientation in Buyer-Seller Relationships ” . *Journal of Marketing*, Vol. 58(2), pp. 1-19. 77.Gardner, J. T., M. C. Cooper, and Noordewier, T. G. (1994). “ Understanding Shipper-Carrier and Shipper-Ware house Relationship ” . *Journal of Business Logistics*, Vol.15 (2), pp. 121-143. 78.Gassenheimer, Jule B., J. Charlene Davis, and Robert Dahlstrom (1998). “ The Effects of Incongruity: Is Dependent What We Want To Be ” . *Journal of Retailing*, Vol. 74, pp. 247-271. 79.Gaski, John, F., (1996). “ Distribution channels: a validation study ” . *International Journal of Physical Distribution & Logistics Management*, Vol. 26 (5), p. 64. 80.Gerstner, E., Hess, J. D. (1995). “ Pull promotions and channel coordination ” . *Marketing Science*, Vol. 14, pp. 43-60. 81.Gilmour, P., and Borg, G. (1994). “ Customer Service: Differentiating by Market Segment ” . *International Journal of Physical Distribution & Logistics Management*, Vol. 24 (4), pp. 18-23. 82.Goldenberg, B. (2000). “ What is CRM? What is an e-customer? Why you need them now ” . In *Proceeding of Customer Relationship Management Conference*, Boston, MA, pp. 27-29. 83.Grant, R. M. (1991). *The resource based theory of competitive advantage: Implications for strategy formulation*. *California Management Review*, Vol. 33(3), 114-135. 84.Grewal D., Levy M., Kopalle P. K, and Hess J. D. (2004). “ Emerging trends in retail pricing practice: implication for research ” . *Journal of Retailing* 80, xiii – xxi. 85.Gwinner, K. P., Gremler, D. D., and Bitner, M. J. (1998). “ Relational benefits in services industries: The customer's perspective ” . *Journal of The Academy of Marketing Science*, Vol. 26(2), pp. 101-114. 86.Hair, J. F., Anderson, R. E., Tatham, R. L., and Black, W. C. (1995). *Multivariate Data Analysis with Readings* (4th Ed.). Englewood Cliffs, NJ: Prentice Hall. 87.Hansson, H. and Larsson, C. (1975). “ Industrial Marketing: An Organizational Problem ” , *Industrial Marketing Management*, Vol. 4(2), pp. 113-123. 88.Hammarkvist, K-O., Hansson, H., Mattsson, L-G. (1982). *Malmhög Liber Förlag*. 89.Handfield, R. B., and Nichols, E. L. (2002). *Supply chain redesign: Transforming supply chains into integrated value systems*, Upper Saddle River, NJ: Prentice-Hall. 90.Heide, J. B, Kenne, H. W. (1995). “ Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects ” . *Journal of Marketing*, Vol. 65, pp. 54-66. 91.Hennig-Thurau, T., Gwinner, K.P., Gremler, D.D. (2002). “ Understanding relationship marketing outcomes: an integration of relational benefits and relationship quality ” . *Journal of Service Research*, Vol. 4 (3), pp.230-247. 92.Hoch, Stephen J., Kim, B. D, Montgomery, Alan L., and Rossi, P. E. (1995). “ Determinants of store-level price elasticity ” . *Journal of Marketing Research*, Vol. 32, pp. 17-29. 93.Hogarth, R. (1980). *Judgment and Choice: The Psychology of Decision*. New York: Wiley. 94.Holmes-Smith, P., Coote, L., and Cunningham, E. (2006). *Structural Equation Modelling: From the Fundamentals to Advanced Topics*. Melbourne: SREAMS. 95.Holmlund, M., Kock, S. (1995). “ Buyer Perceived Service Quality in Industrial Networks ” , *Industrial Marketing Management*, Vol. 24(2), pp. 109-121. 96.Hsieh, Y., and Hiang, S. (2004). “ A study of the impacts of service quality on relationship quality in search-experience-credence service ” . *Total Quality Management*, Vol. 15(1), pp. 43-58. 97.Howard, J. A. and Sheth, J. N. (1969). *The Theory of Buyer Behavior*. New York: Wiley. 98.Jacoby, J., and Chestnut, R. W. (1978). *Brand loyalty: Measurement and Management*. New York: Wiley. 99.Jamerson, F. E., Benjamin (2011). *Electric Bike Worldwide Reports*. Tenth edition, pp. 1-20. 100.Jain, S. (2000). *Marketing: Planning & Strategy* (6.ed), Cincinnati: Thomson Learning. 101.Johanson, J., Mattsson, L. G. (1987). “ Interorganizational Relationships in Industrial Systems-A Network Approach Compared with the Transaction Cost Approach ” . *International Journal of Management Orientation*, Vol.17 (1), pp.34-48. 102.Jones, H., and Farguhar, J. D. (2003). *Contact management and customer loyalty*. *Journal of Financial Services Marketing*, Vol. 8(1), pp. 171-178. 103.Johnston, R. and Lawrence, P. (1988). “ Beyond Vertical Integration- The Rise of Value-Adding Partnership ” , *Harvard Business Review*, Vol. 66, pp. 94-101. 104.Kahn, B. E., Kalwani, M. U., and Morrison, D. G. (1986). “ Measuring variety seeking and reinforcement behaviors using panel data ” . *Journal of Marketing Research*, Vol. 23(2), pp. 89-100. 105.Kandel, J. (2000). “ CRM, ERP, one-to-one Decoding Relationship Management Theory and technology ” , *Trusts & Estates*, pp.49-53. 106.Kassanoff, B. (2000). “ Build loyalty in you e-business ” . In *Proceeding of Customer Relationship Management Conference*, Boston, MA, pp. 27-29. 107.Keller, K. L. (1993). “ Conceptualizing, measuring, and managing customer-based brand equity ” . *Journal of Marketing*, Vol. 57(1), pp. 1-22. 108.Keller, Wolfgang. (2004) *International Technology Diffusion*, *Journal of Economic Literature*, Vol. 42(3), pp. 752-82. 109.Kim, W. G and Cha, Y. (2002). “ Antecedents and consequences of relationship quality in hotel industry ” . *International Journal of Hospitality Management*. Vol. 21 (4), pp. 321-338. 110.Kline, R. B. (2005). *Principles and Practice of Structural Equation Modeling* (2nded.). New York: The Guilford Press. 111.Lawson, B., Tyler, B. B., Cousins, P. D.

(2008). "Antecedents and consequences of social capital on buyer performance improvement, *Journal of Operations Management*, Vol. 26, pp. 446 – 460.

112. Liang, C., and Wang, W. (2005). Integrative research into the financial services industry in Taiwan: Relationship bonding tactics, relationship quality and behavioral loyalty. *Journal of Financial Services Marketing*, Vol. 10(1), pp. 65-83.

113. Lilien, G., Kotler, P. and Moorthy, K. (1992). *Marketing Models*. New Jersey: Prentice-Hall.

114. Liljander, V. and Strandvik, T. (1995). "The Nature of Customer Relationships in Services", *Advances in Service Marketing and Management*, Vol. 4, pp. 141-167.

115. Lin, C., Weng, J. C. M., and Hsieh, Y. (2003). Relational bonds and customer's trust and commitment - A study on the moderating effects of web site usage. *The Services Industries Journal*, Vol. 23(3), pp. 109-127.

116. Lin, S. L. (2005). A study of the influence on repurchase intention of customer satisfaction and brand loyalty: In the case of automobile selling business. Unpublished master thesis, Chung Yuan Christian University, Taiwan.

117. Lovelock and Christopher, H. (1996). *Services Marketing*, 3rd, Englewood Cliffs, NJ: Prentice-Hall.

118. Margulies, W. (1977). "Make the most of your corporate image", *Harvard Business Review*, July-August, pp. 66-77.

119. Marr, B., Spender, J. C. (2004). "Measuring knowledge assets-implications of the knowledge economy for performance measurement", *Measuring Business Excellence*, Vol. 8(1), pp.18-27.

120. Maslow, A. (1954). *Motivation and Personality*, Harper and Row, New York.

121. McCall, G. J. (1970). "The Social Organization of Relationships, Social Relationships", Aldine Publishing Company, pp. 3-34.

122. McCorkell, G. (1997). *Direct and Database Marketing*, London, Kogan Page.

123. MacGillivray, H., Nelson, G., and Prilleltensky, I. (1998). Partnerships for solidarity with disadvantaged people: Values, stake holders, context, processes, and outcomes. Wilfrid Laurier University. Waterloo.

124. Mentzer, J. T., Min, S. and Zacharia, Z. G. (2000). "The Nature of Interfirm Partnering in Supply Chain Management," *Journal of Retailing*, Vol. 76(4), pp. 549-568.

125. Moorthy and Sridhar (2005). "A General Theory of Pass-Through in Distributors with Category Management and Retail Competition", *Marketing Science*, Vol. 24(1), pp. 110-122.

126. Morgan, R. M. and Hunt, S.D. (1994). "The Commitment Trust Theory of Relationship Marketing", *Journal of Marketing*, Vol. 58, pp. 20-38.

127. Mohr, J. and Spekman, R. E. (1994). "Characteristics of Partnership Success: Partnership Attributes, Communication Behavior, and Conflict Resolution Techniques," *Strategic Management Journal*, Vol. 15(2), pp. 35-152.

128. Mullin, T. and Cummins, J. (2010). *Sales Promotion: How to Create, Implement and Integrate Campaigns That Really Work*. 4th Edition.

129. Narayana, L.L. and Markin R. T. (1975). "Consumer behaviour and product performance: an alternative conceptualization". *Journal of Marketing*, Vol. 39, pp. 1-6.

130. Narayandas, D. and Rangan, V. K. (2004). "Building and Sustaining Buyer-Seller Relationships in Mature Industrial Markets", *Journal of Marketing*, Vol. 68(3), pp. 63-77.

131. Ndubisi, N. O. (2007). Relationship marketing and customer loyalty. *Marketing Intelligence*, Vol. 25(1), pp. 98-106.

132. Neuman, W. L. (1997). *Social research methods: Qualitative and quantitative approaches*

133. Nunnally, J. C. and Bernstein, I. H. (1994). *Psychometric Theory*, New York: McGraw-Hill.

134. Oliver, Richard, L. (1999). "Whence Consumer Loyalty". *Journal of Marketing*, Vol. 63, pp. 33-44.

135. Palmatier, P., Dant, R. P., Grewal, D., and Evans, K. R. (2006). "Factors influencing the effectiveness of relationship marketing: A meta-analysis". *Journal of Marketing*, Vol. 70, pp. 136-156.

136. Park, C. W., Jaworski B. J., MacInnes, D. (1986). "Strategic brand concept image management. *Journal of Marketing*, Vol. 50, pp. 135-45.

137. Peltier, J. W., and Westfall, J. (2000). "Dissecting the HMO-benefits managers relationship: what to measure and why". *Marketing Health Services*, Vol. 20(2), pp. 4-13.

138. Peppers, D. and Rogers, M. (2001). "One to one B2B: Customer Development Strategies for the Business-to-business World", Doubleday, New York, NY.

139. Perez, Carlota (2002). *Technological Revolutions and Financial Capital: The Dynamics of bubbles and Golden Ages*, Cheltenham, Elgar.

140. Peterson, R. A. (1995). Relationship marketing and the consumer. *Journal of the Academy of Marketing Science*, Vol. 23(4), pp. 278-281.

141. Plummer, J. T. (1985). "How Personality Makes a Difference". *Journal of Advertising Research*, Vol. 24(6), pp. 27-31.

142. Plummer, J. T. (2006). "Editorial: What do people do with advertising? The Critical Question". *Journal of Advertising Research*, Vol. 46(1), p.1.

143. Porter, B. W. and Kenneth S. M. (1990). "Developing a tool for knowledge integration: initial results". *International Journal of Man-Machine Studies* Vol. 33(4), pp. 373-383.

144. Pugh, L. (1991). "Customer satisfaction guarantees customer loyalty". *Do-It-Yourself Retailing*, Vol. 161(6), p. 80.

145. Rangan, V. K.; Menezes, M. A. J. and Maier, E. P. (1991). "Channel Selection for New Industrial Products: A Framework, Method and Application". *Journal of Marketing*, Vol. 56, p. 69-82.

146. Reichheld, F. F. (1996). "Learning from customer defections", *Harvard Business Review*, Vol. 74, pp.56-69.

147. Reichheld, F. F. (2000). "The Loyalty Effect". Boston MA, Harvard Business Press.

148. Reynolds, K. and Beatty, S. (1999). "Customer benefits and company consequences of customer salesperson relationships in retailing", *Journal of Retailing*, Vol. 75(1), pp.11-32.

149. Rodriguez, J. B. et al., (2005). *Determinantes da Intensidade de Distribuição: Muito Al? da Categoriado Produto*. In: *Anais do Enampad*.

150. Roos, J., G., Edvinsson, L., and Dragonetti, N. C. (1998). *Intellectual capital: navigating in the new business landscape*. New York: New York University Press.

151. Rosenbloom, B. (1999). *Marketing Channels*, 6th ed., the Dryden Press, Orlando, FL, p. 688.

152. Rothschild, M. L. and Gaidis, W. C. (1981). "Behavioral Learning Theory: Its Relevance to Marketing and Promotions". *Journal of Marketing*, Vol. 45, pp. 70-78.

153. Sako, M. (1992). *Prices, quality and trust. Interfirm relations in Britain and Japan*, Cambridge University Press, Cambridge, UK.

154. Sekaran, U. (2000). *Research Methods for Business: A Skill -Building Approach* (3ed.). New York: John Wiley & Sons, Inc.

155. Sirdeshmukh, D. (2000). "Agency and trust mechanisms in consumer satisfaction and loyalty judgments". *Journal of the Academy of Marketing Science*, Vol. 28(1), pp. 150-167.

156. Small, A.W. (1915). "The Bonds of Nationality". *American Journal of Sociology*, Vol. 20(5), pp. 629-683.

157. Smith, B. (1998). "Buyer-seller relationship: Bonds, relationship management, and sextype". *Canadian Journal of Administrative Sciences*, Vol. 15(1), pp. 76-92.

158. Scott, Carol A., and Yalch, R. (1980). "Consumer Response to Initial Product Trial: A Bayesian Analysis", *Journal of Consumer Research*, Vol. 7, pp. 32-41.

159. Sheth, J. N. and Parvatiyar, A. (2000). *Handbook of Relationship Marketing*, Sage, Thousand Oaks, CA, .

160. Stokes, R. C. (1985). "The Effects of Price, Package Design, and Brand Familiarity on Perceived Quality". Lexington: Lexington Books.

161. Storbacka, K., Strandvik, T., and Gr?r?n, C.

(1994). Managing customer relationships for profit: The dynamics of relationship quality. *International Journal of Service Industry Management*, Vol. 5(5), pp. 21-38.

162. Stum, D. L. and Thiry, A. (1991). "Building customer loyalty", *Journal of Training and Development*, pp. 34-36.

163. Swift, Ronald, S. (2001). *Accelerating Customer Relationships*, NJ, Prentice Hall.

164. Tucker, F. G., (1994). "Creative Customer Service Management". *International Journal of Physical Distribution & Logistics Management*, Vol. 24(4), pp. 32-40

165. Turnbull, P. W. and Wilson, D. T. (1989). "Developing and protecting profitable customer relationships". *Industrial Marketing Management*, Vol. 18, pp. 233-8.

166. Turner, R. H. (1970). *Family Interaction*, U. S. A.: John Wiley and Sons Inc.

167. Tyagi, R. K. (1999). "A characterization of retailer response to manufacturer trade deals". *Journal Marketing Research*, Vol. 36(4), pp. 510-516.

168. Tybout, Alice, M. and Carol, A. S. (1983). "Availability of Well-Defined Internal Knowledge and the Attitude Formation Process: Information Aggregation Versus Self-Perception". *Journal of Personality and Social Psychology*, Vol. 44(3), pp. 474-479.

169. Tzokas, N., Saren, M., Kyziridis, P. (2001). "Aligning Sales Management and Relationship Marketing in the Services Sector". *Service Industry Journal*, Vol. 21(1), pp. 195-210.

170. Ulaga, W. and Eggert, A. (2006). "Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status". *Journal of Marketing*, Vol. 70, pp. 119-136.

171. Uncles, M. D., Dowling, G., and Hammond, K. (2003). "Customer loyalty and customer loyalty programs". *Journal of Consumer Marketing*, Vol. 20(4), 294-316.

172. Verhoef, P. C. (2003). "Understanding the effect of customer relationship management efforts on customer retention and customer share development". *Journal of Marketing*, Vol. 67(4), pp. 30-45.

173. Watkins, A. and Hill, R. P. (2009). "A simulation of business-to-business decision making in a relationship marketing context", *Industrial Marketing Management*, Vol. 38, pp. 994-1005.

174. Welsh, K. (2008). *Happy About Customer Service*. ISBN: 1-60005-093-X

175. Wernerfelt, B. (1984). "A Resource-based View of the Firm". *Strategic Management Journal*, Vol. 5, pp. 171-180.

176. Zeithaml, Valerie A. and Bitner, M. J. (2000). *Services Marketing*, New York: McGraw Hill, 2nd.

177. Zikmund, W. G. (2003). *Business Research Method (8th Ed.)*. Cincinnati, Ohio: Thomson/SouthWestern.

178. Zineldin, M. (2006). "The royalty of loyalty: CRM, quality, and retention", *Journal of Consumer Marketing*, Vol. 27, pp. 430-7.