

運用品牌關係、顧客關係與夥伴關係建立顧客忠誠度與零售商忠誠度

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ABSTRACT

This thesis examined and drew upon theory to test the impact of the relationship of brand relationships (BR), customer relationships (CR), and partner relationships (PR) on customer 's loyalty and distributor 's loyalty. This study demonstrated to test a range of elements that contributed to an e-bike customer loyalty and distributor loyalty. The core of this research was the examination of whether BR, CR, and PR used as marketing tool could improve elements of customer 's loyalty and distributor 's loyalty for the e-bike context. The findings provided support for the key research questions. The results provided a representation of elements that guide customer 's loyalty and distributor 's loyalty and signal opportunities for best strategies. The significance for management of the current research findings was highlighted and these included the issues related to distributor and manufacturer and the provision of e-bike industry. Similarly important, results indicated that e-bike manufacture required plans that in corporate clear objectives, appropriate strategies and post program evaluation. In completing the above mentioned studies, it would allow the model proposed in this research to be placed in a wider context. Further to this, the results obtained in this study would likely assist the special industry to develop programs that could deliver higher loyalty and more effective outcomes.

Keywords : Brand Relationships、 Customer Relationships、 Customer Loyalty、 Distributor Loyalty、 Partner Relationships

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