

The Model of Relationships among Brand, Customer, and Partnership of Relationship Bonds: The Example of International In

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ABSTRACT

The purpose of this study is, through exploring the relationship bond strategy, the establishment of the relationship type, customer loyalty, and purchase intention and for the objects of insurance brokers, to make enterprises effectively control customer information and establish a long-term two-way relationship with customers, so as to enhance competitiveness and make enterprises maintain customer loyalty and enhance purchase intention long. In this study, the effect of the relationship bond strategy of the insurance brokers on customer loyalty and purchase intention is explored by the questionnaire survey. The questionnaire objects of this study are insurance consumers in Taiwan, with total 407 effective samples, and an empirical analysis is conducted by the SPSS, AMOS statistical software. The main result, implications, and contributions of this study are described as follows: 1. Brand awareness, the reference price, and information sharing practices affect mostly on the establishment of different relationships. 2. The links between enterprises and customers in brand relationship, customer relationship, and partnership will affect customer loyalty and purchase intention. Among them, the effectiveness of customer relationship is larger than brand relationship on customer loyalty and purchase intention, finding that customer relationship is the main reason in the effect of customer purchase. 3. In business, for consumers and insurance brokers, brand relationship, customer relationship, and partnership are all indispensable relationship factors. 4. The establishment of the relationship strategy proposed in this study provides a basis for enterprises in developing strategies.

Keywords : capital pattern、 relationship bond strategy、 customer loyalty、 purchase intention

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