

# The Study on the Relationship between Transnational Corporation Customer Participation and Customer Satisfaction...

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## ABSTRACT

This study examines the relationship between customer participation and customer satisfaction by adopting customer participation as independent variable, customer satisfaction as dependent variable and perceived retail crowding as moderating variable. Questionnaires were filled out by the consumers in a foreign furnishings chain stores in Taiwan. Through quantitative research methods, questionnaire, Likert's seven-point scale between empirical analysis, 600 copies of questionnaires were distributed and 532 questionnaires were valid. the empirical results: 1. Customer participation and customer satisfaction have significant positive relationship. 2. Spatial crowding and customer satisfaction have significant negative relationship. 3. Human crowding and customer satisfaction do not have significant negative relationship. 4. Spatial crowding was found to have moderating effects between Customer participation and customer satisfaction. 5. Human crowding was found to have moderating effects between Customer participation and customer satisfaction. Finally, according to the conceptual framework and research findings, the study provided some meanings and suggestions in the theories, empirical studies, practices and future directions.

Keywords : Customer participation、Customer satisfaction、Perceived crowding

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