

The Service Triangle and the Effect of Customer Value Chain on Brand Equity-A Case Study of Tai-Hwa Pottery Company

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ABSTRACT

This study aims to discuss the correlation between service triangle, customer value chain and brand equity. By generalizing a conclusion from the discoveries of this research, we submit related suggestions. When the enterprises intend to develop marketing strategies, they can adopt valid marketing plans to create customer value and raise brand equity based on the summary of this study. The major findings of this study were: 1. For the customers of TAI-WHA POTTERY, the higher level of satisfaction about service triangle, which is composed of internal marketing, external marketing and interactive marketing, the higher level of satisfaction about customer value chain. 2. Customer value chain and brand equity are high-positive correlated. The higher level of customer satisfaction about customer value chain, the higher of brand equity. 3. The service triangle of TAI-WHA POTTERY, which is composed of internal marketing, external marketing and interactive marketing is not significantly correlated with brand equity. 4. Customer value chain has the mediating effect on the relationship between service triangle and brand equity. As a result, there is a relation between service triangle and brand equity.

Keywords : External marketing、 Internal marketing、 nteractive marketing、 Customer value、 Brand

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