

# The Impacts of Customer Orientation, Relationship Quality and Satisfaction upon Customer Loyalty of Sports Apparel ...

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## ABSTRACT

The main purpose of this study is to discuss the impacts of customer orientation, relationship quality and satisfaction upon customer loyalty of sports apparel brand in Taiwan and Mainland China. A survey was conducted in Taiwan and Shanghai. On the one hand, we received 382 complete questionnaires in Taiwan, giving a 96% response rate, and 372 of them are useful. On the other hand, we received 360 complete questionnaires in Shanghai, giving a 90% response rate, and 356 of them are useful. The findings of this research indicate that: (1) In Taiwan and mainland China, customer orientation positively affects relationship quality.(2) In Taiwan and mainland China, relationship quality positively affects satisfaction.(3) In mainland China, relationship quality has a positive effect on customer loyalty; In Taiwan, the relationship quality was not reached significant impact on customer loyalty.(4) In Taiwan and mainland China, customer satisfaction positively affects customer loyalty.(5) In Taiwan and mainland China, customer orientation mostly had mediated influences on customer satisfaction through relationship quality.(6) In mainland China, customer orientation mostly had mediated influences on customer loyalty through relationship quality; In Taiwan, customer orientation cannot impact customer loyalty through relationship quality.

Keywords : Customer Orientation、 Relationship Quality、 Customer Satisfaction、 Customer Loyalty

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