

A Study On Relationship Quality Model in The Hair Styling Industry

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ABSTRACT

Hair styling industry is a general industry, but it is difficult to attract customers, to improve satisfaction of customers and to cultivate customers' loyalty in this getting more and more competition marketplace. Therefore, to breakthrough the difficult position of this situation, we should find the new marketing ways. Form past scholars' researches, we find that relationship marketing must be a method for service industry to overcome this difficult position at the moment. So, the main purpose of this research is to probe into the relationship quality in relationship marketing to put in use in service industry, and including the relationship-time-factor to explore different relationship quality pattern by short-term and long-term-factor, which interprets the difference that affects relationship quality pattern. This research is to consider the hair styling customers as an object in Taichung city. The quality of the hairdresser-customer relationship and other relative variables in this research are as perceived by the customers. The main results as follow: 1. Different relationship-time groups analysis shows that except expertise, there is no difference within service tangibility、interaction intensity、mutual disclosure、cooperative intentions and the satisfaction and trust with relationship quality. 2. For long-term side: except expertise and service tangibility, all the other variables make positive and strong outcome with relationship quality, ordered by interaction intensity、mutual disclosure、cooperative intentions. Relationship quality makes positive and strong outcome with the customers' loyalty, ordered by trust、satisfaction. 3. For short-term side: except service tangibility, all the other variables make positive and strong outcome with relationship quality, ordered by professional expertise、mutual disclosure、cooperative intentions、interaction intensity. Relationship quality make positive and strong outcome with the customers' loyalty, ordered by satisfaction、trust. 4. All factors get higher grades in long-term group than short-term group. It is that the longer the time, the good the relationship quality and the higher the customers' loyalty.

Keywords : Hair Styling Industry ; Relationship Marketing ; Relationship Quality ; LISREL Model

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