

The Effect of Brand Image and Marketing Satisfaction on Customer Loyalty-in Case of English Tutorial Centers in Urban Ch

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ABSTRACT

For the two decades, Taiwan English education has grown rapidly. All of the firms keep digging their brains to develop new teaching materials, developing qualified teacher and setting the English-learning environment for children and adults. Meanwhile, a trend towards GEPT (General English Proficiency Test) is rising in recent years. Taiwan students' English levels are advancing, and English education is also becoming a "Sport for all". However, Taiwan's birthrate is dropping, and it also narrows the market. Each chain of brands has reached its mature period of life cycle for products. Too much competitor in the market. The market is in the low profit century. In this situation, to develop a new market in China is an inevitable trend. Followed by join WTO, Shanghai's bidding for 2010 World Expo and the running up to the Beijing Olympics, China is reforming English testing and teaching methods, creating a good business opportunity for those wanting to get in to the open Chinese market. In fact, China holds the largest number of English learners in the world. According to investigation, the market value is more than 100 hundred million RMB. The people who want learn English is more than 2000 ten thousand people. No doubt, China is becoming the biggest market for English learning. Since Taiwan and China have been separated for over 50 years, the cultures and values develop far differently between the straight. To understand different English educating mechanism, this paper will do researches on the brand images of China's English-teaching institutions, and how the marketing satisfaction affects the customer loyalty. The research takes China's coastal cities as the objects of study, probing into the following question 1. How the brand image of adult English education firms in China's coastal cities affects the customer loyalty. 2. How the marketing satisfactory of adult English education firms in China's coastal cities affects the customer loyalty. 3. How the marketing satisfactory and brand image of adult English education firms in China's coastal cities affects the customer loyalty. The variables in brand image include three factors: brand function, brand symbol, and brand experience. The variables in marketing satisfactory include four factors: product qualities, service qualities, prices and the arrangements for transportation. The variables in customer loyalty include two factors: purchase intention and derivational behavior. The result shows that the learners of adult English education firms in China's coastal cities do care about the brand function, brand symbol, brand experience, product qualities, service qualities, prices and the arrangements for transportation. All these factors affect purchase intention and derivational behavior.

Keywords : Brand Image, Marketing Satisfactory, Customer Loyalty.

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