

# The Research on the Influence of Product Innovation, Corporate Image and Customer Satisfaction on Customer Lifetime Value

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## ABSTRACT

The IT industry of Taiwan has played a key role in the global economic system, whether it's application development or manufacturing. During the process of market globalization, the information that "Made In Taiwan" delivered to the global consumers has become a representation of high-quality, after constant quenching and improvements after the '90s. Following from China's economy burst and its manufacturing industry's comparative advantages, which attracted numerous foreign investments (FDI), the IT industry of Taiwan should not only move its factories to China and strengthen the overall global market development with greater speed, the industry should also attempt to seek other business model beyond ODE/ODM in order to further raise its competitiveness. Therefore, creating a brand name becomes the next challenge. We can learn from multi-national enterprises, things such as taking the advantages of both product design flexibility, and economic scale manufacturing capability, together with adequate marketing strategy to deep root into the global market. Because the mainland is similar to Taiwan in many ways, it would be helpful for enterprises of Taiwan to make observation on enterprises in the mainland, to gain market share in China. Here, we mainly discuss the relationship between product innovation, corporate image and customer satisfaction. We will also probe into how customer satisfaction influences customer's lifetime value. The research focuses on Notebook Computer Company in mainland China, and is based on 300 questionnaires, with 257 responses. Analyzed through reliability analysis, described statistics, T-test and One-way ANOVA, regression analysis, to sum up the result of study as follows: 1. The influence of products innovation to customer satisfaction reached a partial significant level. 2. The influence of corporate image to customer satisfaction reached a significant level. 3. The influence of customer satisfaction to customer lifetime value reached a significant level.

Keywords : products innovation, corporate image, customer satisfaction, customer lifetime value

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