

# An Application Strategy Study of Gifts on Customer Relationship Management

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## ABSTRACT

In recent years, more and more enterprises undertake and maintain the relationship with customers via gifts; however, things usually go as the gifts are sent out without the consideration of whether those gifts are practical or beneficial to the customers. In fact, making the puzzle to customers instead is as an anti-effect which enterprises have never expected. Thus, this study was intended to evaluate the relationship between the customer gift experience and the relationship quality. There are two objectives in this study: 1. To evaluate the effectiveness of gift giving in customer relationship management. 2. To evaluate whether the effectiveness of gift giving in customer relationship management is varied with the differences of customers' different personal values and socio-economics. Consumers of 18 years old or older were sampled as the participants. Internet questionnaire is the main instrument to collect the data. After statistical analysis, it was found: 1. Gifts-giving in customers' relationship management is effective for industries to build the relationship with their customers. 2. Customers of different value types had different perception toward the value of gifts. 3. Customers with different socio-economics had different perceptions toward the value of gifts. 4. Perceived gift value had positive effect on customer relationship management. 5. Customers' gift experience affected the relationship quality positively.

Keywords : Gift ; Consumer Relationship Management ; Relationship Management ; Relationship Quality

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