

The Study of Sports Equipments Marketing Strategy and Levels of Customers ' Satisfaction and Loyalty among the College s

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ABSTRACT

In today ' s business world, the competitions between companies are extremely hard and competitive. In order to win the market and the advantage, companies should put efforts on the promotion of products ' value and image. The higher the customer ' s satisfaction level, the more consumption loyalty it will get. The college students from central region were served as the subjects. A sampling survey was conducted and 1631 valid questionnaires were retrieved. The Structural Equation Modeling was applied for data analysis. The results were as followed: 1. The value of product would positively affect the customers ' satisfaction and loyalty levels (H1, H2 sustained). 2. Slight increase of product prices did not affect the consumption will and satisfaction level (H3 sustained). 3. Brand image and customers ' satisfaction level were important factors to affect consumption will (H5 sustained). The study indicated that products ' value and price positively affected the customers ' satisfaction level. The value of products had directly affected the loyalty level; moreover, the brand image was somewhat causing influence to satisfaction level. Eventually, the satisfaction level would positively affect customers ' loyalty level. It is hope that the study can help the companies to reset their marketing strategy, in order to develop better business in the future. Key words : Marketing strategy, Satisfaction level, Loyalty

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