

The Relationship between Brand Awareness and Customer Satisfaction-The Case of Piano Purchasing Behavior in ...

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ABSTRACT

This study aims to investigate the relationship between brand awareness and customer satisfaction in metropolitan area of Taiwan. Questionnaires are distributed randomly in the piano retailers in three major cities including in northern, central and southern Taiwan respectively. The subjects are involving with all piano players or the purchasers' relatives. 300 questionnaires are distributed in total with 259 returned. The return rate is 86.3%. The results indicate that brand awareness, service satisfaction and customer loyalty all show significant differences among different brands of piano. Among all brands of piano, YAMAHA performs the best, resulting in higher percentage of the market share. The results also indicate that the difference of product satisfaction and customer satisfaction are significant between groups of different educational backgrounds and occupations. College educated customer, professional performers, piano teachers and private company employees have higher customer satisfaction. Moreover, the different frequency of the piano playing and different place of purchase show significant difference in product satisfaction, service satisfaction, and the customer loyalty. For those customers who play piano more than four days per week show the highest in service satisfaction and consumer loyalty. The regression analysis indicates that brand awareness, product satisfaction and service satisfaction all have positive influence on consumer loyalty. In conclusion, brand awareness and customer satisfaction is crucial to the customer loyalty of the piano brand.

Keywords : Brand Awareness ; Customer Satisfaction ; Consumer Behavior ; Customer Loyalty

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