A Study of The Relationships among China PR Agencies and The Customer Relationship Quality

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ABSTRACT

The purpose of this study is to verify public relations practitioners using different public relationship strategies, including communication strategies and relationship strategies, whether or not to infect the relationship quality between public relations practitioners and customers and customers' loyalty to PR agencies. This study is based on questionnaire and takes the snowball sampling to contact practitioners. This study collect data in those firms which commission PR agencies to plan and execute PR ac-tivities, and 152 questionnaires be collected. According to the statistical materials, both communication strategies and relation-ship strategies have significant effects on relationship quality. Relationship quality has medium effects in the relation between communication strategies and customers' loyalty; and has medium effects in the relation between the humanness parallel intercourse strategies and customers' loyalty.

Keywords : public relationship strategies ; communication strategies ; relationship strategies ; relationship quality ; customers' loyalty ; public relations agencies

Table of Contents

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