

A Study of Relationship among Customer Relationship Investment, Relationship Benefit, Relationship Quality and Willingness

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ABSTRACT

In recent years, customer relationship management(CRM) has become one important work of enterprises to be developed in line with actual needs of the CRM strategy, we can improve customer loyalty and increase customer purchase intention and action to improve profit, avoid price competition. Enterprises can behave certain activities to strengthen relations with customers, these activities known as enterprise customer relationship investment, including : direct mail, preferential treatment, interpersonal communication and tangible rewards. Previous literature showed that the enterprise customer relationship investment will develop the relationship quality, which refers to the enterprise and customer relations strength of the overall evaluation. The relationship quality, can be observed from three dimensions of relationship satisfaction, trust and relationship promises, will leading to customers on the psychological and behavioral loyalty, and affect their willingness to buy and behavior. Preceding literature also pointed out that the benefits of customer relationship perception will affect the business of loyalty and relations commitments, thereby also wishes to purchase and the impact of action, and the loyalty and commitment, which are essentially within the scope of the quality of relationship. In other words, whether from the relations of enterprise customer relationship investment to the affected customer buying intention, or the relations of the relationship benefit to the affected customer buying intention, relationship quality play a purchased pre-factor role. The present study inference that relationship quality seems to be an intermediary variable between the relations above mentioned. Intermediary results will cause by the independent variables on the dependent variable the influence of the change. Previous studies did not find in this regard on, so the present study make customer relationship investment and relationship benefit as independent variables, relationship quality as intervening variables and willingness as dependent variable to probe the scope of the area. Investigation been conducted on the department store customer for relationship activities most frequent and most common take place, the perceived relationship benefit of customer experience is also the most affected and most directly, therefore, the present study samples of choice for the target customers on department stores. The results showed that business customer relationship investment, relationship benefit and relationship quality to customer wishes to purchase all have a significant impact. And indeed the quality of relationship with the intermediary effect will affect customer relationship investment in customer wishes to purchase, and will also affect relationship benefit in customers will to purchase. The findings and discussions, the meaning of theory and practice, the research restrictions, and the recommendations for future research of the present study, also been discussed in the article.

Keywords : customer relationship investment ; relationship benefit ; relationship quality ; willingness to purchase

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