

# The Study for the Relationship between Demographic Variable and Motivation of Consumer Loyalty

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## ABSTRACT

The purpose of this study is to look at our domestic beauty care service industry is two aspects:(1)To examine the consumer's gender, age and income has any effect on the consumer's spending behaviors.(2)To analyze there are significant differences or similarities on consumer's behaviors due to gender, age and income during different service periods. After distributing 584 questionnaires and using the T-test, ANOVA, and Regression analysis to verify the results, the results showed that there is significant difference between consumer behaviors based on their age and income, but gender. Another finding is under different service periods, consumers' age and income differences result in significant differences in their spending behaviors, but consumer's gender do not have any ..... Thus, the implication of this study are:(1)Consider the importance of building relationships with customers by providing service according to what customers want to increase the customer's repurchasing rate.(2)Perform high quality service for customers that surpass what customers expect.(3)Provide service time according to the customer's demand and strengthen employee's personnel service skills.

Keywords : demographic variable ; consumer loyalty motivation ; regression analysis

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