

An Empirical Study of the Relationship between Brand Image and Customer Loyalty-the Hybrid Effect of Perceived Value

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ABSTRACT

Along with the people level of living enhancement as well as the life state change, increased obviously regarding the mobile phone popular rate, basis Country Communication Dissemination Committee (national communications commission, NCC) counts, up to at the end of June, 2008 mobile phone user? Reaches as high as 2,468 ten thousand households, the investigation result further demonstrated many consumers simultaneously have two above handsets, therefore, how lets in the customer heart leave behind the positive brand image, promotes the customer consciousness value and the degree of satisfaction, has the obvious variation with the competitor, will create a higher loyalty also to become the profitable target which each enterprise will pursue.

This research main discussion brand image and customer loyalty of causal relation, although however domestic scholar regarding brand image, consciousness value, customer degree of satisfaction and customer loyalty research many, lacks actually consciousness value takes discussion the hybrid effect. Therefore this research by consciousness value underlie, the use structure equation modeling confirmation brand image and the customer loyalty of causal relation, will simultaneously examine consciousness value whether will have the intermediary influence effect and the disturbing effect.

The findings showed this research supposition all obtains the support. Based on the findings proposed the correlation application and manages Italy to contain, conduces toward favor various companies and the enterprise, specially moves the communication entrepreneur to promote the competitive power and the strategy reference.

Keywords : brand image、customer loyalty、perceived value、hybird effect、structural equation modeling

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