

A Study on the Relationships among American Direct Selling Companies' Customer Perceived Value, Relationship Quality and Behavioral Intention

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ABSTRACT

This study empirically examines the relationships among American Direct Selling Companies' customer perceived value, relationship quality, and behavioral intention. Based on the questionnaire survey, 369 valid samples were obtained by the stratified sampling. The tools used for data analysis are descriptive statistics analysis, confirmatory factor analysis (CFA), reliability analysis, one-way ANOVA, and structural equation modeling (SEM) to analyze the study results and examine the research hypotheses.

The results of this study are as follows:

First, customer perceived value directly and positively influences relationship quality. Second, the customer perceived value directly and positively influences behavioral intention. Third, the relationship quality directly and positively influences behavioral intention. Fourth, the relationship quality has the significantly mediated effect to the relation between the customer perceived the value and the behavioral intention.

Finally, according to the conceptual framework and research findings, the study provided some meanings and suggestions in the theories, empirical studies, practices and future directions.

Keywords : American direct selling company、customer perceived value、relationship quality、behavioral intention

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