

The Relationship among Customer Participation, Relationship Benefits and Relationship quality: An Empirical Study of T

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ABSTRACT

The intense competition in the market environment faced by the enterprises in recent years has resulted in issues of the relationship marketing obtaining academic and practical significance. The object of the study is to explore the impact of the customer participation from the cross border food industries on the customer relational benefits and relational quality from the perspective of relationship marketing. The study conducted a survey and focused on the pregnant women participating in the seminar of expected mothers in the central Taiwan region through the questionnaire approach. There were 400 questionnaires issued in total and of the 400 questionnaires, 350 were returned. Apart from the incomplete questionnaires of 52, a total of valid questionnaires were 298. Valid return rate was 88%. The study outcome revealed that there was a significant positive impact of the customer participation on the customer relational benefits. The customer participation also had a positive impact on the three aspects of the customer relational benefits, the confidential benefit, social benefit and special treatment benefit. The significant positive impact of the customer participation on the customer relational quality has also resulted in a positive impact on the three aspects of the customer relational quality including trust, satisfactory, and promise. Furthermore, the customer relational benefits also had a significant positive impact on the customer relational quality. Finally the study further proposed the recommendation on the management practice of customer relationship for the cross border food industries.

Keywords : customer participation ; relationship benefits ; relationship quality

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