

# The Study on Shopping Experience and Customer Relationship Quality-A Case Study Based on Transnational Department Stores

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## ABSTRACT

Owing to the rapid economic development in Taiwan, going shopping in the department stores has become an important part of Taiwanese' life. Product quality is no longer the only factor that customers take into consideration. Shopping experience now seems to determine more on customers' willingness and choice when shopping. Moreover, the service industry has prospered in recent decades. Its output value in GDP has exceeded that of manufacturing industry. In this regard, to ensure lasting competitiveness and prosperity, how to maintain a good customer relationship quality would be the top priority for every enterprise.

The purpose of this study is to examine the relationship between shopping experience and customer relationship quality. It adopts survey research method. The formal questionnaire survey focuses the customers of International Mitsukoshi Department Store as the respondent subjects. Questionnaires are distributed manually on the spot, taking random samplings from customers after consumption. The survey takes three weeks, from Feb. 1st to Feb. 21st, 2009. Three hundred questionnaires are received, among which 271 are valid and 29 are invalid. The response rate is 90.33%.

The results show that among the four constructs of shopping experience, only atmosphere and service personnel attributes are positively related to satisfaction and trust, while accessibility and environment are not positively related to relationship quality. The result of this study may contribute to the ontology of knowledge about the management of service industry and relationship marketing. It may also offer managerial implications to department stores about the service design, the practical management of customer relationship, and human resource management practices.

Keywords : international department store、shopping experience、customer relationship quality

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