An Investigation of the Relationship between Customer Satisfaction and Loyalty on the Brand Image of Taiyen's Products－A Case Study of the Customer in Pingtung Area

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Abstract

The research had revealed the correlation of the image of brand, quality of products, customer's satisfaction and loyalty through Pearson's analysis. Image of brand, quality of products, customer's satisfaction and loyalty had revealed the correlation also. Appraised the image of brand, quality of products, customer's satisfaction whether it had associated relationship or not. The result is obvious and noticeable for four aspects. It influenced and related manifestly and completely. The purpose of this study was to investigate Taiyen's image of brand of products which may influence customer's satisfaction and loyalty. Besides, the interrelated relationship between customer's satisfaction and loyalty is also studied in this paper. The final analysis provides some suggestions to businessman for reference.

Keywords: image of brand, quality of products, customer's satisfaction, customer's loyalty

1. Preface

1.1 Research Background and Motivation

Taiyen company since launched Green Miel collagen series products in Sep, 2002, remarkable growth in sales volume. While after two years in hot, because of no coming out of new products and innovative marketing methods caused the product recession. According to 2005 "World Magazine" published in Taiwan 1000 manufacture, Taiyen's sales ranked 422, the growth rate ranked 759, the profit rate ranked 36, an alarming rate of profit and growth. While the 2008 "World Magazine" published data showed that, Taiyen's sales ranked 801, the growth rate ranked 925, the profit rate ranked 677, an alarming recession rates too. So this article used scientific methods to discuss reason of Taiyen's downturn performance, also one motivation of this research. "Taiyen" century old image, in liberalization and internationalization policy, also faced pressure of privatization and corporatization, the phenomena of large-scale organizational reform is difficult to avoid. This research will deeply discuss the effect of Taiyen brand image marketing and product quality on customer satisfaction and loyalty, while loyal customers are not just only once purchased consumption, whether continuously consumption, introduce friends to buy, and establish good reputation is indicator of customer satisfaction. So discuss products of Taiyen company in brand image building whether will affect customer satisfaction and loyalty or not? Whether customer satisfaction has direct or indirect impact on loyalty? Which is the second motivation of this study. On the other hand, through Yaiyen company's distribution system research we can find, system dealers' purchase price from Tayen company is far lower than price Taiyen gave to franchisee, making franchisee radial purchase indirect from system dealers, which lead to Taiyen termination and stop supplying to dealers because of getting out of line; franchisee directly purchase from Taiyen arise operating difficulties because of high cost, so discussing Pingtung area consumers' purchase access of Taiyen products is the third motivation of this study.

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1.2 Research Purpose

Based on research background and motivation, purpose of this study is as follows:

1. Analysis Pingtung area consumers correlation of Taiyen brand image, customer satisfaction and loyalty.
2. Correlation among brand image with customer satisfaction and loyalty.
3. Discuss correlation between customer satisfaction and customer loyalty.
4. According to analysis result, propose detailed suggestions for Taiyen.

Ⅱ. Literature Review

2.1 Brand Image

2.1.1 Definition of Brand Image

American Marketing Association defined it as: "a name, word, mark, symbol of any other characteristic used to identify manufacturer's product or service, and then distinguish with product or service of competitors." That means the main value of brand is determined by seller or dealer. While the most widely accepted as Keller (2001) suggested that brand image is a perception related to brand, brand association reflecting on memory of consumers. This research defined brand image as:"brand belief customer generated to a particular brand."

2.1.2 Measure of Brand Image

Porter and Claycomb (1997) from brand's symbolic and functional two dimensions to measure brand image, adopt describe words to measure the two dimensions, for its measure project, in functional mainly aimed at practical applicability of this brand; while symbolic image includes symbolic, prestigious, status symbol and cognizable words. So this study adopted Park, Jaworski, and MacInnis (1986) based on different consumer interest foundations, developed "Functional brand image","Symbolic brand image" and "Experiential brand image" three different dimensions as the measure indicator of brand image.

2.2 Product Quality

2.2.1 Definition of Product Quality

Deming (1982) thought quality means the performance of using the most economical means to produce the most useful products on the market, and stressed "quality is to made, not tested". Garvin (1987) thought quality means applicable, that is product can meet special customer's needed ability, considered to be higher quality. Yeong-Shenn Lin (2006) thought quality uses "meet customer's demands" as consideration.

2.2.2 Measure of Product Quality

Product quality mostly comes from modification of Eight dimensions of Garvin (1987). But because research of Garvin (1987) had no scale, and Garvin (1987) dimension's product performance, features, aesthetics, reliability and perception quality was similar with product quality of this study.

2.3 Customer Satisfaction

2.3.1 Definition of Customer Satisfaction

The first to propose concept of customer satisfaction is the book "Modern Management" Written by P.Drucker in 1954. This book advocates purpose of each business, the most important is to "create customer", but not "pursuit of profit"; since Cardozo brought satisfaction into marketing range, customer satisfaction had become an important indicator of enterprise operation management performance (Fangming Fu, 2003). Kotler (2003) thought satisfaction was customer's feeling of satisfaction or disappointment level in consumption, making comparison between product or service perception evaluation and customer's expectation to product or service.

2.3.2 Measure of Customer Satisfaction

For the measurement methods of customer satisfaction, different researchers have different views, some think customer satisfaction is a multiple and comprehensive evaluation, that is using various projects to measure; while others think customer satisfaction is an integrity evaluation concept. Fecikova (2004) thought measure of customer satisfaction can make enterprise explicit learning the consumption trend in market, and also an important sharp to obtain profits. Thus, we can understand enterprise's learning of customer satisfaction is very important.

2.4 Customer Loyalty

2.4.1 Definition of Customer Loyalty

Customer Relationship Management (CRM) theory thought, the cost spend to obtain a new customer is more than retain one old customer; CRM provide a long-term point for customer management, so customer can have loyalty. Frederick (1996) and Reichheld and Schefter (2000) all thought the so-called "customer loyalty" refers to correct customer's trust. Customer loyalty means customer generates dependence and goodwill to business staff, product or service, and loyal customer is the best advertising, through introduction by customer, we can quickly look for a group of customers with high potential consumption.

2.4.2 Measure Indicator of Customer Loyalty

Peltier and Westfall (2000) thought customer loyalty can be regarded as cognition come from attitude, intention, possibility or behaviour, so requiring multiple indicators to measure loyalty. This research reference Chaudhuri and Holbrook (2001) to recommend in re-purchase intention behaviour and public, introducing to others and price tolerance, as the measure variables of customer loyalty in this study.

2.5 Introduction of Taiyen Company

#### 2.5.1 Company Development History

Taiyen company was established in 1952, and named Taiwan salt factory at that time, originally attached to Management Commission of Economic Salt Industry Ministry, and next changed to Salt Administration of Ministry of Finance. In 1981, it changed to attach to Economic Ministry, cooperating government policy privatization until 1995 and restructured to Taiyen Industrial Co., Ltd. Before privatization, Taiyen used salt products and by-products as its core business, adopting gradually reduce the baysalt scale, diversify salt products and enterprise diversification business strategy.

Ⅲ. Research Methods

3.1 Research Framework

According to research purpose and literature review, this research framework is in discussing the influence of brand image on customer satisfaction and loyalty. First of all discuss brand image affects customer satisfaction, brand image affects customer loyalty, customer satisfaction affects customer loyalty. In this study, framework is shown as follows, see Picture 4-1.

Picture 2: Research Framework
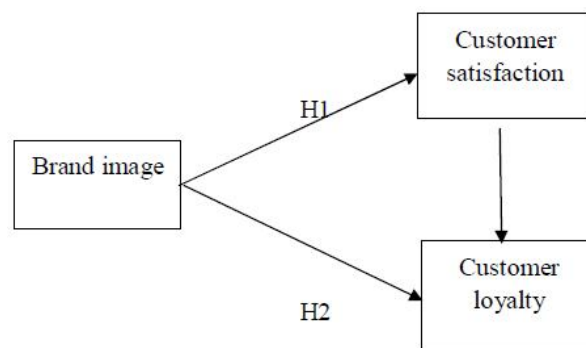
Data source: collected by this study

3.2 Research Hypothesis

According to purpose of this study and research framework to establish the hypothesis as follows:

Assumption 1: the higher of brand image, the higher of customer satisfaction.
Assumption 2: the higher of brand image, the higher of customer loyalty.
Assumption 3: the higher of customer satisfaction, the higher of customer loyalty.

3.3 Research Variables and Operational Definition

This research adopted questionnaire items by Likert five-point scale, respectively strongly disagree (1), disagree (2), general (3), agree (4), strongly agree (5), and based on concept of research framework in chapter one, measure variables of this study contain brand image, product quality, customer satisfaction and customer loyalty. The concepts and variables of important nouns related to this study, have operational definitions as follows:

3.3.1 Brand image

This study under construct of brand image, using brand functionality, brand symbolic and brand experiencial etc three constructs to stand for brand image construct, its operational definition and measure construct were shown in Table 1.

Table 1: Operational Definition and Measure Construct of Brand Image

Construct	Operational definition	Related literature
Functionality	Aimed at practical applicabiility of Taiyen brand to resolve related issues caused by consumers.	Park, Jaworski and MacInnis(1986)
Symbolic	Stress Taiyen brand to meet customer's demands, having status symbol and can be identified.	
Experiential	Taiyen pursues diversified goods and irritative impression, emphasizing on new products to meet customer's desire for fun.	

Data source: collected by this study

3.3.2 Product Quality

Product quality of this study used three goods customer most common consumed, respectively salt product, bottled water and beauty care product as the basis, definition and measure of product quality construct of this study was shown in Table 2.

Table 2: Operational Definition and Measure Construct of Product Quality

Construct	Operational definition	Related literature
Product convenience	Convenience feature of Taiyen chain-store's products	Wang, Lo and Hui(2003)
Product availability	Availability feature of Taiyen chain-store's products	
The whole product quality	Assess the whole perception of Taiyen products	

Data source: collected by this study

3.3.3 Customer Satisfaction

This study collected operational definition and measure construct of customer satisfaction as shown in Table 3.

Table 3: Operational Definition and Measure Construct of Customer Satisfaction

Construct	Operational definition	Related literature
The whole satisfaction	The satisfaction degree of Taiyen brand as a whole	Bienstock and Scotter (2004), Xinjie Zhen (2005)
Product satisfaction	The satisfaction degree of Taiyen product quality	Koo (2003), Kairuo Zhen (2006)

Data source: collected by this study

3.3.4 Customer Loyalty

This study based on Parasuraman, Zeithmal and Berry(1984) suggestion, collected operational definition and measure construct of customer loyalty as shown in Table 4.

Table 4: Operational Definition and Measure Construct of Customer Loyalty

Construct	Operational definition	Related literature
Re-purchase intention	Willing to buy later on, often consume in Taiyen exclusive shop	Parasuraman, Zeithmal and Berry(1984)
Derive behaviour	1. Taiyen push off new products and glad to try 2. Public recommendation 3. Public praise advertising 4. Customer introduction	

Data source: collected by this study

Customer loyalty items aimed at learning testee's evaluation on customer loyalty project after purchasing Taiyen products, the dimensions including re-purchase intention and derived behaviour, total 9 questions. "re-purchase intension" total 4 questions, "derived behaviour" total 5 questions. The answer method also adopted who test as measure way, from "strongly disagree", "disagree", "general", "agree", "strongly agree", in order five grades, respectively was given 1,2,3,4,5 points. The higher score of each dimension, indicating more intense of customer loyalty; in contrary, the more lack of customer loyalty.

3.4 Questionnaire Design

3.4.1 Questionnaire Design

According to literature review and operational definition developed the research questionnaire, the questionnaire content divided into five parts to conduct questionnaire design, in order respectively personnel information and four dimensions, including brand image, product quality, customer satisfaction and customer loyalty. Personnel information include gender, age, occupation, education degree, monthly income, marital status, living area, a total of seven items. Each item in questionnaire is evaluated through Likert five-point scale, testees checked their agree level from strongly disagree to strongly agree for every item, respectively giving 1 to 5 point, the higher of the number, more degree the statement of items. This study will first pre-test, and then conduct preliminary analysis and study with experts, after revised and distributed to customers who have used Taiyen products to write in a formal questionnaire method.

3.5 Sampling Method

Limited by time, manpower and cost etc factors, this research adopted "convenience sampling" as sampling method, and used consumers who have Taiyen experience as respondents, carrying with convenience sampling and personnel interview method. The interview process first filtered those without Taiyen consumption experience, and can check whether the questionnaire is full filled in immediately, apart from considering interviewer's gender, age, also the use of interview with consumers to reach data collection.

3.6 Data Analysis Method

This research applied SPSS12.0 statistical software suit as empirical analysis tool, and through different statistical analysis method to explore the relationship between various variables and research hypotheses, the adopted data analysis way include: descriptive statistical analysis, reliability analysis, difference test of dimensions and correlation analysis.

Ⅳ. Empirical Analysis

This research conducted data collection by closed questionnaire, the research object was mainly consumers having purchase Taiyen products in Pingtung region, conducting consumer questionnaire survey from 18th June, 2008, total sending out 500 questionnaires, 430 recovered, with a recovery rate of 86%. After testing and removed 15 incomplete questionnaires, total got 415 effective questionnaires, the valid response rate was 83%.

4.1 Reliability Analysis

The reliability analysis as shown in table 5, the entire questionnaire scale reliability's statistical internal consistency Cronbach's α was 0.857, among which brand image scale Cronbach's α coefficient was 0.992, product quality scale Cronbach's α coefficient was 0.968, customer satisfaction scale Cronbach's α coefficient was 0.961, customer loyalty scale Cronbach's α coefficient was 0.973, from which we knew this study was with high reliability.

Table 5: Reliability Analysis

Dimenstions	Item number	Cronbach's α coefficient
The whole brand image	13	0.992
The whole product quality	10	0.968
The whole customer satisfacton	8	0.961
The whole customer loyalty	9	0.973
The entire queationnaire	40	0.857

Data source: collected by this study

4.2 Analysis of Brand Image, Product Quality on Customer Satisfaction and Loyalty

4.2.1 Brand Image Analysis

Table 6 shows, consumer who purchases Taiyen products in Pingtung area, the average of brand image range from 3.87 to 4.37, and the value is between " agree" to "disagree", which shows consumers think Taiyen is the leader brand, has a good reputation and the recommendation by celebrities. But in the gift box, it can not attract consumers and become one of options.

Table 6: Analysis of Brand Image

Item of brand image	Average	Standard deviation
1.Overall, Taiyen brand product's design is very good.	3.93	0.72
2.Taien brand product is very practical.	4.00	0.50
3.Taiyen brand gives me a safety image.	4.12	0.68
4.Taiyen brand pays attention to improve product function continuously.	4.20	0.56
5.Taiyen brand has good reputation.	4.37	0.62
6.I have a good impression on Taiyen company's entire image.	4.02	0.61
7.Taiyen exclusive shop's display and facility is novelty and modern.	4.22	0.50
8.Apply Taiyen brand product can be regarded as symbol of social satus.	4.07	0.53
9.My friends have plenty of Taiyen brand products.	4.18	0.55
10.Taiyen brand gives me a cozy feeling.	3.96	0.81
11.Maybe because of celebrity's recommendation, I will use product of this brand.	4.24	0.57
12.Taiyen brand is the leader brand.	4.24	0.73
13.when send gifts, I will consider sending Taiyen gift box.	3.87	0.53

Data source: collected by this study

4.2.2 Product Quality Analysis

Table 7 shows, consumer who purchases Taiyen products in Pingtung area, the average of product quality range from 3.53 to 4.26, and the value is between " agree" to "disagree", which shows although consumers think they can buy Taiyen products in chain store and feel satisfied with sale channel, is not satisfied with Taiyen's maybe out of stock situation.

Table 7: Analysis of Product Quality

Item of product qualtiy	Average	Standard deviation
1.I'm satisfied with sale channel of Taiyen products.	3.89	0.65
2.Taiyen product is very practical and durable.	3.94	0.69
3.Taiyen product provides fine quality guarantee condition.	3.99	0.60
4.Taiyen product's quality usages is very safe.	3.76	0.76
5.Taiyen product is not easy to occur stockout situation.	3.53	0.93
6.In the exclusive shop, I can buy all Taiyen products I want.	4.08	0.65
7.Taiyen chain store has various kinds and characteristic products.	3.98	0.68
8.Taiyen product's quality components are clearly marked.	4.02	0.57
9.I will not doubt about product quality of Taiyen.	4.11	0.61
10.Overall, Taiyen product's quality has public praise.	4.26	0.60

Data source: collected by this study

4.2.3 Customer Satisfaction Analysis

Table 8 shows, consumer who purchases Taiyen products in Pingtung area, the average of customer satisfaction range from 3.72 to 4.14, and the value tends to agree, which shows although customer feels Taiyen products provide product return and changing goods service, and also satisfied with chain-store's service, also the personalized product service, Taiyen product can solve problem is the part in need of improvement.

Table 8: Analysis of Customer Satisfaction

Item of customer satisfaction	Average	Standard deviation
1.I'm very satisfied with Taiyen chain store's service.	4.07	0.67
2.Price of Taiyen product is reasonable, which makes me very satisfied.	3.92	0.57
3.After purchasing from Taiyen shop and leave, I think I got the right thing.	3.78	0.63
4.Consuming Taiyen goods is a very wise judgement.	3.88	0.58
5.Taiyen product can help me to solve problem, which makes me feel satisfied.	3.72	0.61
6.Taiyen is pleasant to provide me with return goods and changing goods service.	4.14	0.66
7.Taiyen can provide me personalized product service.	3.93	0.75
8.Compared with other products, I'm very pleased with Taiyen product.	3.91	0.64

Data source: collected by this study

4.2.4 Customer Loyalty Analysis

Table 9 shows, consumer who purchases Taiyen products in Pingtung area, the average of customer satisfaction range from 3.65 to 4.03, and the value tends to agree, which shows customer has sense of identity to Taiyen product, but when in purchasing, has no periodicity.

Table 9: Analysis of Customer Loyalty

Item of customer loyalty	Average	Standard deviation
1.I'm willing to purchase Taiyen product again.	3.71	0.60
2.I purchase Taiyen product planned and periodicity.	3.65	0.78
3.I regard myself as loyal customer of Taiyen product.	4.03	0.54
4.Even Taiyen product has problem, I will still consume it.	3.75	0.73
5.I will recommend Taiyen product information to others.	3.83	0.71
6.I'm pleasant to try the new product pushed by Taiyen.	3.99	0.59
7.As far as I am concerned, it is the best choice to consume in this Taiyen chain store.	3.85	0.54
8.if a fine tuning of price, I will still choose to buy Taiyen product.	3.87	0.67
9.I will actively introduce Taiyen product to families and friends.	3.95	0.54

Data source: collected by this study

4.3 Difference analysis of consumer personnel information and brand image, product quality, customer satisfaction and customer loyalty

4.3.1 Difference analysis of personnel information and brand image, product quality, customer satisfaction and customer loyalty

4.3.1.1 Difference analysis of gender, marital status, residence area and brand image, product quality, customer satisfaction and customer loyalty

Adopte T testing to analysis the difference among each dimension of variables. From Table 10 we know, gender and all dimensions all have not reach significant difference, which shows that different gender has no significant effect on brand image, product quality, customer satisfaction and customer loyalty.

Table 10: Difference Analysis Table of Gender and Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty

Dimension	Average		T value	Significance
	Male	Female		
Brand image	4.12	4.10	0.42	0.67
Product quality	3.96	3.95	0.20	0.84
Customer satisfaction	3.95	3.89	1.43	0.16
Customer loyalty	3.84	3.85	-0.35	0.73

Note: *** indicates significance $p < 0.001$, ** indicates significance $p < 0.01$,

* indicates significance $p < 0.05$

Data source: collected by this study

From Table 11 we know, marital status and brand image, product quality, and customer loyalty all have not reach significant difference, which shows different marital status has no significant effect on brand image, product quality, and customer loyalty. While customer satisfaction reaches the significant difference, which shows marital status has significant effect on customer satisfaction, especially unmarried ones feel higher.

Table 11: Difference Analysis Table of Marital Status and Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty

Dimension	Average		T value	Significance
	Unmarried	Married		
Brand image	4.12	4.10	0.63	0.53
Product quality	3.94	3.97	-0.64	0.52
Customer satisfaction	3.96	3.88	2.07	0.04*
Customer loyalty	3.84	3.85	-0.20	0.84

Note: *** indicates significance $p < 0.001$, ** indicates significance $p < 0.01$,

  * indicates significance $p < 0.05$

Data source: collected by this study

From Table 12 we know, residence area and all dimensions all have not reach significant difference, which shows that consumer living in different areas has no significant effect on brand image, product quality, customer satisfaction and customer loyalty.

Table 12: Difference Analysis Table of Residence area and Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty

Dimension	Average		T value	Significance
	City	Suburb		
Brand image	4.11	4.11	-0.15	0.88
Product quality	3.96	3.95	0.40	0.69
Customer satisfaction	3.91	3.93	-0.39	0.70
Customer loyalty	3.83	3.86	-1.07	0.28

Note: *** indicates significance $p < 0.001$, ** indicates significance $p < 0.01$,

  * indicates significance $p < 0.05$

Data source: collected by this study

4.3.1.2 Difference analysis of age, education background etc consumer personnel information and brand image, product quality, customer satisfaction and customer loyalty

Table 13 shows age, education background etc consumer personnel information and all dimensions, partly reach significant difference and partly not.

Table 13: Difference Analysis Table of age, Education Background etc Consumer Personnel Information and Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty

Variables	Statistic	Brand image	Product quality	Customer satisfaction	Customer loyalty
Age	F value	2.3**	2.51	2.19*	1.14**
	Post verification (Scheffe)	Age 31-40＞ Age 41-50	-	Age 21-30＞ Age 41-50	Age 31-40＞ Age 21-30
Education background	F value	1.06	2.23	5.77**	6.74**
	Post verification (Scheffe)	-	-	Junior college ＞containing below junior high school	Junior college＞containing above graduate school
Vocation	F value	4.22**	8.45**	6.58**	6.34*
	Post verification (Scheffe)	Student＞farming fishery	housewife＞farming fishery	Student＞catholic police	Student＞service dealer
Income	F value	2.38**	4.39	9.07	1.99
	Post verification (Scheffe)	4-6 ten thousand＞ More than 8 ten thousand	-	-	-

Note: *** indicates significance $p < 0.001$, ** indicates significance $p < 0.01$,

  * indicates significance $p < 0.05$

Data source: collected by this study

From this research we know age and its dimensions reach significance to brand image and customer satisfaction and loyalty, then Scheffe method for post verification and found user's age of 31-40 has a higher feeling to brand image. While in customer satisfaction, age of 21-30 has a higher feeling, and in Taiyen product customer loyalty, age of 31-49 has a higher feeling. In education background reach significance to customer satisfaction and loyalty, especially junior school users have a higher feeling. Vocation and its dimensions all reach significance, in brand image, customer satisfaction and loyalty, student has a higher feeling. In addition, in product quality side, housewife has a higher acceptability. While in income status, with brand image reach its significance, 4-6 ten thousand has a higher feeling.

4.4 Correlation Analysis of Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty

This research conducted correlation analysis of brand image, product quality, customer satisfaction and customer loyalty, through Pearson correlation analysis to test whether brand image, product quality, customer satisfaction and customer loyalty four dimensions have relevance or not, showed in Table 5-17. In correlation analysis of brand image, product quality, customer satisfaction and customer loyalty, four are significant and positive related.

Table 14: Correlation Analysis Table of brand Image, Product Quality, Customer Satisfaction and Customer Loyalty

		Brand image	Product qualtiy	Customer satisfaction	Customer loyalty
Brand image	pearson correlation	1	0.588***	0.569***	0.482***
	significance		0.000	0.000	0.000
Product quality	pearson correlation		1	0.548***	0.413***
	significance			0.000	0.000
Customer satisfaction	pearson correlation			1	0.515***
	significance				0.000
Customer loyalty	pearson correlation				1
	significance				

Note: *** indicates significance $p < 0.001$, ** indicates significance $p < 0.01$,

  * indicates significance $p < 0.05$

Data source: collected by this study

Ⅴ.Conclusion and Follow-Up Research Suggestion

5.1 Conclusion

(1) Respondents mostly are females (58.1%) with age group of 21-50 (80.7%), which shows mature female is the main consumer group of Taiyen product.
(2) Taiyen company consumer group less with only junior high school education, and numerous are education above senior high school, then we implier as this consumer group has higher income and knowledge judgement and they are the main customer group of Taiyen.
(3) Civil serviceman is the main customer of Taiyen (29.4%), maybe it is related with Taiyen operating national travel card, while because national travel card customer credit is limited, tends to decline in customer loyalty.
(4) Consumer group income status of Taiyen company is normally distributed and has no clear trend, perhaps related with its low price route of its product, which shows product price is quite right for general middle-class consumer block.
(5) Unmarried female is in the majority, similar to general cosmetics consumers, and we can find information to discuss again.
(6) The sale points most are city consumers, suburban sale points most are clear and distance maybe become the limit of sale. This company also has online shopping method (but the result is not ideal), and maybe because of lack of brand loyalty, some customers are not willing to use.
(7) Taiyen company is an old company and well-known, brand image listed the top three all related to this , whether it is customer group income and national travel card credit limit problem lead to customer is not willing to buy product in a relatively higher price or not.

In addition, because its product positioning is fair price strategy and attract middle-class customer group, has no purchase willing for high price product.

(8) Quality analysis mark of Taiyen product is not high (4 points), indicating customer's confidence in Taiyen product needs to be strengthened, and can recommend this company to improve.

(9) Network purchase willing is not high, whether because main customer group is not familiar with network. (most likely, but the main consuming age group is young and most are university level, should not strange of network, whether because the lack of network purchase convenience or national travel card to swiping and need receipts to apply for funds, caused by inconvenient network purchase and only coordinated with holidays then can consume.)

(10) The survey result shows, Taiyen did not provide a good shopping environment, or because of this did not get customer's trust and brand image not been established. In the future can proceed correlation analysis of chain store shopping environment and customer brand trust level to discuss the relativity between store and brand.

(11) Low planned purchase willing and we can discuss customer group income and national travel card consuming limit problem. Customer will go to other stores to buy stockout goods, indicating its products still have certain irreplaceable nature (no substitutes).

(12) Significance of gender and product image, product quality, customer satisfaction and customer loyalty is not enough, showing the object of investigation has difference no divide gender, age, marriage, education background, occupation, income, marital status, residence area etc conditions, indicating all customers have no satisfaction, loyalty etc to Taiyen product. This can be talked from product character (cosmetics or beautify foods), customer groups are all reason crowd, between fair price and utility (efficacy), indicating reason consumers are not easy to follow blindly. If Taiyen product only rely on customer's public praise, is not enough to create brand trust level, maybe can do from improving product efficacy. If no strong force product in short period, then should strengthen publicity frequency to lead to brand recognition and popularity.

(13) Enterprise operation making old customers counter purchase's cost account for 30% of developing new customers, so Taiyen should strengthen the call for old customers, increasing its reflux ratio, or increasing shoppe of department store, and operating in an non-regular chain store method (high cost), unless product has enough diversificaiton, or shoppe is also ok, and can also improve product image.

5.2 Follow-Up Research Suggestion

Taiyen product still has many places to improve in product quality, store planning, product exposure and service attitude and marketing strategy, such as some stock clerks are informed, price of headquarter's selling products is not uniform, causing some frequent visitors do not into the store, even turn to other channels to purchase goods. Comprehensive following points for dealer's reference.

5.2.1 Franchise and System Dealer Problem

(1) Because special selling pathway only sell cleaning products and advanced refined salt, belonging to lower price and convenience products, and having differences between featured products of high price cosmetics and health foods, plus the turnover is not high and advanced refined salt is uniform priced, so "price chaos" and "channel conflict" and so on problems is not a big one.

(2) Web channel because of the impact of site auction, can not be banned and managed. Web distributors take the downturn of turnover and profit less than cost into consideration, terminated in succession and natural selection, performance has been declining, old customers lost and new customers increase rate reduced a lot.

(3) Franchise and system dealer, who accounted for majority of Taiyen company's turnover, due to a price competition with each other, illegal distribution and market turmoil, most stores did not participated in management, CIS of store was not uniform, all lead to the decline of grid.

(4) Heard that a few franchises of good performance were also doing group purchase, some franchises purchased goods in a price less than half of the price.

(5) Some chain stores were lack of professionals, shortage of sales professionalism, who were also the object to self-criticism, guidance and enhanced, therefore found many problems, and to address the goals.

5.2.2 Taiyen's promotional advertising and activities are too little. Advertising is not good, can not cause desire to buy, and should strengthen advertising.

5.2.3 Quality is good, but price is arbitrary, having no clear location (discounted at a loss), with not enough sense of worth.

5.2.4 Salt products, cleaning products, water can be promoted in convenience stores, but cosmetics and health foods can be only saled in exclusive shop, and channel need to be strengthened.

5.2.5 Loyalty and re-purchase rate are low, maintaining the price then to upgrade.