

“Relationship can talk” - Relationship quality and its applications to STARBUCKS

Wen-Jung Chang¹ | Kuan-Yu Yueh² | Da-Chian Hu³ | Hui-Ju Chen⁴

¹Corresponding author, Department of Leisure Business Management, Hungkuo Delin University of Technology, New Taipei, Taiwan, rickrong@gmail.com

²Research Institute of Gerontology, J.F. Oberlin University, Tokyo, Japan

³Department of Food and Beverage Management, Shih Chien University, Taipei City, Taiwan

⁴Department of Accounting Information, Chihlee University of Technology, New Taipei City, Taiwan

ABSTRACT

In Taiwan, Western food has replaced Chinese cuisine, and coffee consumption is rising. Previous studies have suggested that Experiential Marketing (EM) can improve Customer Satisfaction (CS), Brand Loyalty (BL) and trust (TRT), while Brand Image (BI) impacts a brand's perception. Furthermore, Relationship Quality (RQ) has three key dimensions: commitment (COMMIT), TRT and CS. Starbucks, a major brand in Taiwan, was chosen for the relationship marketing study. Using Structural Equation Modeling (SEM) on 294 valid respondents, this study examines six hypotheses as well as the moderating effect of EM. The results showed three mediating effects centered on CS, and EM moderated the pathway between TRT-CS and CS-COMMIT.

Keywords:

Relationship quality, Brand image, Brand loyalty, Experiential marketing.