ABSTRACT

The shoe industry in China now faces grim challenges due to rapidly changing tastes of shoe buyers and fierce competition in the footwear market. Besides, shoes marketers are increasingly concerned about how to keep the good and long term relationship with customers and also increase customer loyalty at shoe stores. This research focuses on customer satisfaction and customer loyalty of footwear products in Lanzhou, China. The purpose of this research is to explore the possible antecedents of customer loyalty among Belle shoes store customers. The researcher theorizes and investigates that there is a positive relationship between image, price, perceived quality (in terms of reliability, tangibles, empathy, responsiveness and assurance) and perceived value with customer satisfaction, which in turn, significantly influences customer loyalty towards Belle Footwear Company. 400 self-administered questionnaires were distributed to respondents who have bought footwear products at ten Belle shoes stores in Lanzhou. The data were analyzed and summarized by using the Statistical Package for Social Science (SPSS 16.0). The Pearson's product moment correlation coefficient tool was applied to test the ten hypotheses.

The results of this study indicate that all independent variables (image, price, reliability, tangibles, empathy, responsiveness, assurance and perceived value) have a significant relationship with the intervening variable (customer satisfaction) and dependent variable (customer loyalty). Shoe marketers will have a better understanding about Chinese consumers and also could learn to improve their strategies to improve their product quality and gain more customers to extend their market size.

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