## Alexander Fraß

## Achieving Brand Loyalty in China through After-Sales Services

With a Particular Focus on the Influences of Cultural Determinants

With prefaces by

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## **Table of Contents**

Preface by the EditorV								
Pref	fac	е	V	ı				
Tha	nk	sgi	ving	K				
Con	iter	nt C	OverviewX	ï				
Tab	le (	of C	ContentsXII	ı				
Tab	le d	of F	iguresXV	H				
Tab	le d	of T	ablesXI	K				
Abb	re	viat	tionsXX	[]				
1 1	ntr	od	uction	1				
1.	1	Sta	itus Quo and Problem Statement	1				
1.3	2	Ex	ploratory Pre-Investigation	7				
1.	3	lde	ntification of a Research Gap1	1				
1.	4	Re	search Objective1	2				
1.	5	Sc	entific Approach and Research Methodology Overview1	3				
1.4	6	Co	urse of Research1	В				
2 5	Sta	te d	of Research2	1				
2.	1	Au	tomotive Marketing2	1				
2.:	2	Aft	er-Sales2	4				
2.	3	Ch	inese Consumer Behaviour in the Context of Intercultural Marketing3	7				
3 (	Gei		n Car Manufacturers in China as Research Object4					
3.	1	Ge	rman Market Overview4	9				
	3.1	.1	Car Manufacturers4	9				
	3.1	.2	Co-operating Suppliers5	3				
	3.1	.3	Consumer5	5				
3.	2	Ма	cro Environment of the People's Republic of China5	9				
	3.2	.1	Chinese Economy6	0				
	3.2	.2	Chinese Consumer Landscape6					
	3.2	.3	Challenges to After-Sales Services in the Chinese Market70	j				
3.3	3	Aft	er-Sales Operations of German Automobile Brands in China8	0				
3.4	4	Inte	erim Conclusion and Delimitation of the Research Object8	3				

4 Conceptu	al and Theoretical Foundation	87
4.1 Conce	ptual Reference Frame	87
4.2 Disam	biguation	88
4.2.1 Su	ccess	89
	rvice and After-Sales Service	
	stomer and Service Satisfaction	
	and and Workshop Loyalty	
	lture	
	nination of a Success Indicator	
	nination of a Success indicatornination of Model Variables and Hypotheses	
	lationship Between After-Sales Service Satisfaction and Loyalty	
	termination of Variables According to the Marketing-Mix	
4.4.2.1	Instruments of Service Policy	
	Instruments of Price Policy Instruments of Place Policy	
	Instruments of Place Policy Instruments of Promotion Policy	
	Instruments of Personnel Policy	
	iltural influences	
4.4.3.1		
	Determination of Culture Related Variables	
	etermination of Control Variables	
	ptual Research Model and Overview of Hypotheses	
5 Empirica	l Research	171
5.1 Succe	ess Factor Research and Structural Equation Modelling	171
5.2 Resea	arch Design	177
5.2.1 St	urvey Method and Structure of the Questionnaire	177
5.2.2 O	perationalisation	181
5.2.2.1	Specification of Measuring Models	182
5.2.2.2	Scaling	185
5.2. <u>2.</u> 3	Construct Operationalisation of Satisfaction and Loyalty Variables	188
	Construct Operationalisation of Independent Variables	
	Construct Operationalisation of Individual Level Values	
	Construct Operationalisation of Control Variables	
	Filter Section and Operationalisation Summary	
	re-Test	
	ata Collection, Preparation and Structure of Sample	
	Evaluation	
5.3.1 E	valuation of Reflective Measuring Models	21

	5.3	3.2	Evaluation of Formative Measuring Models	. 216
	5.3	3.3	Evaluation of the Structural Model	. 220
	5.4	Re	sults of the Empirical Assessment	. 225
	5.4	1.1	Hypotheses Testing	. 225
	5.4	.2	Mediating Effects	. 232
	5.4	1.3	Moderating Effects	. 233
	5.4	.4	Total Effects and Construct Performances Regarding the Success Indicator	.240
6	Gei	ner	al Discussion	243
	6.1	Su	mmary of the Study	. 243
	6.2	Inte	erpretation of Empirical Results and Management Implications	245
	6.3	Lin	nitations and Further Research Needs	. 253
Re	efere	nce	9 <b>s</b>	257
Αı	pen	dix		301