THE EFFECT OF RELATIONSHIP MARKETING FACTORS ON CUSTOMER SATISFACTION AND BEHAVIORAL INTENTION: THE CASE OF NEWCHANNEL INTERNATIONAL EDUCATION GROUP LIMITED

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ABSTRACT

As an educational company, New Channel International Education Group Limited had been operating successfully in the past. However, in recent years, due to increased competition, the trend towards relationship marketing had decreased. Therefore, it was necessary to study the factors that had influenced customer satisfaction and behavioral intention through corporate relationship marketing in the past. The three research objectives of this study were: 1) To examine whether there was a positive correlation between the factors of relationship marketing; 2) To examine whether relationship marketing factors impact customer satisfaction; and 3) To examine whether relationship marketing factors impact customer behavior intention.

Based on customer satisfaction theory and consumer behavior theory, this study focused on the relevant employees of New Channel as research subjects. Through the quantitative analysis of 279 questionnaires and the use of data analysis tools for specific research, the following conclusions were drawn: 1) There was a positive correlation between relationship marketing factors; 2) There was a significant positive impact of relationship marketing factors on customer satisfaction; and 3) There was a significant positive impact of relationship marketing factors on customer behavioral intention.

Keywords: relationship marketing, customer satisfaction, behavioral intention, New Channel International Education Group Limited

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Declaration

I, Yidan Zhu, hereby certify that the work embodied in this independent study entitled "The Effect of Relationship Marketing Factors on Customer Satisfaction and Behavioral Intention: the Case of New Channel International Education Group Limited" is result of original research and has not been submitted for a higher degree to any other university or institution.

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Chapter 1 Introduction

1.1 Background of the Study

The development of study abroad in China has been going on for decades and continues to grow at an alarming rate. With people's enthusiasm to study overseas, currency appreciation, and increasingly liberal policies on studying abroad in various countries, the overall scale of the study abroad industry has been expanded and developed with this boom. In the process of development, a large number of outstanding talents can study abroad smoothly through study abroad agencies. Angela (2023) pointed out that the study abroad industry not only promoted the internationalization of China's economic development, but also expanded the country's international influence and created global talent resources.

Anton (2022) pointed out that from its birth to its development, the study abroad industry has been derived from a single agency into a diversified industrial chain. Cabral & Marques (2023) pointed out that the development of self-financed study abroad services in China has undergone several stages, including chaos, partial competition, national expansion and full-scale competition. With the growth of scale and growth of client base, the popular countries for study abroad have shifted from the previous countries, such as Singapore and New Zealand to Europe, North America, Australia and Asian countries. Hou (2022) pointed out that based on the agency procedure, it is necessary to start specific planning and guidance for the development of study abroad life and realize the full range of study abroad services. Because of the current development of the study abroad industry, there are some new attempts to provide unique experiences for customers, such as the so-called "personalization", which includes some personalized and customized services. This is the case with study abroad agencies, which are facing various problems, mainly: at this stage, large study abroad agencies occupy most of the market, and the competition is extremely fierce.

New Channel International Education Group Limited is an enterprise with high popularity and good reputation in the education industry. Founded in 1992, the company is headquartered in Shanghai and has branches in many Asian countries and regions. The main business of New Channel International Education Group Limited is to provide consulting and training services for studying abroad, help students realize their dream of studying abroad, and provide a series of training courses to improve their academic ability and test-taking skills. In recent years, with the intensification of competition in the overseas study market, New Channel International Education Group Limited is facing increasingly fierce competitive pressure. In this increasingly competitive market environment, New Channel International Education Group Limited needs to pay attention to and improve the relationship with customers, to improve customer satisfaction and promote the willingness to buy again. Therefore, it is of great significance to study the influence of relationship marketing factors on customer satisfaction and behavior intention for New Channel International Education Group

Limited to formulate and optimize its marketing strategy. In addition, New Channel International Education Group Limited, as a well-known company in the education industry, its practical experience and strategy of customer relationship management can also be used for reference by enterprises in other industries.

To sum up, the research on the influence of relationship marketing factors on customer satisfaction and behavior intention is of great significance not only for New Channel International Education Group Limited to improve its market competitiveness, but also for learning from the practical experience of other enterprises. Through in-depth study and understanding of the influence of relationship marketing on customer behavior, it can help enterprises formulate more effective marketing strategies, establish closer relationships with customers, improve customer satisfaction and loyalty, and achieve sustainable business success.

1.2 Research Questions

With the increasing number of students studying abroad, the competition among institutions studying abroad is also intensifying. New Channel International Education Group Limited, as a well-run enterprise in the industry, has made outstanding achievements in relationship marketing. Still, in recent years, the number of similar institutions has increased, and the operation of this enterprise has shown a downward trend. Therefore, it is necessary to analyze the influence of relationship marketing factors on customer satisfaction and customer behavior intention, which is also a problem that needs to be studied in this paper, which is mainly divided into the following three questions:

1. Is there a positive correlation between the factors of relationship marketing?

2. Is there any influence between relationship marketing factors and customer satisfaction?

3. Is there any influence between relationship marketing factors and customer behavior intention?

1.3 Objectives of Study

1. To examine whether there is a positive correlation between the factors of relationship marketing.

2. To examine whether relationship marketing factors impact customer satisfaction.

3. To examine whether relationship marketing factors impact customer behavior

intention.

1.4 Scope of Research

This paper mainly analyzes the influence of relationship marketing factors on customer satisfaction and customer behavior intention in New Channel enterprises. Based on customer satisfaction theory and customer behavior theory, this paper reviews 38 related literature from 1965 to 2023, and expounds the relationship between relationship marketing factors and customer satisfaction and behavior intention, which provides a basis for solving the problems of overseas study institutions with New Channels in the future.

1.5 Research Significance

Theoretically, it is beneficial to provide new ideas for the sustainable development of the study abroad industry. The paper comprehensively analyzes the current existing problems and growth of New Channel International Education Group Limited, makes objective analysis and evaluation of the company's internal and external environment, studies consumer behavior, and provides customers with better and more efficient study abroad consulting and processing services. After conducting a comprehensive study, reasonable market countermeasures will be formulated. At the same time, it is conducive to the improvement of the theoretical system of marketing strategy research in the study abroad agency market. Due to the rapid development of the study abroad industry, the number of studies on it has gradually increased. However, the direction and angle of its research are mainly on the study of operation mode, brand building, government regulation, etc. In contrast, few studies have explored the influence of relationship marketing factors on customer satisfaction and behavioral intention. Therefore, the research in this thesis focuses on how relationship factors affect customer satisfaction and behavioral intention. Based on this, suggestions are made to improve the effectiveness of the design of marketing strategies related to study abroad agencies.

Practically speaking, studying the influence of relationship marketing factors on customer satisfaction and behavior intention is helpful to improve the competitiveness and market position of enterprises. Through in-depth study of the influence mechanism and management methods of relationship marketing, enterprises can establish and maintain good relationships with customers more effectively, enhance customer satisfaction and loyalty, and achieve commercial success in the highly competitive market. At the same time, the research results can also provide reference and enlightenment for enterprises in other industries and promote the application and promotion of relationship marketing in various industries.

1.6 Limitations of the Study

Since this study was conducted on consumers of study abroad institution A, the feelings of customers in the study abroad industry as a whole were not studied. Therefore, in the follow-up study, in addition to exploring individual cases, it is necessary to include the consumers of the whole industry in the research object for the analysis.

The sample size of this study is small, and the research results were obtained by including only some of the study abroad customers with annual fees as the research subjects, but sometimes there are cases where the research results are contrary to the results of the prior study. Because of this, the study should be expanded nationwide to examine whether the same results can be obtained and whether it can be generalized based on these results.

1.7 Hypothesis

H1: There is a positive correlation among the factors of relationship marketing.

H2: There is an influence between relationship marketing factors and customer satisfaction.

H3: There is an influence between relationship marketing factors and customer behavior intention.

Chapter 2 Literature Reviews

2.1 Introduction

This chapter mainly summarizes the scholars' research on related concepts and specific variables involved in this paper, which lays the theoretical research foundation for this paper. Among them, the literature review is to sort out and summarize the existing research, explore the influence degree, mechanism and influencing factors of relationship marketing factors on customer satisfaction and behavior intention, and analyze them.

2.2 Literature Reviews

2.2.1 Research on Relationship Marketing

Zhuang (2002) proposed the combination model of relationship marketing and relationship marketing. This model combined with the discussion of how to strengthen interpersonal relationships in Chinese culture, summed up who and how enterprises can use relationship marketing, and put forward the methods of giving, borrowing, culture, legality and trustworthiness. Wang (2008) believes that some enterprises have no ideological relationship with the concept of marketing. On the one hand, the leaders of enterprises don't know what relationship marketing is, let alone how to operate it, because of their lack of theoretical literacy. On the other hand, the leaders of some enterprises mistakenly understand relationship marketing, thinking that relationship marketing is the so-called "pulling relationships and entering through the back door" and disdaining to be "relationship marketing" in their eyes.

Yang & Li(2009) mentioned in "Research on Relationship Marketing Orientation: Retrospect and Prospect" that China is a country that pays great attention to relationships, and relationships are a resource of mutual trust and cooperation between people. At the same time, many corporate relationship marketing practices need theoretical guidance. Therefore, it is of great theoretical and practical significance to carry out the research on relationship marketing orientation in China. China's relationship marketing is based on China's culture, which has different cultural origins from Western relationship marketing. Therefore, it is an important subject to be solved in future research on relationship marketing orientation to develop a relationship marketing measurement table that is consistent with the connotation, high in reliability and validity, strong in adaptability, aimed at different research objects and relationship markets, and in line with the cultural background of China.

Gronroos (1982) put forward the concept and model of customer relationship life cycle in "Strategic Management and Market Research of Service Department" published in Finland. The model divides the relationship between the New Channel International Education Group Limited customers into three stages. As can be seen from

the following table, the closer the life cycle of the relationship between the New Channel International Education Group Limited customers is, the more it needs to maintain an interactive connection with customers.

Table 2.1 Life Cycle of Customer Relationship-Three-Stage Model

stage	Customer status	marketing goal	Marketing function
stage	Just as a potential customer, I didn't realize the New Channel International Education Group Limited its products and services	Create interest in companies and services	Traditional marketing function
initial stage	Have experienced the company or its products and services, and start to evaluate the purchase	Turn general interest into motivation for first-time purchase (promise to customers)	Traditional and interactive marketing functions
Purchase stage	The evaluation result is positive, and the purchase is made	Create resale, maintain customer relationship, and reach a promise	Interactive marketing function

Based on scholars' research, relationship marketing is the process of establishing, maintaining and strengthening close relationships with customers, employees, suppliers, marketing channels and other stakeholders. Its goal is to provide long-term economic, social and cultural values to all stakeholders, thus promoting the sustainable development of enterprise performance.

The author combed through scholars' research and concluded that the structural model of relationship marketing includes elements such as gift-giving, interaction, communication, empathy and personalized service.

2.2.2 Research on Customer Satisfaction

The research on customer satisfaction theory in China is still in its infancy. In theory, it mainly tracks the development trend of foreign approaches, and in practice it is only limited to a few joint ventures or foreign-funded units, which is far from the theoretical research and practical application of customer satisfaction abroad. At present, China association for quality and Shanghai Quality Association are prominent in the analysis and application of customer satisfaction in China, especially the customer evaluation center of Shanghai Institute of Quality Management is in the leading position in CS research and application in China.

Yin (2019) explored the relationship between customer satisfaction and customer loyalty. By using questionnaires and statistical analysis methods, it was concluded that customer satisfaction has a significant and positive impact on customer loyalty.

Li & Zhou (2016) discussed the relationship marketing strategy based on customer

satisfaction, analyzed the critical role of customer satisfaction in relationship marketing, put forward the specific implementation methods of relationship marketing strategy, and verified the relationship between customer satisfaction and relationship marketing by empirical research methods.

Zhuang & Jin (2016) studied customer satisfaction in relationship marketing and proposed strategies to improve customer satisfaction. Through empirical research methods, it is confirmed that customer satisfaction has a positive impact on the effect of relationship marketing.

Zhao (2019) studied the relationship between customer satisfaction and loyalty in relationship marketing. Through the empirical research method of questionnaire data, it is confirmed that customer satisfaction has a significant impact on customer loyalty.

Liu (2017) took the mobile communication industry as an example to study the relationship between customer satisfaction and loyalty in relationship marketing. The results show that customer satisfaction has a significant positive impact on customer loyalty, and it is closely related.

Cardoz (1965), an American scholar, first published a paper on customer satisfaction in 1965, but the concept did not represent the formation of the theoretical system of customer satisfaction. It was not until the 1970s that academic circles began to conduct in-depth research on the concept, influencing factors and evaluation methods of customer satisfaction, and the theoretical system of customer satisfaction gradually took shape.

Tse & Wiliton (1988) defined customer satisfaction as "the customer's evaluation of the difference between the expected quality of the product before the purchase behavior and the perceived quality after consumption." From 1980s to 1990s, many scholars, further expanded and supplemented this theoretical model from the perspectives of psychology and management. The main disadvantage of this model is that it only pays attention to the influence of expectations on customer satisfaction, but ignores the impact of other factors on customer satisfaction, such as demand research. During this period, all scholars' understanding of customer satisfaction is that the measurement of customer satisfaction is an expose evaluation, which cannot be measured directly, but can only be inferred indirectly.

In the mid-1990s, American scholars Spreng, Maekenzie, and 0lshavsky introduced the desire factor into the old model because of the shortcomings of previous studies, thinking that customers can decide whether satisfaction will occur when they compare their perception of product or service performance with their desires and expectations. Mr. Chi Benzhi of Japan Productivity University has also made a unique contribution to this theory, and established a customer satisfaction model based on the psychological characteristics of orientals.

2.2.3 Research on Behavioral Intention

From the classical economist Adam. Smith's economic theory shows that consumer behavior is derived from psychology, sociology and economics, while the neoclassical economist Marshall proposed the basic theoretical system of consumer behavior. Since 1950, consumer behavior has been a discipline in its own right. Since then, consumer behavior has rapidly developed into a new field of academic research and marketing practice, and with the rise of e-commerce, more and more domestic and international scholars are paying considerable attention to consumer behavior. The following table lists the main views of prominent researchers on consumer behavior

Table 2.2 Consumer Behavior Research

Research Scholars	Key Insights
Williams (1982)	Consumer behavior is all the opinions suggestions, and activities that influence consumers in the process of shopping for goods and services.
Holbrook (1992)	Consumer behavior is to some extent a product of fantasy, emotional perception, and personal pleasure, and personal experience plays a large part in the decision making of consumer behavior.
Phillip. Kotler; translated by Ping Zhao (2003)	Currently, the factors that have a significant impact on consumer purchasing behavior are: cultural factors (including their cultural level and social level), social factors (including their own reference group and social status), personal factors (including their physical and mental age and individual characteristics such as occupation and economic conditions), and psychological factors (including the consumer's motivation at the time of consumption, learning, etc.).

In marketing activities, to develop marketing strategies that are more attractive to customers, companies must first investigate and study consumers' perceptions and acceptability of different products, prices, advertising and promotional techniques, etc. Therefore, the decision makers of a company need to carefully study and understand the factors influencing consumer behavior and analyze the impact of these factors on marketing strategies. Zong & Xing (2020) pointed out that Philip Kotler, the father of marketing, organized and summarized the consumer research at that time based on his research results to analyze the factors that influence their decisions and behaviors. Zheng (2022) focused on the stages of consumer decision making in the consumption process and analyzed and deconstructed the factors related to the external stimuli of consumers. In contrast, Philip Kotler summarized the factors influencing consumer behavior the most, summarizing the following four categories: social, cultural, personal, and psychological factors.

Zhuang (2002) points out the social factor is a very influential factor for consumer behavior, but it is also divided into family factors, reference groups and secondary groups. Cultural factors on the impact of consumer behavior subtle and not to be underestimated, because culture is the deep-seated reasons for forming a consumer outlook. Personal factors, including the consumer's age, educational background, economic situation and personal values, are all reasons that can influence consumers to make different purchase behaviors. Among the many factors that influence consumer behavior, psychological factors play a crucial role.

2.3 Introduction of New Channel International Education Group Limited

New Channel International Education Group Limited, abbreviated as "New Channel", is a language education institution jointly founded by Professor Hu Min and a group of team members, with the participation of International Data Group (IDG) and KAPLAN International Education Group in strategic investment.

Its headquarters is in Zhongguancun, Haidian District, Beijing, and its website is https://xa.xhd.cn/. New Channel International Education Group is a language education institution co-founded by a group of team members led by Professor Hu Min, with international data group (IDG) and KAPLAN International Education Group of the United States participating in strategic investment. It has branches such as training schools, future study abroad, international education, online education, excellent education for young people, easy postgraduate entrance examination, book publishing, family education, international research, whale navigation technology, etc. The cooperation units include Peking University, China Renmin University, Foreign Affairs College, Capital Normal University, Shanghai Normal University, Nanjing Normal University, Higher Education Press of the Ministry of Education, Macmillan Education (UK) and other well-known universities and academic institutions.

In the past 16 years, the New Channel training school has taken "I insist, I succeed" as the spiritual connotation, adhered to the teaching style of "academic, inspirational and passionate," earnestly practiced the three standards of "excellent small class+full-time teaching assistant+personalized service," and became a leading brand in the industry with its profound academic foundation, pragmatic teaching style, strong R&D ability and vigorous enterprising spirit.

After years of operation, New Channel has gained an excellent reputation in studying abroad and has made some achievements in training. However, due to the influence of the international environment and the "double reduction" policy in China, New Channel still needs to make more efforts to maintain customer relationships to develop new customers while retaining old customers, thereby preserving the sustainable development of the enterprise.

2.4 Research Framework

From the primary context of this article, it can be seen that the specific framework of this article is as follows:

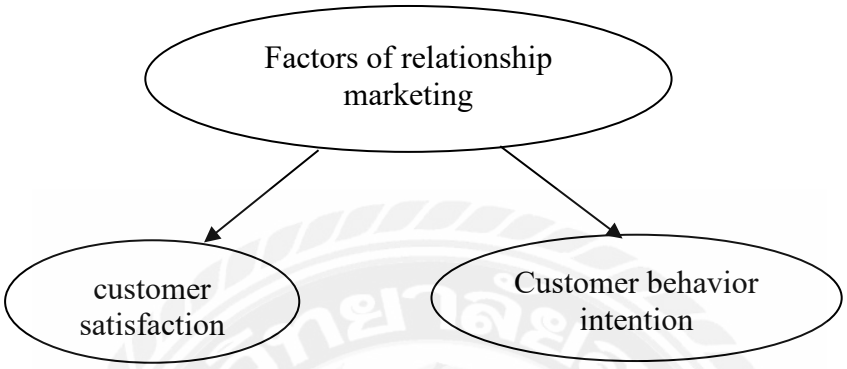

Figure 2.1 Research Framework

Chapter 3 Research Methodology

3.1 Introduction

This paper uses quantitative research methods. This chapter first analyzes the questionnaire design of this paper, then points out the sample size involved in this paper and the related data collection process and methods, shows the scales of various variables, and finally tests the reliability and validity of the ranking used in this paper, which lays the foundation for the following empirical analysis.

3.2 Research Design

Research design is the basis of research, including scale design, selection of dependent and independent variables, and use of data analysis tools. The following article discusses the design aspects:

1. Scale design: In this study, it is necessary to use an appropriate scale to measure the relationship among relationship marketing factors, customer satisfaction and customer behavior intention. Through literature review, this study uses a validated and widely used scale to measure. These scales need to ensure their reliability and validity to improve the reliability and validity of data.

2. Dependent and independent variables: In this study, the dependent variables are defined as customer satisfaction and customer behavior intention, that is, customers' satisfaction with New Channel's products and services and their willingness to buy again and spread word of mouth. Independent variables are relationships marketing factors, that is, the orientation of relationship with customers and the establishment of ties. The study takes relationship marketing factors as independent variables, and mainly investigates its influence on customer satisfaction and behavior intention. By studying the relationship between relationship marketing factors and customer satisfaction, it can know which factors have a significant impact on customer satisfaction. These factors may include the quality of relationship with sales staff or service providers, communication effect, trust and the ability to solve problems quickly. The study will also explore the influence of relationship marketing factors on customers' behavior intention, that is, by establishing ties with customers and providing personalized services, customers will be encouraged to buy again and actively spread word of mouth.

3. Five point method: In the design of the ranking and data collection, this study used a five point method for evaluation, which uses a numerical scale from 1 to 5 to represent the respondents' attitude or response to a statement or question. This hierarchical classification helps to provide a certain degree of difference in choices and allows respondents to evaluate and choose between different options.

4. SPSS: To analyze the collected data, this study will use SPSS (Statistical Analysis Software Package) for data analysis. SPSS provides a wealth of statistical analysis tools, which can be used for frequency statistics, descriptive statistics, factor analysis, correlation analysis and intermediary analysis. Using SPSS, the collected data can be quantitatively analyzed to reveal the relationship among non-material incentives, employees' innovative behavior and organizational performance.

The research and design of this paper consider various methods and steps to ensure the reliability and validity of data, and provide accurate research conclusions and opinions.

3.3 Population and Sampling

1. Sample size: According to the purpose and problems of the study, this paper determines that 279 valid samples are needed. The sample size is calculated using the sample size calculation method in statistics according to the expected effect size, statistical power and confidence level. Ensuring a specific sample size can improve the reliability of the research results to a certain extent.

2. Question: In this study, the specific nature of the question is to study the influence of relationship marketing factors on customer satisfaction and behavior intention. Therefore, the problem involves relationship marketing factors, customer satisfaction and customer behavior intention. The design of the question needs to be specific and clear to guide the data collection and analysis of the study.

3. Sample type: To represent the employees in New Channel, this paper will select consumers of different ages, education levels and incomes as samples. This can ensure the broad applicability of the research results. By choosing different types of consumer samples, this paper can better understand the influence of relationship marketing factors on customer satisfaction and behavior intention.

3.4 Data Collection

This study conducted a sampling survey using a questionnaire survey method. In 2022, more than 100 consumers were selected from each of the four regions of the New Channel Company, and 100 questionnaires were distributed in each region, totaling 400 questionnaires. The survey questionnaire was allocated for a week. Except for 121 questionnaires where the answers were deemed untrue or some survey content was omitted, 279 pieces of information were used in actual analysis.

3.5 Data Analysis

This study uses the Likert five point method for data analysis. The five point method is a commonly used evaluation and measurement method used to understand the attitudes, opinions, or perspectives of respondents towards a specific variable. It is usually used in questionnaire surveys to allow respondents to evaluate and choose between different options. The five point method consists of a five level evaluation scale, each level representing a specific evaluation or attitude. Usually, each group is represented by a number or label, such as 1, 2, 3, 4, 5 or strongly disagree, disagree, neutral, agree, strongly agree, etc. The respondents were asked to choose one of these options that best suits their perspective or attitude.

Summarizing the views of previous scholars, the scale and items of this article are shown in the table below:

Table 3.1 Questionnaire Item

Factors		Title item
Customer satisfaction	Communication	I can communicate effectively with the organization
		Organizations can understand my needs
	Physical equipment	The resources of study abroad institutions are comprehensive
		The information on study abroad institutions is reliable
	Economic satisfaction	The cost of studying abroad institutions is very reasonable
		There is no need for subsequent redundant consumption
	Non-economic satisfaction	The service quality of study abroad institutions are outstanding,
		The brand reputation of overseas study institutions are high
		The after-sales follow-up of overseas study institutions is speedy
		The organization is very concerned about my situation
	Customer trust	Believe in the selected institution
		Don't worry about the efficiency of the organization at all

Customer behavior intention	Customer relationship orientation	When choosing to buy a product or service, it will consider the relationship with the salesperson or service provider
		It is believed that establishing a good relationship with sales staff or service providers has an impact on purchasing decisions
		In the process of communicating with sales staff or service providers, I feel their customer relationship orientation
	Ties	In the past purchase experience, I have established long-term relationships and kept in touch with sales staff or service providers
		After establishing ties with salespeople or service providers, they are more willing to continue to choose the products or services they provide
		Ties have an impact on the level of trust with salespeople or service providers
		It is believed that mutual benefit can promote the formation and development of ties.
	Professionalism	I am delighted with the professionalism of the institutions studying abroad
		The staff of study abroad institutions are experienced
		The resources of study abroad institutions are authoritative
	Loyal attitude	Take the initiative to search overseas institutions for information
		I can actively communicate with staff
		I hope that overseas institutions will launch more projects
	Behavior loyalty	I will introduce the selected organization to the people around you. Is an advocate of institutional brands
		I will continue to buy products from institutions
		I am an advocate of institutional brands

3.6 Reliability and Validity Analysis of the Scale

3.6.1 Reliability Analysis of the Questionnaire

The reliability results of the validation questionnaire are shown in the table below, and the reliability was verified using Cronbach's alpha method. Cronbach's alpha method is a reliability check that treats each question as an independent individual and finds the internal consistency of the question (based on the reliability prediction value of the degree of homogeneity between the examined questions) method. In the table below, all questions of relationship marketing show 0.880, customer relationship orientation as a subordinate variable 0.620, bonding 0.608, communication 0.739, professionalism 0.719, and physical equipment 0.727. all questions on customer satisfaction show 0.832, economic satisfaction as a subordinate variable shows 0.687, and non-economic satisfaction shows 0.772. customer All questions of customer loyalty showed 0.845, attitude loyalty as the lower variable showed 0.757, and behavioral loyalty showed 0.781. Thus, it can be seen that the reliability of the questionnaire used in this study, Cronbach's α, showed 0.608 to 0.880, so the internal internal consistency of the questionnaire used in this study is high and can meet the general adoption criterion of credibility 0.7. The measurement props used in this study can be considered credible.

Table 3.2 Trustworthiness of the Questionnaire

		Cronbach's a
Relationship marketing elements (all 0.880)	Customer Relationship Orientation	0.620
	Ties	0.608
	Communication	0.739
	Professionalism	0.716
	Physical equipment	0.727
Customer satisfaction (all 0.832)	Economic satisfaction	0.687
	Non-financial satisfaction	0.772
Customer trust		0.823
Customer Loyalty (All 0.845)	Attitudinal Loyalty	0.757
Relationship marketing elements (all 0.880)	Loyalty in action	0.781

3.6.2 Questionnaire Validity Analysis

The validity of a document generally depends on the size of the KMO value. When the KMO value is more significant than 0.7, it indicates that the validity of the questionnaire is good. From Table 3.7, it can be seen that the KMO value of the questionnaire is 0.873, and the significance of Bartlett's sphericity test is 0.000, which

is considered to meet the standard. Therefore, the validity of the scale in this article is relatively high.

Table 3.3 Validity of the Survey Questionnaire

KMO sampling suitability quantity		0.873
Bartlett sphericity test	Approximate chi square	2218.706
	degree of freedom	141
	Significance	0.000***

Chapter 4 Finding

4.1 Introduction

Based on the above research design and data collection, this chapter mainly analyzes and summarizes the corresponding data, identifies specific problems, and makes a detailed study of the descriptive analysis of the questionnaire, the relationship between relationship marketing factors and the influence of association marketing factors on customer satisfaction and customer behavior intention, and finally obtains the results.

4.2 Description of Statistical Variables

(1) Relationship marketing factors: As independent variables, possible statistical descriptions include the frequency or degree of use of various relationship marketing factors, such as the quantity and quality of promotional activities, the degree of personalized service, and so on.

(2) Customer satisfaction: As a dependent variable, possible statistical descriptions include quantitative or qualitative evaluation of customer satisfaction, such as using questionnaires to obtain data, or evaluating customer satisfaction according to customer behavior (such as purchase times and complaint rate).

（3）Behavior intention: As a dependent variable, possible statistical descriptions include customers' intentions or wishes, such as their willingness to change loyalty to the brand or continue to buy.

(4) Other variables: research can also control or measure other variables, such as customer characteristics (gender, age, education level, etc.), brand image, price, competitive environment, etc. These variables can be used to explain the influence of relationship marketing factors on customer satisfaction and behavior intention.

Table 4.1 Sample Basic Information Table

	Distinction	Personnel (n)	Ratio (%)
Gender	Male	125	44.8
	female	154	55.2
Monthly income	Less than 4,000 yuan	39	14.0
	4000-6000Yuan	85	30.4
	6000-8000Yuan	91	32.5
	More than 8000 yuan	64	23.0
Age	Under 39 years old	132	47.3

	40-49 years old	107	38.4
	50 years old or above	40	14.3
Number of children	1	168	60.2
	2	91	32.6
	3or more	20	7.2

4.3 The Relationship between Various Factors in Relationship Marketing

The table below shows that all factors such as customer relationship orientation, bonding, communication, professionalism, physical equipment, economic satisfaction, non-economic satisfaction, customer trust, attitudinal loyalty, and behavioral loyalty are positively (+) correlated, which is consistent with the relationship of the factors proposed in the research hypothesis, and therefore can be considered to satisfy the validity criteria. If the null hypothesis that the correlation coefficient is one is eliminated (i.e., all factors are consistent), the elements can be considered to have discriminantvalidity. Looking at Pearson's product-moment correlation coefficient, if it shows that it is smaller than the base 0.80 of multicollinearity, then it is considered that the problem of multicollinearity can be ignored. The table shows that the correlation values of customer relationship orientation, bonding, communication, professionalism, physical equipment, economic satisfaction, non-economic satisfaction, customer trust, attitudinal loyalty, and behavioral loyalty are 0.305 to 0.705, which can satisfy these criteria, so it is considered possible to ignore the problem of multicollinearity. The subfactor of relationship marketing, customer relationship orientation, showed correlations with bonding (r = 0.479), communication (r = 0.595), professionalism (r = 0.515), and physical equipment (r = 0.402). Customer satisfaction showed a correlation between economic satisfaction (r = 0. 485) and non-economic satisfaction (r = 0. 459). Customer trust (r = 0. 616) also showed a correlation and customer loyalty showed a correlation in both attitudinal loyalty (r = 0. 453) and behavioral loyalty (r = 0. 446).

Table 4.2 Correlation Analysis Results (n=279)

	1	2	3	4	5	6	7	8	9	10
1	1									
2	0.479**	1								
3	0.595**	0.531**	1							
4	0.515**	0.581**	0.609**	1						
5	0.402**	0.399**	0.453**	0.531**	1					
6	0.485	0.418*	0.60	0.502	0.448	1				

	**	*	6**	**	**					
7	0.459**	0.578**	0.607**	0.704**	0.575**	0.650**	1			
8	0.616**	0.616**	0.570**	0.707**	0.520**	0.594**	0.693**	1		
9	0.453**	0.475**	0.523**	0.515**	0.541**	0.616**	0.568**	0.621**	1	
10	0.443**	0.402**	0.455**	0.486**	0.364**	0.498**	0.587**	0.536**	0.687**	1
M	3.79	4.00	3.98	4.14	4.42	4.10	4.25	4.13	4.18	
SD	0.652	0.769	0.639	0.671	0.659	0.869	0.846	0.774	0.795	

Note: * denotes $p < 0.05$, ** denotes $p < 0.01$ (1: customer relationship orientation; 2: bonding; 3: communication; 4: professionalism; 5: physical equipment; 6: economic satisfaction; 7: non-economic satisfaction; 8: customer trust; 9: attitudinal loyalty; 10: operational loyalty).

4.4 Relationship between Relationship Marketing Factors and Customer Satisfaction

The first hypothesis of this study is: "The relationship marketing factors of New Channel International Education Group Limited have an impact on customer satisfaction." To test this hypothesis and to detect the effect of relationship marketing subfactors - customer relationship orientation, bonding, communication, professionalism, and physical equipment - on customer satisfaction subfactors (economic satisfaction, non-economic satisfaction), a simple regression analysis was used.

Table 4.3 The Impact of Relationship Marketing on Customer Satisfaction in New Channel International Education Group Limited

		B	SEB	Beta	t	Error	VIF
Financial satisfaction	Constants	1.002	0.228		4.399	0.587	1.705
	Customer relationship orientation	0.116	0.054	0.128		0.593	1.658
	Tie relationship	0.086	0.065	0.033		0.495	2.201
	Communication	0.36	0.062	0.379		0.477	2.098
	Professionalism	0.097	0.063	0.379		0.681	1.468

	Physical equipment	0.138	0.048	0.158			
MR=.654, R=.428, F=40.816, sig F=.000							
Non-financial satisfaction	Constants	0.44	0.197		2.231		1.705
	Customer relationship orientation	-0.207	0.047	-0.028	-5.72		1.689
	Tie relationship	0.203	0.056	0.179	3.615 ***		2.201
	Communication	0.196	0.054	0.198	3.664 ***		2.098
	Professionalism	0.368	0.054	0.373	6.768 ***		
Physical equipment	0.206	0.042	0.227	4.914 **	0.681		
MR=.774, R=.604, F=83.268, sig F=.000							

Note: * means P < 0.05, * * means P < 0.01 and * * * means P < 0.001.

As can be seen from the above table, the value of P is 0.000, and its value is less than 0.001, which shows that the significance test has been passed. Among the subfactors of relationship marketing, except for bonding and professionalism, the factors of customer relationship orientation (β = 0. 128), communication (β = 0. 379), and physical equipment (β = 0. 158) all have statistically significant effects on economic satisfaction. The results of the fit of the validation model showed that the coefficient of determination (R2) was 0. 428 and the degree of influence of relationship marketing factors on customer satisfaction accounted for 42. 8% of the overall variables. Among the subfactors of relationship marketing, except for customer relationship orientation, bonding (β = 0. 179), communication (β = 0. 198), professionalism (β = 0. 373), and physical equipment (β = 0. 227) factors all have statistically significant effects on non-economic satisfaction. The results of the fit of the validation model showed that the coefficient of determination (R2) was 0. 604 and the degree of influence of relationship marketing factors on customer satisfaction accounted for 60. 4% of the overall variables.

4.5 Relationship between Relationship Marketing Factors and Customer Behavior Intention

The relationship between the relationship marketing factors of New Channel International Education Group Limited and customer trust. The second hypothesis of this study is: "The relationship marketing factors of New Channel International Education Group Limited will have an impact on customer behavior intention." To test

this hypothesis, and to examine the influence of the sub-factors of relationship marketing, such as customer relationship orientation, ties, communication, specialty and physical equipment, on customer trust, a simple regression analysis is adopted. The following table shows that the p value is 0.000, and its value is less than 0.001, indicating that it has passed the significance test. Among the sub-factors of relationship marketing in NewChannel International Education Group Limited, customer relationship orientation (β =0.261), bond relationship (β = 0. 217), professionalism (β = 0. 362) and physical equipment (β =0.137) have statistically significant effects on customer trust. The fitness results of the validation model show that the determining coefficient (R2) is 0. 632, and the influence degree of relationship marketing factors on customer satisfaction accounts for 63.2% of the overall variables.

Table 4.4 Impact of Relationship Marketing Factors on Customer Trust in NewChannel International Education Group Limited

		B	SEB	Beta	t	Error	VIF
Customer Trust	Constants	0.163	0.192		0.846		
	Customer relationship orientation	0.246	0.046	0.261	5.437***	0.587	1.705
Ties	0.246	0.055	0.217	4.551***	0.593	1.686	
	Communication	0.017	0.052	0.017	0.326	0.495	2.201
	Professionalism	0.361	0.053	0.362	6.804***	0.477	2.098
	Physical equipment	0.126	0.041	0.137	3.068***	0.681	1.468
MR=.774 R=.604 F=83.268 sigF=.000							

Chapter 5 Conclusion and Recommendations

This chapter mainly focuses on the data analysis in the previous chapter and draws the corresponding results, explaining the relationship among variables. At the same time, the related improvement measures are put forward and the future improvement direction is analyzed accordingly.

5.1 Conclusion

New Channel should attach importance to customer feedback and establish good customer relations. Customer satisfaction and word-of-mouth communication are particularly important in the study abroad market. By providing personalized study abroad consultation and service, New Channel International Education Group Limited can better meet customers' needs and expectations and ensure that they get all-round support and help while studying abroad. In a word, with the rise of the middle class in China and the increasing demand for studying abroad, New Channel International Education Group Limited, as a service provider for studying abroad, needs to pay attention to service quality and establish good customer relations. Through personalized study abroad consultation and service, cooperation with foreign partners, and the use of advanced technology and media platforms, New Channel International Education Group Limited can gain more excellent development opportunities, improve market competitiveness, establish an excellent corporate image and reputation, and thus achieve more significant development in the market.

5.1.1 There is a Positive Correlation between the Factors of Relationship Marketing

In the previous study, it was found that the correlation value between the factors of relationship marketing in New Channel International Education Group Limited was 0.305 ~ 0.705, and there was a positive correlation. The customer satisfaction factors in this study-economic satisfaction and non-economic satisfaction-all had an impact on customer trust. The relationship between customer satisfaction and confidence is the relationship expansion stage, and it is also the stage of interaction and cooperation between enterprises and customers. This stage will not only enhance the satisfaction and trust of long-term relationships, but also enhance the scope and depth of interdependence. From this, the following suggestions can be provided:

Companies should make suitable marketing policies based on the actual situation and accurate data from consumer behavior surveys before making feasible policies. Therefore, in future research, the study of factors influencing consumer behavior should be increased. Due to the limited space, this paper in the consumer behavior survey, although far as possible to consider all the influencing factors there are some factors to study in depth, because the impact of consumer behavior factors are multifaceted,

companies can further expand the scope of the study in the future. After the expansion of the scope of the study, the factors considered more comprehensive, the number of people surveyed more widely, then the analysis of the results will be more accurate, while helping companies to better improve their marketing strategies. In addition, companies in the survey of consumer behavior, you can design some interesting questionnaire forms, such as WeChat page quiz, to avoid some customers afraid of trouble and choose not to participate in the questionnaire; companies can also prepare some small gifts as a reward to encourage customers to think carefully before filling out the questionnaire. From this questionnaire can be seen, the questionnaire is mostly multiple-choice questions, consumers rely on their subjective judgment when answering. Moreover, there are many options for individual questions and some are supplementary answers, so consumers will inevitably get bored when filling out the questionnaire and choose the responses randomly without careful consideration, which directly affects the authenticity of the results and causes some bias to the research results.

5.1.2 There is a Significant Positive Influence between Relationship Marketing Factors and Customer Satisfaction

According to the data analysis in the previous chapter, it can be concluded that the relationship marketing factors of New Channel International Education Group Limited account for 60.4% of the total variables except the customer relationship orientation, and both of them have statistically significant influence. According to the results, some corresponding suggestions can be put forward, as follows.

Relationship marketing is a marketing activity, which aims to improve the profitability of the company by strengthening the relationship between marketing managers and suppliers and establishing long-term and reliable relationships. Also, it can be said that it is a positive marketing strategy, which forms a sound mind for the company. New Channel connects the company with students and parents by developing projects and activities, eliminating the plan of using the company for a long time. As mentioned above, according to the implementation of relationship marketing in New Channel International Education Group Limited, the implementation factors of relationship marketing will be reflected in students' perception, so it can be assumed that the implementation factors of relationship marketing aimed at students in New Channel International Education Group Limited will have an impact on satisfaction. Based on this result, the frontline New Channel International Education Group Limited should make more efforts in relationship marketing activities.

Due to the development of China's economic level and the improvement of its global status, more and more families with financial solid strength choose to send their children abroad for further study, and the market for studying abroad is bound to be more prosperous, because foreign educational resources are more affluent and the educational system is more flexible, making their children more competitive

internationally. Accordingly, there will be more and more study agents, but the market tends to be more homogeneous and the competition will be more intense. Most overseas study companies in China have not formed their excellent service model. Because they only provide primitive and low-end overseas study services, poor performance will even hinder students' way to go abroad. At present, the overseas study service market has shown a trend of fierce competition, which is due to the conflict and confrontation between the traditional backward overseas study service model and the advanced service concept in the new market situation, and the simple overseas study consultation and application service can hardly meet the needs of consumers. In this case, only those overseas study service companies that innovate service concepts and improve service quality and integrity can finally establish a stable position in the market.

New Channel International Education Group Limited should establish industry standards while marketing its services, present the best service quality standards to customers, and set an example for other companies in the industry. In addition, in today's competitive environment, improving service quality will bring more consumers to the company. Therefore, when making marketing strategies in the future, study agents must take service strategy as the core, and the rest marketing strategies should be implemented on the basis of ensuring service quality, which will help enterprises win more consumers and gain more outstanding market share. To improve the quality of service, it must understand consumers' psychology from the perspective of consumers, subdivide the consumer market in a targeted manner, and formulate different service plans for different consumer needs, to achieve more customer' satisfaction.

5.1.3 There is a Significant Positive Influence between Relationship Marketing Factors and Customer Behavior Intention

In the above research and analysis, the influence of relationship marketing factors on customer satisfaction in New Channel International Education Group Limited accounts for 63.2% of the total variables, indicating a statistically significant influence between them. According to the analysis results, some corresponding suggestions can be put forward.

Among the relationship marketing factors in this study, customer relationship orientation, integration, professionalism and physical equipment impact customer trust. Marketing activities are a stage to enhance the interaction and cooperation between New Channel International Education Group Limited and students, which will strengthen the confidence and concentration implied in long-term relations and increase the scope and depth of interdependence due to increased preferential treatment. Therefore, the adoption of different service strategies and training plans and the marketing strategy for restoring customer relations are important factors to have a competitive advantage. For New Channel International Education Group Limited, it is essential to establish new marketing strategies to meet the changing needs of students.

The New Channel International Education Group Limited maintains a good relationship with students by strengthening contact with students, aiming at new and old students, establishing a price strategy to maintain the correct level and applying according to the group, and to increase students' loyalty, establishing a system that students can pursue according to their wishes to increase their satisfaction, to maintain a good relationship with students. Generally speaking, attitude loyalty can be regarded as a psychological concept, a kind of psychological and emotional love of students for New Channel International Education Group Limited. This kind of students' friendly attitude or affection for New Channel is influenced by consumers with high credibility. Among the relationship marketing factors in this study, relationship, communication and physical equipment have an impact on attitude loyalty, which is a sub-factor of customer loyalty, while customer relationship orientation, communication and professionalism have an impact on behavioral loyalty.

New Channel International Education Group Limited should establish and maintain good customer relations and strengthen communication with consumers. Enterprises can keep in touch with customers through interactive websites and social media, and respond to customers' questions and suggestions in time. At the same time, enterprises should also be fully prepared in customer service to provide customers with quality services. Provide personalized services and products to meet the needs of customers. Enterprises can obtain customers' personalized needs through data analysis, then provide corresponding customized services and products to meet customers' needs.

5.2 Recommendation

In the future, with the development of social economy and the escalating demand of consumers, the importance of relationship marketing for enterprises to attract and retain customers will continue to increase. Therefore, future scholars and business people can carry out research and practice from the following aspects:

1. Pay more attention to the construction of brand image. Brand image is an essential foundation of enterprise relationship marketing. Enterprises should focus on establishing a reputable brand image, improve their brand awareness and reputation, and thus improve consumers' loyalty and reputation.

2. Create diversified marketing channels. With the diversification of consumers' buying behavior and various channels, enterprises need to communicate and establish relationships with customers through diversified marketing channels, such as online marketing and offline business integration, and use emerging media such as social media to attract and communicate with customers.

3. Strengthen customer experience and service quality. Customer experience and

service quality are the keys for enterprises to maintain customer relations. Enterprises should provide more personalized and professional services according to customer needs and expectations, pay close attention to customer feedback, respond and solve problems quickly, and enhance customer satisfaction and loyalty.

4. Actively explore mutually beneficial cooperation modes. In relationship marketing, the relationship between enterprises and customers should be a mutually helpful and long-term stable two-way relationship. It should constantly explore mutually beneficial cooperation modes, such as joint promotion and common development with customers, to maximize the cooperation results and better maintain and consolidate customer relationships.

To sum up, with the constant changes in consumer demand and market changes, relationship marketing is constantly developing and innovating. In the future, relationship marketing needs to pay more attention to brand image, diversified channels, customer experience and mutually beneficial cooperation, to provide a more stable and sustainable foundation for the long-term relationship between enterprises and customers.

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Appendix A Consumer Behavior Questionnaire

Dear students/parents,

Hello! According to the needs of the subject, we hope to get some valuable information and opinions from you through the questionnaire. This questionnaire does not need to fill in your name, at the same time, we will be in accordance with the relevant provisions of the "Statistical Law of the People's Republic of China", this questionnaire does not involve legal responsibility, does not relate to personal privacy, please feel free to fill in your real ideas.

You only need to cross " √ " in front of the choice that meets the relevant situation, only one choice if not specified, thank you for your cooperation.

Part 1：

1. Your gender:
   A. Male
   B. Female
2. Your age
   A. Under 12 years old
   B. 12-15 years old
   C. 16-18 years old
   D. 19-22 years old
   E. 24-26 years old
   F.26-30 years old
   G. 30 years old or above
3. Your education level:
   A. Elementary school
   B. Junior high school
   C.High school
   D.University
   E. Postgraduate
   F. Doctorate
4. How many children do you have:
   A 1
   B. 2
   C. 3 or more

Part 2：

Factors	Title item	Degree of agreement				
		1	2	3	4	5

Customer satisfaction	Communication	I can communicate effectively with the organization					
		Organizations can understand my needs					
	Physical equipment	The resources of study abroad institutions are comprehensive					
		The information on study abroad institutions is reliable					
	Economic satisfaction	The cost of studying abroad institutions is very reasonable					
		There is no need for subsequent redundant consumption					
	Non-economic satisfaction	The service quality of study abroad institutions are outstanding,					
		The brand reputation of overseas study institutions are high					
		The after-sales follow-up of overseas study institutions is speedy					
		The organization is very concerned about my situation					
	Customer trust	Believe in the selected institution					
		Don't worry about the efficiency of the organization at all					
Customer behavior intention	Customer relationship orientation	When choosing to buy a product or service, it will consider the relationship with the salesperson or service provider					
		It is believed that establishing a good relationship with sales staff or service providers has an impact on purchasing decisions					
		In the process of communicating with sales staff or service providers, I feel their customer relationship orientation					
	Ties	In the past purchase experience, I have established long-term relationships and kept in touch with sales staff or service providers					
		After establishing ties with salespeople or service providers, they are more willing to continue to choose the					

		products or services they provide					
		Ties have an impact on the level of trust with salespeople or service providers					
		It is believed that mutual benefit can promote the formation and development of ties.					
	Professionalism	I am delighted with the professionalism of the institutions studying abroad					
		The staff of study abroad institutions are experienced					
		The resources of study abroad institutions are authoritative					
	Loyal attitude	Take the initiative to search overseas institutions for information					
		I can actively communicate with staff					
		I hope that overseas institutions will launch more projects					
	Behavior loyalty	I will introduce the selected organization to the people around you. Is an advocate of institutional brands					
		I will continue to buy products from institutions					
		I am an advocate of institutional brands					