

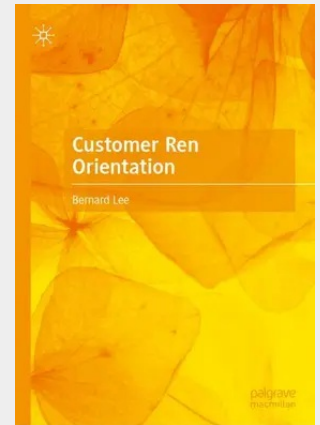
Customer Ren Orientation

This book examines the concept of Ren in a business context. It begins by reviewing relevant Chinese literature on Ren (仁), then explores the Customer Ren Orientation model and its connections with Harmony, Business Relationship, Service Quality, and Loyalty.

To conduct the research, a two-stage design was employed. In the first stage, qualitative methods, such as focus group discussions and expert consultations, were used. The second stage involved quantitative research, including quasi-experimental design, sampling, questionnaire design, data collection, and scale development. A total of 384 respondents participated in the interview.

The measurement scales used in the research are reliable and valid, and the data fit the Customer Ren Orientation business model well. Analyses with AMOS and SmartPLS supported all eight proposed hypotheses. SmartPLS was used specifically to handle interaction and quadratic effects that AMOS couldn't manage. Overall, this study offers valuable insights into the role of Ren in business relationships.

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