

عنوان مقاله:

.Identifying the factors affect the customer loyalty and customer satisfaction impact on behaviors in online shopping in IRAN

محل انتشار:

نهمین همایش ملی تحقیقات میان رشته ای در مدیریت و علوم انسانی (سال: 1403)

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خلاصه مقاله:

Because of the widespread use of the Internet in e-commerce, research on online shopping is urgently needed. In this regard, numerous studies have been conducted on the relationship between firm and customer, but a few studies have focused on the interactions of customers with each other and the consequence of that especially on online shopping websites. The total population of online shopping was unknown so a convenient sampling technique within Hormozgan, Iran was done. This research study examines different factors of online shopping individually (i.e., Security, Mode of payment, time, price, information availability, quality, website design) concerning customer satisfaction and customer loyalty. The findings of this study showed that customer to customer interactions have a direct impact on satisfaction and commitment. On the other hand, Commitment leads to partnership, cooperation and loyalty. The results of this research provide concepts for managers of online shopping websites and marketers and help them to better manage interactions among customers

کلمات کلیدی:

.Customer to customer interaction; Customer-Oriented Indicators; Online Shopping websites

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