

عنوان مقاله:

(Investigating the Relationship between E-Commerce and Customer Behavior)(Case Study: Mashhad and Dubai

محل انتشار:

هشتمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر اعتماد الکترونیکی (سال: 1393)

تعداد صفحات اصل مقاله: 10

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خلاصه مقاله:

In today society with developing in information technology, firms have been revolutionized and are transforming from traditional to becoming electronic. In an internet based market in comparison to a traditional market, an organization are facing with more competitors and customer loyalty will fade. So in e-Commerce, building trust, satisfaction and keeping customers for organizations are very important and at the same time difficult. In this study, we investigate the relationships between using e-Commerce and important variables such as satisfaction, customer trust and loyalty and so we used two statistical populations from Mashhad and Tehran and from which we selected samples among customers that who have done internet shopping. Likert questionnaire has been designed and written and after testing reliability and validity, we distribute it among sample. In sum, we gathered 34 questioners from statistical population who are students in Tehran and 34 questionnaires also were gathered from statistical population who are in Mashhad. Data were analyzed by LISREL and SPSS. Results has shown that trust, loyalty and satisfaction inter exchanging .are influenced on electronic shopping increase but the quality and degree of influencing are different in different cities

کلمات کلیدی:

E-commerce, internet, customer satisfaction, customer trust, customer loyalty

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