

## عنوان مقاله:

E-Loyalty and Influencing Factors on Online Customers' Loyalty

## محل انتشار:

چهارمین کنفرانس بین المللی مدیریت فناوری اطلاعات و ارتباطات (سال: 1386)

تعداد صفحات اصل مقاله: 11

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## خلاصه مقاله:

The emerging electronic economy is fundamentally changing the relationship between buyers and sellers. Competition is nowadays only a mouse click away. Customer relationships hold the key to organizational success and possibly even survival. Attracting , satisfying and retaining customers have become major challenges for organizations and above all for online retail stores. Thus, an increasing number of them have realized that they have realized that they have to pay more deliberate attention to their customers and try to foster their loyalty. As the focus on the internet changes from a customer acquisition perspective to a customer loyalty perspective, companies selling online will begin to shift their attention from "how many people am I attracting" to "whom am I attracting and how long are they staying". Customer's loyalty has been deeply developed in the marketing literature. Loyalty is a very complex issue that is worth investigation since acquiring new customers is costly. The cost of acquiring a customers is substantially higher than keeping and fostering loyalty. For this reason, loyalty has become a major source of potential revenues for companies . firms operating traditionally or using that Internet as their main sales channel follow this same rule: developing loyalty or "e-loyalty" loyalty can be described as "a deep commitment to rebuy or patronize a patronize a preferred product/service consistently in the future , thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts have the potential to cause switching behavior" . also e-loyalty can be defined as the development of customer loyalty through Internet as a distribution channel. In this paper we investigate "e-loyalty" and four factors that impact on online customer's loyalty and .respective links between them on one side and e-loyalty with in B2B and B2C environment on the other side

## کلمات کلیدی:

E-Loalty , Stickiness , Web Design , Trust , Web Personalization , Service Quality

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