عنوان مقاله:

Investigating the Factors Affecting the Customers' Perceived Value in Information Technology Industry

محل انتشار:

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خلاصه مقاله:

In general, as companies become more successful in the field of creating value for the customers, they will benefit more from advantages such as customer loyalty, customer satisfaction, performance, and profitability. However, the question that arises is how is that possible to create value for customers? This study is aimed to investigate this issue by using Chahal's (2012) model in the IT industry. This study is an applied study that has been done using a descriptive-survey method. The most important data collection tool was a questionnaire distributed among IT companies in Tehran city. Collected data were analyzed using regression and correlation method. Results showed that all of the six hypotheses were confirmed. So the components of the Chahal (2012) model, which includes performance value, aesthetic value, value appreciation, social interaction value, the transaction value, and the acquisition value were significantly effective on the value perceived by customers.

کلمات کلیدی:

customers' perceived value, IT industry, Chahal model

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