

عنوان مقاله:

A Comparative Investigation of the Impact of E-Marketing Competitive Strategies on E-Loyalty with Focusing on Porter's Model

محل انتشار:

دهمین کنفرانس بین المللی تجارت الکترونیک ECDC۲۰۱۶ با رویکرد بر E-Tourism (سال: 1395)

تعداد صفحات اصل مقاله: 8

نویسندگان:

Majid Mohammad shafiee - Assistant Professor, Department of Management, University of Isfahan, Isfahan, Iran

Reihaneh haghhighizade - BSc, Department of Management University of Isfahan, Isfahan, Iran

Shirin rahimzadeh - BSc, Department of Management, University of Isfahan, Isfahan, Iran

خلاصه مقاله:

Nowadays, in the goods and services market, retaining existing customers is more profitable than attracting new customers. Since latter costs more than the former, having loyal customers is now a major goal for many organizations. Also, with the development of e-businesses, creating this loyalty as e-loyalty is highly important. The aim of this paper is to investigate the influence of each of the Porter's strategy dimensions, including cost leadership, differentiation and focus, on loyalty in the context of e-business. In this regard, a questionnaire was prepared; subsequent to approving the validity of the questionnaire, it was randomly distributed among a random sample of 100 people who were potential and actual users of particular sites in the City of Isfahan. The findings indicate that, although focus strategy is more effective on creating e-loyalty, no significant difference was observed between the two other strategies in having more influence on e-loyalty.

کلمات کلیدی:

E-marketing, E-loyalty, Competitive strategy, Porter model

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/560684>

