A Study of the Shopping Site's Customer Relationship Management - from two distinct perspectives: social exchange and economic exchange

ABSTRACT
The cutting-edge networking technologies available today enable businesses to implement innovative customer relationship management (CRM) systems, which can greatly facilitate the acquisition, dissemination, and application of customer and market information. Never has it been more convenient for businesses to design and implement highly responsive customer-related processes. Comparison shopping is now more convenient and powerful for savvy online customers. To be truly innovative in offering appealing customer value, businesses must develop a deep understanding of their customers by going beyond the notion of customer satisfaction and examining other important issues such as relationship commitment, trust, and loyalty in the context of online shopping.

This study analyzed the impacts of businesses' Internet-mediated customer relationship management (I-CRM) practices on customer satisfaction, commitment, trust, and loyalty. The linear structural modeling analysis software AMOS was employed to validate the theoretical model from two distinct perspectives: social exchange and economic exchange. Among other findings, a positive impact of I-CRM practices on relational quality was found for both perspectives. And relational quality positively impacted loyalty. Different degrees of some of these impacts from different perspectives were also identified.

This study contributes to how websites' I-CRM impacts online customers' relational quality and loyalty with their perception interacting with the website. The inquiry is conducted to examine the concept of I-CRM from the consumers' point of view, and to validate the significance of the concept of I-CRM and loyalty from two distinct perspectives for internet context.

Keywords: Social Exchange, Economic Exchange, Internet-mediated Customer Relationship Management, Relational Loyalty, Transactional Loyalty.
