

A study of relationship among altruism, customer value and likelihood of non-switching

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ABSTRACT

Under the intense competition among banks, likelihood of non-switching often become the attention key. The literature shows that the factors that influent likelihood of non-switching including altruism, and customer value .etc However, the literature never integrates a pattern to make the whole discussion on the three variables at the same time. In this study, three variables will be included in the same pattern, with a hope to realize the meaning of the relations in the theoretical and practical implications. This study based on the customers of Fubon Financial. We distributed 550 questionnaires, got 413 respondents, including 348 valid (63.3%). Empirical results shows, altruism has positively strong connected with likelihood of non-switching ($r=0.748$, p

Keywords : Altruism、Customer Value、Likelihood of Non-Switching

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