

The Comparing and Studying on the Influence of Customer Perceived Value, Trust and Behavioral Intentions in Taiwan and Ma

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ABSTRACT

Under the evolution of communications technology, the modern mobile phone in addition to the typical call features also includes PDA, games, camera, time, timer, video and audio recording and many other functions towards the development trend of mobile phone with PDA functions. This purpose to promote human life has become more convenient and colorful, the opposite has become more dependent on the phone, and the presence of telecommunications companies is increasingly important. Of customer perceived value of each of the Taiwan Area and Mainland Area of the telecommunications industry after the use of the telecommunications services, the impact of trust on customer satisfaction and behavioral intentions on both sides of each telecommunications user study, the questionnaire issued in Taiwan, five with the Shanghai area, a total of 500 copies, the total recovery rate of 99%. The results show that: both sides of customer perceived value has a positive impact on customer satisfaction and customer satisfaction has positive impact on the willingness to re-structure and word of mouth, and customer satisfaction on the search for alternative has a negative impact.

Keywords : Customer perceived、Customer satisfaction、Repurchase intention、Search of alternatives、Word of mouth

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