

The relationship between customer perceived value and e-loyalty-A case study on e-bookstore

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ABSTRACT

Owing to the rapid development of information technology and market globalization, enterprises have encountered a strongly competitive stress of survival. Consequently, it is important to satisfy customer's requirements by using information technology and managerial skills effectively. This study is focuses on the relationship between customer's perceived value and e-loyalty. By using the factor analysis and path analysis, we identify the key factors for customer's perceived value of the e-bookstores. Then we analyze the relationship between them. From the study, it shows that the customer's perceived value of the e-bookstores includes safety of business transaction, integrity of product information, specificity of service, and the capability and user friendliness provided by the website. Each of these factors effects the customer satisfaction and e-loyalty positively. Therefore, finding customer's perceived value will help enterprises to extend customer's satisfaction and loyalty.

Keywords : Customer relationship management, customer's perceived value, customer satisfaction, e-loyalty, path analysis

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