

Exploring the Relationship between CRM and Building-up Loyalty in Virtual Community

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ABSTRACT

The trend of Internet booming and customer power emerging is the most important issue in marketing field recently. Virtual community also plays an important role in today's world of ever-increasing competition and cannot be ignored. Enterprises which use the power of virtual community well can understand and service their customers in cheaper and more effective ways. Otherwise, enterprises can also build higher customer loyalty and create long term benefit from their customers. The focus of this research is to explore the relationship of creating customer loyalty from virtual community and Customer Relationship Management (CRM). According to literasture reviews, CRM can be inspected by five dimensions, including core product and service, process and supporting services, technical performance, customer interaction factor, and emotional factor. In order to build a more effective model for customer loyalty, the psychological influence of customer can also be measured by trust-dimensoin and affectivity-dimension. As such, the hypothesis of this research was been set. Hypothesis verification and argumentation had been summarized according to the customer questionnaire analysis and business interviews. Geographical communities, human structural communities, topical communities, and transactional communities are four representative types of communities, and the outstanding cases for this research are selected based on these types of communities. The importance of the CRM dimensions depends on the customer needs which the web can satisfy. Therefore, if enterprises' resource allocation want to be used more effectively, in order to strength the customer relationship by mechanisms of virtual communities and increase customer loyalty, they should pay more attention to the following issues: i. What customer needs are satisfied by the products or services provided by enterprises? ii. What are the factors emphasized by customers? In addition, affectivity-dimension is more important to the influence of customer loyalty. Enterprises should pay more attention to factors of affectivity-dimension when they are planning their loyalty programs.

Keywords : Customer Relationship Management, Virtual Community, Loyalty

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