

An investigation on the Click-and-Mortar Loyalty : an empirical study of e-bookstore

鄭江宇、陳建文

E-mail: 9422508@mail.dyu.edu.tw

ABSTRACT

Retailer today faces a tremendous challenges and unique opportunities on surviving in a business model that includes the internet. Not all of the customer purchase from online store but from catalog, mail-order and physical store, and different channel will leads different customer purchase behavior. However, offline channel and virtual channel has changing into partnership by past competitive relationship already. Therefore, channel integration perspective is important to retailer for winning customer. Besides, mental determinant process is one another important issue when customer facing different level of channel involvement, especially in click-and-mortar context. Hence, we use the learning hierarchy process to capture the progress of customer click-and-mortar purchasing accurately. Further, though increasing number of researchers are interested in the customer loyalty of retail or e-tailing, few of them have been spent on studying specific customer loyalty for click-and-mortar retailing trend. Thus, a model based on integrated perspective is developed to solve the problem. An empirical study was conducted on customers who have purchased the book on click-and-mortar bookstore to evaluate the model. The results show that when customers buying in click-and-mortar context, their loyalty are not single type but mutually influenced by different channel.

Keywords : Retail, click-and-mortar, loyalty, learning hierarchy process, bookstore.

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