

購物網站顧客關係管理之研究：社會交換觀點與經濟交換觀點

李淑芳、紀文章

E-mail: 9512341@mail.dyu.edu.tw

摘要

先進網路資訊技術對於企業執行創新的顧客關係管理之資訊取得、擴散、顧客及市場資訊應用具有更大的能力，使企業能夠更便利地設計與執行回應顧客之相關過程。在網路購物的情境中，機智的網路顧客只要滑鼠點選之間不需費力，就可比較各購物網站，不僅方便而且也很有效力。要留住網路顧客，必須提高顧客對網站的滿意、信任、承諾，以及顧客對網站之忠誠度。本研究使用AMOS軟體以線性結構模式來驗證理論模型，將滿意、信任、承諾、忠誠度以「社會交換」觀點與「經濟交換」觀點，來探討網路企業執行網路顧客關係管理（I-CRM）對顧客滿意、信任、承諾、忠誠度的影響。結果顯示I-CRM正向影響經濟關係品質與社會關係品質，關係品質正向影響忠誠度，同時也驗證不同觀點有不同的影響。本研究的貢獻在於網站執行I-CRM如何經由顧客互動的知覺影響顧客關係品質與忠誠度，並在網路情境從顧客觀點驗證I-CRM及兩觀點的忠誠度概念。

關鍵詞：社會交換，經濟交換，網路顧客關係管理，關係品質，關係式忠誠，交易式忠誠。

目錄

封面內頁	簽名頁	授權書	iii	中文摘要	iv	英文摘要	v	誌謝	vi	目錄	vii	圖目錄	ix	表目錄	x	第一章	緒論	1	第一節	研究背景	1	第二節	研究問題	3	第三節	研究目的	6	第四節	名詞說明	8	第五節	研究範圍與對象	10	第六章	理論基礎與文獻探討	13	第一節	網際網路服務之理論基礎	13	第二節	顧客關係管理	18	第三節	社會交換理論相關文獻	40	第四節	關係品質	47	第五節	顧客忠誠度	65	第三章	研究方法	88	第一節	研究架構	88	第二節	假設推論	89	第三節	變數操作性定義與衡量	95	第四節	抽樣與資料分析方法	104	第五節	信度與效度分析	105	第四章	研究結果	118	第一節	經濟交換與社會交換觀點關係品質之信度與效度分析	118	第二節	忠誠度理論 - 交易式忠誠、關係式忠誠、整體行為忠誠之關聯	122	第三節	I-CRM、經濟觀點與社會觀點關係品質、忠誠度之關聯	126	第五章	結論與建議	131	第一節	結論	131	第二節	管理意涵	139	第三節	研究貢獻	146	第四節	研究限制與後續研究建議	147	參考文獻	150	附錄A	預試問卷	181	附錄B	正式問卷	185	圖目錄	圖 2-1 交易式、關係式忠誠理論(一)	82	圖 2-2 交易式、關係式忠誠理論(二)	82	圖 3-1 研究架構	89	圖 4-1 忠誠度之理論模式	124	圖 4-2 整體理論模式	129	表目錄	表 2-1 顧客關係管理之定義	26	表 2-2 忠誠度的定義	65	表 2-3 網路忠誠度的定義	85	表 3-1 I-CRM之信度、收斂效度、區別效度檢測	107	表 3-2 滿意度之信度、收斂效度、區別效度檢測	111	表 3-3 信任之信度、收斂效度、區別效度檢測	113	表 3-4 承諾之信度、收斂效度、區別效度檢測	115	表 3-5 忠誠之信度、收斂效度、區別效度檢測	117	表 4-1 經濟觀點關係品質之信度、收斂效度、區別效度檢測	119	表 4-2 社會觀點關係品質之信度、收斂效度、區別效度檢	121	表 4-3 忠誠度理論模式構面之信度、收斂效度檢測	123	表 4-4 忠誠度理論模式構念之間的區別效度檢測	123	表 4-5 忠誠度理論模式結果	125	表 4-6 整體理論模式構面衡量的信度與收斂效度檢測	127	表 4-7 整體理論模式構念之間的區別效度檢測	127	表 4-8 整體理論模式結果	130	表 5-1 整體理論模式研究假設驗證結果摘要	135
------	-----	-----	-----	------	----	------	---	----	----	----	-----	-----	----	-----	---	-----	----	---	-----	------	---	-----	------	---	-----	------	---	-----	------	---	-----	---------	----	-----	-----------	----	-----	-------------	----	-----	--------	----	-----	------------	----	-----	------	----	-----	-------	----	-----	------	----	-----	------	----	-----	------	----	-----	------------	----	-----	-----------	-----	-----	---------	-----	-----	------	-----	-----	-------------------------	-----	-----	-------------------------------	-----	-----	----------------------------	-----	-----	-------	-----	-----	----	-----	-----	------	-----	-----	------	-----	-----	-------------	-----	------	-----	-----	------	-----	-----	------	-----	-----	----------------------	----	----------------------	----	------------	----	----------------	-----	--------------	-----	-----	-----------------	----	--------------	----	----------------	----	----------------------------	-----	--------------------------	-----	-------------------------	-----	-------------------------	-----	-------------------------	-----	-------------------------------	-----	------------------------------	-----	---------------------------	-----	--------------------------	-----	-----------------	-----	----------------------------	-----	-------------------------	-----	----------------	-----	------------------------	-----

參考文獻

- 丁學勤，（2003），公平性對通路關係品質影響之研究，國立成功大學企業管理研究所出版之博士論文，131-140。
- Aaker, D. A. (1992). The Value of Brand Equity. *Journal of Business Strategy*, 27-32.
- Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A. A., & Wood, S. (1997). Interactive home shopping: consumer, retailer & manufacturer incentives to participate in electronic marketplaces. *Journal of Marketing*, 61(July), 38 – 53.
- Allen, N. J., & Meyer, J. P. (1990). The Measurement and Antecedents of Affective, Continuance, and Normative Commitment to the Organization. *Journal of Occupational Psychology*, 63(1), 1-18.
- Anderson & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(Spring), 125-43.
- Anderson, E. W. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research*, 1(May), 5-17.
- Anderson, E., & Weitz, B. (1992). The Use of Pledges to Build and Sustain Commitment in Distribution Channels. *Journal of Marketing Research*, 29(February), 18-34.
- Anderson, J. C., & Narus, J. A. (1990). A Model of Distributor Firm and Manufacturer Firm Working Partnerships. *Journal of Marketing*, 54(January), 42-58.
- Anderson, R. E., & Srivanan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology and Marketing*, 20, 123-138.
- Argandona, A. (1999). Sharing out in Alliances: Trust and Ethics. *Journal of Business Ethics*, 21(September), 217-228.
- Armstrong, A., & Hagel, J., III (1996). The Real Value of On-Line

Communities. *Harvard Business Review*, 74(3), 134-141. Assael, H. (1992). *Consumer behavior and marketing action*. Boston, MA: PWS-KENT Publishing Company. Assael, H. A., & Roscoe M., Jr. (1976). Approaches to Market Segmentation Analysis. *Journal of Marketing*, 67-76. Assael, H. (1987). *Consumer Behavior and Marketing Action* (3rd ed.). Boston: Kent. Balasubramanian, S., Konana, P., & Menon, N. M. (2003). Customer satisfaction in virtual environments: A study of online investing. *Management Science*, 49(7), 871-889. Baldinger, A., & Rubinson, J. (1996). Brand Loyalty: The Link between Attitude and Behavior, *Journal of Advertising Research*, 36(6), 22-35. Band, W. A. (1991). *Creating Value for Customers*. John Wiley. New York, NY. Barber, B. (1983). *The Logical and Limits of Trust*. New Brunswick, NJ: Rutgers University Press. Bateson, J. E. G. & Hoffman, K. D. (1999). *Managing Services Marketing: Text and Readings* (4th ed.). Dryden Press, Orlando, FL. Bearden, W. O. & Teel, J. (1983). An Investigation of Personal Influence on Consumer Complaining. *Journal of Retailing*, 56, 3-20. Bendapudi, N., & Berry L. L. (1997). Customers ' Motivations for Maintaining Relationships with Service Providers. *Journal of Retailing*, 73(Spring), 15-37. Bennis, W., & Nanus, B. (1985). *Leaders: The Strategies for Taking Charge*. New York: Harper and Row. Bentler, P.M. & Hu, L. T. (1995). Evaluating model fit, in: Rick H. Hoyle (Ed.), *Structural Equation Modeling*, Sage Publications, Thousand Oaks, CA, pp.76-99. Berger, M. (1998). It ' s your move: internet and databases, *Sales and Marketing Management*, 150(March), 44 – 49. Bhatia, A. (1999). *Customer Relationship Management* (1st ed.). U.S.A.; Don Hull. Blackman, J., & Crompton, L. (1991). The usefulness of selected variables for predicting activity loyalty. *Leisure Science*, 13(3): 205-220. Blattberg, R. C., & Neslin, S. A. (1990). *Sales Promotion-Concepts, Methods, and Strategies*. Englewood Cliffs, N.J.: Prentice-Hall. Blattberg, R., & Deighton, J. (1991). Interactive marketing: Exploiting the age of addressability. *Sloan Management Review*, 33(1), 5-14. Blau, P. M. (1964). *Exchange and Power in Social Life*. New York: John Wiley & Sons, Inc. Bollen, K.A. (1989) . *Structural Equations with Latent Variables*, Wiley, New York. Bolton, R. N., Lemo, K. N., & Verhoef, P. C. (2002). The theoretical underpinnings of customer asset management: a framework and propositions for future research. *ERIM Report Series Research in Management*, ERS-2002-80-MKT, ERIM, Rotterdam. Bose, R. (2002). Customer relationship management: Key components for IT success. *Industrial Management and Data Systems*, 102(2), 89 – 97. Bradshaw, D., & Brash, C. (2001). Managing customer relationships in the e-business world: How to personalize computer relationships for increased profitability. *International Journal of Retail & Distribution Management*, 29(12), 520 – 529. Brondmo, H. R. (2000). *The Engaged Customer: The New Rules of Internet Direct Marketing*. UK: Happer Collins. Brown, G. H. (1952). Brand loyalty- fact or fiction? *Advertising Age*, 23(June 9), 53 – 55. Butler, J. K. (1991). Toward Understanding and Measuring Conditions of Trust: Evolution of a Condition of Trust Inventory. *Journal of Management*, 17(23), 643-663. Butler, J. K., & Cantrell R. S. (1984). A Behavioral Decision Theory Approach to Modeling Dyadic Trust in Superiors and Subordinates. *Psychological Reports*, 55, 19-28. Butler, P., & Peppard, J. (1998). Consumer purchasing on the internet: processes and prospects. *European Management Journal*, 16(5): 600-610. Buttle, F. (2000). *The CRM Value Chain*, Manchester Business School.

[Online]. Available: <http://www.crm-forum.com/library/aca/aca-006/brandframe.html>. Butz, H. E. J., & Goodstein, L. D. (1996). Measuring customer value: gaining the strategic advantage. *Organizational Dynamics*, 24(Winter), 63-77. Caldwell, J. (2000). Building a Sustainable E-Business CRM Strategy. *Agency Sales Magazine*, 23-27. Cameron, M. (1999). Content that works on the web. *Target Marketing*, 1(November), 22 – 58. Campbell, A. (2003, July). Creating customer knowledge competence: Managing customer relationship management programs strategically. *Industrial Marketing Management*, 32, 375 – 383. Carnevale, D. G. & Wechler, B. (1992). Trust in the public sector: Individual and organizational determinants. *Administrative Sociology*, 23, 471-494. Cavero, J., Plant, R. E., Shennan C., & Friedman, D. B. (1997). The effect of nitrogen source and crop rotation on the growth and yield of processing tomatoes. *Nutrient Cycling in Agroecosystems*, 47, 271-282. Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93. Chen, S. C. & Dhillon, G. S. (2003). Interpreting dimensions of consumer trust in e-commerce. *Information Management and Technology*, 4. Churchill, G., A., & Surprenant, C. (1982). An Investigation into the Determinants of Consumer Satisfaction. *Journal of Marketing Research*, 19(November), 491-504. Clark, M., & Payne, A. (1994). *Achieving Long-Term Customer Loyalty: A Strategic Approach*. Working paper, Centre for Services Management. Cranfield School of Management. Comer, J. M., Mehta, R., & Holmes, T. L. (1998). Information technology: retail users versus nonusers. *Journal of Interactive Marketing*, 12(2), 49-62. Conhaim, W. H. (1998). E-commerce business enterprises on the internet. *Link-Up*, 2(March), 8 – 10. Conlon, G. (1999 Dec.). No Turning Back, *Sales & Marketing Management*, 50-55. Copulsky, J. R., & Wolf, M. J. (1990). Relationship Marketing: Positioning for the Future. *Journal of Business Strategy*, July/August, 16-20. Corstjens, M., & Lal, R. (2000). Building store loyalty through store brands. *Journal of Marketing Research*, 37(3), 281-292. Cravens, Lamb, C. W., & Crittenden, V. L. (2002). *Strategic Marketing Management and Cases*, McGraw-Hill Company. Crosby, L. A., & Johnson, S. L. (2000). What to do before going 1-to-1. *Marketing Management*, 9(4), 15-21. Crosby, L. A., & Johnson, S. L. (2001). Technology: Friend or foe to customer relationships. *Marketing Management*, 10(4), 10-11. Crosby, L. A., & Johnson, S. L. (2002). CRM and Management. *Marketing Management*, 11(1), 10-11. Crosby, L. A., Kenneth R. E., & Cowles, D. (1990). Relationship Quality in Services Selling: An Inaternal Influence Perspective. *Journal of Marketing*, 54(July), 68-81. Culpepper, K. M. (1997). Marketing services versus marketing efforts. *Direct Marketing*, 59(12), 22-5. Cunningham, R. M. (1956). Brand loyalty-what, where, how much? *Harvard Business Review*, 34(1), 116-128. Das, T. K., & Teng, B. S. (2001). Trust, control, and risk in strategic alliance: An integrated framework. *Organization Studies*, 22(2), 251-283. Davids, M. (1999). How to avoid 10 biggest mistakes in CRM. *The Journal of Business Strategy*, 22-26. Davis, S. M. (1989). From future perfect: Mass customizing. *Planning Review*, 7(5), 16-21. Day, G. S. (1969). A two-dimensional concept of brand loyalty, *Journal of Marketing Research*, 9(September), 29-36. Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58(4), 37-52. Day, G. S., & Van den Bulte, C. (2002). Superiority in

customer relationship management: Consequences for competitive advantage and performance. Working paper, Wharton School of Economics, University of Pennsylvania. Deighton, J. (1996). The future of interactive marketing. *Harvard Business Review*, 74(November-December), 151-160.

Dekimpe, M. G., Pierre F., Srinath G., Gary L. L., & Christophe V. B. (1997). Generalizing about trade show effectiveness: A cross-national comparison. *Journal of Marketing*, 61(4), 55-64

Deutsch, M. (1962). Cooperation and Trust: Some Theoretical Notes. in *Nebraska Symposium on Motivation*, Marshall R. Jones, ed. Lincoln: University of Nebraska Press, 275-320.

Devaraj, S., & Kohli, R. (2003). Performance Impacts of Information Technology: Is Actual Usage the Missing Link? *Management Science*, 49(3), 273-289.

Dick, A. S., & Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of Academy of Marketing Science*, 22(2), 99-113.

Domegan, C. T. (1996). The adoption of information technology in customer service. *European Journal of Marketing*, 30(6), 52-69.

Doney, P. M., Cannon, J. P., & Mullen, M. R. (1998). Understanding the Influence of National Culture on the Development of Trust. *The Academy of Management Review*, 23(July), 601-620.

Doney, P., & Cannon, J. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61(2), 35-52.

Donlon, J. P. (1999). The customer-centered enterprise: influence of electronic commerce on business enterprises. *Chief Executive*, 141(January), 54 – 61.

Drucker, P. F. (1974). *Management: Task, Responsibilities, Practices*. American, Big.

Dutta, S., Kwan S., & Segev, A. (1998). Business Transformation in Electronic Commerce: A Study of Sectorial and Regional Trends. *European Management Journal*, 16(5), 466-476.

Dwyer, F. R., & Lagace R. R. (1986). On the Nature and Role of Buyer-Seller Trust. In 1986 AMA Educators ' Proceedings, T. Shimp et al., (Eds.). Chicago: American Marketing Association, 40-45

Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing Buyer-seller Relationship. *Journal of Marketing*, 51, 11-27.

Einwiller, S., & Will, M., (2001). The role of reputation to engender trust in electronic markets. In: *Proceedings of the Fifth International Conference on Corporate Reputation, Identity, and Competitiveness*, Paris. Electronic publication.

Einwiller, S., Geissler, U., & Will, M. (2000). Engendering trust in Internet businesses using elements of corporate branding. In: H.M. Chung (Ed.), *Proceedings of the 2000 Americas Conference on Information Systems (AMCIS)*, AIS: CD-ROM, Long Beach, CA, (August 10 – 13, 2000), 733 – 739.

Emerson, J. (1998). Information technology: the key to successful 1:1 relationships. *Managed Healthcare*, 8(4), 16-21.

Emerson, R. M. (1962). Power-Dependence Relations. *American Sociological Review*, 27(February), 31-41.

Engel, J. F., & Blackwell, R. D. (1982). *Consumer behavior*. New York: The Dryden Press.

Evanschitzky, H., Iyer, G. R., Hesse, J., & Ahlert, D. (2004). E-Satisfaction: A Re-Examination, *Journal of Retailing*, 80(3), 239-247.

Fishbein, M. (1980). An overview of the attitude constructs. in Hafer, G. B., *A look back, a look ahead*, American marketing association, Chicago, IL.

Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research* Reading, MA: Addison-Wesley.

Fletcher, T. M., Xiao, N., Mautino, G., Baumann, C. T., Wolford, R., Warren, B. S., & Hager, G. L. (2002). ATP-dependent mobilization of the glucocorticoid receptor during chromatin remodeling. *Mol. Cell. Biol*, 22, 3255 – 3263.

Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(January), 6-21.

Fornell, C., & Larcker, D.F. (1981). Evaluating Structural Equations Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18, 39-50.

Frank, M. (1997). The realities of web-based electronic commerce. *Strategy and Leadership*, 3 (May), 30 – 32.

Frederick, F. R. (1996). Learning from customer defections. *Harvard Business Review*, 56(7), 22-25.

Fredericks J. O. (2001). Connecting Customer Loyalty to Financial Results. *Marketing Management*, 10(1), 26-33.

Gabarro, J. (1978). The Development of Trust, Influence, and Expectations. In *Interpersonal Behavior: Communication and Understanding in Relationships*, Athos A.G. and Gabarro, J.J. (Eds.). Englewood Cliffs, NJ: Prentice-Hall, 290-303.

Galbreath, J., & Rogers, T. (1999). Customer relationship leadership: A leadership and motivation model for the twenty-first century business.

Gale, B. T. (1994). *Managing Customer Value*. Free Press. New York, NY.

Gambetta, D. (1988). Can we trust trust? In *Trust: Making and breaking cooperative relations*, Gambetta, D. (Ed.). Basil Blackwell, Oxford, 213-237.

Garbarino, E., & Johnson M.S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(April), 70-87.

Geyskens I., & Steenkamp, J. E. M. (2000). Economic and Social Satisfaction: Measurement and Relevance to Marketing Channel Relationship. *Journal of Retailing*, 76(1), 11-32.

Geyskens, I., Steenkamp, J. E. M., & Kumar, N. (1999). A Meta-Analysis of Satisfaction in Marketing Channel Relationships. *Journal of Marketing Research*, 36(May), 223-238.

Ghose, S., & Dou, W. (1998). Interactive Functions and Their Impacts on the Appeal of Internet Presence Sites. *Journal of Advertising Research*, March-April, 29-43.

Ghosh, S. (1998). Marking Business Sense of the Internet. *Harvard Business Review*, March-April, 93-109.

Giffin, K. (1967). The Contribution of Studies of Source Credibility to a Theory of Interpersonal Trust in the Communication Process. *Psychological Bulletin*, 68(2), 104-120.

Gilbert, D. C., Powell-Perry, J., & Widijoso, S. (1999). Approaches by hotels to the use of the Internet as a relationship marketing tool. *Journal of Marketing Practice: Applied Marketing Science*, 5(1), 21-38.

Gillespie, A., Krishan, M., Oliver, C., Olsen, K., & Thiel, M. (1999). *Online Behavior: Stickiness*, Vanderbilt University's eLab.

Girishankar (2000). *Customer Service for Business Partners*. informationweek.com, 65-82.

Glynn, W.J. (1997). Buildig future relationships: Compatible interactive service systems will combat digital distancing. *Marketing Management*, 6(3), 34-7.

Golembiewski, R. T., & McConkie, M. (1975). The Centrality of Interpersonal Trust in Group Processes. In *Theories of Group Processes*, Cooper, C.L., (Eds.), New York: John Wiley and Sons, 131-185.

Gommans, M., Krishan, K. S., & Scheddold, K. B. (2001). From Brand loyalty to e-loyalty: A conceptual framework. *Journal of Economic and Social Research*, 3(1), 43-58.

Gouldner, A.W. (1960). The Norm of Reciprocity. *American Sociological Review*, 25, 165-167.

Grabner-Krauter, S., & Kaluscha, E. A. (2003). Empirical research in on-line trust: a review and Critical assessment. *Int. J. Human-Computer Studies*, 58, 783 – 812.

Grant, A. W. H., & Schlesinger, L. A. (1995). Realize your customer ' s full profit potential. *Harvard Business Review*, 73(5), 59-62.

Grant, R. M. (1991). The resource-based theory of competitive advantage: Implications for strategy formulation. *California Management Review*, 33(3), 114 – 135.

Grant, R. M. (1998). *Contemporary strategy analysis* (3rd Ed.). Malden: Blackwell.

Greenberg, P. (2001). *CRM at the speed of light*. Berkeley:

McGraw-Hill. Gremler, D. D. (1995). The effect of satisfaction, switching costs, and interpersonal bonds on service loyalty. Unpublished doctoral dissertation, Arizona State University. Griffin, J. (1995). *Customer Loyalty: How to Earn It? How to Keep It?* New York: Simon & Schuster Inc.

Grimm, M. (1999). Ford connects: hatches massive relationship program via Web. *Brandweek*, 40(1), 19-20. Gronroos, C. (2000). *Service management and marketing: A customer relationship management approaches* (2nd Ed.). West Sussex: Wiley. Gummesson, E. (1987). *Lip Service-A Neglected Area in Service Marketing*. *Journal of Services Marketing*. Gundlach, G. T., Achrol, R.S. & Mentzer, J. T. (1995). The Structure of Commitment in Exchange. *Journal of Marketing*, 59(January), 78-92. Hair, J.F., Anderson, R.E, Tatam, R.L., & Black, W.C. (1998). *Multivariate Data Analysis*, 5th ed., Prentice-Hall, New Jersey. Hallowell, R. (1996). The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability. An Empirical Study. *International Journal of Service Industry Management*, 7(4), 27-42. Han, J. K., Kim N., & Srivastava R. K. (1998). Market Orientation and Organizational Performance: Is Innovation a Missing Link? *Journal of Marketing*, 62, 30-45. Hart, C. W. L. (1995). Mass customization: Conceptual understandings, opportunities and limits. *International Journal of Service Industry Management*, 6(2), 36-45. Hasan, M. (2003). Ensure success of CRM with a change in mindset. *Marketing Management*, 37(8), 16. Hennig-Thurau, T., & Klee, A. (1997). The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development. *Psychology & Marketing*, 14(8), 737-764. Hennig-Thurau, T., Langer, M. F., & Hansen, U. (2001). Modeling and Managing Student Loyalty. *Journal of Service Research*, 3(4), 331-344. Hirschowitz, A. (2001). Closing the CRM loop: The 21st century marketer's challenge: Transforming customer insight into customer value. *Journal of Database Marketing*, 10(2), 168 – 178. Holmes, J. G. (1981). The Exchange Process in Close Relationships: Microbehavior and Macromotives. In the *Justice Motive in Social Behavior*, Lerner, M.J. and Lerner, S.C. (Eds.), New York: Plenum, 261-284. Holmlund, M. (2001). The D & D model: Dimensions and domains of relationship quality perceptions. *The Service Industries Journal*, 21(3), 13-36. Homans, G. C. (1958). Social behavior as exchange. *American Journal of Sociology*, 62, 597-606. Homans, G. C. (1961). *Social behavior: Its elementary forms*. New York: Harcourt Brace & World. Hosmer L. T. (1995) Trust: The Connecting Link between Organizational Theory and Philosophical Ethics. *Academy of Management Review*, 20, 379-403. Hrebiniak, L.G., & Alutto, J.A. (1972). Personal and Role Related Factors, in the Development of Organizational Commitment. *Administrative Science Quarterly*, 17, 555-573. Jackson, B. B. (1985). *Winning and Keeping Industrial Customers: The Dynamics of Customer Relationships*. Lexington, MA: D.C. Heath and Company. Jacoby, J. (1971). Brand loyalty: a conceptual definition. In *Proceedings of the American Psychological Association* (Vol 6, pp. 655-656). Washington, DC: American Psychological Association. Jacoby, J., & Chesnut, R. W. (1978). *Brand Loyalty: Measurement and Management*. New York: Wiley. Jacoby, J., & Kyner, D. B. (1973). Brand Loyalty vs. Repeat Purchasing Behavior. *Journal of Marketing Research*, 10, 1-9. Javalgi, R. G., & Moberg, C. R. (1997). Service loyalty: implications for service providers. *Journal of Services Marketing*, 11(3), 165-179. Javenpaa, S.L., & Tractinsky, N. (1999). Consumer Trust in an Internet Store: A Cross-Cultural of Validation. *Journal of Computer-Mediated Communication*, 5(2). Jones, N. (1996). Talking pages. *Marketing Week*, 19(18), 37-40. Jones, T. O., & Sasser, W. E., Jr. (1995). Why Satisfied Customer Defect? *Harvard Business Review*, 73(6), 88-99. Joseph, R. (1998). Customer Orientation and the Creation of New Technology Based Services: Electronic Media and Executive Education, X, 237. Kahn, B. E. (1998). Dynamic relationships with customers: highvariety strategies, *Journal of the Academy of Marketing Science*, 26(Winter), 45 – 53. Kalafatis, S. P., & Miller, H. (1997). A Re-examination of the Commitment-Trust Theory. In *Relationships and Networks in International Markets*, Hans Georg Gemunden, Thomas Ritter, and Achim Walter (Eds.). Oxford, UK: Pergamon, 213-27. Kalakota, R., & Robinson, M. (1999). *e-Business: Roadmap for success*. Addison-Wesley Longman, Inc. Kalakota, R., & Whinston, A. B. (1996). *Frontiers of Electronic Commerce*. Addison Wesley. Kandell, J. (2000) CRM, ERM, one-to-one Decoding Relationship Management Theory and technology. *Trusts & Estates*. 49-53. Kay, M. J. (1993). Making customization happen: Lessons for implementation. *Planning Review*, 21(4), 14-18. Keegan, W. (2002). *Global Marketing Management* (7th ed.). Prentice Hall, Englewood Cliffs, NJ. Keeler, L. L. (1995). How to extend your e-mail reach? *Supervisory Management*, 40(8), 8-13. Khalifa, M., & Liu, V. (2004). The State of Research on Information Satisfaction. *Journal of Information Technology Theory and Application*, 5(4), 37-49. Kim, K., & Frazier, G. L. (1997). On Distributor Commitment in Industrial Channels of Distribution: A Multicomponent Approach. *Psychology and Marketing*, 14(8), 847-877. Kohli, A.K., & Jaworski, B.J. (1990). Market Orientation: The Construct, Research Propositions, and Managerial Implications. *Journal of Marketing*, 54(2), 1-18. Kohli, R., Piontek, F., Ellington, T., VanOsdol, T., Shepard, M., & Brazel, G. (2001). Managing customer relationships through e-business decision support applications: A case of hospital – physician collaboration. *Decision Support Systems*, 32(2), 171-187. Kotler, P. (2000). *Marketing Management* (10th ed.). Prentice Hall, Inc. Kracklauer, A., Passenheim, O., & Seifert, D. (2001). Mutual customer approach: How industry and trade are executing collaborative customer relationship management. *International Journal of Retail & Distribution Management*, 29(12), 515 – 519. Kuehn, A. (1962). Consumer brand choice as a learning process. *Journal of Advertising Research*, 2(March-April), 10-17. Kumar, N., Scheer, L. K., & Steenkamp, J.-B. E. M. (1995a). The Effects of Supplier Fairness on Vulnerable Resellers. *Journal of Marketing Research*, 32(February), 54-65. Kumar, N., Scheer, L. K., & Steenkamp, J.-B. E. M. (1995b). The Effects of Perceived Interdependence on Dealer Attitudes. *Journal of Marketing Research*, 32(August), 348-356. Kumar, N., Hibbard, J.D., & Stern, L.W. (1994). The Nature and Consequences of Marketing Channel Intermediary Commitment. *Marketing Science Institute*, 94-115, Cambridge. Kumar, V., & Shah, D. (2004). Building and Sustaining Profitable Customer Loyalty for the 21st Century. *Journal of Retailing*, 1(80), 317-330. Kuttner, R. (1998). The net: a market too perfect for profits. *Business Week*, 3577(May 11), 20. LaBahn, D. W. (1999). Commitment and Trust in Cross-National Channel Relationship: An Investigation of U.S.-Mexican Trade Relationship. *Journal of Marketing Channel*, 7, 121-156. LaRow, M. (2000). The Five Engines of ECRM. *Computer Technology Review*, 39-54. Lee, M. K. O., & Turban, E. (2001). A trust model for consumer Internet shopping. *International Journal of Electronic*

Commerce 6(1), 75 – 91. Lee, M., & Cunningham L.F. (2001). A Cost/Benefit Approach to Understanding Service Loyalty. *Journal of services Marketing*, 15(2), 113-130. Lewis, D. J., & Weigert, A. (1985). Trust as a social reality. *Social Forces*, 63, 967-985. Liang, C. J. & Wang, W. H. (2004). Attributes, Benefits, Customer Satisfaction and Behavioral Loyalty-an Integrative Research of Financial Services Industry in Taiwan. *Journal of Services Research*, 4(1), 57-91. Lim, K. S., & Razzaque, M. A. (1997). Brand Loyalty and Situational Effects: An Interactionist Perspective. *Journal of International Consumer Marketing*, 9(4), 95-115. Linoff (1999). The Two Customer Lifecycles. *Intelligent Enterprise*, 2(November), 8-13. Lutz, R. (1986). Quality Is as Quality Does: An Attitudinal Perspective on Consumer Quality Judgements. Presentation to the Marketing Science Institute Trustees ' Meeting. Cambridge, MA. Macintosh G., & Lockshin, L. S. (1997). Retail relationship and store loyalty: A multi-level perspective. *International Journal of Research in Marketing*, 14, 487-497. MacNeil, I. R. (1980). *The New Social Contract, an Inquiry into Modern Contractual Relations*. New Haven, CT: Yale University Press. Marhajan (1989). New Product Development Process: A Perspective for Reexamination. *Journal of Product Innovation Management*, 5(4), 304-310. Maritan, C. A. (2001). Capital investments as investing in organizational capabilities: An empirically grounded process model. *Academy of Management Journal*, 44(3), 513 – 531. Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. *The Academy of Management Review*, 20(3), 709-734. McAllister, D, J. (1995). Affect and Cognition Based Trust as Foundations for Interpersonal Cooperation in Organization. *Academy of Management Journal*, 38(February), 24-59. McConnel, J. D. (1968). The development of Brand Loyalty: An Experimental Study. *Journal of Marketing Research*, 5, 13-19. Mckenna, R. (1995). Real-time Marketing. *Harvard Business Reviews*, 73(4), 87-95. Mcknight, D. H., & Chervany, N. L. (2002). What trust means in e-commerce customer relationships: an interdisciplinary conceptual typology. *International Journal of Electronic Commerce*, 6(2), 35 – 59. Mcknight, D. H., Cummings, L. L., & Chervany, N. L. (1998). Initial trust formation in new organizational relationships. *Academy of Management Review*, 23(3), 472-490. Min, S., Song, S., & Keebler, J. S. (2002). An Internet-Mediated Market Orientation (IMO): Building a Theory. *Journal of Marketing Theory and Practice*, 1-10. Mishra, A. K. (1993). Organizational Response to Crisis: The Centrality of Trust. In *Trust in Organization*, Kramer, R.M. and Tyler, T.R. (Eds.), Thousand Oaks, CA: Sage, 261-287. Monroe, K. B., & Guiltinan, J. P. (1975). A Path-Analysis Exploration of Retail Patronage Influences. *Journal of Customer Research*, 2, 19-28. Moore, K. R. (1998). Trust and Relationship Commitment in Logistics Alliances: A Buyer Perspective. *International Journal of Purchasing*, 34(Winter), 24-37. Moorman, C., Deshpande, R., & Zaltman, G. (1992). Relations between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research*, 29(August) 314-329. Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors Affecting Trust in Marketing Relationships. *Journal of Marketing*, 57(January), 81-101. Morgan & Hunt S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58 (July), 20-38. Mougayar, W. (1998). *Opening Digital markets*. McGraw-Hill, 83-84. Mowday, R. T., Porter, L. W., & Steers, R. M. (1982). Employee-Organization Linkages: The Psychology of Commitment, Absenteeism and Turnover. New York: Academic Press. Muller (1991). Gaining Competitive Advantage through Customer Satisfaction. *European Management Journal*, 201-221. Munch, R. (1993). *Sociological Theory. From the 1850s to the Present*. Chicago: Nelson-Hall Publishers. Narver, J. C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal of Marketing*, 54(4), 20-35. Naumann, E. (1995). *Creating Customer Value*, Thompson Executive Press, Cincinnati, OH. Neal, W. D. (1999). Satisfaction is nice, but value drives loyalty. *Marketing Research*, 11(1), 21-23. Neslin, S. A., Henderson, C., & Quelch, J. (1985). Consumer promotions and the acceleration of product purchases. *Marketing Science*, 4(2), 147-165. Newman, J., & Werbel, R. A. (1973). Multivariate analysis of brand loyalty for major household appliances. *Journal of Retailing*, 56(1), 77-93. Oliver, R. & Rust, R. (1997). Customer Delight: Foundations, Findings, and Managerial Insight. *Journal of Retailing*, 73(3), 311-337. Oliver, R. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33-44. Oliver, R. L. (1981). Measurement and Evaluation of Satisfaction Processes in Retail Settings. *Journal of Retailing*, 57(3), 18-48. Ostrom, A., & Iacobucci, D. (1995). Consumer Trade-Offs and the Evaluation of Services. *Journal of Marketing*, 59(January), 17-30. Papows, J. (1998). *Enterprise. com*. Reading, MA: Perseus Books. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). Problem and strategies in services marketing. *Journal of Marketing*, 49(Spring), 33-46. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Communication and Control Processes in the Delivery of Service quality. *Journal of Marketing*, 52(April), 35-48. Park, C. H., & Kim, Y. G. (2006). The Effect of Information Satisfaction and Relational Benefit on Consumer ' s Online Shopping Site Commitments. *Journal of Electronic Commerce in Organizations*, 4(1), 70-90. Parvatiyar, A., & Sheth, J. N. (2000). Conceptual foundations of relationship marketing. In J. N. Sheth, & A. Parvatiyar (Eds.), *Handbook of relationship marketing*. Thousand Oaks: Sage Publications. Pastrick, G. (1997). Secrets of Great Site Design. *Internet User*, 80-87. Peltier, J. W., & Westfall, J. E. (2000). Dissecting the HMO-benefits managers relationship: what to measure and why? *Marketing Health Services*, 20(2), 4-13. Peppard, J. (2000). Customer Relationship Management (CRM) in Financial Services. *European Management Journal*, 18(3), 312-326. Peppers, D., & Rogers, M. (1999). *Enterprise One to One*. New York: Currency/Doubleday. Peppers, D., Rogers, M., & Dorf, B. (1999). Is Your Company Ready For One-to-One Marketing? *Harvard Business Review*, 75(1), 151-160. Peterson, R. A., Balasubramanian, S., Bronnenberg, B. J. (1997). Exploring the implications of the internet for consumer marketing. *Journal of the Academy of Marketing Science*, 25 (Fall), 329 – 346. Piccoli, G., O ' Connor, P., Capaccioli, C., & Alvarez, R. (2003, August). Customer relationship management: A driver for change in the structure of the U.S. lodging industry. *Cornell Hotel and Restaurant Administration Quarterly*, 44, 61 – 73. Pine, II B. J. (1993). Making mass customization work. *Harvard Business Review*, 71(5), 108-119. Plakoyiannaki, E., & Tzokas, N. (2002). Customer relationship management: A capabilities portfolio perspective. *Journal of Database Marketing*, 9(3), 228 – 237. Porter, L. W., Steers, R. M., Mowday, R. T., & Boulian, P. V. (1974). Organizational Commitment, Job Satisfaction, and Turnover Among Psychiatric Technicians. *Journal of Applied Psychology*, 59(5), 603-609. Prakash, A. (1996). The Internet as a Global Strategic is Tool. *Information Systems Management*,

45-49. Pritchard, M. P., Havitz, M. E., & Howard, D. R. (1999). Analyzing the Commitment-Loyalty Link in Service Contexts. *Journal of the Academy of Marketing Science*, 27(Summer), 333-48. Pruitt, D. G. (1981). *Negotiation Behavior*. New York: Academic Press, Inc. Prus, A., & Brandt, D. R. (1995). Understanding your customers. *American Demographics*, 10-14. Punj, G. N., & Staelin, R. (1983). A model of consumer information search behavior for new automobiles. *Journal of Consumer Research*, 9(March), 366 – 380. Raphael, N., & Raphael, M. (1995), *Loyalty Ladder*, Harper Collins Publishers, Inc. Ratcli