A Study of the Shopping Site's Customer Relationship Management- from two distinct perspectives:social exchange and eco

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ABSTRACT

The cutting-edge networking technologies available today decade are now offering an unprecedented collection of powerful capabilities for businesses to implement innovative customer relationship management(CRM). These capabilities can greatly facilitate the acquisition, dissemination, and application of customer and market information. Never has it been more convenient for businesses to design and implement highly responsive customer-related processes. Comparison shopping involves not much more effort than just a little clicking around and is not only convenient but also powerful for savvy online customers. To be truly innovative in offering appealing customer value, therefore, businesses must develop a deep understanding of their customers by going beyond mere the notion of customer satisfaction and examining other important issues such as relationship commitment, trust, and loyalty in the context of online shopping. This study analyzed the impacts of businesses' Internet-mediated customer rela-tionship management (I-CRM)practices on customer satisfaction, commitment, trust and loyalty. The linear structural modeling analysis software AMOS was employed to validate the theoretical model from two distinct perspectives: social exchange and eco-nomic exchange. Among other findings, a positive impact of I-CRM practices on rela-tional quality was found for both perspectives. And relational quality positively im-pacted loyalty. Different degrees of some of these impacts from different perspectives were also identified. This study contributes to how websites' I-CRM impacts online customers' relational quality and loyalty with their perception interacting with the web-site. The inquiry is conducted to examine the concept of I-CRM from the consumers' point of view, and to validate the signifance of the concept of I-CRM and loyalty from-two distinct perspectives for internet context.

Keywords : Social Exchange, Economic Exchange, Internet-mediated Customer Rela-tionship Management,Relational Loyalty, Transactional Loyalty.

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