

The loyalty factors of online consumer-a Practice study of information technology industry.

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ABSTRACT

The main purpose of this research is to study the factor of consumer's on-line loyalty about classified web sites of information service. The study gets the factor gage of loy-alty by means of relevant document discussion, the classified demand of information and commercial service web site type documents. This can measure web site of infor-mation type in the future, and observe the factors influenced by loyalty of consumers. Two important factors, consumer ' s tendency and convenience, which influence web site consumer's loyalty can be dug out through the analysis result of the questionnaire survey materials. The result can be used as the reference index for web site service to consumers. Finally, the result of this research can also provide an important explana-tion to real practice circle and a correct direction for subsequent study.

Keywords : e-commerce ; information service industrials ; characteristics of web site ; on-line loyalty

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