

Using Tie Strength as Moderator to Explore the Effects between Expertise and e-Loyalty of International Search Engine

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ABSTRACT

The Internet was the most rapidly growing medium, and consumers were likely to look for product information from online search engine. The search engine contains huge information. By their expertise, consumers used search engine that they liked. So the significance of e-loyalty was self-evident for search engine. This research investigates the communication processes of personal expertise within interpersonal relationship. In this article, personal expertise contains sender's expertise and receiver's expertise, and interpersonal relationship implies tie of strength. Moreover, word-of-mouth was composed of these variabilities. Because word-of-mouth was propagated by communication with friends, consumers' notion or purchase decision will be deeply influenced by tie strength of friends. Hence the purpose of this re-search would prove importance of tie of strength. The result of the study shows that sender's expertise and receiver's expertise could increase e-loyalty, and tie of strength would moderate the effect between receiver's expertise and e-loyalty.

Keywords : e-loyalty ; tie strength ; expertise

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