

A Study of Influence of Product Involvement and Trust upon The Loyalty of Google Website Users between Taiwan and Mainla

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ABSTRACT

The main purpose of the study is to discuss the influence of product involvement and trust upon the loyalty of Google website users, and discuss the moderate effects of trust. Questionnaires were used convenient sampling in Shanghai and Taiwan. A total of 650 questionnaires were delivered, 558 questionnaires were valid. In Taiwan, 350 questionnaires were delivered, 298 questionnaires were valid, valid respondent rate was 96.1%. In Mainland China, 300 questionnaires were delivered, 280 questionnaires were useful, valid respondent rate was 92.9%. This study revealed in Taiwan and Mainland China : (1) Product involvement is positively associated with website users ' loyalty. (2) Trust is positively associated with website users ' loyalty. (3) Trust is the moderate the effect between product involvement and website users ' loyalty.

Keywords : product involvement;website loyalty;trust

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