

An Empirical Study of Instant Messaging Users on the Influence of online Customer Relationship on Loyalty

賴麗慧、廖彩伶

E-mail: 9800859@mail.dyu.edu.tw

ABSTRACT

In recent years as a result of the internet fast development, instant messaging is the hot topic in internet activities in Taiwan, and almost engages 90 percent of electronic commercial market. Understanding how a firm is receptive to relationships with instant messaging users is a key issue in a competitive electronic commercial market.

This study adopts the relationship marketing theory to the electronic commercial market, and investigates the relationship maintenance of instant messaging users, and gains the customer loyalty through the moderating effects of trust. The purpose of this study is to investigate the relationship among the maintenance of instant messaging users, trust and loyalty on instant messaging website.

After an empirical survey of 469 effective samples, the results are as follows: First, the relationship maintenance consists of eight dimensions, web site expertise, privacy emphasizing, customer relationship specific investment, customer expertise, social bonding, interaction frequency, termination costs, and interaction satisfaction. Second, three dimensions of relationship maintenance, including website, customer, and interaction significantly influenced trust. Third, trust influenced significantly loyalty. Finally, trust had positive impact of loyalty.

The results enable a firm to understand the factors of relationship maintenance and can guide those wishing to champion website marketing in their organization.

Keywords : relationship marketing、 relationship maintenance、 trust、 loyalty

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	X
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	3
第三節 研究步驟與流程	4
第二章 文獻探討	6
第一節 即時通訊	6
第二節 關係維繫	7
第三節 關係行銷	8
第四節 關係建立的指標 - 信任	10
第五節 影響關係維繫之因素	13
第六節 忠誠度	20
第七節 信任與忠誠度	22
第三章 研究方法	25
第一節 研究架構	25
第二節 研究假設	26
第三節 各變項之操作性定義與衡量	28
第四節 問卷設計	32
第五節 問卷前測	33
第六節 樣本決定與抽樣方法	35

第七節	資料分析方法	36
第四章	研究結果	38
第一節	問卷回收與敘述性統計	38
第二節	問卷的效度	45
第三節	信度分析	51
第四節	消費者基本特徵對各研究構面差異性分析	54
第五節	各研究變項間之相關性分析	60
第六節	各研究變項間之迴歸分析	61
第七節	研究之驗證結果	68
第五章	結論與建議	70
第一節	研究結果	70
第二節	研究意涵	74
第三節	研究限制與未來研究方向	77
參考文獻	79
附錄A	問卷	99

表目錄

表 3-1	網站的衡量題項	28
表 3-2	顧客的衡量題項	28
表 3-3	互動的衡量題項	30
表 3-4	信任的衡量題項	30
表 3-5	忠誠度的衡量題項	31
表 3-6	各構面前測之信度分析	34
表 3-7	各變數與信任程度之相關分析表	34
表 4-1	有效樣本特徵描述	39
表 4-2	適合進行因素分析的KMO值	45
表 4-3	KMO值與Bartlett球形檢定表	46
表 4-4	網站構面因素分析結果	46
表 4-5	顧客構面因素分析結果	47
表 4-6	互動構面因素分析結果	48
表 4-7	信任因素分析結果	49
表 4-8	忠誠度因素分析結果	50
表 4-9	各構面信度分析結果	51
表 4-10	年齡與關係維繫因素、信任及忠誠度差異性分析	54
表 4-11	教育程度與關係維繫因素、信任及忠誠度差異性分析	56
表 4-12	職業與關係維繫因素、信任及忠誠度差異性分析	57
表 4-13	接觸網路時間與關係維繫因素、信任及忠誠度差異性分析	58
表 4-14	各研究變項之相關分析	60
表 4-15	關係維繫因素對於信任之迴歸分析表	62
表 4-16	信任對忠誠度之迴歸分析表	64
表 4-17	信任為網站構面與忠誠度中介效果之迴歸分析	65
表 4-18	信任為顧客構面與忠誠度中介效果之迴歸分析	66
表 4-19	信任為互動構面與忠誠度中介效果之迴歸分析	67
表 4-20	研究假設驗證結果彙整	68

圖目錄

圖 1-1	研究流程圖	5
圖 3-1	研究架構圖	26

REFERENCES

- 一、中文部分John, E. (2002), 關係行銷(方世榮譯), 台北:五南圖書出版股份有限公司, (原文於2001年出版)。丁誌敏, 黃俊瑋(2007), 線上拍賣關係行銷模型之建構:以結構方程式驗證, 電子商務學報, 9(4), 945-970。王熙哲, 丁耀民(2008), 人際關係網路對虛擬社群使用意願的影響, 資訊管理學報, 15(1), 53-72。內政部統計資訊服務(2007), 內政部鄉鎮市區人口及按都會區統計月報, 台北:編製者發行。池文海, 楊宗儒, 賀春生(2007), 新聞網站服務品質、顧客滿意度與忠誠度關係之研究, 品質學報, 14(3), 285-299。池文海, 李其容(2006), 顧客動機對關係維繫之影響, 行銷評論學報, 3(4), 423-445。李正文, 劉晏尚(2007), 網際網路特性與顧客關係之研究 - 以服務業為例, 顧客滿意學刊, 3(1), 25-60。林義屏, 董玉娟, 李勇輝(2007), 顧客關係管理在網路銀行服務的應用:網站服務品質對顧客忠誠度的影響, 交大管理學報, 27(1), 57-85。林心慧(2002), 網站信任、網站體驗與網站忠誠度之影響路徑:結構方程式, 淡江資訊管理展望期刊, 4(1), 1-14。胡華勝(2007), 數位時代[線上資料], 來源:
<http://www.bnext.com.tw/index.php?Mod=Locality&Func=View&Id=2812&Ipage=0>[2007, April 15]。邱顯貴, 楊亨利(2005), 線上購物經營者與消費者在網站信任方面認知落差之探討, 南華資訊社會研究期刊, 9(4), 125-154。吳嘉慧, 謝依靜(2004), 金融服務業顧客關係利益與忠誠度之探討, 台灣管理學刊, 4(2), 225-250。陳建文, 洪嘉蓉(2005), 服務品質、顧客滿意度與忠誠度關係之研究 - 以ISP為例, 電子商務研究, 3(2), 153-172。陳禎祥, 李尚儒(2004), 網際網路虛擬環境下顧客滿意度與顧客忠誠度之相關探討, 遠東學報, 21(4), 625-638。陶蓓麗, 李宗陽(2005), 網際網路顧客關係維繫之整合性模式, 中山管理評論, 24(2), 31-51。陶蓓麗, 廖則竣, 林政道(2004), 網際網路顧客關係實証研究, 資訊管理學報, 11(1), 167-194。張添香, 趙沛(2007), 拍賣網站顧客忠誠度之研究, 品質學報, 14(2), 125-136。張淑青(2004), 顧客滿意與信任對忠誠度影響之研究, 管理學報, 21(5), 611-627。張淑青(2006), 顧客忠誠驅動因子之研究 - 顧客知覺價值的關鍵角色及顧客滿意與信任的中介影響, 輔仁管理評論, 13(1), 107-132。黃思明(1997), 關係導向資料庫行銷之研究, 行政院國家科學委員會專題計畫(國科會, NO. NSC86-2416-H-004-003, pp. 150-175)台北:行政院國家科學委員會。游佳萍, 郭峰淵(2007), 虛擬群組信任動態發展歷程之研究, 電子商務學報, 9(4), 755-778。蔡明達, 洪順慶(1988), 服務業關係行銷策略規劃之研究, 國際資訊管理研究暨實務研討會論文集(pp. 21-38), 宜蘭:佛光大學。練乃華, 高淑鑾(2005), 服務業顧客知覺關係狀態與未來關係發展之研究, 台大管理評論, 24(4), 127-144。蕃薯藤網路調查(2005), 2005年台灣網路使用調查[線上資料], 來源:
<http://www.yam.com>[2004, December 10]。網際網路情報中心(2007), 2007年我國網際網路用戶數調查統計[線上資料], 來源:
<http://www.fing.org.tw>[2007, December 31]。嚴秀茹, 陳家祥, 呂佩廷, 許翠谷(2005), 服務化對關係行銷成效之影響 - 以網路自助服務科技為例, 資訊管理學報, 12(1), 1-27。二、英文部分Allen, C. D., & Yaekel, B. (1998). Internet World Guide to One-to-One Marketing. New York: John Wiley. Alba, W., & Hutchinson, J. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411-454. Andaleeb, S. S. (1996). An experimental investigation of satisfaction and commitment in marketing channels: The role of trust and dependence. *Journal of Retailing*, 72(1), 77-93. Anderson, J. C., & Narus J. A. (1990). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54(3), 42-58. Anderson, E., & Weitz, B. (1992). The use of pledges to build and sustain commitment in distribution channels. *Journal of Marketing Research*, 29(1), 18-34. Barber, B. (1983). *The Logic and Limits of Trust*. New Jersey: Rutgers university press. Barnes, J. G. (1994). Close to customer: But is it really a relationship. *Journal of Marketing Management*, 10(7), 561-570. Barnes, J. G., & Howlett, D. M. (1998). Predictors of equity in relationships between financial service providers and retail customers. *International Journal of Bank Marketing*, 16(1), 15-23. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(5), 1173-1182. Bendapudi, N., & Berry, L. L. (1997). Customer's motivations for maintaining relationships with service providers. *Journal of Retailing*, 73(1), 15-37. Berry, L. L. (1995). Relationship marketing of service-growing interest, emerging perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236-245. Berry, L. L., Shostack, G. L., & Upath, G. (1986). *Emerging Perspectives on Service Marketing*. Chicago: American marketing association. Berry, L. L., & Gresham, L. G. (1986). Relationship retailing: transforming customers into clients. *Business Horizons*, 29, 43-47. Berry, L. L., & Parasuraman, A. (1991). *Marketing services: Competing Through Quality*. New York: The Free Press. Bitner, M. J. (1995). Building service relationships: It's all about promises. *Journal of the Academy of Marketing Science*, 23(4), 246-251. Bloemer, J. M. M., & Kasper, H. D. P. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, 16(6), 311-329. Blattberg, R. C., & Deighton, J. (1996). Manage marketing by the customer equity test. *Harvard Business Review*, 74(4), 136-144. Bowen, J. T., & Shoemaker, S. (1998). Loyalty: A strategic commitment. *Cornell hotel and restaurant administration quarterly*, *International Journal of Contemporary Hospitality Management* 39(1), 12-25. Brown, G. H. (1952). Brand loyalty-fact or fiction? *Advertising Age*, 23(2), 53-55. 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(5), 81-93. Chiou, J., Droge, C., & Hanvanich, S. (2002). Does customer knowledge affect how loyalty is formed. *Journal of Service Research*, 5(2), 113-124. Christy, R., Oliver, G., & Peen, J. (1996). Relationship marketing in consumer markets. *Journal of Marketing Management*, 12(4), 175-187. Crosby, L. A., Evans, K. R., & Cowels, D. (1990). Relationship quality in service selling: An influence perspective. *Journal of Marketing*, 54(3), 236-245. Czepiel, J. A. (1990). Service encounters and service relationships: implications for research. *Journal of Business Research*, 20(1), 13-21. Datta, P. R. (2003). The determinants of brand loyalty. *Journal of American Academy of Business*, 3(5), 138-144. Deighton, J. (1996). The future of interactive marketing. *Harvard Business Review*, 74(6), pp. 151-166. Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113. Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51. Dorsch, M. J., Swanson, S. R., & Kelley, S. W.

(1998). The role of re-relationship quality in the stratification of vendors as perceived by customers. *Journal of the Academy of Marketing Science*, 26(2), 128-142.

Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing buyer-seller relationships. *Journal of marketing*, 51(2), 11-27.

Smith, E. R. (2001). Seven steps to building e-loyalty. *Medical Marketing and Media*, 36(3), 94-102.

Evans, J. R., & Laskin, R. L. (1994). The relationship marketing process: A conceptualization and application. *Industrial Marketing Management*, 23(5), 439-452.

Exter, T. (1986). Looking for brand loyalty. *American Demographics*, 33(4), 55-61.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(6), 343-373.

Frazier, G. L. (1983). Interorganizational exchange behavior in marketing channels: A broadened perspective. *Journal of Marketing*, 47(4), 68-78.

Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58(1), 1-19.

Garbarion, E., & Mark S. J. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*, 63(2), 70-87.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90.

Griffin, J. (1995). *Customer loyalty: How to earn it, How to keep it*. San Francisco: Simon and Schuster.

Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total quality Management*, 11(4), 509-516.

Goodwin, C. (1991). Privacy: Recognition of a consumer right. *Journal of Public Policy and Marketing*, 10(1), 149-166.

Grønroos, C. (1991). The marketing strategy continuum: Towards a marketing concept for the 1990s. *Management Decisions*, 29(1), 7-13.

Grønroos, C. (1994). From marketing mix to relationship marketing: towards a paradigm shift in marketing. *Management Decisions*, 32(2), 4-20.

Grønroos, C. (1995). Relationship marketing: the strategy continuum. *Journal of the Academy of Marketing Science*, 23(4), 252-254.

Gummesson, E. (1997). Relationship marketing-the emperor's new clothes or a paradigm shift? *Marketing and Research Today*, 2(6), 53-60.

Gummesson, E. (1994). Making relationship marketing operational. *International Journal of Service Industry Management*, 5(2), 5-20.

Gummesson, E. (1999). *Total relationship marketing: Rethinking marketing management from 4Ps to 30Rs*. Oxford: Butterworth Heinemann.

Gundlach, G. T., Achrol, R. S., & Mentzer, J. T. (1995). The structure of commitment in exchange. *Journal of Marketing*, 59(3), 78-92.

Hanson, W. (2000). *Principles of Internet Marketing*. Unpublished Manuscript, University of South-Western.

Heide, J. B., & John, G. (1988). The role of dependence balancing in safeguarding transaction-specific assets in conventional channels. *Journal of Marketing*, 52(4), pp. 20-35.

Hibbard, J. D., Kumar, N., & Stern, L. W. (2001). Examining the impact of destructive acts in marketing channel relationship. *Journal of Marketing Research*, 38(1), 45-61.

Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of Marketing*, 60(2), 50-68.

Hosmer, L. T. (1995). Trust: The connecting link between organizational theory and philosophical ethics. *The Academy of Management Review*, 20(2), 379-403.

Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty: measurement and management*. New York: John Wiley.

Jacoby, J., & Kyner, D. B. (1973). Brand loyalty versus repeat purchasing behavior. *Journal of Marketing Research*, 10(3), 1-9.

Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). Switching barriers and repurchase intention in services. *Journal of Retailing*, 76(2), 259-274.

Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2002). Why customers say: Measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *Journal of Business Research*, 55(6), 441-450.

Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 7(6), 88-99.

Kolter, P. (1991). *Marketing management: Analysis, Planning, implementation, and control* (7th ed). New Jersey: Prentice-Hall.

Kolter, P. (1992). Marketing's new paradigm: What's really happening out there? *Planning Review*, 20(5), 50-52.

Levins, I. (1998). One-on-one relationship marketing comes of age. *Journal of Medical and Media*, 33(6), 44-52.

Lien, N. H., & Kao, S. L. (2005). The relationship between service customer's perceived relationship status and the development of future intention. *Management Review*, 24(4), 127-144.

McKenna, R. (1991). *Relationship marketing: successful strategies for the age of the customer*. Massachusetts: Addison-Wesley.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for E-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359.

Mitchell, A. A., & Dacin, P. A. (1996). The assessment of alternative measures of consumer expertise. *Journal of Consumer Research*, 23(3), 219-239.

Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(3), 314-328.

Morgan, R. M., & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.

Nambisan, S. (2000). *Towards Business Oriented Intranets: Knowledge Management in Organizations*. Adapted from Sudweeks, F., & Romm, C. T. (Eds.), *Doing business on the inter-net* (pp.87-100). London: Springer-Verlag.

Neal, W. D. (1999). Satisfaction is nice, but value drives loyalty. *Marketing Research*, 11(1), 20-23.

Newman, J., & Werbel, R. A. (1973). Multivariate analysis of brand loyalty for major household appliances. *Journal of marketing research*, 10(4), 404-409.

Newell, F. (2000). *Loyalty.com: Customer Relationship Management in the New era of Internet Marketing*. Boston: McGraw-Hill.

Noordewier, T. G., John, G., & Nevin, J. R. (1990). Performance outcomes of purchasing arrangements in industrial buyer-vendor relationships. *Journal of Marketing*, 54(3), 80-93.

Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.

Oliver, R. L. (1999). Whence consumer loyalty. *Journal of Marketing*, 63(3), 33-44.

Patterson, P. G., & Smith, T. (2001). Relationship benefits in service industries: A replication in a southeast asian Context. *Journal of services marketing*, 15(6), 425-443.

Pressey, A. D., & Mathews, B. P. (2000). Barriers to relationship marketing in consumer retailing. *Journal of Service Marketing*, 14(3), 272-286.

Pritchard, M. P., & Howard, D. R. (1997). The loyal traveler: examining a typology of service patronage. *Journal of Travel Research*, 35(4), 2-10.

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(3), 333-348.

Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. *Journal of Targeting Measurement and Analysis of Marketing*, 12(2), 82-90.

Reichheld, F. F. (1993). *Loyalty-based management*. *Harvard Business Review*, 71(2), 64-73.

Reichheld, F. F. (1996). Learning from

customer defections. *Harvard Business Review*, 74(3), 56-69.

Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105-111.

Reinartz, W. J., & Kumar, V. (2000). On the profitability of long-life customers in a non-contractual setting: An empirical investigation and implications for marketing. *Journal of Marketing*, 64(4), 17-35.

Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of Management Review*, 23(3), 393-404.

Ruyter, K. D., Moorman, L., & Lemmink, J. (2001). Antecedents of commitment and trust in customer-supplier relationship in high technology markets. *Industrial Marketing Management*, 30(3), 271-286.

Schurr, P. H., & Ozanne, J. L. (1985). Influences on exchange processes: Buyers' preconceptions of a seller's trustworthiness and bargaining toughness. *Journal of Consumer Research*, 11(4), 939-953.

Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of Marketing*, 27(9), 19-35.

Sharma, N., & Patterson, P. G. (1999). The impact of communication effectiveness and service quality on relationship commitment in consumer, professional services. *Journal of Service Marketing*, 13(2), 151-170.

Sheehan, K. B., & Hoy, M. G. (1999). Flaming, complaining, abstaining: How online users respond to privacy concerns. *Journal of Advertising*, 28(3), 37-51.

Sheehan, K. B., & Hoy, M. G. (2000). Dimensions of privacy concern among online consumers. *Journal of Public Policy and Marketing*, 19(1), 62-73.

Sheaves, D. E., & Barnes, J. G. (1996). The fundamentals of relationships: An exploration of the concept to guide marketing implementation. *Advances in Services Marketing and Management*, 5(4), 215-245.

Sheth, J. N., & Parvatiyar, A. (1995). Relationship marketing in consumer markets: antecedents and consequences. *Journal of the Academy of the Marketing Science*, 23(4), 255-271.

Singh, J., & Deepak S. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Academy of Marketing Science*, 28(1), 150-167.

Smith, B. (1998). Buyer-seller relationships: Bonds, relationship management, and Sex-Type. *Journal of Administrative Sciences*, 15(1), 76-92.

Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41-50.

Stanley, S. M., & Markman, H. J. (1992). Assessing commitment in personal relationships. *Journal of Marriage and Family*, 54(3), 595-608.

Storbacka, K., Strandvik, T., & Grönroos, C. (1994). Managing customer relations for profit: The dynamics of relationships quality. *International Journal of Service Industry Management*, 5(5), 21-38.

Szymanski, D. M., & Hise, R. T. (2000). E-satisfaction: An initial examination. *Journal of Retailing*, 76(3), 309-322.

Thorsten, H. T., Gwinner, K. P., & Cremler, D., D. (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. *Journal of Service Research*, 4(3), 203-247.

To, P. L., & Li, T. Y. (2005). An integrated model for customer relationship maintenance on the internet. *Management Review*, 24(2), 31-51.

Turner, R. H., Wetzels, M., Ruyter, K. D., & Birgelen, M. V. (1970). Marketing service: The role of commitment. *Journal of Business and Industrial Marketing*, 13(4), 406-423.

Turban, E., Lee, J., King, D., & Chung, H. M. (2000). Electronic commerce: A managerial perspective. New Jersey: Prentice-Hall.

Vavra, T. (1992). *After marketing: How to keep customers for life through relationship marketing*. Chicago: Irwin Professional.

Wang, H., Lee, K. O., & Wang, C. (1998). Consumer privacy concerns about internet marketing. *Communications of the ACM*, 41(3), 63-70.

Warrington, T. B., Abgrab, N. J., & Caldwell, H. M. (2000). Building trust to develop competitive advantage in e-business relationships. *Competitive Review*, 10(2), 160-168.

Watson, R. T., Akselsen, S., & Pitt, L. F. (1998). Attractors: Building mountains in the flat landscape of the word wide web. *California Management Review*, 40(2), 36-43.

Williams, F., Rice, R. E., & Rogers, E. M. (1988). *Research methods and new media*. New York: Free Press.

Williamson, O. E. (1981). The economics of organizations: The transaction cost approach. *American Journal of Sociology*, 87(3), 548-577.

Wilson, D. T. (1995). An integrated model of buyer-seller relationships. *Journal of the Academy of Marketing Science*, 23(4), 335-345.

Wirtz, J., & Bateson, E. G. (1995). An experimental investigation of halo effects in satisfaction measures of service attributes. *International Journal of Service Industry Management*, 6(3), 84-102.

Wetzels, M., Ruyter, K. D., & Birgelen, M. V. (1998). Marketing service relationships: The role of commitment. *Journal of Business and Industrial Marketing*, 13(4), 406-423.

Xie, M., Wang, H., & Goh, T. N. (1998). Quality dimension of internet search engines. *Journal of Information Science*, 24(5), 365-372.

Zeithaml, V. A., & Bitner, M. J. (1996). *Service marketing*. New York: McGraw-Hill.

Zucker, L. G. (1986). Production of trust: Institutional sources of economic structure 1840-1920. *Research in Organizational Behavior*, 18(8), 53-111.