

The Influence among Customer Switching Costs, Technology Commitment and Satisfaction to Repurchase Intention in Security

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ABSTRACT

The internet trading of securities has tremendously changed in the securities e-commerce in the whole world. The development of internet makes inventors turn to use internet for securities trading because of its convenience. The main purpose of this study is to discuss the influence of customer switching costs, technology commitment and satisfaction on repurchase intention in securities industry between Taiwan and Mainland China. Hope we can help securities companies to find out customer's need and preference for online trading. This study empirically examines the influence of customer switching costs, technology commitment and satisfaction on repurchase intention in securities industry between Taiwan and Mainland China by using quantification analysis. Our research subjects are the securities investors which use online trading in Taiwan and Mainland China. Finally, this study aimed to examine the relationship among variables. We used convenient sampling to administer questionnaires in Shanghai, Yangchow and Taiwan. Totally 700 questionnaires were collected, which were 367 valid. The valid respondent rate was 52%. AMOS 6.0 was used to examine and test the relationship between hypotheses. The results show that whether customers, in Taiwan and Mainland China, will keep on using the same online trading system or not, it has highly connection with satisfaction and technology commitment; the switching costs and satisfaction have significantly negative correlation in Mainland China but have significantly positive correlation in Taiwan. Finally, there's no significant relationship between switching costs and technology commitment both in Taiwan and Mainland China.

Keywords : switching costs ; technology commitment ; satisfaction ; purchase intention

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