The Study on Relation Ship between Consumer's Personal Value and Satisfaction & Loyalty of Online Stores

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ABSTRACT

According to the Point Topic Report of global broadband network in the end of 2004, there are about 150,500,000 consumers especially in the Asia Pacific Zone which including 43% of the world. China's global broadband network consumer ranking is the second in the world. Otherwise, PDAY Research indicated that the growth rate of global electric commence is 25.3% and the realized rate is 15%~20% of the world. However, according to the research of board of trade showed that the 34.61% electric commences gained in 2005, but still 52.8% were lose. It's easy to establish an electric commence, but hard to attract, get and keep the consumers' royalties.

So that, this research referenced scholars' documents, and cited Structural Equation Modeling (SEM) to establish personal values which through the attribute of network stores to know how they can affect the consumers' loyalties and satisfactions. For example in this research with shopping in the network stores, the interviewers were shopping in the network stores. According to the documents, they discussed to establish SEM and used it to know the cause and effect of values, store attributes, consumer satisfactions, and customer loyalties. It has positive effect with customers' satisfactions in proofing stores' attributes and customers' satisfactions also have positive effect with customers' loyalties.

In different kinds of network stores, customers have different values. Male and female may focus on the different values and attributes of stores, and also female have higher satisfactions. The graduate students have higher lovely loyalties than undergraduate students. Consumers who have different salaries are have different values and store attributes and their salaries in 10,001~30,000 have higher royalties have in 30,001~50,000. Students more respect on values and achievement of positions than people who work in information or financial, so that students also have higher satisfactions and loyalties. If online stores could satisfy students' values by focusing on after services, and convenience on the Internet, students would be the highest loyalty consumer group.

Keywords: Personal Values，Store Attribute，Satisfaction，Loyalty，Structural Equation Modeling (SEM)．