

Study on Web Users Loyalty Effected by Different Computer Expertise Levels

Tracy T. H. Tsai¹, Arthur J. Lin², and Kai-Yi Chin^{3,*}

¹Department of International Business Management,
Da Yeh University,
Changhua 515, Taiwan, ROC
tracyt@mail.dyu.edu.tw

²Graduate Institute of International Business,
National Taipei University,
Taipei 104, Taiwan, ROC
lj@mail.ntpu.edu.tw

³Department of Humanities and Information Applications,
Aletheia University,
Taipei 251, Taiwan, ROC
au0292@mail.au.edu.tw

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Abstract. The development of the Internet enhances business growth opportunities and provides a range of new interactive applications. It not only changes the nature of business, but also enables customers to directly represent their opinions on the web. In other words, the internet increases the important for building the relationship between enterprises and customers. In this research, we want to investigate the relationship between three constructs: 1. word-of-mouth recommendation, 2. e-loyalty, and 3. relationship strength. All participants are divided into two actors: information disseminator (sender) who tries to provide some kind of information service for receives or affect them in a desired manner, and receiver who decides his/her own loyalty in according to the W.O.M. recommendations on internet. The theoretical contribution was to explore the individual expertise related with e-loyalty with the relationship prospective: 1. the receivers' expertise were higher, then the e-loyalty got higher; 2. the senders' expertise were higher, then the e-loyalty got higher; 3. the relationship strength would enhance or reduce the degree of presumption; 4. Under the weak relationship, the receivers' or broadcasters' expertise would not obvious related. We want to prove that the different computer expertise will to affect customer loyalty on the web environment.

Keywords: computer expertise, users loyalty, customers' relationship strength, word-of-mouth recommendation, Internet commerce

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*Correspondence author

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