
ارایه مدلی برای وفاداری مشتریان در بازارهای الکترونیک

محمد حقیقی* ، محمد رضا علوی ، امیر صرافی

(- / / : / / :)

«

Archive of SID

Email: mhaghghi@ut.ac.ir

*

[]

B2C

[]

B2C

[]

[]

()

» :

« [] »

()

()

)

(

Archive of SID

A large, faint watermark watermark reading "Archive of SII" diagonally across the page. The text is in a serif font and is partially cut off at the top right corner. There are small brackets and parentheses scattered around the main text, likely from other水印s.

(

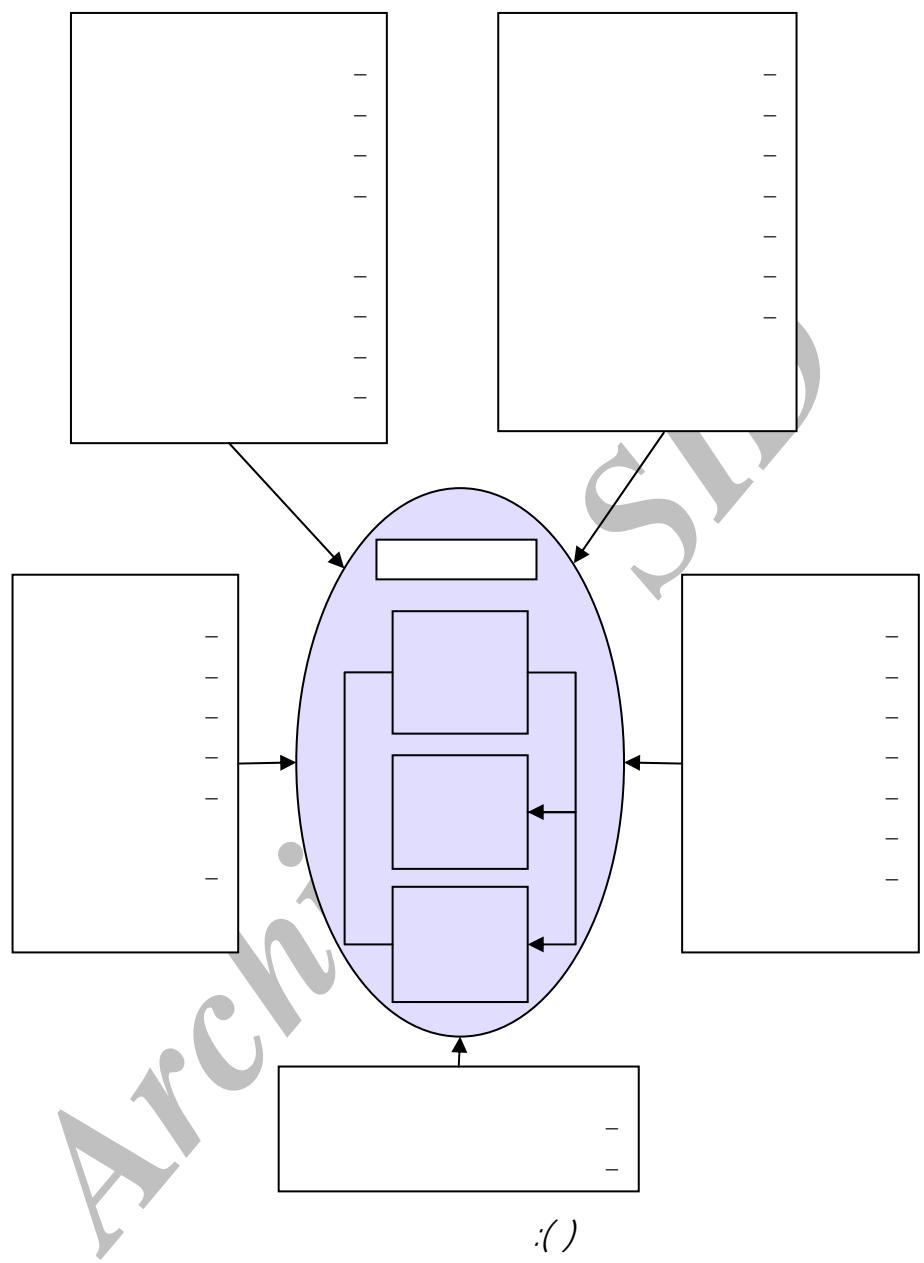
()

[]

()

Archive of SID

[]



()

[]

[]

Archive of SID

« » .

Archive of SID

[]

Archive of SID

()

Archive of SID

[]

[]

()

()

Archive of SID

[]

Archive of SID

B2C

-
1. Alpert, F. and Kamins, M. (1994). "Pioneer Brand Advantage and Consumer Behavior: A Conceptual Framework and Propositional Inventory", *Journal of the Academy of Marketing Science*, Vol. 22, No. 3, pp: 244- 254.
 2. Baldinger, A. and Rubinson, J. (1996). "Brand Loyalty: The Link Between Attitude and Behavior", *Journal of Advertising Research*, Vol. 36, No. 6, pp: 22- 35.
 3. Bernhard, M. (2006). "Criteria for Optimal Web Design", available at <http://www.optimalweb.org>
 4. Blythe, J. (2006). "Principles and Practice of Marketing", Thomson learning, London.
 5. Bruner, R., Harden, L., Heyman, B., and Amato, M. (2000). NetResults.2, Best Practices for Web Marketing, Indianapolis, IN. New Riders Publishing, pp: 283.
 6. Chaudhuri, A. and Holbrook, M. (2001). "The Chain Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty", *Journal of Marketing*, Vol. 65, No. 2, pp: 81-94.
 7. Corstjens, M. and Lal, R. (2000). "Building Store Loyalty through Store Brands," *Journal of Marketing Research*, Vol. 37, No. 3, pp: 281- 292.
 8. Cowles, D. (1997). "The Role of Trust in Customer Relationships: Asking the Right Questions," *Management Decision*, Vol. 35, No.3/ 4, pp: 273- 283.
 9. "Crisis RX for Double Click". (2006). *Advertising Age*, Vol. 71, No. 9, pp: 58.
 10. Deitel, H., Deitel, P., and Steinbuhler, K. (2001). e- Business and e-Commerce. Upper Saddle River, NJ: Prentice- Hall.
 11. Dick, A. and Basu, K. (1994). "Customer Loyalty: Towards an Integrated Conceptual Framework", *Journal of the Academic Marketing Science*, Vol. 22, No. 2, pp: 99- 114.

-
12. Doney, P. and Cannon, J. (1997). "An Examination of the Nature of Trust in Buyer- Seller Relationships," *Journal of Marketing*, Vol. 61, No. 2, pp: 35- 52.
13. Dowling, G. and Uncles, M. (1997). "Do Customer Loyalty Programs Really Work?" *Sloan Management Review*, Vol. 38, No. 4, pp: 71- 83.
14. Forsythe, C., Ring, L., Grose, E., Bederson, B., Hollan, J., Perlin, K., and Meyer, J. (1996). "Human Factors Research and Development for the International Web at Sandia National Laboratories: A Review and Update", (*Conference Proceedings*).
15. Helmsley, S. (2000). "Keeping Custom", *Marketing Week (UK)*, Vol. 23, No. 7, pp: 39- 42.
16. Hoffman, D., Novak, T., and Peralta, M. (1999). "Information Privacy in the Marketspace: Implications for the Commercial Uses of Anonymity on the Web", *Information Society*, Vol. 15, No. 2, pp: 129- 140.
17. Jevons, C. and Gabbott, M. (2000). "Trust, Brand Equity and Brand Reality in Internet Business Relationships: An Interdisciplinary Approach", *Journal of Marketing Management*, Vol. 16, No. 6, pp: 619- 635.
18. Knox, S. (1996). "The Death of Brand Deference: Can Brand Management Stop the Rot?" *Marketing Intelligence & Planning*, Vol. 14, No. 7, pp: 35- 40.
19. Kuhl, J. and Beckmann, J (1985). "Historical Perspectives in the Study of Action Control." In J. Kuhl and J. Beckmann (eds.), *Action Control: From Cognition to Behavior*, pp: 89- 100 Berlin: Springer- Verlag.
20. McWilliam, G. (2000). "Building Stronger Brands through Online Communities", *Sloan Management Review*, Vol. 41, No. 3, pp: 43- 55.
21. Mittal, V. and Kamakura, W. (2001). "Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics", *Journal of Marketing Research*, Vol. 38, No. 1, pp: 131- 143.
22. Modem Media Strategic Consulting and Research Services. (2006). "Customer Service Online at an Impasse: E-Businesses don't Ask, Customer don't Tell", available

-
23. Nemes, J. (2000). "Domain Names have Brand Impact," *B to B*, Vol. 85, No. 12, pp: 20- 22.
24. Neuborne, E. (2000). "E-Tailers, Deliver or Die", *Business Week*, 3704, pp: 16- 17.
25. Norman, K. and Chin, J. (1998). "The Effect of Tree Structure on Search in a Hierarchical Menu Selection System", *Behavior and Information Technology*, Vol. 7, pp: 51- 65.
26. Oliva, T. and Oliver, R. (1992). "A Catastrophe Model for Developing Service Satisfaction Strategies", *Journal of Marketing*, Vol. 56, (3), pp: 83- 96.
27. Oliver, R. and Rust, R. (1997). "Customer Delight: Foundations, Findings, and Managerial Insight," *Journal of Retailing*, Vol. 73, No. 3, pp: 311-337.
28. Oliver, R. (1999). "Whence Consumer Loyalty?" *Journal of Marketing*, Vol. 63 (Special Issue), pp: 33- 44.
29. Park, C. W., Jaworski, B. J., and MacInnis, D. J. (1986, October). "Strategic Brand Concept Image Management", *Journal of Marketing*, Vol. 50, pp: 135- 45.
30. Porter, M. (2001). "Strategy and the Internet", *Harvard Business Review*, Vol. 79, No. 3, pp: 62- 79.
31. Ratnasingham, P. (1998). "Internet-based EDI Trust and Security", *Information Management & Computer Security*, Vol. 6, No. 1, pp: 33- 40.
32. Reichheld, F. (1996). *The Loyalty Effect*. Boston: Harvard Business School Press.
33. Reichheld, F. and Scheftter, P. (2000). "E-Loyalty", *Harvard Business Review*, Vol. 78, No. 4, pp: 105- 114.
34. Schultz, D. (2000) "Customer/Brand Loyalty in an Interactive Marketplace", *Journal of Advertising Research*, Vol. 40, No. 3, pp: 41- 53.
35. Slywotzky, A. (2000) "The Age of Choiceboard," *Harvard Business Review*, Vol. 78, No. 1, pp: 40- 42.

-
36. Smith, E. R. (2000). *E-Loyalty*. New York: Harper Collins.
 37. Strauss, J. and Frost, R. (2001). *E-Marketing*. Upper Saddle River, NJ: Prentice Hall.
 38. Szymanski, D., and Hise, R. (2000). "e-Satisfaction: An Initial Examination", *Journal of Retailing*, Vol. 76, No. 3, pp: 309- 323.
 39. Waddell, H. (1995). "Getting a Straight Answer", *Marketing Research*, Vol. 7, No. 3, pp: 4- 9.
 40. Yoo, B., Donthu, N., and Lee, S. (2000). "An Examination of Selected Marketing Mix Elements and Brand Equity", *Journal of the Academy of Marketing Science*, Vol. 28, No. 2, pp: 195- 212.