

Defining Affecting Factors on Rate of Car E-Customers' Satisfaction - a Case Study of Iran Khodro Co.

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Abstract : The main purpose of this research is concreting of satisfaction literature for obtain index with online content in carmaker industry. The study measures customer satisfaction of online and collect from similar studies with reference to a model of online satisfaction, they are attempting to complete. Statistical communities of research are online customers' carmaker Iran Khodro has been buying the company's products in the last six months. One of the innovative measures in this study is that, customer reviews are obtained through an Internet site. Reliability of the data collected in this study, the Cronbach's alpha coefficient was approved. The coefficient of 0.828 was calculated for the questionnaire. To test the hypothesis, the Pearson correlation coefficient was used. To ensure the correctness of initial theoretical model, we used regression analyzes and structural equation weight and finally, the results obtained with little change to the basic model of research, are improved and completed. At last obtain the perceived value has most direct effect on online car customers satisfaction.

Keywords : customer satisfaction, online satisfaction, online customer, car

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