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Abstract
The research tries to construct a framework to highlight that reference group effect and switching costs are the major causes of customer loyalty, and this subject is discussed by two groups. The crucial conclusions are as following that (1) reference group effect will bring about high switching costs and customer loyalty for students, that means students value the prices charged in intra-net service. (2) core service quality will bring about high switching costs and customer loyalty for the white- and blue-collar, that means the white- and blue-collar value the call quality while using communication service. Furthermore the research also finds an interesting result by ANOVA, (1) the much income and pocket money the consumers own, the less reference group effect and switching costs they perceive.
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