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Abstract
The brand loyalty has become a critical factor for auction websites since the number of users has been considered a key driver for an auction website to survive in the competitive internet market. If an auction website has lots of faithful users to frequently conduct transactions, this auction website could make profit very efficiently and effectively. Hence, to know how to build user loyalty is very valuable for an auction website to manage and marketing its auction platform. In view of this, this research was conducted to explore the influences of brand awareness and user's perceived quality on the brand loyalty of auction websites under different types of lifestyle according to the survey of university students in Tainan area.
The survey results indicate that (1) different auction websites have partial influences on their user's loyalty; (2) whether the survey participants have prior experiences with online auctions has a major influence on the user's loyalty of auction websites; (3) the awareness of auction websites and user's perceived quality can significantly influence the website user’s loyalty; and (4) under different lifestyle and demographic parameters, there exists a positive influence between the awareness of auction websites and user's perceived quality and the user’s loyalty. This suggests that, the managers of auction websites should pay attentions to promote the awareness of websites and enhance their safety and service quality in order to build the user's loyalty so as to increase the profits.
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