E-Service Quality: Foundation of Customer Loyalty

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ABSTRACT

The growth of any firm is linked with marketing related activities and performance of marketer. The company’s ability to build trust, satisfaction and loyalty of customer light their future performance and profits. To increase market areas and share now companies are moving to use the new way of business by e-marketing by providing different facilities and e-services to customers. E-marketing is getting attention and preferred by many customers, but retention of customers depends on the quality of e-services provided by companies to their customers. It is part of the study to explain the relation of quality of e-services and customers’ loyalty. The paper is an attempt to study the importance of E-marketing in competitive markets and further to explain the creation of E-loyalty in customers. The paper presents essential of E-quality service for E-loyalty with customers, which is a path for the success of E-marketing for any organisation.

KEYWORDS: E-marketing, E-services, Quality, Customer loyalty.

REFERENCES


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