

The Effect of Perceived Quality and Consumer Loyalty: Product Involvement as the Moderate Variable

Yuan-Cheng Tsai*, Yu-Ting Ou**, and Yi-Lun Chi***

In order to enhance consumer shopping rates and consumer satisfaction, network operators should maximize the evaluation of online shoppers by products and overall performance. Previous studies have shown that both perceived quality and product involvement are likely to have an influence on consumer loyalty. This study further explores what relationship will be established among network perceived quality, product involvement and customer loyalty of online shoppers and clarifies how product involvement interferes with the relationship between perceived quality and consumer loyalty. The theoretical model is tested with the linear structured equation which is consistent with AMOS path modeling assumptions. Data were collected from 158 effective questionnaires. The research findings contribute to marketing theory by providing empirical evidence to support assumption that: (1) perceived quality has a significant positive influence on the loyalty of online shoppers, (2) product involvement has a positive moderating effect on the relationship between perceived quality and consumer loyalty. Finally, this study puts forward implications for management and future studies.

Keywords: Perceived Quality, Product Involvement, Consumer Loyalty