

The impact of customer dependency on customer loyalty by moderation of trust and Switching Cost (Case study: Luxury clothing store in Gilan province)

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Due to the large number of clothing stores and variety of products and brands, loyalty to customers has been difficult. This is important for luxury clothing stores, which are subject to rapid changes in customer tastes and sometimes customers who have an immediate buying decision other stores. The present research answers the question: Does customer dependency on customer loyalty have a meaningful effect on the moderation of trust and the cost of changing the stores of luxury garments in Guilan province? And the hypotheses raised in the research. The present are the effect of customer dependency on customer loyalty, the effect of customer dependency on customer loyalty through trust adjustment, the effect of customer dependency on customer loyalty by modifying the cost of change. The present research is based on the type of applied target. Data gathering was a field method. In order to collect information A questionnaire tool has been used. The statistical population of the study is purchasers of luxury apparel stores in Guilan province. A total of 399 people were obtained as the minimum sample of the Cochran formula for an unlimited society. Sampling method was available in non-inferential research. To examine the reliability of the questionnaire, Cronbach's alpha was used which was higher than all variables. For data analysis, structural equations were used using SPSS and SMART PLS2 software. All hypotheses presented in the research were confirmed. The strongest impact is on the impact of customer dependency on customer loyalty and the lowest severity of impact is on the impact of customer dependency on customer loyalty through trust adjustment.

Keywords : Keywords: Trust, Customer Dependency, Customer Loyalty, Switching

Cost

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