
The Role of Customized Information in Virtual Business Success

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Abstract

This study aims at exploring the role of satisfaction and trust in online purchase and evaluating the impact that may happen due to customized information. The study proposes a model that satisfaction and trust are both mediated by customized information to achieve high intention of online purchase. Data from Egypt, as an example of the developing countries is collected and used to determine the relationship between both; satisfaction and trust on one side and online purchase intention of textiles on the other side. It was found that both; satisfaction and trust are mediated by the customized information provided.

Keywords: Virtual Business, Customized Information, Customer Satisfaction, Online Purchase.