

A Study of Inertia Type and Inertia Relational Model

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Abstract

Inertia is characteristic of human nature. Service providers can then take advantage of the inertia to keep up good relationships with their customers. Accordingly, this study are, first, to explore the core variables of the inertias by analyzing the dependencies among them through DEMATEL; second, to study the main factors affecting the inertias so as to establish an inertia relationship model. Finally, as a case in point, SEM will be utilized to empirically examine the customer inertia relationship model of the fashion business to identify the leading factors affecting its customer inertias.

Keyword : Inertia, Physical Channel, Virtual Channel, Fashion Business, DEMATEL, SEM