Table of Contents

International Journal of Customer Relationship Marketing and Management

Volume 7 • Issue 3 • July-September-2016 • ISSN: 1947-9247 • eISSN: 1947-9255
An official publication of the Information Resources Management Association

Research Articles

1  Determinants of Attitudinal Loyalty in Retail Banking: Evidence from Nigerian
   Ernest Emeka Izogo, Ebonyi State University, Abakiliki, Nigeria & University of Hull Business School, Kingston upon Hull, UK

18  The Consequence of Customer Verbal Aggression: The Moderating Roles of Person-Organization Fit
   Ching-Wen Yeh, China University of Science and Technology, Nankang, Taiwan

34  A Study on Customer Loyalty as a Determinant for Harnessing Power Brands
   Rajshree Panda, Amity University, Noida, India
   Deepa Kapoor, Amity University, Noida, India

50  The Effects of Risk Preferences on Consumer Purchasing Counterfeit Goods Online
   Yi-Fen Chen, Department of International Business, Chung Yuan Christian University, Taoyuan City, Taiwan
   Hing-Yu Kung, Department of International Business, Chung Yuan Christian University, Taoyuan City, Taiwan
   Chia-Wen Tsai, Department of Information Management, Ming Chuan University, Taipei, Taiwan

COPYRIGHT

The International Journal of Customer Relationship Marketing and Management (IJCRMM) (ISSN 1947-9247; eISSN 1947-9255), Copyright © 2016 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Customer Relationship Marketing and Management is indexed or listed in the following:
Bacon’s Media Directory; Cabell’s Directories; Compendex (Elsevier Engineering Index); Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Standard Periodical Directory; Ulrich’s Periodicals Directory