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	News & Events
	Author Information
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A Structural Equation Model of Customer Satisfaction and Future Purchase of Mail-Order Speciality Food

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by Mai, L. W., & Ness, M.

Analyses the relationship between satisfaction with mail-order speciality food attributes, overall satisfaction, and likelihood of future purchase using a structural equation model. The results indicate that customer satisfaction is associated with both service and product features of mail order speciality food.

Keywords: customer satisfaction, re-purchase intentions, speciality mail order food, structural equation modelling

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