

The Relationship among e-Retailing Attributes, e- Satisfaction and e-Loyalty

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ABSTRACT

This paper investigates the relationship among e-retailing attributes, e-satisfaction, and e-loyalty. We identify five attributes (shopping convenience, product selection, informativeness, price, and customization) of e-retailing that potentially affect e-satisfaction and impact e-loyalty. Data collected from 238 online customers demonstrate that shopping convenience and informativeness except product selection, price and customization affect e-satisfaction and informativeness, price, and customization except shopping convenience and product selection impact e-loyalty. Also, the data show that e-satisfaction strongly affect e-loyalty.

Keywords: *convenience, selection, informativeness, price, customization, e-satisfaction, e-loyalty*

INTRODUCTION

According to Korea National Statistical Office (2006), E-commerce sales for 2005 were \$381 billion, B2B sales were \$340 billion and increased 14.2% up, B2G \$31 billion and 6.2% up, B2C \$8.4 billion and 22.9% up. However, e-retailing also comes with its own set of challenges. Consumers are able to compare and contrast competing products and services with minimal expenditure of personal time or effort (Srinivasan et al., 2002). According to Kuttner (1998), the Internet is a nearly perfect market because information is instantaneous and buyers can compare the offerings of sellers worldwide. The result is fierce price competition and vanishing brand loyalty. The antecedents to customer satisfaction are well documented in classical contexts (Oliver, 1997; Szymanski and Hise, 2000). Alomaim et al. (2003) assert that the importance of customer satisfaction is to achieve good financial performance in services in physical world, and the same can be said of e-commerce where a customer can be lost if unable to access a Web site or if the experience prove unsatisfactory. According to Szymanski and Hise (2000), their research adds to current insights into the role of financial security in online shopping by documenting its relationship to e-satisfaction and suggests that of the four factors (convenience, merchandising, site design, and financial security) in their regression model, convenience is tied for first in terms of its relative impact on e-satisfaction. Kotler(2000) suggested that the advantages of e-commerce for both consumers and businesses were convenience, savings, selection, personalization, and information and these 5 factors were an important drive for the potential power of B2C Internet shopping.

The antecedents of customer loyalty in the traditional brick-and mortar marketplace have been studied in detail (Sirohi et al., 1998). However, there are several variables unique to e-retailing that have

been evaluated in a few of the existing customer loyalty literature. Srinivasan et al. (2002) have identified eight factors that potentially affect e-loyalty. Of the 8Cs considered, customization, contact interactivity, cultivation, care, community, choice, convenience, and character, all but convenience, were found to have a significant impact on e-loyalty. E-loyalty was also found to have a positive impact on positive word-of-mouth and willingness to pay more. A few previous studies on e-satisfaction and e-loyalty have been separated and the antecedents of two variables are partly overlapped but different. Because the antecedents of e-satisfaction and e-loyalty suggested in this paper are considered as the benefits of e-commerce for both consumers and businesses, we propose shopping convenience, product selection, informativeness, price, and customization as independent variables.

The present paper is structured as follows. First, current researches are reviewed and a number of hypotheses are derived with respect to the relationship among e-retailing attributes (shopping convenience, product selection, informativeness, price, and customization), e-satisfaction, and e-loyalty. These are summarized in a theoretical model. Second, the research design is presented and the path model is tested by means of an empirical study of online shopping. A presentation and discussion of the results follows. Next, the managerial implications of the findings are discussed. Finally, the limitations of the research and suggestions for future research are presented.

THE ANTECEDENTS OF E-SATISFACTION

Shopping Convenience

E-retailing is promoted widely as a convenient avenue for shopping. Shopping online can economize on time and effort by making it easy to

locate merchants, find items, and procure offerings (Balasubramanian, 1997). Convenience refers to the extent which a customer feels that the website is simple, intuitive, and user friendly. Schaffer (2000) argued that a convenient website provides a short response time, facilitates fast completion of a transaction, and minimizes customer effort. Because of the nature of the medium itself, online customers have come to expect fast and efficient processing of their transactions. If customers are stymied and frustrated in their efforts to seek information or consummate transactions, they are less likely to come back (Cameron, 1999). The positive relationship between convenience and e-satisfaction evidenced in the existing researches (Szymanski and Hise, 2000; Jun and Chung, 2006) is captured in the following hypothesis.

H1: The convenience of online shopping will have a positive effect on e-satisfaction.

Product Selection

Marketing research firms have found that two-thirds to four-fifths of Internet buyers engage in narrowly defined searches for specific products (Solomon, 1999). Importantly, online buyers' perceptions that e-commerce offers them better selection, however, refers to the selection available on the Internet in general, rather than the selection on individual sites, which is often perceived as limited as compared to the retailer's offline stores and even catalogs (Modahl, 2000). For one, superior product selections can increase the probability that consumer needs will be met and satisfied. This is especially likely when consumers desire items not widely distributed (e.g., specialty goods), produced in limited quantities, or unavailable at brick-and-mortar stores because shelf space is limited (Szymanski and Hise, 2000). Also, the wider selection of products can include items of better quality that may be attractive to consumers. The lower search costs traditionally

associated with online shopping are thought to result in consumers buying better quality items (Bakos, 1997). Bizrate includes an overall score for an e-retailer, and ratings on the attributes of ease of ordering, product selection, product information, price, on-time delivery, product representation, customer support, privacy policies and shipping and handling (Tam, 2002). Researchers have developed attributes to predict intention to return to the website (Rice, 2002), satisfaction with a website (Alpar, 2001) and intentions to buy from the website (Loiacono et al., 2002). It seems reasonable to expect that e-satisfaction would be more positive when consumers perceive online stores to offer superior product selections.

H2: The product selection of online shopping will have a positive effect on e-satisfaction.

Informativeness

Well-documented feature of the web is the ability for information to be made easily available to consumers in a manner equivalent to more traditional sources of information. Cook and Coupey (2001) argued that the increased availability of information on the web has the potential to result in more knowledgeable consumers, who are then able to make better quality decision, who will then experience greater satisfaction with any purchases they make. Ballantine (2005) explored the effects of interactivity and product information on consumer satisfaction in an online retail setting and argued that the amount of product-related information affected consumer satisfaction of online shopping. Also, Jun and Chung (2006) identified the positive relationship between informativeness and e-satisfaction.

H3: The informativeness of online shopping will have a positive effect on e-satisfaction.

Price

The central role of price as a purchasing determinant as well as in post-purchasing processes is well recognized. In a qualitative study focusing on switching behavior in services, Keaveney (1995) reports that more than half of customers switched because of poor price perception (compared to competitors). Varki and Colgate (2001) arrived at similar results in their study of the banking industry; particularly that price perception directly influences customer satisfaction, the likelihood of switching, and the likelihood of recommendation to others. With respect to pricing, the internet provides both new threats and new opportunities for company. When the internet's best known retailing success story, Amazon.com, began trading in 1994, it emphasized low prices as the primary reason why customers should support it. What distinguishes the internet from traditional sales channels for most customers is that prices are expected to be generally lower on the internet (Karlsson et al., 2005). If the internet as a communication technology makes markets more efficient, then one might expect lower prices to arise where customers' transaction costs are lowered. Furthermore, the elimination of intermediaries means that they do not raise the price of the products without adding value (Verma and Varma, 2003).

H4: The price level (lower/higher) of online shopping and its possibility positive (negative) will effect on e-satisfaction.

Customization

Many e-retailers have already begun to incorporate some degree of customization into their practices. In the current study, customization is operationally defined as the extent to which an e-retailer's web site can recognize a customer and then tailor the choice of products, services, and shopping experience for that customer (Srinivasan et al., 2002). There are multiple reasons why customization is expected to

affect e-satisfaction. Customization creates the perception of increased choice by enabling a quick focus on what the customer really wants. Customization can also signal high quality and lead to a better real match between customer and product (Ostrom and Iacobucci, 1995). In addition, individuals are able to complete their transactions more efficiently when the site is customized. A large product selection can, in fact, irritate consumers and drive them to use simplistic decision rules to narrow down the alternatives (Kahn, 1998). If the company is able to accurately tailor or narrow choices for individual customers, it can minimize the time customers spend browsing through an entire product assortment to find precisely what they want. It seems to expect that customization of online shopping will affect e-satisfaction positively.

H5: The customization of online shopping will have a positive effect on e-satisfaction.

E-LOYALTY

Loyal customers are more likely to spread positive word-of-mouth (Gremler and Brown, 1999), buy additional services and accept premium prices (Zeithaml et al., 1996). Thus, we define e-loyalty as a customer's favorable attitude toward the e-retailer that results in repeat buying behavior through previous studies (Srinivasan et al., 2002). According to Schaffer (2000), 30 percent of the consumers who leave a website without purchasing anything do so because they are unable to find their way through the site. Sinioukov (1999) suggested that enabling consumers to search for information easily and making the information readily accessible and visible is the key to creating a successful e-retailing business. A website that is logical and convenient to use will also minimize the likelihood that customers make mistakes

and will make their shopping experience more satisfying. The outcomes will likely enhance customer e-loyalty.

H6: The convenience of online shopping will have a positive effect on e-loyalty.

Many consumers do not want to deal with multiple vendors when shopping. Bergen et al. (1996) noted that consumer search costs associated with shopping across retailers increase with the number of competing alternatives. In contrast, an increase in the number of available alternatives at a single e-retailer can greatly reduce the opportunity costs of time and the real costs of inconvenience and search expended in virtual store shopping. The e-retailer that offers greater choice can emerge as the dominant, top-of-mind destination for one-stop shopping, thereby engendering e-loyalty

H7: The product selection of online shopping will have a positive effect on e-loyalty.

As noted by Berger (1998), companies need to use their databases effectively to cultivate consumers. By proactively offering desired information, a company is inviting a customer to come back. It is relatively straightforward and inexpensive for e-retailer to not only recognize a customer but also reach out to that customer (such as through email promotions) and coax him or her along the route to purchase. An additional benefit of such cycles of stimuli and responses is that the retailer's knowledge base regarding the customer is continuously enhanced, lessening the customer's incentive to defect to another seller who has to build such knowledge from scratch (Srinivasan et al., 2002).

H8: The informativeness of online shopping will have a positive effect on e-loyalty.

The price transparency has advantages and disadvantages for marketers. Even if product characteristics, such as extra features or performance capabilities, cause or merit the higher price, customers shopping on the Internet may tend to focus on the price (Coupey, 2001). The price cue, however, is likely multidimensional, taking on a positive or negative role in consumers' decision making; that is, price itself facilitates or debilitates possibility of purchase (Lichtenstein et al., 1993). In the empirical study it was found that price-quality ratio and price fairness were more important to customers than relative price (Matzler et al., 2006). Therefore, price on the Internet shopping can affect e-loyalty.

H9: The price of online shopping will have a positive effect on e-loyalty.

There are multiple reasons why customization is expected to affect e-loyalty. Customization increases the probability that customers will find something that they wish to buy. A survey by NetSmart Research indicated that 83% of Web surfers are frustrated or confused when navigating sites (Lidsky, 1999). By personalizing its site, an e-retailer can reduce this frustration. Customization creates the perception of increased choice by enabling a quick focus on what the customer really wants. Also, individuals are able to complete their transactions more efficiently when the site is customized. These advantages of customization make it appealing for customers to visit the site again in the future (Srinivasan et al., 2002).

H10: The customization of online shopping will have a positive effect on e-loyalty.

An early investigation carried out by Johnson et al. (2000) into online search behavior suggested that customer loyalty could be linked to experience with internet shopping. Srinivasan et al. (2002) have demonstrated that e-loyalty is likely to have a positive impact on two customer-related outcomes, namely on a willingness to pay more and WOM promotion. Szymanski and Hise (2000) have conducted an exploratory study into e-satisfaction, which is widely regarded as an essential pre-requisite for loyalty (Oliver, 1999). More recently, in a study of online purchasing of books and flights, Harris and Goode (2004) demonstrated that loyalty is both directly and indirectly influenced by service quality, perceived value, satisfaction and trust.

H11: The e-satisfaction of online shopping will have a positive effect on e-loyalty.

PROPOSED MODEL AND METHODOLOGY

The model shown in Figure 1 is proposed to test empirically the key conceptual ideas embedded in online shopping. E-satisfaction is depicted in Figure 1 as the outcome of consumer perceptions of online convenience, selection, informativeness, price, and customization. Also e-loyalty is depicted in Figure 1 as the outcome of consumer perceptions of online convenience, selection, informativeness, customization, and e-satisfaction. An instrument with multiple-item scales for the constructs of interest was developed and pretested. Then, a sample of 270 university students who have experienced online shopping was drawn from convenient sampling because the sampling units are accessible, easy to measure, and cooperative. The survey method of personal interview was conducted at Gyeongnam region of Korea from 1 Feb. 2007 to 15 Feb. 2007. 238 questionnaires were used to empirical test of this research.

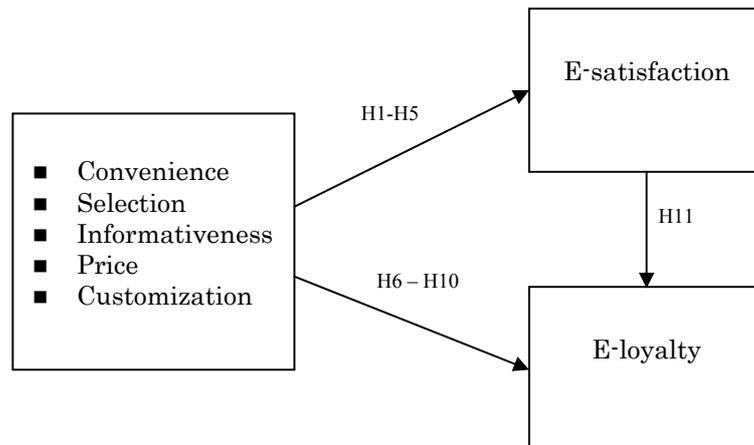


Figure 1 Proposed Model explaining the Antecedents and Consequent of E-satisfaction

The demographic characteristics of the sample are as follows: the sample is composed of 48.6% males and 51.4% females, internet experiences of 4 years above are 92.3%, the purchase experiences of online shopping 97.4%, and the extent of subscribers to online community 73.9%.

Measurement

All measures used in this study were estimated on seven point Likert scale. Satisfaction with overall e-retailing is measured by adapting one commonly employed measures of satisfaction: the degree to which the consumer is satisfied/dissatisfied (Oliver, 1997; Zeithaml et al., 1996) with online shopping. We conducted in-depth discussions with twenty online shoppers to generate the items for capturing shopping convenience, product selection, informativeness, price, and customization. Three academic researchers then evaluated these items

for face validity. Based on their feedback, several items were modified. We then pretested the questionnaire with thirty online shoppers selected randomly. Respondents were explicitly asked to indicate any ambiguities or potential sources of error stemming from either the format or wording of the questionnaire. Inputs from these respondents were used to further refine and modify the instrument. In addition, the items for capturing shopping convenience, product selection, informativeness, price, and customization were measured from Srinivasan et al. (2002), Szymanski and Hise (2000), Wolfinbarger and Gilly (2003), Karlsson et al. (2005), Ballantine (2005), and Matzler et al. (2006). E-loyalty was measured using items adapted from Zeithaml et al. (1996), Srinivasan et al. (2002), and Soderlund (2006).

Analysis of Scale Items

We conducted an exploratory factor analysis (principle components analysis with varimax rotation) to determine whether the scale items loaded as expected. We refined the scales by deleting items (Ps4, I3) that did not load meaningfully on the underlying constructs and those that did not highly correlate with other items measuring the same construct. What we find is that a seven-factor solution is more appropriate. The seven factors explain 67.5% of the variance in the data, all eigen values are above one, all items load heavily onto one of the factors, and all seven factors are easily interpreted (see Table 1). We then calculated Cronbach's alphas for the scale items to ensure that they exhibited satisfactory levels of internal consistency. The Cronbach's alphas are as follows: shopping convenience (.734), product selection (.719), informativeness (.798), price (.749), customization (.814), e-satisfaction (.935), and e-loyalty (.874). The internal consistency estimates of all scales were above the cutoff point of 0.7 recommended by Nunnally and Bernstein (1994).

Table1 Factor Loading for Scale Items

Items	Factors						
	e-Satisfaction	e-Loyalty	Price	Informativeness	Customization	Shopping Convenience	Product Selection
Es2	.864						
Es3	.840						
Es1	.815						
EI1		.848					
EI2		.830					
EI3		.693					
EI4		.625					
P5			.746				
P1			.733				
P3			.730				
P2			.629				
P4			.617				
I4				.771			
I1				.729			
I5				.725			
I2				.684			
C2					.867		
C1					.844		
C3					.741		
Sc3						.737	
Sc2						.737	
Sc4						.694	
Sc1						.647	
Ps5							.779
Ps1							.649
Ps2							.640
Ps4							.637
Eigen Value	6.955	3.326	2.430	1.657	1.464	1.267	1.136

Before testing the hypothesized relationship in the research model, the scales used to operationalize the constructs were examined through the estimation of the measurement model. Confirmatory factor analysis was used to assess the unidimensionality and validity of the constructs. The fit indicators of CFA shown in Table 2 are acceptable

$\chi^2/df=209.039(113)$, $P=0.000$, $CMIN/DF=1.850$, $GFI=0.902$,
 $AGFI=0.852$, $CFI=0.954$, $NFI=0.907$, $RMSEA=0.064$ (see Table 2).

Table 2 Confirmatory factor analysis

Variables	Items	Estimates	Standardized Estimates	S. E.	C. R.	Composite Reliability	AVE
Shopping Convenience	SC3	0.878	0.661	0.160	5.499	0.928	0.866
	SC4	1.000*	0.773				
Product Selection	PS1	0.864	0.714	0.118	7.350	0.957	0.919
	PsS	1.000*	0.910				
Informativeness	I4	1.000*	0.922	0.088	10.784	0.973	0.947
	I5	0.953	0.855				
Price	P1	0.979	0.791	0.139	7.062	0.948	0.900
	P3	1.000*	0.793				
Customization	C1	0.908	0.793	0.084	10.753	0.970	0.917
	C2	1.000*	0.874				
	C3	0.764	0.659				
e-Satisfaction	ES 1	0.766	0.827	0.042	18.183	0.990	0.970
	ES 2	0.977	0.967				
	ES 3	1.000*	0.941				
e-Loyalty	El 1	0.984	0.892	0.059	16.753	0.980	0.925
	El 2	1.000*	0.908				
	El 3	0.798	0.707				
	El 4	0.720	0.601				

$\chi^2/df=209.039$ (DF=113), $P=0.000$, $CMIN/DF=1.850$, $GFI=0.902$, $AGFI=0.852$, $NFI=0.907$,
 $TLI=0.938$, $CFI=0.954$, $RMSEA=0.064$

Note: * is designated to standardize estimates

Discriminant validity was evaluated by testing whether pairs of constructs were correlated less than unity. Inspection of the correlation matrix and the respective standard errors reveals that none of the correlations are within two standard errors of 1.0. Therefore, there was evidence for discriminant validity for the constructs used in this study. An examination of the pair-wise correlations among the variables

provides preliminary support for the hypotheses. The pair-wise correlations also reveal significant and positive relationships among the independent variables as expected (see Table 3). Having established adequate reliability and validity, the findings were subsequently analyzed using SPSS version 12 and AMOS 5.0.

Table3 Correlation Matrix

VAR	Mean	SD	1	2	3	4	5	6	7
SC	5.24	1.23	1.000						
PS	5.28	1.36	0.287**	1.000					
IN	4.43	1.12	0.222**	0.248**	1.000				
PR	4.75	1.35	0.180**	0.379**	0.204**	1.000			
CU	3.18	1.31	-0.016	-0.090	0.211**	0.096	1.000		
ES	4.64	1.21	0.341**	0.121	0.441**	0.168*	0.179**	1.000	
EL	4.43	1.26	0.274**	0.111	0.414**	0.286**	0.326**	0.580**	1.000

SC: Shopping Convenience; PS: Product Selection; IN: Informativeness; PR: Price;
 CU: Customization; ES: e-Satisfaction; EL: e-Loyalty
 Note: Significance levels are denoted as ** p<0.01, * p<0.05 (2-tailed)

Path Analysis and Hypothesis Testing

Following measurement purification, the path relationships within the research model were analyzed by structural equation modeling (SEM) using AMOS 5.0. In this instance, AMOS 5.0 was used for data analysis as the proposed research model consists of a simultaneous system of equations having latent constructs and multiple indicators. The fit indices of the research model shown in Figure 2 are acceptable ($\chi^2/df=178.709(113)$, GFI=0.915, CFI=0.969, NFI=0.921, RMSEA=0.053) (see Figure 2). The results of the SEM shown in Table 4 provide support for eight of ten hypotheses. Shopping convenience and informativeness are significantly and positively related to e-satisfaction (H1=0.342, t=3.444, H3=0.387, t=4.916). No support is

provided for H2 (H2=-0.131, t=-1.363), H4 (H4=0.067, t=0.756), and H5 (H5=0.050, t=0.679). Informativeness, price, and customization significantly and positively related to e-loyalty (H8=0.192, t=2.544, H9=0.213, t=2.534, H10=0.133, t=1.950). No support is provided for H6 (H6=0.126, t=1.419) and H7 (H7=-0.104, t=-1.162). e-Satisfaction is significantly and positively related to e-loyalty (H11=0.453, t=5.918).

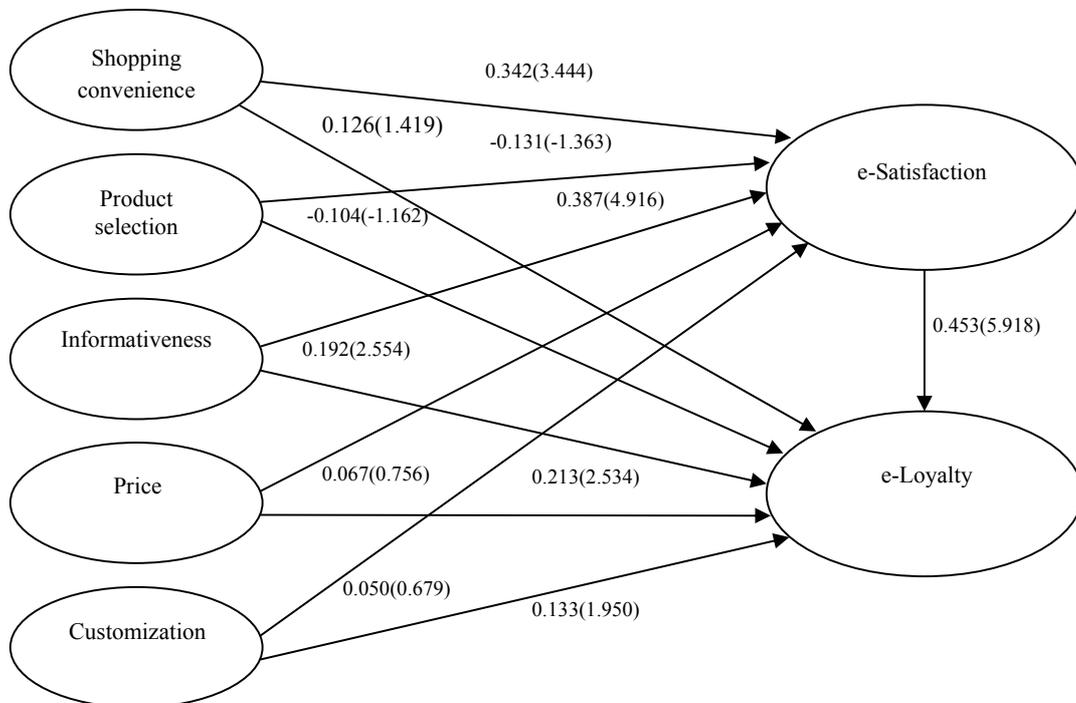


Figure 2 A Path Model of Relationship Strength

$\chi^2/df = 178.709(DF=113)$, $P=0.000$, $CMIN/DF=1.581$, $GFI=0.915$, $AGFI=0.872$, $NFI=0.921$, $TLI=0.958$, $CFI=0.969$, $RMSEA=0.053$

Table 4 Parameter estimates for the research model

Parameter	Description		Standard estimates	t-value	Hypothesis supported
H1	Shopping convenience	→ e-Satisfaction	0.342	3.444***	Yes
H2	Product selection	→ e-Satisfaction	-0.131	-1.363	No
H3	Informativeness	→ e-Satisfaction	0.387	4.916***	Yes
H4	Price	→ e-Satisfaction	0.067	0.756	No
H5	Customization	→ e-Satisfaction	0.050	0.679	No
H6	Shopping convenience	→ e-Loyalty	0.126	1.419	No
H7	Product selection	→ e-Loyalty	-0.104	-1.162	No
H8	Informativeness	→ e-Loyalty	0.192	2.554**	Yes
H9	Price	→ e-Loyalty	0.213	2.534**	Yes
H10	Customization	→ e-Loyalty	0.133	1.950*	Yes
H11	e-Satisfaction	→ e-Loyalty	0.453	5.918***	Yes

Note: Significance levels are denoted *p<0.10, **p<0.05, ***p<0.01

DISCUSSION AND CONCLUSION

Our findings have both managerial and research implications. They show that informativeness has a positive effect on e-satisfaction more than shopping convenience. Thus, e-retailers should provide customers of e-retailing the good and useful information on product features. Shopping convenience of e-retailing is the second predictor of e-satisfaction. However, they show that product selection, price and customization do not have positive effects on e-satisfaction. Although product selection such as the broader choice range of products and many kinds of products at website has the advantage of off-line, consumers who want to buy specific products may be not consider it as an important element in B2C. If price is very cheap and attractive in online shopping, it may be strongly related to e-satisfaction. Also in

terms of online firms customization may be a difficult task, because it can go with cost up and certain products can not be customized.

Price has a positive effect on e-loyalty more than informativeness and customization. It is inferred that because satisfaction is perception of individual customer and loyalty is intention, price and customization can not affect e-satisfaction but affect e-loyalty. If consumers perceive the price very cheap and attractive, it can enhance e-loyalty. Moreover, it shows that customized service, recommend of appropriate product, and suitable ordering procedures of e-retailing are important elements to improve e-loyalty. However, shopping convenience and product selection do not have positive effects on e-loyalty. Because of the nature of the medium itself, online customers have come to expect fast and efficient processing of their transactions. If customers are stymied and frustrated in their efforts to seek information or consummate transactions, they are less likely to come back (Srinivasan et al., 2002). Also if e-retailers do not provide the dominant, top-of-mind destination for one-stop shopping, thereby shrinking e-loyalty. From a research perspective, our analysis provides a little conceptualization of the relevant antecedents of e-satisfaction and e-loyalty.

There are some limitations of this research that should be considered when interpreting its findings. E-satisfaction and e-loyalty analysis should also be carried out with simultaneous comparisons of online retailing to brick-and-mortar retailing, direct marketing, and catalog retailing. Studying whether e-satisfaction and e-loyalty are stable over time might also prove interesting. This study does not control for such differences across product and service categories. Researchers can develop richer models that capture and explain these differences. Electronic markets will lead to intense price competition resulting in lower profit margins. To compete successfully, e-retailers will need to develop and maintain e-satisfaction and customer loyalty.

Toward this task, e-retailers must first thoroughly understand the antecedents of e-satisfaction and e-loyalty.

APPENDIX of SCALE ITEMS

Scale	Items
Shopping Convenience	Sc1. This website is very convenient to use. Sc2. It takes a short time to shop at this website. Sc3. This website provides ease procedures of ordering. Sc4. A first time buyer can make a purchase from this website without much help.
Product selection	Ps1. The broader choice range of products at this website is provided. Ps2. Many kinds of products at this website is provided. Ps3. This website provides a "one-stop shop" for my shopping. Ps4. This website provides the products which other sites can't easily. Ps5. This website provides the products which I want because of handling many kinds of products.
Informativeness	I1. This website provides the rich information on features and quality of the products. I2. This website provides the accurate information on features and quality of the products. I3. This website provides various kinds of peripheral information (payment, delivery, and return). I4. This website provides the good information of products. I5. This website provides the useful information of products.
Price	P1. This website provides cheaper products. P2. The pricing policy of products at this website is flexible. P3. The price at this website is very cheap and attractive. P4. This website provides auction and reverse auction. P5. This website provides pool auction.
Customization	C1. This website provides the customized service for me. C2. This website makes purchase recommendations that match my needs. C3. This website makes ordering purchase for me.
E-satisfaction	Es1. I am satisfied with the offerings at this website. Es2. I am satisfied with the purchases at this website. Es3. I am satisfied with the products at this website.
E-loyalty	E11. I say positive things about this website to other people. E12. I recommend this website to anyone who seeks my advice. E13. I will frequently visit this website. E14. I will increase the visit frequency of this website.

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