

Factors Driving Online Channel Selection: An Empirical Study Of Indian Consumers.

Arif Hussain Haidary

PhD Scholar

Centre for Management Studies

JamiaMilliaIslamia

arifhh99@gmail.com

Mobile: 8860431106

&

Dr.RaheelaFarooqi

Professor

Centre for Management Studies

JamiaMilliaIslamia

rahela.farooqi@gmail.com

Mobile: 9910448554

ABSTRACT

The proliferation of internet and the changing consumer behavior towards shopping channel has truly transformed the dimension of shopping and as well the economic scenario of the country. Hence, the purpose of the study is to identify factors influencing consumer choice of online retail channel. A sample of 200 respondents were collected from Delhi-NCR. Finding of the study indicated that convenience, Merchandise attribute and price positively influence consumer search for information online, additionally it was also found that convenience, merchandise attribute, price, situational factor and intention to search online positively influence consumer intention to purchase online. Further it was also found that information search fully mediates the relationship between price and intention to purchase online.

Key Words: online shopping, convenience, merchandise attribute, price, situational factor.

INTRODUCTION

India is witnessing a flourishing growth of its e-commerce industry. According India Brand Equity Foundation (IBEF) 2018 report it is estimated that India's internet user will increase to 829 Million by 2021 and with the internet contributing to the economy 250 US\$ by 2020. Despite such growth of internet, the penetration of online retail in India's total retail market is just 2.5% as reported in 2016 and is expected to grow only 2.5% more by 2020. Hence it is of great importance to understand what factors motivates consumer in India to adopt online shopping channel which will ultimately benefit online retail companies to cater consumer more appropriately.

Shopping for consumer is not anymore just a matter of visiting any store but rather is based upon to several reasons and experiences. In his study Chiang & Dholakia (2003) exemplify consumer choice of online shopping with "I hate shopping, I hate going to malls, finding a parking place, fighting the holiday crowds, being confronted by floors of merchandise, beating the bushes for bargains, or talking with the salespeople, I would much rather browse at my convenience, make decision, and click to order even if I pay the full retail price. I consider paying full retail price to be a bargain in return for avoiding the traditional shopping experience" (p. 177). Although the focus of online versus offline shopping distinction has been the focus of good deal of researches, however the multifaceted nature of both continues to pose a good many unanswered questions (Degeratu et al., 2000; Lynch and Ariely, 2000; Shankar et al., 2001, 2003; Chiang & Dholakia 2003; Hener et al., 2004). As according to Sheth & Sisodia (1999) the elimination of time, location and effort constraint to search for a product and service is what primarily distinguishes online shopping from offline format. Online channel is of multi-dimensional character combining several features of other channels that involves transaction, distribution of products and communication, it coexists as not only competing channels to others but also does complement to other channels. Previous

studies display growing positive attitude of consumer towards online shopping (Lohse, Bellman and Johnson, 2000; Chiang & Dholakia 2003).Liu et al., (2008) In his study identifies three stages of consumer purchase, namely ‘information search and alternative evaluation’, ‘purchase’ and ‘post purchase’, however this study deals only with two stages of consumer purchase behavior. Intention of a consumer is defined as “a plan to purchase a particular goods and service in the future” or “psychological states which represent the individual’s perception to engage in a particular behavior” (Qinghe et al. 2014p. 84). For this study intention of a consumer is defined as “motivational components of a behaviour, that is, the degree of conscious effort that a person will exert in order to perform a behaviour” (Soyeon et al., (2001p. 400). The study uses convenience as a feature of ‘shopping factor’ which is defined as “focus on customer’s feelings and perception during and after the shopping experience” and as well uses merchandise attribute and price as a feature of ‘product factor’ which is defined as a factor “pertain to the qualities of the product or service for sale” (Schaupp& Belanger. 2005, p. 98-97). For the study situational factor is defined “diverse external factors occurring at a specific point in space and time, regardless of the characteristics of the consumer and the attributes of the online retailer” (Kim 2003, p. 8)

BACKGROUND

The presence of various channels (such as brick and mortar, internet, telephone, catalogue etc.) and the fierce competition among them to compete and survive have brought in an important question of understanding what influences consumers choice of online channel (Black et al., 2002). Black et al., 2002 in his study argues that consumer choice of shopping channel is more complicated than choice of product alone, in other words consumer choice of channel cannot be only based upon the general merit of offering ease of shopping alone, rather retailer type of product offering also matters. For example, Amazon.com offers a vast

variety of superior books collection in comparison to offline store and also offers books that are not handy offline. This may inspire consumer to prefer online channel. Online channel in past have been studied mostly from a variety of theoretical perspectives, which includes Diffusion of innovation (DOI), Technology acceptance model (TAM), Theory of reasoned action (TRA), Service quality (SERVQUAL) (Devaraj, Fan and Kohli, 2002; Suwunnipnith 2014; Monsuwe et al., 2004; Kassim & Abdullah 2008). Nevertheless, most of these studies are focused towards to investigating the antecedents of consumer satisfaction and e-loyalty or determining the key measurements of successful website and were not related to determining factor influencing consumer intention towards online channel (Schaupp, L. C. and Belanger, F. (2005); Valvi, A. C. and West, D. C. 2013; Anderson & Srinivasan, 2003; Wolfinbarger & Gilly 2002; Ranganathan & Ganapathy, 2002). However, studies related to consumer choice of retail channel are fragmented and are mostly conducted in developed countries, as well that an empirical study on consumer choice of online retail channel in India is in dearth.

LITERATURE REVIEW

CONVENIENCE

Serval past studies indicates convenience as an important attribute of online shopping (Qinghe and Kaiming 2014; Schaupp and Belanger 2005; Chiang and Dhoolakia 2003; Chen and Chang 2003; Wolfinbarger & Gilly 2001). Online shopping offers an individual the chance to save a lot of effort and time in order to locate its need of product and acquire the online retailer offering (Balasubramanian 1997). Bakos, (1997) argues that it is the primary role of an online retailer to offer its user price and product related information in order that consumer reduces their search cost. In their research survey of 188 US online consumer Schaupp and Belanger (2005) the ease of shopping online along with ease of price and product comparison was found to be significant attribute of online that attract consumer to

shop online. Similarly, Qinghe et al 2014 in their study identifies five factors and found convenience of online time flexibility, 24*7 availability to order and instantaneous information on product and price as the most important reason to shop online. Indeed, conducting of business online have its varied advantages to both the customer and retailers in personal. The reason customer adopting online channel is not limited to the convenience of purchase of goods/services sitting home but rather also involves the benefit of instantaneous product/service information and ease of price and product comparison that online shopping offers. It is argued that the convenience attribute of online is unambiguously the most important factor that motivates consumer intention to shop online (Chen and Chang 2003).

.MERCHANDISE ATTRIBUTE

It is argued that superior assortment can escalate the probability of meeting customer needs which will ultimately satisfy them (Szymanski & Hise 2000). “An e-commerce store that has extensive product assortment as well as offering exclusive/specialty and seasonal products is probably the best scenario for consumer” (Schaupp & Belanger 2005, P. 106). In their study Jarvenpaa and Todd (1997) found that consumers were fascinated by the range of stores on internet, but were disenchanted with the deepness of merchant’s offering. online retailer that offers a vast variety and superior product will result into satisfying its consumer especially when consumer search is of an item which is otherwise not available offline or online at other online store (Szymanski & Hise 2000). The availability of increased number of alternative at a single store can highly shrink the opportunity cost of search time and inconvenience of searching around other online stores and offline store (Srinivasan et al 2002). As compared to offline store online store typically enjoy the benefit of providing a greater variety of product within any offered category as online store are not constraint to the limitation such as availability of floor space because of forming alliance with other virtual supplier and offline stores.

PRICE

Previous studies on price mostly deals with the extent of its sensitivity towards a particular product category suggesting price sensitivity to be lower online as compare to offline (Degaratu et al., 2000; Lynch and Ariely, 2000; Shankar et al., 2001). Price is often used by online retailer as a factor to entice consumer towards a particular site (Liu et al., 2008). price is being defined as “consumer perceptual representation or subjective perception of the objective price of the product” pp. 179. price is cited to be as the major reason why consumer chose online shopping (Liu et al 2008; Chen & Chang 2003; Chiang 2001). Though online shopping offers a better opportunity of saving in term of search cost as compare to offline, however it is argued that price may not be always a dominating factor in motivating consumer choice of channel and may also depends on choice of product category (Chiang & Dholakia 2003). Result of the 300 respondents survey in India found the competitive nature of online pricing as the major reason why they chose online shopping (Makwana, K; Pathak, A & sharma, p.). According to Reed (1999) it is cited that 85% of consumer who chooses online channel are driven by the attribute of price information. Price is cited to be unquestionably the most important indicator in consumer decision making process of choosing a particular channel to purchase (Chen & Chang 2003; Chiang & Dholakia 2003; Liu et al. 2008).

SITUATIONAL FACTOR

Understanding the factor influencing customer intention to purchase through a particular channel is irrelevant without being taking in account the situational aspect (Monzuwe et al., 2004; Gehrt & Yan 2004; Belk, 1974; Kim, 2003). In their study by Monzuwe, dellaert and Ruyter (2004) it is argued that consumer intention to shop online can be influenced by various situational features. Belk (1974) states ‘situation’ as comprising of “all factors specific to a time and place of observation, not affected by the person’s knowledge and

stimulus attribute”(p.157). while Kim (2003) in his study defines situational factor as “diverse external factors occurring at a specific point in space and time, regardless of the characteristics of the consumer and the attributes of the online retailer” (p. 8). Monsuwe et al., (2004) in his study conceptualizing situational factor as an exogenous factor found it significantly influencing consumer intention to purchase online. Similarly, Gerht&yan (2004); Nicholson et al., (2002) evaluating the impact of situational on customer preference of retail channel found situational factors significantly influencing consumer’s intention to purchase online.

OBJECTIVE

- To investigate the influence of product factor, shopping factor and situational factor on intention to search online.
- The study seeks to examine the impact of product factor, shopping factor as well as situational factor on intention to purchase online.
- To examine the mediating role of intention to search between intention to purchase and product, shopping as well as situational factor.

HYPOTHESIS

H1: convenience, merchandise attribute, price and situational factor positively influence consumer intention to search information online

H2: convenience, merchandise attribute, price, situational factor as well intention to search positively influence consumer intention to purchase online.

H3: intention to search mediates the relationship between intention to purchase and product, shopping as well situational factor.

METHODOLOGY

Questionnaire used in the present study was established based on taking in account the significance of both the available researches and in consult with the pertinent experts, hence

it has substance validity. A convenience sample size of 200 respondents were collected from across Delhi-NCR, scale adopted for the study were found to be reliable as Cronbach's Alpha value for these constructs are above the recommended limit of 0.7 (Pallant, J.F. 2007). To analyze the data and to examine the hypothesis SPSS 21 was used, further linear regression was used to confirm the hypothetical relationship between the variables. It took about two months to collect the responses.

Factors employed in current study are namely product, shopping and situational factor, intention to search and intention to purchase. product factor incorporates merchandise attribute and price, shopping factor includes convenience and shopping factor is measured based on four dimensions namely geographical distance, time, physical immobility and lack of transportation. Present study demonstrates three set of models, Model 1 consists four factors i.e. convenience, merchandise attribute, price and situational factor as independent factor while intention to search is dependent. Model 2 incorporates five factor that includes product, shopping, situational factor and intention to search as independent and intention to purchase as dependent. Model 3 includes convenience, merchandise attribute, price and situational factor as independent and intention to purchase as dependent.

Source of factors

Factor's	No of items	Authors and year
Convenience	8	Chen & Chang 2003; Qinghe et al., 2014; Srinivasan & Anderson 2002
Merchandise Attribute	5	Schaupp & Belanger 2005; Liu et al. 2008; Srinivasan et al., 2002)
Price	2	Liu et al., 2008
Intention to search and purchase	2	Chiang & Dholakia 2003

Data Analysis:**Table 1: DEMOGRAPHIC.**

Demographic values	Details	Frequency	Percentage
Gender	Male	75	37%
	Female	125	63%
Age	Below 19	21	11%
	20 - 29	160	80%
	30 - 39	19	9%
Educational level	School education	7	3%
	Diploma	0	0%
	Under graduate	118	59%
	Masters	61	30%
	PhD	14	8%
Frequency of online shopping	Everyday	2	1%
	Once a week	14	7%
	Once every month	72	37%
	Once or twice every six months	91	45%
	Once a year	21	10%

Table 1 Presents the demographic profile of Delhi-NCR respondents of which the majority of them were female and in term of age group 80% of them were of 20-29. Further 59 percent of them were under graduate and most the respondents were found to be familiar with online shopping as frequency of purchase was found to be 91 percent for purchase online once in every six months and 72 percent every month.

Model 1:

Convenience, Merchandise Attributes significantly impact intention to search for product and service at 5 percent significance level. Further, price was found to be negatively impact intention to search at 10 percent significance level ($\beta = -0.128$, $p=0.071$). additionally, situational factors were found insignificant. R^2 is 0.258 which means that independents variables lead to 25.8 percent in dependent variable. VIF value for convenience, merchandise attribute, price, situational factors are 1.479, 1.519, 1.315 and 1.246 respectively. Therefore,

there is no multicollinearity among the independent variables because VIF are less than 10 as suggested by Robert (2007).

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	65.026	4	16.257	17.198	.000 ^b
Residual	187.161	198	.945		
Total	252.187	202			

* Dependent variable: Intention to search

*Predictors: (Constant) C, P, MA, SF

Model: 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.615	0.540		2.988	0.003	
C	0.427	0.11	0.290	3.900	0.000	1.479
MA	0.400	0.094	0.320	4.238	0.000	1.519
P	-0.126	0.069	-0.128	-1.818	0.071	1.315
SF	0.049	0.067	0.05	0.737	0.462	1.246

*Dependent variable: Intention to search (INS)

Model 2:

In this model intention to purchase is dependent variable and Convenience, merchandise attribute, price, situational factors and intention to search are the independent variables. Convenience, merchandise attribute, price, intention to search are significant at 5 percent significance level. Similarly, situational factor is significant at 10 percent significance level.

VIF for Convenience, merchandise attribute, price, situational factors and intention to search are 1.593, 1.656, 1.337, 1.249 and 1.347 respectively. Coefficient of determination is 0.381.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	106.426	5	21.285	24.218	.000 ^b
Residual	173.141	197	.879		
Total	279.567	202			

- Dependent Variables: Intention to purchase (INP)
- Predictors: (Constant) C, P, MA, SF AND INS

Model: 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-0.049	0.533		-0.092	0.927	
C	0.226	0.110	0.146	2.064	0.040	1.593
MA	0.197	0.095	0.15	2.075	0.039	1.656
P	0.141	0.068	0.136	2.091	0.038	1.337
SF	0.109	0.064	0.106	1.695	0.092	1.249
IN	0.348	0.069	0.330	5.077	0.000	1.347

- Dependent variable: Intention to purchase (INP)

Model 3:

When regressed without intention to purchase it was found that convenience, merchandise attribute and situational factor are significant. convenience, merchandise attribute was found to be positively significant at 5 percent significance level, whereas situational factor is

significant at 10 percent significance level. further it was found that price is insignificant in the absence of intention to search. Therefore, it can be stated that intention to search plays a full mediating role between price and intention to purchase and partial mediation between convenience, merchandise attribute and situational factor with intention to purchase.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	83.773	4	20.943	21.179	.000 ^b
Residual	195.794	198	.989		
Total	279.567	202			

- Dependent Variable: Intention to purchase (INP)
- Predictors: (Constant) C, P, MP and SF

Model: 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.513	0.553		0.928	0.355	
C	0.375	0.112	0.242	3.346	0.001	1.479
MA	0.337	0.097	0.255	3.484	0.001	1.519
P	0.097	0.071	0.093	1.369	0.172	1.315
SF	0.126	0.068	0.123	1.851	0.066	1.246

*Dependent variable: Intention to purchase

Discussion of finding and implication

Result of the first hypothesis was strongly supported except to situational factors suggesting that consumer intention to search for product/service online is higher if they are provided with user friendly website that makes it easy to order and compare product and price information, additionally it was also found that online site that offer extensive and superior quality of product at a low or competitive pricing with good discount drives consumer to develop their search intention more towards online this finding is in line with (Zeithaml et al., 2002; Yang et al., 2003).; Chen & Chang 2003; Chiang & Dholakia 2003; Bhat 2014; Szymanski & Hise 2000). However situational factor was found to be insignificant towards consumer intention to search online, this is in contrary to Avery, 1996; Gerht & Yan 2004. Thus it can be argued that consumer choice of online for informational search is not motivated by consumer time, geographical, physical and transport problems but are driven by other factors.

Result of the second hypothesis indicated positive impact of convenience, merchandise attribute, price, situational factor and intention to search for information online, towards consumer intention to purchase online. Result of it is in similar agreement with (Schaupp & Belanger 2005; Chiang & Dholakia 2003; Monsuwe et al 2004. It can be suggested that consumer intention to purchase online is driven by consumer experience of convenience to shop online at a competitive or low price with larger variety of product as a consequence of several situational factors.

Result of the third hypothesis was strongly supported except for price indicating informational search to play a full mediating role between intention to purchase and other factors. Price being insignificant towards intention to consumer purchase is in similar

understanding to Chiang & Dholakia 2003. Thus it can be argued that price play an important role in consumer intention to search suggesting that if consumer intention to search is driven by price it might ultimately lead to purchase, however if it not driven by price consciousness than it might not play any significant role in consumer online intention to purchase.

Limitations and Future Study

Present study is bound to certain limitations. First limitation is the sample size, thus future research is advised to include a larger size of sample for their study in order to provide a higher validity to its finding. Secondly responses for current study were only taken for Delhi-NCR and were mostly college going students, thus it is advised for future research to extend their geographical reach and also examine the demographical impact on consumer intention to purchase online.

Conclusion

Three independent factors namely price, convenience, merchandise attribute indicated a positive relationship with consumer intention to search for product/service online. Further consumer intention to search along other three independent factors was found to be positively influencing consumer intention to purchase online. Lastly in absence of consumer intention to search online as a factor it was found that all other factor except to price positively influence consumer intention to purchase indicating that information search fully mediates the relationship between price and intention to purchase online in India.

Bibliography

- Anderson, R.E. and S.S. Srinivasan (2003). "E-Satisfaction and E-Loyalty: A Contingency Framework". *Psychology & Marketing*. Vol. 20, No. 2, 123-138.
- Avery, R.J. (1996). Determinants of search for non-durable goods: an empirical assessment of the economics of information theory. *The Journal of Consumer Affairs*, 30(2), 390-406.
- Bakos, J.Y. (1997), "Reducing buyer search costs: implications for electronic marketplaces". *Management Science*, Vol. 43 No. 12, pp. 1676-92.
- Balasubramanian, S. (1997). Two essays in Direct Marketing. Ph.D. Dissertation, Yale University, New Haven, CT.
- Belk, R.W. (1974). An exploratory assessment of situational effects in buyer behavior. *Journal of Marketing Research*, 11(2), 156-163.
- Black, N.J., A. Locket, C. Ennew, H. Winklhofer and S. McKechnie (2002). "Modelling Consumer Choice of Distribution Channels: An Illustration from Financial Services". *International Journal of Bank Marketing*. Vol. 20, No. 4, 161-173.
- Chen, S.J. and Chang, T.Z. (2003) A descriptive model of online shopping process: some empirical results. *International journal of service industry management*. Vol. 14 No. 5. pp. 556-569. DOI 10.1108/09564230310500228
- Chiang, K.P. & Dholakia, R.R. (2003). Factors driving consumer intention to shop online: An empirical investigation. *Journal of Consumer Psychology*. 13(1&@). Pp. 177-183.
- Chiang, Kuan-Pin. (2001). Effects of price, product type and convenience on consumer intention to shop online. In Ram Krishnan and Madhu Viswanathan (Eds.), *Proceedings of AMA Winter Educators' Conference*, Vol. 12, pp. 163-169. Chicago: American Marketing Association.
- Degeratu, A., Rangaswamy, A. and Wu, J. (2000), "Consumer choice behavior in online and traditional supermarkets: the effects of brand name, price, and other search attributes", *International Journal of Research in Marketing*, Vol. 17 No. 1, pp. 55-78.
- Deveraj, S., M. Fan and R. Kohli (2002). "Antecedents of B2C Channel Satisfaction and Preference: Validating e-Commerce Metrics". *Information Systems Research*. Vol. 13, No. 3, pp. 316-333
- Gehrt, K.C., & Yan, R-N. (2004). Situational, consumer, and retailer factors affecting internet, catalog, and store shopping. *International Journal of Retail Distribution & Management*, 32(1), 5-18.
- Heiner, E., Gopalkrishnan, R.I., Josef, H. and Dieter, A. (2004), "E-satisfaction: a re-

examination”, *Journal of Retailing*, Vol. 80 No. 3, pp. 239-47.

Jarvenpaa, S. and P. Todd (1997). Consumers’ reactions to electronic shopping on the World Wide Web. *International Journal of Electronic Commerce* 1(2) 59-88.

Kassim, N. M. and Abdullah, N. A. (2008). Customer Loyalty in e-commerce settings: An empirical study. *Routledge publication*. Volume 18 (3): 275-290. WWW.electronicmarkets.org DOI: 10.1080/10196780802265843

Kim, J. (2003). *An integrative model of e-loyalty development process: the role of e-satisfaction, e-trust, e-tail quality and situational factors*. Thesis.

Liu et al. (2008). An empirical study of online shopping customer satisfaction in China: a holistic perspective. *International Journal of Retail & Distribution Management*. DOI 10.1108/09590550810911683. Pp. 919-940.

Liu, X.; He, M.; Gao, F. and Xie, P. (2008). An empirical study of online shopping customer satisfaction in China: a holistic perspective. *International journal of retail & distribution management*. Vol. 36. No. 11. pp. 919-940

Lynch, J. Jr and Ariely, D. (2000), “Wine online: search costs affect competition on price, quality and distribution”, *Marketing Science*, Vol. 19 No. 1, pp. 83-104.

Makwana, K.; Pathak, A. and Sharma, P. (). What drives consumers to shop online. *IOSR journal of computer engineering*. pp. 42-47

Monsuwe, T. P.; dellaert, B. G. and Ruyter, K. D. (2004) what drives consumers to shop online? A literature review. *International journal of service industry management*. Vol. 15 No. 1. pp. 102-121.

Nicholson, M.; Clarke, I. and Blakemore, M. (2002). 'one brand, three ways to shop': situational variables and multichannel consumer behaviour. *International review of retail, distribution and consumer research*. pp. 131-148. DOI: 10.1080/09593960210127691

Qinghe, Y.; Wenyan, C. and Kaiming, L. (2014). The online shopping change the retail business model: A survey of the people use online shopping in China. *Journal of business and management (IOSR-JBM)*. Volume 15, Issue 5. Pp. 77-110.

Ranganathan, C. and S. Ganapathy (2002). "Key Dimensions of Business-to-Consumer WebSites". *Information & Management*. Vol. 39, No. 6, 457-465.

Reed, Sandy. (1999, October 25). Online shopping? You Bet! Infoworld, 91.

Schaupp, L. C. and Belanger, F. (2005). A conjoint analysis of online customer satisfaction. *Journal of electronic commerce research*. Vol. 6, No 2. pp. 95-111.

Shankar, V., Amy, K. and Rangaswamy, A. (2003), “Customer satisfaction and loyalty in

online and offline environments”, *International Journal of Research in Marketing*, Vol. 20 No. 2, pp. 153-75.

Sheth, Jagdish N., & Sisodia, Rajendra S. (1999). Revisiting marketing's lawlike generalizations. *Journal of Academy of Marketing Science*, 27, 71-87.

Soyeon, S; Eastlick, A; Lotz, SL & Warrington, P. (2001). An online prepurchase intentions model: The role of intention to search. *Journal of retailing*. 77. Pp. 397-416.

Srinivasan, S, S; Anderson, R & Ponnavaolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*. Pp. 41-50.

Suwunniponth, W. (2014). Factor driving consumer intention in online shopping. *International journal of economics and management engineering*. Vol. 8. No. 6. pp. 1949-195.

Szymanski, D., R. Hise (2000). E-Satisfaction: An initial examination. *Journal of Retailing* 76(3) 309-322.

Torkzadeh, G. and G. Dhillon (2002). Measuring factors that influence the success of Internet commerce. *Information Systems Research* 13(2) 187-204.

Valvi, A, C. and West, D, C. (2013). E-loyalty is not about trust, price also matters: extending expectation-confirmation theory in bookselling websites. *Journal of Electronic Commerce Research*. Vol. 14. No 1. Pp. 99-123.

Wolfenbarger, M. and Gilly, M.C. (2001), “Shopping online for freedom, control, and fun”, *California Management Review*, Vol. 43 No. 2, pp. 34-55.

Yang, Z., Peterson, R.T & Cai, S. (2003). Service quality dimensions of internet retailing: An exploratory analysis. *Journal of service marketing*. Vol. 17. No. 7. Pp. 685-700.

Zeithaml, V.A., Parasuraman, A and Malhotra, A. (2002). Service quality through web sites: A critical review of extant knowledge. *Journal of the academy of marketing science*. Volume 30, No. 4. Pp. 362-275. DOI: 10.1177/00920707002236911.