

Investigating the Satisfaction of e-store Content and its Association with the Amounts of Online Purchasing

Dr. Mahmoud Abdel Hamid Saleh, King Saud University, Kingdom of Saudi Arabia

ABSTRACT

This paper is aimed at achieving two goals. The first goal is to identify to which extent consumers are satisfied with the e-store-website content and the amounts of their online purchasing. The second goal is to investigate the association of consumers' satisfaction of e-store-website content with the amounts of online purchasing. The study was conducted on a convenience sample of 293 consumers in Saudi-Arabian market. Data were collected through a questionnaire contained four measures of consumers' satisfaction of the e-store-website content, and a measure of amounts online purchasing. The findings revealed significant associations of consumers' trust in the website information; their appreciation of the website's customer support; and their evaluation of the product variety as independent variables with their amounts of online purchasing as a dependent variable. Differences have been found in consumers' amounts of online purchasing between the groups of consumers' trust in information; appreciation of customer support, and evaluation of the product variety on the e-store-websites, but not between the consumer groups in considering the company information on the website. Based on the research findings, marketers are recommended to pay high attention when developing their website contents as a competitive arena in the e-business world; providing the consumers with the trusted and credible information and support that help them in making online purchase decisions.

Keywords: e-store, Website, Content, Online purchasing, customer, support, Trust, Variety, Information

1. INTRODUCTION

With the development of the Internet usage during the last two decades, Online shopping has grown up rapidly to be a major class for service operations all over the world (Field et al., 2004; Smith et al., 2007). The amount of sales on the Internet increased globally to reach about 348.6 billion dollars in 2009 (Keisidou et al., 2011) and was expected to reach 778.6 billion dollars in 2014 (IMAP retail report, 2010). The reason for online shopping growth may be explained in terms of the advantages the Internet provided to both the sellers and the buyers. It allowed business organizations an easy access to break into the global markets effectively at a low cost. Simultaneously, it enabled consumers obtain adequate information on the products and to make convenient shoppings, anywhere at anytime.

Growth of the Internet applications in business encouraged business to invest large investments in e-business, so that research has been done to evaluate the success of the e-business (Delone and McLean, 2003; Zhu and Kraemer, 2002). In the regard, several studies have concluded that less than 25% of don't.com companies last longer than 2 years (Irani and Love, 2002; Nataraj and Lee, 2001). Some studies attributed this failure to neglecting consumers' needs on the websites (Nielsen, 2000; Rosen and Purinton, 2004). Other researchers linked it to the design of the website (Richard, 2005; Song and Zahedi, 2005).

In the framework of the business concern to study consumers in the electronic markets and the factors influencing their behavior and purchase, marketers are interested in the differences in consumers' satisfaction of their website contents associated with online shopping transactions; to be guided in making proper marketing decisions in several areas, e.g. market segmentation, targeting, building competitive positioning and strategies in e-markets, including website content. Previous studies that examined the research topic could be classified into four categories: the consumers' willingness to make online purchases, e-market uncertainty avoidance, perceived risk associated with online shopping (Al Kailani and Kumar, 2011), and the quality of e-store website, Including factors such as website design and customer service (Ha and Stoel, 2009).

Despite the global concern in studying topics related to consumers' satisfaction of e-businesses, the researcher did not find similar studies concerning the Arab or Gulf regions. Accordingly, this study is aimed at identifying to which extent consumers are satisfied with the e-store-website content and the amounts of their online purchasing, as well as to investigate the association of consumers' satisfaction of e-store-website content with the amounts of online purchasing in the Saudi-Arabian market. The findings from this study could guide both national

and international businesses in e-commerce to understand some of the dimensions of doing e-retailing business targeting the Saudi market, especially with the rarity of studies and information regarding consumers' online purchasing transactions and behavior in this market.

2. LITERATURE REVIEW AND RESEARCH HYPOTHESES

2.1 Online purchasing

Considering the importance of online shopping to consumers, previous studies indicated three perspectives on online shopping: first, the consumer's completion of online shopping transactions (Degeratu et al., 2002), second, the data collection of goods and services (Yang and Cho, 1999), and third, a combination of these two perspectives (Pan et al., 2010; Hill and Beaty, 2011). In terms of the third perspective, online shopping is defined as efforts made by the consumer via digital technologies - most notably the Internet - in search of information on products and making trade-offs, as well as the completion of purchase transactions (Alturkestani, 2004). Correspondingly, the current study adopts the definition of consumers' propensity for online shopping as consumers' tendency to use digital channels in search of products and to collect information about product features and prices for the purpose of the trade-offs, and making shopping transactions.

Regarding the measurement of the consumers' propensity for online shopping, some measures were used in the previous studies. Lian and Lin (2008) measured the extent to which consumers like to buy online, the attractiveness of this kind of purchase to consumers, the consumer's likelihood to return to the store website and purchase within the next three months or during a year, and the consumers' intention to increase their online purchase. The likelihood of ever purchasing from a particular store again was used by Jarvenpaa et al. (2000); Li and Zhang (2002); and Doolin et al. (2005). Similarly, Jahng et al. (2001) measured consumers' acceptance of online shopping and their attitudes towards certain electronic stores. Along the same lines, Domina et al. (2012) measured consumers' online shopping intention and their willingness to recommend others to purchase online. Also, Lee et al. (2001) measured the amount of purchase, repetition of purchase within six months. Some other measures were used, e.g. consumers' satisfaction with online shopping, future purchase intention, frequency of online shopping, number of purchased items, and expenditures on online shopping (Richa, 2012). However, The current study is based on the amounts of online shopping to measure the consumers' propensity for online shopping as a dependant variable that measures the actual action of the consumer, not just the consumer's attitudes towards online shopping, which numerous prior studies have concentrated upon.

2.2 Association of e-store-content satisfaction with online purchasing

Website content refers to the features, functions, information and products offered on a website, excluding facets of web appearance or design (Agarwal and Venkatesh, 2002). Research has revealed that well-developed website content tends to increase the satisfaction of consumers and consequently increase the company's return rate (Hausman and Siekpe, 2009, Rahimnia and Hassanzadeh, 2013). Tam and Ho (2005) stressed the importance of customizing the websites in order to provide the right content in the right format to the right person at the right time. Correspondingly, Liang and Lai (2002) found that consumers are more likely to buy online when the e-store provides highly desirable functions, including a product catalog, a search engine, intelligent agents for price comparisons, shopping carts, e-payment methods, and tracing mechanisms.

The website content satisfaction has been studied from different facets to evaluate to which extent is the quality of this content. Most of these facets are on the influence of information and product evaluation on the consumer preferences, intentions and decisions of online purchasing (Ha and Stoel, 2009; Hausman and Siekpe, 2009; Chen et al., 2010; Hernandez et al., 2009). Concisely, Trust in e-store information, the e-store's customer support, the variety of the product on the e-store website, and the company information are some of the most important website content elements that the research is focusing in this paper.

2.2.1 Trust in information on the e-store websites

Consumers consider the quality and trust of information when making online shopping compared to traditional shopping (Schaupp and Belanger, 2005; Cao et al., 2005; Ahn et al. 2007; Lin, 2007; Wu, 2007; Hausman and Siekpe, 2009). The information provided on the website must be accurate, informative, updated and relevant to customers' requirements (DeLone & McLean, 2003; Hernandez et al., 2009). This information is necessary if users are to trust the e-business (Hernandez et al., 2009). With the inability to directly examine the product, consumers feel risks when making purchases online. Hence, achieving trust is one of the most important premises for risk reduction (Pavlu, 2003) and in developing long-term online B2C relationships (Eastlick et al.,

2006; Rahimnia and Hassanzadeh, 2013). In this line, Some studies found a direct association of information quality and trust with doing e-business (Yoon, 2002).

As for trust in information measurement, Hausman and Siekpe (2009) measured the website informativeness (usefulness of information) to find out to which extent the website is a good and adequate source of product information. Also, Ha and Stoel (2009) measured the ability of the website to give enough information to help consumers to identify the products online. The study results showed that attitudes toward e-shopping is significantly affected by trust as an aspect of information quality. In the same line, Amit and Ghose (2004) revealed a significant association of consumer evaluation of the quality and trust in online book purchasing. Some other researchers have studied the website quality from the perspective of security and privacy in addition to trust (Amit and Ghose, 2004). Correspondingly, other studies found a positive association of the website content trust with online purchasing behavior and the company's e-marketing success (Forsythe and Shi, 2003; Belanger et al., 2002; Burke, 2002; Rahimnia and Hassanzadeh, 2013).

Accordingly, the first hypothesis of the study is developed as follows:

H1. There are differences between levels of consumers' amounts of online purchasing with regard to their trust in the product information on the e-store websites.

2.2.2 Customer support on the e-store websites

The e-store website support is another dimension of the website content that has been associated with online purchasing in several previous studies. Initially, the content refers to the support features that enable consumers to request for further information, to ask questions, and to interact with the company (Lang and Whinston, 1999). It also refers to the extent to which customers find the website supportive in obtaining updated information and in answering their questions or complaints (Ahn et al., 2007; Thirumalaia and Sinhab, 2011), or getting post-sales services (Liang and Lai 2002). E-service Quality is also used to represent the website support services to the consumers (De Marsico and Levialdi, 2004).

In terms of the importance, support content enables consumers to get information about the product (Wan, 2000), to make comparisons between product features, and to assess the performance of the alternatives (Grewal et al., 2004). Advice and inquiries are another types of support that are demanded online (Ha and Stoel, 2009). Advice and inquiries can be delivered through real-time advice modules, interactive helpdesks, self help tools, or by a company's experts and online consumers (Burke, 2002; Zeithalm et al., 2002). Regarding the impact of the e-store website's customer support, a positive relationship has been found between the quality of the support services of the online purchase process and customers' purchase decisions, satisfaction, and loyalty of online consumers (Wolfenbarger and Gilly, 2003). In the same line, Thirumalaia and Sinhab (2011) found a strong positive relationship between customer support and the overall customer satisfaction with the retail website. More interactivity with consumers usually results in a more customer satisfying website experience, and thus website success (Chakraborty et al., 2005; Hernandez, 2009).

Accordingly, the second hypothesis of the study is developed as follows:

H2. There are differences between levels of consumers' amounts of online purchasing with regard to their appreciation of the customer support on the e-store websites.

2.2.3 Product Variety on the e-store website

Variety is defined as the total count of product categories offered by a retailer; indicating the breadth of product categories at a retailer (Thirumalaia and Sinhab, 2011). The consumer's choice of a product variety is one of the means that influence e-business success (Torkzadeh and Dhillon, 2002). It enables consumers to choose products that are more suitable and affordable to them (Pine et al., 1993). For that reason, researchers have paid more attention to the product variety or assortments that are offered on the e-store websites as incentives for customers to shop online (Sim and Koi, 2002; Quinn, 1999; Anand, 2007; Schaupp and Belanger, 2005; Szymanski and Hise, 2000). Similarly, consumers appreciate the unique variety of the products (Sim and Koi, 2002). The presence of unique and hard to find products allows consumers to locate, evaluate and purchase products that are not available elsewhere (Verhagen and Boter, 2005).

Accordingly, the third hypothesis of the study is developed as follows:

H3. There are differences between levels of consumers' amounts of online purchasing with regard to their evaluation of the product variety on the e-store websites.

2.2.4 Company information on the e-store websites

The company information is considered a form of e-store promotional content (Burke, 2002; Liang and Lai, 2002). This information may include company descriptions, news, information, and history (Burke, 2002). Due to the lack of physical presence, online consumers depend on the company information to assess the trustworthiness of the company to purchase from (Corritore et al., 2003). Accordingly, Company information is important to consumers who would like to purchase online (Burke, 2002). For that reason, the corporate information about the company's background, activity, product or service description, etc. should be precise, relevant and up-to-date (Robbins & Stylianou, 2003; Hernandiz et al., 2009).

Accordingly, the fourth hypothesis of the study is developed as follows:

H4. There are differences between levels of consumers' amounts of online purchasing with regard to their consideration of the adequacy of the company information on the e-store websites.

3. METHODOLOGY

3.1 Sampling and data collection

350 questionnaires were made available to a convenience sample of consumers in Riyadh city (the capital of the Kingdom of Saudi Arabia). A total of 321 filled questionnaires were received, of which 28 were invalid and excluded from the analysis. Therefore, 293 valid questionnaires were eventually taken into analysis, representing a response rate of 84% of the distributed questionnaires. Table I. shows frequencies and percentages of the sample characteristics, categorized by gender, monthly household income, age, and education.

Table I. Characteristics of the study sample			
Demographics		Frequencies	%
Gender	Male	163	56
	Female	130	44
Household income (Per month)	Less than S.R. 10000 (low)	186	64
	10000-25000 (middle)	65	22
	More than 25000 (high)	42	14
Age	15-30 years	209	71
	Over 30 years	84	29
Education	Diploma or less	51	18
	Bachelor	182	62
	Postgraduate	60	20

3.2 Statistical analysis

The researcher used Chi-square goodness of fit to describe the differences between each of the research variables: amounts of online purchase, trust in website information, website help possibilities, and adequacy of company information on the website.. For testing the research hypotheses in the consumers' evaluation of retail-store-website content variables associated with their amounts of online purchase, the researcher used the Mann-Whitney or Kruskal-Wallis tests to examine the significance of the differences between the proportions of different groups of each independent variable.

4. FINDINGS

4.1 Description of the research variables

Table II. demonstrates the results from a Chi-square test of goodness of fit to examine the differences in the proportions of each of the five variables of the study. The table shows meaningful differences in the proportions of each of: amounts of online purchase, trust in website information, Customer support, size of product variety, and company information on the website. The significance level for each was less than 0.05 except for company information variable. Table I. describes that the respondents with the middle amounts of online purchase represented 52%; nearly half of the respondents. The respondents with low and high amounts of on-line purchase represented 10% and 29% respectively.

Regarding consumers' trust in the website information, Table II.shows that 73% of the respondents trusted the website information; reflecting a high percentage of trust in the website information. The respondents who evaluated the website customer support as middle represented 51%, and high represented 12% only. Finally, the

table shows that the respondents who evaluated the size of the product variety of the e-store website as small represented 66%, but as big represented only 34%. From this analysis, it can be concluded that the consumers' evaluation of the research variables tended to be centrally focused.

Table II. Description of the Research Variables (Chi-square test for goodness of fit)

Questions	Answers	Frequencies	%	df	χ^2	Sig.
How do you estimate the amounts of your online purchase within the last six months?	High	29	10	2	81.447	0.000**
	Middle	153	52			
	Low	111	38			
Did you trust in information available on e-store websites you dealt with within the last six months?	Yes	213	73	1	60.372	0.000**
	No	80	27			
To which extent do you appreciate the customer support available on e-store website you dealt with within the last six months?	High	36	12	2	66.191	0.000**
	Middle	148	51			
	Low	109	37			
How do you evaluate the size of product variety on the e-store websites you dealt with within the last six months?	Big	100	34	1	29.519	0.000**
	Small	193	66			
How do you consider the company information on the e-store website you dealt with within the last six months?	High	107	36	2	1.522	0.467
	Middle	90	31			
	Low	96	33			

** Marginally significant at the p -value ≤ 0.05 levels.

4.2 Testing of the Research Hypotheses

Table III. states statistical testing of the research hypotheses. The table shows significant differences in consumers' amounts of online purchase for all the sub-variables utilized to measure the satisfaction of e-store-website content, except considering the company information. Thus, the hypotheses H1, H2, and H3 are upheld, and the hypothesis H4 is rejected. The result reveals significant associations of consumers' trust in the website information, appreciation of the website customer support, and evaluation of the product variety as independent variables with their amounts of online purchase as a dependent variable.

Table III. also shows that the mean rank of the consumers' amounts of online purchasing was higher in respondents who trusted the e-store-website information compared to the mean rank of the respondents who distrusted the website information, where the mean rank amounted 156, 122 respectively. This means that enforcing consumers' trust can lead them to make more online purchase. So as, the mean rank of the consumers' amounts of online shopping was the highest in respondents who appreciated customer support of e-store websites with a mean rank equals 197, compared to 182 for the low mean rank. This means that enforcing customer support in the e-store websites increases the online shopping. Surprisingly, the table shows that consumers' online purchase was higher in respondents who evaluated the e-store-website variety as small; with a mean rank of 155 compared to a mean rank of 131 for who evaluated the product variety as big. This reflects that the overload in providing product variety online may hinder the consumer's decision making because of the difficulty of evaluating the alternatives. This difficulty may cause the delay or the cancelation of the purchasing decision.

Table III. Frequencies and Hypotheses Testing

Website Content variables		Amounts of online shopping					
		Frequencies			Mean Rank	Test statistics	Sig.
		High	Middle	Low			
Did you trust in information available on e-store websites you dealt with within the last six months?	Yes	15	106	92	156	Man-Whitney U= 6500.000	0.000**
	No	14	47	19	122		
To which extent do you appreciate the customer support available on e-store website you dealt with within the last six months?	High	6	5	25	197	Kruskal-Wallis $\chi^2 = 72.870$ df =2	0.000**
	Middle	18	109	21	111		
	Low	5	39	65	182		
How do you evaluate the size of product variety on the e-store websites you dealt with within the last six months?	Big	14	58	28	131	Man-Whitney U= 8009.500	0.007**
	Small	15	95	83	155		
How do you consider the company information on the e-store website you dealt with within the last six months?	High	8	64	35	142	Kruskal-Wallis $\chi^2 = 2.251$ df =2	0.325
	Middle	13	42	35	143		
	Low	8	47	41	157		

** Marginally significant at the p -value ≤ 0.05 levels.

5. DISCUSSION AND CONCLUSIONS

Respondents who trusted the website information represented 73% versus 27% who don't trust in website information; reflecting the high percentage of trust in the website information. The results showed that the more trust of the respondents, the more online purchases. This can be evidenced by the mean rank of the amounts of purchase for the respondents who trusted and who did not trust the website information. The mean rank accounted for 156 and 122 respectively. This reflects a positive association of the customer trust in the website information with the amounts of online shopping. Accordingly, marketers should pay more attention when developing the information content on the website to be more credible and trusted.

Respondents who evaluated the website customer support as middle represented 51%, as low represented 37%, and as high represented 12% only. This reflects the moderate appreciation of customer support services on the websites. The results also show that the more appreciation of the respondents for customer support services, the more online purchases. This can be evidenced by the mean rank of amounts of purchase for the respondents who ranked the customer support as high, middle, and low. The mean rank accounted for 197, 111, and 182 respectively; Reflecting a positive association between the customer appreciation of the customer support services on the websites and the amounts of online shopping. Accordingly, marketers should pay more attention to the customer support services when designing or developing their e-store website content.

Finally, respondents who evaluated the product variety of the e-store website as small represented 66%, but who evaluated it as big represented only 34%. Surprisingly, the consumers' online purchase was higher in respondents who evaluated the e-store-website variety as small with a mean rank of 155 compared to a mean rank of 131 for who evaluated the product variety as big. This reflects that the overload in providing product variety online may hinder the consumer's decision making because of the difficulty of evaluating numerous alternatives at the same time when being online. This difficulty may lead consumers to delay or cancel the purchasing transactions when being on the e-store website.

6. RECOMMENDATIONS AND FUTURE RESEARCH

The results of this research are important to marketers in targeting the Saudi market consumers when designing or developing their e-store websites. Generally, they should pay great attention to their websites' contents as a competitive arena. The Website content plays an important role in attracting and persuading customer to make online purchases. Numerous of prior studies proved the importance of informativeness on the website. The current study also proved the positive influence of information credibility and trust on consumers' amounts of online shopping. Accordingly, attention should be paid to the information content about the company's products and services on the website to be credible and trusted by the consumers.

Adequacy of information is another aspect of information content and trust. This means the information should be adequate to help consumers in making their purchase decisions. In the same line, a previous study mentioned that the lack of information regarding security and privacy or payment methods, as well as the issues of information accuracy, informativeness, and updating, prevent consumers to complete their purchase transaction online (Hernandez, 2009). Hence, attention should also be given to security and privacy issues because of its association with information trust. Accordingly, future research should be given to the factors that affect consumer trust in information content on e-store websites.

With reference to the finding of this study and other prior studies regarding the importance of customer support facilities on the e-store websites, marketers and e-vendors should enhance the communication process with the website visitors in order to satisfy their needed information, answer their questions, solve any problem they might face on the e-store website. In this regard, consumer research is highly recommended to identify the Saudi-market consumers' needs of information and support services online.

This research could be a base for building a right website content for the consumer so that marketers could build a long-run relationships with their customers. An important finding of the current research is that respondents who evaluated the e-store-website variety as small were higher in making online purchases. This reflects that the overload in providing product varieties online may hinder the consumer's decision making because of the difficulty of simultaneous evaluation of numerous alternatives. This difficulty may lead customers to delay or cancel the purchasing transactions when being on the e-store website. Accordingly, an experimental research may be done to determine the extent to which the product variety size should be provided to help consumers in making their purchasing decisions without being lost with many alternatives or assortments of the product.

ACKNOWLEDGEMENT

The author extends his appreciation for the Deanship of Scientific Research at King Saud University, for funding the study through the Research Center.

REFERENCES

- Agarwal, R. and Venkatesh, V. (2002). Assessing a firm's web presence: a heuristic evaluation procedure for the measurement of usability. *Information Systems Research*, 13(2), 168–186.
- Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & Management*, 44, 263–275.
- Al Kailani, M and Kumar, R. (2011). Investigating uncertainty avoidance and perceived risk for impacting Internet buying: A Study in three national cultures. *International Journal of Business and Management*, 6(5), 76-92.
- Alturkestani, H. (2004). E-marketing application on Saudi business sector. *E-Commerce Symposium*, 1, King Khaled University, Abha, Kingdom of Saudi Arabia, 257-265.
- Amit, B. and Ghose, S. (2004). A latent class segmentation analysis of e-shoppers. *Journal of Business Research*, 57 (July): 758-767.
- Anand, A. (2007). E-satisfaction—a comprehensive framework. *Second international conference on internet and web applications and services (ICIW'07)*; 13–19:55–60.
- Belanger, F., Hiller, J., and Smith W. (2002). Trustworthiness in electronic commerce: the role of privacy, security, and site attributes. *Journal of Strategic Information Systems*, 11(3), 245-270. doi:10.1016/S0963-8687(02)00018-5
- Burke, R. (2002). Technology and the customer interface: what consumers want in the physical and virtual store. *Journal of the Academy of Marketing Science*, 30(4), 411-432.
- Cao, M., Zhang, Q., and Seydel, J. (2005). B2C e-commerce website quality: An empirical examination. *Industrial Management & Data Systems*, 105(5), 645–661.
- Chen, Y., Hsu, I., and Lin, C. (2010). Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of Business Research*, 63, 1007–1014. doi:10.1016/j.jbusres.2009.01.023
- Corritore C. (2003). On-line trust: concepts, evolving themes, a model. *International Journal of Human-Computer Studies*, (58), 737-758.
- De Marsico, M. and Levialdi, S. (2004). Evaluating web sites: exploiting user's expectations, *International Journal of Human-Computer Studies* (60), 381–416. Doi:10.1016/j.ijhcs.2003.10.008
- Degeratu, A., Rangaswamy, A. and Wu, J. (2002). Consumer choice behavior in online and traditional supermarkets: the effects of brand name, price, and other search attributes. *International Journal of Research in Marketing*, 17(1), 55–78.
- DeLone, W., McLean, E. (2003). The Delone and Mclean Model of information systems success: a ten-year update, *Journal of Management Information Systems* 19(4), 9-30.
- Domina, T., Lee, S. and MacGillivray, M. (2012). Understanding factors affecting consumer intention to shop in a virtual world. *Journal of Retailing and Consumer Services*, 19(6), 613-620. doi:10.1016/j.jretconser.2012.08.001
- Doolin, B., Dillon, S., Thompson, F., and Corner, L. (2005). Perceived risk, the Internet shopping experience and online purchasing behavior: a New Zealand perspective. *Journal of Global Information Management*, 13(2), 66-88.
- Eastlick M., Lotz S., Warrington P. (2006). Understanding online B-to-C relationships: an integrated model of privacy concerns, trust, and commitment. *J Bus Res*, 59(8), 877–86. doi:10.1016/j.jbusres.2006.02.006
- Field, J., Heim, G., Sinha, K. (2004). Managing quality in e-service system: development and application of a process model. *Production and Operations Management* 13(4), 291–306.
- Forsythe, S., and Shi B. (2003). Consumer patronage and risk perceptions in Internet shopping. *Journal of Business Research*, 56 (11), 867-875.
- Chakraborty, G., Srivastava, P., Warren, D. (2005). Understanding corporate B2B websites, effectiveness from North American and European perspective, *Industrial Marketing Management*, 34(5), 420-429.
- Grewal, D., Lindsey-Mullikin, J., and Munger, J. (2004). Loyalty in e-tailing: a conceptual framework. *J Rel Market*, 2(3/4), 31–49.
- Ha, S., and Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research* 62(5), 565–571. doi:10.1016/j.jbusres.2008.06.016
- Harris, L., and Goode, M. (2004). The four levels of loyalty and the pivotal role of trust: a study of online service dynamics. *J Retail*, 80(2), 139–158. doi:10.1016/j.jretai.2004.04.002
- Hausman, A. and Skiepe, J. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research*, 62(1), 5–13. doi:10.1016/j.jbusres.2008.01.018
- Hernández, B., Jiménez, J. and Martín, M. (2009). The impact of self-efficacy, ease of use and usefulness on e-purchasing: an analysis of experienced e-shoppers. *Interacting with Computers*, 21(1-2), 146–156.
- Hill, W. and Beatty, S. (2011). A model of adolescents' online consumer self-efficacy (OCSE). *Journal of Business Research*, 64(10), 1025–1033.
- IMAP retail report. (2010). *Retail Industry Global Report*.
- Irani, Z. and Love, P. (2002). Developing a frame of reference for ex-ante IT/IS investment evaluation, *European Journal of Information Systems* 11, 74–82.
- Jahng, J.; Jain, H. and Ramamurthy, K. (2001). The impact of electronic commerce environment on your behavior. *E-service Journal*, 1(1), 41-53.
- Jarvenpaa, S. Tractinsky, N. and Vitale, M. (2000) Consumer trust in an internet store. *Information Technology and Management*, 1(1) 45-71.
- Keisidou, E., Sarigiannidis, L. and Maditinos, D. (2011). Consumer characteristics and their effect on accepting online shopping, in the context of different product types. *Int. Journal of Business Science and Applied Management*, 6(2), 31-51.
- Lang, K. and Whinston, A. (1999). A design of a DSS intermediary for electronic markets. *Decision Support Systems*, 25 (3), 181-197.
- Lee, D., Park, J. and Ahn, J. (2001). On the explanation of factors affecting e-commerce adoption. *Proceedings of the 22nd International Conference on Information Systems*, 109-120.
- Li, N. and Zhang, P. (2002). Consumer online shopping attitudes and behavior: an assessment of research. *English American Conference on Information Systems*, 508-517.
- Lian, J. and Lin, T. (2008). Effects of consumer characteristics on their acceptance of online shopping: comparisons among different product types. *Computers in Human Behavior*, 24(1), 48-65.

- Liang, T. and Lai, H. (2002). Effect of store design on consumer purchases: Van empirical study of on-line bookstores. *Information and Management* 39(6), 431-444. doi:10.1016/S0378-7206(01)00129-X
- Nataraj, S. and Lee, J. (2002). Dot-com companies: are they all hype?, *SAM Advanced Management Journal* (61), 10–14.
- Nielsen J. (2000). *Designing web usability: the practice of simplicity*. New Riders Publishing.
- Pan, Y., Chaipooirutana, S. and Combs, H. (2010). A study of the factors influencing online purchase intention of consumers in China. *American Society of Business and Behavioral Sciences*, 6(1), 88–99.
- Pavlou P. (2003). Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model. *Int J Electron Commer*, 7(3),101–34.
- Pine II, B., Bart, V., and Boynton, A. (1993). Making mass customization work. *Harvard Business Review* September–October.
- Quinn, C. (1999). How leading-edge companies are marketing, selling, and fulfilling over the internet. *J. of Interactive Marketing*, 13 (4), 39-50.
- Rahimnia, F. and Hassanzadeh, J. (2013). The impact of website content dimension and e-trust on e-marketing effectiveness: The case of Iranian commercial saffron corporations. *Information & Management*, 50(5), 240-247. doi:10.1016/j.im.2013.04.003
- Richa, D. (2012). Impact of demographic factors of consumers on online shopping behavior: a study of consumers in India. *International Journal of Engineering and Management Sciences*, 3(1), 43-52.
- Richard M. (2005). Modeling the impact of internet atmospherics on surfer behavior. *J Bus Res*, 58(12),1632–42.
- Robbins, S. and Stylianou, A. (2003). Global Corporate Web sites: An empirical investigation of content and design. *Information and Management*. 40(3), 205-213.
- Rosen D. and Purinton E. (2004). Website design: viewing the web as a cognitive landscape. *J Bus Res*, 57(7), 787–94.
- Schaupp, L. and Belanger, F. (2005). A conjoint analysis of online consumer satisfaction. *J Electron Commerce Res*, 6(2), 95-111.
- Sim L. and Koi S. (2002). Singapore's Internet shoppers and their impact on traditional shopping patterns. *Journal of Retailing and Consumer Services*, 9 (2), 115-124. doi:10.1016/S0969-6989(01)00029-7
- Smith, J., Karwan, K., and Markland, R. (2007). A note on the growth of research in service operations management. *Production and Operations Management* 16(6), 780–790.
- Song J, Zahedi F. (2005). A theoretical approach to web design in e-commerce: A belief reinforcement model. *Mgmt Sci*, 51(8), 1219–35.
- Szymanski D, Hise R. (2000). E-satisfaction: an initial examination. *J Retail*, 76(3), 309–22.
- Tam, K. and Ho, S. (2005). Web personalization as a persuasion strategy: an elaboration likelihood model perspective. *Information Systems Research*, 16 (3), 271–291.
- Thirumalai, S. and Sinha, K. (2011). Customization of the online purchase process in electronic retailing and customer satisfaction: An online field study. *Journal of Operations Management*, 29(5), 477-487.
- Torkzadeh, G. and Dhillon, G. (2002). Measuring factors that influence the success of Internet commerce. *Information Systems Research*, 13(2), 187–204.
- Verhagen, Tibert and Boter, Jaap. (2005). The importance of website content in online purchasing accross different types of products. http://www.watdoetdevuvoor.nl/upload/docs/16_Research%20Memorandum.pdf
- Wan H. (2000). Opportunities to enhance a commercial website. *Information & Management*, 38 (1),15-21. doi:10.1016/S0378-7206(00)00048-3
- Wolfenbarger, M. and Gilly, M. (2003). ETAILQ: Dimensionalizing, measuring and predicting etailing quality. *Journal of Retailing*, 79(3), 183-198.
- Wu, J. (2007). Extending the DeLone and McLean information systems success model for e-commerce website success. University of Nevada, Las Vegas.
- Yang, Y. and Cho, Y. (1999). The impact of web ad menu type, consumers' need for cognition, and search objectives on consumer information search. *Proceedings of Korea Advertising Association*, 4–27.
- Yoon, S. (2002). The antecedents and consequences of trust in online purchase decisions. *J Interact Market*, 16(2), 47–63.
- Zeithaml, V., Parasuraman, A., and Malhotra, A. (2002). Service Quality delivery through web sites: a critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30 (4), 362-375.
- Zhu, K., and Kraemer, K. (2002). e-commerce metrics for net-enhanced organizations: assessing the value of e-commerce to firm performance in the manufacturing sector, *Information Systems Research*, 13(3) 275–295.