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FACTORS INFLUENCING CUSTOMERS' LOYALTY IN ONLINE SHOPPING**TUSHAR BHAVSAR****ASST. PROFESSOR****D L PATEL INSTITUTE OF MANAGEMENT & TECHNOLOGY****HIMATNAGAR****DR. RAJESH M. PATEL****ASSOCIATE PROFESSOR****MANISH INSTITUTE OF MANAGEMENT****VISNAGAR****ABSTRACT**

This research aims to find out relationships among factors affecting customer Loyalty in online shopping. This study includes three dimensions to judge online shopping experience, i.e. technology acceptance factors, website service quality and specific holdup cost and its outcome variables e-satisfaction and e-loyalty of customers. The study collected responses of 245 respondents who have frequent exposure of online purchasing in business to consumer market, using convenience sampling method. The reliability test has shown that all the dimensions used in the study are found to be reliable. The regression analysis has shown that all three components of online shopping quality have significant effect on e-satisfaction. It is found that the repeated satisfied interaction help building loyalty in online shopping encounters.

KEYWORDS

Online Shopping, Technology Acceptance, Website Service Quality, E-Satisfaction, E-Loyalty, Specific Holdup Cost.

1. INTRODUCTION

The Internet has a dramatic impact on business operations. The online business to consumer has been growing rapidly and brought a great impact on e-tailers and boosted the development of e-business. Companies take advantage of the internet as a critical channel for selling goods and services and e-commerce sales, especially, online retail sales jumped greatly. Online shopping refers to the buying and selling of products or services over electronic systems such as the internet and other computer networks. The increases in online shopping and the rapid growth in the number of retailers selling online have made the marketplace extremely competitive, which created importance to systematically measure customer satisfaction and loyalty while online shopping.

2. REVIEW OF LITERATURE

The conceptualization of this research is based on certain factors like technology acceptance factors, website service quality, specific holdup cost, and customer e-satisfaction, e-trust and e-loyalty.

TECHNOLOGY ACCEPTANCE FACTOR

Many studies have found that the technology acceptance factors positively influence the e-satisfaction, e-trust and e-loyalty of customers directly. Technology acceptance factor has been accepted as a measure of willingness of customers to consume online (Lin and Sun, 2009). Technology acceptance factor was conceptualized as technology acceptance model (TAM) to predict user acceptance of information technology (Davis, 1989). Later, Shih (2004) confirmed that perceived ease of use of trading online (PEOUT) and perceived usefulness (PU) significantly determined individual loyalty toward e-shopping.

WEBSITE SERVICE QUALITY

The literature reveals that website service quality has positive relationships with e-satisfaction, e-trust and e-loyalty of customers directly (Devaraj et al., 2002). Website service quality is defined as the perception by the customer of the shopping website's ability to respond to customer's needs, be concerned about customers, and provide a secure shopping environment. Ribbink et al. (2004) found that website service quality can positively influence the e-satisfaction, e-trust and e-loyalty.

SPECIFIC HOLDUP COST

Specific holdup cost is defined here as a "particular intangible and tangible asset made in the course of the buying and selling" (Chiu, 2006). Lin and Sun (2009) observed when customers and shopping websites make a specific holdup cost; customers' e-satisfaction and e-loyalty will be enhanced. The higher the specific holdup cost made by customers and shopping websites, the higher the level of e-satisfaction and e-loyalty.

E-SATISFACTION

E-Satisfaction is defined as satisfaction based on technology-mediated marketing relationships (yang and Tsai, 2007). The literature reveals that technology acceptance factors and website service quality affect customers' e-satisfaction. Anderson and Srinivasan (2003) defined e-satisfaction as "the contentment of the customer with respect to his or her prior purchasing experience with a given e-commerce firm". Van Riel et al. (2004) found that web site characteristics (e.g. ease of use) and the web site service quality factors are the main drives of E-satisfaction.

E-LOYALTY

Anderson and Srinivasan (2003, p. 417) identified e-loyalty as "a customer's favorable attitude toward an electronic business resulting in repeat buying behavior". Ashim and Hashmi (2005) have found that web site content and its service quality are important factors influencing customer E-loyalty. Rodgers et al. (2005) mentioned the impact of website service quality on customer loyalty in online transactions.

3. IMPORTANCE OF THE STUDY

Today, the technology has become the source of gaining competitive advantage through mass customization and individual responsiveness. Firms have started integrating the sales functions and services with internet and website technologies. So, it becomes important that website and online technology should provide superior customer experience that leads to higher satisfaction and loyalty in long-term. Also, many factors create significant impact on customers' acceptance of technology. So, it becomes imperative to understand online shopping experience of customers and its impact on customer-firm relationships in long term.

4. OBJECTIVES

1. To explain the components of online shopping effectiveness
2. To measure the importance of the technology acceptance factors, website service quality and specific holdup cost on maintaining customer e-satisfaction and e-loyalty.
3. To measure the relationship among customer satisfaction and loyalty in online shopping

5. HYPOTHESIS

- H₁: There is a significant impact of Technical acceptance factor on E-Satisfaction of consumer in online shopping.
- H₂: There is a significant impact of Web Service Quality on E-Satisfaction of consumer in online shopping.
- H₃: There is a significant impact of E-Satisfaction on E-Loyalty of consumer in online shopping.
- H₄: There is a significant impact of Special Holdup Cost on E-Satisfaction of consumer in online shopping.
- H₅: There is significant impact of Special Holdup Cost on E-loyalty of consumer in online shopping.

6. RESEARCH METHODOLOGY

This study is descriptive in nature. The samples were selected on convenience basis. The personal interview method was used to collect the data. The total sample size is 245. The sample consists of respondents who have frequent experience of online shopping. Structured questionnaire was used having close-ended questions. Five dimensions, i.e., technology acceptance factors, website service quality, specific holdup cost, e-satisfaction and e-loyalty have been conceptualized on the basis of earlier work done by Lin and Sun (2009). All statements were rated using Likert scale with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. They were asked to rate the each question in terms of the strength of their agreeableness or disagreeableness with respect to online shopping experience.

7. DATA ANALYSIS AND DISCUSSION

RELIABILITY ANALYSIS

TABLE 1: RELIABILITY OF ONLINE SHOPPING VARIABLES

Variables	Cronbach Alpha
Technology Acceptance Factors	0.678
Website Service Quality	0.689
Specific Holdup Cost	0.833
E-satisfaction	0.764
E-loyalty	0.798
Overall Scale	0.802

The Cronbach Alpha is used to check the reliability. As shown in table 1, the calculated Cronbach Alphas for all the factors are well ahead of the cut off rate of 0.70 to prove good reliability (Hair et al., 2009).

REGRESSION ANALYSIS

TABLE 2: REGRESSION ANALYSES OF ONLINE SHOPPING VARIABLES

Sr.No.	Independent	Dependent	β	t-value	sig.	R ²	VIF	ANOVA	R
1	TAF	E-sat	+0.356	3.222	0.003	0.502	1.479	F = 58.563, df (2,242), sign. 000	0.342
	WSQ		+0.723	7.865	0.001		1.479		
2	E-sat	E-loyalty	+0.737	4.305	0.000	0.535	-	F = 178.361, df (1,243), sign. 000	-
3	SHC	E-sat	+0.698	8.742	0.000	0.415	-	F = 153.324, df (1,243), sign. 000	-
4	SHC	E-loyalty	+0.889	10.647	0.000	0.515	-	F = 198.653, df (1,243), sign. 000	-

REGRESSION OF TECHNOLOGICAL ACCEPTANCE FACTOR AND WEB SERVICE QUALITY ON E-SATISFACTION

The table 2 shows that Technological Acceptance Factor creates significant positive impact on Consumer E-Satisfaction. An increase in Technological Acceptance Factor will bring about a significant increase in Consumer E-Satisfaction by number of times the value of regression co-efficient. Web Service Quality creates significant positive impact on Consumer E-Satisfaction. An increase in Web Service Quality will bring about a significant increase in Consumer E-Satisfaction by number of times the value of regression co-efficient. The variance analysis shows F = 58.563 at a significance level of 0.000 with df (2, 242), which indicates that all regression co-efficients will be non zero. The adjusted R², i.e. the co-efficient of determination stands at 0.502 indicating that the equation can explain 50.2% variations in E-Satisfaction. The co-efficient of correlation two independent variables technology acceptance factor and website service quality is found to be 0.342. The VIF statistics in table 2 also depicts the value of 1.479 for technology acceptance factor and 1.479 for website service quality, which are very much far from cut off rate of 10 for VIF statistics. Hence there is no cause of concern from viewpoint of multicollinearity among the independent variables.

REGRESSION OF E-SATISFACTION ON E-LOYALTY

The table 2 shows that E-Satisfaction creates significant positive impact on Consumer E- Loyalty. An increase in E-Satisfaction will bring about a significant increase in Consumer E- Loyalty by number of times the value of regression co-efficient. The variance analysis shows F = 203.798 at a significance level of 0.000 with df (1, 243), which indicates that all regression co-efficients will be non zero. The adjusted R², i.e. the co-efficient of determination stands at 0.535 indicating that the equation can explain 53.5% variations in E-Loyalty.

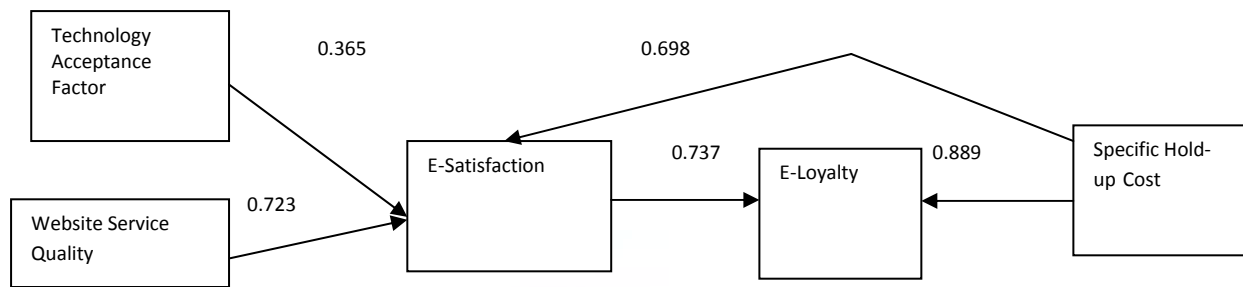
REGRESSION OF SPECIFIC HOLDUP COST ON E-SATISFACTION

The table 2 shows that Specific Holdup Cost creates significant positive impact on Consumer E- Satisfaction. An increase in Specific Holdup Cost will bring about a significant increase in Consumer E- Satisfaction by number of times the value of regression co-efficient. The variance analysis shows F = 153.324 at a significance level of 0.000 with df (1, 243), which indicates that all regression co-efficients will be non zero. The adjusted R², i.e. the co-efficient of determination stands at 0.415 indicating that the equation can explain 41.5% variations in E- Satisfaction.

REGRESSION OF SPECIFIC HOLDUP COST ON E-LOYALTY

The table 2 shows that Specific Holdup Cost exerts significant influence over Consumer E-loyalty. An increase in Specific Holdup Cost will bring about a significant increase in Consumer E-loyalty by number of times the value of regression co-efficient. The variance analysis shows F = 198.653 at a significance level of 0.000 with df (1, 243), which indicates that all regression co-efficients will be non zero. The adjusted R², i.e. the co-efficient of determination stands at 0.515 indicating that the equation can explain 51.5% variations in E-loyalty.

FIGURE 1: RELATIONSHIPS AMONG VARIABLES OF ONLINE SHOPPING AND ITS IMPACT ON E-LOYALTY



As shown in the above diagram, technology acceptance factors and website service quality create significant positive impact on E-satisfaction. Website service quality is creating more significant impact than technology acceptance factors. Technology acceptance factor is useful to motivate customers to try to use particular website for online shopping and creating reasonable satisfaction. While website service quality is more important to satisfy customers. So, it can be inferred that each time customers feel ease in using technology and getting good service quality through online shopping, customers are get satisfied. It is also empirically confirmed that repeated e-satisfaction leads e-loyalty. Specific hold up cost is also one of the important factors to maintain e-loyalty due to fear of wastage of efforts to learn the current online shopping as well as loyalty benefits given to regular customers.

8. CONCLUSION AND IMPLICATIONS

This research has found that technology acceptance factors positively influence the e-satisfaction and e-loyalty of customers. The website technologies provided should be able to save time and effort of customers while having greater shopping efficiency, resulting in enhanced customer satisfaction and loyalty. The results have shown that the convenience and usefulness of website leads to more positive e-satisfaction. But, the consistency and customization in website service quality leads to more positive e-satisfaction. It is also empirically confirmed that repeated e-satisfaction leads e-loyalty. It is also observed when customers and shopping websites make a specific holdup cost; customers' e-loyalty is enhanced. It means the higher the specific holdup cost made by customers and shopping websites, the higher the level of e-loyalty. This study brings following implications for online retailers: (1) It is not only important for online retailers to satisfy customers through providing service, but it is the consistency in service quality, keeping specific hold up cost at higher level and providing security during financial transactions, which are more important to gain trust of customers, which ultimately leads to loyalty. (2) The online retailers can use loyalty programmers to retain business class as well as local customers in customized manner. (4) The online shopping websites can provide more value added services to customers having long term experience to bring their loyalty, while to focus on core services to attract new customers.

9. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

The future research can be done to find out more suitable factors creating significant impact on online shopping experience of customers in particular online shopping encounters. This research can be extended to study the particular website's service quality and hold up cost and its impact on customer loyalty. The future research can also be done to find out specific demographic characteristics of customers which may create positive/negative impact on their online shopping experience.

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