EXAMINING E-LOYALTY MODEL IN SOCIAL SHOPPING WEBSITES: THE IMPACT OF SOCIAL SHOPPING WEBSITE QUALITY ON E-LOYALTY FORMATION

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The purpose of this study is to examine the formation of customer e-loyalty to a social shopping website. The formation of customer e-loyalty to a social shopping website is examined based on cognitive-affective-conative-action loyalty framework. This study proposes that customer e-loyalty is strongly associated with website quality, e-satisfaction and participation. Seven website attributes (i.e., visual aesthetics, navigation, efficiency, user friendliness, security/privacy, entertainment and community driveness) identified in previous research are employed to measure website quality that affects e-loyalty formation.

There are 449 data collected from a southwestern university in the U.S., but only the responses from 333 Pinterest users are used to test the hypotheses. Exploratory factor analysis is used to identify dimensionality of social shopping website attributes, and multiple regression and linear regression analysis are conducted to test hypotheses in this study. Results of the study indicate that five significant factors including efficiency, user friendliness, security/privacy, entertainment and community driveness are directly associated with customer e-loyalty. Indeed, such website quality factors as the determinant of cognitive e-loyalty directly affect overall customer satisfaction (affective e-loyalty), customer purchase/return intention to the website (conative e-loyalty), and customer participation, positive eWOM and co-shopping (action e-loyalty). The findings of this study have provided evidence that social shopping website quality dimensions are directly associated with customer e-loyalty to the website. Also, the findings have shown important implications to ensure quality website attributes to increase customer loyalty to a social shopping website.
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CHAPTER 1
INTRODUCTION

1.1 Background

Social e-shopping is all the rage, but is it a bubble or a sign of shift in how people continue to buy in the near future (Yin, 2010)? Social shopping is the latest innovation in e-commerce because it is a huge power of online social networking catalyzes online shopping (Shen, 2012), enabling e-retailers to reach local customers in a new way (Lee & Lee, 2012).

Unique from the traditional e-commerce technologies that solely focus on improving the efficiency of online shopping, the latest social e-commerce technologies focus on supporting the social aspect of an online shopping experience exclusively (Shen, 2012). Social shopping in this study refers to consumer behavior involving verbal and nonverbal interaction with others through online shopping for products. Social shopping occurs when a consumer “needs attention, wants to be with peers, desires to meet people with similar interests, feels a need to exercise, or simply has leisure time” (Tauber, 1972, p. 48). Such social shopping occurs not only during shopping, but also before and after actual purchasing through retailer’s website. In comparison, the innovative social shopping can satisfy online customers’ higher-level needs for personal interaction, exceeding the traditional e-shopping (Dennis, Morgan, Wright, & Jayawardhena, 2010). As social media and social networking become popular around the world, social networking technology-enabled social e-commerce is emerging rapidly and the competition within social e-commerce is becoming fiercer. Therefore, understanding of social e-shopping is timely for e-retailers in order to maximize positive marketing and retailing outcomes.

Meanwhile, e-retailers are facing more challenges attracting new online customers and keeping existing customers as well (Chen, Hsu, & Lin, 2009). To some extent, the competition is
just a mouse click away and consumer brand switching behaviors is higher in online than in-store. E-retailers have to pay high price for acquiring customers via websites (Semejin, Van Riel, Van Birgelen, & Streukens, 2005) due to its nature of online shopping environment. Loyal customers are willing to buy more, pay more, and recommend more (Harris & Goode, 2004; Ladhari, Brun, & Morales, 2007); thus, retaining loyal customers would ultimately increase sales and loyal customers would be a co-marketer of e-retailers. Customer e-loyalty is crucial to e-retailing in both an economic and competitive sense. In that regards, understanding antecedents and consequences of e-loyalty is timely to better serve and retain existing customers for e-retailers (Anderson & Srinivasan, 2003; Srinivasan, Andersons, & Ponnavolu, 2002). In pursuing this improved understanding, it is important to adequately conceptualize the customer e-loyalty formation in the context of online social shopping.

1.2 Significance of the Study

Numerous studies (i.e., Ding, Hu, & Sheng, 2010; Sahadev & Purani, 2008; Semejin et al., 2005) have explored the effect of e-service quality on customer satisfaction and e-loyalty. Previous study (i.e., Wolfinbarger and Gilly, 2003) has identified the effect of e-retail quality on customers’ judgments of attitude toward the website, satisfaction, and loyalty. As quality is associated with customer satisfaction, retention, and loyalty in both service and product settings, developing the conceptual framework with emerging website attributes is important to redefine and measure social shopping website quality in this fast-evolving online environment. Other studies (i.e., Kim, Kim, & Lennon, 2011; Hur, Ko, & Valacich, 2011; Maditinos, Mitsinis, & Sotiridou, 2008; Elliott & Speck, 2005; Wolfinbarger & Gilly, 2003) have focused on website quality attributes such as website personality/characteristics, e-service quality, and e-retail
quality. However, as technologies are increasingly available to the mass, customer experiences and desires or expectations are likely to change over time (Wolfinbarger & Gilly, 2003); accordingly, attributes of website quality as well as its impacts on customer purchasing behavior may be changed in the new social shopping environment. Although many researchers have attempted to discover the standard attributes of website quality that are important for online customers and that are significant for customers’ quality assessment, there are some deficiencies in previous studies. For one thing, most of the previous studies are conducted in the context of traditional online shopping websites, while few studies were conducted in context of social shopping website. For another, many of the previous studies have focused on the technical aspects (i.e., graphics, font, number of clicks) and transactional aspects (i.e., payment methods). Therefore, website quality attributes of social shopping should be studied in depth for exploring key quality attributes of social shopping website that determine customer e-loyalty to a social shopping website.

To foster social shopping in e-retailing and build customer e-loyalty towards the social shopping website and the e-retailers, practitioners need to understand the attributes of social shopping website quality can leverage the formation of customer e-loyalty toward a social shopping website effectively. In response to the fast-changing e-retailing environment, examining website quality in the current context of social shopping will contribute to redefining website quality and its effects on e-loyalty formation. This study has taken an initiative to examine the quality factors of the growing online social shopping community and further suggests implications forming e-loyalty that reflects the current empowered consumer market.
1.3 Purpose of the Study

The purpose of this study is to examine the formation of customer e-loyalty to a social shopping website. The specific objectives achieved in this study are twofold: 1) to identify website quality attributes in reflecting rapidly evolved social e-shopping trends, and 2) to examine the effects of social shopping website attributes on affective, conative, and action e-loyalty.

In order to identify website attributes leveraging social shopping website quality, previous studies in e-retailing literature and emerging attributes of social networking and social shopping website are examined. In particular, social shopping website quality is examined with seven website attributes: website aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community driveness. Moreover, to explain how customer e-loyalty toward a social shopping website forms, Oliver (1999)’s four level of loyalty framework is employed in this study. Website quality is proposed as a determinant for cognitive e-loyalty based on the overall performance of a social shopping website, which stimulates customers’ attachment to the website whence affective e-loyalty forms, and thereby influences conative and action states of e-loyalty. Conative and action e-loyalty is proposed as the final outcome that is influenced by website quality, satisfaction (affective state) and participation (action state).

1.4 Operational Definitions

E-loyalty: Applying Oliver (1999)’s four levels of loyalty including cognitive, affective, conative and action to customers’ purchasing behavior on a social shopping website, e-loyalty forms when an online customer has a preference (cognitive stage) to the website, develops positive attitudes (affective stage) toward the website, intents to shop or to revisit the website
and actively participates in the website, spreads positive words about the
website and finally revisits the website and purchases the products (action stage) (Hur et al.,
2011). E-loyalty will be measured with cognitive, affective, conative, and action e-loyalty
components in this study.

Website quality determining cognitive e-loyalty: Cognitive e-loyalty is a customer preference to website features or attributes. Website quality is measured with website attributes that affect consumer perceptions on website performance, website design, and services. Website quality is the perceived overall quality of a website from the customer’s viewpoint (Poddar, Donthu, & Wei, 2009).

- Visual aesthetics: It is the overall appearance or presentation of a website (Ellahi & Bokhari, 2012). In this study visual aesthetics is the visual design of social shopping website that presents an overall appealing, professional and creative look.
- Navigation: It is the navigational scheme used to help or hinder users as they access different sections of a website (Cyr, Kindra, & Dash, 2008). Navigation design of social shopping website controls the movement of the website.
- Efficiency: It is the performance and accessibility of a website (Olsina, Godoy, Lafuente, & Rossi, 1999). Efficiency of social shopping website is defined as the quick access and quick searching functions presented in the website.
- User friendliness: It is the ability of a website to be used easily by the users (Hong, 2003). User friendliness of social shopping website is the ease of use of social shopping website.
- Security/privacy: It is the degree to which the website is safe and protects customers’ personal information (Parasuraman, Zeithaml, & Malhotra, 2005). Security/privacy of
social shopping website refers to security of transactions, privacy of customers’ personal information, and guarantee of website safety.

• Entertainment: It is the feeling of being sociable, cheerful, and happy by interacting with an innovative website (Kim & Stoel, 2004). Entertainment of social shopping website allows users to feel sociable and enjoyable while using the website.

• Community driveness: In this study, it is proposed as a key factor determining social shopping website quality and driving users to get a positive image about the website.

Affective e-loyalty: Affective e-loyalty is measured with customer e-satisfaction with social shopping website in this study. It refers to a liking or preference toward a website based on customers’ overall satisfactory website usage.

• E-satisfaction is defined as the contentment of a customer with respect to his or her prior shopping experience with a given website (Anderson & Srinivsan, 2003). In this study, e-satisfaction with social shopping website is an outcome of an evaluative process where website users evaluate the website quality and then decide whether or not to revisit the website, make purchases, and engage or promote the website. Thus, it is a key determinant of users’ continuance intentions leading to ultimate behaviors.

Conative e-loyalty: In this study, two variables including purchase intention and intention to revisit a website are considered as dimensions of conative e-loyalty.

• Purchase intention refers to the likelihood that a customer makes a purchase from a website (Chen & Barnes, 2007).

• Intention to revisit a social shopping website is proposed to measure conative e-loyalty. A revisit is a sequence of requests made by an online customer in one visit to a website (Turban, Lee, King, & Chung, 2000).
Action e-loyalty: In this study, three variables including participation, positive eWOM and co-shopping are considered as dimensions of action e-loyalty.

- Participation is the extent to which a website and its users actively interact (Huang, 2003). In this study, participation in social shopping website reflects how customers interact to the website and with other online shoppers.

- Positive eWOM (electronic word-of-mouth) is defined as the positive statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004).

- Co-shopping is considered as the key factor to measure action e-loyalty in the social shopping website. Co-shopping refers to the coordination and cooperation of purchasing (Chan & Li, 2010). In this study, co-shopping occurs when website users shop together, especially after participating in the social shopping website with a satisfactory emotion.
CHAPTER 2
LITERATURE REVIEW

2.1 Chapter Introduction

Retailer’s website is a primary customer interface in which customers may assess the quality of sites and the retailer’s offerings. Thus, examining website attributes that demonstrate online presentation is vital to measure website quality satisfying customers’ wants and needs from retailers’ websites (Straub & Waston, 2001). In other words, identifying website attributes enhancing website quality can be critical determinants leveraging the retailers’ website success (DeLone & McLean, 2003). Different from traditional retailers’ websites, social shopping website is an online shopping community that offers unique features to facilitate online social interactions while shopping (Shen, 2012). In other words, social shopping website is a place where customers can meet online, get recommendations from other customers and other trusted individuals, find products or services they want and make purchases (Rubel, 2005). Determining the significant website attributes in the social shopping context will contribute to improving social shopping website quality.

In this study, website quality is proposed as a determinant for measuring cognitive e-loyalty based on the overall performance of social shopping website, which stimulates customers’ attachment to the website whence affective e-loyalty forms, and thereby influences conative and action states of e-loyalty. Conative and action e-loyalty is proposed as the final outcome that is influenced by website quality, satisfaction (affective state) and participation (action state). This chapter discusses the following components for supporting the premise: the attributes of website quality determining cognitive e-loyalty; e-satisfaction as affective e-loyalty; purchase intention and intention to revisit a website as conative e-loyalty; and participation,
positive electronic word of mouth (eWOM) and co-shopping as action e-loyalty in social
shopping context.

2.2 E-loyalty

In general, customer loyalty is defined as a repeat purchasing frequency or a relative
volume of same-brand purchasing (Tellis, 1988). The definition of loyalty has been modified
continuously with consumer market changes. Loyalty refers to a deeply held commitment to
repurchase a preferred product or service consistently in the future, which leads to repetitive
same-brand or same-brand set purchases, regardless of situational influences and marketing
efforts that may cause switching behavior (Oliver, 1999). As businesses move toward the online
world, e-loyalty in online context has been defined as a customer’s preference towards an e-
retailer, which results in the repeat purchasing behavior (Srininvasan et al., 2002). E-loyalty is
one of the influential behavioral responses for e-retailers’ offerings. Thus, it provides a
meaningful indicator of success for an e-retailer in a fierce online business environment.

E-loyalty has been considered in the context of e-services along with e-satisfaction and e-
trust (Sahadev & Purani, 2008). Many researchers have studied antecedents of e-loyalty and
attempted to examine the causal linkages among the variables. Chang, Wang, and Yang (2009)
found that e-service quality positively affects customer e-satisfaction that leads to e-loyalty, and
customers with higher perceived value have higher degree of e-loyalty. Supportively, Sun and et
al. (2009) found that the dimensions of e-service quality affect e-satisfaction and perceived value
which further affect e-loyalty. Moreover, the dimensions of e-service quality directly affect
customer satisfaction, which, in turn, positively affects e-loyalty (Yen & Lu, 2008). Additionally,
e-service quality, e-customer satisfaction, trust and perceived customer value influence e-loyalty
in e-retailing systems (Sadeh, Mousavi, Garkaz, & Sadeh, 2011). Therefore, consistent with previous studies, this study proposes positive impacts of social shopping website quality and user e-satisfaction with the website on user e-loyalty formation. However, since social shopping website could be considered a virtual community, additional factor influencing e-loyalty to virtual community should be considered.

The key factor increasing customer e-loyalty intentions in virtual community is participation. Recent study (i.e., Pai & Tsai, 2011) identified virtual community participation positively influences customer e-loyalty intentions mediated by trust, community identification and e-satisfaction. More specifically, Casalo et al. (2007) identified that virtual community participation is directly and positively related to customer e-loyalty to the brand products. That is, active participation in a brand virtual community can increase customers’ commitment, identification and emotional ties with the brand community (Algesheimer et al., 2005). Furthermore, the emotional ties can encourage the customers to interact with other community members more actively, for instance, they may discuss more about the topics related to the brand in the community, such as the discussions about the use of the brand products or their properties. Finally, all the participation behaviors may encourage customer e-loyalty to the brand around which the virtual community is developed (Koh & Kim, 2004). Therefore, taking into account these considerations in the case of social e-shopping, this study proposes user participation as an additional factor driving e-loyalty to a social shopping website.

According to Oliver (1999)’s loyalty framework, four levels of loyalty including cognitive, affective, conative, and action were conceptualized. Applying such four phases of loyalty to a customer purchasing behavior on a website, cognitive e-loyalty can be developed when an online customer has a preference to a shopping website based on the performance level
of the website; affective e-loyalty can be created when the customer develops positive attitudes toward the website, or when the customer has satisfaction with the website; conative e-loyalty, the subsequent phase influenced by affective e-loyalty, can be created when the customer intents to make a purchase from the website or revisit the website, but not necessarily engage in purchasing behavior; and action e-loyalty can be created when the customer ultimately makes a purchase from the website and or revisits the website.

Different from Oliver (1999)’s loyalty continuum, the relationship between affective e-loyalty and conative e-loyalty could be interrelated but not necessarily cause-effect of cognitive e-loyalty determined by website quality. In other words, website quality may affect conative e-loyalty directly or may be explained through affective e-loyalty. However, affective loyalty, similar to cognitive loyalty, still remains subject to switching (Oliver, 1999). This study proposes website quality finally form two major phases of e-loyalty – conative e-loyalty and action e-loyalty. Conative e-loyalty is measured with purchase intention and intention to revisit a website. Action e-loyalty is measured with participation, positive eWOM and co-shopping.

2.3 Cognitive E-Loyalty

Cognitive loyalty is the loyalty to the brand attribute information (Oliver, 1999). It is the loyalty based on the information, features, and so forth. Applying Oliver’s loyalty framework in this study, cognitive e-loyalty refers to the loyalty to the attributes or features provided by a website. In this study, website quality is considered the determinant of cognitive e-loyalty to a social shopping website.
2.3.1 Website Quality

Website quality is the perceived overall quality of a website from the customer’s viewpoint (Poddar et al., 2009). Website attributes leveraging website quality are the features or aspects of website that can be used to determine the quality of website. Such website attributes can be technology-oriented and or user-oriented (Huang, 2003). Previously, researchers examined website quality by limiting the concept of website quality to usability, a characteristic of system design, which is defined as the extent to which a product can be used by specific users to meet their needs with effectiveness, efficiency, and satisfaction (ISO 9241-11, 1998). In fact, satisfaction or effectiveness of website usability is often considered an alternative measure of website quality. However, this measure has a limitation to fully examine consumer purchase behavior. Such limitation refrains the e-retailers from achieving the final goal of improving website quality. Website quality is a broader concept encompassing usability (Kuan, Bock, & Vathanophas, 2008), requiring more holistic approach which is originated from decomposing the website construction. Since website is constructed based on website attributes, scrutinizing website attributes and its role in contributing to quality of site can help researchers to determine critical website attributes influencing website quality. Table 2.1 presents the website attributes examined in previous literatures.
Table 2.1

*Website Attributes Investigated in Previous Studies*

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<tr>
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<th>Dependent variable(s)</th>
<th>Independent variable(s)</th>
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<td>Maditinos et al., 2006</td>
<td>User satisfaction</td>
<td>Website attributes (information quality; system quality; security-privacy)</td>
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<td>Cox &amp; Dale, 2002</td>
<td>Key quality factors for web site</td>
<td>Ease of use: clarity of purpose; design; communication</td>
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<td>Chen &amp; Wells, 1999</td>
<td>Attitude toward the site</td>
<td>Entertainment; informativeness; organization</td>
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<tr>
<td>Jiang &amp; Rosenbloom, 2005; Park &amp; Kang, 2005</td>
<td>Online store's attributes</td>
<td>Product information/description; product assortment; website layout &amp; image; speed of loading; easy of ordering; shipping &amp; handling; customer support; order tracking; on-time delivery</td>
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<td>Cai &amp; Xu, 2011</td>
<td>Online consumer shopping value: shopping process value; shopping enjoyment</td>
<td>Website aesthetics: classical aesthetics; expressive aesthetics</td>
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<td>Cao, Zhang, &amp; Sevdel, 2005</td>
<td>Intention to revisit a website</td>
<td>E-commerce website quality: system quality; information quality; service quality; attractiveness</td>
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<tr>
<td>Aghdaie, Fathi, &amp; Piraman, 2011</td>
<td>Trust attitudes in online shopping;</td>
<td>Environmental characteristic (promotion); trustee features (information quality; payment method); trustor features (skill &amp; expertise); perceived ease of use</td>
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<td>Purchasing behavior in online shopping;</td>
<td>Environmental features (governmental rules; promotion); trustee features (information quality; graphic design; reputation; payment method); trustor features (skill &amp; expertise)</td>
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<td>Customers' repeat purchasing behavior in online shopping</td>
<td>Environmental features (promotion); trustee features (information quality; reputation); trustor features (trust propensity; skill &amp; expertise); perceived ease of use</td>
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<td>Sahadev &amp; Purani, 2008</td>
<td>Loyalty</td>
<td>Efficiency; system availability; fulfillment; privacy</td>
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<tr>
<td>Semeijin, et al., 2005</td>
<td>Customer response: overall satisfaction; loyalty</td>
<td>E-quality evaluation: assurance; navigation; e-escape; accuracy; responsiveness; customization</td>
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Substantial studies (i.e., Liu & Arnett, 2000; Han & Wu, 2006; Lee, Love, & Han, 2008; Ribbink, van Riel, Lilijander, & Streukens, 2004) have suggested website attributes as determinants of website performance and its success. Liu and Arnett (2000) identified that information and service quality, system use, playfulness, and system design are the significant website quality attributes leading to website success. Since retailers’ websites are regarded as crucial marketing communication vehicles and customer contact points across channels, building a long-term relationship between e-retailers and customers via retailers’ websites is essential. Previous research identified the causal linkages of website attributes determining website success.
(Han & Wu, 2006). Lee et al. (2008) examined the impact of the website attributes, including system, information, service, and buyer-seller relationship quality, on the overall user satisfaction of websites. Moreover, Ribbink et al. (2004) suggested five website attributes including ease of use, website design, customization, responsiveness, and assurance to examine the linkage between e-service quality and e-trust, the risk/unpredictability reduction involving a relationship between customers and e-retailers. Website attributes were further modified by including variables, such as fulfillment, ease of use, system availability and privacy, for testing the linkages among e-service quality, e-trust, and e-satisfaction (Sahadev & Purani, 2008). Sun, Wang, and Cao (2009) identified privacy, fulfillment, system availability, and efficiency as the attributes of website quality to examine causal linkages among website quality, customer satisfaction, and customer perceived value in e-service. Additionally, Wolfinbarger and Gilly (2003) measured website quality by developing a reliable and valid scale and found four factors: website design, fulfillment/reliability, privacy/security, and customer service are strongly predictive of customer judgments of website quality, satisfaction, attitude toward the website, and customer loyalty.

2.3.2 Website Quality in Social Shopping Context

Due to some common characteristics between social shopping website and social networking website, the website quality attributes used in this study were grounded upon Ellahi and Bokhari's recent study (2012) that examined the key quality factors affecting users’ perception of social networking websites. According to Ellahi and Bokhari (2012), the key factors affecting user’ perception of social networking website include user friendliness, navigation, efficiency, privacy/security, entertainment, website appearance, and community driveness. In the context of social e-shopping in this study, the above seven factors were adopted...
as the key factors determining the social shopping website quality; however, the contents of the factors were redefined.

Visual aesthetics: Visual aesthetics is the overall appearance or presentation of a website (Ellahi & Bokhari, 2012). In this study, visual aesthetics refers to the visual design of social shopping website. Visual design deals with balance, emotional appeal, aesthetics, and uniformity of the website overall graphical looks. This includes colors, photographs, shapes, or font (Cyr et al., 2008). Such design elements play important roles in enhancing both usage and enjoyment of information systems, and thus, improving website quality. Visual aesthetic design attributes are the most extensively mentioned experiential elements of online shopping environment. The visual aesthetic dimension concerns the website’s visual appeal and is labeled as web appearance, experience, visual appeal, or atmospheric quality (Demangeot & Broderick, 2006). Since visual design is associated with the sensory experience of the website, the attributes such as graphics, colors, fonts, logos, animations, and page layout should suit to website purpose to visually convey the positioning of the website with a sense of distinctness, and thus, to direct customer attention to specific visual design elements onscreen (Demangeot & Broderick, 2006).

Navigation: Navigation design refers to the navigational scheme used to help or hinder users as they access different sections of a website (Cyr et al., 2008). According to a study by Demangeot and Broderick (2006), users viewed navigation as a shopping experience and they had clear expectations that the retail website should simulate a physical store with less hassles (e.g., crowding and having to dealing with employees). It means some offline attributes should be offered online to create context familiarity of navigation which customers experience in a physical store. If navigation of website is designed in the way that customers are familiar with and track customers’ behaves, the website may effectively and efficiently help customers to
fulfill their shopping goals and create utilitarian value. In other words, if navigation of the website is well designed as it enables users to browse the website smoothly, the quality of the website is high (Ellahi & Bokhari, 2012).

**Efficiency:** Efficiency is the performance and accessibility of a website (Olsina et al., 1999). In this study, it refers to the quick access and quick searching functions presented in a social shopping website. The quick access of web pages and quick searching functions available on a website enables the website users to use the website easily; as a result, the users perceive that the website has a good quality (Ellahi & Bokhari, 2012). Efficiency website attribute is the appropriate structure and simple use of a website that enables the users to input the minimum information while using the website (Parasuraman et al., 2000). It is the ease and speed of accessing and using the website (Parasuraman et al., 2005).

**User friendliness:** User friendliness or ease of use is defined as the ability of a website to be used easily by the users (Hong, 2003). It is one of the major constructs of technology acceptance model (TAM) for explaining responses to e-retailing website. In TAM, ease of use is considered as one of the key factors that influence people’s behavior intention to adopt new technologies (Chen et al., 2002; Dennis et al., 2010). Ease of use refers to people’s perception that it will be effortless by using new technologies (Monsuwe, Dellaert, & De Ruyter, 2004). In this study, user friendliness is associated with the ease of use of social shopping website, which means using social shopping website involves minimum effort. People will be more willing to use a technology if it is easy to use (Monsuwe et al., 2004). Therefore, website users are more likely to return to a website which is easy to use. In contrast, if a website is not easy to use, the users are more likely to have negative perceptions, decreasing their revisit intention to the website in the future (Rose & Straub, 2001).
Security/privacy: Security/privacy is the degree to which the website is safe and protects customers’ personal information (Parasuraman et al., 2005). It is the confidentiality of information that gives safety and guarantee to website users (Zhang, Von Dran, Blake, & Pipithsuksunt, 2000). In other words, it refers to the ability of an individual to control, manage, and selectively reveal personal information (Eastick, Lotz, & Warrington, 2006). In the case of social e-shopping in this study, it is associated with security of transactions, privacy of customers’ personal information, and guarantee of website safety. Comparing with traditional shopping at physical stores, purchasing through a shopping website brings a greater degree of uncertainty, because security/privacy concern is a major barrier for purchasing online (Kwon & Lee, 2003). The inferences of security/privacy are initially obtained from other quality factors, especially website design, when customers are new to a website. Customers start to evaluate security/privacy based on the elements such as the professional look and feel of a website, the functionality of a website, and the reputation of the e-retailer itself (Wolfinbarger & Gilly, 2003). The security/privacy dimension has a strong impact on perceptions of the overall website quality (Yoo & Donthu, 2001).

Entertainment: Entertainment is the feeling of being sociable, cheerful, and happy by interacting with an innovative website (Kim & Stoel, 2004). Entertainment is considered as one of the key factors to create a positive attitude of users toward website (Chen, Clifford, & Wells, 2002). In addition, entertainment is proven as a significant factor that positively influences users’ perception about quality of social networking website, which means users are more likely to have positive perception about a social networking website when they are entertained by the website (Ellahi & Bokhari, 2012).
Community driveness: Social networking website is considered an online community that enables users to stay connected with their old friends, to discover new friends, and to interact with other community members (Kim, Jeong, & Lee, 2010). In the similar vein, social shopping website combining the social networking and shopping features is also an online community that provides tools for customers to connect with old friend, to discover new friends with the same interest, and to communicate with each other within the community while shopping. In this study, community driveness is proposed as a key factor determining social shopping website quality and driving customers to get a positive image about the website.

Social shopping tools enable consumers to spend time with friends and family members, or facilitate socialization with others during online shopping. Examining social shopping tools in the current context provide more depth insights for features and functions in social shopping websites and the associations with social shopping website quality in this study. The current top 30 social shopping websites are selected based upon Google search results and four categories of social shopping tools identified as follow: connection to social networking sites, rating-and-review system using social networking rating scale, recommendations about related products, and online brand communities.

Connection to social networking sites enables customers who use social shopping website to connect their shopping website accounts with their own social networking sites (i.e., Facebook, Twitter, Pinterest, Flicker, etc.). In other words, this tool enables customers to socialize with their family, friends, acquaintances, and even strangers who are connected in the social networking sites. Benefiting from this tool, customers are able to achieve a strong social presence in online shopping environment. Once the customers perceive that their levels of social presence increase, they may think the social shopping website has more usefulness than the
traditional e-shopping website, which may result in a more positive attitude towards the social shopping website (Hassanein & Head, 2007). Many social shopping websites allow customers to stay connected with their social networking sites. For example, Mulu.me, Stylmee.com, Svpply.com, and Lyst.com allow site users to create account and login with their Facebook and/or Twitter account; Stipple.com allows users to connect with not only social networking sites like Facebook, Twitter, Flickr, Instagram, Google+, but also other social shopping websites like Etsy.

Rating-and-review feature enables customers using social shopping website to utilize social networking rating scale (i.e., “Like”, “Tweet”, “Follow”, “Comment”, etc.) to rate the product, provide product reviews, and share shopping experiences. This tool known as a “social plug in” is designed to increase engagement with customers on the social shopping website. Such tool can affect both the customers who are on the site and the persons who connect with those customers on the same social networking site. For example, the Facebook “Like” button available on the social shopping website allows customers to rate and/or share products or pages from the social shopping website and then connect back to their Facebook profile with one simple click. In this way, the “Like” information including some short comments can be displayed to the customers’ network of friends immediately, so, those who get the information may be stimulated to visit the social shopping website (Harris & Dennis, 2011).

Recommendations about related products enable customers using social shopping website to find product or information in need. For example, personalized recommendations initiated by website system automatically can help customers find related products or similar items that they may be interested in within the shopping website or other websites. Since a well-developed commercial website fulfills all the functions of physical store offerings, it is necessary that the
website is able to interact with customers to provide personalized recommendations so as to offer
grievance handling channels enabling customers to imitate the live social shopping experience of
physical stores (Poddar et al., 2009). In fact, customers expect the backstage of the website to
know and understand them just as they make an effort to understand the website (Demangeot &
Broderick, 2006). Therefore, understanding customers from their past social shopping behaviors
may facilitate the website to effectively response to customers’ requests, progressively to offer
relevant recommendations, and intelligently to adapt to customer tastes and preferences with
other personalized offerings or interactions (Demangeot & Broderick, 2006). Moreover,
recommendations about the products from other customers also play important roles in social
shopping. As long as customers trust or accept the recommendations, their intention to buy the
socially recommended product through the social shopping website may be encouraged
accordingly (Gordon, 2007).

Online brand communities are brand-based online communities where customers who
have common interests to the brand can communicate with each other and build close
relationships with the brand (McWilliam, 2000). An online community is a virtual space where
community members can continuously communicate with each other by posting opinions and
contents related to the brand and products (Park & Cho, 2012). In other words, customers can
benefit from the online brand community by sharing and exchanging their opinions about the
specific topics and items that they are interested in. Many social shopping websites have
community or blog as platform for customers to interact with other shoppers and the retailers.
For example, buyosphere.com offers “the buyble” which is a daily dose of fashion history and
insight. Blog like this is about more than fashion and shopping, but about self-expression and
style. Users of the sites with these communities can create rich profiles of themselves with
pictures and information by posting blogs, and communicate with other shoppers and retailers as well by exchanging opinions on products, brands, and/or shopping selections (Shen, 2012). Table 2.2 presents social shopping tools of the top social shopping websites.

Table 2.2

<table>
<thead>
<tr>
<th>Social Shopping Tool</th>
<th>Social connection</th>
<th>Rating-and-review feature</th>
<th>Recommendation</th>
<th>Online community</th>
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<td>Connect with social networking site</td>
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<td>Comment/review</td>
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2.4 Affective E-loyalty

Affective loyalty forms when a liking toward a brand has developed based on a customer’s cumulative pleasurable usage occasions (Oliver, 1999). Affective e-loyalty toward a social shopping website occurs when a customer has a preference for the social shopping website on the basis of overall satisfaction with the website. Therefore, e-satisfaction is employed to measure affective e-loyalty in this study.

2.4.1 E-Satisfaction

Traditionally, satisfaction refers to pleasure fulfillment (Oliver, 1997), that is, satisfaction is consumer’s sense that consumption fulfills their need, desire, goal and so forth and thereby provides pleasure. Moreover, it is defined as “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with a consumer's prior feelings about the consumer experience” (Oliver, 1981, p. 27). In a similar vein, e-satisfaction is defined as the contentment of a customer with respect to his or her prior purchasing experience with a given retailer’s website (Anderson & Srinivsan, 2003). The contentment or pleasurable fulfillment at this phase is referred to as affective loyalty and is converted to cognition and affect in consumers’ mind (Oliver, 1999). In addition, e-satisfaction refers to the outcome of an evaluative process, where online customers consider and evaluate the products/services they received previously through a retail website and then decide whether or not to continue buying the products or using the services (Bhattacherjee, 2001). Therefore, e-satisfaction is a key determinant of customers’ continuance intentions leading to customers’ ultimate behavior.

Many researchers have investigated the antecedents of customer satisfaction or e-satisfaction. For example, Johnson, Anderson and Fornell (1995) found that customer satisfaction
is conceptualized as a cumulative construct which is affected by market expectations and performances in any given period and is also affected by previous satisfaction from one time period to another. McKinney, Yoon and Zahedi (2002) found that e-satisfaction is influenced by online customers’ expectations about information quality and perceived performance. Anderson and Srinivasan (2003) found that e-satisfaction is moderated by perceived value, which means that online customers may not patronize an e-business if they feel they do not get the best value for their money. Furthermore, Ha and Janda (2008) proposed that perceived value will directly affect e-satisfaction. Feinberg and Kadam (2002) found that there is a positive relationship between e-CRM (customer relationship management) web service features and e-satisfaction, and they also believed that e-satisfaction mediates ultimate purchase. Kim et al. (2003) proposed that website design and customer service affect e-satisfaction. Moreover, Maditinos et al. (2008) found that website attributes including information quality, system quality, and security/privacy affect customer e-satisfaction. Seminjin et al. (2005)'s study showed that e-quality evaluation and fulfillment affect customer overall satisfaction. Website quality including website design, fulfillment/reliability, privacy/security, and customer service is strong predictor for customer e-satisfaction in Wolfinbarger and Gilly (2003)'s study. In addition, website quality including efficiency, system availability, fulfillment, and privacy affect satisfaction and trust which further influence customer e-loyalty (Sahadev & Purani, 2008).

2.5 Conative E-Loyalty

Conative loyalty is a behavioral intention stage of loyalty that contains a deep commitment to the intention to purchase or repurchase, however, such intention may be an anticipated but not unrealized action (Oliver, 1999). Conative e-loyalty, as a behavioral intention
phase of e-loyalty, consisting of purchase intention and intention to revisit a website, is employed as a final outcome to examine whether and how it can be influenced by website quality, e-satisfaction and participation.

2.5.1 Purchase Intention

Online customer purchase intention is proposed as an important construct for understanding how conative e-loyalty is created. Customer purchase intention refers to the likelihood that a customer makes a purchase from a website (Chen & Barnes, 2007). Purchase intention is considered a predictor of actual behavior (Ajzen & Fishbein, 1973). Online purchase intention refers to an outcome of criteria assessment of customers concerning website quality, information search, and product evaluation (Poddar et al., 2009; Hausman & Siekpe, 2009). As an important predictor of actual purchasing behavior, online purchase intention reflects customers’ desire to make a purchase through the website (Chen et al., 2009).

There are two types of customer purchase intention, intention of initial purchase and intention of continued purchase, which are closely related to the customer conversion and customer retention respectively (Kuan et al., 2008). Customer conversion refers to the extent to which the website is able to convert prospective customers into purchasing customers (Gefen, Karahana, & Straub, 2003); while customer retention is defined as the extent to which the website is able to attract existing customers to repurchase in the future (Ittner & Larcker, 1998). As there is a crucial distinction between intention of initial purchase and intention of continued purchase, the effects of website quality on these two types of customer purchase intention should be differentiated (Kuan et al., 2008). This study considers the intention of initial purchase as purchase intention to identify how driving factors will influence it.
Previous researchers have studied and identified the driving forces of online purchase intention. Liang and Lai (2002) found that customers are more likely to purchase online when the website provides highly desirable functions, such as a product catalog, a search engine, a price comparison option, shopping carts/bags, e-payment methods, and tracing mechanisms. Moreover, Ranganathan and Ganapathy (2002) found that security, privacy, website design, and information content are key website quality attributes that affect online purchase intention. Additionally, Chen et al. (2009) investigated how technology features (i.e. security, privacy, and usability), shopping factors (i.e. convenience, delivery and trust), and product factors (i.e. product value and merchandising) influence online purchase intention. What’s more, Algesheimer et al. (2005) proposed that participation in a virtual brand community may increase customer purchase intention and encourage the use of the brand products in the future. Therefore, this study proposes social shopping website quality, e-satisfaction with the website and participation in the website are associated to purchase intention.

2.5.2 Intention to Revisit

Intention to revisit a social shopping website is proposed as another important construct for understanding how conative e-loyalty is created. A revisit defined in this study is a sequence of requests made by an online customer in one visit to a website. Thus, if the customer does not make any request from a website for a given period of time, which is called a time out, the next visit by this customer will not be considered a revisit, but a new visit (Turban et al., 2000). According to previous studies, intention to revisit a website can be encouraged in various ways. In order to increase customers’ intention to revisit a website, valuable information, frequently changing content, personalized customer services, and unique events like contests should be
offered on the website (Ellsworth & Ellsworth, 1997). What’s more, Chaffey, Mayer, Johnstone
and Ellis-Chadwick (2000) found that high-quality content, ease of use, quick downloading and
frequent updating are the significant determinants of customer’s intention to revisit a website.
Supphellen and Nysveen (2001) stated that customer satisfactory attitude toward a website is
another driving factor to increase intention to revisit a website, and they also believed that the
attitude toward the company behind the website is important for evaluating the website quality
and addressing the formation of e-loyalty. In addition to the system and environmental factors, in
the context of virtual community, members’ intention to revisit the community website is
strongly motivated by members’ enjoyable experiences in interacting with other community
members (Shen, Huang, Chu, & Liao, 2010). Therefore, in the context of social e-shopping this
study is not only consistent with previous studies to re-examine the impacts of website quality
and e-satisfaction on social shopping website user revisiting intention, but also concerned with
the impacts of user participation on user revisiting intention.

2.6 Action E-Loyalty

In the action stage of loyalty, the motivated intention in the previous conative e-loyalty
state is transformed into the readiness to act (Oliver, 1999). It is considered a necessary result of
engaging previous stages of loyalty. Therefore, action e-loyalty measured with participation,
positive eWOM and co-shopping is proposed as the final outcome in this study.

2.6.1 Participation

Participation is the extent to which a website and its users actively interact (Huang,
2003). Since social shopping website is considered a virtual community, user participation in
social shopping website is associated with virtual community participation. This kind of participation encourages users to interact to the website and with other online shoppers. The more the users participate and engage in the virtual community, the more they share their experiences and expectations (Lamb & Kling, 2003). Previous researchers (i.e., Wasko & Faraj, 2000, 2005) studied the antecedents and consequences of virtual community participation. The factors motivating users to increase their participation intentions include altruism, rewards, recognition, status enhancement and personal enjoyment (Hars & Ou, 2002; Fang & Neufeld, 2009). Recent studies (i.e., Pai & Tsai, 2011) focused on how virtual community participation shapes consumer behaviors in online context. This study is concerned with how user participation in social shopping website is influenced by website quality and further affects user e-loyalty formation toward the website. That is, participation is not only proposed as a dimension of action e-loyalty motived by previous cognitive components (i.e., website quality) directly, but also proposed as a predictor for conative e-loyalty (i.e., purchase intention and intention to revisit) and other aspects of action e-loyalty (i.e., positive eWOM and co-shopping).

Participation in the activities of a virtual community is crucial for developing the community positively and sustainably (Casalo, Flavian & Guinaliu, 2007). The website users can share the information and experiences associated with the common interests that the virtual community is developed around. In this way, participation means sharing knowledge, disseminating ideas, and providing emotional support among the community members (Koh & Kim, 2004). Therefore, participation may help promote the community members’ identification, and thus, increase the value of the community (Algesheimer, Dholakia, & Hermann, 2005). Moreover, participation positively influences user e-satisfaction with the community, further generating member loyalty toward the community (Pai & Tsai, 2011). Since participation
encourages people to share their opinions and experiences, customers can get more interactive
discussions and responses from other peers while waiting responses from the e-retailers
(Dholakia et al., 2004). Such real-time participation may significantly enhance customers’ post-
purchase evaluative judgment, and encourage customers’ satisfaction that leads to loyalty
intentions (Pai & Tsai, 2011). What’s more, in the long run, participation is considered a key
issue to guarantee virtual community survival (Koh & Kim, 2004). In fact, some of the most
successful virtual communities have been well developed thanks to the contributions made by
community members (Casalo et al., 2007). For example, the success of YouTube is due to inputs
of active community members. In a similar vein, the success of Facebook is due to the
collaboration among community members and the active interactions among members in the
different Facebook communities.

2.6.2 Positive eWOM

Electronic word of mouth (eWOM) communication, interaction among online customers,
is a crucial customer-created content in explaining the formation of e-loyalty (Sahadev & Purani,
2008). In the current consumer market, consumers act as co-producers of brands, products, or
services. eWOM can be another facet of e-loyalty which is resulted from positive outcomes of
website quality and some affective components. Positive eWOM as a dimension of e-loyalty is
unique approach to examine how e-loyalty forms and is influenced by website quality, e-
satisfaction and participation in the empowered consumer market. eWOM is defined as “any
positive or negative statement made by potential, actual, or former customers about a product or
company, which is made available to a multitude of people and institutions via the internet”
(Hennig-Thurau et al., 2004, p. 39). In other words, eWOM is an exchange, flow of information
among individuals using online platforms. It is an informal and noncommercial conversation. The term “informal” makes reference to something that is not organized in an official manner. Moreover, WOM communications are defined as post-purchase behaviors occasionally (Goyette, Richard, Bergeron, & Marticotte, 2010). In a more precious term, eWOM is word of web describing behavior where information about product or service is communicated from consumer to consumer via the website, either at real time or not (Weinberg & Davis, 2004).

WOM communications can occur face to face by phone, email, mail and any other types of communication (Goyette et al., 2010). The fact that a customer is involved in a WOM-type conversation means that the message being exchanged and the medium used for the communication should be perceived as independent without any influence from the company (Silverman, 2001). For example, many retailers have discussion forums on their websites, and such forums are considered to be sources of eWOM because customers perceived the communications to be informal and not sponsored or subsidized by the retailers. In comparison, any other type of communication related to advertising and promotion, public and media relations communicating selected messages through an owned or leased medium would be considered commercial and formal (Goyette et al., 2010). In addition, a WOM communication can be based on both personal and impersonal sources. Friends, family, and acquaintances are personal sources of recommendations considered WOM vehicles; while conversations made by consumers, experts, and journalists to be found in online discussion forums, newspapers, magazines, and specialized publications are considered impersonal sources of WOM recommendations (Goyette et al., 2010). What’s more, positive eWOM is broader than consumer recommendations, and thus, it does not necessarily involve the specific call for action as recommendations do (Bechwati & Nasr, 2011). Indeed, five major motivational categories of
positive eWOM are identified, which include focus-related utility (i.e., concern for other consumers, help the company, social benefits, and exerting power), consumption utility (i.e., post-purchase advice-seeking), approval utility (i.e., self-enhancement and economic rewards), moderator-related utility (i.e., convenience and problem-solving support), and homeostase utility (i.e., expressing positive emotions and venting negative feelings) (Hennig-Thurau et al., 2004).

eWOM is also an important product information source because it provides an extrinsic source of customer opinions about the products or retailer to potential customers (Lee & Lee, 2009). eWOM has economic value for both online customers and e-retailers as well. By reading the information provided by fellow customers in eWOM, customers reduce their perceived risks and time spent before making a purchase decision (Hennig-Thurau et al., 2004; Khammash & Griffiths, 2011), reduce their dissonance after purchase (Khammash & Griffiths, 2011), and solve product-related problems after purchase (Andreassen & Streukens, 2009; De Valck, van Bruggen, & Wierenga, 2009). As a result, with fewer perceived risks, dissonances, and doubts about products or services available on the website, the customers can be more satisfied with positive attitudes toward the website, and furthermore, write more about delighted experience or thoughts about the products, services and or the website. In this way, e-retailers will benefit from such those satisfied customers who spread the positive words on the website. WOM can be influenced by marketing efforts like advertising, media relations, and public relations by spontaneous conversations among individuals themselves and by accounts of either satisfactory or unsatisfactory purchasing experiences as well (Goyette et al., 2010).

The topic of WOM communication has received substantial research attention. The antecedents of WOM have been investigated. For example, researchers found that there is a clear link between satisfaction and WOM (De Matos & Rossi, 2008); moreover, Maxham (2001)
identified the relationship between pleasant service recovery and WOM; similarly, Richins and Root-Shaffer (1988) identified the antecedents to WOM include involvement and opinion leadership. More recently, the concept of eWOM has generated increased research interest with the progress of the Internet and the popularity of the e-commerce. eWOM, having turned to word-of-mouse, is considered the extension of traditional WOM in the new age (Chan & Ngai, 2011). With the fast development of information technology, eWOM can be transmitted to anyone in the world without any limit through the Internet. Thus, eWOM plays a key role in today’s consumer purchase decisions (Chan & Ngai, 2011). The topic of eWOM has attracted numerous marketing and consumer researches, particularly with regard to the motives behind eWOM exchanging and the impact of eWOM on customer behavior (Cheung, Lee, & Rabjohn, 2008; Henning-Thura et al., 2004). Cheung and Lee (2012) identified the driving forces for eWOM in online consumer-opinion platforms are reputation, sense of belonging and enjoyment of helping. More specifically, virtual community participation allows website users to communicate with each other in real time by engaging in dialogues and sharing their experiences and expectations (Lamb & Kling, 2003). During the participation, the more information users gain, the less uncertainty they face in online shopping context; indeed, the user-generated content created by user participation offers opportunities for repeated and successful interactions (Pai & Tsai, 2011). Such repeated positive interactions can be considered positive eWOM that is a dimension of e-loyalty. Therefore, this study proposes that user participation foster positive eWOM.

Although the power of WOM on consumer decision-making has been well developed in academic literatures, there is a less-developed research stream in eWOM as one of the
dimensions of e-loyalty. To void the research gap, this study considers positive eWOM as a reaction of evaluation of social shopping website quality, user e-satisfaction and participation.

2.6.3 Co-shopping

Co-shopping refers to the coordination and cooperation of purchasing (Chan & Li, 2010). It refers to a group of consumers who would like to purchase something in larger quantities at lower prices or help some other consumers to purchase something to which those consumers could not access due to regional or membership constraints. As a result, co-shopping requires the participating consumers based on mutual dependences to join in a group and reveal their identity or personal information (Gao, 2008). However, different from previous research, in the context of online social shopping in this study, co-shopping occurs when website users shop together, especially after participating in the social shopping website with a satisfactory emotion. The likelihood of co-shopping can increase due to reciprocating behaviors (Chan & Li, 2010). Co-shopping can be encouraged by reciprocating behaviors like reciprocating ideas and sharing information because these behaviors can help consumers reduce the risk or uncertainty but have a better understanding of purchase (Burgoon, Bonito, Bengtsson, Ramirez, Dunbar, & Miczo, 2002; Mangleburg, Doney, & Bristol, 2004). Such sharing behaviors can be considered user participation.

Customers would like to follow others and draw inspirations from others when they are making decisions about how to act, what to choose, and which products to try (Wikstrom, Carlell, & Forstling-Heningsoon, 2002). Virtual community members by actively participating in the community provide credible sources of information for other website users, and thus motivate others to co-shop (Nelson & Otnes, 2005). Therefore, in the context of online social
shopping, this study proposes that user participation is one of the key factors to motivate co-shopping. In addition, this study attempts to void the research gap to examine how co-shopping is affected by website quality and user e-satisfaction.

2.7 Hypotheses and Research Model

With the preceding discussions grounded upon previous studies, the set of hypotheses are developed to examine the effects of the social shopping website quality on e-satisfaction, participation, and conative/action e-loyalty as follow:

H1: Website quality is positively related with user e-satisfaction with social shopping website.

H1a: Visual aesthetics is positively related with user e-satisfaction with social shopping website.

H1b: Navigation is positively related with user e-satisfaction with social shopping website.

H1c: Efficiency is positively related with user e-satisfaction with social shopping website.

H1d: User friendliness is positively related with user e-satisfaction with social shopping website.

H1e: Security/privacy is positively related with user e-satisfaction with social shopping website.

H1f: Entertainment is positively related with user e-satisfaction with social shopping website.

H1g: Community driveness is positively related with user e-satisfaction with social shopping website.
H2: Website quality is positively related with users’ purchase intention on social shopping website.

H2a: Visual aesthetics is positively related with purchase intention on social shopping website.

H2b: Navigation is positively related with purchase intention on social shopping website.

H2c: Efficiency is positively related with purchase intention on social shopping website.

H2d: User friendliness is positively related with purchase intention on social shopping website.

H2e: Security/privacy is positively related with purchase intention on social shopping website.

H2f: Entertainment is positively related with purchase intention on social shopping website.

H2g: Community driveness is positively related with purchase intention on social shopping website.

H3: Website quality is positively related with users’ intention to revisit social shopping website.

H3a: Visual aesthetics is positively related with intention to revisit social shopping website.

H3b: Navigation is positively related with intention to revisit social shopping website.

H3c: Efficiency is positively related with intention to revisit social shopping website.

H3d: User friendliness is positively related with intention to revisit social shopping website.

H3e: Security/privacy is positively related with intention to revisit social shopping website.

H3f: Entertainment is positively related with intention to revisit social shopping website.
H3g: Community driveness is positively related with intention to revisit social shopping website.

H4: Website quality is positively related with participation in social shopping website.
   H4a: Visual aesthetics is positively related with user participation in social shopping website.
   H4b: Navigation is positively related with user participation in social shopping website.
   H4c: Efficiency is positively related with user participation in social shopping website.
   H4d: User friendliness is positively related with user participation in social shopping website.
   H4e: Security/privacy is positively related with user participation in social shopping website.
   H4f: Entertainment is positively related with user participation in social shopping website.
   H4g: Community driveness is positively related with user participation in social shopping website.

H5: Website quality is positively related with users’ positive eWOM on social shopping website.
   H5a: Visual aesthetics is positively related with positive eWOM on social shopping website.
   H5b: Navigation is positively related with positive eWOM on social shopping website.
   H5c: Efficiency is positively related with positive eWOM on social shopping website.
   H5d: User friendliness is positively related with positive eWOM on social shopping website.
   H5e: Security/privacy is positively related with positive eWOM on social shopping website.
H5f: Entertainment is positively related with positive eWOM on social shopping website.
H5g: Community driveness is positively related with positive eWOM on social shopping website.

H6: Website quality is positively related with co-shopping on social shopping website.
   H6a: Visual aesthetics is positively related with co-shopping on social shopping website.
   H6b: Navigation is positively related with co-shopping on social shopping website.
   H6c: Efficiency is positively related with co-shopping on social shopping website.
   H6d: User friendliness is positively related with co-shopping on social shopping website.
   H6e: Security/privacy is positively related with co-shopping on social shopping website.
   H6f: Entertainment is positively related with co-shopping on social shopping website.
   H6g: Community driveness is positively related with co-shopping on social shopping website.

H7: E-satisfaction with a social shopping website is positively related with e-loyalty.
   H7a: E-satisfaction is positively related with purchase intention on social shopping website.
   H7b: E-satisfaction is positively related with intention to revisit social shopping website.
   H7c: E-satisfaction is positively related with positive eWOM on social shopping website.
   H7d: E-satisfaction is positively related with co-shopping on social shopping website.

H8: Participation in a social shopping website is positively related with e-loyalty.
   H8a: Participation is positively related with purchase intention on social shopping website.
   H8b: Participation is positively related with intention to revisit social shopping website.
   H8c: Participation is positively related with positive eWOM on social shopping website.
H8d: Participation is positively related with co-shopping on social shopping website.

All the above-hypothesized relationships are depicted in Figure 2.1.

Figure 2.1. Research model
CHAPTER 3
METHODOLOGY

This chapter discusses about the methodology that was used to measure social shopping website quality and its effects on e-loyalty formation. The procedures for instrument development, sample selection and data collection, and statistical method analyzing data are discussed in this chapter.

3.1 Instrument Development

The measures of the instrument for this study were adapted from the existing scales from previous studies. The instrument was comprised of six sections as follow.

Questions concerning social e-shopping: Screening question was used to determine whether the respondents fit the sample—online social shoppers. Online social shoppers refer to consumers who have engaged in social behaviors in online shopping environments including socializing and relationship-building with friends/family and/or strangers such as other online shoppers and sales personnel (Arnold & Reynolds, 2003). With the purpose of this study, participants should be shoppers in social shopping website and require having the experience of using social shopping websites. This study asked the study participants to identify which website they use.

Questions concerning cognitive, affective, conative and action e-loyalty: This part including four sections with 58 questions was designed to examine four major constructs: cognitive e-loyalty (i.e., website quality), affective e-loyalty (i.e., e-satisfaction), conative e-loyalty (i.e., purchase intention and intention to revisit) and action e-loyalty (i.e., participation, positive eWOM, and co-shopping). A 5-point Likert scale is employed ranging from strongly agree (5) to strongly disagree (1) for all these sections. Participants were encouraged to answer
the questions based upon their personal online shopping experiences through social shopping websites.

Section 1 was designed to measure website quality determining cognitive e-loyalty to the social shopping website. The website quality was measured with the attributes including visual aesthetics, navigation, efficiency, user friendliness, security/privacy, entertainment and community driveness. A total of 5 items were used to measure visual aesthetics: 2 items were adapted from Sanchez-Franco and Rondan-Cataluna's (2009) study, 2 items were adapted from Wolfinbarger and Gilly's (2003) study, and 1 item was adapted from Ellahi and Bokhari's (2012) study. Navigation was measured with 5 items: 3 items were adapted from Ellahi and Bokhari's (2012) study, and 2 items were adapted from Sanchez-Franco and Rondan-Cataluna's (2009) study. Five-items were used to measure efficiency: 2 items were adapted from Ellahi and Bokhari's (2012) study, and 3 items were adapted from Sahadev and Purani's (2008) study. User friendliness was measured with 5 items: 3 items were adapted from Ellahi and Bokhari's (2012) study, and 2 items were adapted from Sanchez-Franco and Rondan-Cataluna's (2009) study. Five-items measuring security/privacy: 3 items were adapted from Ellahi and Bokhari's (2012) study, and 2 items were adapted from Wolfinbarger and Gilly's (2003) study. Entertainment was measured with five items: 3 items were adapted from Ellahi and Bokhari's (2012) study, 1 item from Chan and Li (2010)'s study, and 1 item from Lee and Overby's (2004) study. Four-items about community driveness were used: 2 items were adapted from Ellahi and Bokhari's (2012) study, 1 item from Park and Cho's (2012) study, and 1 item from Shen's (2012) study.

Section 2 was designed to measure user e-satisfaction as affective e-loyalty. 2 items were adapted from Sahadev and Purani's (2008) study, 1 item from Hur et al. ’s (2011) study, and 1 item from Ding, Hu, and Sheng's (2011) study.
Section 3 was designed to measure conative e-loyalty including purchase intention and intention to revisit. Purchase intention was measured with 4 items: 1 item was adapted from Ding et al.'s (2011) study, 2 items were adapted from Sahadev and Purani’s (2008) study, and 1 from Shen's (2012) study. Intention to revisit was measured with 4 items: 1 item was adapted from Shen's (2012) study, 2 items from Lee and Overby's (2004) study, and 1 from Hur et al.'s (2011) study.

Section 4 was designed to measure action e-loyalty including participation, positive eWOM and co-shopping. User participation was measured with 5 items adapted from Casalo et al.'s (2007) study. Positive eWOM was measured with 4 items: 2 items were adapted from Sahadev and Purani's (2008) study, and 2 items were adapted from Ding et al.'s (2011) study. Co-shopping was measured with 2 items adapted from Chan and Li's (2010) study. Table 3 presents instrument information that used to measure all the research variables in this study.

Questions concerning demographic information: This part consisted in gender, age, education level, social shopping website usage, and social e-shopping experience (e.g. reasons to use the website, online purchasing experience, the frequency of fashion products shopping (e.g. clothing, shoes, and accessories) in the past 12 months through a social shopping website). Pilot test was conducted to improve readability and validity of instrument. Minor adjustments were made based on the outcome and respondents’ input.
<table>
<thead>
<tr>
<th>Construct</th>
<th>Variable</th>
<th>Items</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive E-Loyalty</td>
<td>Visual Aesthetics</td>
<td>1. The screen design is attractive.</td>
<td>Sanchez-Franco &amp; Rondan-Cataluna, 2009</td>
</tr>
<tr>
<td></td>
<td>(VI)</td>
<td>2. This site looks creatively designed.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. This site is visually appealing.</td>
<td>Wolfinbarger &amp; Gilly, 2003</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. This site looks professional.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. This site has a visually appealing design.</td>
<td>Ellahi &amp; Bokhari, 2012</td>
</tr>
<tr>
<td></td>
<td>Navigability</td>
<td>1. All links in this site are active.</td>
<td>Ellahi &amp; Bokhari, 2012</td>
</tr>
<tr>
<td></td>
<td>(NAV)</td>
<td>2. It is easy to go back and forth while browsing this site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. I find no navigation error in this site.</td>
<td>Sanchez-Franco &amp; Rondan-Cataluna, 2009</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. I feel in control of what I do while navigating this site.</td>
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<td></td>
<td></td>
<td>5. It is easy to move within this site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Efficiency</td>
<td>1. This site loads its pages quickly.</td>
<td>Ellahi &amp; Bokhari, 2012</td>
</tr>
<tr>
<td></td>
<td>(EFF)</td>
<td>2. The searching function in this site is quick.</td>
<td>Sahadev &amp; Purani, 2008</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. This site makes it easy to find what I want.</td>
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<td></td>
<td></td>
<td>4. This site is well organized.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>5. This site enables me to get on to it quickly.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>User Friendliness</td>
<td>1. It is easy for me to learn to operate this site.</td>
<td>Ellahi &amp; Bokhari, 2012</td>
</tr>
<tr>
<td></td>
<td>(UF)</td>
<td>2. It is easy to become skillful at using this site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. It is flexible to interact with this site.</td>
<td>Sanchez-Franco &amp; Rondan-Cataluna, 2009</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. It is easy to understand everything on this site.</td>
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<td></td>
<td></td>
<td>5. This site is simple to use, even when using it for the first time.</td>
<td></td>
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<tr>
<td></td>
<td>Privacy / Security</td>
<td>1. This site has a strong privacy policy.</td>
<td>Ellahi &amp; Bokhari, 2012</td>
</tr>
<tr>
<td></td>
<td>(PS)</td>
<td>2. This site has a strong security policy.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>3. This site does not use my personal data for other purposes.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. This site has adequate security features.</td>
<td>Wolfinbarger &amp; Gilly, 2003</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. I feel safe in my transactions with this site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Entertainment</td>
<td>1. I feel sociable when I use this site.</td>
<td>Ellahi &amp; Bokhari, 2012</td>
</tr>
<tr>
<td></td>
<td>(ENT)</td>
<td>2. I feel happy when I use this site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. I can enjoy myself by using this site.</td>
<td>Chan &amp; Li, 2010</td>
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<tr>
<td></td>
<td></td>
<td>4. I enjoy browsing and participating in this site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. This site does not only sell products but also entertains me.</td>
<td>Lee &amp; Overby, 2004</td>
</tr>
<tr>
<td></td>
<td>Community Drivenness</td>
<td>1. This site offers opportunity to discover new friends.</td>
<td>Ellahi &amp; Bokhari, 2012</td>
</tr>
<tr>
<td></td>
<td>(CD)</td>
<td>2. This site makes possible easy reach of friends.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. This site lets me communicate with other shoppers to get advices or opinions before and/or after purchasing.</td>
<td>Park &amp; Cho, 2012</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. I like talking with other online shoppers at this site about mutual opinions and experiences.</td>
<td>Shen, 2012</td>
</tr>
</tbody>
</table>

*(table continues)*
(continued).

<table>
<thead>
<tr>
<th>Construct</th>
<th>Variable</th>
<th>Items</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affective E-Loyalty (ESAT)</td>
<td>1. I am satisfied with the offering on this site.</td>
<td>Sahadev &amp; Purani, 2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. All my experiences with this site are satisfactory.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I am satisfied with my decision to use this site.</td>
<td>Hur et al., 2011</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I think this site is genuinely committed to my satisfaction.</td>
<td>Ding et al., 2011</td>
<td></td>
</tr>
<tr>
<td>Conative E-Loyalty (PI)</td>
<td>1. I will shop on this site in the next few years.</td>
<td>Ding et al., 2011</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. I will consider this site to be the first choice for future shopping.</td>
<td>Sahadev &amp; Purani, 2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I will purchase more on this site in the coming months.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I am likely to actually purchase products I found on this site.</td>
<td>Shen, 2012</td>
<td></td>
</tr>
<tr>
<td>Intention to Revisit (ITR)</td>
<td>1. I will revisit this site to discover new products and get shopping ideas in the future.</td>
<td>Shen, 2012</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. I will revisit this site when I need the type of products it offers.</td>
<td>Lee &amp; Overby, 2004</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I consider this site to be primary source when I need the type of product or service it offers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I will revisit this site first in preference the others.</td>
<td>Hur et al., 2011</td>
<td></td>
</tr>
<tr>
<td>Action E-Loyalty (PART)</td>
<td>1. I am very motivated to participate actively in this site.</td>
<td>Casalo et al., 2007</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. I participate in this site to stimulate social interaction among shoppers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I usually provide useful information to others on this site.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I frequently post messages and responses on this site.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. I post messages and responses on this site with great excitement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive eWOM (WOM)</td>
<td>1. I encourage friends or others to shop on this site.</td>
<td>Sahadev &amp; Purani, 2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. I recommend this site to someone who seeks my advice.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I say positive things about this site to other people.</td>
<td>Ding et al., 2011</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I recommend this site to someone else.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-shopping (AELOY)</td>
<td>1. I make more purchases with other shoppers on this site than I did before.</td>
<td>Chan &amp; Li, 2010</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. I engage in more online purchases than before on this site.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.2 Pre-test and Questionnaire Design

A total of 21 college students in a southwestern university in the U.S. participated in a pre-test, in response to a request to help modify survey questionnaire items and provide feedback, mainly about ambiguities or difficulties responding to certain items. Based on the pre-test results, several minor changes in the wording were made, and some self-developed items were replaced with more appropriate items by adapting from previous existing studies. To be specific, 2 items for measuring website quality were removed, 4 items for measuring website quality were added, 4 items for measuring e-satisfaction were deleted, 5 items for measuring participation were added, and 2 items for measuring co-shopping were deleted. The summary of the final scales used in the main study is shown in Table 3.1.

3.3 Face Validity Assessment

A face validity assessment was conducted by distributing a validity test to three researchers in the area of merchandising and hospitality management at a southwestern university in the U.S. The validity test consisted of all the six sections of the survey questionnaire, and a Likert scale identifying 1 as *strongly invalid* and 6 as *strongly valid* measured each question. The average score ranged from 4.7 to 5.8 per section for all variables, and thus no item was found invalid. The result of the validity assessment identified the survey instrument to be valid measurement of social shopping website quality, e-satisfaction, participation and e-loyalty.
3.4 Population and Sample Data Collection

The data were collected with a convenience sampling method. The questionnaire survey was administered to college students in a southwestern university in the U.S. College students have a higher internet usage than any other demographic; moreover, nearly 70% of females age ranged from 18 to 35 years old search products online before visiting physical stores (Riley, 2010). A sample from a high female population in undergraduate and graduate students can represent the majority of online shoppers. Therefore, the college student sample is appropriate for this study.

After getting the approval from Institutional Review Board (IRB), the survey questionnaire was distributed to students of College of Merchandising, Hospitality, and Tourism and College of Business at University of North Texas with the permission of professors who agreed to distribute the surveys to the students in their classes. A total of 449 participants were approached to collect the data. All the participants were at least 18 years of age and were informed that completing the survey questionnaire was anonymous, voluntary, and there was no incentive for participating. Online survey questionnaire was created and the survey link was sent to professors who give a permission to collect data in their classes. Over a two-week period, the survey was distributed through course Blackboard, and data were collected for two weeks. Any incomplete survey was eliminated from the data set to maintain the accuracy of the results.
CHAPTER 4

RESULTS

The results of this study were gathered in a multi-stage approach. There are 426 usable survey participants from a sample of 449 undergraduate and graduate students in a southwestern university in the U.S. The demographic profile of the respondents is presented in the following first section. Then the results of reliability of each measure, exploratory factor analysis, and multiple regression analysis of examining the hypothesized relationships are presented.

Utilizing Statistical Package for Social Science (SPSS) multiple statistical analyses were conducted to test the hypotheses relating to website quality and their impacts on customer e-satisfaction, participation, and e-loyalty. Frequency distribution, descriptive statistics, reliability test, factor analysis, and multiple regression statistical methods were used for analyzing data in this study.

4.1 Demographic Profile

Descriptive statistics were used to identify the demographics of the study participants. A total of 426 usable surveys were analyzed. The mean age was between 21 and 23 years old, the sample consisted of majority of females \( (n = 334, 78.4\%) \), White-American \( (n = 230, 54\%) \), undergraduate students \( (n = 316, 74.2\%) \). The majority participants \( (n = 333, 78.2\%) \) use Pinterest.com frequently, most participants \( (n = 335, 78.6\%) \) use the social shopping website for social browsing purpose, and many participants \( (n = 163, 38.3\%) \) visit the social shopping website weekly and purchase apparel products \( (n = 260, 61\%) \). Table 4.1 shows the demographic information and the social shopping website usage of the sample in this study.
Table 4.1

Demographic Information & Social Shopping Website Usage

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td>The main purpose to use the social shopping website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>92</td>
<td>21.6</td>
<td>Social browsing</td>
<td>335</td>
<td>78.6</td>
</tr>
<tr>
<td>Female</td>
<td>334</td>
<td>78.4</td>
<td>Social bonding</td>
<td>5</td>
<td>1.2</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td>Social networking</td>
<td>10</td>
<td>2.3</td>
</tr>
<tr>
<td>20</td>
<td>35</td>
<td>8.2</td>
<td>Opinion comparison</td>
<td>15</td>
<td>3.5</td>
</tr>
<tr>
<td>21</td>
<td>52</td>
<td>12.2</td>
<td>Ability comparison</td>
<td>2</td>
<td>.5</td>
</tr>
<tr>
<td>22</td>
<td>88</td>
<td>20.7</td>
<td>Opinion showing</td>
<td>16</td>
<td>3.8</td>
</tr>
<tr>
<td>23</td>
<td>69</td>
<td>16.2</td>
<td>Power seeking</td>
<td>1</td>
<td>.2</td>
</tr>
<tr>
<td>24</td>
<td>41</td>
<td>9.6</td>
<td>Making purchases</td>
<td>22</td>
<td>5.2</td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
<td>4.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The frequency you visit the social shopping website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Level</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily</td>
<td>82</td>
<td>19.2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekly</td>
<td>163</td>
<td>38.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td>113</td>
<td>26.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarterly</td>
<td>43</td>
<td>10.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethnicity</td>
<td></td>
<td></td>
<td>The product category you visit frequently</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White-American</td>
<td>230</td>
<td>54</td>
<td>Apparel</td>
<td>260</td>
<td>61</td>
</tr>
<tr>
<td>African-American</td>
<td>50</td>
<td>11.7</td>
<td>Beauty</td>
<td>33</td>
<td>7.7</td>
</tr>
<tr>
<td>Hispanic-American</td>
<td>56</td>
<td>13.1</td>
<td>Home</td>
<td>71</td>
<td>16.7</td>
</tr>
<tr>
<td>Asian-American</td>
<td>39</td>
<td>9.2</td>
<td>Travel booking</td>
<td>28</td>
<td>6.6</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>31</td>
<td>7.3</td>
<td>Other</td>
<td>34</td>
<td>8</td>
</tr>
<tr>
<td>Social shopping website you will answer questions about</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinterest.com</td>
<td>333</td>
<td>78.2</td>
<td>Never</td>
<td>186</td>
<td>43.7</td>
</tr>
<tr>
<td>Polyvore.com</td>
<td>65</td>
<td>15.3</td>
<td>1-3 times</td>
<td>144</td>
<td>33.8</td>
</tr>
<tr>
<td>Kaboodle.com</td>
<td>6</td>
<td>1.4</td>
<td>4-6 times</td>
<td>56</td>
<td>13.1</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>5.2</td>
<td>7-9 times</td>
<td>15</td>
<td>3.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>10 times and more</td>
<td>25</td>
<td>5.9</td>
</tr>
</tbody>
</table>

4.1.2  t-Tests

As shown in Table 4.2, the majority of participants (n = 333, 78.2%) answered the survey questionnaire based on their use or experience of Pinterest.com. In order to examine whether there is a significant difference between Pinterest responses and the rest of responses for three social shopping websites or not, the data was divided into two independent samples; one sample
for Pinterest users solely and the other one for other social shopping website users. T-tests were used to identify the differences between the two samples. As shown in Table 5, significant differences were found between the two samples. The differences were founded in visual aesthetics (Pinterest.com: M = 4.233, other social shopping websites: M = 3.898, p = .000); user friendliness (Pinterest.com: M = 4.200), other social shopping websites: M = 4.035, p = .046); security/privacy (Pinterest.com: M = 3.343, other social shopping websites: M = 3.533, p = .030); entertainment (Pinterest.com: M = 4.209, other social shopping websites: M = 4.011, p = .016); community drivenness (Pinterest.com: M = 3.550, other social shopping websites: M = 3.168, p = .000). The results suggested that the Pinterest users and other social shopping website users have different perceptions for the website attributes (i.e., visual aesthetics, user friendliness, security/privacy, entertainment, and community drivenness). Based on the T-test results for the two samples, pooling two samples into one would bring compounding results in this study. Thus, this study decided to use Pinterest data only for testing the study hypotheses.

Table 4.2

\[ \text{Table 4.2} \]

\[ \text{t-Test: Two-Sample Assuming Unequal Variances} \]

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic Result</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Pinterest</td>
</tr>
<tr>
<td>Visual Aesthetics</td>
<td>Mean</td>
<td>4.233</td>
</tr>
<tr>
<td></td>
<td>Variance</td>
<td>0.447</td>
</tr>
<tr>
<td></td>
<td>Df</td>
<td>128</td>
</tr>
<tr>
<td></td>
<td>t Stat</td>
<td>3.660</td>
</tr>
<tr>
<td></td>
<td>P(T&lt;=t) two-tail</td>
<td>0.000</td>
</tr>
<tr>
<td>User Friendliness</td>
<td>Mean</td>
<td>4.200</td>
</tr>
<tr>
<td></td>
<td>Variance</td>
<td>0.477</td>
</tr>
<tr>
<td></td>
<td>Df</td>
<td>145</td>
</tr>
<tr>
<td></td>
<td>t Stat</td>
<td>2.017</td>
</tr>
<tr>
<td></td>
<td>P(T&lt;=t) two-tail</td>
<td>0.046</td>
</tr>
<tr>
<td>Security / Privacy</td>
<td>Mean</td>
<td>3.343</td>
</tr>
<tr>
<td></td>
<td>Variance</td>
<td>0.514</td>
</tr>
<tr>
<td></td>
<td>Df</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>t Stat</td>
<td>-2.193</td>
</tr>
<tr>
<td></td>
<td>P(T&lt;=t) two-tail</td>
<td>0.030</td>
</tr>
</tbody>
</table>

\[ (table continues) \]
4.1.3 Reliability Analysis

Reliability analysis is the measure taken to ensure that the scale is consistently measuring the variables used in the survey questionnaire (Salkind, 2008). The internal consistency reliability is used to know whether the items on a test assess one, and only one, dimension, construct, or area of interest. Cronbach’s alpha is an index of reliability, which determines the internal consistency (Santos, 1999). The value of Cronbach’s alpha reliability coefficient normally ranges between 0 and 1. The higher the score is, the more reliable the generated scale is. Since 0.7 is widely considered an accepted reliability coefficient (Nunnaly, 1978), it is used as the threshold in this study. Cronbach’s alpha was calculated to confirm the construct reliability of the scales for each attribute of website quality (i.e., visual aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community driveness), affective e-loyalty (i.e., e-satisfaction), conative e-loyalty (i.e., purchase intention and intention to revisit), and action e-loyalty (i.e., participation, positive eWOM, and co-shopping).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic Result</th>
<th>Sample</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pinterest</td>
<td>Others</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Mean</td>
<td>4.209</td>
<td>4.011</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Variance</td>
<td>0.413</td>
<td>0.498</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Df</td>
<td>136</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>t Stat</td>
<td>2.429</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>P(T&lt;=t) two-tail</td>
<td>0.016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Driveness</td>
<td>Mean</td>
<td>3.550</td>
<td>3.168</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Variance</td>
<td>0.619</td>
<td>0.727</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Df</td>
<td>137</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>t Stat</td>
<td>3.866</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>P(T&lt;=t) two-tail</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Observations</td>
<td>332</td>
<td>92</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hypothesized Mean Difference</td>
<td></td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
Reliabilities for attributes of website quality are provided with factor analysis results in Table 4.4. Reliabilities for affective, conative and action e-loyalty are presented in Table 4.3. A total of 4 items for e-satisfaction were measured resulting in Cronbach’s alpha of .906. A total of 4 items for purchase intention and 5 items for intention to revisit were measured, resulting in Cronbach’s alpha of .849 for purchase intention and .852 for intention to revisit. A total of 5 items for participation, 4 items for eWOM, and 4 items for co-shopping were measured, resulting in Cronbach’s alpha of .881 for participation, .909 for eWOM, and .935 for co-shopping.

Table 4.3

<table>
<thead>
<tr>
<th>Reliability of E-Loyalty</th>
<th>Dimension (N of Items)</th>
<th>Cronbach’s Alpha (α)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affective E-Loyalty</td>
<td>e-Satisfaction (4)</td>
<td>.906</td>
</tr>
<tr>
<td>Conative E-Loyalty</td>
<td>Purchase Intention (4)</td>
<td>.849</td>
</tr>
<tr>
<td></td>
<td>Intention to Revisit (5)</td>
<td>.852</td>
</tr>
<tr>
<td>Action E-Loyalty</td>
<td>Participation (5)</td>
<td>.881</td>
</tr>
<tr>
<td></td>
<td>eWOM (4)</td>
<td>.909</td>
</tr>
<tr>
<td></td>
<td>Co-shopping (2)</td>
<td>.935</td>
</tr>
</tbody>
</table>

4.1.4 Factor Analysis of Website Quality

Factor analysis is a technique based on how well multiple items are related to one another and form factors (Salkind, 2008). Factor analysis was necessary to conduct for website quality since the dimensions used to measure website quality were a culmination of previous studies. The principal component analysis (PCA) was conducted by using a total of 34 items for website quality for further investigation in this study. PCA with Varimax rotations was used and revealed seven distinct underlying dimensions: visual aesthetics, efficiency, user friendliness, privacy/security, entertainment, community driveness and navigation. A total of 5 items loaded into the dimension of visual aesthetics with a reliability score of Cronbach’s alpha was accepted.
as .899, 7 items for efficiency with a reliability score of .876, 5 items of user friendliness with a reliability score of .897, 5 items for privacy/security with a reliability score of .878, 4 items of entertainment with a reliability score of .902, 5 items for community drivenness with a reliability score of .795, and 3 items for navigation with a reliability score of .793. All factors show good internal consistency and factor analysis results are summarized in Table 7.

The first factor, identified as visual aesthetics (α = .899, E.V. = 11.67%), contained 5 items including: “The site is visually appealing,” “This site has a visually appealing design,” “The screen design is attractive,” “This site looks creatively designed,” and “This site looks professional.” The second factor, identified as efficiency (α = .876, E.V. = 10.85%), contained 7 items including “This site is well organized,” “It is easy to move within this site,” “The searching function in this site is quick,” “This site makes it easy to find what I want,” “I feel in control of what I do while navigating this site,” “This site enables me to get on to it quickly,” and “This site loads its pages quickly.” Factor analysis revealed that two factor, “It is easy to move within this site,” and “I feel in control of what I do while navigating this site,” which were supposed to measure navigation, were more related with efficiency. The third factor, identified as user friendliness (α = .897, E.V. = 10.81%), contained 5 items including: “It is easy to become skillful at using this site,” “It is easy to understand everything on this site,” “This site is simple to use, even when using it for the first time,” “It is easy for me to learn to operate this site,” and “It is flexible to interact with this site.” The fourth factor, identified as privacy/security (α = .878, E.V. = 10.27%), contained 5 items including: “This site has a strong security policy,” “This site has adequate security features,” “This site has a strong privacy policy,” “This site does not use my personal data for other purposes,” and “I feel safe in my transactions with this site.” The fifth factor, identified as entertainment (α = .902, E.V. = 10.25%), contained 4 items including: “I can
enjoy myself by using this site,” “I feel happy when I use this site,” “I enjoy browsing and participating in this site,” and “This site does not only sell products but also entertains me.”

The sixth factor, identified as community driveness (α = .795, E.V. = 8.43%), contained 5 items including: “This site offers opportunity to discover new friends,” “This site makes possible easy reach of friends,” “This site lets me communicate with other shoppers to get advices or opinions before and/or after purchasing,” “I like talking with other online shoppers at this site about mutual opinions and experiences,” and “I feel sociable when I use this site.” Factor analysis revealed that one factor, “I feel sociable when I use this site,” which was supposed to measure entertainment, was more related with community driveness. The seventh factor, identified as navigation (α = .793, E.V. = 6.81%), contained 3 items including: “All links in this site are active,” “I find no navigation error in this site,” and “It is easy to go back and forth while browsing this site.”

Table 4.4

*Factor Analysis of Website Quality*

<table>
<thead>
<tr>
<th>Factor</th>
<th>Scale Items</th>
<th>F.L.*</th>
<th>E.V.*</th>
<th>α*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Aesthetics</td>
<td>The site is visually appealing.</td>
<td>.838</td>
<td>11.67%</td>
<td>.899</td>
</tr>
<tr>
<td></td>
<td>This site has a visually appealing design.</td>
<td>.812</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The screen design is attractive.</td>
<td>.801</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This site looks creatively designed.</td>
<td>.773</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This site looks professional.</td>
<td>.681</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efficiency</td>
<td>It is easy to become skillful at using this site.</td>
<td>.748</td>
<td>10.81%</td>
<td>.897</td>
</tr>
<tr>
<td></td>
<td>It is easy to understand everything on this site.</td>
<td>.735</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This site is simple to use, even when using it for the first time.</td>
<td>.727</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>It is easy for me to learn to operate this site.</td>
<td>.727</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>It is flexible to interact with this site.</td>
<td>.712</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*(table continues)*
(continued).

<table>
<thead>
<tr>
<th>Factor</th>
<th>Scale Items</th>
<th>F.L.*</th>
<th>E.V.*</th>
<th>α*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Security / Privacy</strong></td>
<td>This site has adequate security features.</td>
<td>.838</td>
<td>10.27%</td>
<td>.878</td>
</tr>
<tr>
<td></td>
<td>This site has a strong security policy.</td>
<td>.834</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This site has a strong privacy policy.</td>
<td>.810</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This site does not use my personal data for other purposes.</td>
<td>.668</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel safe in my transactions with this site.</td>
<td>.651</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
<td>I can enjoy myself by using this site.</td>
<td>.870</td>
<td>10.25%</td>
<td>.902</td>
</tr>
<tr>
<td></td>
<td>I feel happy when I use this site.</td>
<td>.840</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I enjoy browsing and participating in this site.</td>
<td>.830</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This site does not only sell products but also entertains me.</td>
<td>.718</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Community Driveness</strong></td>
<td>This site offers opportunity to discover new friends.</td>
<td>.827</td>
<td>8.43%</td>
<td>.795</td>
</tr>
<tr>
<td></td>
<td>This site makes possible easy reach of friends.</td>
<td>.745</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>This site lets me communicate with other shoppers to get advices or opinions before and/or after purchasing.</td>
<td>.701</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like talking with other online shoppers at this site about mutual opinions and experiences.</td>
<td>.681</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel sociable when I use this site.</td>
<td>.511</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Navigation</strong></td>
<td>All links in this site are active.</td>
<td>.787</td>
<td>6.81%</td>
<td>.793</td>
</tr>
<tr>
<td></td>
<td>I find no navigation error in this site.</td>
<td>.773</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>It is easy to go back and forth while browsing this site.</td>
<td>.672</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N = 333. Scale range: 1 = “Strongly Disagree”, 5 = “Strongly Agree”.
F.L.*: Factor Loading, E.V.*: Explained Variance, α*: Cronbach’s Alpha.

4.1.5 Testing Hypotheses: Multiple Regression Analysis

In order to evaluate the hypothesized relationships of H1 through H8, multiple regression analysis was conducted. Multiple regression is used when one want to determine relationships among multiple (two or more) independent variables and one dependent variable. The independent variable is the predictor variable, and the dependent variable is the outcome variable, while both variables should be ordinal. Multiple regression analysis compares data and then prioritizes the effects. In this study, multiple regressions determined the relative importance and significance of the relationships between social shopping website quality and e-loyalty including affective, conative and action stage. In order to detect multicollinearity among independent variables, the Variance Inflation Factor (VIF) was examined. A VIF value of above 10 was used as a cut-off threshold, showing multicollinearity problems among independent
variables in multiple regression models. The VIF values among all independent variables measuring website quality are shown in Table 4.5. Since all the VIF values among multiple independent variables within an acceptable range, there is no multicollinearity issue in this study.

Table 4.5

Collinearity Statistics

<table>
<thead>
<tr>
<th>IV (s)</th>
<th>Visual aesthetics</th>
<th>Navigation</th>
<th>Efficiency</th>
<th>User friendliness</th>
<th>Security / privacy</th>
<th>Entertainment</th>
<th>Community drivenss</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIF</td>
<td>1.723</td>
<td>1.562</td>
<td>3.135</td>
<td>2.296</td>
<td>1.512</td>
<td>1.605</td>
<td>1.371</td>
</tr>
</tbody>
</table>

H1 (a-f): Website quality (a: visual aesthetics, b: navigation, c: efficiency, d: user friendliness, e: security/privacy, f: entertainment, and g: community driveness) is positively related with e-satisfaction with social shopping website.

In order to test H1, multiple regression analysis was used. The seven factors of website quality including visual aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community driveness were used as independent variables or predictors and e-satisfaction was a dependent variable. The results show that there are significant positive relationships between four factors of website quality (i.e. community driveness, user friendliness, entertainment, and efficiency) and e-satisfaction (F = 118.13, Adj. R² = .585, p < .001). To be specific, the most powerful predictor is entertainment (Beta = .430, p < .001); the other predictors in order of their power are efficiency (Beta = .192, p < .001), user friendliness (Beta = .187, p < .001), and community driveness (Beta = .168, p < .001). Therefore, H1c, d, f and g are supported (See Figure 4.1 and Table 4.6).
H2 (a-f): Website quality (a: visual aesthetics, b: navigation, c: efficiency, d: user friendliness, e: security/privacy, f: entertainment, and g: community drivenness) is positively related with purchase intention on social shopping website.

For examining H2, multiple regression analysis was used. The seven factors of website quality including visual aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community drivenness were used as independent variables or predictors and purchase intention was a dependent variable. As shown in the results, significant positive relationships were found between three factors of website quality (i.e., community drivenness, entertainment, and privacy/security) and purchase intention (F = 88.39, Adj. $R^2 = .438$, p < .001). The strongest predictor is community drivenness (Beta = .354, p < .001), followed by
entertainment (Beta = .320, p < .001), privacy/security (Beta = .194, p < .001). Therefore, H2 e, f and g are supported (See Figure 4.2 and Table 4.6).

Figure 4.2: H2 results: Website quality and purchase intention

H3 (a-f): Website quality (a: visual aesthetics, b: navigation, c: efficiency, d: user friendliness, e: security/privacy, f: entertainment, and g: community driveness) is positively related with intention to revisit social shopping website.

For examining H3, multiple regression analysis was used. The seven factors of website quality including visual aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community driveness were placed as independent variables or predictors; while purchase intention was a dependent variable. The results show that positive significant relationships were found between three factors of website quality (i.e., entertainment, community driveness, and efficiency) and intention to revisit (F = 107.19, Adj. R² = .490, p < .001). This study found that the strongest predictor is entertainment (Beta = .495, p < .001), followed by
community driveness (Beta = .231, p < .001), and efficiency (Beta = .144, p < .001). Therefore, H4c, f and g are supported (See Figure 4.3 and Table 4.6)

![Figure 4.3: H3 results: Website quality and intention to revisit](image)

**Website Quality**
- Visual Aesthetics (H3a)
- Navigation (H3b)
- Efficiency (H3c)
- User Friendliness (H3d)
- Privacy/Security (H3e)
- Entertainment (H3f)
- Community Driveness (H3g)

Intention to Revisit

B = .144

B = .495

B = .231

p < .05: Hypothesis accepted → Hypothesis rejected

**H4 (a-f): Website quality (a: visual aesthetics, b: navigation, c: efficiency, d: user friendliness, e: security/privacy, f: entertainment, and g: community driveness) is positively related with participation in social shopping website.**

For examining H4, multiple regression analysis was used. The seven factors of website quality including visual aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community driveness were used as independent variables or predictors and participation was placed as a dependent variable. The results show that there are positive significant relationships between two factors of website quality (i.e., entertainment and community driveness) and participation (F = 116.29, Adj. R² = .410, p < .001). The most
powerful predictor is community drivenness (Beta = .500, p < .001), followed by entertainment (Beta = .259, p < .001). Therefore, H4e and g are supported (See Figure 4.4 and Table 4.6).

![Diagram of Website Quality and Participation]

\[ B = .259 \]
\[ B = .500 \]

Figure 4.4: H4 results: Website quality and participation

\[ p < .05: \rightarrow \text{Hypothesis accepted} \rightarrow \text{Hypothesis rejected} \]

\[ H5 (a-f): \text{Website quality (a: visual aesthetics, b: navigation, c: efficiency, d: user friendliness, e: security/privacy, f: entertainment, and g: community drivenness) is positively related with positive eWOM on social shopping website.} \]

For examining H5, multiple regression analysis was used. The seven factors of website quality including visual aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community drivenness were used as independent variables or predictors; while positive eWOM was placed as a dependent variable. As shown in the result, positive significant relationships were found between three factors of website quality (i.e., entertainment, community drivenness, and user friendliness) and positive eWOM (F = 154.53, Adj. R^2 = .581, p < .001). To be specific, the strongest predictor is entertainment (Beta = .530, p < .001), followed by
community drivenness (Beta = .245, p < .001), and user friendliness (Beta = .171, p < .001). Therefore, H5c, e and f are supported (See Figure 4.5 and Table 4.6).

![Diagram of Website Quality and Positive eWOM](image)

**Figure 4.5:** H5 results: Website quality and positive eWOM

**H6 (a-f):** Website quality (a: visual aesthetics, b: navigation, c: efficiency, d: user friendliness, e: security/privacy, f: entertainment, and g: community drivenness) is positively related with co-shopping on social shopping website.

For examining H6, multiple regression analysis was used. The seven factors of website quality including visual aesthetics, navigation, efficiency, user friendliness, privacy/security, entertainment, and community drivenness were used as independent variables or predictors and co-shopping was a dependent variable. The results show that there are positive significant relationships between three factors of website quality (i.e., entertainment, community drivenness, and privacy/security) and co-shopping (F = 44.03, Adj. R² = .301, p < .001). The strongest
predictor is community driveness (Beta = .429, p < .001), followed by privacy/security (Beta = .132, p < .01), and entertainment (Beta = .109, p < .05). Therefore, H6 e, f and g are supported (See Figure 4.6 and Table 4.6).

![Figure 4.6: H6 results: Website quality and co-shopping](image)

**H 7 (a-d): E-satisfaction with a social shopping website is positively related with e-loyalty (a: Purchase intention, b: intention to revisit a social shopping website, c: positive eWOM, and d: co-shopping).**

In order to test H7, linear regression was used. E-satisfaction was used as an independent variable or predictor, while each factor of conative e-loyalty (i.e., purchase intention and intention to revisit) and action e-loyalty (i.e. positive eWOM and co-shopping) were used as dependent variable. The results show there are significant positive relationships between e-satisfaction and every factor of e-loyalty. Specifically, e-satisfaction is positively related to purchase intention (Beta = .565, F = 155.45, Adj. R² = .317, p < .001), intention to revisit (Beta = .132, p < .01), and entertainment (Beta = .109, p < .05). Therefore, H6 e, f and g are supported (See Figure 4.6 and Table 4.6).
.697, F = 312.37, Adj. R² = .484, p < .001), positive eWOM (Beta = .687, F = 296.38, Adj. R² = .471, p < .001), and co-shopping (Beta = .399, F = 62.52, Adj. R² = .156, p < .001). Therefore, H7 (a-d) is supported (See Figure 4.7 and Table 4.7).

H 8 (a-d): Participation in a social shopping website is positively related with e-loyalty (a: Purchase intention, b: intention to revisit a social shopping website, c: positive eWOM, and d: co-shopping).

In order to test H8, linear regression was used. Participation was used as an independent variable or predictor, while each factor of conative e-loyalty (i.e., purchase intention and intention to revisit) and action e-loyalty (i.e. positive eWOM and co-shopping) was used as a dependent variable. The results show there are significant positive relationships between participation and every factor of e-loyalty. To be specific, participation is positively related to purchase intention (Beta = .683, F = 289.32, Adj. R² = .465, p < .001), intention to revisit (Beta =...
.594, $F = 180.45$, Adj. $R^2 = .351$, $p < .001$), positive eWOM (Beta = .603, $F = 189.29$, Adj. $R^2 = .362$, $p < .001$), and co-shopping (Beta = .687, $F = 295.82$, Adj. $R^2 = .470$, $p < .001$). Therefore, H8 (a-d) is supported (See Figure 4.8 and Table 4.8).

![E-Loyalty Diagram]

**Figure 4.8:** H8 results: Participation and e-loyalty

### Table 4.6

**Multiple Regressions between Website Quality and Outcomes**

<table>
<thead>
<tr>
<th>Predictor</th>
<th>Affective</th>
<th>Conative</th>
<th>E-Loyalty</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>E-Satisfaction</td>
<td>Purchase Intention</td>
<td>Intention to Revisit</td>
<td>Participation</td>
</tr>
<tr>
<td>Visual Aesthetics</td>
<td>n/s</td>
<td>n/s</td>
<td>n/s</td>
<td>n/s</td>
</tr>
<tr>
<td>Navigation</td>
<td>n/s</td>
<td>n/s</td>
<td>n/s</td>
<td>n/s</td>
</tr>
<tr>
<td>Efficiency</td>
<td>n/s</td>
<td>.144***</td>
<td>n/s</td>
<td>n/s</td>
</tr>
<tr>
<td>User Friendliness</td>
<td>.187***</td>
<td>n/s</td>
<td>n/s</td>
<td>n/s</td>
</tr>
<tr>
<td>Privacy / Security</td>
<td>n/s</td>
<td>.194***</td>
<td>n/s</td>
<td>n/s</td>
</tr>
<tr>
<td>Entertainment</td>
<td>.430***</td>
<td>.320***</td>
<td>.495***</td>
<td>.259***</td>
</tr>
<tr>
<td>Community Drivenss</td>
<td>.168***</td>
<td>.354***</td>
<td>.231***</td>
<td>.500***</td>
</tr>
<tr>
<td>F</td>
<td>118.13</td>
<td>88.39</td>
<td>107.19</td>
<td>116.29</td>
</tr>
<tr>
<td>Adj. $R^2$</td>
<td>.585</td>
<td>.438</td>
<td>.490</td>
<td>.410</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

* ***p < .001, **p < .01, *p < .05, n/s: not significant
Table 4.7

Multiple Regressions between E-Satisfaction and E-loyalty

<table>
<thead>
<tr>
<th>Predictor</th>
<th>E-Loyalty</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Conative</td>
<td>Action</td>
</tr>
<tr>
<td></td>
<td>Purchase Intention</td>
<td>Intention to Revisit</td>
</tr>
<tr>
<td>E-Satisfaction</td>
<td>.565***</td>
<td>.697***</td>
</tr>
<tr>
<td>F</td>
<td>155.45</td>
<td>312.37</td>
</tr>
<tr>
<td>Adj. R²</td>
<td>.317</td>
<td>.484</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>***p &lt; .001</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4.8

Multiple Regressions between Participation and E-loyalty

<table>
<thead>
<tr>
<th>Predictor</th>
<th>E-Loyalty</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Conative</td>
<td>Action</td>
</tr>
<tr>
<td></td>
<td>Purchase Intention</td>
<td>Intention to Revisit</td>
</tr>
<tr>
<td>Participation</td>
<td>.683***</td>
<td>.594***</td>
</tr>
<tr>
<td>F</td>
<td>289.32</td>
<td>180.45</td>
</tr>
<tr>
<td>Adj. R²</td>
<td>.465</td>
<td>.351</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>***p &lt; .001</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 5
DISCUSSION

Social shopping website quality that increases user e-satisfaction/participation and forms conative/action loyalty was examined with several hypothesized relationships. The findings suggest more detailed insights, enabling this study to provide theoretical and practical implications. In this chapter, each hypothesis test result is discussed and interpreted in more rigorous manner to develop theoretical and practical implications. In addition, limitations of the study and conclusions are provided at the end of this chapter.

5.1 Website Quality Determining Cognitive E-Loyalty and Its Impacts on Affective, Conative and Action E-Loyalty to Social Shopping Website

Based on the hypothesis test results, significant positive relationships were found between some attributes of social shopping website quality and the outcomes including affective e-loyalty (i.e., e-satisfaction), conative e-loyalty (i.e., purchase intention and intention to revisit), and action e-loyalty (i.e., participation, positive eWOM, and co-shopping). This study empirically supports that social shopping website quality has a significant impact on user e-satisfaction with the website, participation in the website, and e-loyalty toward the website.

5.1.1 Visual Aesthetics

Theoretically, visual aesthetics determines the users’ sensory experience of the website (Demangeot & Broderick, 2006). The appealing visual design can encourage users to continue browsing the website (Ellahi & Bokhari, 2012), that is, if the website visual aesthetics is appealing, the users will probably explore the website deeply. However, contrary to previous
studies, visual aesthetics of social shopping website is not proven to be a positive predictor of users’ affective, conative or action e-loyalty in this study. Therefore, it is reasonable to assume that social shopping website users are less concerned about the visual aesthetics of social shopping website while they are evaluating their satisfaction with the website, their intentions to further shop/revisit, and their active participations and positive eWOM for the website. This does not mean that overall website visual aesthetics is not valid for users’ e-satisfaction, participation and e-loyalty to general website; however, it does not prove to be positively valid in this study as it was assumed.

5.1.2 Navigation

According to the hypothesis test results, navigation is not a predictor for any outcome variable at all. Navigation is considered a key factor for assessing website quality in many studies and the consequent relationship was found, that is the well-designed navigation features enable the website users to browse the website smoothly and easily; and thus, the users perceive the website has high quality and will less likely to switch to any other website (Cyr et al., 2008; Demangeot & Broderick, 2006; Ellahi & Bokhari, 2012). However, contrary to previous studies, navigation of social shopping website is not proven to be a positive predictor of users’ affective, conative or action e-loyalty in this study. Therefore, it is reasonable to assume that social shopping website users are less concerned about the navigation design of social shopping website while they are evaluating their satisfaction with the website, their intentions to further shop/revisit, and their active participations or positive eWOM for the website.
5.1.3 Efficiency

According to the hypothesis test results, efficiency is a predictor for users’ e-satisfaction and intention to revisit. Efficiency means the quick access and quick searching functions of a website that makes the website users use the website easily and quickly; as a result, it enables the users to perceive the website has a high quality (Ellahi & Bokhari, 2012). In this study, the statistical results has shown that efficiency is a key factor influencing social shopping website users’ e-satisfaction with the website and their intention to revisit the website; that is, the more quickly the users access and search the website, the more satisfactory they perceive the website is, and the more likely they would like to revisit the website in the future.

5.1.4 User Friendliness

According to the hypothesis test results, user friendliness is a predictor for social shopping website users’ e-satisfaction and positive eWOM. All the relationships among the above variables are positive and significant. User friendliness as the ease of use of a website encourages the users to generate a positive perception about the website and return to the website (Monsuwe et al., 2004; Rose & Straub, 2001). In this study, the positive interrelationships has proved that the much easier the website is to use, the more satisfactory the users will perceive, and the more likely they would like to spread positive words about the website.

5.1.5 Security/Privacy

According to the hypothesis test results, security/privacy is a predictor for social shopping website users’ purchase intention, participation, and co-shopping. All the relationships among these variables are positive and significant. Security/privacy feature of social shopping
website refers to security of transactions, privacy of customers’ personal information, and guarantee of website safety. It has a strong impact on perceptions of the overall website quality (Yoo & Donthu, 2001). Moreover, it has been proved that it has more important impacts on users’ behavior intentions and actual purchasing behavior as well. The results in this study have shown that if the social shopping website has a well-established security/privacy feature, the website users will be more intentionally make purchases, be more actively participate in the website, and be more likely to shop with other online shoppers together.

5.1.6 Entertainment

According to the hypothesis test results, entertainment is a predictor for all the outcome variables including website users’ e-satisfaction, purchase intention, intention to revisit, participation, positive eWOM and co-shopping. All the relationships among these variables are positive and significant. Entertainment as the feeling of being sociable, cheerful, and happy by interacting with an innovative website (Kim & Stoel, 2004) is a key to create a positive attitude of users toward website (Chen et al., 2002). It is a significant factor that positively influences users’ perception about quality of social networking website (Ellahi & Bokhari, 2012). The results in this study has shown that the more entertaining the social shopping website is, the more satisfactory the users feel, the more likely they want to make purchases or revisit the website, and the more proactively they participate in the website, spread positive words and actually shop together through the website. In particular, entertainment is the strongest predictor for several outcomes such as e-satisfaction, intention to revisit, and positive eWOM. That is to say, for social shopping website users, their feeling of joy is the most important factor affecting their overall satisfaction with the website, and intention to revisit the website and spread positive
words about the website. In other words, the more pleasurable users feel the website is, the more satisfactory their website experience is, and the more likely the users want to purchase/revisit the website and say positive words. In short, users build their e-loyalty toward the social shopping website based on the degree of enjoyment they experience from the website.

5.1.7 Community Driveness

According to the hypothesis test results, community driveness is a predictor for all the outcome variables including website users’ e-satisfaction, purchase intention, intention to revisit, participation, positive eWOM and co-shopping. All the relationships among these variables are positive and significant. Social shopping website combining the social networking and shopping features is an online community offering tools for users to connect with friends, to make new friends, and to communicate with each other while shopping. Community driveness is a key factor positively affecting users’ perceptions about social networking website quality (Ellahi & Bokhari, 2012). In the context of social shopping in this study, the results have shown that community driveness is positively associated with users’ intention behaviors and actual purchasing and engaging behavior. If a social shopping website is well designed as an online community with various social shopping tools available, the website users will be more satisfied with the website, more actively participate in the website, and more purchase and revisit intention. Further, the higher e-satisfaction, the more positive words about the website and actually shop together with other online shoppers. In particular, community driveness is the strongest predictor for several outcomes such as users’ participation, purchase intention and co-shopping. This is to say, for social shopping website users, their sense of belonging to the
community is the most important factor positively affecting their participation in the website, intention to purchase and actual co-shopping behavior.

5.2 E-Satisfaction as Affective E-Loyalty and Its Potential Mediating Effects

5.2.1 E-Satisfaction

Based on the hypothesis test results, significant positive relationships were found between social shopping website quality and users’ e-satisfaction and between e-satisfaction and e-loyalty (i.e., purchase intention, intention to revisit, positive eWOM, and co-shopping) as well. That is, for one thing, e-satisfaction is the outcome of an evaluative process (Bhattacherjee, 2001), where users consider and evaluate the website quality; for another, it is a predictor influencing users’ decision of whether or not to continue shopping, revising the website, and/ or saying positive things about the website. Therefore, e-satisfaction can be considered a potential mediator when examining the impacts of website quality on e-loyalty formation. Indeed, user e-satisfaction as affective e-loyalty can be viewed as the pre-phase of conative and action e-loyalty to social shopping website. User e-satisfaction can be considered a positive affective state resulting from the overall evaluation of the social shopping website performance according to all previous experiences of using the website. Meanwhile, e-satisfaction can increase users’ loyalty intentions, such as intention to purchase or repurchase, intention to revisit, and intention to say positive things about the website, and furthermore, e-satisfaction can encourage users to shop together with a positive overall attitude toward the website.
5.3 Conative and Action E-loyalty Formation

Based on the hypothesis test results, significant positive relationships were found between social shopping website quality and e-loyalty, between e-satisfaction and e-loyalty, and between participation and e-loyalty. Therefore, this study empirically supports that the formation of users’ e-loyalty toward social shopping website is associated with the website quality, users’ e-satisfaction and participation.

5.3.1 Purchase Intention

According to the hypothesis test results, purchase intention is positively influenced by various driving factors including website quality (i.e., security/privacy, entertainment, and community driveness), users’ e-satisfaction and participation. People are more likely to make purchases when the website provides highly desirable functions (Liang & Lai, 2002). For social shopping website users, their purchase intentions will increase if the website features enable them to use the website safely and joyfully, and to feel a sense of belonging; moreover, their purchase intentions will increase as their satisfactions with the website increases, and their participations in the website become proactively.

5.3.2 Intention to Revisit

According to the hypothesis test results, intention to revisit is positively influenced by various driving factors including website quality (i.e., efficiency, entertainment, and community driveness), users’ e-satisfaction and participation. In general, website users are more likely to revisit a website when the website provides high-quality content or feature (Chaffey et al., 2000), and makes the users generate positive attitudes (Supphellen & Nysveen, 2001). Social shopping
website users will be more likely to revisit a social shopping website if the website is efficient, entertaining, and sociable; in addition, the users will be more likely to revisit the website if they are more satisfied with the website and would like to participate more in the website.

5.3.3 Participation

Based on the hypothesis test results, significant positive relationships were found between social shopping website quality and user participation, and between participation and e-loyalty (i.e., purchase intention, intention to revisit, positive eWOM, and co-shopping) as well. Similar to e-satisfaction, user participation plays a partial mediating role in determining the relationships between social shopping website quality and user’s e-loyalty toward the website as well. For one thing, participation as an outcome while evaluating the website quality will be encouraged by website attributes like community driveness, entertainment and security/privacy; for another, participation as a predictor for e-loyalty outcome positively influences the website users’ both intentions and behaviors while shopping. Therefore, participation partially mediates the positive relationship between website quality and e-loyalty dimensions. Moreover, participation can be considered as reciprocating behavior that is defined as voluntary and discretionary behaviors in terms of providing assistant, such as information or social support, to those who help the provider and other members in the online community who need assistant and/or who would help others on request (Chan & Li, 2010). For example, user participation encourages website users to engage in sharing knowledge, experiences and expectations, the users initially participate in the social shopping website can provide emotional support to the other users, which encourage many other users to react; as a result, the users who initially share
information with others may also gain some insights from others users’ responses or comments on the initial participation.

5.3.4 Positive eWOM

According to the hypothesis test results, positive eWOM is positively influenced by various predictors including website quality (i.e., user friendliness, entertainment, and community driveness), users’ e-satisfaction and participation. Positive eWOM is a reaction of evaluation of social shopping website quality and users’ e-satisfaction and participation that motivate them to share good things about the website. Social shopping website users will be more likely to spread positive words about the website if they feel the website is easy to use, entertaining, and sociable; what’s more, they will be more likely to say good things if they are more satisfied with the website and would like to participate more in the website.

5.3.5 Co-shopping

According to the hypothesis test results, co-shopping is positively influenced by various predictors including website quality (i.e., security/privacy, entertainment, and community driveness), users’ e-satisfaction and participation. Since co-shopping occurs when social shopping website users shop together after engaging in the website, such purchasing behavior can be strongly affected by users’ engagement or participation in the website. Social shopping website users will be more likely to purchase more with other shoppers if they have a better experience of participating in the online community; if they feel the website is secure to use and make transactions as well; and if they think the website is entertaining and satisfactory.

All of the above consequent relationships are shown in the Figure 5.1.
5.4 Sample Characteristics

Since the sample used in this study are college students using Pinterest.com, most of who were undergraduates – between 21 and 23 years old – majoring in fashion merchandising, the majority of these social shopping website users are females in this study. In general, college students are in the active age group of virtual communities (Dennis et al., 2010), thus the students participating in this study represent an appropriate age group. Based on the descriptive statistical results, most social shopping website users use the website for social browsing purpose rather than social networking and shopping purposes. Moreover, more users visit the social
shopping website weekly. What’s more, apparel product category is the one being visited most frequently as approximate 60% of the users visited the website for apparel products most frequently.

5.5 Practical Implications

As social shopping website is the newest e-commerce technology that supports the social aspect of an online shopping experience exclusively (Shen, 2012), the key attributes of website quality affecting online social shoppers’ intentions and behaviors are different from the website attributes reflecting the traditional e-retailing websites. This study provides guidelines to the management for effectively designing social shopping website.

First, this study identifies that community driveness and entertainment are the most important predictive factors having significant impacts on users’ e-satisfaction, participation and e-loyalty intentions and behaviors. Therefore, a well-designed social shopping website should contain various features that can drive the users to have a sense of belongingness to the virtual community and to feel enjoyable during the entire website experiencing process. More specifically, to improve the community driveness and entertainment of social shopping website, website features allowing users to connect the social shopping website with their other social networking websites (i.e., Facebook, Twitter, etc.) should be provided; and features such as blog and style advice forum should be added for driving more fun and attracting website users to explore the website more deeply.

Second, as the study indicated, social shopping website users are still concerned about some traditional website attributes such as security/privacy, efficiency and user friendliness of website while making decisions whether or not to shop from the website, revisit the website, say
positive things about the website and or shop more with other shoppers together. More specifically, security/privacy is a key factor associated with customers’ purchasing intention and actual purchasing behavior (i.e. co-shopping). Therefore, the website should have the features that enable the users to feel safe while using the website. For examples, security and privacy policies regarding the use of website should be clearly stated; and the website should provide solutions or certified security/privacy program to protect not only personal sensitive information but also financial information of the website users involved in online transactions. As the website users are still concerned about user-friendliness and efficiency of the social shopping website, the websites should be designed on a simple, easy and efficient basis, rather than just adding more colors, graphics and animations etc. More specifically, user friendly features such as quick “sign-up/in”, easy “follow/pin/like” and simple “comment/send/share” functions should be available to make the website easy to use; and minimum clicks for search or quick access to web pages should be guaranteed. Additionally, in order to maintain the website quality to the greatest extent, the management of the website should conduct short online “site improvement” surveys or create a forum or a blog to learn website users’ feedback based on their website experience.

In addition, this study provides insights for marketers and e-retailers concerning which website features should be given closer attention to improve customer e-satisfaction, participation, and e-loyalty associated with various online social shopping intentions and behaviors. It is important for marketers and e-retailers to realize the huge growth of social shopping website usage and understand customer intentions and behaviors in online social shopping context. By effectively solving these issues, marketers and e-retailers may better meet the needs of the online social shoppers and in turn attract and retain more loyal customers. As a result, they can maximize the profits and benefits. As this study found, the relationships of
website quality, e-satisfaction, participation, and e-loyalty toward the social shopping website have a clear sequential link. Therefore, developing the right mix of websites content and services with a high-quality overall website design is timely. What’s more, marketers and e-retailers need to realize that the social shopping websites are not only social shopping marketplaces/intermediaries/aggregators (Lee & Lee, 2012) for simple shopping purposes, but also virtual communities for more complicated social purposes such as social browsing, social networking, opinion showing, and opinion comparison. In order to achieve the maximum lifetime value from social shopping promotions, marketers and e-retailers need to use social shopping as advertising, analyze social shoppers’ reviews and recommendations posted on various social shopping websites periodically, and build social networking to interact with online social shoppers on a regular basis. Therefore, marketers and e-retailers can satisfy the online social shoppers to a greater extent, in turn attract and retain more loyal customers.

5.6 Future Research

This study contributes to understanding that users’ e-loyalty toward social shopping website can be built through either a direct cognitive route or an indirect cognitive-affective route. The cognitive components are the key attributes of social shopping website quality including community drivenness, entertainment, user friendliness, security/privacy and efficiency. These cognitive components have direct impacts on users’ e-loyalty. Social shopping website users’ e-loyalty toward the website can be developed directly if they perceive that the website enables them to socialize or interact with others while browsing or shopping; moreover, e-loyalty can be developed directly if the users perceive that using the website is entertaining, easy, secure and efficient. Meanwhile, users’ e-loyalty toward social shopping website can be built through an
indirect route, which means the consequent relationships between cognitive components and e-loyalty may be influenced by affective components such as e-satisfaction and participation.

Direct positive relationship between website quality (i.e., community drivenness, entertainment, user friendliness, security/privacy and efficiency) and e-satisfaction, and that between e-satisfaction and e-loyalty (i.e., purchase intention, intention to revisit, positive eWOM and co-shopping) were found; therefore, user e-satisfaction partially mediates the positive relationship between website quality and e-loyalty. In the same vein, since there are direct positive relationships between website quality (i.e., community drivenness, entertainment, user friendliness and security/privacy) and participation, and between participation and e-loyalty, positive but indirect relationships between website quality and e-loyalty can be determined as well, which means user participation partially mediates the positive relationship between website quality and e-loyalty. However, continual examinations about the mediating impacts of e-satisfaction and participation on the relationship between website quality and e-loyalty to social shopping website should be necessary for future studies. Additionally, the potential cause-and-effect relationship and or reciprocating relationship between user e-satisfaction and participation should be studied in future.

Moreover, this study did not identify any significant results caused by traditional website quality attributes such as visual aesthetics and navigation features. However, the hypothesized relationships among variables in this study may limit the possible relationships and measurement problems. Therefore, there is a need for further research to reexamine these website quality attributes with different and well-established measurement items in a more rigorous way. Moreover, future studies should include some other website quality attributes that not examined in this study.
In addition, there is a need for further research to examine the reciprocating role of users’ participation in social shopping website. Users’ participation can be used as reciprocating behavior helping other online shoppers on request (Chan & Li, 2010). For example, active participation encourages website users to share information (i.e., knowledge, experiences, expectations, etc.), this means the users who initially participate in the social shopping website can provide emotional support to the other users, encouraging many other user interaction; as a result, the users who initially share information with others may also gain some useful information or help from other users’ responses or comments on the initial participation. Moreover, the reverse impacts of reciprocating participation on social shopping website quality can be studied as well.

What’s more, this study redefines e-loyalty concept by adding positive eWOM and co-shopping as the action component. Positive eWOM as a dimension of action e-loyalty in this study is a unique approach to examine how e-loyalty forms and is influenced by website quality and other affective components in the empowered consumer market. The clear positive linkage between e-satisfaction and positive eWOM was consistent with the results of previous studies (De Matos & Rossi, 2008; Goyette et al., 2010). Moreover, this study identifies the most significant direct positive relationships exist between the user-oriented factors – users’ participation, entertainment, community driveness – and positive eWOM. This means these user-oriented factors are crucial for encouraging positive eWOM communications on social shopping website. In order to encourage positive eWOM and favor higher levels of user e-loyalty toward the social shopping website, it is crucial to provide website features that increase active participation, generate joyful feelings, and create a sense of belonging. However, future research should explore some other key factors leading to positive eWOM.
Another innovative approach in this study is examining co-shopping as the action stage of e-loyalty. In particular, the significant positive relationship between users’ participation and co-shopping reveals that the more users participate in the website (i.e., sharing product information and exchanging shopping opinions), the more likely they follow others and shop together. In other words, users’ active participation in social shopping website can create credible source of content to influence other users and then motivate them to shop more together. However, future research should focus on other possible predictors for co-shopping behaviors in the online social shopping context.

Additionally, it is recommended examining different methods of collecting the data. For example, in further study a controlled environment can be set so that all participants will interact with the same social shopping website without any other previous bias. In this way, the results may probably better reflect the fact.

5.7 Limitation

This study was conducted from a sample of college students in a southwestern university in the U.S. Although there is diversity in the sample, there will be opportunity to conduct a further study from a larger sample of various areas in the U.S. Expanding the perspective; this study may be generalized to only females since 78.4% of the sample was female. This study may only reflect upon the opinions of social shopping website user age between 20 and 24 years old, which represented 66.9% of the sample. In addition, the participants were asked to identify a specific social shopping website in the beginning of the survey and then answer questions based on the specified website. Although three websites were provided for choosing as well as the “name-your-own” option was available, 78.2% of the sample chose Pinterest.com. Only data
from these Pinterest users (n = 333) were used to test hypotheses in research model in this study. Thus the findings based on the website experience of the sample may better apply to Pinterest.com rather than any other social shopping website. In addition, although the VIF values among all independent variables within an acceptable range, the VIF value of efficiency and user friendliness attribute were much higher and closer. It suggests that high correlations between two variables may exist. Therefore, it is necessary to re-examine these two variables by using different measurement to detect multicollinearity.

In regards to measurement used in this study, adapting well-established measures in previous studies was challenges for this study due to the emerging area of social shopping website study. Thus, some measures on community driveness and co-shopping were self-developed and the measurement items may lack its validity.

5.8 Conclusion

The popularity of social shopping website has been increased as social networking tools and social commerce has been evolved. It is a sign of shift of how people will continue to engage in retailers’ websites in the near future. Social shopping websites will be a main venue where customers will be influenced and influence each other, generating increasing more brand engagement and feedback to e-retailers in the empowered online consumer market. The question arises about how these websites can attract more and more users to join; how these website differentiate themselves to stand out in the crowd; and how these websites enhance the quality to gain more and more loyal users. In attempt to answer for those questions with constructive and detail analysis, this study evaluates and highlights the noteworthy website quality attributes that significantly influence users’ e-loyalty toward the social shopping website. This study
contributes to identifying the most important attributes of website quality influencing users’ e-loyalty formation include community driveness and entertainment; moreover, security/privacy, efficiency and user friendliness are influential factors as well. This study also reveals that e-loyalty forms in a direct cognitive route and an indirect cognitive-affective route. In addition, this study redefines e-loyalty concept by adding new conative and action components.

In conclusion, the development of an updated framework, as well as the comprehensive findings of this study contribute to identify a gap in previous literatures and to develop a method examining the impacts of social shopping website quality on e-loyalty formation. This updated methodology of studying social shopping websites gives practitioners and researchers a better view of the innovative social e-commerce, and thus should be foundation for many future studies on the subject matter.
APPENDIX A

SURVEY QUESTIONNAIRE
University of North Texas Institutional Review Board

Informed Consent Notice

Dear Survey Participants:

As a graduate student of College of Merchandising, Hospitality and Tourism (CMHM) at University of North Texas (UNT), I am interested in studying the impacts of social shopping website quality on the formation of customer e-loyalty. As a consumer, you have important opinions about your online social shopping experience and how website features affect your overall perception of the social shopping website. I hope this study will help researchers and marketers have a better understanding of formation of e-loyalty in the context of online social shopping, and furthermore provide implications and suggestions to retailers of social shopping site so that they can improve the site features to better serve their customers.

Your participation in this survey is voluntary, and the completion of the questionnaire serves as your consent to participate in the study. However, if at any time during your participation in this study you want to quit, feel free to do so. There are no penalties for not participating.

You must be at least 18 years old to participate in this survey. No questions are asked that would pose any physical, psychological, or social risks. All responses will remain anonymous. All responses are completely confidential, so please answer honestly. Your name will not be associated with your answers. The survey will take approximately 10-15 minutes to complete, and all questions are important, so please answer all of them unless otherwise specified.

Your opinions are valued and I would like to thank you for taking the time to complete the survey. If you have any questions concerning this study, please do not hesitate to contact me by phone at (940) 536-4144 or by email to xiaoshuli@my.unt.edu. Please keep this letter for your records and thank you for your time.

This research has already been reviewed and approved by the UNT Institutional Review Board (IRB). You are welcome to contact the UNT IRB at (940) 565-3940 if you have any question regarding your rights as a research subject.

Sincerely,

Kisedi Yang, Ph. D.
Assistant Professor, Merchandising
College of Merchandising, Hospitality &
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Email: xiaoshuli@my.unt.edu
Impact of Social Shopping Website Quality on E-loyalty Formation

Social shopping website is defined as an online shopping community that offers unique features to facilitate online social interactions (e.g., getting recommendations from other customers) in shopping (Shen, 2012). Examples of top social shopping websites are: Pinterest.com, Modcloth.com, Polyvore.com, Kaboodle.com, and ThisNext.com, etc.

Please start with the following questions.
Have you ever visited a social shopping website?
a. Yes
b. No
If "No", please visit one of the following social shopping websites: Pinterest.com, Polyvore.com, and Kaboodle.com, and then answer the following questions based on your website experience.
If "Yes", identify the website you will be answering questions about
a. Pinterest.com
b. Polyvore.com
c. Kaboodle.com
d. Other. Please, specify

The following questions are about website quality (including visual aesthetics, navigation, efficiency, user friendliness, security/privacy, entertainment and community drivenness), participation, e-satisfaction, and e-loyalty. Please mark your level of agreement regarding to the following statements.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree or Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>

Section 1: Website Quality

The screen design is attractive.
This site looks creatively designed.
This site is visually appealing.
This site looks professional.
This site has a visually appealing design.
All links in this site are active.
It is easy to go back and forth while browsing this site.
I find no navigation error in this site.
I feel in control of what I do while navigating this site.
It is easy to move within this site.
This site loads its pages quickly.
The searching function in this site is quick.
This site makes it easy to find what I want.
This site is well organized.
This site enables me to get on to it quickly.
It is easy for me to learn to operate this site.
It is easy to become skillful at using this site.
It is flexible to interact with this site.
It is easy to understand everything on this site.
This site is simple to use, even when using it for the first time.
This site has a strong privacy policy.
This site has a strong security policy.
This site does not use my personal data for other purposes.
This site has adequate security features.
I feel safe in my transactions with this site.
I feel sociable when I use this site.
I feel happy when I use this site.  
I can enjoy myself by using this site.  
I enjoy browsing and participating in this site.  
This site does not only sell products but also entertains me.  
This site offers opportunity to discover new friends.  
This site makes possible easy reach of friends.  
This site lets me communicate with other shoppers to get advices or opinions before and/or after purchasing.  
I like talking with other online shoppers at this site about mutual opinions and experiences.

### Section 2: E-Satisfaction

<table>
<thead>
<tr>
<th>Statement</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am satisfied with the offering on this site.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>All my experiences with this site are satisfactory.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I am satisfied with my decision to use this site.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I think this site is genuinely committed to my satisfaction.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

### Section 3: Conative E-Loyalty

<table>
<thead>
<tr>
<th>Statement</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will shop on this site in the next few years.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I will consider this site to be the first choice for future shopping.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I will purchase more on this site in the coming months.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I am likely to actually purchase products I found on this site.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I will revisit this site in the coming months.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I will revisit this site to discover new products and get shopping ideas in the future.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I will revisit this site when I need the type of products it offers.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I consider this site to be primary source when I need the type of product or service it offers.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I will revisit this site first in preference the others.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

### Section 4: Action E-loyalty

<table>
<thead>
<tr>
<th>Statement</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am very motivated to participate actively in this site.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I participate in this site to stimulate social interaction among shoppers.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I usually provide useful information to others on this site.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I frequently post messages and responses on this site.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I post messages and responses on this site with great excitement.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I encourage friends or others to shop on this site.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I recommend this site to someone who seeks my advice.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I say positive things about this site to other people.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I would recommend this site to someone else.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I make more purchases with other shoppers on this site than I did before.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I engage in more online purchases than before on this site.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

### Section 5: Demographic Information and Use of Website

The following questions are about learning more about you. Please answer the questions accordingly.

1. The year you were born: ___________
2. Gender:  
   a. Male  
   b. Female
3. The highest level of formal education that you have completed:  
   a. Some college  
   b. 4-year college degree  
   c. Post-graduate  
   d. Professional degree (e.g., JD and MD)
4. Your ethnicity:  
   a. White-American  
   b. African-American  
   c. Hispanic-American  
   d. Asian-American
e. Native-American
f. Multi-Racial
g. Other. Please, specify

5. For what main purpose do you use the social shopping website? (Select only one)
a. Social browsing: Exploring fashion trends/popular products, searching for cues from others, and following fashion trends through such browsing
b. Social bonding: Hanging out in online shopping places and spending time together with friends, family, and acquaintances
c. Social networking: Interacting with other shoppers and developing new friendships
d. Opinion comparison: Comparing with others to evaluate whether one’s thoughts are correct
e. Ability comparison: Comparing with others to evaluate how well one is doing
f. Opinion showing: Sharing fashion knowledge or shopping information with others
g. Power seeking: Drawing attention from others to perceive a sense of power
h. Making purchases
i. Other. Please, specify

6. How often do you visit the social shopping website frequently in the past 12 months?
a. Daily
b. Weekly
c. Monthly
d. Quarterly
e. Other. Please, specify

7. What category of product/service site have you visited most frequently in the past 12 months? (Select only one)
a. Apparel
b. Beauty
c. Home
d. Travel booking (hotels, flights etc.)
e. Other. Please, specify

8. Number of times you have purchased from the website in the past 12 months:
a. Never
b. 1-3 times
c. 4-6 times
d. 7-9 times
e. 10 times and more
APPENDIX B

IRB APPROVAL LETTER
January 30, 2013

Supervising Investigator: Dr. Kiseol Yang
Student Investigator: Xiioshu Li
College of Merchandising, Hospitality, and Tourism
University of North Texas

RE: Human Subjects Application No. 13-017

Dear Dr. Yang:

In accordance with 45 CFR Part 46 Section 46.101, your study titled “Impacts of Social Shopping Website Quality on E-Loyalty Formation” has been determined to qualify for an exemption from further review by the UNT Institutional Review Board (IRB).

Enclosed is the consent document with stamped IRB approval. Please copy and use this form only for your study subjects.

No changes may be made to your study’s procedures or forms without prior written approval from the UNT IRB. Please contact Shelia Bourns, Research Compliance Analyst, ext. 4643, if you wish to make any such changes. Any changes to your procedures or forms after three years will require completion of a new IRB application.

We wish you success with your study.

Sincerely,

[Signature]

Patricia L. Kaminski, Ph.D.
Associate Professor
Chair, Institutional Review Board

PK: sb
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