The Determinants of e-Loyalty on Internet Fashion Store

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Abstract

The purposes of this study were to (1) identify categories and contents of the perceived quality on Internet fashion store, (2) suggest that perceived quality on Internet fashion store affect shopping value, (3) figure out the relationship among shopping value and e-satisfaction on Internet fashion store, (4) discuss the effect of e-satisfaction on e-loyalty on Internet fashion store, and (5) construct and compare the integrated model of e-loyalty between buyer and browser.

This study was conducted by Internet survey method. The data for this study were 210 completed and usable responses from female university students in mid-eastern area in America. The collecting data analyzed by factor analysis, ANOVA, Duncan's multiple range test, and regression analysis using SAS Program.

The main results were as follows:

First, product-related quality of Internet fashion store had two factors as purchase and characteristics. Site-related quality was composed of three factors including convenience, security, and design. Service-related quality was explained of four factors of entertainment, responsiveness, empathy and reliability.

Second, there were some differences in the effects of each perceived quality elements on shopping value. In buyer, product-related quality had significant effects on utilitarian value and entertainment element as service-related quality significantly affect on hedonic value. However, in browser, service-related quality had significantly affects on both of utilitarian and hedonic value.

Third, shopping value had significant effects on e-satisfaction. In case of buyer, their utilitarian value had significantly positive effects, while hedonic value had negative effects on e-satisfaction. On the other hand, only utilitarian value affected significantly on e-satisfaction in browser.

Fourth, e-satisfaction significantly affected on e-loyalty as we predicted in buyer and browser.

Fifth, there were differences between browser and buyer in the integrated model of e-loyalty.

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