



WHAT ARE THE DIMENSIONS OF ONLINE SATISFACTION?

CLAUDIA BOBÂLCĂ*, OANA ȚUGULEA**

Abstract: *The purpose of the research is to identify the factors affecting online satisfaction. As a research method, we applied a quantitative survey based on a questionnaire. The sample consists of 532, students at Faculty of Economics and Business Administration, aged between 19-26 years, who buy online various products from the Internet. In order to identify the dimensions of online satisfaction, we used exploratory factor analysis with SPSS 17.0, with Principal Components as extraction type and Varimax as rotation method. Nine dimensions of online satisfaction were identified, namely: products corresponding to the online description, good price, comfort, easily accessible information, personal data security, good design, support, personalization, and website awareness.*

Keywords: *online satisfaction, factor analysis, price, data security, website.*

1. INTRODUCTION

As e-commerce is growing both globally and in Romania and the number of retailers is increasing, competitive differentiation can no longer be based only on product quality, but also on the customer approach. In the global economy, in the context of a highly competitive international market, consumer orientation is no longer just a choice but it has become a requirement for the survival of the business. Companies have realized the importance of their presence on the Internet either through presentation, commerce websites or through social networks.

Understanding the reasons consumers choose to buy online the Internet, from a particular website, understanding the factors that influence the level of

* Claudia Bobâlcă, Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Iași, Romania, iuliana.bobalca@uaic.ro

** Oana Țugulea, Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Iași, Romania, ciobanu.oana@uaic.ro

customers' satisfaction have become extremely important conditions for the profitability of the companies.

Customer satisfaction is nowadays a sustainable competitive advantage and a requisite for customer loyalty (Petrusca and Danilet (2012), which, in the online environment, can easily shift from one trader to another (Chou et al. (2015)).

Research dedicated to online shopping shows that the satisfaction level is lower than the offline stores (Sheng and Liu, 2010), which turns the process of keeping customers happy into a real challenge. On the other hand, in the online environment the level of consumer satisfaction influences the perceived image of the retailers, this image being more volatile. These are sufficient reasons for companies to be concerned with understanding how consumers choose to buy and what are the factors that influence their satisfaction in the online acquisition process.

In this context, understanding the online satisfaction components becomes a necessity. The present study aims to identify such components for products purchased from online stores.

2. ONLINE SATISFACTION

Satisfaction is defined as "an affective answer to an experience" (Ting et al., (2013)) which includes customers' emotions, feelings and moods (Chen and Cheng (2012)). Emotions are generated by the consumer's thoughts already influenced by previous experiences (Jang and Namkung (2009)).

In the online environment, satisfaction is very important for customers who evaluated it on two levels: the transaction process and the relationship characteristics (Shankar et al. (2003)).

Marketing orientation is based on a one-to-one customer approach. The level of satisfaction is influenced by the quality of the relationship with the sellers. Treating every customer as if he/she is unique is a component of personalization, which refers to paying personal attention to each client, understanding the buyer's specific needs and offering him/her services which would increase the comfort level (Kim et al., 2006)). A specific factor influencing online satisfaction is personal data security (Yingjiao and Paulins (2005)). The comfort of buying online, at any given hour contributes to the customer's satisfaction (Schaupp and Bélanger, (2005); Khalifa and Liu (2007)).

Among the elements that encourage the online purchasing, we encounter: ease of navigation and information search, guarantees of security, clarity of return policy and website design (Siddiqui et al. (2003)). The graphic style (i.e. selected images, colors, image size, picture quality, number of photos, animations) is an important component in assessing the site's quality (Kim et al. (2006)). Studies show a direct link between the graphical quality of the site and the perception about online buying (Raney et al. (2003) or between the graphical quality of the site and the level of consumer satisfaction (Eroglu et al. (2003); Kim et al. (2006)). According to Yen and Lu (2008) the determinants of satisfaction in online purchasing, are: perceived benefits, website efficiency, meeting the needs of buyers and personal data security. Zhang et al. (2010) mention three components that lead to satisfaction, namely: site characteristics, online services and price.

3. RESEARCH CONTEXT AND PURPOSE

The research purpose is to identify the factors affecting online satisfaction.

Literature review indicates various online satisfaction dimensions, based on the investigated field (i.e. products or services): apparel, IT products, books, banking or tourism.

Our research is not focused on a specific category, but rather it explores online product shopping.

The research hypothesis is as follows: Price, perceived quality of the product and security affect the customer's online satisfaction.

Price is an important determinant of customer satisfaction (Khalifa and Liu, 2007). The lack of tangibility increases the role of price, as a quality barometer. In the online environment, the customer does not know for sure what he is buying before receiving the postal. The unknown area is considerable larger than in offline sector. In this context, price perceptions are more important in post-selling satisfaction (Liu, Arnett, 2009).

Furthermore, there are many studies that link product quality and security to online satisfaction (Souitaris and Balabanis (2007); Dong (2012); Cebi (2013)).

4. RESEARCH METHODOLOGY

As a research method, we applied a quantitative survey based on a questionnaire. Following previous research, data was collected through a qualitative research (Bobalca (2015a) Bobalca (2015b)) for understanding the elements used by online shoppers in order to evaluate their satisfaction.

The sample consists of 532 young people, students at Faculty of Economics and Business Administration, 19-26 years old, who purchase online various products. The subjects have at least 1 year experience as Internet buyers and they have bought products at least twice in the 6 months prior to the application of the questionnaire. 72.7% of the respondents are female and 27.3 % are male. The distribution of the sample based on monthly revenues is presented in Table 1, which also reveals that most of the Internet buyers (37.4%) have less than 700 Ron every month as personal revenue.

Table 1 Sample distribution of the income

		Frequency	Valid Percent	Cumulative Percent
Valid	Less than 700 Ron	199	37,4	37,4
	700-1000 Ron	152	28,6	66,0
	1001-2000 Ron	129	24,2	90,2
	2001-3000	27	5,1	95,3
	Over 3000	25	4,7	100,0
	Total	532	100,0	

As seen above, the respondents usually buy IT products (33,7%) and Consumer Electronics (20%) from the Internet. Also, they buy apparel products (18.9%) and footwear (14.1%).

Table 2 Type of products brought from the Internet

		Responses		Percent of Cases
		N	Percent	
Online product	Apparel	119	18,9%	26,5%
	Footwear	89	14,1%	19,8%
	Consumer Electronics	126	20,0%	28,1%
	IT products	212	33,7%	47,2%
	Books	78	12,4%	17,4%
	Toys	5	0,8%	1,1%
Total		629	100,0%	140,1%

The data was collected at the faculty, at the end of the courses. Each respondent was selected so as to meet the necessary conditions to be part of the sample and was informed about his/her implication in the research. Verbal consent was asked and the subjects were informed about the possibility to quit anytime the questionnaire.

5. RESEARCH INSTRUMENT

In order to measure online satisfaction, in the research questionnaire 53 items were used. The items were built based on a previous qualitative research (Bobalca (2015a); Bobalca (2015b)) and on the literature review results. All responses were measured on seven-point Likert scales ranging from 1 (strongly disagree) to 7 (strongly agree), a more detailed scale which reduces the probability to obtain extreme answers (Yuksel (2001)).

There are different recommendations regarding the minimum number of respondents for conducting factor analysis, however, the common rule supports the need to use a minimum number of 50 cases (Garson (2010)). According to Hatcher (1994), the number of the subjects must be five times larger than the number of variables, while Norušis (2005) suggests a minimum number of 300 subjects.

6. RESEARCH RESULTS

For identifying factors affecting online satisfaction, we used exploratory factor analysis with SPSS 17.0, with Principal Components as extraction type and Varimax as rotation method.

After we first run factor analysis, 11 factors explaining 62.94 % of the total variance were generated.

KMO test (Kaiser-Meyer-Olkin) has a value of 0.945, indicating that, in this case, the factor analysis is appropriate for the analysis of the correlation matrix. A KMO test value greater than 0.7 indicates a good value (Pintilieşcu (2007)). Sig value is less than 0.05, then the null hypothesis (i.e. the population correlation matrix is an identity matrix) is rejected.

The next step was to remove from the Component Matrix the items with loading value smaller than 0.4. Regarding the items loading values in factor analysis, most researchers consider appropriate for exploratory purposes using a level of 0.4 for the main factor and 0.25 for the others (Raubenheimer (2004)). Hair

et al. (1998) consider that a value greater than 0.6 is a marker for high loadings, while a value lower than 0.4 is indicative of weak loadings.

Following this rule, we removed two items:

On this site there are many opinions of other clients

It is very important the brand of the products I have ordered

We ran a second factor analysis with 51 items, and 10 factors, explaining 62.47 % of the total variance, were identified. There were no items with factor loadings less than 0.4 in the Components Matrix, thus we removed from Rotated Component Matrix 8 items with almost similar loadings:

I like the way the pictures of the products are made

I am satisfied with after-sales services

The information on the website is constantly updated

The information on the website is easy to understand

The products are presented with sufficient details on the website

I am satisfied with the gifts / prizes offered by the website

I am satisfied with the manner in which my online order is confirmed

I feel safe purchasing from this website

Another factors analysis was run with the rest of 43 items and 9 factors explaining 63% of the total variance were generated. We followed the same procedure and we removed from the Rotated Component Matrix 3 more items:

I am satisfied with the price I have paid for the products' delivery

I like that I can study the offer as long as I need before ordering

It is very simple to search for a product on this website

We ran a final factor analysis with only 40 items and 9 factors, explaining 64.63 % of the total variance, were generated. KMO test indicated a value of 0.934, indicating that the factor analysis is appropriate in this case. This results are supported by the value of Sig smaller than 0.05 (Table 3).

Table 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,934
Bartlett's Test of Sphericity	Approx. Chi-Square	10921,038
	df	780
	Sig.	,000

Table 4 presents the total explained variance for the final factor analysis. 9 factors with Eigenvalues higher than 1 were grouped, explaining 64.63 % of the total variance.

Table 4 *The total explained variance*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13,047	32,617	32,617	13,047	32,617	32,617
2	2,461	6,153	38,770	2,461	6,153	38,770
3	2,160	5,399	44,169	2,160	5,399	44,169
4	1,790	4,475	48,644	1,790	4,475	48,644
5	1,646	4,114	52,759	1,646	4,114	52,759
6	1,404	3,511	56,269	1,404	3,511	56,269
7	1,194	2,986	59,255	1,194	2,986	59,255
8	1,094	2,735	61,990	1,094	2,735	61,990
9	1,057	2,642	64,632	1,057	2,642	64,632
10	,876	2,190	66,822			
11	,822	2,056	68,878			
12	,780	1,950	70,828			
13	,719	1,797	72,625			
14	,701	1,753	74,378			
15	,685	1,712	76,090			
16	,659	1,648	77,738			
17	,626	1,565	79,303			
18	,560	1,399	80,702			
19	,544	1,361	82,063			
20	,512	1,279	83,342			
21	,477	1,193	84,535			
22	,463	1,158	85,693			
23	,447	1,118	86,811			
24	,442	1,104	87,915			
25	,432	1,079	88,994			
26	,389	,973	89,967			
27	,386	,965	90,932			
28	,364	,911	91,843			
29	,334	,836	92,679			
30	,328	,819	93,498			
31	,323	,808	94,306			
32	,317	,791	95,097			
33	,298	,746	95,843			
34	,285	,712	96,556			
35	,277	,691	97,247			
36	,255	,638	97,885			

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
37	,239	,597	98,482			
38	,229	,574	99,056			
39	,204	,511	99,566			
40	,173	,434	100,000			

We used *Rotated Factor Matrix* to identify the nine factors obtained from the analysis. For each factor we measured scale reliability using Cronbach-Alpha coefficient. We named every factor according to the items from its structure.

We named the first factor „Products correspond to the online description”. It explains 32.61 % of total variance and the Cronbach – Alpha coefficient is 0.82 valid for all the six items. After removing the items *I can choose from a larger diversity of the supply* and *I am very satisfied about the policy of returning the goods*, the reliability coefficient grew to 0.86 (Table 5). Regarding a good Cronbach–Alpha coefficient value, Schumacker and Lomax (2004) indicate the value of 0.7, while Malhotra (1996) consider 0.6 a good value.

Table 5 *Reliability coefficient for the scale “Products correspond to the online description”*

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,828	,835	6
,860	,862	4

The final scale for measuring “Products correspond to the online description” dimension is composed of 4 items and has an internal consistency of 0,86, being a reliable scale (Table 6).

Table 6 *“Products correspond to the online description” Scale (Average, Explained variance and Cronbach – Alpha coefficient)*

Items	Average	Explained variance	α
The products I get always correspond to my expectations	5,74	32,61%	0,86
The products I get always correspond to the description/image from the website	5,87		
I am satisfied with the quality of the products I order	6,05		
The information of the website describes reality	5,96		

All the items presented in Table 6 have a big significance in building the factor “Products correspond to the online description”, with items averages bigger than 5 (on a 7 point Likert scale). The general average of the scale is 5.84.

The second factor, “Good price”, explains 6.15% of total variance and the Cronbach – Alpha coefficient is 0.80 for all the six itmes of the scale, as Table 7 indicates.

Table 7 “Good price” Scale (Average, Explained variance and Cronbach – Alpha coefficient)

Items	Average	Explained variance	α
The products are affordable	5,63	6,15%	0,80
I receive the appropriate value for the price I have pay	5,88		
Prices are cheaper compared with those in offline stores	5,75		
It is easier for me to compare the offers than in offline stores	5,90		
The website presents attractive promotions	5,62		
It is cheaper to buy from this website	5,54		

All the items have a big significance in building the factor “Good price”, with items averages bigger than 5 (on a 7 point Likert scale). The general average of the scale is 5.72.

Table 8 presents the third factor, “Comfort”, which explains 5.39% of total variance. The scale measuring “Comfort” dimension is composed from 6 items and has a good reliability, with Cronbach – Alpha coefficient value of 0.83.

Table 8 “Comfort” Scale (Average, Explained variance and Cronbach – Alpha coefficient)

Items	Average	Explained variance	α
I save plenty of time buying from this website	6,01	5,39%	0,83
It is very comfortable to buy from this website	6,18		
It is very simple to order from this website	6,33		
This website is easy to use	6,40		
I am very satisfied with how quickly I receive the products	5,69		
The products are safely delivered	6,13		

All the items have a big significance in building the factor “Comfort”, with items averages bigger than 5 (on a 7 point Likert scale). The general average of the scale is 6.12.

Another factor, originally grouped in 4 items, was graphically named “Easily accessible information”. It explains 4,47% of total variance and the Cronbach – Alpha coefficient was 0.813 for all 4 itmes. After we have removed the item *I can easily select a certain product category*, the reliability coefficient grew to 0.83 (Table 9).

Table 9 *Reliability coefficient for the scale “Easily accessible information”*

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,813	,814	4
,834	,834	3

The final scale for measuring “Easily accessible information” dimension is composed from 3 items and has a good reliability level, with an internal consistency of 0.83 (Table 10).

Table 10 *“Easily accessible information” scale (average, explained variance and Cronbach – Alpha coefficient)*

Items	Average	Explained variance	α
I can easily find on this website information about delivery	6,19	4,47%	0,83
I can easily find on this website information about payment	6,28		
I can easily find on this website all the information I need for ordering products	6,26		

All the items have a great significance in building the factor “Easily accessible information”, with items averages bigger than 6 (on a 7 point Likert scale). The general average of the scale is 6.24.

According to Table 11, the scale for measuring “Good design” dimension is build out of 4 items and has an internal consistency of 0,81, indicating a good level of reliability. This factor explains 4,11% of the total variance.

Table 11 *“Good design” scale (average, explained variance and Cronbach – Alpha coefficient)*

Items	Average	Explained variance	α
The website attractively presents the products	5,81	4,11%	0,81
The website has a nice design	5,89		
I like the colors from this website	5,49		
I like the way sales promotions are flagged	5,74		

All the items have a big significance in building the factor “Good design”, with items averages bigger than 5 (on a 7 point Likert scale). The general average of the scale is 5,73.

Table 12 presents the scale for “Support” dimension, explaining 3,51% of the total variance. This is a reliable scale, according to the value of Cronbach–Alpha coefficient.

Table 12 “Support” scale (average, explained variance and Cronbach – Alpha coefficient)

Items	Average	Explained variance	α
I can easily communicate with website consultants	5,25	3,51%	0,88
Website consultants are always willing to help me	5,27		
If I have problems, I know the website consultants will quickly solve them	5,16		
This website is paying attention to my needs, as a customer	5,78		

All the items have a big significance in building the factor “Support”, with items averages bigger than 5 (on a 7 point Likert scale). The general average of the scale is 5,37.

Another factor, initially composed from 4 items, was graphically named “Personalization”. It explains 2,98% of total variance and the Cronbach – Alpha coefficient was 0,73 for the scale with all 4 itmes. After removing the item *It is very easy to search a product on this website*, the reliability coefficient grew to 0,754 (Table 13).

Table 13 Reliability coefficient for the scale “Personalization”

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,732	,734	4
,754	,756	3

Table 14 presents the structure of “Personalization” factor, items average, explained variance and Cronbach – Alpha coefficient.

Table 14 “Personalization” scale (average, explained variance and Cronbach – Alpha coefficient)

Items	Average	Explained variance	α
The messages (ads, promotions) I receive from this website fit me	4,81	2,98%	0,75
This website makes me feel like I am unique, as a customer	4,33		
I like buying from this website	5,60		

All the items have an average significance in building the factor “Personalization”, with items averages bigger than 4 (on a 7 point Likert scale). The general average of the scale is 4,92.

Table 15 “Personal data security” scale (average, explained variance and Cronbach – Alpha coefficient)

Items	Average	Explained variance	α
I feel safe to pay online the order on this website	4,82	2,73%	0,71
I consider my personal data to be protected on this website	5,44		
The terms regarding transaction security are easy to understand	5,57		

Three items compose the scale for measuring “Personal data security” factor, all of them having averages bigger than 4. The general average of the scale is 5,28. This factor explains 2,73 % of total variance (Table 15).

The last factor, “Website awareness” explains only 2,64 % of total variance. The Cronbach – Alpha coefficient for the scale is 0,75, indicating a good, reliable scale (Table 16).

Table 16 “Website awareness” Scale (average, explained variance and Cronbach – Alpha coefficient)

Items	Average	Explained variance	α
The website is very popular	6,08	2,64%	0,75
The website has a good reputation	6,03		

The two items have a big significance in building the factor “Website awareness”, with items averages bigger than 6 (on a 7 point Likert scale). The general average of the scale is 6,06.

7. CONCLUSIONS

The purpose of our research was to identify the dimensions of online satisfaction. The factor analysis generated 9 dimensions (Figure 1): products correspond to the online description, good price, comfort, easily accessible information, good design, support, personalization, personal data security, website awareness.

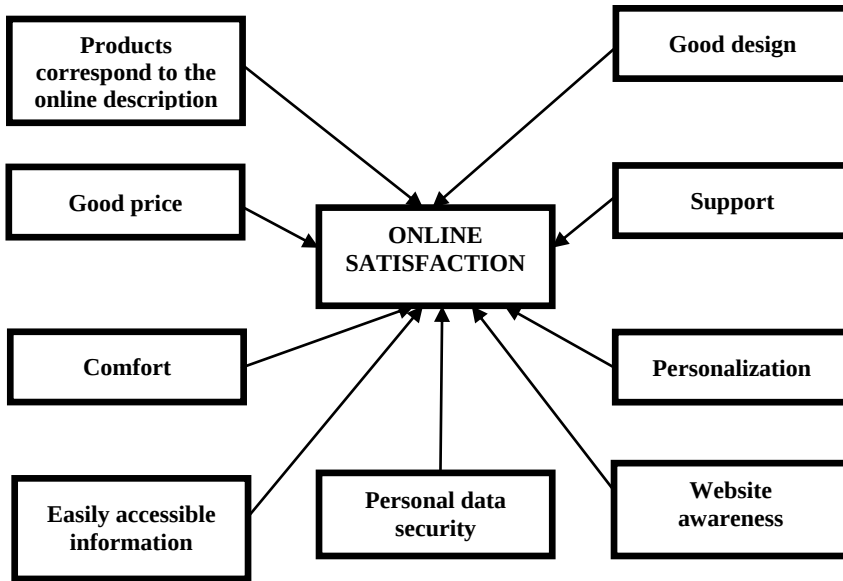


Figure 1 Online satisfaction dimensions

The research hypothesis (i.e. Price, perceived quality of the product and security affect customer's online satisfaction) was partially confirmed. A good price and personal data security are important factors leading to the customer's satisfaction. Besides the expected factors, another 7 dimensions were identified. Among these factors, perceived quality of the products was not specifically mentioned, yet it was reflected by the dimension *Products correspond to the online description*.

We developed a reliable scale for measuring each dimension of online satisfaction. This model can be used in future studies with the purpose to measure the level of satisfaction for a specific website.

Managerial implications. The research results can be used to understand the factors that contribute to the customer's satisfaction in order to develop effective relationship strategies for attracting and maintaining customers for a specific website.

Limitations of the research. The consistency of the sample is a limitation of this research. Only young students at Faculty of Economics and Business Administration, 19-26 years old, were included in the study, meaning that the results are not relevant for other groups. Furthermore, in order to measure *Website Awareness*, a scale with only 2 items was developed, requiring further research. Another future research direction would be extension of the sample by diversifying using age, education, and income. The dimensions of online satisfaction can be investigated for loyal customers and non-loyal customers, ultimately comparing the results.

REFERENCES

1. Bobalcă, C., 2015a. *Loialitatea clienților – premisă a expansiunii firmei în mediul online*. București: Editura ASE.
2. Bobâlcă, C., 2015b. The Loyal Customers' Perception Regarding the Online Buying Process. *CES Working Papers*, VII (2), pp. 241-255.
3. Cebi, S., 2013. Determining importance degrees of website design parameters based on interactions and types of websites. *Decision Support Systems*, 54 (2), pp. 1030-1043.
4. Chen, C.W. and Cheng, C.Y., 2012. How online and offline behavior processes affect each other: customer behavior in a cyber-enhanced bookstore. *Quality & Quantity*, 47(5), pp. 1-17.
5. Chou, S., Chen, C. and Lin, J., 2015. Female online shoppers. *Internet Research*, 25 (4), pp. 542 - 561
6. Danileț, M. and Petrușcă, C., 2014. Metaphors That Can Turn Accounting Into A Career. An Analysis Of Presentation Discourses In Romanian Faculties Of Economics, International Conference "Communication, Context, interdisciplinarity", (CCI 3) 3th Edition 2014
7. Dong, X. , 2012. Index system and evaluation model of e-commerce customer satisfaction. International Symposium on Robotics and Applications (ISRA), 3-5 June, Kuala Lumpur, pp. 439-442.
8. Garson, D., 2010. Factor Analysis, *College of Humanities and Social Sciences*, [online] Available at: < <http://faculty.chass.ncsu.edu/garson/PA765/factor.htm#factoring> > [Accessed 20 June 2015].
9. Hair, J.F., Anderson, R. E., Tatham, R. L. and Black, W. C., 1998. *Multivariate Data Analysis With Readings*, 5th ed., Englewood Cliffs. NJ: Prentice-Hall.
10. Hatcher, L., 1994. *A Step-By-Step Approach to Using the SAS System for Factor Analysis and Structural Equation Modeling*. Cary, NC: SAS Institute. Focus on the CALIS procedure
11. Khalifa, M. and Liu, V., 2007. Online consumer retention: contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, Vol. 6, pp. 780-792.

12. Jang, S.C. and Namkung, Y., 2009. Perceived quality, emotions, and behavioral intentions: application of an extended Mehrabian-Russell model to restaurants. *Journal of Business Research*, 62 (4), pp. 451-460.
13. Kim, M., Kim, J. and Lennon, S., 2006. Online service attributes available on apparel retail web sites: an E-S-QUAL approach. *Managing Service Quality: An International Journal*, 16 (1), pp. 51 – 77.
14. Liu, C. and Arnett, K.P., 2009. Factors influencing satisfaction and loyalty in online shopping: an integrated model. *Online Information Review*, 33(3), pp. 458 – 475.
15. Malhotra, N. K., 1996. *Marketing Research, An Applied Orientation*. New Jersey: Prentice Hall.
16. Norušis, M. J., 2005. *SPSS 13.0 Statistical Procedures Companion*, Chicago: SPSS, Inc.
17. Petrușcă, C.I and Danileț, M., 2012. Developing the Research Instrument for Measuring Loyalty within the Financial-Accounting Services, *Proceedings of International Conference Marketing – from information to decision 5th Edition 2012*, Editura SC Roprint, pp. 371-379.
18. Pintilescu, C., 2007. *Analiza statistică multivariată*, Iași: Ed. Universității A.I.I. Cuza.
19. Raubenheimer, J. E., 2004. An Item Selection Procedure to Maximize Scale Reliability and Validity. *South African Journal of Industrial Psychology*, 30 (4), pp. 59-64.
20. Schaupp, L.C. and Bélanger, F., 2005. A conjoint analysis of online consumer satisfaction. *Journal of Electronic Commerce Research*, 6 (2), pp. 95-111.
21. Schumacker, R. E. and Lomax R. G., 2004. *A Beginners Guide to Structural Equation Modeling*, Mahwah, NJ: Lawrence Erlbaum Associates
22. Sheng, T. and Liu, C., 2010. An empirical study on the effect of e-service quality on online customer satisfaction and loyalty. *Nankai Business Review International*, 1 (3), pp. 273–283.
23. Shankar, V., Smith, A.K and Rangaswamy, A., 2003. Customer Satisfaction and Loyalty in Online and Offline Environments. *International Journal of Research in Marketing*, 20(2), pp. 153 – 175.
24. Souitaris, V. and Balabanis, G., 2007. Tailoring online retail strategies to increase customer satisfaction and loyalty. *Long Range Planning*, 40 (2), pp. 244-261.
25. Ting, C.-W., Chen, M.-S. and Lee, C.-L., 2013. E-satisfaction and post-purchase behaviour of online travel product shopping. *Journal of Statistics and Management Systems*, 16 (2), pp. 223-240.
26. Yingjiao Xu V. and Paulins, A., 2005. College students' attitudes toward shopping online for apparel products. *Journal of Fashion Marketing and Management: An International Journal*, 9 (4), pp. 420 -433.
27. Yuksel, A., 2001. Managing Customer Satisfaction and Retention: A Case of Tourist Destinations, Turkey. *Journal of Vacation Marketing*, 7 (2), pp. 153-168.