

Study the Effect of the Quality of Electronic Marketing and its Relationship to Purchasing an Individual

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Abstract. This research deals with the role of shopping patterns in increasing customer loyalty. An application study and customer satisfaction in the service provided to him through electronic shopping and the aim of this research is to identify the dimensions of electronic service quality and confidence in selling via Internet sites, and the researcher used the method of descriptive analysis, which was based on a component sample From 50 items from Members of a community who are interested in electronic marketing and use simple regression to analyze the data, the study showed the indirect relationship between shopping patterns and customer loyalty. The study found a significant effect of shopping patterns and their dimensions. The study recommended identifying the shopping patterns of customers in order to provide products that suit their needs and desires. The study also recommended the necessity of working to raise the perceived value of the customer by providing products of appropriate quality, as well as raising the level of customer loyalty. In addition, 5 sites were chosen through social networking (Facebook), namely, the girl of Alakaber for clothes - the elegant veil - the cave complex - Handa costumes - Shark costumes to see the quality of the service provided.

1. Introduction

Marketing is one of the fundamental concepts of any organization operates in the market to face the competitors exist in the market. Marketing is considered one of the modern concepts that has emerged in the early eighties in the field of marketing in general and the marketing of services in particular. In the nineties, the actual marketing has started by various organizations, being involved in all areas of marketing, which have included even the scientific research to uncover its various aspects to be applicable [1].

The internet is considered one of the promotional processes that creates new opportunities for organizations to maintain their competitiveness by providing fast, convenient and affordable means to meet the needs of customers in completing the purchase processes. The internet has been also used to facilitate purchase and commodity exchange deals [2]. Modern production technologies allow access to a variety of products in the market and give the opportunity for customers to be able to choose the items they prefer and have the possibility to obtain them, and in the event that they feel that their expectations cannot be easily achieved, they can choose other organizations that offer high quality, appropriate products and services. Services are one of the main determinants of the success of e-commerce, as the electronic service has been defined as the role of the service in the cyberspace [3, 4].

1.1. The Study Problem

What is the nature of the relationship between dimensions of the electronic service quality and confidence according to the opinions of customers of online shopping sites?

1.2. The Study Objectives

Identify the nature of the relationship between the dimensions of electronic service quality and confidence in selling via the electronic shopping sites.

1.3. Study Hypotheses

There is no significant difference between the opinions of customers of e-shopping sites concerning the dimensions of service quality.

2. Materials and Methods

2.1. The Importance of the Study

The Scientific Importance: The scientific importance of this study appears in its handling of three modern concepts in



marketing management, namely: the quality of electronic service, confidence and the intention to repurchase through online purchase processes, which is one of the rapid growth forms of shopping.

2.2. Study Method

2.2.1 The Secondary Data

It is reflected in reviewing books, studies and researches that have dealt with the study variables.

2.2.2. The Primary Data

We have relied on customers of online shopping sites, investigating their points of views about the duration of the service quality.

2.3. The Theoretical Framework

2.3.1. Quality of Service

The quality of service is considered one of the most important reasons of development in the field of information and communication technology through using websites, the web search engines, e-mail and social media sites, which greatly have affected the peoples of these countries and achieved tangible progress allover areas of life [2].

The quality of service has become a major factor in the success or failure of e-commerce, as the quality of service increases the rates of customer retention and the positive spoken word [3].

The dimensions of service quality consist of (efficiency - achievement - communication).

2.3.2. Efficiency

Efficiency is very important in the field of e-commerce, ease of customer's access to the website, saving time and effort [3]. One of efficiency tasks also is that it is among the main reasons for online shopping and because customers can evaluate the quality of service provided to them [5]. It is also easily distinguished by the easy use of information concerning the product, ordering information, and protection of personal information until post-purchase, including delivery, customer support, fulfillment, and return policy [6].

2.3.3. Fulfillment

Fulfillment reflects to the faithfulness that the seller offers towards the internet during the timely delivery of orders which is one of the most important element of service quality (Chiu [5]. which expresses the customer's satisfaction [5]. The electronic environment differs from the traditional environment for several reasons, meaning that a person deals with the internet in shopping operations that are provided from organizations to customers (B2C). This is considered a time use of operations which is done and fulfilled by some organizations (B2B), which some of them transfer customer requests to several channels to quickly meet the customer's needs [7].

2.3.4. Contact

Communication is one of the tasks that assists achieving communication over the phone and over the internet [8]. which is represented by the customer service; as if there is any problem or inquiry, the customer service is be contacted and this is a vital and important factor.

2.3.5. Confidence

Confidence in dealing is one of the necessary tasks during the dealings that take place between the seller and the buyer [9]. This concept is well-known in the trade of goods via the internet and in the trade of services such as banks, transport services, auctions via the Internet, being one of the rapid global developments in the field of communication, as the orientation has been shifted to trade through telephone devices. Confidence is one of the factors that affects consumers' tendency to online purchase. Studies have shown that low confidence is one of the reasons for not purchasing through online, due to the lack of materialistic evidence or physical interaction between the consumer and the seller in the electronic environment, and this leads to the difficulty of create confidence within the consumer [10].

Lack of confidence is one of the obstacles that prevent customers from participating in e-commerce, which includes transactions in which personal and financial information are provided to online merchants. The future of e-commerce can be considered a fragile and weak future without a general climate of confidence on the Internet [7]. Through this part, the following elements will be covered:

2.3.6. Characteristics of Confidence

Confidence means a process that facilitates relationships in commercial exchange, which are characterized by weakness, uncertainty and dependability. Clients who have limited information and limited resources have limited interactions, which force an individual to deal with confidence and uncertainty [5].

The word confidence refers to the Oxford English Dictionary in 1971, and confidence is positive and vital for humanity because it is part of love and friendship at the present time, and the existence of multiple definitions of confidence is likely due to two reasons [5], namely:

2.3.7. Confidence is an abstract concept and is often used interchangeably with related concepts such as credibility and reliability.

2.3.8. confidence is a multi-faceted concept that includes the cognitive, emotional and behavioral dimensions and differs according to the different situations in which confidence is to be studied.

2.3.9. Dimensions of Confidence

Dimensions that affect confidence consist of elements such as competence, benevolence, and integrity. The definitions of the concept of confidence differ according to the dimensions used [11].

2.4. Benevolence (Safety)

It is a person's belief that the party he confides in will not take opportunistic actions against him even in light of the available opportunities [12].

Benevolence is based on beliefs that the entrusted person or entity will deal honestly and with interest in performing the service well. This often increases customer's satisfaction and retention. Benevolence or safety reduces uncertainty by allowing the person who has confidence in the other party to exclude unwanted behaviors [13].

By working in federations or business networks, confidence becomes necessary and can be built through ethical behavior and safety behaviors. Ethical behavior reflects the presence of a good reputation for an organization, especially those are working in the form of unions [14].

There are two types of benevolence (safety) [15], as follows:

Altruistic Benevolence: It refers to the extent to which the trustworthy party has a kind of desire for personal care and good deeds for the confident party, and this motive overrides the profit motive. Altruistic benevolence expresses the behavior of assistance outside formal contracts without looking at future gains.

Mutualistic Benevolence: It is the degree to which the trustworthy party provides services with the motive of mutual profit, and this behavior becomes evident when customer service employees provide additional assistance to customers which purpose is to raise the customer's loyalty level to those specific websites rather than others.

2.5. Competence

Competence expresses a person's belief that the entity that he grants his confidence is capable of fulfilling its obligations. Competence is considered the availability of skills, abilities and experience [12].

Competence affects the consumer's sense of confidence and the competence of the site means its ability to perform and fulfill its job well and in the desired form and manner for the customer. Competence is an important factor to serve the customer through a quick and effective response to his needs. It is also considered a vital process to achieve the effectiveness of the organization. This effectiveness of the organization affects the loyalty of the customer, which ultimately leads to having a positive impact on performance [15].

2.6. Integrity

The integrity of the service is a commitment through tacit or explicit agreements through ethical behavior and doing what the other party expects without trying to exploit the lack of knowledge of the other party. It is the cornerstone of building and maintaining confidence, and the presence of integrity in electronic shopping sites achieves many advantages such as gaining customer satisfaction and confidence in the service provider. In addition, the employees who are in charge of the service gain enthusiasm in their work and generate a sense of dignity and self-esteem from working well, and the service provider acquires the confidence and loyalty of both customers and employees and gains a good reputation which is invaluable [6]. Integrity reflects belief that the trustworthy entity will be honest and loyal

and will fulfill its promises [12]. Integrity is an important dimension of confidence, as it includes consumers' beliefs that their expectations will be fulfilled by limiting failure to fulfill promises, misuse of customer personal information and inappropriate use of credit card.

6.3. The Intention to Repurchase

Marketing via the internet makes consumers feel completely comfortable towards shopping through the internet. Internet websites must be designed according to customer needs [10].

2.7. The Concept of Repurchase Intention

The repurchase task expresses the individual's desire to buy back a particular service from the same organization again; taking into consideration, the current situation and potential circumstances [5]. The repurchase intent expresses the likelihood of the individual's continuing to purchase products and services from the seller via the Internet in the future [8]. Moreover, the intention to repurchase can be expressed by the situation in which the consumer is willing to conduct transactions, build relationships over the internet, and make deals with electronic retailers [2]. Repurchase is a form of voluntary behavior, as customers generally have more than one option to make a purchase decision again [13]. This relationship depends on many variables [24]. as follows:

- Perceived risk: It expresses the consumer's belief about the negative outcomes that may be inflicted on him from electronic operations, and there are many types of risks such as (financial risks - performance risks - physical risks - psychological risks - social risks - risks related to time and cost risks of alternative opportunities).
- Perceived benefits: They express the expected benefits when the consumer assumes that he will be in the best condition after completing an online transaction from a specific location.
- Confidence: Confidence here is related to the uncertainty of the resource or the website, or it is a personal behavior of an individual related to a belief concerning the characteristics of the other person.

In general, the online purchase behavior can be understood in two stages, where the first stage is primarily concerned with encouraging consumers to buy online while the second stage is concerned with encouraging them to buy back, which is important for the success of the e-commerce process, as it was found that the cost of obtaining new customers is greater than the cost of maintaining existing customers in terms of time and effort, and is a competitive advantage. However, only about 1% of the internet visitors visit the sites once more again [3].

3. Results and Discussion

3.1. Statistical Approaches

First: Measuring reliability (reliability and validity of the questionnaire)

Stability of the questionnaire

To verify the reliability of the questionnaire for the reliability of the results of the questionnaire, the researcher used the Cronbach Alpha equation. The following table shows the resulting stability coefficients using this equation.

Table 1. Stability of phrases for search axes

| Dimensions | Alpha value | The number of phrases |
|-------------------------|-------------|-----------------------|
| Efficiency | 0.791 | 4 |
| Achievement | 0.880 | 3 |
| Quality of service | 0.891 | 7 |
| Merit | 0.782 | 2 |
| Safety | 0.865 | 2 |
| Integrity | 0.832 | 2 |
| Confidence | 0.845 | 6 |
| Intention to repurchase | 0.897 | 3 |
| Total questionnaire | 0.882 | 16 |

Source: It was prepared by the researcher using the surveyed list data.

According to the previous table, it is evident that the values of the stability coefficients are all high values, as the values of the reliability coefficient reached (0.791, 0.880, 0.891) for the quality of service dimensions and (0.782, 0.865, 0.832) for confidence dimensions, (0.897) for the intention to repurchase, and the value of alpha for the total sample was (0.882) They are all high values greater than (0.5), and these values of the reliability factors indicate the validity of the statements and the reliability and reliability of their results.

3.2. Validation of the questionnaire

Correlation coefficients for each dimension of the questionnaire were calculated with the overall degree of the questionnaire, which resulted from applying the questionnaire to the study sample, and the researcher calculated the validity of internal consistency as follows:

Table 2. Correlation coefficients for each dimension

| Dimensions | The moral significance | earson Correlation Coefficient: |
|-------------------------|------------------------|---------------------------------|
| Efficiency | 0.001 | (**)0.896 |
| Achievement | 0.001 | (**)0.997 |
| Quality of service | 0.001 | (**)0.965 |
| Merit | 0.001 | (**)0.972 |
| Safety | 0.001 | (**)0.873 |
| Integrity | 0.001 | (**)0.854 |
| Confidence | 0.001 | (**)0.842 |
| Intention to repurchase | 0.001 | (**)0.856 |

Statistical significance of the significance level (0.001)

Source: Prepared by the researcher from the results of statistical analysis.

It is evident from the previous internal consistency validity table that the correlation coefficient is a significant function at the level of significance (0.05), which confirms the validity of the internal consistency.

Table 3. Results of descriptive statistics of merit statements

| Ferries | priority level | Relative weight in percentage | standard deviation | SMA |
|---|----------------|-------------------------------|--------------------|------|
| I think this site has the necessary resources to carry out its activities successfully | 1 | 65.6 | 1.278 | 3.28 |
| This site is characterized by the fact that the deals that he conducts with me are successful | 2 | 60.4 | 1.407 | 3.02 |
| Merit | - | 63.0 | 1.326 | 3.15 |

It is evident from the previous table that the general average of merit is (3.52) with a relative weight (63.04%) indicating the approval of the sample in an average manner on the axis, and the mean of the statements ranged between (3.02 -3.28) with a relative weight (60.4% -65.6%) and those ratios indicate approval of the study sample for sample statements on average on merit phrases.

Table 4. Results of descriptive statistics of safety statements

| Ferries | priority level | Relative weight in percentage | standard deviation | SMA |
|---|----------------|-------------------------------|--------------------|------|
| The site is keen to know my opinions on the service. | 2 | 56.4 | 1.480 | 2.82 |
| The site guarantees that no information about me will be used | 1 | 72.4 | 1.086 | 3.62 |
| Safety | - | 64.4 | 1.262 | 3.22 |

It is evident from the previous table that the general average of safety is (3.22) with a relative weight (64.4%) indicating the approval of the sample in a medium way on the axis, and the mean of the statements ranged between (2.82 -3.62) with a relative weight (56.4% - 72.4%) and those percentages indicate the approval of the study sample for sample phrases in average on the safety phrases.

Table 5. Results of the descriptive statistics of integrity statements

| Ferries | priority level | Relative weight in percentage | standard deviation | SMA |
|---|----------------|-------------------------------|--------------------|------|
| This site is distinguished by being trustworthy from my previous dealings with him. | 1 | 65.6 | 1.415 | 3.28 |
| I think this site always fulfills its obligations | 2 | 62.8 | 1.414 | 3.14 |
| Integrit | - | 64.2 | 1.396 | 3.21 |

It can be seen from the previous table that the general average of integrity (3.21) with a relative weight (64.2%) indicates the approval of the sample in a medium way on the axis, and the mean of the statements ranged between (3.14 -3.28) with a relative weight (62.8% -65.6%) and those percentages indicate the approval of the study sample for the sample statements, on average, on the integrity statements.

Table 6. Descriptive statistics results for the terms of service quality and trust

| Ferries | priority level | Relative weight in percentage | standard deviation | SMA |
|--------------------|----------------|-------------------------------|--------------------|------|
| Quality of service | 1 | 69.1 | 1.293 | 3.45 |
| Confidence | 2 | 63.9 | 1.319 | 3.19 |

It can be seen from the previous table that the general average of service quality is (3.45) with a relative weight (69.14%) and confidence (3.52) and the general average of confidence (3.19) with a relative weight.(%63.9) .

Table 7. Results of descriptive statistics of repurchase intent expressions

| Ferries | priority level | Relative weight in percentage | standard deviation | SMA |
|---|----------------|-------------------------------|--------------------|------|
| It is likely that I will continue purchasing products from the same website in the future | 3 | 69.6 | 1.313 | 3.48 |
| I will continue to use this website to purchase products whenever possible. | 1 | 76.0 | 1.107 | 3.80 |
| I intend to continue purchasing products from the same website in the future | 2 | 70.4 | 1.515 | 3.52 |
| Intention to repurchase | - | 72.0 | 1.278 | 3.60 |

It can be seen from the previous table that the general average of the intention to repurchase is (3.60) with a relative weight (72.0%) indicating that the sample agrees well on the axis, and the mean of the statements ranged between (3.48 -3.80) with a relative weight (69.6% -76.0%) and those ratios indicate approval. The study sample for sample phrases well on repurchase intent phrases.

Table 8. Simple linear regression model for significant quality of service and buyback effect

| Independent variable | R2 | F. test | | t. test | | Ability β_i |
|----------------------------------|-------|-----------------|-----------|-----------------|-----------|----------------------|
| | | Level of morale | the value | Level of morale | the value | |
| | %96.3 | **0.001 | 1248.9 | **0.01 | 2.947 | 0.252 |
| The stator Quality of service | | | | **0.001 | 35.340 | 0.970 |

** A function at the level of significance less than (0.01).

* A function at the level of significance less than (0.05).

The previous table shows a set of conclusions:

a. coefficient of determination (R2)

We find that the independent variable, service quality, explains (95.3%) of the total change in the dependent variable (buyback). The rest of the ratio is due to the random error in the equation or perhaps to the absence of other independent variables that were supposed to be included in the model

b. The significance of the independent variable test.

Using the choice of (t.test), we find that the independent variable of the dimensions of service quality has a significant effect on (buyback), as the value of "t" was (35.340) at a significant level less than (0.01).

c. Test the significance of the quality of the regression model fit:

To test the significance of the model fitment quality as a whole, the F-test was used, and since the F-test value is (1248.9) which is significant at a level less than (0.01), which indicates the quality of the regression model's effect on buyback.

- 4Equation of the form:A

$$\text{Buy back} = 0.252 + 0.970 \text{ QoS}$$

Simple Regression Analysis Model for Impact of Confidence and Repurchase

Table 9. Results of descriptive statistics for efficiency statements

| Statements | Arithmetic Mean | Standard Deviation | Relative Weight Percentage | Degree of Importance |
|--|-----------------|--------------------|----------------------------|----------------------|
| It makes it easy for me to access the website address | 3.18 | 1.395 | 63.6 | 4 |
| This site provides me with in-depth information about the product or the service it offers | 3.30 | 1.374 | 66.0 | 3 |
| Organizing of the site allows me easy navigation | 3.54 | 1.297 | 70.8 | 1 |
| I find it easy to use the site | 3.52 | 1.374 | 70.4 | 2 |
| Efficiency | 3.39 | 1.332 | 67.7 | - |

It can be seen from the previous table that the general average of efficiency is (3.39) with a relative weight (67.7%) indicating that the sample agrees well on the axis, and the mean of the statements ranges between (3.18-3.54) with a

relative weight (63.6% -70.8%) and those ratios indicate the well convenience of the study sample with the sample phrases on competency phrases.

Table 10. Results of descriptive statistics of achievement statements

| Statements | Arithmetic Mean | Standard Deviation | Relative Weight Percentage | Degree of Importance |
|---|-----------------|--------------------|----------------------------|----------------------|
| The site fulfills its commitment with regard to product delivery | 3.60 | 1.088 | 72.0 | 1 |
| The products I receive are already in compliance with the required specifications | 3.42 | 1.579 | 68.4 | 3 |
| I get products quickly | 3.54 | 1.216 | 70.8 | 2 |
| Achievement | 3.52 | 1.261 | 70.4 | - |

It can be seen from the previous table that the general average of achievement is (3.52) with a relative weight (70.4%), indicating that the sample agrees well in convenience with the sample phrases on delivery phrases.

Table 11. Matrix of correlation between the dimensions of service quality and repurchase

| Dimensions of Service Quality | Correlation Coefficient (r) | Level of Significance | The Outcome (significance) |
|-------------------------------|-----------------------------|-----------------------|----------------------------|
| Quality of service | 0.981 | 0.01** | significant |
| Confidence | 0.984 | 0.01** | Significant |
| Quality of service | 0.976 | 0.01** | Significant |

** Significant at less than (0.01) level of significance.

* Significant at less than (0.05) level of significance.

By looking at the previous correlation matrix, it has become evident that there is a statistically significant correlation between "total repurchase" and "service quality", where the correlation coefficient has reached (0.976) with a significant level less than (0.01). This indicates that the greater the quality of service factors, the greater the repurchase will be, and this becomes clearer as follows:

a. There is a statistically significant correlation between the dimension of "service quality" and "repurchase", as the correlation coefficient has reached (0.981), with a significant level less than (0.01), indicating that the higher the quality of service, the more it increases and reflects positively on repurchase.

b. There is a statistically significant correlation between the dimension of "confidence" and "repurchase", as the correlation coefficient has reached (0.984) with a significant level less than (0.01), indicating that the greater the confidence is, the more it increases, and reflects positively on the repurchase.

* Simple regression analysis model for TQS and repurchase.

* The statistical method used: the simple regression analysis.

Table 12. Simple linear regression model for determining the significance of the effect of total service quality and repurchase

| Independent Variable | Parameter | t. test | F. test | R2 |
|----------------------|-----------|---------|---------|----|
|----------------------|-----------|---------|---------|----|

| | Estimation | | | | |
|----------------------------------|------------|--------|--------------------|--------|--------------------|
| | β_i | Value | Significance Level | Value | Significance Level |
| Fixed Part | 0.686 | 3.305 | 0.002** | 968.10 | 0.001** |
| Dimensions of Quality of Service | 0.965 | 31.114 | 0.001** | | 95.3% |

** Significant at less than (0.01) level of significance.

* Significant at less than (0.05) level of significance.

The statistical method used: Simple regression analysis

Table 13. Simple linear regression model to determine the significance of the effect of trust and buyback

| Independent variable | R2 | F. test | | t. test | | the teachers Ability |
|-----------------------|-------|-----------------|-----------|-----------------|-----------|----------------------|
| | | Level of morale | the value | Level of morale | the value | β_i |
| | %89.9 | **0.001 | 425.493 | **0.001 | 4.342 | 0.667 |
| The stator Confidence | | | | **0.001 | 20.627 | 0.919 |

** A function at the level of significance less than (0.01).

* A function at the level of significance less than (0.05).

The previous table shows a set of conclusions

1 - coefficient of determination (R2), we find that the independent variable explains (89.9%) of the total change in the dependent variable (buyback). The remainder of the ratio is due to the random error in the equation or perhaps to the lack of other independent variables that should have been included in the model.

2- The significance of the independent variable test.

Using the choice of (t.test), we find that the independent variable confidence has a significant effect on (repurchase), as the value of "t" reached (20.627) at a significant level less than (0.01).

3- Test the significance of the quality of the regression model fit:

To test the significance of the quality of the model fit as a whole, the F-test was used, and since the value of the F-test is (425.493) which is significant at a level less than (0.01), which indicates the quality of the effect of the regression model on the buyback.

4 - Equation of the form:

$$\text{Repo} = 0.676 + 0.919 \text{ confidence}$$

The previous table shows a set of conclusions:

1. Coefficient of Determination (R2)

We find that the independent variable "total service quality" explains (95.3%) of the total change in the dependent variable (repurchase). The rest of the ratio is due to the random error in the equation or perhaps to the absence of other independent variables that should have been included in the model.

2- The Significance of the Independent Variable Test

By selecting the (t. test) choice, we find that the independent variable of "the dimensions of service quality" has a significant effect on (repurchase), as the value of "t" has reached (31.114) at a significant level less than (0.01).

3- Testing the Significance of the Fitness of the Quality of the Regression Model

To test the significance of the fitness of the quality of the model as a whole, the (F-test) has been used, and since the value of (F-test) is (968.1) and it is significant at a level less than (0.01), the quality of the effect of the regression model on the repurchase is approved.

Research Conclusion:

The aim of the research is to identify the nature of the relationship between service quality and its relationship to repurchase, through electronic marketing via the internet, identifying also the dimensions of marketing.

The results show that there is a statistically significant relationship between the dimension of "service quality" and "repurchase", as the correlation coefficient has reached (0.981) with a significant level less than (0.01).

Conclusions

1. It is found that the independent variable "confidence" has a significant impact on (repurchase).
2. There is a statistically significant relationship between the "quality of service" dimension and "repurchase" as the correlation coefficient is
3. There is no significant difference between the opinions of e-commerce customers concerning the dimensions of the quality of the electronic service.
4. There is a statistically significant relationship between the "quality of service" dimension and "repurchase", since the correlation coefficient has reached (0.981) with a significant level less than (0.01).
5. It was found that the independent variable, service quality, explains (95.3%) of the total change in the dependent variable (buyback). The rest of the ratio is due to the random error in the equation or perhaps to the absence of other independent variables that were supposed to be included in the model

Recommendations

1. Because there is a difference between the opinions of customers of online shopping sites and what regards the dimensions of the quality of the electronic service.
2. Working on developing strategies that can raise the importance of (service quality and repurchase).
3. Those working on managing electronic shopping sites should devise a strategy that can increase the speed of responding to the needs and expectations of customers.
4. Carrying out more other studies that expose the role of satisfaction, commitment and loyalty and the extent of their impact on the intention to repurchase through online shopping sites.

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