

The Impact of Perceived Web Quality, Trust, eWOM and Attitude on e-loyalty of Fashion Goods: A Mediating Role of Customer Satisfaction

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Abstract

Purpose – This paper aims to investigate the relationship between trust in the intention of online shopping of fashion goods and the influence on social media use. In particular, this study will examine the relationship between attitude towards online shopping websites, customer satisfaction and e-loyalty.

Design/methodology/approach – Quantitative analysis was used to test hypotheses using investigative methods for the purpose of data collection. A total of 709 respondents participated, 309 participated in the online survey, and 400 responded to the physical survey. The data were quantitatively analyzed through IBM SPSS Statistics24.

Findings – The findings from this study suggest attitude towards online shopping intend to e-loyalty. The factor Customer satisfaction has a significant and positive influence on e-loyalty as well. Among these factors, attitude towards online shopping is the main contributor for e-loyalty.

Practical implications– This study provides useful statistics for online retailers. Nonetheless, there are previous research findings that impact the trading and performance of retailers, where many online outlets face certain risks for their online business. The results of this study are expected to help online stores to develop strategies to limit security risks, especially for advanced e-commerce.

Originality/value – Improving online purchases payment protection poses several problems for consumers, including data protection, electronic contract validity, enforceability and improper data disclosure. This issue occurred because many online stores are unaware of the essential factors that contribute to the current risk. Consumers' perceived risks affect customer attitudes in purchasing behavior when buying online.

Keywords: Online shopping, Mediation, Online consumer behavior, Social Media, Customer Satisfaction

1. Introduction

The manufacturing and consumption of clothing have grown significantly in recent decades as a result of the world's population expansion, rising incomes, and rising standards of living. (Shirvanimoghaddam et al., 2020). Instead of taking sustainability and consumer preferences into account, clothing is made and intended for quick trend changes through immediate sell out and disposal of existing stock, enabling for quick profits. (Kozlowski et al., 2018).

A global survey conducted by Deloitte in 2019 found that consumer behavior is continuously impacted by the use of mobile devices and the internet. Approximately 90% of people in developed economies own a smart phone, and 95% of those cell phones are regularly used. India is going on an exciting digital adventure. With over 1.2 billion internet users by 2023, the country will be the world's second-largest online population. India is rapidly becoming digital, as seen by its shopping patterns, digital payments, digital ad spending, consumption of social media content, and the expanding D2C ecosystem. The Indian e-commerce business, presently valued at 63.17 billion US dollars, it is growing at a rapid rate, just alongside nations like Brazil and Argentina (Statista, 2023)

The huge boom in online customers and online transactions now provides clear evidence that the internet is at the heart of the modern business environment. Companies have adopted the internet as a good language exchange channel with their customers (Diaz and Christina, 2013). Indeed, internet sites are useful devices for businesses to generate and maintain revenue from potential customers by promoting goods and products (Akincilar and Dagdeviren, 2014). Given the positive environment of the industry, Government has the ambition to plan internet sites to be dynamic and use it for their ability to influence customer decision making. Therefore, in order to company to attract and retain loyal customers, it is necessary to maintain a high quality internet site. Nowadays companies create repeat businesses through their loyal customers, as they are not very sensitive to evaluation (Bowen and Chen, 2001).

2. Literature review

Perceived web quality

Overall functionality of the online shopping website is considered as perceived web quality, which includes the size of your website design and effectiveness of process that can provide smooth and simple experience. Online shopping websites may function as information systems for themselves as well, as they use web technology to handle information and the activities involved in online buying, to set the system's intended quality. By using this definition in the context of this study, we are able to establish that web quality may be characterized as a feature that online customers find desirable in an online shopping site, it also include features elements that provide ease of use (Constantinides, 2004). When it comes to e-commerce, a website's browsing, ordering, and information retrieval capabilities, along with how quickly these tasks are accomplished, may all be evaluated to determine how effectively a website functions. Conversely, search facilities are associated with the convenience, speed, and efficacy of gathering data and information about product attributes, performance, price, and other aspects (Al-Debei, Akroush & Ashouri, (2015).

Prior studies have indicated that consumers' perceptions of the potential benefits of using an online shopping website are positively correlated with their assessment of the website's quality (Al-Maghrabi and Dennis, 2011). We actually hypothesize that when a website is easy to use and search, information about products and services is quickly and easily located, web pages load quickly, and ordering procedures are straightforward and secure, consumers' perceptions of the benefits of online shopping in terms of convenience, cost savings, and time savings improve. Additionally, it is believed that attitude is positively and significantly impacted by perceived online quality. When an e-commerce website forgoes excellent usability and interactive elements, users will feel better about the website overall (Zhou, 2011). Thus we hypothesized:

H₁: Perceived web quality is positively related to attitude towards online shopping website.

Trust

(Hajli et al., 2013) proposes a model that adopts the constructs of the Technology Acceptance Model (TAM) to indicate that they have beliefs that it can influence consumer behavior. Trust was suggested as a direct predictor of attitude due to the significant degree of ambiguity and dynamic nature in cyberspace (Lin, 2011). There are several and varied definitions of trust in the pertinent literature, which makes it multidimensional sometimes (Hassanein and Head, 2007).

Another way to describe trust is a person's belief in the reliability of others based on their perceived competence, compassion, and integrity (McKnight et al., 2002). If put simply, trust is the belief that the seller will fulfill their promises and that other people won't act in an opportunistic manner (Gefen et al., 2003). In online environments, trust is considered essential despite its many meanings because of the associated risks (Van der Heijden et al., 2003). The importance of trust as a predictor of a person's attitude has been highlighted by earlier e-commerce studies as well (Limbu et al., 2012). Thus we hypothesized:

H₂: Trust is positively related to attitude towards online shopping website.

Electronic word of mouth

The eWOM instructs other consumers about the quality, usage, offerings and sellers of a particular product or service (Jonah, 2014). Word-of-mouth is an effective tool for influencing humans, and their shopping in behavior. Yadav et al. (2013) defined electronic word-of-mouth (eWOM) as “any comment positive or negative made by hypothetical, real, or past consumers’ experience that is spread online to a large audience and organizations.” Jalilvand et al., (2013) also supported that eWOM significantly affects the attitudes and behavioral intentions of internet users.

As more individuals use social media and the internet to get relevant information, electronic word-of-mouth (eWOM) has gained popularity. Customers feel that opinions available on the internet are accurate and trustworthy (ACNielsen, 2010). Positive eWOM may be trusted by a customer, who may then make purchases on a website based on bloggers' or websites' recommendations of certain products or services. Online feedbacks and recommendations are critical for consumers seeking new product/service information as well as specifics about service quality (Chevalier & Mayzlin, 2006). As a result, eWOM is expected to have a significant impact on online shoppers' attitude (Jalilvand et al., 2013). Thus we hypothesized:

H₃: eWOM is positively related to attitude towards online shopping website.

Mediating role of Customer satisfaction

As one of the key marketing objective, customer satisfaction is considered a basic idea of interest in marketing (Chiu and Cho, 2021). It is commonly acknowledged in the traditional marketing literature that a series of happy experiences is necessary to allow happiness to become comprehensive and to impact loyalty (Garbarino and Johnson, 1999). Menidjel et al. (2021) found that loyalty is positively impacted by customer satisfaction. But when individuals buy the same product since it doesn't seem worth the time and effort to look for alternatives, customer loyalty linked to repurchase appears to be a weak connection (Oliver, 1999). Therefore, the strongest link between a consumer and a brand is their attitude (Chaudhuri and Holbrook, 2001). It makes further more important to have positive attitude towards website or brand itself to have better customer satisfaction that eventually leads to loyalty.

Due to faceless transaction exchanges, satisfaction plays a crucial role and significantly affects customer loyalty in e-commerce, as in context of online and offline shopping the customer satisfaction found to be single most predictor of loyalty (Slack & Singh, 2020). This is because satisfaction got linked to loyalty in many researches (Castaneda, 2011). Customers who are satisfied are more committed to a brand or store than those

who depend on other elements, such lack of knowledge and time restrictions which directly linked to what attitude they have possessed towards the brand or their website. Thus we hypothesized:

H₄: Customer satisfaction mediates the relationship between attitude towards online shopping and e-loyalty.

Conceptual framework

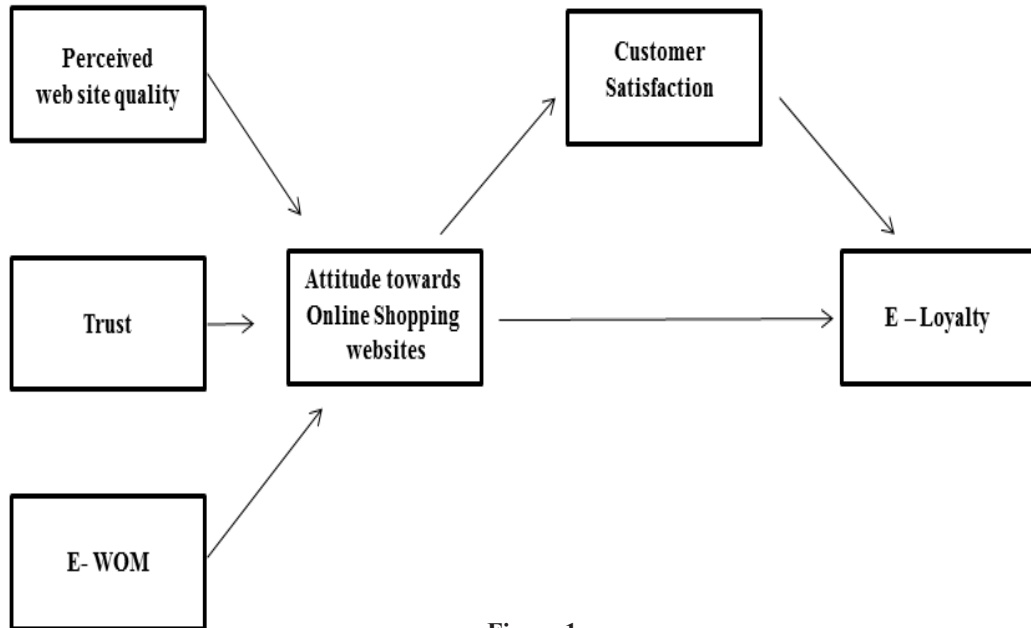


Figure 1

3. Research Methodology

Data collection

400 questionnaires were personally distributed and 309 responses collected online. All 709 were considered for study. Demographics of the respondents are as mentioned in Table 1. Men make up 78.7% of the responders, while women make up 21.3%. 10.3% of those surveyed are under 20 years old. 74% of the responders are between the ages of 20-30, 10.4% of respondents are between the ages of 30 and 40, while 5.2% are beyond the age of 40. 10.9% of the 709 participants earn less than 10,000 per month, 17.3% earn between 10,000 and 20,000, and 37.5% and 34.3% earn between 20,000 and 30,000 per month and more than 30,000 respectively.

Table 1 Demographic profile of sample

Variable	Category	Frequency	Percentage
Age	Less than 20	73	10.3
	20-30	525	74.0
	30-40	74	10.4
	More than 40	37	5.2
Gender	Male	558	78.7
	Female	151	21.3
Income	Less than 10000	77	10.9
	10000-20000	123	17.3
	20000-30000	266	37.5
	More than 30000	243	34.3

4. Data Analysis and Results

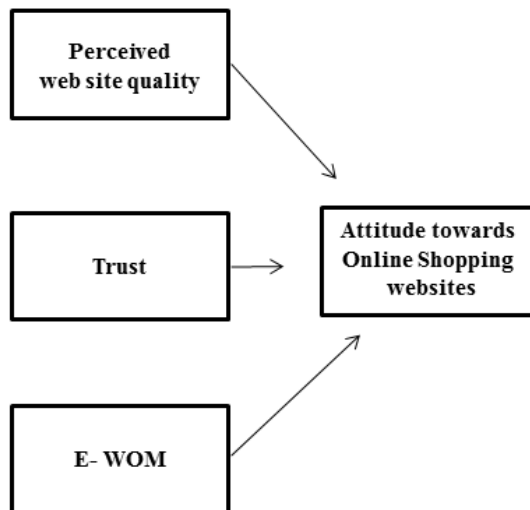


Figure 2

Table 2: Regression analysis

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Err	Beta			Tolerance	VIF
(Constant)	.491	.083		5.900	.000		
E-WOM	.075	.034	.081	2.214	.027	.329	3.038
PWQ	.223	.031	.259	7.077	.000	.331	3.024
Trust	.572	.042	.539	13.754	.000	.289	3.461
Dependent Variable: Attitude towards online shopping website							

Table 2 indicates that, p value is 0.000 (less than level of significance of 0.05) Hence the regression model is fit. From the above table its indicates that, p value is 0.027, 0.000 and 0.000 for eWOM, Perceived web quality and Trust respectively indicates that all the variable has significant impact on attitude towards online shopping. Thus H1, H2 and H3 are supported.

Table 3 Mean, SD and internal Reliability of variables

Research Variables	Mean	Cronbach alpha
Attitude towards online fashion shopping	3.56	0.762
Customer satisfaction	3.69	0.880
E-Loyalty	3.64	0.806

Table 4 Correlations and significance of variables

Correlations				
		Customer Satisfaction	Attitude	E-loyalty
Pearson Correlation	Customer Satisfaction	1	0.733**	0.747**
	Attitude towards online fashion shopping	0.733**	1	0.757**
	E-loyalty	0.747**	0.757**	1
** Correlation is significant at the 0.01 level				

Table5 Results of Mediation model using Regression analysis

Steps	Variables	Beta	R Square	P value
1	ATT – CS	.713	.537	0.00
2	ATT – EL	.742	.573	0.00
3	CS – EL	.752	.558	0.00
	ATT – EL (after entering CS as mediator)	.452	.650	0.00

****Note:** ATT = Attitude towards online fashion shopping, CS = Customer Satisfaction, EL = E-loyalty

The mean and reliability of variables and the data about correlations and significance of variables are as shown in Table 3. The steps to test the mediating relationship of customer satisfaction are as follows: (1) The independent variable and dependent variable should share a significant relationship, Similarly (2) There should significant impact among the independent variable and mediator variable and (3) There should be noticeable variance between independent and dependent variables post introducing the mediating variable, i.e., a full mediation can be considered if insignificant relationship found between both independent and dependent variables after mediator being introduced but if only decrease trend can be noticed between IV and DV while they are still significant, it is partially mediated.

Results for the above steps are as described in Table 4. Significant and positive relationship has been found between Attitude towards online shopping website and Customer satisfaction ($\beta=0.733^{**}$; $P=0.000$), step 1 completes here. Step2 explains that Attitude towards online shopping website and E-Loyalty have significant positive relationship ($\beta=0.757^{**}$; $P=0.000$). Step3 reveals that Customer satisfaction is positively significant concerning the E-Loyalty ($\beta=0.747^{**}$; $P=0.000$).

Further, Table 5 shows that after entering mediator variable (Customer satisfaction), the relationship found to be significant between Attitude towards online shopping website and E-Loyalty however decrease trend can be noticed between them. i.e., β value decreased to 0.29 from 0.742. That shows partial meditation between Attitude towards online shopping website and E-Loyalty of Customer satisfaction. This partial mediation explains that Customer satisfaction is the mediator; between Attitude towards online shopping website and E-loyalty hence H4 is partially supported.

5. Conclusion and Discussion

The above results show that attitude towards online fashion Shopping has a significant and positive relation on e-loyalty, it indicates that if attitude towards online fashion shopping is positive then e-loyalty can be achieved. Customer satisfaction is also found partially mediating between attitude towards online fashion shopping and e-loyalty therefore if customer satisfaction is higher; it helps companies to boost the level of customers' e-loyalty as customer satisfaction to e-loyalty was also found significant. Moreover, the indirect effect of attitude towards online fashion shopping on the e-Loyalty through customer satisfaction has a significant relationship. But the direct effect between attitudes towards online fashion shopping on e-loyalty is greater than the indirect effect through mediator variable (Customer satisfaction). It indicates that customer's attitude towards online fashion shopping matters more for companies.

The cheap availability and ease of access of the internet is fueling the growth of social media platforms. Convenience and the price benefit have motivated the customers to outweigh the trust Dilemma. Customers write their feedback regarding the experience about a product or service instantaneously on the social media.

Social media has proved itself as a mass advertising platform. Online shopping websites gather the user search history with the help of cookies and thereby provide compelling customized offers specific to a customer. Social media platforms provide increase in the customer traffic for the websites. It is an undeniable fact that business owners in the online market selling the fashion goods have to make use of the social media platforms to enhance their sales. Most of the business in the online media does not own the production facility of the fashion goods. Inventory planning and logistics management is the key activity of the online retailer. Customer interaction through the social media gives an idea for inventory planning. Major component of the online retailer especially for the fashion goods is contributed towards the logistics and supply chain arrangement. Understanding the pulse of the customer helps in creating an efficient delivery mechanism.

From the above research, it has been concluded that attitude towards online fashion shopping as a positive and significant relation with customer satisfaction as well as with e-loyalty. It indicates that the customers' attitude matters the most and it has more significant impact on other aspects. The study suggest that one factor that is attitude has impact on multiple factors and that could support the customer loyalty, customer satisfaction plays mediating role between attitude and e-loyalty and results says it has partial impact, that not only proves customer satisfaction impact but also opens room for other factors that may have impact on e-loyalty.

6. Future Study

The limitations and findings of the study should be addressed in future studies. Gujarat was only chosen to collect data, and the research work was only done in the Gujarat region. Also the study is only focus on fashion industry, it can be possible that results appear differently while considering other region and industry.

Future research can be carried out generalizing the proposed relationship using longitudinal study. It can be extended towards understanding the behavior component of the customer towards online fashion shopping websites. Probability sampling methods can be employed in the future research to enhancing the purpose and outcome of the study. Additionally the other variable associates with TMA model also can be introduced to underrated importance of favorable attitude. This study is limited to understand importance and predictors of e-loyalty however this can be further carry forward by adding one more variable after that like purchase intention or repurchase intention, it would be interesting to see how loyalty plays a part in purchase or repurchase intention in this competitive market. An addition of theory to support theoretical implementation is also something where future researchers can focus on, if purchase intention added in future research then the planed behavior (TPB) can be introduced to understand relation between intention and attitude. Lastly there is lot when it comes to data arability in today's context and it will increase only hence that can be included in the future study.

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