Exploring Antecedents of Private Shopping intention: The Case of Turkish Apparel Industry

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Abstract
The objective of this study is to develop a research model to investigate the impacts of   (i) perceived benefits/risks of online shopping, (ii) the dimensions of both electronic service quality (e-SQ) and electronic service recovery (e-recovery) on electronic commerce satisfaction and electronic loyalty in the setting of private shopping business model among Turkish online shoppers. The hedonic/enjoyment benefit is the only significantly effective benefit of online shopping where other listed benefits and the risks appear to have an insignificant impact on electronic satisfaction. The e-SQ dimension of "system availability" and the e-recovery dimension of "compensation" were not considered significantly effective on e-satisfaction by the respondents, either. In congruence with the previous research findings, e-satisfaction is a major element of e-loyalty in the growing business of private apparels shopping in Turkey.
Keywords: Private Shopping, e-service quality, e-satisfaction, e-loyalty.

1. Introduction

The apparel industry has always been one of the leading global industries in terms of employment, trade, investments and revenue all around the world. The total revenue for the global apparel retail industry was $1.323.6trillion in 2013, representing a compound annual growth rate (CAGR) of 4.1% between 2009 and 2013 (Global apparel retail report, 2014). It is also forecasted that the CAGR will be 5.1% for the period of 2013-2018 to drive the apparel industry to a value of $1.695trillion by 2018 (Global apparel retail report, 2014).Most of the growth has come from developing markets despite the global economic downturn since 2008 (Lu, 2014). According to the report "Apparel Retail: Global Industry Almanac, MarketLine," published by Reportlinker.com "the global apparel retail industry, valued at $1.175 trillion in 2011 is forecasted to reach the value of $1.348 trillion in 2016"(Thomasson, 2012).

This major industry has some drawbacks for marketers like short product life cycles, vast product differentiation and continuously changing demand. Besides apparel products are still prone to economic crises since they are considered discretionary compared to many other consumer product groups (Keller et al., 2014). Due to its very nature apparel industry has always been very competitive because of never-ending need to produce new styles for demanding men and women influenced by ever-changing fashions. Even well-established brands have to manage maintaining their markets hares by both adapting to and changing the consumer trends. The most effective trend in this attempt to cope with the global competition is to use new technology to allow the consumers' shopping experience to be more enjoyable and convenient. Online retailing has provided the apparel industry with both powerful and practical avenues to reach their consumers (Goldsmith & Goldsmith, 2002).

In 2013, the total turnover of retail sales of clothing and accessories stores in the US was almost US$251 billion; up by %3.5 from 2012. According to the leading research company, emarketer, e-retail sales of apparel and accessories reached the value of $54.2 billion in the US, accounting for almost 21% of 2013 total US retail sales at apparel and accessories. This sales turnover is also almost 20% of the total e-commerce turnover in the US. Only consumer electronics and computers had higher electronic sales of $56.8 billion with a share of 21.9%. The findings of emarketer, however, show that online apparel and accessories sales will have the highest compound annual growth rate, 17.2%, even better than computer and consumer electronics through 2017. Considering that ecommerce is expected to account for 8.9% of the total retail market both worldwide and in the

US in 2018, the forecasted 20% share of apparel and accessories is considerably high (emarketer.com; Enright, 2013).

1.1 Private shopping

Private shopping is one of the most popular business models in the world of e-commerce ever since the pioneering French company Vente-Privee was established in 2007. Vente-privee generated 1.073 billion Euros in gross turnover in 2011 with 11% increase from 2010. 1,500 main international brands in product categories of clothing, fashion accessories, home appliances, toys, sports equipment, high-tech and gastronomy have been sold to 15 million members in eight European countries (Gobry, 2011; Latif &Örs, 2014).

Also called "flash sales" the private shopping companies are the "members only" companies selling limited groups of products at high discount rates for short periods of time intervals. The offered products usually include a collection of high-end luxury brands centered primarily fashion and furnishings (Martinez & Kim, 2012). Although the leading private shopping (flash) web sites like Gilt Groupe, and Ideele offer their members various product/services like hotel rooms or trip packages, the major products are well-known brands of apparels and accessories. Consumers who are either granted membership through an invitation from an existing member or fill out membership application forms keep receiving mails from the company detailing the campaigns lasting 2 to 6 days designed on a weekly or daily basis. Membership is usually free and the sales are executed on a first come first served basis.

Private shopping model is a win-win model for all the involved parties in the transaction. The manufacturers of brands or designers enjoy the opportunity to sell their over stock items without damaging their brand reputation. The private shopping sites enjoy both their transactional profits and the indirect profit due to the late transfer of already collected money. Finally consumers purchase the expensive and luxury products they could not afford otherwise (Uraltas &Köroğlu, 2012).The most popular American private shopping club is Gilt Group. It has nearly two million members. In 2011, the company was valued at $1 billion and raised $138 million in venture capital (Rusli, 2011).

1.1.1 Private Shopping in Turkey
According to "Turkey B2C E-Commerce Report 2014," Turkey is among the world leaders in B2C E-Commerce growth with a growth rate of almost 40%(ystats.com, 2014).Turkish Internet users are also the youngest in Europe, and they spend more than 30 hours/month online (December, 2012) behind only the UK in Europe. Almost a quarter of all Internet users shop online and a quarter of online shoppers use mobile devices to make purchases over the Internet. The smart phone penetration rate is above 50% in the age group of 18-24 while one-third of the total population of 74 million owns smart phones (ystats.com, 2014).Turkey has also the fifth largest facebook user group in the world and has more than 10 million twitter users.

Private shopping is a growing trend in Turkey, and the first three biggest private shopping sites are respectively Markafoni, Limango and Trendyol. Consumer electronics and appliances is the largest B2C E-Commerce physical product category in Turkey in terms of sales, while apparel has the highest reach of online shoppers (www.ystats.com, 2014).

2. Literature review
2.1 Perceived online Shopping Benefits
A number of researchers have studied the benefits of shopping online and suggested that the benefits are antecedents of e-satisfaction on the way to e-loyalty (Anderson & Srinivasan, 2003; Balabanis et al., 2006; Rohm & Swaminathan, 2004; Bhanatnagar & Ghose, 2004a; Bhanatnagar & Ghose, 2004b).

Shopping Convenience defined as time and energy savings to accomplish the process of shopping and has been suggested as one of the major motivations of online shopping with an impact on e-satisfaction by many scholars (Kargaonkar & Wolin, 2002; Rohm & Swaminathan, 2004; Berry et al., 2002).Because of saved time and effort online shoppers will be more satisfied with the process and become more loyal to their favorite web sites (Anderson & Srinivasan, 2003; Srinivasan et al., 2002).

Product Selection Having access to many brands and retailers, better product selection, unique merchandize offerings and online available information can be listed as the major benefits of online shopping leading to e-satisfaction (Forsythe et al., 2006;Rowley, 2000)

Ease/Comfort of Shopping includes advantages of having neither physical nor emotional hassles of shopping (Korgaonkar & Wolin, 2002; Bhatnagar & Ghose, 2004a, 2004b)

Hedonic /Enjoyment motives like trying a new experience, taking advantage of a surprise deal and pleasure of owning a customized product have been found by many scholars having a positive impact on e-satisfaction(Parsons, 2002; Childers, et al., 2002; Wolfinbarger & Gilly, 2001).

2.2 Perceived online Shopping Risks
Shopping is a risky process by nature. Because of the opportunistic behaviors and contradicting benefits of

buyers and sellers, it is not surprising that there may be intentional or unplanned uncertainties or inconveniences which lead to increased risks. Due to its impersonal nature and the implicit uncertainty of open virtual environment, e-commerce tends to inflate some of those concerns and ambiguities and consumers perceive more risk when they do e-purchasing on the internet compared to offline retail formats (Forsythe, et al., 2006). The uncertainties in e-commerce can be classified as (1) behavioral uncertainties and (2) environmental uncertainties. Economic risk, personal risk, seller performance risk and privacy risk are the major groups of risks usually caused by both behavioral uncertainties of web retailers to take advantage of distant nature of the internet and the difficulty of controlling all

online transactions by the authorities. Economic risk and privacy risk can also be included in the group of environmental uncertainties mainly caused by the uncontrollable nature of the internet (Almousa, 2011; Bhatnagar, et al., 2000; Choi & Lee, 2003).

Financial Risk is perceived in any shopping process at varying degrees because of the possibility of financial loss due to higher costs or fraud. The sense of insecurity which has been evidenced as the major obstacle to online purchases (Forsythe, et al., 2006,p.57) is also included in financial risks.

Product Risk is the perception that both the purchased product may not function as expected and the loss may occur because of the malfunction of the product (Kim and Lennon, 2000). Product risk has been found one of the major concerns of the e-shoppers because they suffer the inability to evaluate the product online (Bhatnagar, et al., 2000; Forsythe, et al., 2006).

Time/ Convenience Risk Perceived time / Convenience risk is experienced by consumer when faced with the potential time lost for both searching for the product and making a purchase.

2.3 Electronic Service Quality (e-SQ)

Electronic Service Quality (E-Service quality; e-SQ) was defined as "the extent to which a web site facilitates efficient and effective shopping, purchasing, and delivery" (Zeithaml et al., 2000 p.11). In the growing world of e-commerce where almost all the web sites offer lower prices and standard applications providing convenience to the consumers what differentiates the successful companies is electronic service quality. Considering the tough competition prevailing in the global e-commerce world today, companies do need to transfer the focus from the transactions of e-commerce to e-service including all clues occurring before, during and after the transactions (Zeithaml et al., 2002 p.362).

Findings of research over a decade have revealed that the service quality has an impact on the effectiveness of e-commerce by influencing consumption decisions (Yang, 2003; Janda et al.,2002).Several models have been developed by many scholars to measure this abstract construct of e-SQ starting with the SERVQUAL model which was first proposed by Parasuraman et al. (1988) to measure the customer perceptions of service quality in offline businesses. As e-commerce became very popular and complicated with many new business models in time, the original SERVQUAL model containing the dimensions of reliability, responsiveness, empathy, assurance and tangibility was modified to embrace the unique features of virtual environment like interactions between consumers and web sites (Chiu et al., 2005). Based on the study of Zeithaml et al., (2000), Parasuraman et al.,(2005) developed an e core service quality scale (E-S-QUAL) consisting of the dimensions of efficiency, fulfillment, system availability, privacy and e-recovery service quality scale (E-RecS-QUAL) consisting of three dimensions of responsiveness, compensation and contact.

System availability is defined as "the correct technical functioning of the site" (Parasuraman et al. 2005, p.8). According to Peters, executive editor of Internet Retailer, "More than 90% of online shoppers abandon a web store after three or fewer unsuccessful experiences to complete a purchase". (2006). The findings of Kim (2005) ; Teo & Liu (2007) indicated that the functional/technical problems like missing links or frequently being down have frustrating impact on already hesitant consumers. It was found that the system support is a major determinant of system quality.

Efficiency dimension refers to "the ease and speed of accessing and using the site" (Parasuraman et al., 2005, p.8). The ease of both website access and use, simplicity of searching for information, ease of checking out and other functions with a minimum effort will be appreciated by usually time-starved consumers (King et al., 2004) and have a positive effect on repurchase intention (Thong, 2006).

Fullfillment is defined as "the extent to which a site's promises about order delivery and item availability are fulfilled" (Parasuraman et al. 2005, p.8). Wolfinbarger & Gilly (2003) offered that fulfillment of the promises and obligations by the online vendor were the key service quality elements for consumers satisfaction leading to online purchase intention. (Yang & Fang, 2004; Saunders & Thornhill, 2003)

Privacy dimension can be defined as "the degree to which the site is safe and protects customer information" (Parasuraman et al. 2005, p.8). Privacy issue has been thought as the main reason for many consumers not to do e-shopping since they never felt sure that their credit card details and other private information would have been kept confidential (Hoffman et al., 1999; Choi & Lee, 2003). The findings of prior research showed that the privacy concern has been a main obstacle for online shopping (Kwon & lee, 2003) and it has been indicated to

have a significant influence on online purchase intention (Loiacono et al., 2002).

Responsiveness is defined as "effective handling of problems and returns through the site (Parasuraman et al. 2005, p.8).Since many of the e-consumers tend to be reluctant to try a relatively new shopping network, they may be in need of timely and adequate support especially in case of problems like returns. Therefore a quick response and a customer-oriented service can be very effective in convincing e-shoppers to purchase on the private shopping websites more frequently (Semenjin et al., 2005; Gummerus et al., 2004).**Compensation** refers to the degree to which the site compensates customers for problems like refunding, shipping and handling costs when a problem occurs(Parasuraman et al. 2005, p.8).Akıncı, et al., showed that compensation dimension of the E-RecS-QUAL scale had a significant and positive effect on e-satisfaction and e-loyalty (2010).

Contact refers to "the availability of assistance through either an assistant or telephone" (Parasuraman et al. 2005, p.8) for the e-consumers in case they may need somebody to consult with.The contact dimension may be considered more significant in environments where the legal structures protecting the consumers are not very well established. The dimensions of contact and responsiveness are the two major ones having an impact on attitudes of the e-consumers.

2.4 E-Satisfaction

The various research findings showed that the key determinants of commercial success or failure are not very different in both traditional retailers and online apparel e-shopping sites. In addition to low prices and presence of a website, the satisfaction of the online consumers (e-satisfaction) is still one of the basic determinants of online purchase intention (Carlson & O'Cass, 2011; Myers & Mint-Wimsatt, 2012; Lin & Sun, 2009) Fenech& O'Cass, 2001).Anderson & Srinivasan defined e-satisfaction as "the contentment of the customer with respect to his/her prior purchasing experience with a given electronic commerce firm" (2002). Goldsmith and Goldsmith have found that online buyers use online shopping only if the level of e-satisfaction is high (2002). According to Bressolles, Durrieu & Senecal (2014) "e-satisfaction is a relative judgment of electronic consumers' e-retailing experience compared to their previous offline and/or online shopping experiences". Studies investigating the relationship between e-satisfaction and perceived quality show that perceived quality had an impact on satisfaction (Wolfinbarger & Gilly, 2003). One of the findings of the research by Lin & Sun (2009) suggested that web-siteservice quality can have a positive impact on customer e-satisfaction and customer e-loyalty. In addition, prior research show that e-service quality has a positive impact one-satisfaction (Sheng & Liu, 2010; Gera, 2011).

2.5 E-loyalty

Numerical studies have also found that e-service quality (e-SQ) influences e-loyalty by driving customer satisfaction (Ranaweera & Neely, 2003; Chang & Chen, 2008; Chiu, et al., 2009).Electronic loyalty(e-loyalty) was defined by Anderson & Srinivasan as "the customer's favorable attitude toward an electronic business resulting in repeat buying behavior" (2003, p.125).

Based on the previous research the following hypotheses have been listed to be tested: (Parasuraman et al., 2005; Forsythe et al., 2006)

H_{11}: Convenience of e-Shopping is positively related to e-satisfaction.

H_{12}: Ease & Comfort of e-Shopping is positively related to e-satisfaction.

H_{13}: Product selection is positively related to e-satisfaction.

H_{14}: Hedonic Enjoyment is positively related to e-satisfaction.

H_{15}: Financial Risk is negatively related to e-satisfaction.

H_{16}: Product Risk is negatively related to e-satisfaction.

H_{17}: Time/Convenience Risk is negatively related to e-satisfaction.

H_{21}: Efficiency is positively related to e-satisfaction.

H_{22}: System Availability is positively related to e-satisfaction.

H_{23}: Fulfillment is positively related to e-satisfaction.

H_{24}: Privacy is positively related to e-satisfaction.

H_{31}: Responsiveness is positively related to e-satisfaction.

H_{32}: Contact is positively related to e-satisfaction.

H_4: There is a positive relationship between e-satisfaction and e-loyalty.

The aim of this study is to explore the antecedents of e-loyalty. The overall research model can be seen in Figure 1.
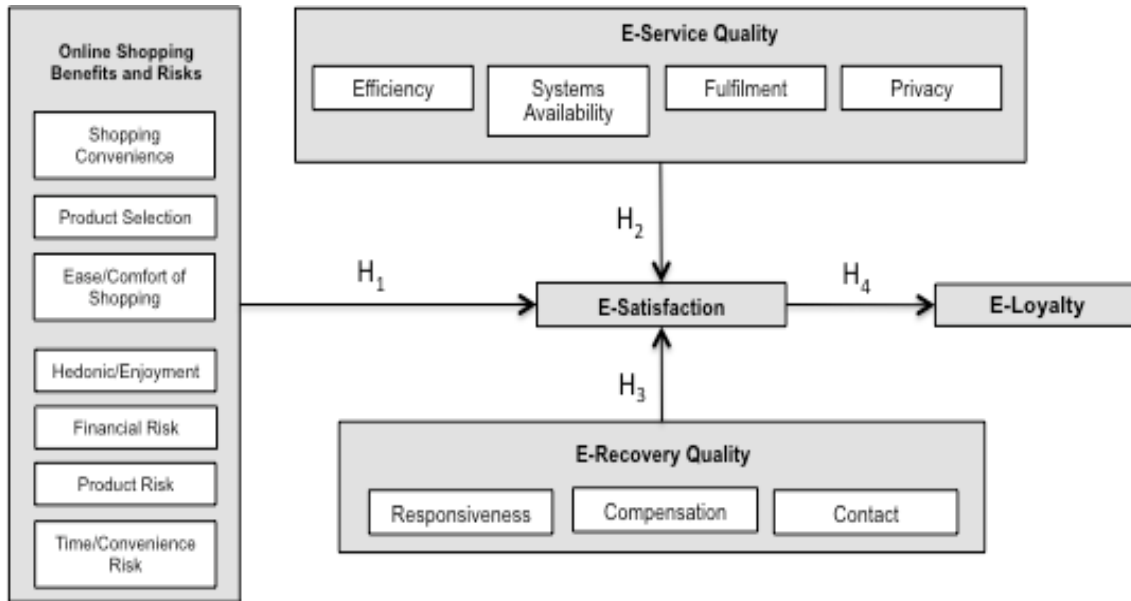
FigF Figure: 1 Research Model

3. Methodology

3.1. Research Instrument

The primary objective of this study is examining the effect of the dimensions of e-service quality, e-recovery, online shopping benefits and risks on both e-satisfaction and customer e-loyalty in the business model of private shopping. Data for this research was collected through a questionnaire survey. A review of the literature yielded a number of measurement instruments that were employed to test the hypothesized model. Each scale has a history of reliable measurement. The e-service quality, e-recovery and e-loyalty statements were developed by Parasuraman et al., (2005). Perceived online shopping Benefits/Risks scales were developed by Forsythe et al., (2006) specifically for the online shopping environment. E-satisfaction scale was measured by 3 items. E-service quality (E-S-QUAL) was measured with 22 items, e-recovery (E-RecS-QUAL) was measured by 11 items, e-loyalty was measured by a 5 items and Perceived Benefits/Risks on Consumers' Online Perceptions and Shopping Behaviors was measured by 32 items. All scales employed in this study were measured on five-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree). In the process of translation the techniques of back translation and parallel translation have been adopted with the help of a group of academicians fluent in English and Turkish. The final Turkish version of the questionnaire was further verified by the authors of this paper.

3.2. Sampling and the data collection

Data for the study was collected from online shoppers who shopped from the most popular private shopping sites (Trendyol, Markafoni and Limango) in Turkey. During a four-week period, 450 respondents completed the survey. After sorting and removing duplicate submissions, a net sample of 439 usable questionnaires remained. The major demographics of the respondents were listed in Table 1.

Table: 1 The demographics of the respondents

Gender	N	%	Marital Status	N	%
Female	254	57.9	Married	164	37.4
Male	185	42.1	Single	273	62.2
Education	N	%	Income Level	N	%
Primary School	4	0.9	Below 500 TL.	45	10.3
Second School	17	3.9	500 TL – 1.000 TL	117	26.7
High School	65	14.8	1.000 TL – 3.000 TL	167	38.0
University	260	59.2	3.000 TL – 5.000 TL	60	13.7
Graduate Degree	86	19.6	Above 5.000 TL.	46	10.5
PhD	7	1.6			

The average age was 26 years (with a 7.35 standard deviation), ranging from 17 to 61 years.A total of 188 (42.8%) of the participants purchased at Markafoni, 72 (14.4%) at Limango and 179 (40.8%) at Trendyol.

Data obtained from questionnaires will be analyzed through the IBM SPSS 20.0 statistical program.

4. Analysis
4.1. Factor Analysis
To identify and test the underlying structure of the scales, prior to regression analyses exploratory factor analyses (EFA) were employed to e-service quality, e-service recovery, Perceived Online Shopping Benefits/Risks, e-satisfaction and e-loyalty measurements as the initial step.

4.1.1 E-Service Quality
The general purpose of e-service quality factor analysis was to condense or summarize the information contained within the 22 items into a smaller set of new factors or dimensions with a minimal loss of information. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). Result of the tests (KMO=0.922, Bartlett test (231)=5829.567, p=0.000) were satisfactory. We then employed principal component factoring and varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 2006; Netemeyer, Bearden & Sharma 2003).

Table: 2 Factor Analysis result of E-S-QUAL

Factor Name	Factor Items	Factor Loading	% Variance	Reliability
Efficiency	It makes it easy to get anywhere on the site.	0.741	20.47	0.845
	It enables me to complete a transaction quickly.	0.738		
	This site enables me to get on to it quickly.	0.736		
	Information at this site is well organized.	0.731		
	This site is well organized.	0.688		
	This site makes it easy to find what I need.	0.686		
	This site is simple to use.	0.686		
	It loads its pages fast.	0.563		
Fulfillment	It quickly delivers what I order.	0.813	20.46	0.908
	This site makes items available for delivery within a suitable time frame.	0.802		
	It makes accurate promises about delivery of products.	0.750		
	It delivers orders when promised.	0.708		
	It is truthful about its offerings.	0.703		
	It sends out the items ordered.	0.701		
	It has in stock the items the company claims to have.	0.590		
System Availability	This site is always available for business.	0.728	12.09	0.778
	This site launches and runs right away.	0.727		
	This site does not crash.	0.618		
	Pages at this site do not freeze after I enter my order information.	0.611		
Privacy	It does not share my personal information with other sites.	0.810	11.81	0.849
	This site protects information about my credit card.	0.798		
	It protects information about my Web-shopping behavior.	0.753		

As a result of the EFA four dimensions were found. Factors were named as 'Efficiency', 'Fulfillment', 'System Availability' and 'Privacy'. To test the internal consistency of factors, Cronbach's coefficient alpha reliabilities were estimated. The results of EFA, items under each factor, factor loadings and reliabilities are given in Table 2.

4.1.2 E-Recovery Quality
To determine the dimensions of e-recovery quality, an exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations was conducted. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). Result of the tests (KMO=0.785, 2Bartlett test (15) =1420.259, p=0.000) were satisfactory.

Table: 3 Factor Analysis result of E-RecS-QUAL

Factor Name	Factor Items	Factor Loading	% Variance	Reliability
Responsiveness	This site offers a meaningful guarantee.	0.833	47.17	0.793
	This site handles product returns well.	0.829		
	It takes care of problems promptly.	0.829		
	It tells me what to do if my transaction is not processed.	0.805		
Contact	It offers the ability to speak to a live person if there is a problem.	0.915	30.61	0.813
	This site has customer service representatives available online.	0.886		

As a result of the EFA two dimensions were found. Factors were named as 'Responsiveness', and 'Contact'. To test the internal consistency of factors, Cronbach's coefficient alpha reliabilities were estimated. The results of EFA, items under each factor, factor loadings and reliabilities are given in Table 2.

4.1.3. E-Loyalty

To determine the dimensions of e-service quality, an exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations was conducted. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). Result of the tests (KMO=0.863, χ^2Bartlett test (10) =659.119, p=0.000) were satisfactory.

Table: 4 Factor Analysis result of e-loyalty

Factor Name	Factor Items	Factor Loading	% Variance	Reliability
E-Loyalty	Recommend this site to someone who seeks your advice	0.913	76.47	0.921
	Encourage friends and others to do business with this site	0.895		
	Consider this site to be your first choice for future transactions?	0.889		
	Say positive things about this site to other people?	0.872		
	Do more business with this site in the coming months?	0.799		

The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded (Hair et. al., 1998). EFA result of e-loyalty was unidimentional as expected.

4.1.4 Perceived Online Shopping Benefits/Risks on e-Shopping Behaviors

The general purpose of Perceived Online Shopping Benefits/Risks factor analysis was to condense or summarize the information contained within the 32 items into a smaller set of new factors or dimensions with a minimal loss of information. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). Result of the tests (KMO=0.886, 2Bartlett test (378) =7958.770, p=0.000) were satisfactory. We then employed principal component factoring and varimax rotation to the data sets. Factors with eigenvalues over one were retained (Hair et. al., 2006; Netemeyer, Bearden & Sharma,2003).

Table: 5 Factor Analysis results of Perceived Online Shopping Benefits/Risks on e-Shopping Behaviors

Factor Name	Factor Items	Factor Loading	% Variance	Reliability
Convenience & Comfort of Shopping	Can shop in privacy of home.	0.814	14.85	0.884
	Can save the effort of visiting store.	0.792		
	Don't have to wait to be served.	0.712		
	Can shop whenever I want.	0.709		
	No busy signal.	0.675		
	No hassles.	0.659		
	I don't have to leave home.	0.618		
Financial Risk	My credit card number may not be secure.	0.822	14.70	0.891
	May not get the product.	0.806		
	My personal information may not be kept.	0.781		
	Might be overcharged.	0.767		
	I may not get what I want.	0.756		
	May purchase something by accident.	0.647		
Product Selection	Broader selection of products.	0.858	11.70	0.910
	Access to many brands and retailers.	0.836		
	Can get good product information online.	0.828		
	Items from everywhere are available.	0.786		
Hedonic Enjoyment	Exciting to receive a package.	0.843	11.53	0.882
	Can buy on impulse in response to ads.	0.819		
	To try new experience.	0.801		
	Can custom design products.	0.771		
Product Risk	Can't try on clothing online.	0.879	11.10	0.895
	Inability to touch and feel the item.	0.844		
	Size may be a problem with clothes.	0.792		
	Can't examine the actual product.	0.763		
Time Convenience	Pictures take too long to come up.	0.824	7.34	0.746
	Difficult to find appropriate websites.	0.730		
	Too complicated to place order.	0.648		

As a result of the EFA six dimensions were found. "Convenience of e-Shopping" and "Ease & Comfort of e-Shopping" dimensions were merged under one factor and named as 'Convenience & Comfort of Shopping'. Hypothesis H_{11} and H_{12} were also merged and named H_{11}. Other factors were the same as Forsythe et al., (2006) scale and named 'Financial Risk', 'Product Selection', 'Hedonic Enjoyment', 'Product Risk' and 'Time Convenience'. To test the internal consistency of factors, Cronbach's coefficient alpha reliabilities were estimated. The results of EFA, items under each factor, factor loadings and reliabilities are given in Table 2.

4.1.5. E-Satisfaction

To determine the dimensions of e-service quality, an exploratory factor analysis (EFA) with Principle Component Factoring and Varimax Rotations was conducted. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the appropriateness of data for conducting factor analysis (Sharma, 1996). Result of the tests (KMO=0.729, χ^2 Bartlett test (3)=882.250, p=0.000) were satisfactory.

Table: 6 Factor Analysis result of e-satisfaction

Factor Name	Factor Items	Factor Loading	% Variance	Reliability
E-Satisfaction	As my previous experience is concerned I am satisfied with the services provided at this web site.	0.943	84.08	0.905
	The services provided meet my expectations.	0.906		
	I am pleased with the services of this web site.	0.902		

     The diagonals of the anti-image correlation matrix were all over 0.50, supporting the inclusion of each item in the factor analysis. Factors with eigenvalues over one were retained and items with factor loadings below 0.50 and items with high cross loadings were excluded (Hair et. al., 1998). EFA result of e-satisfaction was unidimentional as expected.

4.2. Multiple Linear Regression Analysis

After the prior tests and calculation of summated scored to test the research model hierarchical multiple regression analysis was performed for the following model.
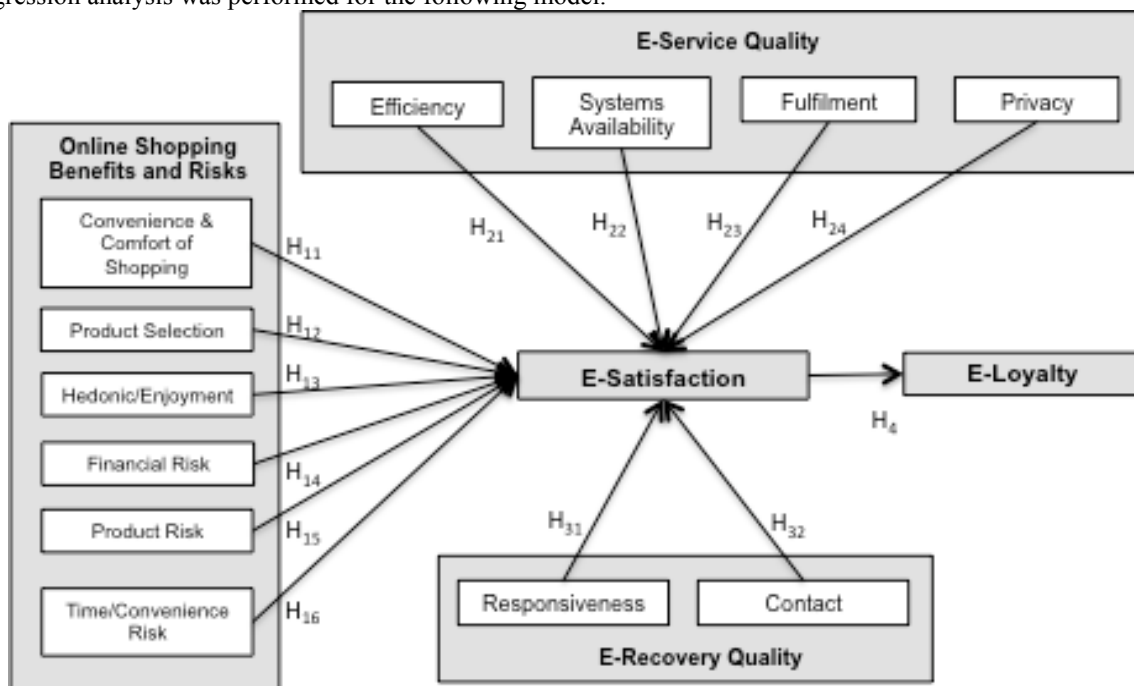

Figure: 2 Research Model after the prior tests

     Regression analysis is used in order to determine the prediction level of e-loyalty in terms of e-service quality, e-recovery, online shopping benefits and risks and e-satisfaction frequency variables. Correlation efficacy among related variables is analyzed before making hierarchical regression analysis. (Table 6)

Table: 7 Correlation Values among Variables

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14
E-Loyalty (1)	1													
E-Satisfaction (2)	0.77**	1												
Convenience & Comfort of Shopping (3)	0.34**	0.27**	1											
Financial Risk (4)	0.11*	0.15**	-0.17**	1										
Product Selection (5)	0.39**	0.21**	0.59**	-0.07	1									
Hedonic Enjoyment (6)	0.40**	0.37**	0.44**	0.25**		1								
Product Risk (7)	0.00	0.01	-0.16**	0.51**	-0.07	0.03	1							
Time Convenience (8)	0.06	0.10*	-0.04	0.50**	0.01	0.27**	0.43**	1						
Responsiveness (9)	0.55**	0.64**	0.25**	0.17**	0.16**	0.32**	0.08	0.09	1					
Contact (10)	0.40**	0.47**	0.21**	0.17**	0.09	0.32**	0.03	0.15**	0.49**	1				
Efficiency (11)	0.49**	0.51**	0.17**	0.14**	0.18**	0.24**	0.13**	0.12**	0.49**	0.26**	1			
Fulfillment (12)	0.42**	0.55**	0.18**	0.13**	0.09	0.14**	0.00	-0.01	0.52**	0.33**	0.57**	1		
System Availability (13)	0.43**	0.51**	0.10*	0.16**	0.05	0.26**	0.03	0.03	0.54**	0.39**	0.57**	0.61**	1	
Privacy (14)	0.47**	0.53**	0.15**	0.27**	0.08	0.17**	0.11*	0.16**	0.53**	0.37**	0.51**	0.52**	0.44**	1

**Correlation is significant at the 0.01 level.
*Correlation is significant at the 0.05 level.

First, effect of 'Online shopping benefits and risks' factors, 'E-service quality' factors and 'E-recovery quality' factors on 'E-satisfaction' was tested. Hedonic/Enjoyment, Efficiency, Fulfillment, Privacy, Responsiveness and Contact were found to have a significant effect on E-satisfaction at $p<0.00$ level.

Table: 8 Multiple regression analysis result on E-Satisfaction

Independent Variables	Std. Beta	t	p	R	R^2	F	p
Hedonic/Enjoyment	0.154	4.270	0.000	0.73	0.54	81.617	0.000
Efficiency	0.127	2.906	0.004				
Fulfillment	0.194	4.412	0.000				
Privacy	0.129	2.959	0.003				
Responsiveness	0.293	6.456	0.000				
Contact	0.123	3.135	0.002				
Dependent Variable: E-Satisfaction							

As can be seen from Table 8, Hedonic/Enjoyment, Efficiency, Fulfillment, Privacy, Responsiveness, Contact explains the 54% change in E-satisfaction, both variables have positive effect. Responsiveness has a strong effect on e-satisfaction (β=0.293) whereas Contact has a weak effect with (β=0.123). However we can conclude that H_{13}, H_{21}, H_{23}, H_{24}, H_{31} and H_{32} were supported. In order to test H_4, regression analysis was conducted for to analyze the relationship between E-Satisfaction and E-Loyalty. It was found that E-Satisfaction has a positive and strong effect (β=0.123) on E-Loyalty.

Table: 9 Multiple regression analysis result on E-loyalty

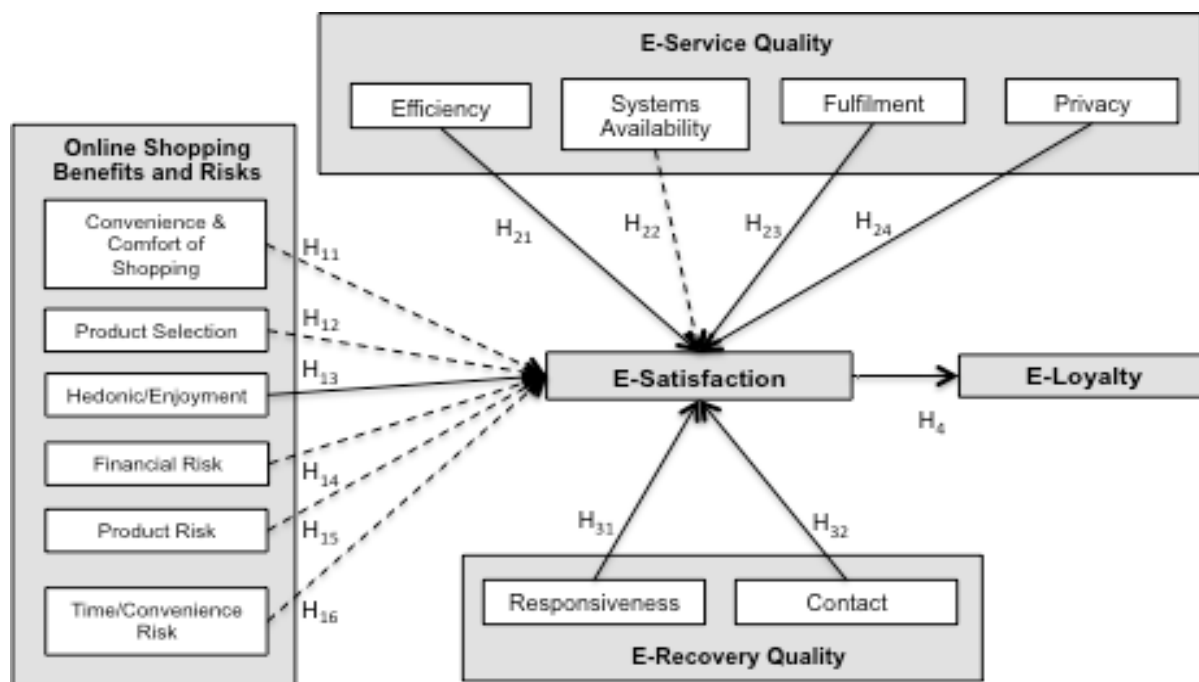| Independent Variables	Std. Beta	t	p	R	R^2	F	p
E-Satisfaction	0.767	24.985	0.000	0.77	0.59	624.264	0.000
Dependent Variable: E-Loyalty							

Figure: 3 Research Model after the regression analysis

If we summarize our findings $H_{13}, H_{21}, H_{23}, H_{24}, H_{31}, H_{32}$ and H_4 were supported (See in Figure 3).

5. Conclusion and Discussion

Findings of this research reveal that the only perceived benefit of online private shopping with a significant impact on e-satisfaction is "Hedonic/Enjoyment Benefit" which may be due to the transaction utility of enjoying advantages of a short term deal. The respondents probably emphasize the pleasure of both purchasing luxury products they would not afford otherwise and experiencing a different retail format including the happiness of receiving a package. Other perceived benefits and risks of online shopping are considered having insignificant influence on e-satisfaction of shoppers. This may be due to the diminished interest of e- shoppers because of accustomed applications and the already established security measures taken by the private shopping sites

Referring to the e-SQ dimensions only "system availability" seems to have no significant effect on e-satisfaction which may be due to the fact that the performance issues of many private shopping sites have already been standardized thanks to technological advancements. The reason for the "compensation" dimension of e-recovery quality not to be perceived as a significant determinant of e-satisfaction may be the fact that all the private shopping sites compensate the potential losses of the e-shoppers with no questions asked. In other words "compensation" is not a matter of concern any more in private shopping. The other two dimensions, "contact" and "responsiveness" are still perceived essential by online shoppers. Finally, in congruence with the previous research findings, e-satisfaction has a positive and strong effect on E-Loyalty. The major implication of this research is that private shopping companies need to satisfy the e-shoppers by providing them with more hedonic benefits which is based on the art side of marketing. It is also expressed by the respondents clearly that consumer satisfaction is still the most important element of success whatever the channel used by those consumers is. Besides consumers' expectations are even more sophisticated in online environment. In addition to full responsiveness, they also ask for additional support services to contact in case of any problem. Finally, electronic satisfaction is the major step on the way to enjoy the loyalty of shoppers. The use of technology reshapes the marketing concept but this does not decrease the importance of some basics rules.

6. Limitations and Future research

The major limitation of this research is that the most of the respondents were students from major universities in Istanbul. Although youngsters have been found more active in e-commerce, and İstanbul is one of the cosmopolitan cities in Europe, still the findings of this research may have only limited generalizability. Furthermore the results listed above are relevant for mainly the Turkish consumers since the cultural differences do matter in purchase decisions in different cultural environments. This research can be improved with the addition of more online shopping motives as antecedents of e-loyalty. The personality traits like "need for uniqueness" or "being innovative" may have major influence of both e-satisfaction and e-loyalty.

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