

What Brings Customers Back to an Online Auction? The Effect of Uncertainty, Bids, and Enjoyment

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Abstract

Online shopping has been progressively incorporating into modern life, with many electronic transactions taking place on Internet auction platforms. This research explores how, in English auctions, uncertainty influences customers' bids, enjoyment, and their decision of participating in a similar auction in the future. Our empirical experiment with 263 subjects indicates that uncertainty directly and indirectly influences the intention to repeating usage of the English auction. Uncertainty also affects directly customers' enjoyment and bid amounts. The results shed light on how web auction providers can increase customer enjoyment and decrease churn rate.

Keywords

E-commerce, online auction, uncertainty, enjoyment, intention of future use, bidder behavior, partial least squares