**ISCTE ⬡ Business School**

**Instituto Universitário de Lisboa**

# WEBSITE QUALITY ELEMENTS AND ONLINE SHOPPER BEHAVIOUR: ADAPTING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY TO FASHION RETAILERS' WEBSITES

Luisa Cavallero

Dissertation submitted as partial requirement for the conferral of

Master in Marketing

Supervisor:

Prof. Doutor Sandra Maria Correia Loureiro, Prof. Auxiliar com agregação, ISCTE Business School, Departamento de Marketing, Operações e Gestão Geral

September 2016

**Acknowledgements**

**Abstract**

Companies in the fashion industry are increasingly establishing their presence online, in the form of online platforms, such as websites. However, some brands are more successful than others in selling fashion clothing online. In this perspective, the two main objectives of the dissertation are: (i) to adapt and extend the UTAUT model in the context of online shopping for fashion clothing; (ii) to compare the adapted model in two regions of Portugal and Italy. By testing the adapted model in two regions of Portugal and Italy, the study gives insights into online consumer behaviour when using fashion websites. Results are based on a survey of 312 Internet users who are familiar with fashion websites. Findings reveal that perceived website quality is the strongest predictor of online behaviour, having a positive impact on customer satisfaction, website trust and word-of-mouth. Besides, the present study explores whether online shoppers are or are not influenced by other customers' reviews and finds evidence that online customer reviews do not impact consumers' perceptions of online shopping usefulness.

Key-words: Website quality, Unified theory of acceptance and use of technology (UTAUT), Trust, Online customer reviews, Satisfaction, Word-of-mouth.

JEL: M31 Marketing

JEL: L81 Retail and Wholesale Trade; e-Commerce

**Resumo**

As empresas na indústria da moda estão cada vez mais a estabelecer a sua presença online, sob a forma de plataformas online, tais como websites. No entanto, algumas marcas são melhor sucedidas do que outros na venda de roupas de moda. Nesta perspetiva, os objetivos principais da dissertação são: adaptar e estender o modelo UTAUT ao contexto de compras online para a roupa da moda; comparar o modelo adaptado em duas regiões de Portugal e de Itália. Ao testar o modelo adaptado em duas regiões de Portugal e Itália, o estudo permite obter informação sobre o comportamento do consumidor online ao usar sites de moda. Os resultados são baseados em uma pesquisa com 312 usuários de Internet que estão familiarizados com websites de moda. Os resultados mostram que a qualidade percebida do website é o mais forte determinante do comportamento online, tendo um efeito positivo na satisfação do cliente, na confiança e no passa-palavra. Além disso, o presente estudo investiga se os compradores online são ou não influenciados pelos comentários de outros clientes e encontra evidência que os comentários de clientes não têm efeito significativo na perceção dos consumidores online.

Palavras-chave: Qualidade do Website, Teoria Unificada de aceitação e uso de tecnologia (UTAUT), Confiança, Comentários online dos clientes, Satisfação Passa-palavra.

JEL: M31 Marketing

JEL: L81 Retail and Wholesale Trade; e-Commerce

**Table of contents**

**List of tables**

**List of figures**

Figure 9. Means plot for Product Information

# 1. Introduction

## 1.1 Theme of the dissertation

Fashion consumption is without any doubt one of the oldest phenomena in human history; it has been theorized and analysed by art historians, sociologists, anthropologists as well as philosophers such as Immanuel Kant, who identified novelty as the main driver of fashion (Fang *et al.*, 2012). In more practical terms, fashion is an enormous business and has an economic impact of global proportions. The apparel market size is expected to grow even more rapidly in the coming years than it has in the recent past. Since the fashion industry is highly competitive and requires companies to be flexible and react quickly to new trends, marketing is necessary to satisfy the needs of contemporary consumers.

The way fashion is consumed has radically changed over the last two decades, with the introduction of new technologies and the Internet. When applied to the retailing industry, the Internet has been defined as the latest disruptive innovation (Christensen & Tedlow, 2000). As a consequence, e-commerce, which uses websites to transact the sale of products and services online (Kotler & Keller, 2012), has skyrocketed with global retail sales projected at 1.5 trillion U.S. dollars for 2018 (Statista, 2016). Table 1 shows the two main types of online retailers, according to Kotler and Keller (p: 439-440).

Table 1. Companies in the online environment.

| Company | Description | Example |
|---|---|---|
| **Brick-and-click company** | A company that has an established physical presence and adds the internet as a new distribution channel. Requires a multi-channel strategy. | **Procter&Gamble, Zara** |
| **Pure click company** | A company that only has an online presence, without any physical store. Requires an online strategy. | **Amazon.com, Asos.com** |

Source: adapted from Kotler and Keller, 2012

Despite the challenges of selling consumer goods such as apparel online, clothing and shoes represent one of the most popular online shopping category in Europe, particularly in Germany, Great Britain, Finland and Denmark (PR Newswire, 2012).

A significant amount of marketing research highlights the importance of website design and product information in fashion e-commerce websites (Sung & Jeon, 2009; McCormick & Livett, 2012; Seock & Norton, 2007; Vila & Kuster, 2011). Like brick-and-mortar retailers, pure click retailers include store attributes such as product information and website layout to attract customers. Recently, several online retailers in other industries have attempted to offer unbiased and honest information in the form of online customer reviews. Because today's fashion consumer seeks information more from their peers than from other sources (Salonen *et al.*, 2014), hosting customer reviews can act as a way of building competitive advantage in the online environment for fashion online retailers (e-tailers), so increasing the relevance of their websites. Filieri *et al.* (2015) empirically show that customer reviews positively influence trust and encourage customers to spread positive word-of-mouth (WOM) opinion about the website hosting the reviews. However, there is a lack of research on the usefulness of customer reviews in the context of fashion-and-apparel online stores.

This study considers the information contained in customer reviews as a parameter of overall perceived quality. Among the many approaches available for understanding the impact of website quality on online consumer behaviour, the Unified Theory of Acceptance and Use of Technology (UTAUT) has been chosen here, similarly to a study conducted by Al-Qeisi *et al.* (2014) on online banking usage.

This study intends to contribute to the body of literature on website design by answering the question: what are the elements of a website that really explain online consumer behaviour, in the context of fashion apparel?

## 1.2 Objectives of the dissertation

Empirical research on online consumer behaviour has been conducted extensively from different perspectives. Many frameworks have been developed to explain the forces motivating consumers to shop online. However, the majority of research about online fashion clothing consumption has been done in the United States (Liu *et al.*, 2013; Yoo & Kim, 2012; Kim & Lennon, 2010; Park & Lennon, 2009; Seock & Norton, 2007; Park & Stoel, 2005; Goldsmith & Goldsmith, 2002); thus, there is a research gap in Europe. To this end, this study is focused on European consumers

and their perceptions of fashion brands' online stores. The study aims at accomplishing the following objectives:

- To adapt and extend the UTAUT model in the context of online shopping for fashion clothing.
- To compare the adapted model in two regions of Portugal and Italy.
  In particular, this dissertation intends:
- To analyse the role of perceived website quality in generating customer satisfaction, website trust and word-of-mouth behaviour.
- To explore whether online shoppers are or are not influenced by peer customer reviews.

*1.3 Structure of the dissertation*

In addition to the Introduction (Section 1), the dissertation is structured as it follows:

- Section 2 clarifies the theoretical background of this study in the form of a literature review of earlier research. Firstly, fashion consumption is approached from a consumer-oriented perspective. Secondly, online shopping is examined and website quality is explained in its multi-dimensional nature. Lastly, the literature review ends with a discussion of relationship-based outcomes such as satisfaction and trust in the online environment. In this section the hypotheses are presented and a conceptual model is illustrated.
- Sections 3 and 4 exhibit the research method and the results. Specifically, Section 3 focuses on the methodology and contextualizes the research. Section 4 consists of a verification of the hypotheses, using multiple regression analysis.
- Section 5 concludes with a discussion of the results, providing managerial implications along with the limitations of the study and future research.

## 2. Literature review
*2.1 Fashion consumption*

Fashion is an enormous entity encompassing not only clothing, but fine art in all its expressions, architecture, poetry, and history. It even has an impact on the morals of a society (Fang *et al.*, 2012). More concisely, "the fashion system consists of all those people and organizations

involved in creating symbolic meanings and transferring these meanings to cultural goods."(Solomon *et al.*, 2006:543). Davis (1994) claims that fashion clothing constitutes a code, able to convey a range of meanings. These meanings are highly context-dependent and they vary across cultures and communities. For the purpose of this study, fashion is intended as "the entire spectrum of attractive clothes styles at any given time" (Fang *et al.*, 2012:85) rather than a generic phenomenon.

According to O'Cass (2004), individuals often define themselves on the basis of what they possess: following this logic, the possession of fashionable clothes defines one's status in society. Consumers attach a certain importance to the fashion goods they possess, establishing a level of involvement with fashion products. The term "fashion involvement" is used to indicate interest with the clothing product category (Kim, 2005). Hourigan and Bougoure (2012)  identify materialism and gender as the main drivers of fashion clothing involvement, but also indicate some outcomes of this construct: an interesting one is product information search. In other words, consumers highly  involved in fashion clothing consumption are more willing to dedicate time and effort in search of information about fashion products. Additionally, deeply-involved customers are very likely to gather information not only for themselves but also for sharing with other consumers.

### 2.1.1 Consumer motivations for fashion consumption
Human behaviour is goal-driven. Similarly, consumer behaviour is performed as a means towards an end. Consumption is the result of the discrepancy between a current state and a desired state, whereby consumers act to achieve different types of goals (Barbopoulos & Johansson, 2016). What motivates consumers to engage in an act of consumption is, according to Barbopoulos and Johansson (2016), the desire to achieve specific goals. Firstly, the "gain goal" includes consumers who are more sensitive to cost and value and want to use their money in a cost-effective way; secondly, the "hedonic goal" implies instant gratification motivation, whereby consumers are more sensitive to pleasure and moods and less worried about price and objective quality. Lastly, the "normative goal" is associated with social norms and consumers perform consumption in order to feel accepted by others or, alternatively, to make statements about status, prestige and social class. These three goals can be seen as motivators for consuming goods in a variety of consumer product categories, including fashion clothing. Usually, two or more

different goals are active at the same time and consumers may adopt those products and services that are able to satisfy  normative, gain and hedonic goals simultaneously.

Similarly, Fang *et al.* (2012) propose that psychological motives in fashion consumption can be divided into rational motives and perceptual motives. Specifically, rational motives refer to the need for high quality, good price and convenience, while perceptual motives include the search for novelty, uniqueness and 'showing-off'. However, it is hard to draw a line between rational and perceptual motives and often consumption is a result of both factors.

In their research on luxury consumers, Eastman and Liu (2012) explain the concept of "status consumption", which is related to the need to consume products that confer a particular status or prestige on the owner. Individuals who engage in status consumption strive to improve their social standing and want to display their presumed high status to others, thus evoking envy and respect. However, some groups of consumers purchase luxury products for personal reasons such as self-reward, without developing public display and ostentatious behaviours. There is evidence that status consumption, also referred to as conspicuous consumption, acts as a motivational factor in purchasing luxury goods among Generation Y, or millennial consumers (Giovannini *et al.*, 2015).

*2.1.2 Behavioural mechanisms of fashion consumption*
Consumer behaviour is context-dependent, as the decision-making process is influenced by several factors. A relevant factor influencing shoppers in the purchase of fashion clothing is the judgement of peers or, more generally, of society. According to Solomon *et al.* (2006) it is possible to distinguish between two different personality types in terms of behaviour, each sensitive in one way or another to the opinion of those in their own social circle. In particular: "The high self-monitors stress the brand of a consumer good (specifically clothing) more than low self-monitors, who are on the other hand more positive to functional product attributes." (Solomon *et al.*, 2006:545).  Giovannini *et al.* (2015) stress that Generation Y shoppers show high levels of self-monitoring and are highly brand conscious but not as brand loyal as older consumers; they are consumers with high public self-consciousness who make purchasing decisions based on the influence and opinions of their peers.

To reinforce the pressure of social norms on consumers, Rajagopal (2011:288) states that "one of the principal drivers of consumer behaviour toward fashion apparel is the dominance of social interactions." In fact, individuals strive to fulfil two competing needs: i) the need to be approved of and included by their peers and family, and ii) the need for autonomy and differentiation. Thus, consumers purchase fashion clothing both to 'fit in' and to 'stand out' from the rest. The need to be unique is particularly evident today, since individuals seek to create personalized styles, purchasing a mix of specific clothing items (Gabrielli *et al.*, 2013).

### 2.1.3 Models of fashion consumption

Fashion is characterized by continuous change. One of the most influential approaches to understanding fashion change is the trickle-down theory, introduced by Georg Simmel in 1904 (Solomon *et al.*, 2006). According to this model, there are two conflicting forces that drive fashion change. Firstly, lower class individuals try to establish a better status for themselves by imitating the fashions of higher social groups, in order to climb up the ladder of social mobility. Simultaneously, the upper classes constantly adopt new styles to differentiate themselves from those they consider below them on the social ladder to ensure that they are not currently imitated. Following this pattern, new styles are created by the upper classes but eventually permeate to those below, contributing to a continuous process of fashion change.

Nowadays, this approach is being modified to account for new developments in mass culture. Today's consumers tend to be more influenced by opinion leaders who are similar to themselves. As a result each social group has its own fashion innovators who determine fashion trends. It is often more accurate to speak of a "trickle-across effect, where fashions diffuse horizontally among members of the same social group." (Solomon *et al.*, 2006:547)

Because of the "easy availability of media and magazines covering fashion news, catwalk styles, and celebrity looks, consumers are increasingly interested in fashion and appearance, desire newness and variety, and shop frequently" (Joung, 2014:689). The contemporary fashion consumer is always up-to-date on the latest fashion trends and demands a wide assortment of clothing, at affordable price. As the attention is moving away from the quality of a product to the experience of it (Gabrielli *et al.*, 2013), the life cycle of fashion clothing is shortening and fast-fashion retailing has grown significantly.

## 2.2 Shopping and the consumer decision-making process

The usual aim of shopping is to acquire needed products or services. Consumers shop because they experience a need and believe that shopping activities can satisfy that need (Davis, 2013). Shopping is an activity that can be performed for either utilitarian (functional or tangible) or hedonistic (pleasurable or intangible) reasons (Solomon *et al.*, 2006). In their research on shopping for fashion items, Carpenter and Fairhurst (2005) found that both hedonistic and utilitarian shopping benefits are important for shoppers and are the drivers of customer satisfaction. Cai and Xu (2006) define "shopping value" as consumers' evaluations of the shopping process, in a retailing environment. Shopping value is the result of several sub-dimensions, such as: acquisition value (economic value of products), choice value (a broad choice of merchandise), efficiency value (the efficiency of shopping trips), exploration value (finding novelty goods), social interaction value (socializing with family and friends), self-gratification value (improving personal well-being), aesthetic value (enjoying pleasant retail visual displays), and transaction value (gaining pleasure from finding a bargain) (Davis, 2013).

A purchase is the result of a series of stages, referred to as the consumer decision-making process (Solomon *et al.*, 2006). Generally, shoppers go through five different stages (figure 1); first a problem is identified as a need or a desire. Tension forms due to the gap between the current state and the desired state. Next, the consumer searches for product information; the third stage is the evaluation of alternatives and finally the purchase decision is made and a product is chosen. At the end of the process the consumer evaluates the outcomes of the purchase, forming an opinion of the retailing environment where he or she completed the purchase. However, consumers do not go through this elaborate sequence every time they buy something, and they sometimes act irrationally. For example, involved fashion consumers often engage in impulse buying, "in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices" (Park *et al.*, 2006:435).

Figure 1. Stages in consumer decision-making
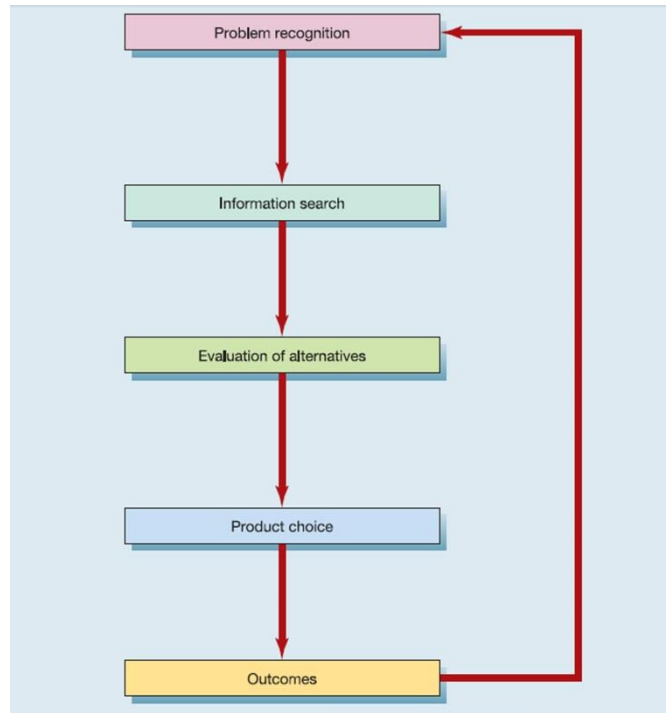


Source: adapted from Solomon *et al.*, 2006

The physical environment in which shopping activities take place is said to influence consumption. Specifically in the context of fashion clothing retailing, environmental or atmospheric characteristics such as merchandise colour, fragrances, materials and lighting affect consumers' decisions. Ha *et al.* (2007) suggest that coordinated merchandise colour leads to more purchasing than uncoordinated merchandise colour. However, if a store doesn't have clear aisles and walkways, shoppers experience difficulty in moving around, and this impacts negatively on perceived product quality.

Since the early 1990's, a lot has changed in the retailing landscape, due to the introduction of the Internet as a new way of acquiring products. In 1995, the arrival of Amazon promised to revolutionize retailing, by being the first online bookstore to enable buyers to purchase a wide variety of books with just one click (Kotler & Keller, 2012). As Javadi *et al.* (2012:81) point out: "over the past few decades, the Internet has developed into a vast global market place for the exchange of goods and services.". Today, online shopping is as important as its offline counterpart and has gained considerable attention from the marketing community. Because many

consumers choose the Internet to shop around in a variety of product categories, marketers are evaluating whether or not e-commerce is going to replace traditional retailing (Solomon *et al.*, 2006).

## 2.3 Online shopping

Online shopping is a worldwide and growing phenomenon, especially in countries with a well-developed online marketing infrastructure (Kau *et al.*, 2003).

Kukar-Kinney and Close (2010) suggest that, in a similar manner to offline shoppers, online shoppers form a need or want, then they search, consider alternatives, evaluate them, and finally make a decision. In the online environment, the consumer decision-making process is less rigid and sequential; shoppers change their mind easily and frequently revert back to the information search stage, or abruptly interrupt a transaction and abandon their virtual shopping carts. Javadi *et al.* (2012) point out that when potential consumers recognize a need for some article of merchandise or a service, they go to the Internet and search for need-related information. When the transaction is complete, the consumer evaluates the overall shopping experience at the particular online store and forms an attitude towards it. However, online shoppers have to wait some days until they actually have the product in their hands, therefore the performance of offline activities such as delivery is a crucial factor (Kim *et al.*, 2009).

The popularity and growth of online shopping is explained by the fact that consumers' perception is one of having received multiple benefits from this activity. In the next section, some of the advantages of online shopping are presented.

### 2.3.1 Advantages of online shopping

Online shopping has become an everyday activity for tech-savvy consumers because it has several advantages compared to traditional shopping. There is an ample supply of literature devoted to the many advantages of online Internet shopping, with consumer convenience being the most common motivational attribute. Other advantages include the amount of product and brand related information, variety, and price comparison.

*Convenience.* From the consumer's perspective, e-commerce has increased convenience by removing many of the barriers caused by time and location (Solomon *et al.*, 2006). Javadi *et al.* (2012) claim that online stores are convenient and time-savers because consumers are no longer

obliged to physically travel to a store. Besides, online stores are open 24 hours a day and they are accessible from anywhere. Consumers can save time and shop without the constrictions of going to a physical store, parking or waiting in line. Reduction in shopping time is an important type of convenience for at-home shoppers (Kau *et al.*, 2003), particularly in contemporary societies where people suffer from "time poverty", that is the feeling of being pressed for time more than ever before (Solomon *et al.*, 2006). As a consequence, consumers are more than willing to adopt any marketing innovation that allow them to save time.

Burke (1997), who analysed online shopping motivations using focus groups, reported that shoppers appreciate the possibility of being able to perform other activities like cooking or exercising while shopping online. Also, they can shop even if transportation is unavailable and avoid crowded parking lots or bad weather. Online shopping also gives them the possibility to access distant stores and not having to handle heavy and bulky packages, thereby putting an end to order-size and weight constraints.

In their study on business-to-consumer (B2C) e-commerce, Jiang *et al.* (2013) identify five convenience parameters: access, search, evaluation, transaction and post-purchase. Access convenience is related to the ability to shop at any time and from any place; additionally, consumers enjoy the benefits of accessing products that are unavailable in the location where they live. Search convenience is concerned with the ability to navigate a website easily and finding the wanted products quickly. Evaluation convenience is associated with the amount of detailed and easy-to-understand product descriptions, which make the evaluation process easier. Transaction convenience relates to check-out functions, which should be seamless and easy to follow. Finally, post-purchase convenience indicates consumers' perceptions of the time and effort expended in possessing what they wish; it includes the effectiveness and conditions of the delivered goods and the possibility to easy return unwanted items.

Further, empirical research on online shopper-motivation describes convenience as the possibility to shop from home, one-stop shopping, completing shopping tasks quickly, avoiding regular shopping issues such as having to deal with salespeople, the stressful experience of queuing, traveling from store to store and avoiding crowds (Ganesh *et al.*, 2010). Liu *et al.* (2013) refer that convenience is valued by luxury shoppers. When purchasing luxury goods, such consumers may buy online in order to save time and find desired items quickly. Convenience is therefore a

relevant shopping motive for varying fashion consumer segments. Besides convenience, other attributes may influence the use of Internet shopping, including the amount of product and brand-related information and variety of merchandising.

*Amount of product and brand related information.* A key feature of the Internet is its role in facilitating information search for consumers (Brown *et al.*, 2003). Information online is easy to access, available at any time and usually for free. Consumers can access considerable amounts of information quickly and effortlessly, without visiting a physical store. Online information can include video, images, photos, text, audio, tables and graphs.  Elliott and Speck (2005)  claim that the right amount of  product information is positively linked to shopper's attitude towards a website and appears to increase the amount of online shopping, spending and satisfaction with online purchases. Online stores selling fashion clothing are sometimes more capable of successfully and innovatively conveying to the customer up to date trends and sharing cutting edge fashion advice than physical stores (McCormick & Livett, 2012).

Some websites offer a reliable way of retrieving product information, in the form of online customer reviews. As De Maeyer (2012) points out, consumers rely increasingly on online information for their purchase decisions and they regularly consult online consumer reviews or product ratings before making an important purchase. Beyond product-related information, online information also includes contact information, general company information, consumer-oriented policies, and customer support. Consumers who are eager to have timely information on promotions, new product launches and events related to brands, are now also able to find it on social media platforms (Rohm *et al.*, 2013).

*Variety.* The maturing of Internet technology has led to an increased variety of product offerings (Jeong *et al.*, 2009). Variety seeking is "the desire to choose new alternatives over more familiar ones" (Solomon *et al.*, 2006:267). Since searching on the Internet is easier and faster than traditional search, online shoppers search more extensively for a variety of brands and products than their offline counterparts (Brashear *et al.*, 2009). On the Internet, consumers are likely to find a sufficient variety of products to choose from (Rajamma *et al.*, 2007) without the hassle of physically visiting multiple stores. Sung and Jeon (2009) suggest that variety of merchandise is considered important by shoppers, particularly those driven by hedonistic and recreational

motivation. A consequence of product variety is the possibility of finding different prices for the same product, making price comparison an additional incentive to shop online.

*Price Comparison.* According to Javadi *et al.* (2012: 82) "the Internet shifted the balance of power in favour of consumers as it became very easy for them to make shopping comparisons and evaluate alternatives without being pressured by salespeople." Internet shoppers usually search for many alternatives because it is easier and less costly to compare products online than offline. As Brashear *et al.* (2009) point out, since prices are more transparent on the Internet, consumers can search for the lowest price available for the specific product they want.

Because online retailers provide many sales promotions, such as free gifts, discounts, or free shipping, shoppers tend to believe that product prices in online stores are usually lower than in brick-and-mortar stores. Price promotions positively influence customer estimates in regard to the fair price of a product and enhance the perceived value of the deal (Park & Lennon, 2009). Furthermore, research shows that luxury consumers like to shop online because they can compare prices and look for the best deals (Liu *et al.*, 2013).

### 2.3.2 Disadvantages and perceived risks of online shopping

Despite the many advantages, online shopping has its drawbacks. Consumers are sometimes frustrated with Internet shopping, especially when they are not familiar with the online environment. With online shopping, consumers may develop low trust and perceive a greater degree of risk because of the lack of face-to-face, shopper-to-salesperson communication (Javadi *et al.*, 2012). Levin *et al.* (2005) affirm that consumers still prefer offline shopping for products like clothing and health goods, due to the consumers' need to touch, smell or try on the item. On the other hand, consumer behaviour is changing fast, and consumers are now more comfortable with purchasing different kinds of products online. Two relevant aspects regarding online shopping are security issues and the shopping experience itself.

*Security and privacy issues.* These aspects of online shopping are, according to Solomon *et al.* (2006), related to the security surrounding credit card payments and the privacy of shared information. In the online environment, security and privacy refer to "a shopping site taking appropriate measures to protect consumers' personal information from being misused."(Hsu *et al.*, 2014:336). Online shoppers may perceive additional risks when a website requires them to

reveal a great amount of personal and financial information, especially on the checkout pages where they are asked to input personal information such as credit card details and address (Rajamma *et al.*, 2009). Levin *et al.* (2005) state that the perceived security of an online transaction is decisive in the last stages of the decision-making process.

Moreover, consumer insecurity issues when shopping online are considered one of the most important obstacles to the growth of e-commerce. Brick-and-mortar store shoppers perceive a higher sense of privacy protecting any exchange of financial information (Flavián *et al.*, 2006). Similarly, online shoppers' frustration with websites, due to the lack of perceived security, may explain why high levels of online search activity do not always translate into high purchase levels (Seock & Norton, 2007).

Security and protection of consumer information (such as credit card number, personal details, e-mail address) are mentioned by O'Cass and Carlson (2012) as antecedents of website service quality because they heavily influence the overall perceived quality of a shopping website. Vila and Kuster (2011) report that the majority of consumers would not purchase from a website that did not display a trust mark or security policy, even if they find a good deal. On the contrary, if the perceived level of security meets the consumer's expectations, he or she may be willing to disclose his or her personal information with an increased level of trust (Kim *et al.*, 2009). According to Yoon (2002), reassuring shoppers about online security in the form of control of information is an important stage in developing trust, and symbols and trust marks such as VeriSign or Visa logos support the build-up of trust.

*Unsatisfactory shopping experience.* Another possible inconvenience of online shopping is the actual shopping experience. McCormick and Livett (2012) indicate that consumers are demanding online shopping experiences that provide high levels of interaction and entertainment. This is particularly relevant for younger consumers, seeking original site environments with innovative designs and features.

 Compared to brick-and-mortar stores, websites cannot offer as many sensory stimuli (e.g., touch, taste, smell, vision, sound). While it may be satisfactory to buy a computer or a book on the Internet, buying clothing and other products where touching the item or trying it on is essential could be less attractive (Solomon *et al.*, 2006). Levin *et al.* (2005) classify products into "low

touch" and "high touch". The former are products that are more suitable for online shopping because of the special importance placed on shopping quickly: they include products like airline tickets and computer software, which don't have a sensory component. The latter are products that consumers feel they need to touch, smell or try on, like clothing, sporting goods, and health and grooming products. Bae and Lee (2011) mention that for "experience products" quality can be evaluated only after trying them out, as opposed to "search products", whose information about attributes can be easily acquired before purchasing. According to this distinction, experience products are less likely to be purchased online, since their characteristics cannot be evaluated completely by consumers. Research by Rajamma *et al.* (2007) show that consumers perceive services to be more congruent with online stores and tangible products with brick-and-mortar stores. Solomon *et al.* (2006:319) report that "consumers with a higher need for tactile inputs tended not to use the Internet so much for product purchase". Table 2 summarizes the main pros and cons of e-commerce, from the consumer's perspective.

Table 2. Pros and cons of e-commerce

| Benefits of e-commerce | Limitations of e-commerce |
|---|---|
| Shop 24 hours a day | Lack of security |
| Less travelling | Fraud |
| Can receive relevant information in seconds | Can't touch items |
| from any location | Exact colours may not reproduce on |
| More choice of products | computer monitors |
| Greater price information | Expensive to order and then return |
| Lower prices so that less affluent can purchase | Potential breakdown of human |
| Fast delivery | relationships |
| Electronic communities | |

Source: adapted from Solomon *et al.*, 2006

*2.4 Website quality dimensions: technical quality and information quality*

Website quality has been the object of substantial empirical research in the field of online marketing. Aladwani (2006) proposes a model whereby perceived website quality is the result of four sub-dimensions: technical quality (ease of use, security, well-organized links, speed of page

14

loading, interactivity and ease of access) general content, specific content (content clarity, currency, completeness, usefulness and company information, product details, customer support) and appearance.

Websites can be seen as the interface mediating the encounter and interaction between consumers and companies, in an environment characterized by any level of technology (O'Cass & Carlson, 2012). Brick-and-mortar retailers plan store layouts to help consumers find merchandise (Ha *et al.*, 2007). In the same way, online retailers design their websites so that shoppers are able to find the wanted products quickly. Therefore, technical quality is essential: the website must be intuitive, well organized, and easy to follow and include appropriate navigation structures for the customer to interact seamlessly during the shopping process. A study by Feng *et al.* (2014) shows that website quality elements like usability and technical adequacy positively affect perceived usefulness, regardless of cultural differences. Design communicates value to the customer (McCormick & Livett, 2012) and a well-designed website can provide users with a higher level of perceived control and self-efficacy, so satisfying their utilitarian needs. Issues associated with poor design include complex navigation, long download times, confusing return policies and low levels of interactivity (Siddiqui *et al.*, 2003). Seock and Norton (2007) report that navigation factors such as uncluttered screens and easy search paths and links are important for shoppers to evaluate the quality of a fashion online store.

Another dimension of perceived website quality is content in the form of information. Kim *et al.* (2010:79) define digital content as "information and experience that provide value to users". Content is not only a mere combination of text, images and music but also includes information that will be valuable and helpful for website users. Elliott and Speck (2005:41) claim that "product information includes the amount, accuracy and form of information about the products and services offered by a website."

Several researchers have emphasized the importance of information quality in a website. Feng *et al.* (2014) claim that information quality has a positive impact on perceived usefulness and acceptance of online technology. Hasanov and Khalid (2015) mention the quality of information offered by a brand in online shopping websites as an important factor in assessing overall website quality and actually say that information quality has the highest influence on customer satisfaction among all website quality dimensions. Bai *et al.* (2008) argue that an information

system which meets the needs of its users will reinforce customer satisfaction. By contrast, if the system does not provide the needed information, its users will be dissatisfied and subsequently look elsewhere for information needs. Aladwani (2006) explains how information search is one of the main stages in the purchasing process and inaccurate and ambiguous information may have a negative impact on consumer trust.

The degree and type of information available on a website is crucial to those particular products which are normally personally examined by the shopper, i.e. fashion clothing. In the context of online retailing, the inability to physically examine the product prior to purchase could result in increased perceived risk (Kim & Lennon, 2010). Because fashion clothing are experience goods, their quality can only be fully determined after purchase, and thus, the inability to try on clothing before purchase is a major risk when shopping online (Ha *et al.*, 2007). In online apparel retailing, people rely on the product information provided on the website without being able to physically evaluate a product (Yoo & Kim, 2012).

According to a study by McCormick and Livett (2012), online fashion shoppers appreciate practical information such as size, fit and washing instructions to satisfy their utilitarian needs. The same study suggests that, along with utilitarian product information, shoppers seek fashion information that provides hedonic value, such as fashion trends and style advice. Hourigan and Bougoure (2012) argue that the proliferation of the Internet has radically changed the way consumers access product-related information and it has never been so easy for them to follow current trends and styles. Seock and Norton (2007) state that product information has a major influence in shaping consumers' perceptions of clothing websites.

Information search is one of the main fashion consumption practices (Salonen *et al.*, 2014). An interesting activity in this respect is reading product reviews. Consumers search for product reviews relating to items of interest because they do not entirely trust traditional advertising. Thus, from a consumer's perspective, customer reviews can enhance the overall quality of a website.

## 2.5 Online customer reviews

The development of the Internet and information technology has resulted in a new market phenomenon: the proliferation of online customer reviews (Zhang *et al.*, 2013). User reviews

have emerged as a valuable source of information for shoppers, complementing and often substituting offline word-of-mouth (WOM). Compared to offline word-of-mouth, "online consumer reviews can reach far beyond the local community, because consumers all over the world can easily access a review via the Internet." (Zhang *et al.*, 2013:1116). As of 2015, 90% of consumers read online reviews as part of their pre-purchase research and 88% of them trust online reviews as much as personal recommendations (Rudolph, 2015). For instance, e-tailers such as Amazon have become a popular site-destination for consumers (De Maeyer, 2012), who can find a copious amount of customer reviews for any product category, from books to clothing.

As Chen and Xie (2008) point out, information created by retailers is more product-oriented, and often only includes the product's technical specifications. On the other hand, information coming from customers is user-oriented and gives insights on the holistic experience of acquiring and using a product. According to De Maeyer (2012), customer reviews can increase post-purchase satisfaction, by educating consumers about important product attributes. Moreover, consumers who make informed decisions are more willing to pay a premium price, be satisfied, and become promoters of the particular brand online.

However, relatively little work exists to explain how product category impacts the behaviour of consumers related to customer reviews (De Maeyer, 2012). For example, a study from Cheema and Papatla (2010) shows that consumers rely on online information more heavily for utilitarian products, while they want to try hedonic products for themselves or obtain specific information from friends or acquaintances. Brown *et al.* (2003) claim that experience products need to be personally inspected or tried out. However, Bae and Lee (2011) refer that online customer reviews can assist shoppers in evaluating an experience product, since the information is provided by other consumers who have already purchased and experienced that product. Accordingly, online customer reviews are said to boost the sales of experience goods (Zhang *et al.*, 2013).

As reported by Purnawirawan *et al.* (2015), product type affects perceived usefulness of online reviews, since experience products contain more subjective elements that shoppers cannot evaluate prior to purchase. Therefore, as consumers cannot assess the quality of products directly, they rely on customer recommendations. Also, online reviews have been found to be perceived as

useful when the brand is unfamiliar; the informative effect of online reviews is stronger for unknown brands than for well-known brands (Purnawirawan *et al.*, 2015).

Filieri *et al.* (2015) found evidence that the quality of information of customer reviews is a strong predictor of website trust, which in turn impacts WOM behaviour. Besides, Aladwani (2006) proposes that a website with a higher specific information content can attract more consumers than one with less specific content. From this perspective, consumer-generated information can be considered as being as important as official product information in helping shoppers evaluate the quality of an e-commerce website.

Despite the success of customer reviews, Lee and Ma (2012) claim that this type of feedback can create a degree of uncertainty and confusion, if consumers experience cognitive incongruence because of conflicting information. Additionally, "conflicting reviews about a product, service, or company can also hinder consumers' information processing and increase difficulty in determining the quality of the information" (Lee & Ma, 2012:113). Park and Lee (2008) contend that when consumers are confronted by a surfeit of reviews they can become cognitively overloaded trying to process such large amounts of information in a limited time. To make matters worse, because shoppers cannot communicate face-to-face with the customers who have written the reviews, it is harder for them to evaluate the trustworthiness of the review sources (Filieri *et al.*, 2015).

To summarize, perceived website quality is considered here as defined by three subordinate parameters: technical quality (ease of use, well-designed web pages, high speed and accessibility), content quality (satisfying and high-quality product information) and specific content quality (information provided in the online customer reviews). In the context of the Unified Theory of Acceptance and Use of Technology (UTAUT), "facilitating conditions" are described as the extent to which an individual believes that a technical infrastructure exists to support and facilitate the use of a specific system (Venkatesh *et al.*, 2003). Al-Qeisi *et al.* (2014) claim that website quality can be conceptually equal to "facilitating conditions" in the UTAUT, because it represents the resources and support available to permit customers to behave in a specific manner. In the following section, the UTAUT is discussed and another of its key constructs, performance expectancy, is analysed.

## 2.6 The role of performance expectancy

"Performance expectancy is the degree to which the use of technology helps consumers perform certain activities." (Al-Qeisi *et al.*, 2014:2283). Similarly, "a user becomes aware that a particular technology is useful when the technology or system reduces the time it takes to do a job while simultaneously increasing efficiency and accuracy" (Feng *et al.*, 2014:29).

The construct performance expectancy is conceptually equivalent to "usefulness" in the Technology Acceptance Model (TAM), introduced by Fred D. Davis in 1989 to explain the adoption and use of technology (Al-Qeisi *et al.*, 2014). Since its introduction, the TAM model has been successfully applied in several contexts and it is considered an effective model to predict behaviour. Even so, cross-cultural research performed by Smith *et al.* (2013), tested the TAM model in three countries (Norway, Germany and United States) and the full model did not hold true for the European samples.

Extending from the TAM, Venkatesh *et al.* (2003) used the Unified Theory of Acceptance and Use of Technology (UTAUT) to predict employee adoption of information technologies. According to the UTAUT, "four constructs play a significant role as direct determinants of user acceptance and usage behaviour: performance expectancy, effort expectancy, social influence and facilitating conditions." (Venkatesh *et al.*, 2003:447). Specifically, the performance expectancy construct is said to be the strongest predictor of intention (Venkatesh *et al.*, 2003). In fact, if an individual believes that using a technology helps to achieve a task, he or she will be more likely to adopt that technology. As a consequence, if consumers perceive online shopping as helpful and useful they will be motivated to use the Internet to purchase products and services.

Performance expectancy is influenced by several external variables, including website quality. Research by Feng *et al.* (2014) supports the idea that when a website has a degree of quality which is appropriate, users' perceived usefulness increases. Empirical research by Al-Qeisi *et al.* (2014) shows that website design elements have a direct impact on performance expectancy, because when people believe they will benefit from a high quality website, not only will they use it but they will evaluate it as being useful. The UTAUT suggests that another construct impacting an individual's behaviour is the influence of social factors.

## 2.7 Social influence

"Social influence is defined as the degree to which an individual perceives that important others believe he or she should use the new system." (Venkatesh *et al*, 2003:451).

The UTAUT assumes that social influence has an impact on individual behaviour. Similarly, previous research has found that behavioural intention is affected by social surroundings: consumers are more likely to adopt a new technology if important others think they should do so (Yang, 2010). Javadi *et al.* (2012) affirm that often consumers act in ways that are based on their perception of what others think they should be doing, thus supporting the observation that the opinion of friends and peers influences online buying behaviour.

Brown and Venkatesh (2005) propose that the adoption of technology in the household is subject to a range of social influences: friends, family or co-workers and such secondary sources as TV and newspapers. Specifically, consumers appreciate informal advice about products, in the form of WOM: because "WOM is initiated by customers independent of the market, it is perceived to be more reliable and trustworthy than firm-initiated communications." (Zhang *et al.*, 2013: 1116).

Nowadays, online shoppers tend to trust consumer-generated information more than seller-created advertising (Chen & Xie, 2008). From this perspective, online customer reviews can be seen as a form of electronic WOM, and an online consumer review acts as a social influence (Park & Lee, 2008). Thus, online shoppers may be influenced both by offline peers (family and friends) and by online peers (the reviewers who write online product reviews). Since online reviews are written by unknown sources who have no previous relationship with the recipient, it is harder for shoppers to evaluate their reliability. However more and more websites require reviewers to provide some personal qualification information to help consumers assess the credibility of each reviewer (Filieri *et al.*, 2015). Thus, reviewer credibility may be important in influencing consumers' perceptions of online shopping.

Based on the literature review presented above, the first group of hypotheses concerns the relationship between website quality elements and performance expectancy:

**H1:** Perceived website quality has a positive impact on performance expectancy.

**H1a:** Technical quality has a positive impact on performance expectancy.

**H1b:** Product information has a positive impact on performance expectancy.

**H1c:** The quality of information in customer reviews has a positive impact on performance expectancy.

Reference groups are said to influence consumers' purchasing behaviour (Hsu *et al.*, 2013) Therefore, recommendations from these groups are expected to have an impact on how online shoppers evaluate the activity of online shopping:

**H2:** Social recommendations affect performance expectancy.

**H2a:** Family and the opinion of friends affect performance expectancy.

**H2b:** Reviewers' credibility affects performance expectancy.

## 2.7 The moderating impact of previous online experience

Researchers report that experience and proficiency influence use-of-technology behaviour (Al-Qeisi *et al.*, 2014). The UTAUT conceptualizes experience as an individual variable that moderates the key relationships between the model's various constructs (Celik, 2016).

The outcome of an action provides people with experience that influences the likelihood of the action being repeated in future (Lim, 2013). There is evidence that consumers who have previous experience in shopping online for clothing are more confident in their purchasing ability (Goldsmith & Goldsmith, 2002). Similarly, Park and Stoel (2005) claim that people with previous experience of Internet shopping find it less risky to buy online in the context of apparel shopping. More experience or familiarity with online shopping generally leads to greater expertise, hence experienced online shoppers are able to perform shopping-related tasks more efficiently (Broekhuizen & Huizingh, 2009). Thus, online shoppers' perceptions of the usefulness of an online store might be influenced by experience with browsing and/or using websites. Experience can also include users' Internet knowledge and expertise. Cheema and Papatla (2010:981) infer that experience indicates "the extent of time that a consumer has been using the Internet". As consumers' experience with Internet or online shopping increases, they tend to perceive more benefits associated with Internet shopping and show a greater predisposition to use this means as a shopping medium (Kwon & Noh, 2010).

In the context of online reviews, Filieri *et al.* (2015) propose that the level of experience in using online customer reviews has an impact on the behaviour towards the website. Consumers with extensive experience of customer reviews are expected to be more confident in using them and to easily identify fake and unreliable product reviews. In this study, experience with customer reviews is approached as a component of overall user online experience.

Not only does experience influence performance expectancy, but also the users' perceptions of facilitating conditions, so that users who are more experienced with the Internet have more positive perceptions of website quality elements (Al-Qeisi *et al.*, 2014). Online experience plays a moderating role in strengthening favourable attitudes towards a retail website and it also impacts product information perceptions because experienced shoppers place higher importance on information (Elliott & Speck, 2005).

Therefore, the following hypotheses investigate how two types of experience influence performance expectancy and perceived website quality:

**H3:** Internet knowledge and user online experience affect performance expectancy.

**H4:** Internet knowledge and user online experience affect perceived website quality.

**H4a:** Internet knowledge and user online experience affect technical quality.

**H4b:** Internet knowledge and user online experience affect product information.

**H4c:** Internet knowledge and user online experience affect information quality of customer reviews.

While this section presents the determinants of online consumer behaviour, the next part of the literature review deals with the behavioural outcomes of perceived website quality and performance expectancy. Particularly, the constructs of satisfaction, trust and word-of-mouth are described.

## 2.8 Relationship outcomes of website quality

Several studies have investigated online consumer behaviour and attempted to discover which elements influence online shoppers the most. Yoon (2002) found evidence that shoppers feel satisfied when a website is functional, facilitates a high navigation speed and guarantees privacy,

while a company's reputation determines trust. Other more personal variables, such as familiarity with e-commerce, influence website satisfaction and trust. In another study (Devaraj *et al.*, 2002), performance expectancy was found to influence consumer attitudes and satisfaction towards the e-commerce channel.

In this study the UTAUT is extended. According to the original model, the main outcome is the usage of technology. Recently, along with the rise in e-commerce, questions of satisfaction, trust, and loyalty have become increasingly important in the online context (Chung & Shin, 2010). Thus, in the context of this dissertation, the outcomes are relationship-based constructs, including such factors as satisfaction, trust, adopting recommendations and WOM behaviour.

### 2.8.1 Customer satisfaction, website trust & recommendation adoption

The most influential approach to customer satisfaction is the "disconfirmation of expectations" model introduced by Oliver (1980), which proposes that consumers experience satisfaction when comparing their perceptions of a product's performance with their previous expectations. Spreng et al. (1996) argue that feelings of satisfaction arise not only when the product itself performs well, but also when the information about that product, usually provided by marketers, is of high quality. Consumers can be satisfied or dissatisfied with the information provided by advertising, salespeople or other sources in the same way as they are disappointed or delighted by the product itself. However, if sellers promise more than they can deliver, then the consumer's expectations are negatively disconfirmed and feelings of dissatisfaction may arise.

While Oliver (1980) described satisfaction in the context of a single transaction, another approach is to consider satisfaction as a cumulative construct. In relationship marketing literature, the concept of customer satisfaction goes beyond a mere transactional exchange, and has been defined as a holistic evaluation of the total purchase and consumption experience (Loureiro *et al.*, 2014). Similarly, "customer satisfaction is measured as the general satisfaction of a customer, which is based on all cumulative experiences with a company, a product or a service" (Filieri *et al.*, 2015:177).

The construct of satisfaction is crucial in e-commerce because e-tailers' success depends on customer satisfaction (Hung *et al.*, 2014). User satisfaction with a website is found to be positively influenced by website elements such as information content, graphics and their style,

as well as good navigational guidance (Kim *et al.*, 2009) and usability (Flavián *et al.*, 2006). Similar to store layout in offline retailing, website design immediately projects the first impression of the retailer as an organization, and this factor is a major contributor in generating satisfaction in an online environment. Hung *et al.* (2014) found that the quality of information provided by a website is one of the main drivers of user satisfaction with any particular website.

Finally, Devaraj *et al.* (2002) refer that perceived usefulness directly influences satisfaction with e-commerce. Since performance expectancy is conceptually equivalent to perceived usefulness, users who believe they will benefit from shopping online might be more satisfied with their online shopping experience. Therefore:

**H5a:** Performance expectancy directly impacts customer satisfaction.

In the marketing literature, trust is considered a key component in the development of marketing relationships (Yoon, 2002). Trust occurs "when one party has confidence in an exchange partner's reliability and integrity" (Morgan & Hunt, 1994:23). Also, trust has been defined "as the belief that a partner's word or promise is reliable and a party will fulfil his/her obligations in the relationship" (Wong & Sohal, 2006:247).

In the online retailing context, trust may be a fundamental component for initiating a transaction (Kim *et al.*, 2009). Similar to satisfaction, website trust is influenced by such website elements as privacy and security (Kim *et al.*, 2009) and perceived usability (Flavián *et al.*, 2006). Filieri *et al.* (2015) report that website quality is a strong predictor of website trust. Therefore, performance expectancy might have a mediating role between website quality elements and trust towards the website.

**H5b:** Performance expectancy directly impacts website trust.

In a marketing context, it is impossible to completely detach trust from satisfaction, since consistent satisfaction with individual transactions over time is required for trust to develop (Chung & Shin, 2010). Yoon (2002) also finds evidence that satisfaction with previous online transactions affects website trust. Accordingly, customer satisfaction has a direct and positive influence on the degree of website trust (Flavián *et al.*, 2006). Thus, if shoppers are satisfied with

a fashion online store they are reasonably expected to develop a feeling of trust towards the website.

**H5c:** Customer satisfaction directly impacts website trust.

Liu *et al.* (2013) suggest that online consumer trust is related to the credibility of the sellers and of the online reviews and ratings from other customers. Online customer reviews act as a recommender, as they provide either a positive or negative indicator of product popularity (Park & Lee, 2008). In the consumer's best interest, a trustworthy website is expected to monitor the legitimacy of the reviews submitted by its users, so avoiding the issue of fake content (Filieri *et al.*, 2015). Accordingly, online shoppers who consider a website trustworthy may be more willing to adopt the recommendations it offers. Similar to blogs, where the blogger's credibility leads to recommendation adoption (Hsu *et al.*, 2013), consumers are more incentivized to adopt other customers' recommendations when a feeling of trust has been previously established.

**H5d:** Website trust directly impacts recommendation adoption.

Performance expectancy is said to predict technology adoption and usage (Al-Qeisi *et al.*, 2014). Thus, if online shoppers evaluate shopping websites as useful and helpful in accomplishing shopping tasks, they might actively adopt the recommendations provided by online customer reviews.

**H5e:** Performance expectancy directly impacts recommendation adoption.

*2.8.2 Word-of-mouth behaviour*
Word-of-mouth (WOM) has been defined as a marketing phenomenon which consists of passing product information from one person to another via spoken communications (Hung *et al.*, 2014). The influence of peer opinion is at times more powerful than one's own perceptions (Solomon *et al.*, 2006). In online retailing, WOM can frequently have a significant impact, both positive and negative, on the acquisition of new customers and can be one key online relationship outcome (Chung & Shin, 2010).

O'Cass and Carlson (2012) claim that positive assessments of website quality are directly correlated with engaging in favourable WOM behaviour. In other words, users who perceive a website as being of high quality may spread positive word-of-mouth about that website. Thus, it

can be hypothesized that if users perceive online shopping as useful they will say favourable things about the websites they use.

**H5f:** Performance expectancy directly impacts WOM behaviour.

Previous research states that customer loyalty and word-of-mouth are dependent on customer satisfaction; Carpenter and Fairhurst (2005) affirm that customer satisfaction has a positive impact on WOM in the context of apparel retailing. Moreover, "the likelihood of customers spreading WOM will depend on their satisfaction level for at least two reasons." (Matos & Rossi, 2008:580). First, if the product or service performance exceeds the customer's expectations he or she will be motivated to tell others about their positive experience. Second, if the customer's expectations are not fulfilled, possibly creating a negative experience, that customer will spread WOM to express their negative feelings, including anger and frustration, in order to alleviate their anxiety and to warn others.

**H6a:** There is a significant positive effect of satisfaction on WOM behaviour.

Matos and Rossi (2008) argue that a high degree of trust is associated with a greater tendency to engage in favourable WOM. In a study of young Facebook users, Kucukemiroglu and Kara (2015) found that users who received information from trusted sources are more likely to participate in online word-of-mouth communication and actively make product recommendations to their friends. Thus, if consumers trust a website they may talk positively about it with their peers.

**H6b:** There is a significant positive effect of trust on WOM behaviour.

As mentioned by Filieri *et al.* (2015), consumers who use other consumers' recommendations are more likely to improve their decision making. If consumers find high quality customer reviews on a website and adopt the recommendations from other customers, this experience may motivate them to initiate and engage in conversations with friends and family and even recommend the website.

**H6c:** There is a significant positive effect of recommendation adoption on WOM behaviour.

Figure 2 shows the conceptual model developed from the hypotheses.

Figure 2. Conceptual model
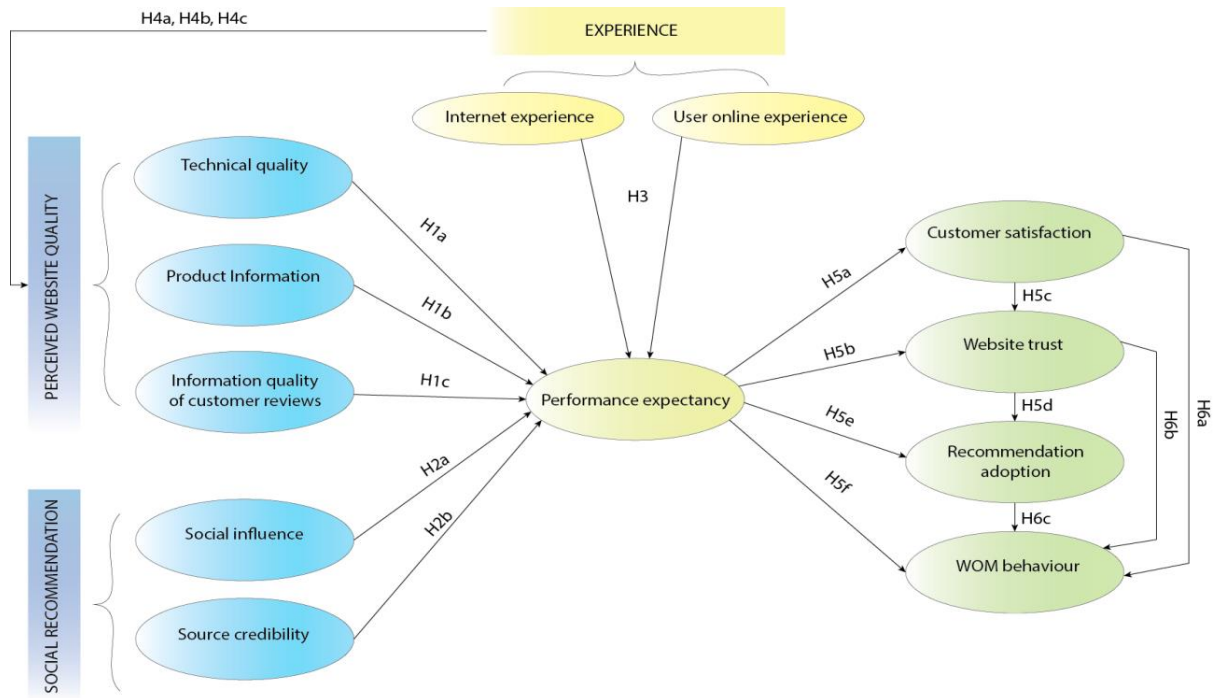


**Source:** Author's elaboration

## 3. Methodology

### 3.1 Research context: Italy and Portugal

A consumer's culture determines "the overall priorities he or she attaches to different activities and products" (Solomon *et al.*, 2006:500); thus, the success or failure of specific products and services has to be referred to the cultural context (Solomon *et al.*, 2006). Although the Internet is a global space wherein information about products and brands is available to consumers from different countries, evidence proves that online consumer behaviour is not homogenous across the Web and may differ by national culture (Christodoulides *et al.*, 2012).

As of 2016, Portugal is estimated to have about 6.9 million Internet users, corresponding to a penetration rate of 67.3%, while Italy counts around 39 million Internet users, with a penetration rate of 65.6% (Internet Live Stats, 2016). Therefore, Portuguese and Italian consumers are expected to be similar in their familiarity with the Internet channel. However, it is useful to draw

some distinctions between the two countries, using the Hofstede (1994) cultural dimensions as a background.

 In the context of this study, the dimension of uncertainty avoidance is quite interesting and can be related to the usage of Internet. This dimension is defined as "the degree to which people in a country prefer structured over unstructured situations" (Hofstede, 1994:5). Cultures which score high in this dimension can be called rigid, as they rely heavily on rules and traditions. Hofstede (1994) claims that in rigid countries, the feeling "what is different is dangerous" prevails, while in low uncertainty avoidance societies the feeling would rather be "what is different is curious". According to Smith *et al.* (2013), in high uncertainty avoidance cultures, consumers' discomfort with ambiguity may influence perceptions of the usefulness of online shopping.  Portugal scores 99 on this dimension, thus it has a very high preference for avoiding uncertainty and might resist innovation. Italy has a high score of 75 meaning Italians are not comfortable in ambiguous situations (The Hofstede Centre, 2016). Compared to other countries such as the United Kingdom, which scores only 35 on uncertainty avoidance and has an Internet penetration rate of 92% (Internet Live Stats, 2016), it can be said the Portugal and Italy haven't reached their full potential in terms of e-commerce.

Hofstede (1994:6) defines individualism, as opposed to collectivism, in these terms: "it is the degree to which people in a country prefer to act as individuals rather than as members of groups." Individualism might impact consumers' online behaviour: in fact, consumers from more individualistic cultures are expected to have stronger desires for personal convenience (Smith *et al.*, 2013). Therefore, if a country presents a high score in individualism, people might be more willing to use online services if they are perceived as convenient and useful.  Portugal, in comparison with the rest of the European countries, presents a low score of individualism of 27 (The Hofstede Centre, 2016). This means that Portuguese people are committed to be part of a group, be that family, extended family, or extended relationships. At a score of 76, Italy is an individualist culture, self-centred, especially in the big and rich cities of the North (The Hofstede Centre, 2016). Italians might be more willing to use online shopping services if they can gain personal benefits for themselves, such as lower prices or reduced shopping time and effort. Figure 3 shows a comparison between the two countries according to the Hofstede cultural dimensions.

Figure 3. Hofstede dimensions for Italy and Portugal.
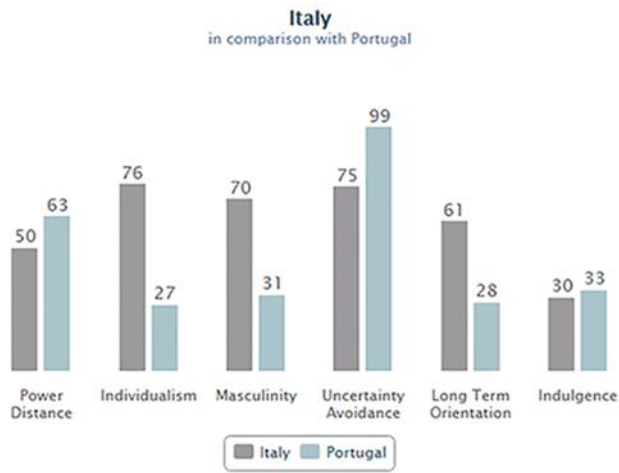


Source: The Hofstede Centre (2016)

*3.2 Data collection*

The questionnaire for this study is developed based on previous studies and an online platform was used to collect data. The web questionnaire is mainly composed of closed questions that were measured using a 5-point Likert scale; it was administered through social media platforms in form of a link and participants were asked to share the link with others. The questionnaire was originally developed in English and it was translated to Italian and Portuguese; back translation was employed to assure that all questionnaires communicate the same ideas and content. Before launching the questionnaire, a pilot test with 10 Portuguese users and 10 Italian users was performed in order to analyse the content validity and only few adjustments were made. The use of online platforms seems appropriate since the current study is devoted to fashion brands who use the online context to promote and sell their products. Even so, in order to avoid bias, and following Filieri *et al.* (2015), the fashion consumers who participated to this study i) use fashion websites that provide consumer-generated content (CGC) such as online customer reviews ii) have purchased fashion clothing online and iii) are living in Portugal –in the Lisbon area– or in Italy –in the regions of Piedmont and Lombardy.

The scale and items used to measure the constructs in this study are adapted from previous studies. Particularly, Technical Quality, Information Quality of customer reviews, Source Credibility, Customer Satisfaction, Word-of-mouth Behaviour, Recommendation Adoption and

User Online Experience were adapted from research on consumer-generated media on TripAdvisor, by Filieri *et al.* (2015) (see table 3). The construct Product Information was developed similarly to the one by Seock and Norton (2006), who identified some of the most relevant attributes of clothing websites in the United States. The items for the construct Website Trust were adopted from Filieri *et al.* (2015) and Liu *et al.* (2013). The constructs Performance Expectancy, Social Influence, Internet Experience were developed from research on online banking by Al-Qeisi *et al.* (2014) and were adapted to fashion online stores.

Table 3. Items and scales employed in the questionnaire

| Construct | Items | Source |
|---|---|---|
| **Technical Quality** (5-point, completely disagree - completely agree) | This fashion website is:<br>- easy to use<br>- has well-organized hyperlinks<br>- provides opportunities to interact with other customers<br>- has high speed of page loading<br>- is easily accessible from different media<br>- guarantees users' privacy | Filieri *et al.* 2015 |
| **Product Information** (5-point, completely disagree - completely agree) | This fashion website:<br>- shows all the colours available for each product<br>- shows all the sizes available for each product<br>- tells the prices of products clearly<br>- gives up-to-date information about products and trends<br>- has good quality photos of products<br>- truthfully shows the colours of the products | Seock & Norton 2006 |
| **Information Quality of customer reviews** (5-point, completely disagree - completely agree) | The information in the customer reviews is:<br>- timely<br>- relevant to my needs<br>- complete for my needs<br>- valuable<br>- useful<br>- credible | Filieri *et al.* 2015 |
| **Source Credibility** (5-point, completely disagree - completely agree) | The reviewers on this website are:<br>- credible<br>- experienced<br>- trustworthy<br>- reliable | Filieri *et al.* 2015 |
| **Customer Satisfaction** (5-point, completely disagree - completely agree) | - I am satisfied with the information I have received from this website<br>- I am satisfied with my previous experiences with this website | Filieri *et al.* 2015 |

Source: Author's elaboration

Table 3. Items and scales employed in the questionnaire (Continuation)

| Construct | Items | Source |
|---|---|---|
| **Website Trust** (5-point, completely disagree - completely agree) | - I think that the information offered by this website is sincere and honest<br>- I think that the advice and recommendations given by the customer reviews are trustworthy<br>- I trust the online customer reviews on this website<br>- I trust this fashion website | Filieri *et al.* 2015 , Liu *et al.* 2013 |
| **Social Influence** (5-point, completely disagree - completely agree) | - People who are important to me think that I should use online stores to shop for fashion products<br>- People who influence my behaviour think that I should use online stores to shop for fashion products | Al-Qeisi *et al.* 2014 |
| **Performance Expectancy** (5-point, completely disagree - completely agree) | - I find fashion online stores useful<br>- Using fashion online stores enables me to get fashion information more quickly<br>- Using fashion online stores increases the effective use of my time in handling shopping tasks and purchase<br>- Using fashion online stores increases the quality of my fashion knowledge at minimal effort | Al-Qeisi *et al.* 2014 |
| **Word-of-mouth Behaviour** (5-point, never - frequently) | - I mentioned to others that I seek fashion information from this website<br>- I made sure that others know that I rely on this website to purchase fashion products<br>- I spoke positively about this fashion website to others<br>- I recommended this website to close friends | Filieri *et al.* 2015 |
| **Recommendation Adoption** (5-point, completely disagree - completely agree) | - Online customer reviews and comments made it easier for me to make a purchase decision (e.g., purchase or not purchase)<br>- Online reviews have motivated me to make a purchase decision (purchase or not purchase)<br>- The last time I read online fashion reviews I adopted consumers' recommendations<br>- Information from customer reviews contributed to my knowledge of fashion products and trends | Filieri *et al.* 2015 |
| **Internet Experience** (5-point very bad - very good) | How would you describe your:<br>- Internet knowledge<br>- General computer knowledge | Al-Qeisi *et al.* 2014 |
| **User Online Experience** (5-point, not experienced at all - very experienced) | How would you rate:<br>- Your level of experience in terms of using fashion websites<br>- Your level of experience in terms of browsing fashion websites<br>- Your level of experience in terms of online customer reviews | Filieri *et al.* 2015 |

Source: Author's elaboration

The last part of the questionnaire contained socio-demographic variables.

*3.3 Sample profile*

The socio-demographic characteristics of the sample are presented in Table 4. The demographic variables Employment, Age and Gender are split by Nationality.

The sample is composed by 312 respondents of which 251 females and 61 males (Appendix A). The sample obtained was relatively young, since the mean age in years is 27 years old. This can be justified by the fact that young segments are the target of most research in the fashion consumption field, as young consumers have the interest to try new innovations (Law *et al.*, 2004).

The sample was primarily composed by females: the predominance of women in the sample reflects the profile of online fashion shoppers in Italy and Portugal. Globally, females are more fashion conscious than males and show higher levels of fashion clothing involvement (Hourigan & Bougoure 2012).

Table 4. Socio-demographic characteristics of the respondents

|  | **Italian** | **Portuguese** |
|---|---|---|
| **Gender** | Female 44.2%<br>Male 14.4%<br>Total 58.7% | Female 36.2%<br>Male 5.1%<br>Total 41.3% |
| **Age** | Mean 28.1<br>Standard deviation  9.810 | Mean 26.6<br>Standard deviation  7.877 |
| **Employment status** | Employed 23.4%<br>Other 2.6%<br>Self-employed 4.8%<br>Student 26.6%<br>Unemployed 1.3%<br>Total 58.7% | Employed 13.8%<br>Other 1.3%<br>Self-employed 3.8%<br>Student 19.9%<br>Unemployed 2.6%<br>Total 41.3% |

Source: Author's elaboration based on SPSS data

Since the research is conducted between Italy and Portugal, the sample is composed of 183 Italian people, more precisely from the northern regions of Piedmont and Lombardy, and 129 Portuguese people, mostly from the region of Lisbon.

Few differences can be spotted between the Italian and Portuguese sample: the Italian group has a more substantial percentage of males. Regarding the employment status the Italian respondents have a higher percentage of the status Employed than the Portuguese. In both samples student is

the most popular employment category, suggesting that the questionnaire was answered mostly by students of an age between 26 and 28 years old.

# 4. Data treatment and Results

*4.1 Descriptive statistics*

First each construct is analysed by calculating the mean and standard deviation of each item. Besides, reliability is assessed for each construct with Cronbach's α coefficient. All the data was treated using the software IBM SPSS Statistics 20.

Table 5. Descriptive statistics for Technical Quality (TQ)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **TQ1**. This fashion website is easy to use | 4.2 | 0.859 | 0.796 |
| **TQ2.** This fashion website has well organized hyperlinks | 3.9 | 0.974 | |
| **TQ3.** This fashion website provides opportunities to interact with other customers | 2.3 | 1.206 | |
| **TQ4.** This fashion website has high speed of page loading | 3.8 | 0.986 | |
| **TQ5.** This fashion website is easily accessible from different media | 4.0 | 0.992 | |
| **TQ6.** This fashion website guarantees users' privacy | 4.0 | 0.973 | |

Source: Author's elaboration based on SPSS data

The variable Technical Quality shows substantially high values of the mean, suggesting that respondents evaluate technical quality of the chosen website quite positively. Only the variable TQ3 has a lower mean of 2.3: respondents may not find the opportunity to interact with other customers on the preferred fashion website. The standard deviation for the construct Technical Quality ranges from 0.973 to 1.206. The highest value for standard deviation is in WQ3. The Cronbach's Alpha coefficient has become by far the most popular measure of internal consistency (Mooi & Sarstedt, 2011). It is generally agreed that values higher than 0.7 are considered acceptable, therefore the value 0.796 for the construct of Technical Quality is considered satisfactory, which means the items are suitable to describe the construct.

Table 6. Descriptive statistics for Product Information (PI)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **PI1.** This fashion website shows all the colours available for each product | 3.9 | 1.150 | |
| **PI2.** This fashion website shows all the sizes available for each product | 4.0 | 1.125 | |
| **PI3.** This fashion website tells the price of products clearly | 4.4 | 0.817 | 0.850 |
| **PI4.** This fashion website gives up-to-date information about products and trends | 4.0 | 1.036 | |
| **PI5.** This fashion website has good quality photos of products | 4.0 | 1.050 | |
| **PI6.** This fashion website truthfully shows the colours of products | 3.8 | 0.978 | |

Source: Author's elaboration based on SPSS data

The second multi-dimensional construct is Product Information. The table shows that the means range between 3.8 and 4.0 suggesting that the participants agree with the statements. The lowest mean belongs to PI6, with a value of 3.8. This might suggest that respondents do not trust completely the chosen online store in terms of showing the products in an honest way. The Cronbach's alpha value is 0.850 which is higher than 0.7, therefore it's considered acceptable.

Table 7. Descriptive statistics for Information Quality of customer reviews (IQ)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **IQ1.** The information in the customer reviews is  timely | 3.2 | 1.091 | |
| **IQ2.** The information in the customer reviews is  relevant to my needs | 3.1 | 1.135 | |
| **IQ3.** The information in the customer reviews is  complete for my needs | 3.1 | 1.134 | |
| **IQ4.** The information in the customer reviews is  valuable | 3.1 | 1.133 | 0.945 |
| **IQ5.** The information in the customer reviews is useful | 3.3 | 1.130 | |
| **IQ6.** The information in the customer reviews is  credible | 3.0 | 1.079 | |

Source: Author's elaboration based on SPSS data

The third multi-dimensional construct (IQ) examines the quality of information provided by customer reviews. The mean values are approximately 3, lower than in the previous two constructs, thus respondents are more neutral to the statements. Particularly, IQ6 has the lowest

mean, suggesting that respondents do not think that the information provided by customer reviews is credible. The standard deviation values are all higher than 1, while the Cronbach's Alpha is 0.945.

Table 8. Descriptive statistics for Source Credibility (SC)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **SC1.** The reviewers on this fashion website are credible | 3.2 | 1.075 | |
| **SC2.** The reviewers on this fashion website are experienced | 2.7 | 1.058 | 0.935 |
| **SC3.** The reviewers on this fashion website are trustworthy | 3.1 | 1.052 | |
| **SC4.** The reviewers on this fashion website are reliable | 3.0 | 1.043 | |

Source: Author's elaboration based on SPSS data

The construct Source Credibility describes the level of credibility and reliability of the sources who write customer reviews on an online store. The credibility of reviewers is an increasingly important matter, since fake and paid reviews have recently proliferated (Filieri *et al.*, 2015). The mean values vary between 2.7 and 3.2. Therefore, respondents are neutral to the statements and do not show positive attitudes towards the sources of customer reviews. The standard deviation values are slightly higher than 1. The Cronbach's Alpha coefficient is 0.935, which is higher than 0.7 therefore suggesting that the items are very suitable to characterize the construct.

Table 9. Descriptive statistics for Customer Satisfaction (S)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **S1.** I am satisfied with the fashion information I have received from this website | 4.0 | 0.935 | 0.886 |
| **S2.** I am satisfied with my previous experiences with this website | 4.0 | 0.900 | |

Source: Author's elaboration based on SPSS data

For the construct Customer Satisfaction two items were chosen. Both the mean values are 4, therefore respondents judge positively the online store they chose and they are satisfied by the information received. The standard deviation values are very similar; the reliability test results in a Cronbach's Alpha coefficient of 0.886, which is satisfactory.

Table 10. Descriptive statistics for Website Trust (T)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **T1.** I think that the information offered by this fashion website is sincere and honest | 3.9 | 0.864 | |
| **T2.** I think that the advice and recommendations given by the customer reviews are trustworthy | 3.4 | 1.071 | 0.830 |
| **T3.** I trust the online customer reviews on this website | 3.3 | 1.121 | |
| **T4.** I trust this fashion website | 4.1 | 0.850 | |

Source: Author's elaboration based on SPSS data

The construct Website Trust investigates the extent to which participants trust different aspects of the website, including customer reviews. The means of each item vary between 3.3 and 4.1. The lowest mean values belong to the items T3 and T4, which pertain to customer reviews. Respondents are slightly less willing to trust customer reviews than general product information, in fashion online stores. Overall respondents trust the online store, since the mean value is 4.1 The values of standard deviation vary between 0.850 and 1.121. The reliability test shows a Cronbach's Alpha value of 0.830.

Table 11. Descriptive statistics for Social Influence (SI)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **SI1.** People who are important to me think that I should use online stores to shop for fashion products | 2.7 | 1.171 | |
| **SI2.** People who influence my behaviour think I should use online stores to shop for fashion products | 2.6 | 1.155 | 0.897 |

Source: Author's elaboration based on SPSS data

Social Influence measures the extent to which consumers believe that important others (e.g., family and friends) think they should use a particular technology; for this construct, the value of the means is 2.7 and 2.6, suggesting that respondents tend to feel neutral or disagree with the statements. The standard deviation values are slightly higher than one for both items. The Cronbach's Alpha value is 0.897 therefore it's acceptable.

Table 12. Descriptive statistics for Performance Expectancy (PE)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **PE1.** I find fashion online stores useful | 4.0 | 1.016 | |
| **PE2.** Using fashion online stores enables me to get fashion information more quickly | 4.0 | 1.032 | 0.884 |
| **PE3.** Using fashion online stores increases the effective use of my time in handling my shopping tasks and purchase | 3.8 | 1.125 | |
| **PE4.** Using fashion online stores increases the quality of my fashion knowledge at minimal effort | 3.7 | 1.102 | |

Source: Author's elaboration based on SPSS data

For the construct Performance Expectancy (PE) four items were introduced. The values of the means for this construct range between 3.7 and 4, therefore respondents, on average, agree that online stores are useful and enable them to retrieve fashion information quickly. Fashion online stores are in general considered helpful in performing shopping tasks by respondents. The standard deviation values are higher than 1 for all four items, while the Cronbach's Alpha coefficient is 0.884.

Table 13. Descriptive statistics for Word-of-mouth Behaviour (WM)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **WM1.** I mentioned to others that I seek fashion information from this website | 3.2 | 1.289 | |
| **WM2.** I made sure that others know that I rely on this website to purchase fashion products | 2.9 | 1.258 | 0.867 |
| **WM3.** I spoke positively about this fashion website to others | 3.7 | 1.070 | |
| **WM4.** I recommended this website to close friends | 3.6 | 1.178 | |

Source: Author's elaboration based on SPSS data

For the construct Word-of-mouth Behaviour, the mean values are included between 2.9 and 3.7. For this construct a value of 1 indicates Never, while 5 indicates Frequently. Therefore respondents are slightly willing to spread positive word-of-mouth about fashion websites, however, on average, they don't do it frequently. The standard deviation values are higher than 1 for all four items, while the Cronbach's Alpha coefficient is higher than 0.7.

Table 14. Descriptive statistics for Recommendation Adoption (REC)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **REC1.** Online customer reviews and comments made it easier for me to make a purchase decision (e.g., purchase or not purchase) | 2.9 | 1.226 | 0.918 |
| **REC2.** Online reviews have motivated me to make a purchase decision (purchase or not purchase) | 2.8 | 1.161 | |
| **REC3.** The last time I read online fashion reviews I adopted consumers' recommendations | 2.7 | 1.170 | |
| **REC4.** Information from customer reviews contributed to my knowledge of fashion products and trends | 2.8 | 1.164 | |

Source: Author's elaboration based on SPSS data

For the construct Recommendation Adoption 4 items are considered. The values of each item's mean are quite similar, ranging from 2.7 to 2.9. The mean suggests that respondents slightly disagree with the statements, therefore they usually do not follow the recommendations from other customers on fashion online stores. The standard deviation values are higher than 1 for all items. The Cronbach's Alpha coefficient is 0.918 and therefore acceptable.

Table 15. Descriptive statistics for Internet Experience (IEX)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **IEX1.** How would you describe your Internet knowledge | 4.1 | 0.883 | 0.904 |
| **IEX2.** How would you describe your general computer knowledge | 3.9 | 0.955 | |

Source: Author's elaboration based on SPSS data

For the construct Internet Experience respondents could rate their Internet and computer skills from 1 to 5, 1 being very bad and 5 being very good. The mean values are approximately 4 for both items, thus, on average, respondents have a quite good knowledge of the Internet and computers. Specifically, they seem more experienced in using the Internet than computers in general. The standard deviation values are lower than 1, being 0.883 and 0.955, while the reliability test results in a coefficient of 0.904 which is satisfactory.

Table 16. Descriptive statistics for User Online Experience (UEX)

| Variable | Mean | Standard Deviation | Cronbach's Alpha |
|---|---|---|---|
| **UEX1.** How would you rate your level of experience in terms of using fashion websites | 3.4 | 1.121 | |
| **UEX2.** How would you rate your level of experience in terms of browsing fashion websites | 3.6 | 1.109 | 0.839 |
| **UEX3.** How would you rate your level of experience in terms of online customer reviews | 3.0 | 1.100 | |

Source: Author's elaboration based on SPSS data

The construct User Online Experience concerns the familiarity of users with fashion online stores and online customer reviews. The respondents could score their experience from 1-very bad to 5-very good. The mean of UEX3 is the lowest, suggesting that respondents are not very experienced with online customer reviews. However they are slightly more experienced with using fashion websites to complete purchases and, on average, they rate their level of experience higher in browsing fashion websites, without necessarily completing a purchase. The standard deviation values are slightly higher than 1 in all three items. The Cronbach's Alpha coefficient is 0.839, which can be considered acceptable.

## 4.2 Regression Analysis results

Regression analysis is one of the most frequently used tools in market research and it allows market researchers to analyse relationships between dependent and independent variables to predict a certain outcome (Mooi & Sarstedt, 2011). Therefore, multiple regression analyses were conducted to test the hypotheses previously formed. The conceptual model was developed so that the variable Performance Expectancy acts as a mediator between perceived website quality elements and behavioural outcomes, specifically, Website Trust, Customer Satisfaction, Recommendation Adoption and Word-of-mouth Behaviour.

Tolerance and VIF values were tested for all the following regressions. VIF values are inferior to 10, and tolerance is above 0.1, indicating that there are not collinearity issues. The results obtained from the regressions are presented below. Autocorrelation was also checked before interpreting the results.

## 4.2.1 Determinants of Performance Expectancy

The first part of the model investigates the influence of Technical Quality, Product Information, Information Quality of customer reviews, Social Influence and Source Credibility on Performance Expectancy (Appendix B).

Table 17: Determinants of Performance Expectancy

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.516 | 0.236 | | 2.182 | 0.030 | 0.431 | | |
| **Tecquality** | 0.217 | 0.075 | 0.166 | 2.908 | 0.004 | | 0.558 | 1.791 |
| **ProductInf** | 0.479 | 0.065 | 0.406 | 7.427 | 0.000 | | 0.613 | 1.632 |
| **Infquality** | -0.058 | 0.065 | -0.063 | -0.904 | 0.367 | | 0.382 | 2.620 |
| **Sourcecred** | 0.072 | 0.065 | 0.075 | 1.106 | 0.269 | | 0.396 | 2.526 |
| **SocInfluence** | 0.225 | 0.038 | 0.270 | 5.983 | 0.000 | | 0.896 | 1.116 |

Source: Author's elaboration based on SPSS data

Table 17 shows that Information Quality of customer reviews and Source Credibility are not relevant and don't have a direct effect on Performance Expectancy (p values > 0.05). The standardized β coefficients allow us to compare the relative effect of each independent variable. The variable with the highest absolute value is Product Information. The unstandardized effect of Product Information suggests that the effect of a single increase in product information quality increases perceived usefulness by an average of 0.479.

The results prove that, contrary to our predictions, the information provided in customer reviews does not increase the degree to which participants find online fashion shopping useful. Similarly, the credibility of the reviewers is not important to explain performance expectancy. On the other hand, technical website quality, product-related information and social influences can be accepted as predictors of perceived usefulness.

The second group of regressions investigates the role of users' experience with the Internet and online shopping. Research by social psychology suggests that experience with an attitude object influences indirectly behaviour (Al-Qeisi *et al.*, 2014). Therefore individuals who have higher computer skills might form more positive perceptions of usefulness of a website. Similarly, the user's expertise in browsing websites and using customer reviews might have an impact on perceived usefulness.

Table 18: Influence of experience on Performance Expectancy

|  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
|  | B | Std. Error | Beta |  |  |  | Tolerance | VIF |
| **(Constant)** | 1.731 | 0.201 |  | 8.608 | 0.000 | 0.344 |  |  |
| **Intexperience** | 0.130 | 0.061 | 0.124 | 2.135 | 0.034 | | 0.627 | 1.595 |
| **Userexperience** | 0.483 | 0.055 | 0.506 | 8.728 | 0.000 | | 0.627 | 1.595 |

Source: Author's elaboration based on SPSS data

The results confirm that both types of experience are relevant to explain Performance Expectancy. The standardized coefficients are both positive, therefore the two variables influence positively the dependent variable. Looking at the absolute value, User Online Experience has a higher significance in explaining the dependent variable than Internet Experience. After establishing the significant role of experience, all the variables influencing Performance Expectancy are considered simultaneously, as seen in figure 4.

Figure 4. Determinants of Performance Expectancy
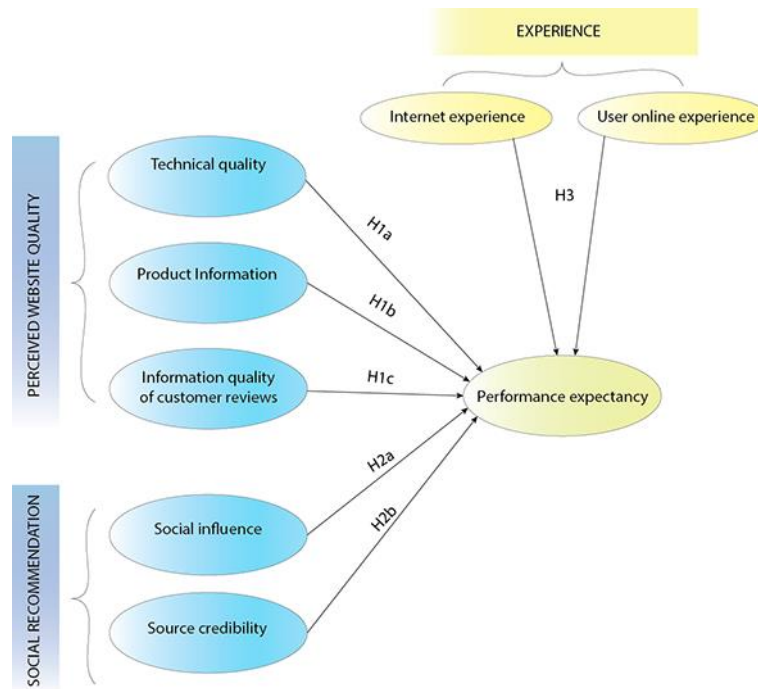


**Source:** Author's elaboration.

Table 19. Determinants of Performance Expectancy together with experience

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.347 | 0.235 | | 1.476 | 0.141 | 0.507 | | |
| **Tecquality** | 0.161 | 0.071 | 0.123 | 2.263 | 0.024 | | 0.534 | 1.874 |
| **ProductInf** | 0.351 | 0.063 | 0.298 | 5.576 | 0.000 | | 0.557 | 1.795 |
| **Infquality** | -0.051 | 0.061 | -0.055 | -0.839 | 0.402 | | 0.373 | 2.681 |
| **Sourcecred** | 0.015 | 0.061 | 0.015 | 0.241 | 0.810 | | 0.388 | 2.575 |
| **SocInfluence** | 0.187 | 0.036 | 0.224 | 5.258 | 0.000 | | 0.871 | 1.148 |
| **Intexperience** | 0.032 | 0.055 | 0.031 | 0.583 | 0.561 | | 0.573 | 1.746 |
| **Userexperience** | 0.301 | 0.053 | 0.316 | 5.716 | 0.000 | | 0.521 | 1.921 |

Source: Author's elaboration based on SPSS data

The adjusted $R^2$ of this model is 0.507, which is higher than the previous two models, having the best fit so far: 51.8 % of the variation of Performance Expectancy is explained by the variables in the model.

The t-tests show that, as expected, Information Quality of customer reviews and Source Credibility don't explain the dependent variable (p values > 0.05). Also, in the presence of the other variables, Internet Experience becomes irrelevant to explain the dependent variable. The variables that should be kept in the model are Technical Quality, Product Information, Social Influence and User Online Experience, since they are all positively related to Performance Expectancy. Therefore H1a and H1b are supported, while H1c, regarding the customer reviews has to be rejected (p=0.402>0.05). Besides, only Social Influence is relevant in terms of peers recommendation, while the influence of reviewers is not important to explain Performance Expectancy. Thus, H2a is supported while H2b is rejected. Concerning the role of experience, H3 can be accepted because previous experience with online shopping affects the extent to which users find online shopping useful; however Internet and computer skills are not relevant when other variables are present (p=0.561).

Splitting the sample by nationality we can detect some differences between the Italian and the Portuguese respondents. For the Portuguese sample, the model has an Adjusted $R^2$ of 0.348 (see Appendix C). The variable Product Information is not significant for the Portuguese respondents (p value=0.064 > 0.05). Only Technical Quality, Social Influence and User Online Experience explain Performance Expectancy. User Online Experience has the standardized β coefficient with the highest absolute value (0.348), so it might be argued that, for these shoppers, the proficiency in using fashion websites is the factor that determines their perception of usefulness the most.

For the Italian sample, the model explains 51.4 % of the variation of Performance Expectancy (see Appendix D). Differently from the Portuguese sample, for these users Product Information is relevant. On the contrary, Technical Quality becomes irrelevant (p value= 0.120> 0.05) suggesting that the Italian respondents evaluate a fashion online store based on the information provided rather than the technical quality of the website. Social Influence seems to have a slightly stronger relevance for Portuguese respondents (β= 0.317) than for Italians (β= 0.213) .

*4.2.2 The moderating impact of previous online experience on perceived website quality*

As mentioned in the literature, experience is expected to influence not only performance expectancy but also website quality perceptions. The following set of regressions analyses how both types of experience affect perceived website quality, as seen in figure 5.

Figure 5. Impact of experience on perceived website quality
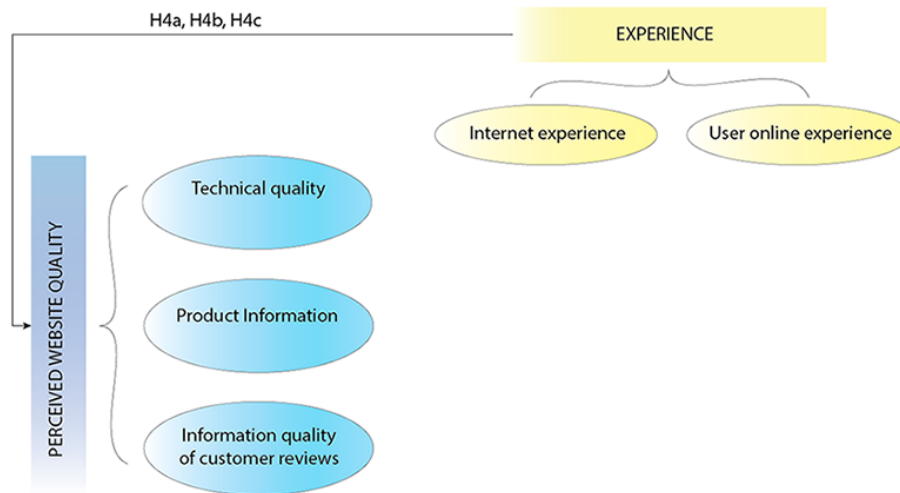


Source: Author's elaboration

The results suggest that experience has a direct impact on perceived quality, specifically on Technical Quality, Product Information and Information Quality of customer reviews.

Table 20. Experience influences Technical Quality

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 2.303 | 0.171 | | 13.474 | 0.000 | | | |
| **Intexperience** | 0.190 | 0.052 | 0.237 | 3.683 | 0.000 | 0.194 | 0.627 | 1.595 |
| **Userexperience** | 0.191 | 0.047 | 0.261 | 4.053 | 0.000 | | 0.627 | 1.595 |

Source: Author's elaboration based on SPSS data

Table 20 shows that experience has a significant impact on Technical Quality perceptions. Looking at the coefficients table ($\beta$= 0.237 for Internet Experience and $\beta$=0.261 for User Online

Experience), both types of experience have a positive impact on Technical Quality. Thus, users who have more extensive experience in the use of Internet perceive higher technical quality of a fashion retailer's website. H4a is supported.

Table 21. Experience influences Product Information

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| (Constant) | 2.299 | 0.181 | | 12.678 | 0.000 | 0.256 | | |
| Intexperience | 0.190 | 0.055 | 0.214 | 3.463 | 0.001 | | 0.627 | 1.595 |
| Userexperience | 0.284 | 0.050 | 0.351 | 5.683 | 0.000 | | 0.627 | 1.595 |

Source: Author's elaboration based on SPSS data

Similarly, experience can affect the perceived quality of product information. The coefficient table shows that both Internet Experience and User Online Experience (p values < 0.05) are useful to explain the dependent variable. The proficiency with browsing fashion websites and the users' Internet skills influence the perceptions of information quality on an online store. H4b is supported.

Table 22. Experience influences Information Quality of customer reviews

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| (Constant) | 2.326 | 0.254 | | 9.152 | 0.000 | 0.090 | | |
| Intexperience | -0.111 | 0.077 | -0.099 | -1.442 | 0.150 | | 0.627 | 1.595 |
| Userexperience | 0.369 | 0.070 | 0.360 | 5.274 | 0.000 | | 0.627 | 1.595 |

Source: Author's elaboration based on SPSS data

In terms of Information Quality of customer reviews, it can be expected that the more users are experienced in using reviews the more they find this type of information useful. Similarly, users who are not familiar with customer ratings and reviews, may not be able to establish the quality of the information provided. As table 21 shows, only User Online Experience influences Information Quality of customer reviews. Internet Experience is not significant in this case (p value= 0.150> 0.05). Therefore H3c is partially accepted, since in this case Internet Experience is not significant.

For the Portuguese participants, only User Online Experience seems significant in influencing perceived website quality (Appendix C). Internet Experience is not relevant to explain Technical Quality (p value= 0.566) nor Product Information (p value= 0.635).

Italian respondents, on the other hand, are more influenced by Internet experience and computer skills when they evaluate overall website quality. Specifically, Internet Experience has the strongest effect on Technical Quality (β= 0.328) and on Product Information (β= 0.327). The variable Information Quality of customer reviews has a different relationship with experience: only User Online Experience has a predictive power, while Internet Experience is irrelevant.

Overall, H4a H4b and H4c hold because at least one type of experience influences shoppers in their perceptions of a website technical adequacy, product-related information and customer reviews quality.

*4.2.3 Relationship outcomes of website quality*

The degree to which a shopper finds online stores useful and time saving could influence the level of customer satisfaction, website trust and the probability of spreading word-of-mouth. Besides, if consumers find a website useful and have the possibility to read customer reviews on it, they might adopt the recommendations in those reviews. Figure 6 shows the remaining part of the model and the relationships between Performance Expectancy and its behavioural outcomes.

Figure 6. Relationship outcomes
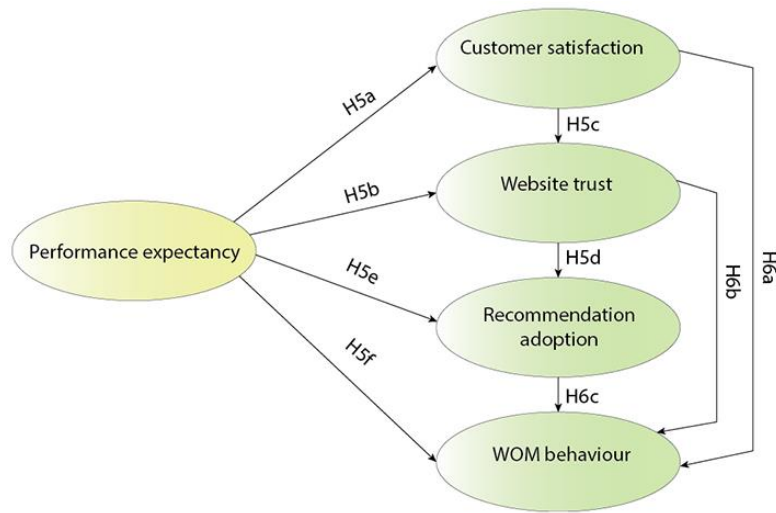


Source: Author's elaboration

Table 23. Performance Expectancy and Customer Satisfaction

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 2.015 | 0.177 | | 11.356 | 0.000 | 0.308 | | |
| **Perfexpectancy** | 0.526 | 0.045 | 0.557 | 11.802 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

Table 23 presents the results obtained from a simple linear regression. The findings confirm that Performance Expectancy predicts Customer Satisfaction (p value = 0.000). Since β= 0.557 , perceived usefulness of fashion online stores is positively associated to users' satisfaction. In particular, customers are satisfied with the information provided if the website enables them to improve their fashion knowledge at minimal effort. Thus, H5a is supported.

Table 24. Performance Expectancy and Website Trust

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| (Constant) | 2.088 | 0.173 | | 12.043 | 0.000 | 0.220 | | |
| Perfexpectancy | 0.410 | 0.044 | 0.472 | 9.420 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

Similarly, Performance Expectancy predicts Website Trust. The results confirm that Performance Expectancy is significant in explaining Website Trust. Therefore, if online shoppers believe fashion websites are useful they might build a positive feeling of trust towards any particular online store. H5b is confirmed.

Table 25. Performance Expectancy and Recommendation Adoption

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| (Constant) | 1.911 | 0.254 | | 7.511 | 0.000 | 0.038 | | |
| Perfexpectancy | 0.232 | 0.064 | 0.202 | 3.626 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

Recommendation Adoption is positively influenced by Performance Expectancy, supporting H5e. Shoppers tend to adopt customer recommendations if they positively evaluate the activity of online shopping for fashion products.

Table 26. Performance Expectancy and WOM Behaviour

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| (Constant) | 1.223 | 0.215 | | 5.674 | 0.000 | 0.252 | | |
| Perfexpectancy | 0.556 | 0.054 | 0.504 | 10.274 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

The influence of Performance Expectancy on WOM Behaviour is confirmed, as shown in the table above. Customers are more likely to mention the fashion website they use to their peers if they perceive online shopping as a useful activity. H5f is supported.

For the Portuguese sample the results are confirmed: Performance Expectancy predicts Customer Satisfaction (β= 0.340), Website Trust (β= 0.273) and WOM Behaviour (β= 0.320). However, Recommendation Adoption is not predicted by Performance Expectancy (p value=0.907> 0.05).

Similarly, for the Italian group, Performance Expectancy has a significant influence on Customer Satisfaction (β= 0.613), Website Trust (β= 0.524), WOM Behaviour (β= 0.597) and Recommendation Adoption (β=0.312). The effect of Performance Expectancy on relationship-based outcomes is slightly stronger for the Italian sample, suggesting that Italian respondents may be more influenced by perceived usefulness and convenience of online shopping than Portuguese ones.

Al-Qeisi *et al.* (2014) found evidence that website design quality has an impact on usage behaviour, both directly and indirectly and this impact is greater than the one of performance expectancy. Similarly, in this context, the direct effect of perceived website quality on relationship-based outcomes can be tested. The variable Perceived Website Quality (PERCEIVEDQUALITY) is obtained by computing the three variables Technical Quality, Product Information and Information Quality of customer reviews together. The results are presented in tables 25, 26, 27.

There is evidence that Perceived Website Quality is directly affecting relationship-based constructs. In fact, Perceived Website Quality has a strong positive relationship with Customer Satisfaction, Website Trust, Recommendation Adoption and WOM Behaviour.

Table 27. Perceived Website Quality and Customer Satisfaction

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.652 | 0.198 | | 3.290 | 0.001 | 0.494 | | |
| **PERCEIVED QUALITY** | 0.941 | 0.054 | 0.704 | 17.448 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

Table 28. Perceived Website Quality and Website Trust

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.211 | 0.161 | | 1.314 | 0.190 | 0.606 | | |
| **PERCEIVED QUALITY** | 0.959 | 0.044 | 0.779 | 21.890 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

Table 29. Perceived Website Quality and WOM Behaviour

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.445 | 0.278 | | 1.600 | 0.111 | 0.268 | | |
| **PERCEIVED QUALITY** | 0.811 | 0.076 | 0.519 | 10.704 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

Table 30. Perceived Website Quality and Recommendation Adoption

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.166 | 0.303 | | 0.547 | 0.585 | 0.200 | | |
| **PERCEIVED QUALITY** | 0.731 | 0.082 | 0.450 | 8.868 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

The direct impact of Perceived Website Quality on behaviour is confirmed by the results obtained from the Portuguese and Italian sample separately. For the Portuguese sample, Perceived Website Quality is stronger than Performance Expectancy in predicting Customer Satisfaction, Website Trust and WOM Behaviour; Perceived Website Quality also predicts Recommendation Adoption (p value=0.000< 0.05). Similarly, for the Italian sample, Perceived Website Quality has a strong positive impact on Customer Satisfaction, Website Trust, WOM Behaviour and Recommendation Adoption.

Website Trust and Customer Satisfaction are said to be highly related (Yoon, 2002). Thus, Customer Satisfaction, in addition to Performance Expectancy, is expected to influence Website Trust, which in turn has a positive impact on Recommendation Adoption.

Table 31. Online drivers of Website Trust

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.964 | 0.170 | | 5.680 | 0000 | 0.473 | | |
| **Perfexpectancy** | 0.117 | 0.043 | 0.134 | 2.707 | 0.007 | | 0.690 | 1.449 |
| **Satisfaction** | 0.558 | 0.046 | 0.606 | 12.230 | 0.000 | | 0.690 | 1.449 |

Source: Author's elaboration based on SPSS data

Table 31 shows the results obtained. Both Customer Satisfaction and Performance Expectancy predict Website Trust. Customer Satisfaction has the strongest effect (β= 0.606). The model has a satisfying fit since, 47.6 % of the variation of Website Trust is explained by the explanatory variables in the model. Therefore, if users are satisfied with the fashion information provided by any particular website, they tend to build a feeling of trust towards it: H5c is supported.

By splitting the sample, we notice that Performance Expectancy is not as powerful as Customer Satisfaction in explaining Website Trust. For the Portuguese sample, Customer Satisfaction positively affects Website Trust (β = 0.504); the same can be said for the Italian subgroup where Website Trust is strongly explained by Customer Satisfaction (β= 0.657).

Information adoption is the process by which people purposefully engage in using information (Filieri *et al.*, 2015). If users believe a website is reliable, they might adopt the information provided by its customer reviews. Specifically, if the reviews are perceived as trustworthy, users may follow the recommendations given by other customers to take more informed purchase decisions.

Table 32. Website Trust and Recommendation Adoption

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| **(Constant)** | 0.675 | 0.254 | | 2.660 | 0.008 | 0.190 | | |
| **Trust** | 0.580 | 0.067 | 0.439 | 8.610 | 0.000 | | 1.000 | 1.000 |

Source: Author's elaboration based on SPSS data

The Coefficients table shows that Website Trust is a predictor of Recommendation Adoption, thus H5d is accepted. The hypothesis holds for the Portuguese and Italian groups considered separately as well.

Lastly, the drivers of WOM Behaviour are investigated. The results show that Performance Expectancy, Customer Satisfaction and Website Trust are all accepted to explain the dependent variable (Appendix B). This model has an Adjusted $R^2$ of 0.370 and explains 37.6 % of WOM Behaviour. However, Recommendation Adoption could be added to the model, since it is an outcome of Website Trust. The model obtained by adding the mentioned variable has a better fit (Adjusted $R^2$= 0.411), and explains 41.8% of the variable WOM Behaviour (Table 33). By adding Recommendation Adoption to the model, Website Trust becomes non-significant (p value= 0.102> 0.05). Therefore, Website Trust influences WOM Behaviour positively, with the mediation of Recommendation Adoption. In fact, if online shoppers trust a fashion website which provides high quality customer reviews, they might be more willing to mention the website to others. Thus, H6a, H6b and H6c are supported. H6b claims that there is a significant positive effect of Website Trust on WOM Behaviour. This is confirmed only when the variable Recommendation Adoption is not included.

Table 33. Performance Expectancy, Customer Satisfaction, Website Trust and Recommendation Adoption as drivers of WOM Behaviour

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Adjusted R square | Collinearity statistics | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| (Constant) | -0.159 | 0.244 | | -0.653 | 0.514 | 0.411 | | |
| Satisfaction | 0.323 | 0.077 | 0.277 | 4.190 | 0.000 | | 0.435 | 2.300 |
| Perfexpectancy | 0.275 | 0.059 | 0.250 | 4.689 | 0.000 | | 0.669 | 1.496 |
| Trust | 0.141 | 0.086 | 0.111 | 1.641 | 0.102 | | 0.413 | 2.423 |
| Recadoption | 0.228 | 0.048 | 0.238 | 4.748 | 0.000 | | 0.755 | 1.325 |

Source: Author's elaboration based on SPSS data

The Portuguese sample confirms the obtained results: in the presence of Recommendation Adoption, Website Trust is not significant to explain WOM Behaviour (p value= 0.263). Similarly to the whole sample results, the model with a better fit is the one which includes

Recommendation Adoption (Adjusted $R^2$ = 0.271). For this sample, Customer Satisfaction has strongest unstandardized effect on WOM Behaviour.

For the Italian sample, the model with the best fit is the one including Recommendation Adoption, as it shows an Adjusted $R^2$ = 0.494. This model explains 50.5% of the variation of WOM Behaviour. Again, Website Trust seems to influence WOM Behaviour indirectly, through Recommendation Adoption. For Italian participants, Performance Expectancy has the strongest relationship with WOM Behaviour ($\beta$= 0.296).

## 4.4 One-way ANOVA and non-parametric tests

In the beginning of the questionnaire, respondents were asked to indicate the brand of their favourite fashion online store. Three retailers emerged as the most popular choice among respondents: Zara, Amazon and Asos. In this perspective, One-way ANOVA is used to determine whether there is reason to believe that the population means of the groups determined by brand differ significantly (Mooi & Sarstedt, 2011).

Since satisfaction has been described as a critical success factor for e-tailers, it may be useful to understand if the three brands are perceived as equal in providing a satisfying amount of fashion information and experience. The Levene's test (Appendix E) shows a sig.= 0.569 >0.05, thus the assumption of equality of variances is fulfilled. In the ANOVA table, the p value is lower than 0.05, therefore we reject the null hypothesis and conclude that the mean for Customer Satisfaction is not the same for the three groups defined by e-tailer brand. In the multiple comparisons table the p-values for Zara-Amazon and Asos-Amazon are lower than 0.05, meaning that the equality of means is rejected. In fact, by obtaining a means plot (Figure 7) it is visible that Amazon has the lowest mean for the variable Customer Satisfaction.

Figure 7. Means plot for Customer Satisfaction
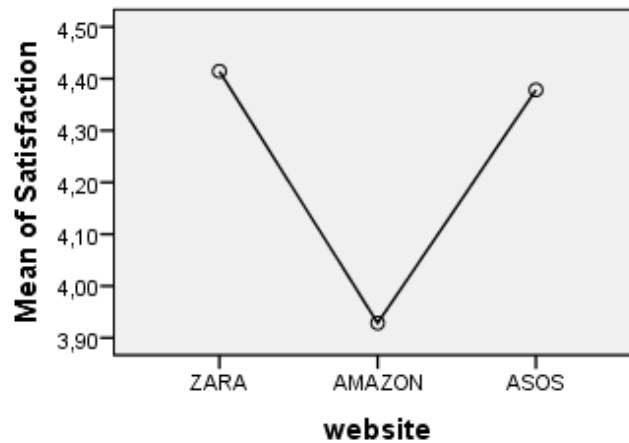


Source: Author's elaboration based on SPSS data

Satisfaction is found to be strongly related to Website Trust, therefore it may be interesting to understand which e-tailer website is perceived as the most trustworthy. The Levene's test holds the assumption of equality of variances (sig=0.551), however the ANOVA table shows a sig.>0.05 indicating that the means for the three defining groups do not differ significantly. Similarly, for the variable WOM Behaviour, the ANOVA results show that there is not a significant difference of means for the three brands (sig.= 0.053). However, looking at the means plots for WOM Behaviour, Amazon seems to have a slightly lower score than Asos, which is the brand with the highest mean for WOM behaviour.

Figure 8. Means plot for WOM behaviour
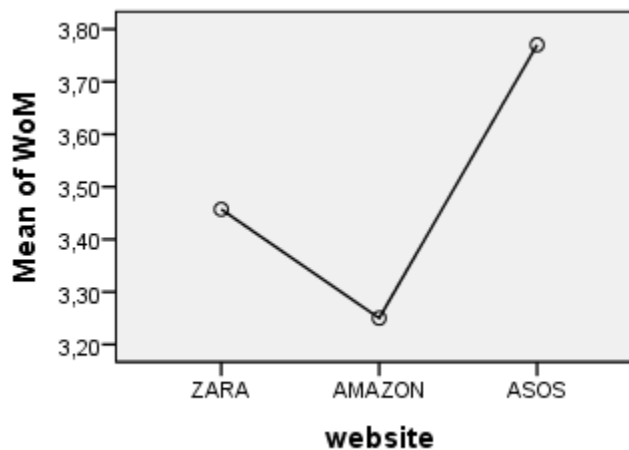


Source: Author's elaboration based on SPSS data

The regression analyses proved that product information is an important element to consider in establishing the quality of a website, as it has a strong positive impact on performance expectancy. However, for the variable Product Information, One-way ANOVA could not be carried, since the Levene's test has a sig.< 0.05. Alternatively, a Kruskal-Wallis test can be chosen to compare the equality of distribution of the variable Product Information for the three brands. In the Test statistics table, sig.=0.000< 0.05. Therefore, the distribution of Product Information is different for at least one brand. Looking at the sample mean ranks, there is evidence that Zara has the highest quality of product information, while Amazon has the lowest (Figure 8).

Figure 9. Means plot for Product Information



Source: Author's elaboration based on SPSS data

For Technical Quality, the sig. level is higher than 0.05, therefore there is not a significant difference in how the three online stores are perceived in terms of technical features such as design, speed, accessibility, usability and security.

## 5. Conclusions

### 5.1 Discussion of results

This study was intended to accomplish two main objectives. The first objective was to adapt and extend the UTAUT model in the context of online shopping for fashion clothing. The objective has been accomplished, since several constructs of the UTAUT were tested. The study finds evidence that performance expectancy is predicted both by website quality elements (facilitating

conditions) and social factors (social influence). Consistently with the results obtained by Al-Qeisi *et al.* (2014), website quality elements influence positively performance expectancy; however Al-Qeisi *et al.* (2014) found that the impact of social influences was not significant. The relevance of social influences is supported by research from Celik (2011), who proved that social factors have a direct effect on performance expectancy, in the context of online shopping in Turkey. Indeed, the opinion of internal sources (e.g. family and friends) about the usefulness of online shopping is perceived by consumers as personally meaningful, supporting the results of this study. Nevertheless, the role of social influence can become irrelevant, according to Zhang *et al.* (2006), when consumers are confident about purchasing online and become less influenced by others. This study reveals that Portuguese and Italians are still not completely confident about purchasing fashion clothing online and are influenced by internal sources.

The results point out that performance expectancy has a positive impact on online behaviour, in line with findings from Yang (2010), who analysed the role of this construct in the context of mobile shopping services. In the UTAUT, the outcome of performance expectancy is usage of technology. This dissertation extends the concept of usage to relationship-based outcomes and applies them to the context of online shopping for fashion clothing. In fact, according to the results, performance expectancy has a positive impact on website trust, customer satisfaction and WOM behaviour. Additionally, website trust leads to the adoption of customer recommendations and to WOM behaviour, similarly to findings from Filieri *et al.* (2015) in the travel and tourism industry.

Furthermore, the present study confirms the importance of experience in influencing behaviour, providing support to the UTAUT model. Internet experience and user online experience have a positive impact on performance expectancy and on perceived website quality. This result reinforces previous research from Broekhuizen and Huizingh (2009), in affirming that online shopping experience, a reflection of a consumer's familiarity with shopping on websites, influences online attitudes and subsequent behaviour. Moreover, another study by Kwon and Noh (2010) found that the level of past online shopping experience predicts consumers' perceptions of online shopping.

A secondary objective was to compare the adapted model in two regions of Portugal and Italy. In evaluating the usefulness of online shopping for fashion clothing, Italian respondents seem more

influenced by the quality of product-related information, while Portuguese respondents do not show the same behaviour. In fact, this group is more affected by the technical performance of fashion websites rather than by the information provided. Both groups show a quite strong relationship between social influence and performance expectancy. Additionally, the perceived usefulness of fashion online shopping is strongly mediated by user online experience, for both samples.

Italian participants seem to be more influenced by performance expectancy in their online shopping behaviour than Portuguese ones. Thus, Italians may develop positive feelings towards fashion clothing websites if they believe the activity of online shopping is convenient and useful. Italy scores much higher than Portugal in the Hofstede cultural dimension of individualism. Hence, Italian shoppers might be more responsive to personal convenience and adopt innovations that allow them to gain personal benefits. According to Solomon *et al.* (2006), a study of 11 European countries proved that consumers in individualistic cultures are more innovative than consumers in collective cultures. Online shopping for clothing can be seen as a quite innovative practice both in Italy and Portugal. The same can be said for the customer reviews phenomenon; the results show that for Portuguese respondents, recommendation adoption is not related to performance expectancy, but only to website trust. In other words, Portuguese shoppers might adopt the online recommendations from other customers only if they fully trust the website hosting consumer-generated content. In contrast, for Italians the path Performance Expectancy-Recommendation Adoption is accepted, suggesting that Italians adopt the online recommendations from other customers when they evaluate positively the activity of online shopping and they do not rely on a specific website reputation. Portugal is a high uncertainty avoidance culture, justifying the fact that Portuguese shoppers might be slightly more reluctant to adopt recommendations from other customers, in the online environment.

Another goal of this research was to analyse the role of perceived website quality in generating customer satisfaction, website trust and WOM behaviour. In this context, Perceived Website Quality is considered as a multi-dimensional construct, determined by Technical Quality, Product Information and Information Quality of customer reviews. The regression analyses conducted show that overall website quality has a stronger impact on behaviour than performance expectancy. Website quality is the most important driver of customer satisfaction, website trust

and WOM behaviour in the online environment. This result is supported by research from O'Cass and Carlson (2012), who proved that website service quality is a driver of loyalty and word-of-mouth. Besides, Flavián *et al.* (2006) refer that the usability of a specific website has a positive influence on customer satisfaction, and that customer satisfaction leads to trust towards the same website. Moreover, perceived website quality has a positive effect on recommendation adoption, in line with findings from Filieri *et al.* (2015).

Finally, this dissertation aimed at exploring whether online shoppers are or are not influenced by peer customer reviews, in buying experience goods such as fashion clothing. Since H1c and H2b were rejected, online reviews do not have a significant impact on the perceived usefulness of using the Internet to shop for fashion clothing. Similarly, those customers who write online product reviews are not perceived as social influences by respondents. The results show that for both Italian and Portuguese respondents, customer reviews are not directly associated with perceived usefulness. It seems that the extent to which respondents believe that online shopping for clothing is useful and convenient is not determined by the quality of customer reviews. However, as a component of overall website quality, customer reviews may have a positive impact on customer satisfaction, website trust and WOM behaviour. Moreover, if the quality of information contained in online reviews is excellent, users may be encouraged to adopt the given advice. The findings confirm that the adoption of other customer recommendations is very likely to influence WOM behaviour. In fact, shoppers might be motivated to spread positive word-of-mouth about any particular fashion website, if their experience with the customer reviews was satisfying.

## 5.2 Managerial implications

Companies in the fashion industry are increasingly extending their presence from the offline to the online environment (Salonen *et al.*, 2014).  The study findings offer important implications for fashion businesses to develop their online stores more effectively.

First, managers of fashion brands should design their websites so that the users perceive a high quality, both technical (speed of page loading, well-designed webpages, accessibility, security) and in terms of content. Specifically, product information is a very valuable element for a website selling fashion clothing. The absence of physical access to products in online store environments

increases risk perceptions and the anxiety levels of online shoppers (Celik, 2016). Therefore managers need to provide consumers with rich and relevant product-related information. Information given by sellers should satisfy the utilitarian needs of shoppers, by describing in detail sizes, colours and other technical characteristics of each product. However, according to McCormick and Livett (2012), e-tailers should also supply information that stimulates shoppers' hedonic needs, in the form of visual information, videos, trend updates, style advice and fashion inspiration.

Because of the "high touch" nature of fashion clothing (Levin *et al.*, 2005), consumers use different sources of information to compensate the lack of sensorial cues. For example, customer reviews can be helpful to learn about products and to reduce uncertainty (Purnawirawan *et al.*, 2015). The existence of such reviews represents a challenge for marketers, as it represents a significant loss of control over what is said about the brand and its products (De Maeyer, 2012). According to this study, online customer reviews do not significantly enhance the usefulness of fashion online shopping, from a consumer's perspective. This conclusion is applicable only in the context of Italy and Portugal, which are two countries with a high tendency of risk avoidance. In countries with a lower level of uncertainty avoidance, customer reviews could be more suitable.

Another obstacle to implementing customer reviews for marketing managers is the quantity of information provided. Online customer reviews could potentially have negative effects on the decision-making process, if the amount of information presented in the reviews is too overwhelming to process or the opinions expressed are inconsistent (Lee & Ma, 2012). Thus, fashion websites hosting an excessive amount of customer reviews might be perceived as less useful and helpful. In this research, the three most popular websites among participants were Zara.com, Amazon.com and Asos.com. Of these, only Amazon provides customer reviews for each product. Despite hosting a conspicuous amount of reviews, Amazon seems to be less appreciated by respondents in terms of satisfaction and product information, compared to Zara and Asos. This fact stresses the importance of monitoring the quality and quantity of customer reviews on websites selling fashion clothing.

Before implementing customer reviews, it is useful to consider some aspects of the target audience, such as cultural factors. Smith *et al.* (2013) suggest that there is not a single theoretical approach that fully captures the richness of cultural differences. Actually, in cultures with high

uncertainty avoidance such as Portugal, online marketers should provide information capable of lowering risk perceptions and offer incentives such as easy returns to reassure shoppers about their purchases.

Furthermore, social influence is relevant to explain perceived usefulness, both for the Portuguese and Italian sample. Thus, e-tailers should actively seek out reference groups (e.g. friends and celebrities) to create awareness about the usefulness and quality of their websites. Specifically in situations where consumers do not feel very confident in purchasing online, marketers could rely on opinion leaders, such as bloggers, to create positive perceptions of online shopping.

This study implies that online marketers should monitor perceived website quality, because this construct has the strongest effect on satisfaction, trust and word-of-mouth. Firms can contribute to the achievement of organizational objectives through careful and creative management of website design quality, which has a significant influence on relationship-based constructs.

In sum, we highlight three main recommendations for managers of pure click and brick-and-click companies:

- When designing a website selling fashion clothing, managers should guarantee an adequate technical quality and, at the same time, provide the right amount of product-related information (e.g. sizes, colours, high quality photos) and fashion information (trends, style advice, fashion inspiration). Product-related information is one of the main dimensions of website quality and it can contribute to create strong relationships with customers, by increasing website trust, customer satisfaction and word-of-mouth.

- When implementing customer reviews on their websites, managers need to carefully plan the amount of product reviews and the quantity of information provided by each review. In fact, if the information contained in customer reviews is overwhelming or contradicting, this could affect negatively the decision-making process and discourage shoppers from staying on the website.

- When selling clothing online across different countries, managers should tailor their websites to better satisfy the local audience. Specifically in countries where online shopping is still a quite innovative practice (e.g. Italy and Portugal), e-tailers should create awareness about the usefulness and convenience of their websites. Marketers can

also take advantage of opinion leaders, such as fashion bloggers, to reassure shoppers about the advantages and benefits of online shopping for fashion clothing.

## 5.3 Limitations and future research

Like any research, findings must be considered in light of key limitations. First, the respondents were mostly from the region of Lisbon for Portugal and Northern Italy, therefore they might not be representative of the two respective countries, since cultural difference exist within regions of the same country (e.g. the north of Italy and the south). Secondly, the data were collected mostly from female participants; therefore it is harder to generalize the findings to the male demographic. Even so, fashion e-tailers such as Asos and Zara sell fashion for men and it could be interesting to conduct a similar study using a male sample. Finally, many respondents find it difficult to evaluate the quality of customer reviews, since popular retailers such as Zara.com don't offer this type of information. Further research could draw a distinction between fast fashion and luxury consumers, since their shopping motivation and expectations could differ significantly.

# 6. References

*Books*

- Davis, F. 1994. ***Fashion, culture and identity***. The University of Chicago Press, Chicago. IL

- Kotler, P. & Keller, K. 2012. ***Marketing management*** (14th edition)  New York: Prentice Hall Publishers

- Mooi, E. & Sarstedt, M. (2011). ***A concise guide to market research***. Berlin Heidelberg: Springer-Verlag

- Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K. 2006. ***Consumer behaviour: A European perspective*** (3rd edition) Harlow, Essex: Pearson Education Limited


*Periodicals*

- Aladwani, A.  2006. An empirical test of the link between web site quality and forward enterprise integration with web customers. ***Business Process Management Journal*** 12(2): 178–190.

- Al-Qeisi, K., Dennis, C., Alamanos, E., Jayawardhena, C. 2014. Website design quality and usage behavior: Unified Theory of Acceptance and Use of Technology. ***Journal of Business Research*** 67: 2282–2290

- Bae, S. & Lee, T. 2011. Product type and consumers' perception of online consumer reviews. ***Electronic Markets*** 21(4): 255-266

- Bai, B., Law, R., Wen, I. 2008. The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. ***International Journal of Hospitality Management*** 27 (2008): 391–402

- Barbopoulos, I. & Johansson, L.O. 2016. A multi-dimensional approach to consumer motivation: exploring economic, hedonic, and normative consumption goals. ***Journal of Consumer Marketing*** 33(1): 75-84

- Brashear, T., Kashyap, V., Musante, M. D., Donthu, N. 2009. A profile of the internet shopper: evidence from six countries. ***Journal of Marketing Theory and Practice*** 17(3):267-281

- Broekhuizen, T. & Huizingh, E. E.K.R. 2009. Online purchase determinants Is their effect moderated by direct experience? ***Management Research News*** 32 (5): 440-457

- Brown, M., Pope, N., Voges, K. 2003. Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing* 37, 11/12 :1666-1684

- Brown, S. & Venkatesh, V. 2005. Model of adoption of technology in households: a baseline model test and extension incorporating household life cycle. *MIS Quarterly* 29(3):399-426

- Burke, R. 1997. Do you see what I see? The future of virtual shopping. *Journal of the Academy of Marketing Science* 25:352-361

- Cai, S. & Xu, Y. 2006. Effects of outcome, process and shopping enjoyment on online consumer behavior. *Electronic Commerce Research and Applications* 5:272–281

- Carpenter, J. M. & Fairhurst, A. 2005. Consumer shopping value, satisfaction, and loyalty for retail apparel brands. *Journal of Fashion Marketing and Management* 9(3): 256-269

- Celik, H. 2016. Customer online shopping anxiety within the Unified Theory of Acceptance and Use Technology (UTAUT) framework. *Asia Pacific Journal of Marketing and Logistics* 28(2): 278-307

- Celik, H. 2011. Influence of social norms, perceived playfulness and online shopping anxiety on customers' adoption of online retail shopping An empirical study in the Turkish context. *International Journal of Retail & Distribution Management* 39(6):390-413

- Cheema, A. & Papatla, P. 2010. Relative importance of online versus offline information for Internet purchases: Product category and Internet experience effects. *Journal of Business Research* 63 (2010: 979–985

- Chen, Y. & Xie, J. 2008. Online consumer review: word-of-mouth as a new element of marketing communication mix. *Management Science* 54 (3):477-491

- Christensen, C. & Tedlow, R. S. 2000. Patterns of disruption in retailing. *Harvard Business Review* 78 (1): 42–5

- Christodoulides, G., Michaelidou, N., Argyriou, E. 2012. Cross-national differences in e-WOM influence. *European Journal of Marketing* 46 (11/12):1689-1707

- Chung, K.-H. & Shin, J.-I. (2010). The antecedents and consequents of relationship quality in internet shopping. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 473-491.

- Davis, L. 2013. Exploring chinese consumers' shopping value across retail outlets. *International Journal of China Marketing* 4(1):51-64.

- De Maeyer, P. 2012. Impact of online consumer reviews on sales and price strategies: a review and directions for future research. *Journal of Product & Brand Management* 21/2 (2012): 132–139

- Devaraj, S., Fan, M., Kohli, R. 2002. Antecedents of b2C channel satisfaction and preference: Validation e-Commerce metrics. *Information Systems Research* 13(3): 316-333

- Eastman, J. K. & Liu, J. 2012. The impact of generational cohorts on status consumption: an exploratory look at generational cohort and demographics on status consumption. *Journal of Consumer Marketing* 29 (2): 93.102

- Elliott, M. T. & Speck, P. S. 2005. Factors that affect attitude toward a retail web site. *Journal of Marketing Theory and Practice* 13(1):40-51

- Fang, M. , Huijing, S., Chen, L., Luo, Y. 2012. A Theory on Fashion Consumption. *Journal of Management and Strategy* 3(4):84-92

- Feng, T.-T., Tien, C., Feng, Z.-Y., Lai, P.-J. 2014. Web Site Quality and Online Trading Influences on Customer Acceptance of Securities Brokers. *Asia Pacific Management Review* 19(1): 25-45

- Filieri, R., Alguezaui S., McLeay, F. 2015. Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management* 51 (2015) 174:185

- Flavián, C., Guinalíu, M., Gurrea, R. 2006. The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management* 43 (2006):1–14

- Gabrielli, V., Baghi, I., Codeluppi, V. 2013. Consumption practices of fast fashion products: a consumer-based approach. *Journal of Fashion Marketing and Management* 17 (2): 206-224

- Ganesh, J., Reynolds, K. E., Luckett, M., Pomirleanu, N. 2010. Online Shopper Motivations, and e-Store Attributes: An Examination of Online Patronage Behavior and Shopper Typologies. *Journal of Retailing* 86(1, 2010): 106-115

- Giovannini, S., Xu, Y., Thomas, J. 2015. Luxury fashion consumption and Generation Y consumers. Self, brand consciousness, and consumption motivations. *Journal of Fashion Marketing and Management* 19(1): 22-40

- Goldsmith, R. & Goldsmith , E. 2002. Buying apparel over the Internet. *The Journal of Product and Brand Management* 11(2):89-102

- Ha, Y., Kwon, W. S., Lennon, S. J. 2007. Online visual merchandising (VMD) of apparel web sites. *Journal of Fashion Marketing and Management* 11(4): 447-493

- Hasanov, J. & Khalid, H. 2015. The impact of Website Quality on online purchase intention of organic food in Malaysia: A WebQual Model approach. *Procedia Computer Science* 72 (2015) : 382 – 389

- Hofstede, G. 1994. Management scientists are human. *Management Science* 40 (1):4-13

- Hourigan,  S. R. & Bougoure, U. S. 2012. Towards a better understanding of fashion clothing involvement. *Australasian Marketing Journal* 20(2012):127-135

- Hsu, M. H., Chuang, L. W., Hsu, C. S. 2014. Understanding online shopping intention: the roles of four types of trust and their antecedents. *Internet Research* 24(3): 332-352

- Hsu, C.-L., Lin, J. C.-C., Chiang, H.-S. 2013. The effects of blogger recommendations on customers' online shopping intentions. *Internet Research* 23 (1): 69-88

- Hung, S.-Y., Chen, C. C., Huang, N.-H. 2014. An integrative approach to understanding customer satisfaction with e-service of online stores. *Journal of Electronic Commerce Research* 15(1): 40-57.

- Javadi, M. H. M., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A., Asadollahi, A. R. 2012. An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies* 4(5):81-98

- Jiang, L., Yang, Z., Jun, M. 2013. Measuring consumer perceptions of online shopping convenience. *Journal of Service Management* 24(2): 191-214

- Jeong  S. W., Fiore, A. M., Niehm, L. S., Lorenz, F. O. 2009. The role of experiential value in online shopping. *Internet Research* 19 (1): 105-124

- Joung, H.-M. 2014. Fast-fashion consumers' post-purchase behaviours. *International Journal of Retail & Distribution Management* 42(8):688-697

- Kau, A. K., Tang, E. Y., Ghose, S. 2003. Typology of online shoppers. *The Journal of Consumer Marketing* 20(2):139-156

- Kim, C., Oh, E., Shin, N. 2010. An empirical investigation of digital content characteristics, value, and flow. *The Journal of Computer Information Systems* (2010):79-87

- Kim, H.-S. 2005. Consumer profiles of apparel product involvement and values. *Journal of Fashion Marketing and Management* 9(2):207-220

- Kim, J. & Lennon, S. 2010. Information available on a web site: effects on consumers' shopping outcomes. *Journal of Fashion Marketing and Management* 14(2):247-262

- Kim J., Jin B., Swinney J. L. 2009. The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Services* 16(2009)239–247

- Kucukemiroglu, S. & Kara, A. 2015. Online word-of-mouth communication on social networking sites: An empirical study of Facebook users. *International Journal of Commerce and Management* 25(1): 2-20

- Kukar-Kinney, M. & Close, A. 2010. The determinants of consumers' online shopping cart abandonment. *Journal of the Academy of Marketing Science* 38:240-250

- Kwon, W.-S. & Noh, M. 2010. The influence of prior experience and age on mature consumers' perceptions and intentions of internet apparel shopping. *Journal of Fashion Marketing and Management* 14(3): 335-349

- Law, K. M., Zhang, Z-M., Chung-Sun, L. 2004. Fashion change and fashion consumption: the chaotic perspective. *Journal of Fashion Marketing and Management* 2004; 8,4: 362-374

- Lee, H.-H. & Ma, Y. J. 2012. Consumer perceptions of online consumer product and service reviews. (Focusing on information processing confidence and susceptibility to peer influence.) *Journal of Research in Interactive Marketing* 6 (2): 110-132

- Levin, A. M., Levin, I. P., Weller, J. A. 2005. A multi-attribute analysis of preferences for online and offline shopping: differences across products, consumers, and shopping stages. *Journal of Electronic Commerce Research* 6(4): 281-290

- Lim, W. M. 2013. Toward a theory of online buyer behavior using structural equation modeling. *Modern Applied Science* 7(10):34-41

- Liu, X., Burns, A.C., Hou, Y. 2013. Comparing online and in-store shopping behavior towards luxury goods. *International Journal of Retail & Distribution Management*. 41(11-12):885-900

- Loureiro, S, M. C., Miranda, F. C., Breazeale, M. 2014. Who needs delight? The greater impact of value, trust and satisfaction in utilitarian, frequent-use retail. *Journal of Service Management* 25(1): 101-124

- Matos, C.A. & Rossi, C. A. V. 2008. Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators. *Academy of Marketing Science Journal*, 36(4): 578-596

- McCormick, H. & Livett, C. 2012. Analysing the influence of the presentation of fashion garments on young consumers' online behavior. *Journal of Fashion Marketing and Management* 16(1): 21-41

- Morgan, R. M. and Hunt, S. D. 1994. The commitment-trust theory of relationship marketing. *Journal of Marketing* 58(3): 20-38

- O'Cass, A. & Carlson, J. 2012. An empirical assessment of consumers' evaluations of web site service quality: conceptualizing and testing a formative model. *Journal of Services Marketing* 26(6): 419–434

- O'Cass, A. 2004. Fashion clothing consumption: Antecedents and consequences of fashion clothing involvement. *European Journal of Marketing* 38(7):869-882

- Oliver, R. L. 1980. A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research* 17(4): 460-469

- Park, D.-H. & Lee, J. 2008. eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications* 7 (2008): 386–398

- Park, E. J., Kim, E. Y., Forney, J. C. 2006. A structural model of fashion-oriented impulse buying behavior. *Journal of Fashion Marketing and Management* 10(4):433-446

- Park, J. & Stoel, L. 2005. Effect of brand familiarity, experience and information on online apparel purchase. *International Journal of Retail & Distribution Management* 33 (2): 148-160

- Park, M. & Lennon, S. J. 2009. Brand name and promotion in online shopping contexts. *Journal of Fashion Marketing and Management* 13(2): 149-160

- Purnawirawan, N., Eisend, M., De Pelsmacker, P., Dens, N. 2015. A meta-analytic investigation of the role of valence in online reviews. *Journal of Interactive Marketing* 31 (2015):17–27

- Rajagopal, 2011. Consumer culture and purchase intentions toward fashion apparel in Mexico. *Journal of Database Marketing & Customer Strategy Management* 18(4):286-307

- Rajamma, R. K., Paswan, A. K., Hossain, M. M. 2009. Why do shoppers abandon shopping cart? Perceived waiting time, risk, and transaction inconvenience. *Journal of Product & Brand Management* 18(3): 188-197

- Rajamma, R. K., Paswan, A. K., Ganesh, G. 2007. Services purchased at brick and mortar versus online stores, and shopping motivation. *Journal of Services Marketing* 21(3): 200-212

- Rohm, A., Kaltcheva, V. D., Milne, G. R. 2013. A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*, 7(4) : 295-311

- Salonen S., Närvänen E., Saarijärvi, H. 2014. How do consumers consume fashion online? A practice-theoretical inquiry. *International Journal of Marketing Studies* 6(3) : 87-96

- Seock, Y. K. & Norton, M. J. T. 2007. Capturing college students on the web: analysis of clothing web site attributes. *Journal of Fashion Marketing and Management* 11(4):539-552

- Siddiqui, N., O'Malley, A., McColl, J., Birtwistle, G. 2003. Retailer and consumer perceptions of online fashion retailers: Web site design issues. *Journal of Fashion Marketing and Management* 7(4): 345-355

- Smith, R., Deitz, G., Royne, M. B., Hansen, J. D., Grünhagen, M., Witte, C. 2013. Cross-cultural examination of online shopping behavior: A comparison of Norway, Germany, and the United States. *Journal of Business Research* 66 (2013): 328–335

- Spreng, R. A., MacKenzie, S., B., Olshavsky, R. W. 1996. A reexamination of the determinants of consumer satisfaction. *Journal of Marketing* 60(July 1996): 15-32

- Sung, H. & Jeon, Y. 2009 A profile of Koreans: who purchases fashion goods online? *Journal of Fashion Marketing and Management* 13:79-97

- Venkatesh, V., Morris, M. G., Davis, G. B., Davis, F. D. 2003. User acceptance of information technology: Toward a unified view. *MIS Quarterly* 27(3): 425-478

- Vila, N. & Kuster, I. 2011. Consumer feelings and behaviours towards well designed websites. *Information & Management* 48:166–177

- Wong, A. & Sohal, A. S. 2006. Understanding the quality of relationships in consumer services: A study in a retail environment. *The International Journal of Quality & Reliability Management* 23(6): 244-264

- Yang, K. 2010. Determinants of US consumer mobile shopping services adoption: implications for designing mobile shopping services. *Journal of Consumer Marketing* 27(3): 262–270

- Yoo, J. & Kim, M. 2012. Online product presentation: the effect of product coordination and a model's face. *Journal of Research in Interactive Marketing* 6 (1): 59-72

- Yoon, S-J. 2002. The antecedents and consequences of trust in online-purchase decisions. *Journal of Interactive Marketing* 16(2): 47-63

- Zhang, L., Ma, B., Cartwright, D. K. 2013. The impact of online user reviews on cameras sales. *European Journal of Marketing*  47 (7): 1115-1128

- Zhang, X., Prybutok, V. R., Koh, C. E. 2006. The Role of Impulsiveness in a TAM-Based Online Purchasing Behavior Model. *Information Resources Management Journal* 19(2):54-68

*Electronic documents*

- Rudolph, S. 2015.  The Impact of Online Reviews on Customers' Buying Decisions [Infographic] . Business 2 Community. Available at: http://www.business2community.com/infographics/impact-online-reviews-customers-buying-decisions-infographic-01280945#i5Zb5s1h0TfSB7DF.97  (accessed on June 10, 2016)

- Statista, 2016. Global retail e-commerce sales volume from 2013 to 2018 (in billion U.S. dollars). Available at: http://www.statista.com/statistics/222128/global-e-commerce-sales-volume-forecast/ (accessed on July 10, 2016)

- Europe B2C E-commerce report  2012, Dec 17. PR Newswire. Available at : http://search.proquest.com/docview/1239047735?accountid=38384 (accessed on June 10, 2016)

- Internet Live Stats, 2016.  Internet Users by Country. Available at: http://www.internetlivestats.com/internet-users-by-country/  (accessed on June 10, 2016)

- The Hofstede Centre, 2016. Italy in comparison with Portugal. Available at: https://geert-hofstede.com/italy.html  (accessed on June 10,  2016)

# 7. Appendixes

*Appendix A: Sample profile & Descriptive statistics*

## Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | **Gender** | | | | |
| Valid | Female | 251 | 80,4 | 80,4 | 80,4 |
| | Male | 61 | 19,6 | 19,6 | 100,0 |
| | Total | 312 | 100,0 | 100,0 | |

## Nationality

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | **Nationality** | | | | |
| Valid | Italian | 183 | 58,7 | 58,7 | 58,7 |
| | Portuguese | 129 | 41,3 | 41,3 | 100,0 |
| | Total | 312 | 100,0 | 100,0 | |

## Employment status

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | **Employment status** | | | | |
| Valid | Employed | 116 | 37,2 | 37,2 | 37,2 |
| | Other | 12 | 3,8 | 3,8 | 41,0 |
| | Self-employed | 27 | 8,7 | 8,7 | 49,7 |
| | Student | 145 | 46,5 | 46,5 | 96,2 |
| | Unemployed | 12 | 3,8 | 3,8 | 100,0 |
| | Total | 312 | 100,0 | 100,0 | |



Employment status

## User online experience
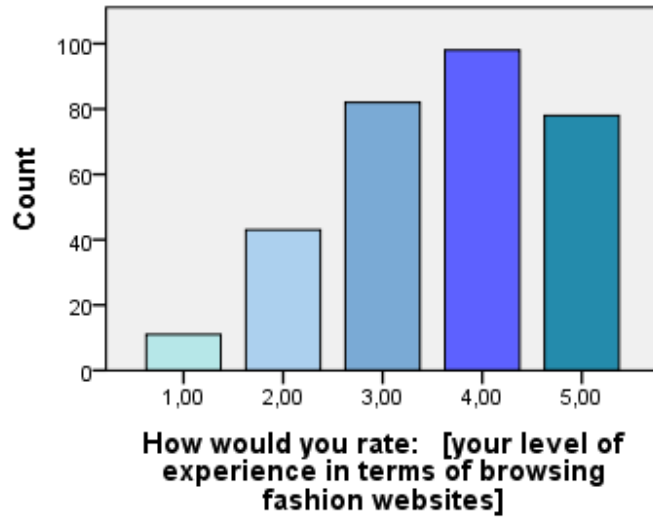


## Crosstabulation for Gender and Nationality

| Gender * Nationality Crosstabulation | | | Nationality | | Total |
|---|---|---|---|---|---|
| | | | Italian | Portuguese | |
| Gender | Female | Count | 138 | 113 | 251 |
| | | % within Gender | 55,0% | 45,0% | 100,0% |
| | | % within Nationality | 75,4% | 87,6% | 80,4% |
| | | % of Total | 44,2% | 36,2% | 80,4% |
| | Male | Count | 45 | 16 | 61 |
| | | % within Gender | 73,8% | 26,2% | 100,0% |
| | | % within Nationality | 24,6% | 12,4% | 19,6% |
| | | % of Total | 14,4% | 5,1% | 19,6% |
| Total | | Count | 183 | 129 | 312 |
| | | % within Gender | 58,7% | 41,3% | 100,0% |
| | | % within Nationality | 100,0% | 100,0% | 100,0% |
| | | % of Total | 58,7% | 41,3% | 100,0% |

## Means statistics for age in years

| Group Statistics | | | | | |
|---|---|---|---|---|---|
| | 1 = Portuguese 2 = Italian | N | Mean | Std. Deviation | Std. Error Mean |
| Age in years | Portuguese | 129 | 26,56 | 7,877 | ,694 |
| | Italian | 183 | 28,15 | 9,810 | ,725 |

## Descriptive statistics for Technical Quality (TQ)

| | | This fashion Website: is easy to use | This fashion Website: has well organized hyperlinks | This fashion Website: provides opportunities to interact with other customers | This fashion Website: has high speed of page loading | This fashion Website: is easily accessible from different media | This fashion Website: guarantees users' privacy |
|---|---|---|---|---|---|---|---|
| | | | | | | **Statistics** | |
| N | Valid | 312 | 312 | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4,2212 | 3,8718 | 2,3077 | 3,8558 | 4,0128 | 3,9712 |
| Std. Deviation | | ,85949 | ,97373 | 1,20618 | ,98626 | ,99185 | ,97351 |

## Descriptive statistics for Product Information (PI)

| | | This fashion Website : shows all the colors available for each product | This fashion Website : shows all the sizes available for each product | This fashion Website : tells the price of products clearly | This fashion Website : gives up-to-date information about products and trends | This fashion Website : has good quality photos of products | This fashion Website : truthfully shows the colors of products |
|---|---|---|---|---|---|---|---|
| | | | | | | **Statistics** | |
| N | Valid | 312 | 312 | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3,8686 | 3,9679 | 4,4103 | 3,9808 | 4,0032 | 3,8558 |
| Std. Deviation | | 1,15044 | 1,12510 | ,81680 | 1,03614 | 1,05018 | ,97971 |

## Descriptive statistics for Information Quality of customer reviews (IQ)

| | | The information in the customer reviews is timely | The information in the customer reviews is relevant to my needs | The information in the customer reviews is complete for my needs | The information in the customer reviews is valuable | The information in the customer reviews is useful | The information in the customer reviews is credible |
|---|---|---|---|---|---|---|---|
| | | | | | | **Statistics** | |
| N | Valid | 312 | 312 | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3,1795 | 3,1442 | 3,0769 | 3,0801 | 3,2692 | 2,9872 |
| Std. Deviation | | 1,09066 | 1,13482 | 1,13431 | 1,13267 | 1,13038 | 1,07881 |

## Descriptive statistics for Source Credibility (SC)

| | | The reviewers on this fashion Website are : credible | The reviewers on this fashion Website are : experienced | The reviewers on this fashion Website are : trustworthy | The reviewers on this fashion Website are : reliable |
|---|---|---|---|---|---|
| **N** | Valid | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 3,2179 | 2,7532 | 3,1090 | 3,0417 |
| Std. Deviation | | 1,07467 | 1,05781 | 1,05217 | 1,04321 |

## Descriptive statistics for Customer Satisfaction (S)

| | | I am satisfied with the fashion information I have received from this Website | I am satisfied with my previous experiences with this Website |
|---|---|---|---|
| **N** | Valid | 312 | 312 |
| | Missing | 0 | 0 |
| Mean | | 4,0128 | 4,0929 |
| Std. Deviation | | ,93511 | ,90070 |

## Descriptive statistics for Website Trust (T)

| | | I think that the information offered by this fashion Website is sincere and honest | I think that the advice and recommendations given by the customer reviews are trustworthy | I trust the online customer reviews on this Website | [I trust this fashion Website |
|---|---|---|---|---|---|
| **N** | Valid | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 3,9583 | 3,3750 | 3,3141 | 4,0641 |
| Std. Deviation | | ,86455 | 1,07159 | 1,12158 | ,85004 |

## Descriptive statistics for Social Influence (SI)

| | | People who are important to me think that I should use online stores to shop for fashion products | People who influence my behavior think I should use online stores to shop for fashion products |
|---|---|---|---|
| **N** | Valid | 312 | 312 |
| | Missing | 0 | 0 |
| Mean | | 2,6731 | 2,6282 |
| Std. Deviation | | 1,17127 | 1,15499 |

## Descriptive statistics for Performance Expectancy (PE)

| | | I find fashion online stores useful | Using fashion online stores enables me to get fashion information more quickly | Using fashion online stores increases the effective use of my time in handling my shopping tasks and purchase | Using fashion online stores increases the quality of my fashion knowledge at minimal effort |
|---|---|---|---|---|---|
| | | **Statistics** | | | |
| N | Valid | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 4,0513 | 3,9968 | 3,7917 | 3,6635 |
| Std. Deviation | | 1,01623 | 1,03165 | 1,12478 | 1,10198 |

## Descriptive statistics for WOM Behaviour (WM)

| | | I mentioned to others that I seek fashion information from this Website | I made sure that others know that I rely on this Website to purchase fashion products | I spoke positively about this fashion Website to others | I recommended this Website to close friends |
|---|---|---|---|---|---|
| | | **Statistics** | | | |
| N | Valid | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 3,2404 | 2,9519 | 3,6955 | 3,6186 |
| Std. Deviation | | 1,28930 | 1,25813 | 1,07001 | 1,17806 |

## Descriptive statistics for Recommendation Adoption (REC)

| | | Online customer reviews and comments made it easier for me to make a purchase decision (e.g., purchase or not purchase) | Online reviews have motivated me to make a purchase decision (purchase or not purchase) | The last time I read online fashion reviews I adopted consumers' recommendations | Information from customer reviews contributed to my knowledge of fashion products and trends |
|---|---|---|---|---|---|
| | | **Statistics** | | | |
| N | Valid | 312 | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 2,9327 | 2,8333 | 2,6763 | 2,7917 |
| Std. Deviation | | 1,22617 | 1,16118 | 1,17079 | 1,16412 |

## Descriptive statistics for Internet Experience (IEX)

| | | How would you describe your: Internet knowledge | How would you describe your: General computer knowledge |
|---|---|---|---|
| | | **Statistics** | |
| N | Valid | 312 | 312 |
| | Missing | 0 | 0 |
| Mean | | 4,1026 | 3,9103 |
| Std. Deviation | | ,88343 | ,95474 |

**Descriptive statistics for User Online Experience (UEX)**

| | | How would you rate:   your level of experience in terms of using fashion websites | How would you rate:   your level of experience in terms of browsing fashion websites | How would you rate:   your level of experience in terms of online customer reviews |
|---|---|---|---|---|
| | | **Statistics** | | |
| N | Valid | 312 | 312 | 312 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3,4359 | 3,6058 | 3,0481 |
| Std. Deviation | | 1,12086 | 1,10902 | 1,09995 |

## Determinants of Performance Expectancy

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,663[a] | ,440 | ,431 | ,69510 | 1,961 |

### ANOVA[a]

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 116,153 | 5 | 23,231 | 48,081 | ,000[b] |
| | Residual | 147,847 | 306 | ,483 | | |
| | Total | 264,000 | 311 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,516 | ,236 | | 2,182 | ,030 | | |
| | Tecquality | ,217 | ,075 | ,166 | 2,908 | ,004 | ,558 | 1,791 |
| | Productinf | ,479 | ,065 | ,406 | 7,427 | ,000 | ,613 | 1,632 |
| | Infquality | -,058 | ,065 | -,063 | -,904 | ,367 | ,382 | 2,620 |
| | Sourcecred | ,072 | ,065 | ,075 | 1,106 | ,269 | ,396 | 2,526 |
| | Socinfluence | ,225 | ,038 | ,270 | 5,983 | ,000 | ,896 | 1,116 |

## Influence of experience on Performance Expectancy

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,590[a] | ,348 | ,344 | ,74623 | 1,919 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 91,930 | 2 | 45,965 | 82,544 | ,000[b] |
| | Residual | 172,070 | 309 | ,557 | | |
| | Total | 264,000 | 311 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,731 | ,201 | | 8,608 | ,000 | | |
| | Intexperience | ,130 | ,061 | ,124 | 2,135 | ,034 | ,627 | 1,595 |
| | Userexperience | ,483 | ,055 | ,506 | 8,728 | ,000 | ,627 | 1,595 |

## Determinants of Performance Expectancy together with experience

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,719[a] | ,518 | ,507 | ,64722 | 1,904 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 136,658 | 7 | 19,523 | 46,606 | ,000[b] |
| | Residual | 127,342 | 304 | ,419 | | |
| | Total | 264,000 | 311 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,347 | ,235 | | 1,476 | ,141 | | |
| | Tecquality | ,161 | ,071 | ,123 | 2,263 | ,024 | ,534 | 1,874 |
| | Productinf | ,351 | ,063 | ,298 | 5,576 | ,000 | ,557 | 1,795 |
| | Infquality | -,051 | ,061 | -,055 | -,839 | ,402 | ,373 | 2,681 |
| | Sourcecred | ,015 | ,061 | ,015 | ,241 | ,810 | ,388 | 2,575 |
| | Socinfluence | ,187 | ,036 | ,224 | 5,258 | ,000 | ,871 | 1,148 |
| | Intexperience | ,032 | ,055 | ,031 | ,583 | ,561 | ,573 | 1,746 |
| | Userexperience | ,301 | ,053 | ,316 | 5,716 | ,000 | ,521 | 1,921 |

## Experience influences Technical Quality

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,446[a] | ,199 | ,194 | ,63426 | 1,988 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 30,942 | 2 | 15,471 | 38,457 | ,000[b] |
| | Residual | 124,307 | 309 | ,402 | | |
| | Total | 155,249 | 311 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,303 | ,171 | | 13,474 | ,000 | | |
| | Intexperience | ,190 | ,052 | ,237 | 3,683 | ,000 | ,627 | 1,595 |
| | Userexperience | ,191 | ,047 | ,261 | 4,053 | ,000 | ,627 | 1,595 |

## Experience influences Product Information

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,511[a] | ,261 | ,256 | ,67307 | 1,951 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 49,367 | 2 | 24,684 | 54,487 | ,000[b] |
| | Residual | 139,984 | 309 | ,453 | | |
| | Total | 189,352 | 311 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,299 | ,181 | | 12,678 | ,000 | | |
| | Intexperience | ,190 | ,055 | ,214 | 3,463 | ,001 | ,627 | 1,595 |
| | Userexperience | ,284 | ,050 | ,351 | 5,683 | ,000 | ,627 | 1,595 |

## Experience influences Information Quality of customer reviews

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,310[a] | ,096 | ,090 | ,94335 | 1,984 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 29,251 | 2 | 14,625 | 16,434 | ,000[b] |
| | Residual | 274,984 | 309 | ,890 | | |
| | Total | 304,235 | 311 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,326 | ,254 | | 9,152 | ,000 | | |
| | Intexperience | -,111 | ,077 | -,099 | -1,442 | ,150 | ,627 | 1,595 |
| | Userexperience | ,369 | ,070 | ,360 | 5,274 | ,000 | ,627 | 1,595 |

## Performance Expectancy and  Customer Satisfaction

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,557[a] | ,310 | ,308 | ,72380 | 2,025 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 72,974 | 1 | 72,974 | 139,296 | ,000[b] |
| | Residual | 162,403 | 310 | ,524 | | |
| | Total | 235,377 | 311 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,015 | ,177 | | 11,356 | ,000 | | |
| | Perfexpectancy | ,526 | ,045 | ,557 | 11,802 | ,000 | 1,000 | 1,000 |

## Performance Expectancy and Website Trust

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,472[a] | ,223 | ,220 | ,70734 | 2,108 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 44,401 | 1 | 44,401 | 88,745 | ,000[b] |
| | Residual | 155,101 | 310 | ,500 | | |
| | Total | 199,502 | 311 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,088 | ,173 | | 12,043 | ,000 | | |
| | Perfexpectancy | ,410 | ,044 | ,472 | 9,420 | ,000 | 1,000 | 1,000 |

## Performance Expectancy and Recommendation Adoption

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,202[a] | ,041 | ,038 | 1,03773 | 1,926 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 14,160 | 1 | 14,160 | 13,149 | ,000[b] |
| | Residual | 333,835 | 310 | 1,077 | | |
| | Total | 347,995 | 311 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,911 | ,254 | | 7,511 | ,000 | | |
| | Perfexpectancy | ,232 | ,064 | ,202 | 3,626 | ,000 | 1,000 | 1,000 |

## Performance Expectancy and WOM Behaviour

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,504[a] | ,254 | ,252 | ,87889 | 1,963 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 81,539 | 1 | 81,539 | 105,559 | ,000[b] |
| | Residual | 239,460 | 310 | ,772 | | |
| | Total | 320,999 | 311 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,223 | ,215 | | 5,674 | ,000 | | |
| | Perfexpectancy | ,556 | ,054 | ,504 | 10,274 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Customer Satisfaction

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,704[a] | ,495 | ,494 | ,61893 | 2,146 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| | Regression | 116,623 | 1 | 116,623 | 304,438 | ,000[b] |
| | Residual | 118,754 | 310 | ,383 | | |
| | Total | 235,377 | 311 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| | (Constant) | ,652 | ,198 | | 3,290 | ,001 | | |
| | PERCEIVEDQUALITY | ,941 | ,054 | ,704 | 17,448 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Website Trust

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| | ,779[a] | ,607 | ,606 | ,50279 | 2,040 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| | Regression | 121,136 | 1 | 121,136 | 479,185 | ,000[b] |
| | Residual | 78,367 | 310 | ,253 | | |
| | Total | 199,502 | 311 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| | (Constant) | ,211 | ,161 | | 1,314 | ,190 | | |
| | PERCEIVEDQUALITY | ,959 | ,044 | ,779 | 21,890 | ,000 | 1,000 | 1,000 |

## Perceived website quality and WOM Behaviour

| Model Summary[b] | | | | | |
| --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| | ,519[a] | ,270 | ,268 | ,86951 | 1,936 |

| ANOVA[a] | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| | Regression | 86,624 | 1 | 86,624 | 114,575 | ,000[b] |
| | Residual | 234,375 | 310 | ,756 | | |
| | Total | 320,999 | 311 | | | |

| Coefficients[a] | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| | (Constant) | ,445 | ,278 | | 1,600 | ,111 | | |
| | PERCEIVEDQUALITY | ,811 | ,076 | ,519 | 10,704 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Recommendation Adoption

| Model Summary[b] | | | | | |
| --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,450[a] | ,202 | ,200 | ,94626 | 1,824 |

| ANOVA[a] | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 70,420 | 1 | 70,420 | 78,646 | ,000[b] |
| | Residual | 277,575 | 310 | ,895 | | |
| | Total | 347,995 | 311 | | | |

| Coefficients[a] | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,166 | ,303 | | ,547 | ,585 | | |
| | PERCEIVEDQUALITY | ,731 | ,082 | ,450 | 8,868 | ,000 | 1,000 | 1,000 |

# Online drivers of Website Trust

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,690[a] | ,476 | ,473 | ,58157 | 2,194 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 94,992 | 2 | 47,496 | 140,429 | ,000[b] |
| | Residual | 104,510 | 309 | ,338 | | |
| | Total | 199,502 | 311 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,964 | ,170 | | 5,680 | ,000 | | |
| | Perfexpectancy | ,117 | ,043 | ,134 | 2,707 | ,007 | ,690 | 1,449 |
| | Satisfaction | ,558 | ,046 | ,606 | 12,230 | ,000 | ,690 | 1,449 |

# Website trust and Recommendation Adoption

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,439[a] | ,193 | ,190 | ,95180 | 1,871 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 67,162 | 1 | 67,162 | 74,137 | ,000[b] |
| | Residual | 280,833 | 310 | ,906 | | |
| | Total | 347,995 | 311 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,675 | ,254 | | 2,660 | ,008 | | |
| | Trust | ,580 | ,067 | ,439 | 8,610 | ,000 | 1,000 | 1,000 |

**Performance Expectancy, Customer Satisfaction and Website Trust as drivers of WOM Behaviour**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,613[a] | ,376 | ,370 | ,80659 | 1,928 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 120,618 | 3 | 40,206 | 61,799 | ,000[b] |
| | Residual | 200,382 | 308 | ,651 | | |
| | Total | 320,999 | 311 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,072 | ,247 | | ,292 | ,770 | | |
| | Satisfaction | ,230 | ,077 | ,197 | 2,981 | ,003 | ,465 | 2,151 |
| | Perfexpectancy | ,300 | ,060 | ,272 | 4,961 | ,000 | ,674 | 1,484 |
| | Trust | ,329 | ,079 | ,259 | 4,170 | ,000 | ,524 | 1,909 |

**Performance Expectancy, Customer Satisfaction, Website Trust and Recommendation Adoption as drivers of WOM Behaviour**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,647[a] | ,418 | ,411 | ,77978 | 1,991 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 134,328 | 4 | 33,582 | 55,229 | ,000[b] |
| | Residual | 186,671 | 307 | ,608 | | |
| | Total | 320,999 | 311 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -,159 | ,244 | | -,653 | ,514 | | |
| | Satisfaction | ,323 | ,077 | ,277 | 4,190 | ,000 | ,435 | 2,300 |
| | Perfexpectancy | ,275 | ,059 | ,250 | 4,689 | ,000 | ,669 | 1,496 |
| | Trust | ,141 | ,086 | ,111 | 1,641 | ,102 | ,413 | 2,423 |
| | Recadoption | ,228 | ,048 | ,238 | 4,748 | ,000 | ,755 | 1,325 |

*Appendix C: Regression analysis results for the Portuguese sample*

**Determinants of Performance Expectancy together with experience**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,619[a] | ,383 | ,348 | ,55784 | 1,937 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 23,397 | 7 | 3,342 | 10,741 | ,000[b] |
| | Residual | 37,653 | 121 | ,311 | | |
| | Total | 61,050 | 128 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,525 | ,476 | | 3,206 | ,002 | | |
| | Tecquality | ,240 | ,097 | ,224 | 2,477 | ,015 | ,621 | 1,610 |
| | Productinf | ,191 | ,102 | ,155 | 1,870 | ,064 | ,739 | 1,353 |
| | Infquality | -,137 | ,084 | -,194 | -1,623 | ,107 | ,358 | 2,797 |
| | Sourcecred | ,064 | ,082 | ,084 | ,784 | ,435 | ,444 | 2,253 |
| | Socinfluence | ,191 | ,044 | ,317 | 4,291 | ,000 | ,936 | 1,069 |
| | Intexperience | -,092 | ,080 | -,096 | -1,149 | ,253 | ,730 | 1,370 |
| | Userexperience | ,286 | ,074 | ,348 | 3,856 | ,000 | ,625 | 1,601 |

**Experience influences Technical Quality**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,301[a] | ,091 | ,076 | ,62027 | 2,052 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 4,830 | 2 | 2,415 | 6,277 | ,003[b] |
| | Residual | 48,476 | 126 | ,385 | | |
| | Total | 53,306 | 128 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,813 | ,339 | | 8,309 | ,000 | | |
| | Intexperience | ,050 | ,087 | ,056 | ,575 | ,566 | ,769 | 1,301 |
| | Userexperience | ,207 | ,074 | ,270 | 2,789 | ,006 | ,769 | 1,301 |

## Experience influences Product Information

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,353[a] | ,124 | ,110 | ,52842 | 1,679 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 4,997 | 2 | 2,499 | 8,948 | ,000[b] |
| | Residual | 35,183 | 126 | ,279 | | |
| | Total | 40,180 | 128 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3,408 | ,288 | | 11,815 | ,000 | | |
| | Intexperience | ,035 | ,074 | ,045 | ,475 | ,635 | ,769 | 1,301 |
| | Userexperience | ,219 | ,063 | ,329 | 3,457 | ,001 | ,769 | 1,301 |

## Experience influences Information Quality of customer reviews

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,326[a] | ,106 | ,092 | ,93188 | 1,855 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 12,975 | 2 | 6,488 | 7,471 | ,001[b] |
| | Residual | 109,419 | 126 | ,868 | | |
| | Total | 122,394 | 128 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,727 | ,509 | | 5,361 | ,000 | | |
| | Intexperience | -,259 | ,130 | -,191 | -1,986 | ,049 | ,769 | 1,301 |
| | Userexperience | ,431 | ,112 | ,371 | 3,863 | ,000 | ,769 | 1,301 |

## Performance Expectancy and Customer Satisfaction

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,340[a] | ,115 | ,109 | ,66492 | 1,985 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 7,331 | 1 | 7,331 | 16,582 | ,000[b] |
| | Residual | 56,149 | 127 | ,442 | | |
| | Total | 63,481 | 128 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,755 | ,366 | | 7,537 | ,000 | | |
| | Perfexpectancy | ,347 | ,085 | ,340 | 4,072 | ,000 | 1,000 | 1,000 |

## Performance Expectancy and Website Trust

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,273[a] | ,075 | ,067 | ,68168 | 1,975 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4,756 | 1 | 4,756 | 10,234 | ,002[b] |
| | Residual | 59,015 | 127 | ,465 | | |
| | Total | 63,770 | 128 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,648 | ,375 | | 7,065 | ,000 | | |
| | Perfexpectancy | ,279 | ,087 | ,273 | 3,199 | ,002 | 1,000 | 1,000 |

## Performance Expectancy and Recommendation Adoption

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,010[a] | ,000 | -,008 | 1,04354 | 2,080 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | ,015 | 1 | ,015 | ,014 | ,907[b] |
| | Residual | 138,300 | 127 | 1,089 | | |
| | Total | 138,315 | 128 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,749 | ,574 | | 4,792 | ,000 | | |
| | Perfexpectancy | ,016 | ,134 | ,010 | ,117 | ,907 | 1,000 | 1,000 |

## Performance Expectancy and WOM Behaviour

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,320[a] | ,103 | ,096 | ,98568 | 1,877 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 14,111 | 1 | 14,111 | 14,524 | ,000[b] |
| | Residual | 123,390 | 127 | ,972 | | |
| | Total | 137,501 | 128 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,492 | ,542 | | 2,754 | ,007 | | |
| | Perfexpectancy | ,481 | ,126 | ,320 | 3,811 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Customer Satisfaction

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,527[a] | ,277 | ,272 | ,60102 | 2,112 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 17,605 | 1 | 17,605 | 48,737 | ,000[b] |
| | Residual | 45,876 | 127 | ,361 | | |
| | Total | 63,481 | 128 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,651 | ,372 | | 4,434 | ,000 | | |
| | PERCEIVEDQUALITY | ,676 | ,097 | ,527 | 6,981 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Website Trust

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,664[a] | ,441 | ,437 | ,52977 | 1,971 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 28,126 | 1 | 28,126 | 100,215 | ,000[b] |
| | Residual | 35,644 | 127 | ,281 | | |
| | Total | 63,770 | 128 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,578 | ,328 | | 1,762 | ,080 | | |
| | PERCEIVEDQUALITY | ,855 | ,085 | ,664 | 10,011 | ,000 | 1,000 | 1,000 |

## Perceived website quality and WOM Behaviour

| | | | Model Summary[b] | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,389[a] | ,151 | ,144 | ,95875 | 1,795 |

| | | | ANOVA[a] | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 20,762 | 1 | 20,762 | 22,587 | ,000[b] |
| | Residual | 116,739 | 127 | ,919 | | |
| | Total | 137,501 | 128 | | | |

| | | Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,736 | ,594 | | 1,239 | ,218 | | |
| | PERCEIVEDQUALITY | ,734 | ,155 | ,389 | 4,753 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Recommendation Adoption

| | | | Model Summary[b] | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,380[a] | ,144 | ,137 | ,96549 | 2,021 |

| | | | ANOVA[a] | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 19,930 | 1 | 19,930 | 21,381 | ,000[b] |
| | Residual | 118,385 | 127 | ,932 | | |
| | Total | 138,315 | 128 | | | |

| | | Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,078 | ,598 | | ,130 | ,897 | | |
| | PERCEIVEDQUALITY | ,719 | ,156 | ,380 | 4,624 | ,000 | 1,000 | 1,000 |

## Online drivers of Website Trust

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,547[a] | ,299 | ,288 | ,59556 | 2,131 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 19,080 | 2 | 9,540 | 26,896 | ,000[b] |
| | Residual | 44,691 | 126 | ,355 | | |
| | Total | 63,770 | 128 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,256 | ,394 | | 3,189 | ,002 | | |
| | Perfexpectancy | ,104 | ,081 | ,102 | 1,284 | ,201 | ,885 | 1,131 |
| | Satisfaction | ,505 | ,079 | ,504 | 6,355 | ,000 | ,885 | 1,131 |

## Website trust and Recommendation Adoption

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,302[a] | ,091 | ,084 | ,99484 | 2,113 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 12,622 | 1 | 12,622 | 12,753 | ,001[b] |
| | Residual | 125,693 | 127 | ,990 | | |
| | Total | 138,315 | 128 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,111 | ,485 | | 2,290 | ,024 | | |
| | Trust | ,445 | ,125 | ,302 | 3,571 | ,001 | 1,000 | 1,000 |

**Performance Expectancy, Customer Satisfaction and Website Trust as drivers of WOM Behaviour**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,474[a] | ,225 | ,206 | ,92336 | 1,873 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 30,927 | 3 | 10,309 | 12,091 | ,000[b] |
| | Residual | 106,574 | 125 | ,853 | | |
| | Total | 137,501 | 128 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -,188 | ,635 | | -,296 | ,768 | | |
| | Satisfaction | ,279 | ,142 | ,190 | 1,970 | ,051 | ,670 | 1,493 |
| | Perfexpectancy | ,288 | ,126 | ,192 | 2,277 | ,024 | ,873 | 1,145 |
| | Trust | ,344 | ,138 | ,234 | 2,493 | ,014 | ,701 | 1,427 |

**Performance Expectancy, Customer Satisfaction, Website Trust and Recommendation Adoption as drivers of WOM Behaviour**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,542[a] | ,294 | ,271 | ,88484 | 1,975 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 40,415 | 4 | 10,104 | 12,905 | ,000[b] |
| | Residual | 97,086 | 124 | ,783 | | |
| | Total | 137,501 | 128 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -,762 | ,630 | | -1,209 | ,229 | | |
| | Satisfaction | ,383 | ,139 | ,260 | 2,754 | ,007 | ,639 | 1,565 |
| | Perfexpectancy | ,299 | ,121 | ,199 | 2,467 | ,015 | ,872 | 1,146 |
| | Trust | ,160 | ,143 | ,109 | 1,123 | ,263 | ,604 | 1,655 |
| | Recadoption | ,282 | ,081 | ,283 | 3,481 | ,001 | ,862 | 1,161 |

## Determinants of Performance Expectancy together with experience

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,717[a] | ,514 | ,495 | ,69443 | 1,954 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 89,337 | 7 | 12,762 | 26,465 | ,000[b] |
| | Residual | 84,391 | 175 | ,482 | | |
| | Total | 173,727 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,185 | ,291 | | ,636 | ,526 | | |
| | Tecquality | ,160 | ,103 | ,122 | 1,561 | ,120 | ,456 | 2,192 |
| | Productinf | ,318 | ,091 | ,266 | 3,487 | ,001 | ,478 | 2,091 |
| | Infquality | ,021 | ,085 | ,021 | ,245 | ,807 | ,374 | 2,675 |
| | Sourcecred | -,061 | ,087 | -,061 | -,698 | ,486 | ,366 | 2,732 |
| | Socinfluence | ,193 | ,054 | ,213 | 3,586 | ,000 | ,787 | 1,270 |
| | Intexperience | ,099 | ,076 | ,097 | 1,303 | ,194 | ,496 | 2,016 |
| | Userexperience | ,283 | ,076 | ,280 | 3,745 | ,000 | ,497 | 2,010 |

## Experience influences Technical Quality

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,511[a] | ,261 | ,253 | ,64164 | 1,926 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 26,139 | 2 | 13,069 | 31,744 | ,000[b] |
| | Residual | 74,107 | 180 | ,412 | | |
| | Total | 100,246 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,105 | ,202 | | 10,440 | ,000 | | |
| | Intexperience | ,254 | ,066 | ,328 | 3,871 | ,000 | ,572 | 1,747 |
| | Userexperience | ,178 | ,065 | ,232 | 2,736 | ,007 | ,572 | 1,747 |

## Experience influences Product Information

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,504[a] | ,254 | ,246 | ,70864 | 2,261 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 30,848 | 2 | 15,424 | 30,715 | ,000[b] |
| | Residual | 90,391 | 180 | ,502 | | |
| | Total | 121,239 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,089 | ,223 | | 9,380 | ,000 | | |
| | Intexperience | ,279 | ,072 | ,327 | 3,848 | ,000 | ,572 | 1,747 |
| | Userexperience | ,190 | ,072 | ,225 | 2,648 | ,009 | ,572 | 1,747 |

## Experience influences Information Quality of customer reviews

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,284[a] | ,081 | ,070 | ,95381 | 2,060 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 14,346 | 2 | 7,173 | 7,885 | ,001[b] |
| | Residual | 163,756 | 180 | ,910 | | |
| | Total | 178,102 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,187 | ,300 | | 7,294 | ,000 | | |
| | Intexperience | -,030 | ,097 | -,029 | -,303 | ,762 | ,572 | 1,747 |
| | Userexperience | ,309 | ,097 | ,302 | 3,193 | ,002 | ,572 | 1,747 |

## Performance Expectancy and Customer Satisfaction

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,613[a] | ,375 | ,372 | ,75548 | 2,006 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 62,092 | 1 | 62,092 | 108,791 | ,000[b] |
| | Residual | 103,304 | 181 | ,571 | | |
| | Total | 165,396 | 182 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,768 | ,215 | | 8,232 | ,000 | | |
| | Perfexpectancy | ,598 | ,057 | ,613 | 10,430 | ,000 | 1,000 | 1,000 |

## Performance Expectancy and Website Trust

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,524[a] | ,275 | ,271 | ,72331 | 2,156 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 35,853 | 1 | 35,853 | 68,529 | ,000[b] |
| | Residual | 94,696 | 181 | ,523 | | |
| | Total | 130,549 | 182 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,926 | ,206 | | 9,363 | ,000 | | |
| | Perfexpectancy | ,454 | ,055 | ,524 | 8,278 | ,000 | 1,000 | 1,000 |

## Performance Expectancy and Recommendation Adoption

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,312[a] | ,097 | ,093 | 1,02247 | 1,814 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 20,441 | 1 | 20,441 | 19,552 | ,000[b] |
| | Residual | 189,227 | 181 | 1,045 | | |
| | Total | 209,668 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,562 | ,291 | | 5,373 | ,000 | | |
| | Perfexpectancy | ,343 | ,078 | ,312 | 4,422 | ,000 | 1,000 | 1,000 |

## Performance Expectancy and WOM Behaviour

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,597[a] | ,356 | ,352 | ,79642 | 2,040 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 63,448 | 1 | 63,448 | 100,029 | ,000[b] |
| | Residual | 114,807 | 181 | ,634 | | |
| | Total | 178,255 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1,081 | ,226 | | 4,773 | ,000 | | |
| | Perfexpectancy | ,604 | ,060 | ,597 | 10,001 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Customer Satisfaction

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,764[a] | ,584 | ,581 | ,61679 | 2,147 |

**ANOVA[a]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 96,539 | 1 | 96,539 | 253,766 | ,000[b] |
| | Residual | 68,857 | 181 | ,380 | | |
| | Total | 165,396 | 182 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,226 | ,237 | | ,956 | ,341 | | |
| | PERCEIVEDQUALITY | 1,065 | ,067 | ,764 | 15,930 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Website Trust

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,825[a] | ,680 | ,678 | ,48042 | 2,087 |

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 88,774 | 1 | 88,774 | 384,636 | ,000[b] |
| | Residual | 41,775 | 181 | ,231 | | |
| | Total | 130,549 | 182 | | | |

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,017 | ,185 | | ,090 | ,928 | | |
| | PERCEIVEDQUALITY | 1,021 | ,052 | ,825 | 19,612 | ,000 | 1,000 | 1,000 |

## Perceived website quality and WOM Behaviour

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,585[a] | ,342 | ,338 | ,80504 | 2,074 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 60,950 | 1 | 60,950 | 94,046 | ,000[b] |
| | Residual | 117,304 | 181 | ,648 | | |
| | Total | 178,255 | 182 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,324 | ,309 | | 1,046 | ,297 | | |
| | PERCEIVEDQUALITY | ,846 | ,087 | ,585 | 9,698 | ,000 | 1,000 | 1,000 |

## Perceived website quality and Recommendation Adoption

### Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,511[a] | ,261 | ,257 | ,92506 | 1,715 |

### ANOVA[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 54,781 | 1 | 54,781 | 64,017 | ,000[b] |
| | Residual | 154,887 | 181 | ,856 | | |
| | Total | 209,668 | 182 | | | |

### Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,012 | ,355 | | ,034 | ,973 | | |
| | PERCEIVEDQUALITY | ,802 | ,100 | ,511 | 8,001 | ,000 | 1,000 | 1,000 |

## Online drivers of Website Trust

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,738[a] | ,544 | ,539 | ,57485 | 2,226 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 71,067 | 2 | 35,533 | 107,527 | ,000[b] |
| | Residual | 59,482 | 180 | ,330 | | |
| | Total | 130,549 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,893 | ,192 | | 4,662 | ,000 | | |
| | Perfexpectancy | ,105 | ,055 | ,121 | 1,907 | ,058 | ,625 | 1,601 |
| | Satisfaction | ,584 | ,057 | ,657 | 10,323 | ,000 | ,625 | 1,601 |

## Website Trust and Recommendation Adoption

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,527[a] | ,277 | ,273 | ,91492 | 1,681 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 58,156 | 1 | 58,156 | 69,474 | ,000[b] |
| | Residual | 151,512 | 181 | ,837 | | |
| | Total | 209,668 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,421 | ,294 | | 1,432 | ,154 | | |
| | Trust | ,667 | ,080 | ,527 | 8,335 | ,000 | 1,000 | 1,000 |

**Performance Expectancy, Customer Satisfaction and Website Trust as drivers of WOM Behaviour**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,692[a] | ,478 | ,470 | ,72077 | 1,986 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 85,263 | 3 | 28,421 | 54,707 | ,000[b] |
| | Residual | 92,992 | 179 | ,520 | | |
| | Total | 178,255 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,105 | ,254 | | ,412 | ,681 | | |
| | Satisfaction | ,199 | ,089 | ,191 | 2,219 | ,028 | ,392 | 2,549 |
| | Perfexpectancy | ,338 | ,070 | ,334 | 4,839 | ,000 | ,612 | 1,633 |
| | Trust | ,325 | ,093 | ,278 | 3,472 | ,001 | ,456 | 2,195 |

**Performance Expectancy, Customer Satisfaction, Website Trust and Recommendation Adoption as drivers of WOM Behaviour**

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,711[a] | ,505 | ,494 | ,70382 | 2,018 |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 90,080 | 4 | 22,520 | 45,462 | ,000[b] |
| | Residual | 88,175 | 178 | ,495 | | |
| | Total | 178,255 | 182 | | | |

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -,009 | ,251 | | -,038 | ,970 | | |
| | Satisfaction | ,291 | ,092 | ,280 | 3,154 | ,002 | ,352 | 2,843 |
| | Perfexpectancy | ,299 | ,069 | ,296 | 4,315 | ,000 | ,592 | 1,688 |
| | Trust | ,146 | ,108 | ,125 | 1,355 | ,177 | ,327 | 3,058 |
| | Recadoption | ,189 | ,060 | ,204 | 3,118 | ,002 | ,646 | 1,547 |

## Customer Satisfaction

| Test of Homogeneity of Variances | | | |
|---|---|---|---|
| Satisfaction | | | |
| Levene Statistic | df1 | df2 | Sig. |
| ,566 | 2 | 111 | ,569 |

| ANOVA | | | | | |
|---|---|---|---|---|---|
| Satisfaction | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 5,815 | 2 | 2,907 | 5,144 | ,007 |
| Within Groups | 62,731 | 111 | ,565 | | |
| Total | 68,546 | 113 | | | |

| Multiple Comparisons | | | | | | |
|---|---|---|---|---|---|---|
| Dependent Variable: Satisfaction<br>Scheffe | | | | | | |
| (I) website | (J) website | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| ZARA | AMAZON | ,48571* | ,17205 | ,021 | ,0588 | ,9126 |
| | ASOS | ,03591 | ,17726 | ,980 | -,4039 | ,4757 |
| AMAZON | ZARA | -,48571* | ,17205 | ,021 | -,9126 | -,0588 |
| | ASOS | -,44981* | ,16950 | ,033 | -,8704 | -,0293 |
| ASOS | ZARA | -,03591 | ,17726 | ,980 | -,4757 | ,4039 |
| | AMAZON | ,44981* | ,16950 | ,033 | ,0293 | ,8704 |
| *. The mean difference is significant at the 0.05 level. | | | | | | |

## Website Trust

| Test of Homogeneity of Variances | | | |
|---|---|---|---|
| Trust | | | |
| Levene Statistic | df1 | df2 | Sig. |
| ,599 | 2 | 111 | ,551 |

| ANOVA | | | | | |
|---|---|---|---|---|---|
| Trust | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 1,503 | 2 | ,752 | 1,281 | ,282 |
| Within Groups | 65,140 | 111 | ,587 | | |
| Total | 66,643 | 113 | | | |

| Multiple Comparisons | | | | | | |
|---|---|---|---|---|---|---|
| Dependent Variable: Trust | | | | | | |
| Scheffe | | | | | | |
| (I) website | (J) website | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| ZARA | AMAZON | ,27976 | ,17533 | ,284 | -,1553 | ,7148 |
| | ASOS | ,17181 | ,18063 | ,637 | -,2764 | ,6200 |
| AMAZON | ZARA | -,27976 | ,17533 | ,284 | -,7148 | ,1553 |
| | ASOS | -,10795 | ,17272 | ,823 | -,5365 | ,3206 |
| ASOS | ZARA | -,17181 | ,18063 | ,637 | -,6200 | ,2764 |
| | AMAZON | ,10795 | ,17272 | ,823 | -,3206 | ,5365 |

## WOM Behaviour

| Test of Homogeneity of Variances | | | |
|---|---|---|---|
| WoM | | | |
| Levene Statistic | df1 | df2 | Sig. |
| ,943 | 2 | 111 | ,393 |

| ANOVA | | | | | |
|---|---|---|---|---|---|
| WoM | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 5,357 | 2 | 2,678 | 3,019 | ,053 |
| Within Groups | 98,483 | 111 | ,887 | | |
| Total | 103,840 | 113 | | | |

| Multiple Comparisons | | | | | | |
|---|---|---|---|---|---|---|
| Dependent Variable: WoM | | | | | | |
| Scheffe | | | | | | |
| (I) website | (J) website | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| ZARA | AMAZON | ,20714 | ,21558 | ,631 | -,3277 | ,7420 |
| | ASOS | -,31313 | ,22210 | ,373 | -,8642 | ,2379 |
| AMAZON | ZARA | -,20714 | ,21558 | ,631 | -,7420 | ,3277 |
| | ASOS | -,52027 | ,21238 | ,054 | -1,0472 | ,0067 |
| ASOS | ZARA | ,31313 | ,22210 | ,373 | -,2379 | ,8642 |
| | AMAZON | ,52027 | ,21238 | ,054 | -,0067 | 1,0472 |

## Product Information

### Test of Homogeneity of Variances

| Productinf | | | |
|---|---|---|---|
| Levene Statistic | df1 | df2 | Sig. |
| 7,282 | 2 | 111 | ,001 |

### ANOVA

| Productinf | | | | | |
|---|---|---|---|---|---|
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 18,779 | 2 | 9,389 | 26,282 | ,000 |
| Within Groups | 39,655 | 111 | ,357 | | |
| Total | 58,434 | 113 | | | |

### Multiple Comparisons

Dependent Variable: Productinf
Scheffe

| (I) website | (J) website | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound |
| ZARA | AMAZON | ,87063* | ,13680 | ,000 | ,5312 | 1,2100 |
| | ASOS | ,05972 | ,14094 | ,914 | -,2900 | ,4094 |
| AMAZON | ZARA | -,87063* | ,13680 | ,000 | -1,2100 | -,5312 |
| | ASOS | -,81092* | ,13476 | ,000 | -1,1453 | -,4765 |
| ASOS | ZARA | -,05972 | ,14094 | ,914 | -,4094 | ,2900 |
| | AMAZON | ,81092* | ,13476 | ,000 | ,4765 | 1,1453 |

*. The mean difference is significant at the 0.05 level.

## Product Information Kruskal-Wallis

### Ranks

| | website | N | Mean Rank |
|---|---|---|---|
| Productinf | ZARA | 35 | 72,20 |
| | AMAZON | 42 | 34,65 |
| | ASOS | 37 | 69,53 |
| | Total | 114 | |

### Test Statistics[a,b]

| | Productinf |
|---|---|
| Chi-Square | 32,145 |
| df | 2 |
| Asymp. Sig. | ,000 |
| a. Kruskal Wallis Test | |
| b. Grouping Variable: website | |

# Technical Quality

| Test of Homogeneity of Variances | | | |
|---|---|---|---|
| Tecquality | | | |
| Levene Statistic | df1 | df2 | Sig. |
| 1,067 | 2 | 111 | ,348 |

| ANOVA | | | | | |
|---|---|---|---|---|---|
| Tecquality | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | ,282 | 2 | ,141 | ,291 | ,748 |
| Within Groups | 53,781 | 111 | ,485 | | |
| Total | 54,063 | 113 | | | |

| Multiple Comparisons | | | | | | |
|---|---|---|---|---|---|---|
| Dependent Variable: Tecquality Scheffe | | | | | | |
| (I) website | (J) website | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| ZARA | AMAZON | ,06667 | ,15931 | ,916 | -,3286 | ,4619 |
| | ASOS | -,05238 | ,16413 | ,950 | -,4596 | ,3548 |
| AMAZON | ZARA | -,06667 | ,15931 | ,916 | -,4619 | ,3286 |
| | ASOS | -,11905 | ,15694 | ,751 | -,5084 | ,2704 |
| ASOS | ZARA | ,05238 | ,16413 | ,950 | -,3548 | ,4596 |
| | AMAZON | ,11905 | ,15694 | ,751 | -,2704 | ,5084 |

*Appendix F: Questionnaire*

**Which is the fashion Website (online store) that you frequently browse to follow fashion trends and ideas and eventually buy?** *

[ ]

**This fashion Website:** *

|  | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| is easy to use | ○ | ○ | ○ | ○ | ○ |
| has well organized hyperlinks | ○ | ○ | ○ | ○ | ○ |
| provides opportunities to interact with other customers | ○ | ○ | ○ | ○ | ○ |
| has high speed of page loading | ○ | ○ | ○ | ○ | ○ |
| is easily accessible from different media | ○ | ○ | ○ | ○ | ○ |
| guarantees users' privacy | ○ | ○ | ○ | ○ | ○ |

**This fashion Website :** *

|  | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| shows all the colors available for each product | ○ | ○ | ○ | ○ | ○ |
| shows all the sizes available for each product | ○ | ○ | ○ | ○ | ○ |
| tells the price of products clearly | ○ | ○ | ○ | ○ | ○ |
| gives up-to-date information about products and trends | ○ | ○ | ○ | ○ | ○ |
| has good quality photos of products | ○ | ○ | ○ | ○ | ○ |
| truthfully shows the colors of products | ○ | ○ | ○ | ○ | ○ |

**The information in the customer reviews is** *

|  | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| timely | ○ | ○ | ○ | ○ | ○ |
| relevant to my needs | ○ | ○ | ○ | ○ | ○ |
| complete for my needs | ○ | ○ | ○ | ○ | ○ |
| valuable | ○ | ○ | ○ | ○ | ○ |
| useful | ○ | ○ | ○ | ○ | ○ |
| credible | ○ | ○ | ○ | ○ | ○ |

**The reviewers on this fashion Website are : ***

|  | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| credible | ○ | ○ | ○ | ○ | ○ |
| experienced | ○ | ○ | ○ | ○ | ○ |
| trustworthy | ○ | ○ | ○ | ○ | ○ |
| reliable | ○ | ○ | ○ | ○ | ○ |

**Regarding your satisfaction with the Website: ***

|  | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| I am satisfied with the fashion information I have received from this Website | ○ | ○ | ○ | ○ | ○ |
| I am satisfied with my previous experiences with this Website | ○ | ○ | ○ | ○ | ○ |

**Please place your level of agreement to the following statements: ***

|  | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| I think that the information offered by this fashion Website is sincere and honest | ○ | ○ | ○ | ○ | ○ |
| I think that the advice and recommendations given by the customer reviews are trustworthy | ○ | ○ | ○ | ○ | ○ |
| I trust the online customer reviews on this Website | ○ | ○ | ○ | ○ | ○ |
| I trust this fashion Website | ○ | ○ | ○ | ○ | ○ |

**Please think about the influence others have on you: ***

|  | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| People who are important to me think that I should use online stores to shop for fashion products | ○ | ○ | ○ | ○ | ○ |
| People who influence my behavior think I should use online stores to shop for fashion products | ○ | ○ | ○ | ○ | ○ |

**What's your level of agreement to the following statements?** *

| | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| I find fashion online stores useful | ○ | ○ | ○ | ○ | ○ |
| Using fashion online stores enables me to get fashion information more quickly | ○ | ○ | ○ | ○ | ○ |
| Using fashion online stores increases the effective use of my time in handling my shopping tasks and purchase | ○ | ○ | ○ | ○ | ○ |
| Using fashion online stores increases the quality of my fashion knowledge at minimal effort | ○ | ○ | ○ | ○ | ○ |

**Think about the Website you chose. How often did you mention this fashion Website to others ? (1-never to 5-frequently)** *

| | 1 ( never) | 2 | 3 | 4 | 5 (frequently) |
|---|---|---|---|---|---|
| I mentioned to others that I seek fashion information from this Website | ○ | ○ | ○ | ○ | ○ |
| I made sure that others know that I rely on this Website to purchase fashion products | ○ | ○ | ○ | ○ | ○ |
| I spoke positively about this fashion Website to others | ○ | ○ | ○ | ○ | ○ |
| I recommended this Website to close friends | ○ | ○ | ○ | ○ | ○ |

## How strongly do you agree or disagree with the following sentences? *

| | 1 (completely disagree) | 2 | 3 | 4 | 5 (completely agree) |
|---|---|---|---|---|---|
| Online customer reviews and comments made it easier for me to make a purchase decision (e.g., purchase or not purchase) | ○ | ○ | ○ | ○ | ○ |
| Online reviews have motivated me to make a purchase decision (purchase or not purchase) | ○ | ○ | ○ | ○ | ○ |
| The last time I read online fashion reviews I adopted consumers' recommendations | ○ | ○ | ○ | ○ | ○ |
| Information from customer reviews contributed to my knowledge of fashion products and trends | ○ | ○ | ○ | ○ | ○ |

## How would you describe your: *

| | 1 (very bad) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Internet knowledge | ○ | ○ | ○ | ○ | ○ |
| General computer knowledge | ○ | ○ | ○ | ○ | ○ |

## How would you rate: *

| | 1 (not experienced at all) | 2 | 3 | 4 | 5 (very experienced) |
|---|---|---|---|---|---|
| your level of experience in terms of using fashion websites | ○ | ○ | ○ | ○ | ○ |
| your level of experience in terms of browsing fashion websites | ○ | ○ | ○ | ○ | ○ |
| your level of experience in terms of online customer reviews | ○ | ○ | ○ | ○ | ○ |

# PLEASE , PROVIDE US WITH SOME PERSONAL INFORMATION.

**How old are you?** *

[                    ]

**Gender** *

[        ▾]

**Employment status** *

○ student
○ employed
○ self-employed
○ unemployed
○ other

**Your nationality** *

[          ▾]