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*Online customer experience, satisfaction and
repurchase intention for online clothing retailing*

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ABSTRACT

Purpose – The purpose of this study is to describe and analyze the factors of online customer experience and test their effect on satisfaction in an online clothing retailing context. Additionally, the purpose is test the relationship between satisfaction and repurchase intention within this context.

Methodology – A quantitative method developing a questionnaire based on previous literature, distributed to a sample of respondents consisting of bachelor and master students in Sweden. Regression analysis was used to analyze the data.

Findings – Among six factors of online customer experience identified in clothing retailing (ease of use, interaction, security, fulfillment reliability, customer service, store offerings), the findings show that all apart from interaction are important factors in determining satisfaction, which in turn positively impact repurchase intention. Furthermore, the findings show that presence of store, gender and purchasing frequency have no significant impact on satisfaction.

Research limitations – The sample for this study was university students of one university in Sweden. This limited sample may affect the generalization of the findings.

Practical implications – Managers of online clothing stores can benefit from the findings as these provide them knowledge about which parts of the online customer experience to focus on.

Originality/value – This research builds on and contributes to the literature by describing and analyzing the factors of online customer experience, satisfaction and repurchase intention for online clothing retailing in a Western country.

Keywords Online shopping, Online Customer Experience, Clothing retailing, Satisfaction, Repurchase intention, Fulfillment reliability

Introduction

As the retail environment of today is more competitive than ever, retailers have begun searching for new ways of creating profitability. With the evolvement of the Internet, the retail industry has been transformed leading to a significant growth in online shopping over the past few years. This to a rate which surpasses the growth of traditional retail channels, which indicates optimistic prospects for the future (HUI, 2017). However, the clothing industry was slower than other industries in adopting online retailing and one of the main reasons for this was the challenge of applying the in-store experience into to the online environment (Sender, 2011). Though, the recent development in information technologies has created an interactive and exciting shopping experience which has enabled customers to evaluate fashion in an online context (Blázquez, 2014). As a result, clothing has now become

the most common online category of goods bought in Sweden (SCB, 2016), with sales constituting a total of SEK 9.1 billion and a yearly growth rate of eight percent (HUI, 2017).

The phenomenon of online shopping has taken off tremendously in the 21st century (Grewal, Roggeveen & Nordfält, 2017). In order to meet the new demand for online shopping, many research questions have emerged regarding business strategies, technical infrastructure, electronic market demographics, government policies and the use of technology (US Census Bureau, 2004). Traditionally, retailing has taken place in a brick and mortar store with face-to-face interaction with the customer (Seifer, 2007). However, the Internet has allowed retailers to open stores online and serve customers from practically all over the world at any time of the day without the need of face-to-face

interaction. Many companies have embraced the online retailing idea and conduct their business without presence of brick and mortar stores. Similarly, many small and upcoming companies have been able to achieve quick and widespread success as a result of the Internet, which has enabled them to reach greater markets than if they were to set up a physical shop (Thompson, Williams & Brychan, 2013; Penhune, 1998).

Out of individuals aged 16 to 74 in the EU and Sweden, 84% and 95% have used the Internet within the past 12 months respectively (Eurostat, 2016). During the same period, 56% of individuals in the EU and 76% in Sweden had made at least one online purchase. This makes Sweden one of the countries with largest proportions of both online users and online shoppers (Eurostat, 2016). In fact, in Sweden, 45% shop online at least once per month while only 5% stated that they have never done so (HUI, 2017). Furthermore, the Swedish market has one of the highest online retailing shares in comparison to traditional retailing in Europe (Centre for Retail Research, 2016). In 2016, online retailing accounted for 7.7 percent of total retail sales, a number forecasted to grow annually and increase by 17 percent in 2017 (HUI, 2017). Whereas total online retailing grew by a total of 16 percent which corresponds to SEK 57.9 billion, traditional retail sales only grew by 3.3 percent in 2016. These numbers show how many possibilities there are for companies to excel with the help of online retailing.

One of the main differences between traditional retailing and online retailing is the absence of physical presence and human interactions which normally take place in a brick and mortar store. Instead, the consumer interacts in a virtual environment via the website interface (Kwek, Tan, & Lau 2015). As a result, Internet shopping is regarded riskier which is why risk and trust towards the brand play an important role in online transactions (Pavlou, 2003; Forsythe & Shi, 2003). Online retailers rely heavily on their information systems to interact with the customers (Jun, Yang & Kim, 2004) but even though not face-to-face, the retailers' employees can still interact with customers through Internet-based communication tools such as chat, e-mail, message boards and other communication channels. Moreover, the customers interact with the retailers' websites on which they search for information, make comparisons and place orders (Jun, Yang & Kim, 2004). Some of the main benefits of online retailing are

low costs, consistent delivery for standardized products, customer convenience, quick customer feedback, wide distribution and customer choice (Wilson et al., 2012). However, there are also several challenges associated with this way of making business, some of them involving price competition, competition from widening geographies, security concerns and uncertainty regarding product quality. For instance, there are fewer possibilities prior to the purchase to evaluate the product by one's senses such as touching or seeing it (Azar, Khan & Shavaid, 2015). These aspects particularly concern the clothing retailing market, because of the difficulties in evaluating whether the product displayed on a website will fit and be as expected.

Even though the online shopping channel increases, the growth will eventually start to slow down and the market mature (Ross, 2010). As the competition among online retailers intensifies, it is of importance to gain further knowledge of online customer experience in this digital environment in order for retailers to improve their profitability and develop a loyal customer base (Jun, Yang & Kim, 2004). There is undoubtedly a growing widespread interest among marketing retailers and researchers within this field. Several studies have investigated various factors that constitute online customer experience and their impact on concepts such as satisfaction, trust, attitude and repurchase intention (Martin, Mortimer & Andrews, 2015; Rose et al, 2012; Yoon et al. 2010). However, based on an extensive literature review, there is still a lack of research and a need to extend the knowledge of the factors of online customer experience, satisfaction and repurchasing intention regarding online clothing purchases. Therefore, the purpose of this study is firstly to describe and analyze the factors that constitute online customer experience specifically for online clothing retailing. Aspects such as living up to expectations regarding fit and size of the product are likely important in this context, but are hard to evaluate prior to purchase without physical interaction with the product (Sender, 2011). Secondly, to examine the relationships between the factors of online customer experience and satisfaction. Thirdly, to examine the relationship between satisfaction and repurchase intention, as previous studies in other contexts have found this relationship to exist. This leads to the three research questions of this study:

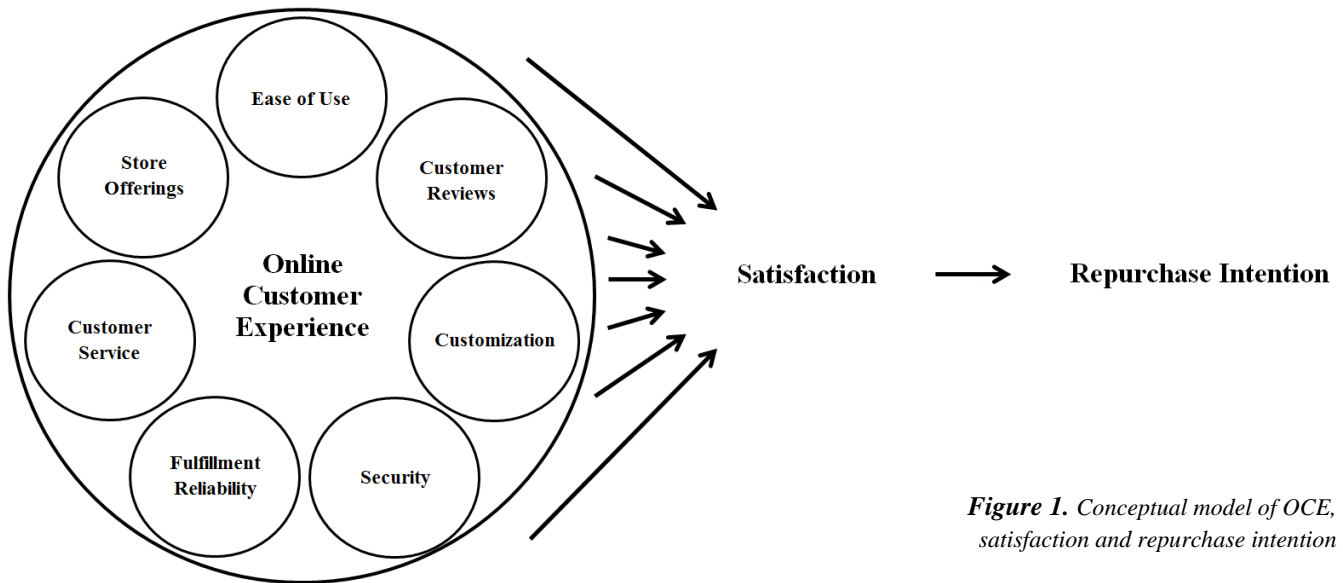


Figure 1. Conceptual model of OCE, satisfaction and repurchase intention

- (1) What are the factors of online customer experience within online clothing retailing?
- (2) How do the factors of online customer experience influence satisfaction within online clothing retailing?
- (3) What is the relationship between satisfaction and repurchase intention within online clothing retailing?

This exploratory study will contribute to existing research in that it describes and analyzes the factors related to online customer experience and how they influence customer satisfaction in the specific case of online clothing retailing. Studying the aspects of online clothing retailing is important because very little is known about online customer experience in this relatively new context. As found after an extensive literature review, several studies have previously investigated the online environment, however, there is a gap in the knowledge of what attributes customers use to evaluate online stores providing clothing which this study aims to fill. Additionally, the study yields further knowledge about the connection between satisfaction and repurchase intention in the online clothing retailing context and aims to confirm previous studies that argue that such a relationship is present. The findings of these research questions will be beneficial for managers of online clothing stores, as they will receive more knowledge about what factors of online customer experience they should focus on in order to increase customer satisfaction.

Theoretical framework

In this section, customer experience (CE) as well as online customer experience (OCE) are defined and seven of the most prevalent factors used to describe the latter concept in previous studies are briefly discussed. These seven factors of OCE are then explained thoroughly one by one, together with discussions of previous studies that have tested their impact on satisfaction in various contexts. This is followed by a definition of satisfaction and repurchase intention in an online environment, and how these two are connected. The conceptual model above shows the proposed relationships based on an extensive literature review.

Online customer experience

One of the first researchers to introduce the concept of CE within marketing and consumption theory was Cardozo (1965). However, it was not until decades later that customer experience became a major element within the field (Andajani, 2015). According to Vézina (1999), CE is not only about activities before or after the purchase but also covers other activities that can affect consumer decisions in the future. Meyer and Schwager (2007, p. 118) define CE as “the internal and subjective response that customers have to any direct or indirect contact with a company”. The main focus in previous research has been on the offline environment and has examined how to best create and manage CE (Martin, Mortimer & Andrews, 2015).

According to previous literature, CE is a multidimensional concept that can lead to a variety of managerial outcomes of interest (Rose, Hair & Clark, 2011; Meyer & Schwager, 2007; Vézina, 1999). Verhoef et al. (2009) recognize that when customers purchase goods or services, they always have an ‘experience’ regardless of whether it is good or bad. Rose, Hair and Clark (2011) found that CE in traditional retailing is limited because of its dependency on an organization’s operating systems. For instance, the interaction between the customer and store is dependent on opening hours, which includes personal contact with the retailer’s employees and the presentation of products to the customer. This changes with CE online, as the physical boundaries are removed which creates additional complexity to the concept (Klaus & Nguyen, 2013).

The major focus in recent research has been on OCE, which has been defined and referred to in different ways in literature. Rose et al. (2012, p. 309) define OCE as “a psychological state, manifested as a subjective response to the e-retailer’s website”. Klaus (2013, p. 448) calls it online customer service experience (OCSE), which he defines as “the customers’ overall mental perception of their interaction with the online service provider and other customers expressed in its dimensions of functionality”. Trevinal and Stenger (2014, p. 324) instead refers to the concept as online shopping experience (OSE) and argue that it is “a complex, holistic and subjective process resulting from interactions between consumers and the online environment”. Regardless of the various authors’ definitions, what they have in common is that a customer’s online experience is psychologically subjective response to the online retail environment. Furthermore, they all argue that it has both theoretical and managerial importance that contributes to a firm’s competitive advantage and profitability (Martin, Mortimer & Andrews, 2015). According to Bezos (1999), it is more important online than offline to deliver a compelling CE as it creates more positive word of mouth online. However, as stated by Rose et al. (2012), a disadvantage for the online retailer is the lack of control of all of the aspects of the OCE, since the online shopping interaction does not occur at the retailer’s physical location. A considerable number of online studies exists which is helpful in identifying the likely factors of OCE. This study will focus on seven of these which were prevalent in recent research, shown in

table 1 below. In some of this recent literature, cognitive aspects have been suggested to be a part of OCE (Rose et al., 2012, Martin, Mortimer & Andrews, 2015). However, cognitive aspects are “connected with thinking or conscious mental processes” (Martin, Mortimer & Andrews, 2015, p. 83) and are consequences of an individual’s current experiential state. For this reason, this study will instead focus on the functional features of OCE as these are aspects retailers have more control over and can impact.

Dimensions of OCE	Authors
Ease of use	Rose et al., 2012; Freeman & Freeman, 2011; Bilgihan et al., 2014; Cyr & Bonnani, 2005
Customer reviews	Pentina, Amialchuk & Taylor, 2011; Rose et al., 2012; Martin, Mortimer & Andrews, 2015
Customization	Rose et al., 2012; Martin, Mortimer & Andrews, 2015; Bilgihan, Kandampully & Zhang, 2016
Security	Martin, Mortimer & Andrews, 2015; Guo et al., 2012; Yoon, 2010
Fulfillment reliability	Jain et al., 2015; Koufteros et al., 2014; Kim, Jin & Swinney, 2009
Customer service	McLean & Wilson, 2016; Yoon, 2010; Loiacono, Watson & Goodhue, 2002
Store offerings	Rose et al., 2012; Szymanski & Hise, 2000; Jiang & Rosenbloom, 2005

Table 1. Dimensions of OCE based on literature

Ease of use

The importance of the website design and user interface on influencing the customer experience has been recognized many times in previous literature (Mpinganjira, 2016; Freeman & Freeman, 2011; Holloway & Beatty, 2003). The ease of use of a website consists of aspects such as navigation aids, search functions and overall functionality and gives the customer a sense of perceived control over the OCE (Rose et al., 2012). According to Ahn, Ryu and Han (2007), the quality of the website design affects how the user views the website as it is the portal through which the transaction is conducted. In their study, they found that perceived ease of use consists of for example design, navigation aids, functionality, correct and reliable information and credibility. In the study by Rose et al. (2012) they examined how ease of use affects the customer’s perceived control and found a strong positive relationship between them. Jun, Yang and Kim (2004) conducted a study about online retailing in general sending out questionnaires to 260 MBA students in the USA. In the study, they found that ease of use was an important key factor for determining

online retailing service quality as well as satisfaction. Pham and Ahammad (2017) examined the direct relationship between ease of use and satisfaction among online shoppers in the UK and found a strong and significant correlation between the two. Since there is a lack of research testing the relationship between ease of use and satisfaction in a clothing retailing context, it is an important relationship to investigate.

Customer reviews

According to Kwortnik and Ross (2007), advice about products given from other customers or peer groups plays an important role of a customer's product evaluation. In a study by Pentina, Amialchuk & Taylor (2011), they explore the effects of online shopping experience on satisfaction and online retailing performance among 115 top Internet retailers in the US. The results from their regression analysis showed that customer reviews and product ratings had the strongest positive effects on satisfaction. Klaus (2013) investigates online customer service experience of the website Amazon using 62 semi-structured interviews with a representative sample from three different countries. The findings of the study acknowledged the importance of social presence, which previously had not been investigated within online customer service experience (Klaus, 2013). As research investigating the relationship between customer reviews and satisfaction is scarce, it is necessary to examine this relationship within online clothing retailing.

Customization

The personalization and customization of a website depict how well the information of a website is tailored to meet the needs of an individual customer and can, according to Bilgihan, Kandampully & Zhang (2016), greatly affect a customer's OCE while online shopping. Because of the great opportunities of Internet shopping, online retailers have embraced customization (Munur, 2015; Fung, 2008). Practices such as personalized greetings when returning to a website, personalized recommendations based on previous purchases or products viewed, as well as the opportunity to log into an online store to personalize the website are all examples of functions used by online retailers today (Fung, 2008). According to Chang, Yuan and Hsu (2010), the more personalized an experience is, the more money customers are willing to spend. Moreover,

Fung (2008) found that customization leads to more committed website users. Customization was also previously used as a factor by Rose et al. (2012) in their study on 220 online shoppers in the USA and Europe. The study found that customization had a positive relationship with perceived control, which in turn had a positive relationship with satisfaction. In a market such as online clothing retailing, where preferences in size and style are prominent, it would be interesting to see if a similar relationship exists directly between customization and satisfaction within this particular context.

Security

Online security involves both the security of personal and financial information and despite several technical advancements in Internet security such as cryptography, digital signatures and authentication, the security of monetary transactions when using the Internet still concerns customers (Yoon, 2010). According to Guo, Ling and Liu (2012), security often is considered one of the most important criterion when evaluating OCE. Today, it is a given for companies to let the consumer decide how a product is to be paid for, such as with a bank transfer, invoice or credit card when a purchase is made online (Liås, 2016). However, as argued by Hoffman et al. (1999), consumers are often concerned about payment security and potential fraud due to their lack of environmental control. Accordingly, credit card security has been found to be one of the main concerns since the start of online retailing (Kwon & Lee, 2003; Szymanski & Hise, 2000). Moreover, on the Internet, consumers are concerned that their personal information may be used for other purposes and sold to third parties without their permission (Hoffman et al., 1999). In a study by Kim et al. (2010), they found that web security features are regarded as one of the most important aspects when customers decide to purchase goods or services online. Similar results were found by Guo, Ling and Liu (2012) in their study on young Chinese online customers. Moreover, Schaupp and Bélanger (2005) found that security had a positive, albeit small, correlation with satisfaction among American online shoppers. Szymanski and Hise (2000) conducted a study with questionnaires combined with focus groups and let the interviewees discuss online shopping experiences, which led to insights about how the level of financial security customers experience with an online retailer is related to satisfaction.

Fulfillment reliability

When customers purchase products online the purchasing process as described by Kotler and Armstrong (2010) differs from the traditional process and inevitably involves a degree of uncertainty from the point of purchase decision to delivery. According to Jain et al. (2015), fulfillment is therefore a key area of online retailing that can create a superior OCE. Fulfillment reliability is about delivering according to expectations, such as to deliver within the stipulated time frame (Azar, Khan & Shavaid, 2015), to ensure the quantity and quality are exactly the same as ordered and make sure the merchandise displayed is not misrepresented (Mpinganjira, 2016). For instance, as customers are unable to see and handle the product prior to purchase (Jiang & Rosenbloom, 2005), it can be difficult to evaluate whether the product represented on the website will correspond to the expectations of the actual product later received. Some studies investigated the influence of order fulfillment on satisfaction (Koufteros et al., 2014; Rao, Griffis & Goldsby, 2011; Kim & Jackson, 2009; Yen & Lu, 2008; Davis-Sramek, Mentzer & Stank, 2008; Wolfinbarger & Gilly, 2003). For instance, Koufteros et al. (2014) found that fulfillment reliability has a strong influence on satisfaction in their study on American students' general shopping experiences and Kim, Jin and Swinney (2009) found that fulfillment reliability was the most important factor in determining e-satisfaction among online shoppers in south western USA. Furthermore, Yen and Lu (2008) found that customers' perception of a seller's fulfillment is positively related to satisfaction in the context of online auctions. However, few previous studies have tested this relationship within online clothing retailing specifically.

Customer service

Just like in a traditional brick and mortar store, online retailers' customer service is of high importance when it comes to OCE (McLean & Wilson, 2016). McLean and Wilson (2016) further state that customers expect a high quality of service and that online customers are time conscious and the perceived length of time to complete a task affects the overall satisfaction of the experience. As online support and customer service facilitate customers' ability to complete their task, they are of

importance to create satisfied customers. Fast responses to inquiries and online support functions, for instance the availability of chat, can lead to increased willingness to purchase from a particular website and increase the time that customer spend on the website (Loiacono, Watson & Goodhue, 2002). If the customers cannot easily contact a service representative through the website when facing difficulties or having questions about the products, there is a low likelihood they will use the website recurrently (ibid). Another aspect of customer service is the ability to return products. According to HUI's (2017) study on online consumption in Sweden, one out of twenty products are returned by customers. A behavior that has emerged within online clothing shopping is to order home several products and first when received decide what to keep (HUI, 2017). Nine percent of online customers have ordered more than one size or color of a product and have already in advance decided to return at least one of the goods ordered. This is most common among customers aged between 18 and 29. Furthermore, nine out of ten think it is important with free returns (HUI, 2017).

Holloway and Beatty (2003) conducted a qualitative study with 30 interviews and found that customer service problems are common, with problems such as slow response time for questions about products as well as after-purchase inquiries regarding returns. As argued by Parasuraman, Zeithaml and Malhotra (2005) in their multiple-item scale for assessing electronic service quality, the ability to contact the seller, preferably through online channels such as mail and message boards, as well as offline via telephone, is important to customer satisfaction. Simms (2002) also argues that customer service is of importance in assessing satisfaction in an online environment. In accordance, Yen and Lu (2008) investigated the impact of seller contact and seller responsiveness on satisfaction in online auctions and found that there was a significant positive relationship in both cases. Kim (2005) found that customer service was the strongest predictor of satisfaction in his study on online shoppers in Korea. In a study by Yoon (2010) on the effects of experience within financial services, it was shown that customer service only had a significant influence on satisfaction for users with low experience, whereas no influence on satisfaction for users with high experience of the service.

Store offerings

The perceived customer experience is driven by the retailer's capability of enhancing the basic product in order to provide a differentiated offering, which is especially important in highly competitive markets (Rose, Hair & Clark, 2011). The difference between the tangible product offer and the value of a particular experience is argued by Meyer and Schwager (2007) to be the customer's subjective and internal response after direct or indirect contact with the firm. This response results from the customer's interaction with the different components of an organization's offer, which include for instance the physical product, packaging and pricing. According to several authors, store offerings consist of product range, price level and perceived value (McFarlane, 2013; Shareed, Kumar & Kumar, 2008; Jiang & Rosenbloom, 2005). The range of products a store offers is essential, as customers have certain needs they want to fulfill, which have to be met to turn products into sales. The price level at which these products are made available plays an important role as the wrong pricing strategy otherwise can make products customers usually appreciate unattractive (Jiang & Rosenbloom, 2005). In fact, several studies have examined price as a determiner of satisfaction (Huddleston et al., 2009; Jiang & Rosenbloom, 2005; Voss, Parasuraman & Grewal, 1998; Fornell et al., 1996) and due to the general performance uncertainty of online shopping, price perceptions have been proven to be important in determining both post-purchase satisfaction and intention to return (Jiang & Rosenbloom, 2005). According to McFarlane (2013), perceived value is a crucial factor for customers when choosing between products and pricing is highly relevant for customers' perception of value. Lien, Wen and Wu (2011) define value in a sale transaction as the difference between what the customers give in comparison to what they receive. They argue that what characterizes the 'give' component is mainly price and the main element of the 'get' component is the denoted product reputation. Jiang and Rosenbloom (2005) as well as Martín-Consuegra, Molina and Esteban (2007) found a positive relationship between price perception and overall customer satisfaction in their studies on online retailing customers. Furthermore, in a study on food retailing, Huddleston et al. (2009) found that price and product assortment had the greatest impact on customer satisfaction. As perceived price, value and assortment seem to be of great importance for customers in previous research, it makes for an interesting factor to observe also within the clothing context.

Store presence, gender and purchasing frequency

In some previous research on online customer satisfaction, factors such as store presence, gender and purchasing frequency have been studied in order to see if these have any influence on satisfaction (Kacen, Hess & Chiang, 2013; Cyr and Bonnani, 2005; Xu and Paulins, 2005; Shergill and Chen, 2005). However, most previous studies have focused on their mediating effects on satisfaction through the OCE factors. Moreover, most literature compare conventional retail stores with online stores whereby literature on comparisons between bricks and clicks and solely online stores is scarce.

Several studies have investigated the advantages of physical presence in contrast to solely online presence (Azar, Khan & Shavaid, 2015; Kacen, Hess & Chiang, 2013), arguing one of them being the possibility for the customers to evaluate the product prior to purchase with their senses. Moreover, the most common way to buy clothing is still in physical stores (Intel, 2012), as they provide immediate gratification of purchasing the product and the shopping experience. This, as clothing is regarded a high involvement product, which means that it needs to be seen, touched (Citrin et al. 2003) and tried on as it is so difficult to evaluate (Sender, 2011). Furthermore, according to Kacen, Hess and Chiang (2013) shipping and handling charges, refund policies for returns, service from salespeople, post-purchase service and uncertainties about receiving the right item on time are all perceived as competitive disadvantages of online stores. Kacen, Hess and Chiang (2013) further argue that these disadvantages of online stores overcome the advantages they have in the form of variety, brand-selection and ease of use of browsing. As found by HUI (2017), almost half of online customers in Sweden who have purchased clothing state that they at some point first have evaluated the product in a physical store to thereafter purchase the clothing online (HUI, 2017). This indicates that they might still have taken advantage of the in-store advantages when later purchasing online. Due to the previous discussion, it is suggested that customers of bricks and clicks, which are stores with both physical and online presence, are more satisfied than customers of stores having online presence only.

In a study on undergraduate students by Cyr and Bonnani (2005), it was found that women tend to be less satisfied with their online shopping experience. This was believed to be because the computer environment generally was seen as 'masculine' which could lead to perceived disempowerment. However, as argued by Madrigal (2012), women in Western countries tend to use the Internet 17% more than men every month. In addition, the study by Cyr and Bonnani (2005) was not done specifically on the clothing retailing industry, a context often more related to women than men (Bakewell, Mitchell & Rothwell, 2006). In fact, in general women have a greater interest in and more awareness of clothing. Moreover, as found by Mintel (2012), women are also more likely to purchase clothing online than men. Not only do they spend more but they also purchase clothing online more often (HUI, 2017; Goldsmith & Goldsmith, 2002), which is why it is of interest to test whether the reason might be that they usually are more satisfied with their purchases.

There are several studies which have investigated customer groups based on their purchasing frequency (Martin, Mortimer & Andrews, 2015; Klaus, 2013; Min, Overby & Im, 2012; Chiou and Pan, 2009). As suggested for future research in Rose et al. (2012), it is of interest to investigate possible differences in OCE within this context. In fact, because frequent shoppers contribute to larger volumes of sales than infrequent shoppers, it is important to understand different market segments in this way (Chiou and Pan, 2009; Min, Overby & Im, 2012; Anschuetz 1997). In a study by Xu and Paulins (2005) on American college students', they investigated how purchasing frequency affects the attitude towards purchasing clothing online. The findings showed that frequent online shoppers had more positive attitudes toward online purchases of clothing in comparison to the less frequent shoppers. Some previous studies have used purchasing frequency as a mediating variable in studies on OCE and satisfaction (Martin, Mortimer & Andrews, 2015; Chiou and Pan, 2009). However, literature examining whether a direct relationship between purchasing frequency and overall satisfaction exists is scarce.

Satisfaction

One of the pioneers in studying the concept of customer satisfaction was Cardozo (1965) who argued that satisfaction was a result of the CE and influenced by the expectations. Oliver (1981) provided a measurement and evaluation of satisfaction processes in retail settings widely referred to in subsequent research. He defines satisfaction as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (p. 27). Since then, the concept has been refined by for example Zeithaml et al. (1993), who concluded that traditional customer satisfaction can be described as the difference between a customer's pre-purchase expectations of a good or service and the actual post-purchase evaluation of its performance.

Since the beginning of the 21st century the interest has grown for online consumer satisfaction and what firms need in order to create a satisfying OCE. Two of the first and most renowned authors to provide and empirically test a conceptual model of e-satisfaction cited over 2200 times were Szymanski and Hise (2000), who found that website design, convenience and financial security are the main determinants of assessing online satisfaction. Moreover, Kim (2005, p. 53) developed an index of online customer satisfaction, which he defines as "the customer's psychological evaluation of accumulated purchase process experience and product usage experience". He contributes with an acceptable model and a generalizable set of measures for evaluating online satisfaction in financial services industries. By running a multiple regression analysis, his findings show that customer service, website design, ease of use and product information have the strongest influence on self-reported overall satisfaction.

Repurchase intention

Whereas satisfaction is about the customer's evaluation of past performance, repurchase intention concerns the customer's confidence in future performance (Zhang et al., 2011). Repurchase intention is defined by Chen et al. (2010, p. 16) as "repeat intention of Internet shoppers for the buying of products or services delivered by a Web-based shopping mall". In order for

online retailing businesses to succeed they are dependent on long-term customer loyalty (Chen & Cheng, 2009; Chiou & Pan, 2009), and extensive research has shown that the cost of retaining a customer is significantly less than continuously trying to attract new ones (Wen, Prybutok & Xu, 2011). Online retailing activities have expanded vastly and both businesses and researchers have had a great interest in understanding what factors lead to customers' repurchase intention. Though, an obstacle facing the online vendors is that the determinants of repurchase intention through online retailing varies and are more complicated compared to those in traditional retailing (Wen, Prybutok & Xu, 2011).

Connection between satisfaction and repurchase intention

Several studies have found satisfaction to be a major antecedent of customer repurchase intention (Tsai, Chang & Tsai, 2016; Rose et al., 2012; Zhang et al., 2011; Khalifa & Liu, 2007). In previous studies of traditional in-store retailing, satisfaction has been found to correlate positively to the intention to repurchase (Rust & Zahorik, 1993; Rust et al., 1995; Hallowell, 1996). Similar findings have been found in the online context, such as Yu et al. (2014), Kim (2005) and Yen and Lu (2008). Moreover, several studies have tested models of online customer retention and found that OCE has an indirect effect on repurchase intention via satisfaction (Rose et al., 2012; Khalifa & Liu, 2007). As the online clothing market is growing it is useful for the store owners to have knowledge of what attributes OCE consists of, how these influence satisfaction and whether the connection between satisfaction and repurchase intention also exists in this context.

Summary

The literature review has created an understanding of what has been researched before, regarding the factors of OCE and their direct and indirect influence on satisfaction and repurchase intention respectively in various contexts. However, most research concerning online retailing and services is general without a specific market in mind. This indicates that more research needs to be conducted, partly in order to solidify previous findings but also to find new ones for the specific field of online clothing retailing now missing in the literature.

Research method

In order to examine the factors of OCE in online clothing retailing, a quantitative approach was chosen for several reasons. Firstly, this is the prevalent method in previous studies for investigating OCE (Rose et al., 2012). Secondly, a quantitative research is preferred when the study tries to predict relationships while maximizing the objectivity and generalizability of the findings (Bryman & Bell, 2015; Muijs, 2010). Thirdly, this study aims at exploring the relationships between the chosen variables rather than gaining a deeper understanding of a certain topic as in qualitative research. Regression analysis was used in order to test the proposed hypotheses regarding relationships between the factors of OCE that were derived from theory, satisfaction and repurchase intention. Regression analysis is a suitable method to measure how well a certain model fits with the data gathered in the study (Field, 2013).

Construct operationalization and measurement

The items in the questionnaire were adapted from previous studies on OCE, satisfaction and repurchase intention. These were carefully chosen based on how well they were formulated and their applicability for the online retailing context, in order to avoid misunderstandings and inability to answer some questions. Initially 132 items were identified, which gradually were scaled down to 35 items. This as some of them were too similar or not applicable for clothing purchases in an online context. Of the 35 items in the questionnaire, four were general questions about the background of the students and 31 were statements about their latest Internet shopping experience of clothing: EU1-EU5, CR1-CR2, C1-C2, S1-S4, FR1-FR4, CS1-CS3, SO1-SO3, S1-S4 and RI1-RI3 (see appendix). The latter were measured using a 7-point Likert scale, ranging from (1) strongly disagree to (7) strongly agree. This is in agreement with Churchill and Brown (2004, p. 329), who state that "scaling permits measurement of the intensity of respondents' answers". The respondents in the study were asked to answer the questionnaire only based on their most recent online purchase experience of clothing, in order to discover potential differences between the experience of stores that only have an online presence and those which also have a brick and mortar store. A pilot study was sent out

to twenty students which enabled the respondents to leave feedback on the items. This is important in order to ensure the quality of the items and that the wording is interpreted as intended (Bryman & Bell, 2015; Presser & Blair, 1994).

Data collection and sample characteristics

The sample population consisted of 1299 bachelor and master students at School of Business, Economics and Law at University of Gothenburg. A self-completion questionnaire was sent to the students via their university email addresses. Students were chosen for this study for several reasons. Firstly, students have extensive experience in the marketplace, as 80% of people aged 18-29 in Sweden shop products online at least once per month (HUI, 2017). Secondly, clothing is by far the main product category among young online shoppers with 70% having completed a clothing purchase within the last year (Eurostat, 2016). Thirdly, young people are also the age group for which clothing purchases are most common (Eurostat, 2016). Lastly, the number of online shoppers is increasing the most among young people (Eurostat, 2016).

The emails containing a link to the survey were sent out in April 2017. After the first email was sent out, 203 students answered the questionnaire. The reminder email led to an additional 85, thereby summing up to a total of 288 responses. The response rate of the study was consequently 22.17%, which is considered to be sufficient in order to guarantee the validity of the data (Hair et al., 2010). Out of the total of 288 respondents participating in the study, 275 (95.5%) reported that they at some point had used the Internet to make a clothing purchase. However, after the screening process the usable sample size was refined to 218 responses. This because respondents answering that they had never purchased clothing online or mentioned that their latest purchase was more than six months ago were removed. In addition, respondents not remembering where they carried out their latest purchase were also removed as their responses were deemed unreliable. A missing data analysis was performed in accordance with Hair et al.

(2010) and no missing data was found. However, the data was cleaned from outliers by analysing the results from Mahalanobis distance, Cook’s distance and leverage according to the instructions proposed by Field (2013) and Pallant (2013). This led to the removal of one extreme case, resulting in 218 valid responses.

Descriptive statistics

Out of the 218 respondents used in the study 136 were female (62.4%) and 82 were male (37.6%). At the School of Business, Economics and Law there are 51% women and 49% men and the authors are therefore aware that the respondents of this study do not fully represent the actual gender distribution of this population. However, as women purchase more clothing online than men do (SCB, 2016; HUI, 2017; Mintel, 2012), it may be reasonable that more women decide to participate in the study. Furthermore, nearly half of the respondents carried out their latest clothing purchase online within the last month. Regarding the purchasing frequency, the majority of the customers purchase online every three months. Moreover, most of the customers carried out their latest purchase in a store with solely online presence.

	Frequency	Percent
Gender		
Female	136	62.4
Male	82	37.6
Latest Purchase		
0-1 months	107	49.1
1-2 months	56	25.7
2-4 months	36	16.5
4-6 months	19	8.7
Purchasing Frequency		
Twice or more every month	13	6
Once per month	39	17.9
Every other month	55	25.2
Every 3-6 months	76	34.9
Less than every six months	35	16.1
Presence of store		
Solely online store	164	75.2
Bricks and clicks	54	24.8

Table 2. Descriptive statistics of the sample

		Factors								
	Items	1	2	3	4	5	6	Communalities	Mean	S.D.
Ease of Use	The site is very easy to use (EU1)	0.88						0.83	5.89	1.05
	It is easy to search for information on this site (EU2)	0.83						0.72	5.63	1.19
	I find this website user friendly (EU3)	0.81						0.79	5.86	1.04
	It is easy to place an order on this site (EU4)	0.73						0.68	6.29	0.78
	The payment process was fast and smooth (FR5)*	0.44						0.54	6.45	0.83
Interaction	This website allows customers to share product reviews with other customers (CR1)*		0.89					0.77	4.65	2.00
	This website allows customers to rate the products (CR2)*		0.86					0.75	4.71	1.98
	I could customize the site to my own liking (e.g. choose preferred size, color, products per page) (C1)*		0.65					0.50	4.73	1.86
	The site made it feel like it was talking to me personally as a customer (C2)*		0.64					0.53	3.37	1.65
Security	I feel secure in providing personal information to this site (S1)			0.88				0.74	5.95	1.09
	I feel safe using a credit card on this site (S2)			0.86				0.77	5.89	1.13
	I feel the risk associated with online transactions is low on this site (S3)			0.86				0.77	5.84	1.09
	I believe this online retailer has good security features (S4)			0.82				0.75	5.78	1.12
Fulfillment Reliability	The size of the product was as expected (FR1)				0.93			0.80	5.39	1.50
	The quality of the product I received was as expected (FR2)				0.78			0.69	5.49	1.33
	The website provides accurate information about their products (EU5)*				0.54			0.59	5.61	1.06
Customer Service	I think this company has good customer service (CS1)					0.75		0.78	5.28	1.23
	If I would want to, I could easily contact a customer service representative over the telephone, email or chat (CS2)					0.74		0.73	5.20	1.24
	The site offers a good policy for returning products (CS3)					0.57		0.51	5.44	1.36
Store Offerings	I am happy with the prices of the products on this site (SO1)						0.95	0.83	5.52	1.11
	This site offers good value for money (SO2)						0.71	0.77	5.42	1.15
	I am happy with the selection of products offered by this site (SO3)						0.49	0.51	5.48	1.18
Satisfaction	I am satisfied with my latest online clothing purchase (S1)								5.77	1.24
	I am overall satisfied with my latest experience of Internet shopping (S2)								5.90	1.05
	I am satisfied with the website, ordering, and payment procedure this company provides (S3)								6.07	0.90
	I am satisfied with the delivery, handling of returns, customer support etc. this company provides (S4)								5.64	1.23
Repurchase Intention	It is likely that I will repurchase from this site in the future (RI1)								6.23	1.03
	It is likely that I will use this site on a regular basis in the future (RI2)								5.24	1.61
	If I have to do this over again, I would choose this website (RI3)								5.80	1.25

Table 3. The results of the EFA

* Initially, based on the literature review this item belonged to another dimension of OCE (see Appendix)

Reliability

EFA was first used in order to examine the basic structure of the factors in online clothing retailing and see whether the theorized conceptual model (figure 1) of OCE fits for this context. This was done using a principal components extraction method (see table 3) with a direct Oblimin rotation, as advised by Hair et al. (2010) if the factors are likely to correlate. The 24 items run in the EFA were reduced into smaller dimensions, leading to six independent factors of OCE which were extracted based on them having an eigenvalue greater than 1. Two items, FR3 and FR4, had to be removed because of either not loading on any factor or having a too small communality score (see appendix). After this was done, the items of each factor all had communality scores over 0.5 as well as factor loadings above 0.40, as Hair et al. (2010) state is appropriate for a study with a sample of over 200 respondents. Furthermore, the two items EU5 and FR5 did not load on the factor which the theory proposed. Instead, EU5 loaded on fulfillment reliability while FR5 loaded on ease of use. Two dimensions originally thought to be separate - customer reviews and customization - loaded together in the EFA and were consequently merged into one factor, renamed interaction. This was done because, according to Cyr, Head and Ivanov (2009), interactivity can involve both social interaction in between customers in the form of ability to share reviews, as well as website interaction such as being able to personalize the website which enables purchases of products which are tailored to the user's unique preferences. In addition, Lee (2005) states that interactivity is a crucial element in successful online marketing. In order to create a manageable set of data for the regression analysis, mean scores as suggested by Hair et al. (2010) were used which

Constructs	Items	Mean	S.D.	Cronbach's α
Ease of Use	5	6,03	0,81	0,87
Interaction	4	4,46	1,45	0,78
Security	4	5,87	0,96	0,89
Fulfillment Reliability	3	5,49	1,05	0,72
Customer Service	3	5,31	1,05	0,77
Store Offerings	3	5,48	0,92	0,72
Satisfaction	4	5,85	0,90	0,82
Repurchase Intention	3	5,76	1,15	0,84

Table 4. Scale descriptives and reliabilities

generated average values of the items loading on the same factor. All of the factors used in this paper are presented in table 4 above, which shows the descriptives and scale reliabilities. It was found that the surveyed online shoppers experienced the highest level of ease of use (mean = 6.03, SD = 0.81) whereas the lowest level of interaction (mean = 4.46, SD = 1.45). The reliability of the factors was confirmed by measuring each factor's Cronbach's alpha value. As seen in table 4, all Cronbach's alpha values exceed the proposed value of 0.7, meaning that the reliability is satisfactory (Field, 2013).

Hypotheses

The hypotheses of the study were derived from previous research and the results of the EFA, which led to ten different hypotheses presented in table 5 below. H1-H6 test the relationship between the independent variables of OCE and the dependent variable satisfaction. H7-H9 test the relationship between store presence, gender, purchasing frequency and customer satisfaction. Finally, H10 tests the relationship between satisfaction and repurchase intention.

Hypotheses

H1	There is a positive relationship between ease of use and satisfaction
H2	There is a positive relationship between interaction and satisfaction
H3	There is a positive relationship between security and satisfaction
H4	There is a positive relationship between fulfillment reliability and satisfaction
H5	There is a positive relationship between customer service and satisfaction
H6	There is a positive relationship between store offerings and satisfaction
H7	Customers of bricks and clicks are more satisfied than customers of stores with only online presence
H8	Females are more satisfied than men with their online clothing purchase experience
H9	Frequent buyers of clothing online are more satisfied than less frequent buyers
H10	There is a positive relationship between satisfaction and repurchase intention

Table 5. Suggested hypotheses based on previous literature

	Factors	β	t	Sig.
Model 1	Ease of Use	.117	2.091	.038*
	Interaction	.068	1.530	.128
	Security	.192	3.859	.000**
	Fulfillment Reliability	.435	8.885	.000**
	Customer Service	.187	3.570	.000**
	Store Offerings	.118	2.311	.022*
Model 2	Ease of Use	.120	2.089	.038*
	Interaction	.077	1.567	.119
	Security	.190	3.766	.000**
	Fulfillment Reliability	.433	8.541	.000**
	Customer Service	.190	3.572	.000**
	Store Offerings	.118	2.272	.024*
	Bricks and Clicks	.024	.502	.616
	Female	-.013	-.271	.787
	Frequent Shopper	-.004	-.095	.925

Table 6. Regression models with satisfaction as the dependent variable
Statistical significance at: * $p < 0.05$, ** $p < 0.01$

Hypothesis testing

To test the hypotheses, three different regression analyses were run. The first one tested H1-H6, the second H7-H9 and the third H10. The first regression analysis indicated an adjusted R^2 of 0.611. Thus 61.1% of the variance in the dependent variable satisfaction is explained by the six independent variables. The high R^2 of 61.1% is in line with or greater than the R^2 of other studies in this field (Rose et al., 2012; Zhang et al., 2011; Kim, 2005) which suggests that the model is good. The first regression model showed that five out of the six proposed factors of OCE were significant, with the exception being interaction (see table 6 above).

In the second regression analysis, the three aspects of store presence, gender and purchasing frequency were added to the six factors of OCE with satisfaction remaining as the dependent variable. With these added, the adjusted R^2 slightly decreased to 0.606. The factor with the greatest impact on satisfaction was fulfillment reliability ($\beta = 0.433$, $p < 0.01$). The second most important determination factors of satisfaction were security ($\beta = 0.190$, $p < 0.01$) and customer experience ($\beta = 0.190$, $p < 0.01$). Both ease of use ($\beta = 0.120$, $p < 0.05$) and store offerings ($\beta = 0.118$, $p < 0.05$) were significant at a 0.05 level. The last OCE factor that was tested against satisfaction was interaction, which was the factor consisting of customer reviews and customization. This relationship had a p-value of 0.119, meaning that it was not significant (Hair et al. 2010). These results show that **H1**, **H3**, **H4**, **H5** and **H6** are supported, while **H2** is rejected. None of the three

aspects of store presence, gender and purchasing frequency turned out to have a significant relationship with satisfaction, meaning that **H7**, **H8** and **H9** are rejected as well.

After the first two multiple regressions were run, a simple regression was run to determine the relationship between satisfaction and repurchase intention within the context of online clothing retailing, to see if it is in accordance with the findings of previous studies within other contexts. This regression model indicated an adjusted R^2 value of 0.421, meaning that 42.1% of the variance in the dependent variable repurchase intention is explained by the independent variable satisfaction. As hypothesized, this relationship turned out to have a strong positive relationship ($\beta = 0.651$, $p < 0.01$). Therefore, **H10** is supported. To conclude, hypotheses **H1**, **H3-H6** and **H10** are supported, while **H2** and **H7-H9** are rejected.

Discussion

The purpose of this study was to describe and analyze the relationship between OCE, satisfaction and repurchase intention within online clothing retailing. In addressing these objectives, the study contributes to an ongoing theoretical and methodological understanding of OCE, as well as it provides managerial implications regarding the context of online clothing retailing. The factors of OCE were found in the EFA to be ease of use, interaction, security, fulfillment reliability, customer service and store offerings. In previous literature discussed in the theoretical framework, Rose et al.

(2012) and Martin, Mortimer and Andrews (2015) found customer reviews and customization to be divided into two separate factors. This was in contrast to the findings of this study, which showed these to load on the same factor which thereby was renamed interaction. As mentioned in the methodology section, this may be because interactivity can be argued to involve both social interaction between customers as well as website interaction (Cyr, Head & Ivanov, 2009; Carnegie, 2009; Lee, 2005).

Impact of OCE on satisfaction

This study found that ease of use has a positive relationship with satisfaction. This means that the online clothing retailing customers appreciate that the website they purchase from is easy to use and that the search for information is problem free. Additionally, once having decided on what product they want to purchase, it is of importance that the process of placing an order and paying is fast and smooth. Hence, in order to make the customers satisfied it is important to facilitate the navigation and apply the optimal level of ease of use of the website's virtual layout (Manganari et al., 2011). The findings on the relationship between ease of use and satisfaction of the study are in line with several of the previous studies on OCE (Pham & Ahammad, 2017; Azar, Khan & Shavaid, 2015; Kim, 2005; Jun, Yang & Kim, 2004).

No significant direct relationship was found between interaction and satisfaction in the study, which is in line with the findings of Suki (2011) who studied mobile commerce using SEM. This suggests that aspects such as customer reviews, product ratings and the ability to customize the website are not important for a satisfying OCE. However, the elements of interaction may still be important for other outcomes, for instance trust (Cyr, Head & Ivanov, 2009) or customer loyalty (Srinivasan, Anderson & Ponnnavolu, 2002), which would be of interest for future research.

Schaupp and Bélanger (2005) found that good security features of a website only had a minor influence on satisfaction among American online shoppers. They proposed that this could be because customers take security aspects for granted. In contrast to the study by Schaupp and Bélanger (2005), the findings of this study show that good security features is one of the most important factors in determining satisfaction within the online environment of clothing retailing. The reason for the difference between the studies might be because of the increased number of

credit card frauds online since Schaupp and Bélanger conducted their study in 2005. According to Brå (2012), the number of reported frauds has tripled between 2002-2012 and continues to increase. Furthermore, Polisen (2016) states that the major increase concerns stolen card details used for online purchases, which might have made online shoppers care more about security features recently. This suggests that adequate security features are crucial for an individual in determining what website to purchase from, which is in line with several previous studies (Guo, Ling & Liu, 2012; Kim et al., 2010; Yoon, 2010). Thereby, the customers want to feel safe when using their credit card on the website and feel that the risk traditionally associated with online transactions is low in order to be satisfied with their overall purchase experience. This means that the online clothing retailer needs to focus on having a secure database in which personal information is stored to diminish the risk of security failure.

Perhaps the most interesting finding was that fulfillment reliability was shown to be the most important factor in influencing satisfaction, with a regression coefficient more than twice as large as any other factor. The findings of our study were in line with the findings of Pham and Ahammad (2017), Kim, Jim and Swinney (2009) and Wolfenbarger and Gilly (2003) who also found fulfillment reliability to be the factor that influences satisfaction the most. This shows how important it is for online clothing stores to meet the customer's expectations. The size, quality and product information should be accurately displayed and described so that the customers are absolutely certain of what they will receive (Mpinganjira, 2016). The findings of this study were not in line with Kim and Jackson (2009) who studied the effect of fulfillment on satisfaction within the Chinese online clothing retailing market and found no significant relationship between fulfillment and satisfaction. The reason might be that Kim and Jackson (2009) only included items related to delivery in their fulfillment factor. However, the item related to delivery time which theory suggested should be part of fulfillment reliability was excluded in this paper because of a low communality score in the EFA. The factor fulfillment reliability therefore only consisted of items regarding fulfillment of quality and size. The reason that fulfillment reliability greatly influences satisfaction in this study may be because of the special nature of online clothing retailing. Clothing is a high involvement product that normally requires an evaluation in person (HUI, 2017; Jiang & Rosenbloom,

2005; Sender, 2011; Citrin et al., 2003). As clothing purchased online cannot be seen and touched in person before the purchase, fulfillment reliability becomes especially crucial for online clothing. The findings thereby indicate that the desire of actually trying on clothing as found in previous studies is diminished remarkably when the website provides comprehensive and accurate information about the products. It is therefore suggested that clothing retailers who sell their products online should have complete measurements, size guides, photos that show the right color, washing advice etc. stated on the website.

Of the six OCE factors in our regression model, the coefficient for customer service is tied for second in terms of its relative impact on satisfaction. This is in line with Yen and Lu (2008) and Kim (2005) who also found customer service to be a strong predictor in satisfaction, although in other contexts. This shows that overall satisfaction is significantly higher when being able to contact the firm by e-mail, phone and chat (Parasuraman, Zeithaml & Malhotra, 2005; Simms, 2002). When customers are in need of help, they want to be able to contact a representative easily through the channel of their choice. To increase satisfaction, it is therefore a good idea to employ enough staff and educate them appropriately. This to ensure high quality service and that the large amount of inquiries are handled within the stipulated time frame since customers are time conscious (McLean & Wilson, 2016; Loiacono, Watson & Goodhue, 2002). Moreover, the findings also indicate that the customers desire a good return policy. As clothing is a high involvement product it can be hard to evaluate prior to purchase (Citrin et al. 2003) and returns are therefore necessary at times (Hui, 2017). Hence, managers should make the return process as smooth as possible and consider free returns in order to satisfy the customers.

It was shown that store offerings, which consisted of price, value and selection, had a positive impact on satisfaction, which is in line with previous studies (Shareef, Kumar & Kumar, 2008; Martín-Consuegra, Molina & Esteban, 2007; Jiang & Rosenbloom, 2005) but not in line with Szymanski and Hise (2000). However, surprisingly, it was the factor with the least relative impact on satisfaction out of the OCE factors. This is not completely in line with the findings of Huddleston et al. (2009), who studied food retailing and found that price and product assortment were the strongest predictors of satisfaction for food stores. This indicates that there are differences between the

industries and that customers care more about low price and a wide range when shopping for groceries than for clothing. Therefore, the relatively low importance of store offerings may be because of the particular nature of clothing retailing. As previously mentioned, clothing is a high involvement product which means that price is not necessarily the main criterion for customers when deciding what alternative to purchase. Instead, other aspects such as brands, image and self-perception may play a role in this context (Goldsmith, Flynn & Kim, 2010). Moreover, the rather low regression coefficient of store offerings could be explained by the fact that store offerings may have a greater impact directly on repurchase intention. This since for instance price and product assortment may not have a great influence on overall satisfaction of a single purchase, but might make a customer return for future purchases. This relationship was not part of the conceptual model based on the literature review, but is suggested for future research to examine.

The first regression model with the six independent OCE factors explains 61.1% of the variance in the dependent variable satisfaction. However, the second model, in which store presence, gender and purchasing frequency were added, explains 60.6% of the variance in satisfaction. This suggests that the three added factors in the second model do not contribute to the overall prediction of satisfaction and that the first model explains satisfaction better. Even though the models explain over 60% of the variance in satisfaction, it has to be taken into consideration that additional factors if included in the model could help explain satisfaction even better. Some recent studies have suggested cognitive aspects to be a part of OCE (Rose et al., 2012; Martin, Mortimer & Andrews, 2015), which could help explain satisfaction better if included in the model of this study. However, cognitive aspects are more subject to an individual's current experiential state and "connected with thinking or conscious mental processes" (Martin, Mortimer & Andrews, 2015, p. 83). Therefore, this study has focused on the functional features of OCE as these are aspects possible for retailers to impact and control.

Impact of store presence, gender and purchasing frequency on satisfaction

The result showed that there was no significant difference in satisfaction between customers of bricks and clicks and customers of stores with solely online presence. Even though almost half of Swedish customers have evaluated a clothing product in a

physical store to thereafter purchase the clothing online (HUI, 2017), it could not be supported that customers of bricks and clicks are more satisfied than customers of stores with solely online presence. This reconnects to the fact that the majority of the respondents actually purchased from a store which only exists online. However, it must be taken into account that all purchases in this study were made online and therefore, there is no certainty that the results would be the same if comparing clothing purchases made in physical stores with online stores. This as the customers might not have taken advantage of the possibilities which come with the physical store, such as evaluating the product by senses prior to purchase which is considered essential for clothing purchases (Azar, Khan & Shavaid, 2015; Kacen; Hess & Chiang, 2013; Sender, 2011; Citrin et al. 2003).

In contrast to the findings of Cyr and Bonnani (2005) who found that men tend to be more satisfied with their online shopping experience, no significant difference in satisfaction could be found between the genders in the context of clothing. Even though women both use the Internet more (Madrigal, 2012) and purchase more clothing online than men (HUI, 2017; Mintel, 2012), no relationship could be found that this also goes hand in hand with being more satisfied. As a result, why women purchase more clothing online is not because they are more satisfied with their online experience. The reason may instead simply be that women have a greater interest in fashion and clothing in general (Bakewell, Mitchell & Rothwell, 2006) and enjoy shopping for clothing online more than men do (Goldsmith & Goldsmith, 2002).

Even though more frequent shoppers contribute to larger volumes of sales than less frequent shoppers (Chiou and Pan, 2009; Min, Overby & Im, 2012; Anschuetz 1997), no significant relationship could be found between purchasing frequency and satisfaction. This reconnects to what was argued previously regarding that females purchase more but that it does not make them more satisfied than men. There may simply be other reasons why more frequent shoppers purchase online than that they were more satisfied with their latest purchase. Though, despite there being no significant direct effect of store presence, gender or purchasing frequency on satisfaction, these different categories may still have moderating effects on the relationships between the factors of OCE and satisfaction (Martin, Mortimer & Andrews, 2015; Chiou and Pan, 2009). This is therefore suggested for further research within the clothing retailing context.

Impact of satisfaction on repurchase intention

This study establishes that overall satisfaction with an online clothing retailer is strongly associated with repurchase intention, just as several previous studies suggest (Tsai, Chang & Tsai, 2016; Yu et al., 2014; Rose et al., 2012; Zhang et al., 2011; Yen & Lu, 2008; Khalifa & Liu, 2007). Though, it must be taken into consideration that despite there being a direct positive relationship between satisfaction and repurchase intention, this is only a simplified model. The findings did show that satisfaction has a great impact, but it is only one of several variables that can have an influence on repurchase intention. Other variables that previous studies have suggested to have an impact on repurchase intention in clothing retailing are trust (Yu et al., 2014; Rodríguez & Fernández, 2016), brand loyalty (Shin & Lee, 2012), attitudes (Choo & Park, 2013), perceived value (Rodríguez & Fernández, 2016) and level of CSR (Tsai, Chang & Tsai, 2016). These concepts were not included in the conceptual model of this study, but are suggested to be included in future studies within the online clothing retailing context.

Conclusion

Considering the increased competition of online retailing today, knowledge of the factors of OCE that affect customer satisfaction has never been of greater importance. This is especially important for the online clothing market which has grown into one of the largest online markets, not least among young adults (Eurostat, 2016). As found in the literature review, several studies have previously investigated the online environment. However, there was a gap in the knowledge of what attributes customers use to evaluate online stores providing clothing. To tackle this, this paper has presented an empirical investigation to describe and analyze the factors of OCE, satisfaction and repurchase intention within online clothing retailing. A questionnaire was developed and distributed among students in Sweden and the data was analyzed using EFA and regression analysis.

Initially, seven factors of OCE were identified, derived from an extensive literature review as shown in the theorized conceptual model (see figure 1). However, the EFA resulted in six factors of OCE within online clothing retailing named ease of use, interaction, security, fulfillment reliability, customer service and store offerings. This as two of the factors, customer

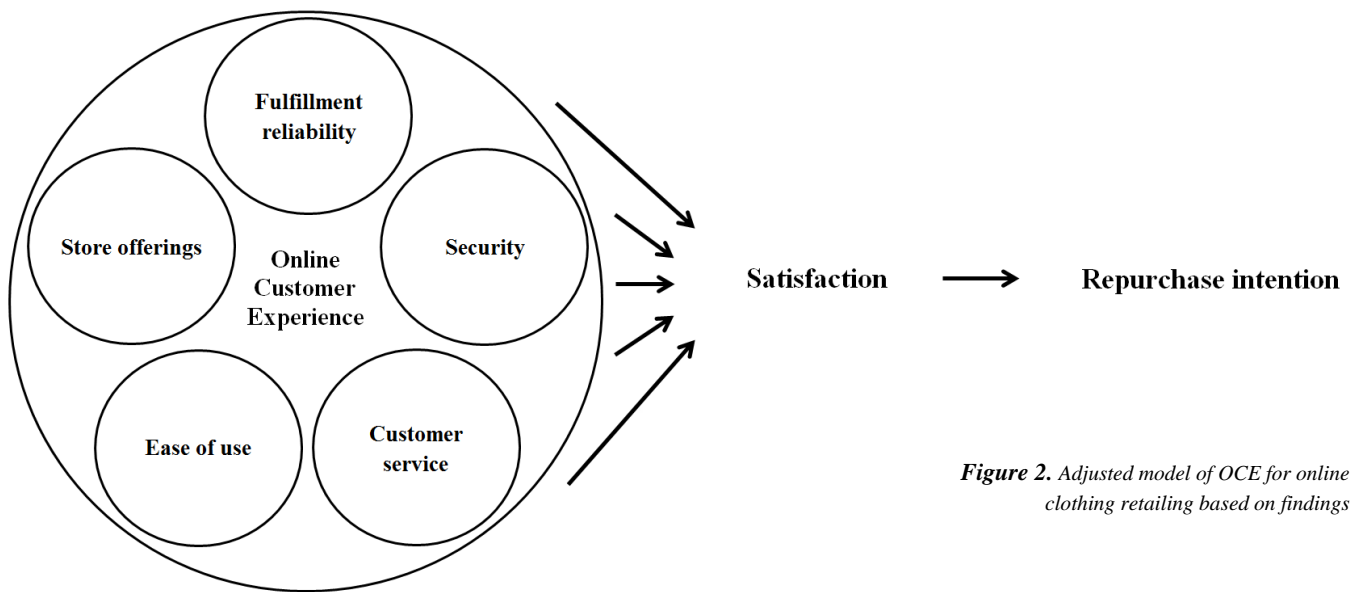


Figure 2. Adjusted model of OCE for online clothing retailing based on findings

reviews and customization, loaded together whereby they were merged into one factor called interaction. As shown above in figure 2, the regression analysis revealed that five of the six OCE factors have a significant positive impact on satisfaction, with interaction being the exception. Somewhat surprisingly, store offerings was the factor with least impact on satisfaction while fulfillment reliability was found to be the factor which has the most relative importance in predicting satisfaction. This finding contrasted that of Kim and Jackson (2009) who found fulfillment reliability not to be a significant determiner of satisfaction within online clothing retailing. Though, it has to be taken into account that their fulfillment factor concerned delivery aspects whereas this study focused on items regarding provision of accurate information as well as delivering according to expectations regarding size and quality. Furthermore, similar to other studies (Tsai, Chang & Tsai, 2016; Yu et al., 2014; Rose et al., 2012), this study also shows that satisfaction has a strong significant relationship with repurchase intention within this context.

This study adds to the online customer experience research field in a number of ways. It has helped fill the present research gap in the literature in that it has investigated the factors of OCE, satisfaction and repurchase intention for online clothing shopping. Furthermore, it is one of the first studies to examine specifically online clothing retailing in a western country, for which online clothing shopping constitutes a large share of total online retail sales (Eurostat, 2016). Studying the aspects of online clothing retailing is important because very little is known about OCE in this relatively new context and because of the particular

nature of clothing as a high involvement product. This means that it has special characteristics in comparison to other product groups and normally needs to be examined in person before purchase (HUI, 2017), which may be why the results were not completely in line with previous research. In contrast to this study, Yoon (2010) studied OCE within the financial services industry and found information content to have the strongest impact on satisfaction. Instead, the authors distinguish fulfillment reliability as the most important factor to determine satisfaction among online shoppers of clothing. Moreover, store offerings was not shown to have as high importance within this context as for food stores (Huddleston et al., 2009). The findings therefore show that the relative importance of predictors of satisfaction within online clothing retailing vary from other industries. The results of this paper both confirm and extend current knowledge regarding the factors of OCE, satisfaction and repurchase intention for online clothing shopping.

The paper has also led to some managerial implications. If online clothing retailers want to make their customers satisfied, they should focus on enhancing the OCE factors that influence satisfaction the most rather than those having less impact. The authors suggest that fulfillment reliability should be the main priority, followed by customer service and security features. Hence, one of the most important aspects to consider is improving the product information on the website in order to assure that the customer is absolutely certain of what to receive. This as meeting the expectations in online clothing retailing is crucial for customer satisfaction.

Limitations and further research

The limitations of this study mostly regard the sample. The questionnaire was distributed among bachelor and master students of School of Business, Economics and Law of University of Gothenburg. The limited sample may therefore constrain the generalizability of the findings to young adults in western countries. Furthermore, respondents with a greater interest in clothing and fashion may have been more prone to answer the questionnaire which could skew the findings. Moreover, the observed findings in this study may be a reflection of the specific analytical tools used or the assorted outcome variables examined.

This study has provided some useful insights into OCE in a clothing retailing context, which serve as a good foundation for further research. A suggestion for future researchers is to use alternative research methods or perform the study on a wider category of online customers. Studying different customer segments would allow for comparisons between them. Furthermore, the authors suggest that future studies use factors such as store presence, gender and purchasing frequency as having mediating effects on satisfaction through the factors of OCE as for example Yoon (2010) has done. Another suggestion is to expand the model by including more concepts such as trust, attitudes and brand loyalty. The relationships between these concepts and the OCE factors could then be examined. For example, interaction did not have a significant relationship with satisfaction in this study, but it might have a relationship with another concept such as repurchase intention. Furthermore, as previously suggested, store offerings could also have a direct positive impact on repurchase intention. In addition, the conceptual model could be developed further by including cognitive aspects, as previously done by for example Rose et al. (2012) and Martin, Mortimer and Andrews (2015). This could create a broader understanding of the components of online customer experience. As the study found fulfillment reliability to be the most important factor in determining satisfaction within online clothing retailing, it is suggested to conduct qualitative studies about this factor. This in order to get a deeper understanding and customer insights about fulfillment reliability. No difference in satisfaction was found between customers of bricks and clicks and those of online presence only. This leads to the interesting question in investigating whether these implications on satisfaction also apply for brick and mortar only and online presence only. Finally,

this study does not differentiate between the devices customers use to purchase clothing online. Touchscreen devices offer a different type of interactive functionality which leads to a completely different shopping experience (Blázquez, 2014). Since there is an increased use of tablets and smartphones when browsing and purchasing online (HUI, 2017), further investigation of the potential differences in OCE between devices is suggested.

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APPENDIX

	Item Code	Items	Adapted from
Ease of Use	EU1	The site is very easy to use	Mpinganjira (2016); Rose et al. (2012); Jun et al. (2004)
	EU2	I find this website user friendly	
	EU3	It is easy to search for information on this site	
	EU4	It is easy to place an order on this site	
	EU5*	The website provides accurate information about their products	
Customer reviews	CR1	This website allows customers to share product reviews with other customers	Mpinganjira (2016); Martin, Mortimer & Andrews (2015); Rose et al. (2012)
	CR2	This website allows customers to rate the products	
Customization	C1	I could customize the site to my own liking (e.g. choose preferred size, color, products per page)	Martin, Mortimer & Andrews (2015); Rose et al. (2012)
	C2	The site made it feel like it was talking to me personally as a customer	
Security	S1	I feel secure in providing personal information to this site	Guo et al. (2012); Yoon (2010); Ahn, Ryu & Han (2007)
	S2	I feel safe using a credit card on this site	
	S3	I feel the risk associated with online transactions is low on this site	
	S4	I believe this online retailer has good security features	
Fulfillment Reliability	FR1	The size of the product was as expected	Mpinganjira (2016); Jain et al. (2015); Kim, Jin & Swinney (2009)
	FR2	The quality of the product I received was as expected	
	FR3**	Transactions with this online store are mostly error free	
	FR4**	The purchase arrived when promised	
	FR5*	The payment process was fast and smooth	
Customer Service	CS1	I think this company has good customer service	Mpinganjira (2016); Jain et al. (2015); Kim, Jin & Swinney (2009)
	CS2	If I would want to, I could easily contact a customer service representative over the telephone, email or chat	
	CS3	The site offers a good policy for returning products	
Store Offerings	SO1	I am happy with the prices of the products on this site	Rose et al. (2012); Shareed, Kumar & Kumar (2008); Jiang & Rosenbloom (2005)
	SO2	This site offers good value for money	
	SO3	I am happy with the selection of products offered by this site	
Satisfaction	S1	I am satisfied with my latest online clothing purchase	Martin, Mortimer & Andrews (2015); Rose et al. (2012)
	S2	I am overall satisfied with my latest experience of Internet shopping	
	S3	I am satisfied with the website, ordering, and payment procedure this company provides	
	S4	I am satisfied with the delivery, handling of returns, customer support etc. this company provides	
Repurchase Intention	RI1	It is likely that I will repurchase from this site in the future	Rose et al. (2012); Ahn, Ryu & Han (2007); Khalifa & Liu (2007)
	RI2	It is likely that I will use this site on a regular basis in the future	
	RI3	If I have to do this over again, I would choose this website	

Table 7. Theoretical measurement scales based on literature.

* Item was later moved to another dimension because of the factor loading results in EFA.

** Item was later deleted because of low factor loadings and communality in EFA.