

Web Attractiveness, Hedonic Shopping Value and Online Buying Decision

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ABSTRACT

Online shopping has become a trend in internet era nowadays. This study aims to investigate the correlation among web attractiveness, hedonic shopping value on online buying decision by adding a new variable which is time based customer value as a key to online business success. The data processing used Structural Equation Modelling with 204 students as the samples. The finding of the study showed that in deciding to shop online, the students as the representatives of the hedonic customers is more oriented on the web attractiveness and time based customer value.

Keywords: web attractiveness; web quality; hedonic shopping value, time based customer value; online buying decision.

INTRODUCTION

E-commerce as a medium of shopping in the digital era offers various ways to make it easier for people to do transaction through e-commerce website, online website, and other online social media. Some researchers have proven the success of the implementation of TAM concept for website use (Moon and Kim, 2001; Teo *et al.*, 1999) and online shopping (Chen *et al.*, 2002; Chen and Tan, 2004). Furthermore, one individual was more interested in visiting back a website which provides an interactive feature (Joines, *et al.*, 2003; Kolesar and Galbraith, 2000; Webster *et al.*, 1993). The interactive feature of the website is an important factor in consumers' attitude improvement toward online retailers, willingness to browse the website, and the intention to buy online (Fiore *et al.*, 2005). However, researchers have paid little attention to the integration of these factors into a comprehensive model (Wang, 2008). This research was limited on the measurement of purchasing will, not directed to buying decision.

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The previous research focused on web design, which was oriented on the web content as the key of the online business success, was considered classic (Nielsen, 2010). Now, the research area is expanded to web attractiveness as an overview of Web 2.0 era which is identical with interactivity, social media and technology-based network (Wirtz *et al.*, 2013). Social media is becoming a place to display and promote products. Thus, marketers need to design a website which is not only good in content but also web attractiveness as a whole.

There are many factors to influence e-commerce success, include product offer level, entertainment, customer service features, navigation web, and web design (Li *et al.*, 2001; Lohase and Spiler, 1990). Web design was illustrated that good layout, effective search engine, updated information, transparent navigational structure, simple check out procedures and user-friendly interface are important for consumer use for online shopping (Agarwal and Venkatesh, 2002; Devaraj *et al.*, 2002; Lohse and Spiler, 1999; McKinner *et al.*, 2002, Palmer, 2002; Shim *et al.*, 2001; Vijayasathy, 2002).

Continually research shows attitude about website positively influences behavior intention, purchase intention to back to online store and online product recommending (Jaryanpaa and Todd, 1997; Korzaan, 2003; Shim and Darke, 1990; Yoh *et al.*, 2003) furthermore, researcher has founded that interactive feature from research is important for increasing consumer behavior of online retailer, website browsing intention, and intention to buy by online (Fiore *et al.*, 2005). These researches are only buying intention measurement aim, not aim buying consumer.

The data from MasterCard Online Shopping Behavior Study showed that internet users in Indonesia have the highest satisfaction rate of 96% on the online shopping among 14 countries in Asia Pacific region (Tribunnews.com, 2014). (Holbrook and Corfman, 1985) argued that there are two shopping dimensions, they are: utilitarian and hedonic shopping experience. Utilitarian shoppers are task-oriented, while the hedonic shoppers are oriented on personal excitement and pleasure when they go shopping, as well as self-expression associated with the consumer shopping experience. Lie *et al.*, (2002) suggested further investigation on the impact of utilitarian orientation and hedonic shopping in the style of information process during the use of the internet, because individuals are more motivated to re-visit a website that fosters the memory experience for consumers (Joines *et al.*, 2003; Kolesar and Galbraith, 2000).

The researches on hedonic value have its own attraction to marketing researchers. Some previous researchers only focused on utilitarian values as the aspects that can influence consumer behavior. The utilitarian usually characterized as the value associated with the task (task-related) and rational things (Babin *et al.*, 1994; Batra and Ahtola, 1990). However, this traditional explanation is considered has not completely reflected the entire consumer behavior when purchasing goods or services. The research on one's shopping motivation has long been associated with the value and pleasure desired by the consumers, from shopping activities that they do (Babin *et al.*, 1994). Hedonic value is related to entertainment and emotional needs of consumers (Arnolds and Reynolds, 2003; Babin *et al.*, 1994; Wakefield and Baker, 1998). In a simple way, hedonic consumption can be defined as a behaviour component which is related to aspects of multisensory, fantasy and emotion in the process of consumption. In this consumption process, the consumer prefers a pleasant experience, fantasy, entertainment and

stimulation sensory obtained from the use of the purchased products or services (Hirschman and Halbrook, 1982; Ryu *et al.*, 2010).

The world companies' global competition in quality, price and product speed to consumers has resulted in a new concept in production management, known as Time-Based Manufacturing (TBM). Tu *et al* (2006) found a direct relationship among the Absorptive Capacity (AC), Time Based Manufacturing (TBM) and Customer Value. This study combined the concept of TBM and Customer value become Time Based Customer Value which is defined as the time efficiency benefits gained from the process of ordering, transaction to the arrival of products to consumers. Online buying decisions are influenced by (Devaraj *et al.*, 2002): (1) The efficiency of searching (fast time, easy use, and easy search effort); (2) value (competitive price and good quality); and (3) interaction (information, security, load time, and navigation).

This model demonstrates that although product/service quality is essential to creating customer purchase intention, it is not always sufficient to lock customers into a purchase. Hedonic customers do not always buy the highest-quality product or service; other things being equal, a customer's purchasing behavior is influenced by his or her feelings about whether the cost and value of the offering are fair, appropriate, or deserved (Francis and White 2004, Gupta and Kim, 2010). We propose and validate an Internet shopping business model explaining consumers' motivations for making a final decision to purchase, based on existing e-commerce success and marketing literature. This research aims to investigate the factors that influence online website based purchasing decisions with hedonic shopping value as a mediator to observe online shopping behavior.

This paper is organized as follows : Section 2 reviews the literature; Section 3 lays out the methodology; Section 4 contains analysis and discussion.

LITERATURE REVIEW

Web Attractiveness and Hedonic Shopping Value

Web attractiveness is defined as a web design which incorporates users' interpersonal psychological factors, describes positive attitude or orientates the needs of others (Kim *et al*, 2010).

A website property can be considered attractive if it is equipped with feature which is oriented on interaction (interaction orientation). Interactive content is considered as a required feature and is mainly expected by the users which should be available on the website and social media (Wirtz *et al*, 2013). Interactive content includes features that spoil the needs and desires of the consumers (customer centricity) and interactive features among users (interaction configuration). Hedonic internet buyers are always looking for ways to get pleasure even if it means risking "pain" factor, which in the context of shopping can be a resource that is owned by someone to get something (Bagyarta and Diah 2014). As a result, they are more often looking for web content which contains pleasure in shopping.

H1a: websites that focus on the needs of the customer (customer centricity) affect the hedonic shopping value.

H1b: websites that facilitate social interaction with other media affect the hedonic shopping value.

Web Quality dan Hedonic Shopping Value

(Douglas *et al.*, 2003) said that the website design is a gateway to provide purchasing services, and if it is defective in offering web site design from the beginning it will create a negative impression and lower the willingness of customers to buy. (Semeijn *et al.*, 2005) said that an easy-to-navigate site will generate greater value from the customer perspective than a site which is difficult to navigate. As a result, customers can not complete the transaction and cancel the purchase process (Odekerken-Schroder and Wetzels, 2009).

(Kim *et al.*, 2012) used the utilitarian and hedonic value towards the repetition of buying willingness (intent to repurchase), the result of this study indicates there is a positive and significant effect. (Holbrook and Hirschman, 1982) argued that customer's purchasing is based on the emotional experience when shopping. Hedonic customers find websites which provide not only security transaction, privacy, interactive control, and instant access to vast amounts of information, but also the intrinsic experience by sensual stimulation, emotional value, and the aesthetic which increases the pleasure of online shopping.

(Gupta and Kim, 2010) used the comfort and pleasure as an indicator in their research. Meanwhile, according to (Bhatnagar and Ghosh, 2004) hedonic motivation is based on individual emotional needs which are mainly intended for pleasure and comfort.

H2a: a comfortable website effects hedonic shopping value

H2b: a comfortable website feature in navigation affects the hedonic shopping value

Time Based Customer Value

Customer perceived value is the difference between the evaluation of prospective customers towards all the benefits and costs of certain bids and considered alternatives (Kotler and Amstrong, 2009). It can be said that the perceived value based on the difference between what customers obtained and what was given to a variety of possible options. (Kotler and Amstrong, 2009) explains that the total customer value is considered as a monetary value on a set of economic benefits, functional, and psychological, which is expected by the customer on a particular market offer. Parasuraman (1997: 154) states that the domain customer value is reflected on value definition. Understanding value is measured based on the attribute expectations or consumer preferences that will affect the purchase.

Prospective customers will make considerations before buying by conduct an assessment of the product or brand which provides a selection. The higher the value obtained, the more positive perceived value of a product to be purchased. Conversely, if the lower value obtained, the more negative perceived value of the product to be purchased. Positive and negative results indicate that the product is considered as an expected and not as expected result.

In the context of online shopping, the critical factors that influence buying decisions

is the delivery time (Hum and Shim, 1994). In the field of production management, the terms appear terms time-based manufacturing or time-based competition considered as the application by designing a corporate strategy for planning process, development, production, marketing and products arrival on the market in a timely manner (Bary and Render, 2013). Time-based manufacturing practice (TBMP) helps to detect the consumers' needs. In other words, it is more consumer-oriented companies (Brown & Mitchell, 1991; Nahm, 2004). If in the adaptation of online shopping, the concept is expanded to ensure that the products reach the consumers in accordance with the time that has been promised as an important added value for online-shopping consumers. If it is associated with the type of consumer spending, which are utilitarian and hedonic, consumers consider more utilitarian aspects of efficiency and timeliness in deciding what to buy (Babin *et al.*, 1994).

H3: Time-based Customer Value affects internet shopping value

H4: Time-based Customer Value affects Online Buying Decision

Internet Shopping Value and Online Buying Decision

In a study conducted by Parago, a retail engagement firm, the results showed a lot of insights into how consumers behave when they're intent on buying something. The study used participants who lived in the United States, and up to 40% of them were employed full time. There were eleven categories for the products they wished to purchase, which included clothes, electronics, sporting goods, groceries and toys among others. The products in each category included jeans, cosmetics, video games, cable packages and more. The study also asked for the preferred type of media the participants turned to when they want to buy something, from going to the actual shop to perusing online shops. Parago's study found that consumers would only look to social media sites 15% of the time to find the product they're looking for. Though this looks bleak for social media, it does not mean that social media has very minimal influence when it comes to consumer behavior. Many businesses use social media in other ways such as to raise brand awareness, showcase their products and entice customers to consider buying their products when the need arises.

Before consumers make a decision to buy or consume a product with a certain brand, then there should be several stages, namely the process of information search, evaluation of alternatives, purchase decision and post-purchase behavior (Kotler and Armstrong, 2009). The main choice of consumers shopping via online shop is that the recognition process needs, information search, evaluation of alternatives and shopping actualization happens very fast, convenient and also can be done anytime and anywhere.

Consumer needs encourage buying. This is in accordance with the opinion of Engel *et al.*, (1995), who states that the need is activated in the form of two benefits, namely utilitarian benefits and hedonic benefits (experience). Consumption based on the hedonic behaviors associated with behavioral and emotional aspects of consumers, they use the product and other aspects related to the aesthetic aspects of the product (Hirschman, 1982).

H5: hedonic value received by consumers of the experience of using a website influence on buying decisions online.

Hedonic value is more subjective and personal than the utilitarian value as a consideration, generate more than pleasure in the game of the task completion (Holbrook and Hirschman, 1982). Therefore, hedonic shopping value represents a potential entertainment shopping and emotional worth (Bellenger, Steinberg, and Stanton, 1976). The purchase of an item can happen suddenly in the shopping experience. People buy means they can shop, instead of shopping and then they can buy.

H6: The more attractive a website design is, the higher the hedonic shopping value affects buying decisions.

RESEARCH METHODOLOGY

The population which becomes the object of this research is the consumers who buy clothing products online in the city of Pontianak in West Kalimantan. The sample unit is an individual (student) at the University of Tanjungpura Pontianak. The Samples were determined by purposive sampling, namely choosing a sample with specific criteria (Sekaran, 2003). The criteria used was the respondents who do the purchase and make decision (decider) to shop using social media such as facebook, instagram or the company's website (such as Zalora, Lazada) that sells online, each with 250 respondents. The instrument of validity test used Confirmatory Factor Analysis (CFA) on questionnaire items. To test the construct validity, which shows how well the results obtained from the use of measuring instruments in accordance with the theory, where the measurement prepared used convergent validity and discriminant validity (Cooper and Schindler, 2003). Internal consistency of question items in the questionnaire will be tested with Cronbach's Alpha. The value of rule of thumb which will be used for Cronbach's Alpha value must be greater than 0.7 even if the value of 0.6 is also still acceptable (Hair *et al*, 1998). Based on the data that has been obtained and collected from the questionnaires, then the next step is to analyze the data. The analytical method used is Analysis of Moment Structures (AMOS), which is also called Structural Equation Model (SEM) or latent variable analysis.

Based on previous research into web attractiveness, Internet shopping values, time based customer value and online buying decision, we selected survey items for the measurement of each construct and developed a questionnaire that included those items. All items were measured on a five-point Likert scale, from "strongly disagree" to "strongly agree". The measurement items are shown in Table 1.

Table 1 Measurement Items

Category and Definition	Factors	Measured Items	References
<i>Web Attractiveness</i> Web design which includes user interpersonal psychology factors, description of positive attitude or oriented on other people needs (MWA)	Customer Centricity (CC), Interaction Configuration (IC)	MWA1: I am pleased if the websites recommend the products that I need. MWA2: I wish the websites where I buy the products know what I want. MWA3: online shops provide applications for communicative interactions among users. MWA4: chat or group forums are important parts of the websites to communicate with the users with the same interest	Wirtz <i>et al.</i> , (2013)
<i>Web Quality</i> Content quality of the companies' websites which becomes the reasons for consumers to visit the websites until doing buying transaction (MWQ)		MWQ1: I enjoy browsing things via websites. MWQ2: I like the website features and appearance, MWQ3: I feel glad when visiting the websites. MWQ4: I feel entertained when visiting the websites.	Kim, Xu and Gupta (2012)
<i>Hedonic Shopping Value</i> , Hedonic shopping value related to emotion, affection and pleasure gained by the consumers who shop online (MISV)	Hedonic Shopping Value	MISV1: Visiting the websites is an entertainment for me. MISV2: Visiting the websites are like online shopping adventure. MISV 3: to me, online shopping is entertaining. MISV 4: I am glad when I choose the products which are offered online.	Overby and Lee (2006), To <i>et al</i> (2007), Bridges and Florsheim (2008), Gupta and Kim (2010)
<i>Time based Customer Value</i> , Added value of time quality from ordering process to goods arrival to consumers (MTSBC)	Quickness (QC)	MTSBC1: fast ordering process MTSBC2: fast transaction process MTSBC3: punctual goods arrival. MTSBC4: relatively faster goods delivery	Keeney (1999), Palmer (2002), Zeithaml <i>et al</i> (2002), Ahn <i>et al</i> (2004) and Comegys <i>et al</i> (2009)

Table 1 (Cont.)

Online Buying Decision, The decision to buy or use a product or service (MOBD)	MOBD 1: I buy online shop products based on my needs. MODB 2: I prefer to buy online shop products compared to conventional shop. MODB 3: I buy online shop products after comparing with other websites. MODB 4: I buy online shop products because the process is easy and fast	Engel <i>et al</i> (1995).
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ANALYSIS AND DISCUSSION

The sample data were collected over 5 weeks. A total 293 questionnaire were distributed, eliminating 89 responses due to incompleteness.

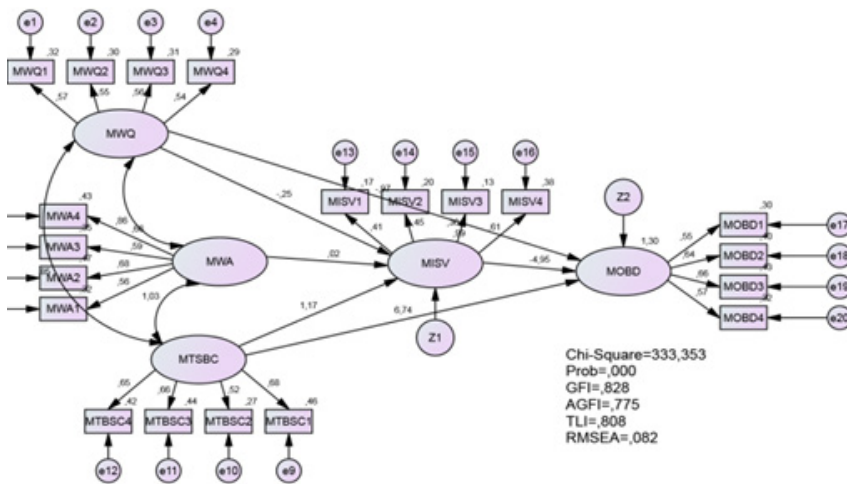


Figure 1 Research Model

Cronbach’s alpha, composite reliability, and average extracted variance (AVE) (Fornell and Larcker 1981). All of the latent variables showed the Cronbach’s reliability coefficient higher than the minimum threshold value of 0.65 suggested by Lee and Kim (1999) or 0.70 suggested by Nunnally (1978), which indicates satisfactory internal consistency for confirmation purposes. Whereas Cronbach’s alpha presumes that each item carries the same weight, composite reliability relies more on the actual loading score of a construct; therefore, it is considered a better measure of internal consistency (Fornell and Larcker 1981). To provide adequate internal consistency, the value of composite reliability must be greater than 0.7 (Nunnally 1978). The AVE reports the proportion of the variance of the measurement items, which is accounted for

by a construct. The AVE values of all constructs were greater than 0.50, indicating that over 50% of the variance is explained by the measurement items

The result of the chi square 333.353 indicates that the hypothesized model shows a significant improvement in level marginal fit from the independence model. Internal consistency of the data was evaluated with three different measures : cronbach's alpha, composite reliability and average extracted variance (AVE).

Table 2 Data collection and Analysis

Goodness-of-Fit Index	Accepted compatibility level	Students' sample result
Chi Square, p-value	The lower the better, significant 0.05	333,353 p-value MWA : 0.028 p-value MTBSC : 0.022
GFI, RMSEA, AGFI, TLI	≤ 0.80 AGFI ≤ 0.90 is marginal fit	0.828, 0.775, 0.808, 0.082
Cronbach's Alpha	$> 0,7$	0.7 – 0.8
Composite Reliability	$> 0,6$	0.6 – 0.8
AVE	$> 0,50$	0.519 – 0.706

As Internet shopping websites proliferate rapidly around the world, the number of Internet shoppers is increasing precipitously. However, Internet shopping businesses cannot survive without understanding the mechanism of consumers' purchase. Thus, the development of an integrated model for Internet shopping business success is critical for academics and practitioners.

Our findings for the students sample provide several meaningful implications for internet shopping business strategy that the students as hedonic consumer representatives in making decision to buy are more oriented on web attractiveness and time based customer value. In line with the previous studies (Wirtz *et al.*, 2013) that web attractiveness becomes the determinant of online shopping value, while the concept of time based customer value is also significant in influencing consumers' decision online. Delivery time becomes the key success and the sustainability of online business (Hum dan Shim, 1994).

It is important to design web attractiveness, web quality and the application of time based customer value based on company's target market. The concept combination of Time Based Manufacturing Practice and Customer value both for utilitarian and hedonic consumers need to be followed up in increasing consumers' responses. In other words, the companies are more consumer-oriented which creates consumers' satisfaction and give final impact on customer equity (Manafi *et al.*, 2012). In the qualitative quantitative exploratory study conducted by (Arnold and Reynolds, 2003) successfully identified six hedonic shopping motivation factors, they are: adventure, gratification, role, value, social and shopping ideas. Hedonic value consumptions appear when consumers emphasize enjoyment and pleasure more which sometimes do not seem important (Frivolous) such as the colorful website lay out and animation and features with different music in each feature service.

Anderson (2007) found that hedonic value inherent in a product can create brand personification which can affect consumers' perceptions of a product or service attributes based on consumers expectation. It can be inferred that the hedonic value can be created not from the core benefits of a product or service that is consumed by consumers but from the fulfillment of entertainment aspects which are gained from the environment and other contributing factors as well as on the emotional feelings of consumers (Babin *et al.*, 1994).

This research suggests that such a quality is not sufficient for fostering purchase intention in the e-commerce environment because Internet consumers evaluate a product/service, based on the fulfillment of their desires for excitement, entertainment, and utility.

Previous research has paid limited attention to quality dimensions other than web quality. Taking a comprehensive approach to Internet shopping behavior, the present research integrates web attractiveness associated with Internet shopping values, time based customer value, and online buying decision. This research sheds light on the literature on Internet business success, and our model can serve as a theoretical basis for future research investigating Internet shopping behavior from the perspective of consumers.

The limitation of the study are mainly the result of methodical consideration. This research is preliminary research that required further research to improve the goodness of fit index models. Future research should examine other factors that influence hedonic shopping qualities. There might be other quality dimensions affecting student consumers' perception hedonic value, which we fail to show in this research.

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