

Website Attributes, Customer Engagement and Retention: An Empirical Evidence from Local Pakistani Companies

Sania Usmani¹, Faraz Ahmed¹, Syed Hamza Sajjad¹

Abstract:

Website attributes of an e-commerce website enhance its visual and responsive appeal for a website. To have a closer view and insight of the website attributes, we investigated that how different website attributes such as aesthetic, affective, functional and symbolic affect the customer engagement and retention. We compared furniture and airline sector specifically four companies; Interwood & Habitt, PIA & Serene Air websites and its effect of customer's engagement and retention. Data was collected from 400 respondents through survey method. Website of each company was shown and then they were asked to evaluate these websites in terms of their aesthetic, affective, functional and symbolic appeal. All the relationships in this research were significant except a few. Affective attributes of Habitt, PIA, Serene website do not engage customers while aesthetic properties of Habitt and Serene Airlines do not retain customers. Also, affective properties have the most significant relationship with customer retention for all the customers of each company. Overall, results added useful insight into the literature on E-commerce and Marketing.

Keywords: *Customer engagement; Customer retention; Aesthetic; Symbolic; Functional; Affective*

JEL Classification: M10

1. Introduction

E-commerce has become an emerging trend in today's modern world. With the passage of time, many small brick and mortar firms are also moving towards E-commerce. Retailers are now realizing that it is very important for them to represent themselves online in order to grab more customers. Customer engagement has turned out to be a prominent and rising concept in the relationship marketing because of its influence on brand performance (Brodie, Hollebeek, Juric and Ilic 2011), customer relationship (Vivek, Beatty and Morgan 2012) and loyalty (Bowden, 2009; Hollebeek, 2011).

¹ Iqra University

Corresponding Author: sania@iqra.edu.pk

Brakus, Schmitt and Zarantonello (2009) and Verhoef, Reinartz and Krafft (2010) stated that, other than being faithful, a client that is totally engaged is expected to play a significant part in development of new services and products and in creating more value and experiences.

According to Wilson (1995), customer retention indicates a strong dedication between the customer and the firm both to keep up the long-term relationship. The formation of shared promise is the same practice as constructing a long-term strong relationship between seller and buyer.

The main problem takes place when we need to move a customer on website or convince them for online shopping. A standout amongst the most vital issue why the buyer does not move online is the absence of trust between the most organizations and the customer on the internet. Generally, buyers essentially do not put their trust on most of the websites providers to involve in a customer-buyer relationship. Purchasing on the Internet exhibits various risks for buyers, especially when the transaction procedure itself being seen as risky. According to Einwiller, Geissler and Will (2000); Einwiller and Will, (2001), purchasing on the internet contain many risks for customers, in addition to, the transaction period itself being considered as risky. Trust is one successful alternate way. Trust can work, as important factor in decreasing complexity of human mind in the kind of circumstances when people have doubts. While making an online order customer should have enough information but they do not have accurate information about the quality of product. In customary business sites, shoppers might assess the nature of goods by feeling, touching and looking them. Yet one cannot use one of these traditional ways to examine a product while shopping online, that is why uncertainty of the product can become an important aspect in customer's decision of purchasing online, which depends on the level of insufficient information about the product. This factor of uncertainty is being viewed as a prime obstacle for an online transaction also, an inseparable factor in understanding trust (Gefen, Benbasat, and Pavlou, 2008).

The organizations working on the internet are concerned about how the item is being shown on the site to the clients who visit them (Burke 2002). To present information about the product, most of the E-commerce organizations use text and pictures. (Lightner and Eastman 2002). Pictures and content on the site play an important role on whether the buyer would be attracted towards your site or not. According to Garrett 2003, Website's visual design can possibly contribute to emotional appeal or hedonistic for customers, and Rosen and Purinton, (2004) identified that visual design can be stated through images or colors.

Purchasing online creates a lot of uncertainty for customers as well as for firms because of lack of trust. It is therefore, important to identify which factors of website engage customers to visit the website and factors, which retains the customer, as it is difficult to engage customer online on websites when they have many options to choose from and have very limited time. The purpose of our research is to study or examine the factors or the attributes that increase customer's engagement as well as increase

customer's retention. This study will examine whether Aesthetics properties, Symbolic Properties, Functional properties and Affective properties will affect the customer retention and customer engagement.

2. Literature Review and Hypotheses Development

2.1 Customer Engagement

The phenomena of engagement have been determined over the years under numerous situations, such as brands (Spratt, 2009), school and education (London, 2007), public policies (Gregory, 2007) and organizations (Saks 2006; Salanova 2005). Customer engagement is a promise between the customer and the product or services (Mohd-Ramly & Omar 2017). Marketing practitioners mostly tend to emphasize on behavioral actions of customer engagement. For example, Petterson (2006) stated that engagement category includes subscription, recentness (number of return visits in a short time), click depth (content clicked on), duration (per session time), interactivity (movements engage in downloading content, go to an audio/video cast and posting) and loyalty (number of return visits in a long time).

As a small medium business, a website is a chance for a company to make a major worthy impression on potential leads and carry out present customers, because a website is a first place where customers will go and find their needs in terms of products or services. If a company wants to achieve this, it is necessary to engage them by making your website interesting and unique. Many companies are now aware of the thing that they need to make their website engaging, but usually smaller companies do not make a website or they do not have enough time and capitals to improve their website with new, interesting, unique or fresh content. Furthermore, social media can be a great medium for promotion and enhancement of a website content (Business news daily, 2014).

2.2 Customer Retention

Customer Retention is defined as loyalty to continue to do business with a particular company on regular basis (Zineldin 2000). Customer retention refers to the level that a website should be able to attract current or existing customers of the website and to create re-purchase intentions in the future (Reichheld & Schefter, 2000). Retention is another aspect for commitment, which is decided by both negative and positive motives just like shifting barriers (Ranaweera & Prabhu, 2003). The customer retention highlights the significance of purchase experience for keeping the current customer over the new ones. Since online sellers have improved their service quality, value delivery has also been improved; moreover, direct links have been created with the customer that causes excellent customer retention (Reichheld & Schefter, 2000; Sisodia & Wolfe, 2000).

2.3 Rhetoric Theory

Rhetoric in literal terms mean the art of persuasion. Basically, discovering all the methods through which one can persuade its audience (Edward, & Robert 1971). Rhetoric involves four types; Pathos, Kairos, Telos, Ethos and Logos. Pathos is the persuasion through emotion towards a product or brand. Kairos is using the right moment through creating the message at the right place and right time for customers. Telos is knowing the purpose of marketing and what to achieve through it. Ethos is building trust and credibility among the customers in order to persuade them. Last, Logos is persuasion through logic and reasoning (Carnegie, 2019).

This study has used the rhetoric theory to explain the relationship between website attributes and customer retention and engagement.

2.4 Aesthetics Properties

Nowadays, when technological advancement is at its peak, people do not take into consideration financial and technical components of a website. People simply anticipate it to work. The technology is considered as a foundation for aesthetic studies (Thorlacius, 2007). According to Ida Engholm (2003), the debate on aesthetics and functional properties of a Website design is quite similar to the shift in layout during the growth of consumption in the post war period. It was the time when a large number of the items that were advertised or showcased – from bikes to electrical machine – barely differed from one another by little alteration of the fundamental ideas. All of the issues related to technicality and functionality were actually resolved; it was anticipated by the people that product worked most advanced (at that time) technology were used. Later on, people became interested in distinctiveness of the product by means of aesthetic and picture related signs (Engholm, 2003). The aesthetic properties of a website have the power to demonstrate the image of the person working behind the site or the organization (Thorlacius, 2007).

According to Tarasewich (2003), a customer's enjoyable experience with the website depends upon the aesthetics attributes of the website. Karvonen (2000) suggested that a number of studies have proposed an association between attractiveness and trust of the websites. Pictures can build trust among consumers regarding their sellers. For example, Tiffany (a jewelry retailer) invested a heavy amount for digital imaging in order to make sure, that pictures of all her items are clearly visible on her website just to build trust among consumers (Srinivasan, 2002).

With regards to web-based shopping, web searching, instructive webcasting and computer games, O'Brian and Toms (2008) relate aesthetics to variables, like screen format, illustrations and the use of layout concepts, for example, consistency, balance and symmetry. About sight and sound outline, Jennings (2000) relates aesthetics to positive effect and proposes that aesthetics increase consumer attentiveness and empower interest. Tractinsky, Katz, and Ikar (2000) showed the importance of aesthetics who, during an experiment found out that, aesthetic appeals are positively related with ease of use.

2.5 Aesthetics Properties and Customer Engagement

For an e-commerce website, visual design plays a significant role as it enhances the aesthetic properties of the website and target consumers through emotional appeal (Garrett 2003; Liu, Arnett, Capella, and Taylor 2001; Park, Lennon, and Stoel 2005). These attributes may prompt favorable attitudes towards the website (Fiore, 2005).

Aesthetic properties of a website play an important role in building the trust among consumers as a strong design can easily gain the attention of customers (Agarwal & Venkatesh, 2002; Cyr, Kindra, & dash, 2008). Cyr, Head, Larios, and Pan (2009) recommend that the visual attraction of an e-commerce website is important because it boosts customer's emotional appeal and exhilaration, which can positively affect the consumer level of engagement with the website. The website design aesthetics are associated to the pleasurable customer involvement (Tarasewich, 2003). Aesthetic properties are seen as a critical element for engagement as they are associated with the sensory and visual appeals of an interface (O'Brian & Toms 2010). This leads to our first hypothesis;

H1: There is a significant relationship between aesthetic properties and customer engagement

2.6 Aesthetic Properties and Customer Retention

The ability of a traditional store to satisfy customers' expectancies through careful layout of social and aesthetic factors is analogous to a website's potential to acquire and keep online customers through cautiously-designed display and interfaces of the website (Eroglu, Machleit, and Davis 2001; Rosen & Purinton, 2004). Website design attributes play a key function in developing consumers' preliminary beliefs and subsequent purchasing behaviors (Cheung, Chan, & Limayen, 2005; Karimov, Brengman, and Van Hove 2011; Wells, Valacich, and Hess 2011). Our second hypothesis is;

H2: There is a significant relationship between aesthetic properties and customer retention

2.7 Symbolic Properties

A symbol is an indication or a sign that is perceived, or is assumed as representing an object, relationship or idea (Wikipedia). Symbols include images, animations, photos (human faces), and words and symbolism refer to the actual meaning of these symbols (Cyr, Head, Larios, & Pan, 2009). According to a survey of websites of the world's top educational institutions followed by a content analysis that was conducted in June and July 2007, the study shows that photos play a significant role, with most of the websites representing one image or photo (Vilnai-Yavetz, & Tifferet, 2009).

Companies are faced with the issue of standardization of websites (almost all websites have the same items and sometimes have the same look). Along with this problem, they have to differentiate themselves from their competitors; some companies have tried to support the symbolic aspect of their websites (Cheung and Lee, 2005). The multiplicity of websites created the difficulty of customer satisfaction, certain companies investigated other aspects besides quality of the website to understand and improve the symbolic aspects of the websites. By endowing it with a personality. This allows companies to have more long-lasting relationship with customer by creating a unique experience on the website capable of satisfying them (Akrimi, & Khemakhem, 2014).

2.8. Symbolic Properties and Customer Engagement

According to Vilnai-Yavetz and Tifferet's (2009), it is highly suggested to use photos and images in a website, in order to form a purchase behavior and future purchase intentions and to create a positive. Moreover, the findings demonstrate that usage of photos and images have a positive effect on customer engagement. In a research conducted by Cyr, Head, Larios and Pan (2009), viewers reacted to human images, with features in a positive way from several countries. Positive emotions are generated through these images (affective properties). A human level can be added by including these pictures. A no-human image condition can lead to a negative impact on the website. Members from different countries think the website is not user friendly if they found no images. Our third hypothesis is;

H3: There is a significant relationship between Symbolic properties and Customer engagement

2.9 Symbolic Properties and Customer Retention

Apart from images and general presentation, website can use distinct characteristics to enhance the customer retention (Srinivasan, Anderson, & Ponnayolu, 2002). Symbols might create associations to make a positive impact on the shopper's perception. It was proposed that pictures and images of people and building do not affect the beauty of website and customer satisfaction as much as abstract symbols (Vilnai-Yavetz & Tifferet 2009). Pictures of people are claimed to have a major role in symbolism. It creates an essence of authenticity (Riegelsberger & Sasse 2001) by communicating trust (Egger, 2001). By symbolism, photos give messages of assurance and reliability (Egger, 2001). Fourth Hypothesis is;

H4: There is a significant relationship between Symbolic properties and Customer retention

2.10 Functional Properties

Most of the researchers have recognized that there is an association between website quality and user acceptance in a website context. Many researchers stated that website quality had been effective for customer usefulness and ease of use. User can get high security, immediate reply and feel more convenient when the security is high (Ahn, Ryu, & Han, 2007). Lederer, (2000) and Liao and Cheung (2001) recognized that website perceived ease of use and usefulness had an effective influence because of these potential systems. Koufaris (2002) researchers have identified that shopping experience could be more satisfying and pleasant if they also give value added search mechanism. Website usability can be explained in the following situations (Flavia'n, Guinali'u, and Gurrea 2006). (a) Website structure, its functions, interface and contents should be ease for customer understanding (b) Initial stages of website should be clear and simple (c) Quick search engine for users (d) For getting the desired results time and actions required for the perceived site navigation (Belanche, Casaló & Guinalfú, 2012). (e) Potential to check the customer movement anytime, where they are and what they are doing, the ease issues may influence customer perception and behavior while using website (Belanche, Casaló & Guinalfú 2012). Online purchasing should be easy and simple to attract customer (Bridges and Florsheim, 2008). Website reviews can help customer trusting in online purchasing. When customers use the Website, they should feel ease of use and can trust through website design that it can be successfully handled during online transactions (Schlosser, White, and Lloyd 2006).

2.11 Functional Properties and Customer Engagement

Customer decision-making and purchasing tasks can be increased if they feel ease of use while using the website (Lin, 2007). The intention to use a website influences both usefulness and ease of use significantly (Smith, 2008). Nowadays consumers expect online applications to not only be functional but engaging as well. Consumer's decision to use a technology is based on how it makes them feel. Hence, it does not matter that much if the website is effective or efficient as long as it is able to engage consumers (Bannon, 2005). According to O'brien and Tom (2010), variables that influence consumer engagement with online websites are usability and interactivity. Consumer engagement was considered as an aspect of usability (quesenbery, 2003). O'brien (2011), conducted a scenario-based research where participants were given a task to surf websites. Throughout the task, usability has found to be consistently influence participant's engagement with the websites. One respondent told that absence of ads helped her to be more focused and engaged with the website. Other participants gave a positive response about the ease of use of the website. One more participant, in regards with ease of use responded positively and told that the menu button was consistently on the page, which helped him to navigate website easily. Our fifth hypothesis is;

H5: There is a significant relationship between Functional properties and Customer engagement

2.12 Functional Properties and Customer Retention

When customer will find ease while using website it will not only enhance customer satisfaction but will also increase future purchasing intentions. Flavia'n, Guinali'u, and Gurrea (2006) also found that when customer find ease while using the website it would also help to retain customer. Furthermore, Abdeldayem (2010) found out that ease of use influences the attitude towards online shopping. Ease of use realize to customer that company due respect, care and understand the needs of them (Egger, 2001). Hackbarth, Grover, and Mun (2003) suggested a relation between system experience and ease of use and found it positive between two theories. Therefore, the sixth hypothesis is;

H6: There is a significant relationship between Functional properties and Customer retention

2.13 Affective Properties

According to Cyr, Head, Larios, and Pan, (2009) affective properties refers to design elements with feeling inciting qualities. Trust represents and aims to show eagerness to make oneself liable to another in the existence of uncertainty (Kim, Ferrin, Cooper, and Dirks 2004). The thing, which differentiates trusting intentions from other types of behavioral intentions, is that they involve uncertainty. As redirecting in the first reference, buying online includes uncertainty, particularly when one wants to be familiar with online firm. Specifically, the buyer must be ready to convey the personal belongings (e.g., credit card and personal information) to the online firm, which might cost them. For example, between the real and perceived risk are that the firm might overprice, may fail to transport the product, transport a low standard product, or fails to keep personal information. Online purchase intentions reflect trust to the extent that consumers are concerned about these and other risks of buying online.

During the time of repurchase, consumer decides and decides which is based on the previous consumptions and buying behavior of a consumer (Johnson, et al, 2001). The consumers who are loyal and satisfied demonstrate a better purpose to use a company's products, they have positive intentions to repurchase a product and hardly go for an alternative distributor (Oliver, 1999; Kim, Jin, and Swinney 2009). Therefore, it is being predicted that once a consumer succeeds a specific level of satisfaction with the use of previous website, the experience of the customer will affect towards a positive intention. The satisfaction of a consumer is measured when consumer believes that a right decision has been taken, and would recommend the goods and services to other consumers (Hellier, Geursen, Carr & Rickard 2003).

2.14 Affective Properties and Customer Engagement

According to Bowden (2009), customer engagement leads to customer loyalty while forming customer satisfaction and trust. Customer's loyalty towards their vendor depends upon the level of satisfaction acquired by the service. When expectations of the consumers are met they are more likely to be committed and engaged (Hennig-

Thurau, Gwinner, Walsh, and Gremler, 2004). It is very difficult to engage and convince the customer to purchase online, as media is the only mode, which can create satisfaction in the mind of customers. Past studies mention the effect of website design on online shopping, which is an important factor to the consumers as good quality and low prices (Koufaris, 2002). Our seventh hypothesis is;

H7: *There is a significant relationship between Affective properties and Customer Engagement*

2.15 Affective Properties and Customer Retention

Many scholars identified the importance of satisfaction and trust by studying their impact on customer retention. It has been proposed that the level of customer satisfaction is a predictor of customer retention. The level of customer retention will be greater if customers are highly satisfied. That is why companies try their best to satisfy their customers. However, satisfaction is just one element, and alone it cannot ensure customer retention. Furthermore, a number of researchers debated that trust is a better factor of retention than satisfaction. The basic purpose of the companies is to completely satisfy its customers as best as 100 percent. The authors believe that recognizing the substitutes of retaining buyers over making long-term relationships is strongly useful (Ranaweera & Prabhu 2003). The final hypothesis is;

H8: *There is a significant relationship between Affective properties and Customer retention*

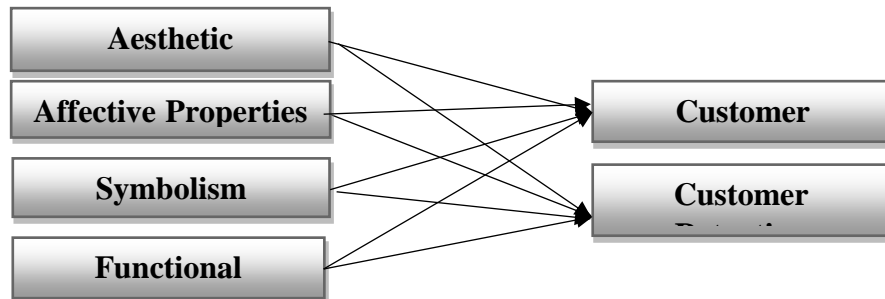


Figure 1. Research Model

3. Research Methods

In social science research, quite a few techniques are available to analyze quantitative data; factor analysis, linear regression, discriminant analysis, multiple linear regression, etc. However, if one intends to analyze the cause and effect between various independent and dependent variables then Structural Equation Modelling (SEM) is most suited. Also, if the researcher wishes to understand the significance of each measurement item, then also SEM is most suited. It is a useful tool to test conceptual

models and theories empirically. It is the second generation of multivariate statistical analysis which combines various techniques of the first generation of multivariate analysis, like factor analysis and regression analysis (Hair, Ringle, & Sarstedt, 2011; Hair, Sarstedt, Pieper, & Ringle, 2012; Lowry & Gaskin, 2014). Therefore, in this study, SEM has been used which tests the relationship of aesthetic, symbolism, affective and functional properties of website on customer engagement and customer retention.

This study has used the rhetoric theory to explain the relationship between website attributes and customer retention and engagement. Particularly; Pathos, Ethos and Logos have been used from the Rhetoric Theory. Pathos have been applied using the Aesthetic and Symbolic appeal (Emotions and Pleasure) while Ethos has been applied through Affective appeal (Trust and Credibility) and Logos have been applied through the Functional Appeal of the website (Rationality and logic). It is important in consumer marketing to use Pathos, Ethos and Logos to appeal to the target audience in such a way that they become your life long customers. Thus, emotional assurance, trust and credibility along with logic can create an impact on the minds of consumers. Therefore, this research will extend the rhetoric theory empirically and identify which type is most significant in consumer marketing research.

3.1 Sampling Design

The target population in our study are online shoppers; specifically, students of different universities of Karachi. We have chosen furniture and airline sector specifically 4 companies; Interwood and Habitt, and PIA and Serene Air. We have chosen 400 sample of respondents from all the universities, specifically 100 respondents from each university; IQRA University, IOBM, IBA and MAJU. The data is collected from students of these universities in order to better understand the model being tested. We have chosen convenience-sampling technique. This is because the students are more engaging towards online shopping. The tools used for the collection of the data include questionnaire. All the scales used a 5-point Likert scale ranging from 1=strongly disagree to 5=strongly agree.

3.2 Materials and Measures

Aesthetic Properties were measured using aesthetic scale from a standardized questionnaire called "NLR web scan" from Nord light Research, 2008 which had 7 items. Sample item include; "The website seems clearly arranged and not cluttered". Functional Properties were measured using 7 items scale by Thielsch (2008). Sample item include; "In this website, everything is easy to understand". Affective Properties were measured by combining two scales i.e. trust scale by Finn (2011) and satisfaction scale by Kim, Ferron, and Rao (2009). Trust scale had 4 four items; Sample item include; "This website is trustworthy". Satisfaction scale had 3 items; Sample item include; "This website was satisfying to me".

For Symbolic Properties, we created a scale that was comprised of 3 items. Items are; “The images or photos used in this website are entertaining”; “Digital images on this website are appealing to me.” and “Animations in this website are attractive”. The reliability of the scale was tested for before collecting actual data using SPSS. The Cronbach’s Alpha for the sample of 30 respondents turned out to be 0.63.

Customer engagement variable was assessed using a 12 item User Engagement Scale by O’Brien, Cairns, and Hall, (2018). The scale is actually a modified version of 31-items scale developed by O’Brien and Toms (2010). Sample item include; “I lost myself in this experience”. Customer Retention was measured using a scale developed by Zeithaml et al. (1996), The scale had 4 items. Sample item include; “My next product purchase will take place from this website”.

4. Results

Below table 1 represents the gender, age and education of our respondents. Our total sample size was of 400 respondents (N=400) out of which greater proportion was of males, most of our respondents were youngsters which can be clearly seen in the table, and more than half were undergraduates while only 2 of our respondents were doctorate.

Table 1: Demographics

Variable	Frequency	Percentage
GENDER		
MALE	265	66.2%
FEMALE	135	33.8%
AGE		
LESS THAN 21	71	18%
21-30	299	74.8%
31- 40	25	6.3%
41-50	4	1.0%
Above 50	1	0.3%
EDUCATION		
Intermediate/A level	36	9.00%
Undergraduate	230	57.50%
Graduate	132	33.00%
Doctorate	2	0.50%

N= 400

Table 2 represents the mean, standard deviations, reliability and Inter-correlations between 6 variables in the data. The table below shows that all the variables are significantly correlated with each other, and none of the variable shows insignificant relation. The reliabilities of aesthetic properties and symbolic properties were average

however, the reliabilities of affective properties, functional properties, customer engagement and customer retention were excellent. Aesthetic Properties have a mean value of 3.729 with a deviation of 0.2049. Affective Properties have a mean value of 3.603 with a deviation of 0.1183. Functional Properties have a mean value of 3.82 with a deviation of 0.1789. Symbolic Properties have a mean value of 3.514 with a deviation of 0.0447. Customer Engagement have a mean value of 3.387 with a deviation of 0.3701 and Customer Retention have a mean value of 3.188 with a deviation of 0.1924. Inter-Correlations have been used to get an idea of whether there is a significant relationship among variables or not. It never is clear, however, until regression analysis is carried out.

Table 2: Descriptive Statistics: Mean, SD, CR and Inter-correlations

	Variables	Mean	SD	CR	1	2	3	4	5	6
1	Aesthetic Properties	3.729	0.2049	0.6390						
2	Affective Properties	3.603	0.1183	0.7850	.505*					
3	Functional Properties	3.82	0.1789	0.8050	.486*	.575*				
4	Symbolic Properties	3.514	0.0447	0.6260	.330*	.318*	.347*			
5	Customer Engagement	3.387	0.3701	0.7620	.429*	.585*	.481*	.428*		
6	Customer Retention	3.188	0.1924	0.8150	.282*	.509*	.396*	.298*	.566*	-

4.1 Validation of the Model

Table 3 shows the point estimates, standard error and sig-value at 95% Confidence Interval for the direct effects of the hypotheses across four companies; Habitt, Interwood, PIA and Serene. Figure 2 shows the Structural Equation Model for PIA’s Website. Similarly, 100 respondents each evaluated Serene’s; Habitt’s and Interwood’s website, therefore, a total Of 400.

Amongst all the results, most were significant except a few. Affective properties showed an insignificant relationship with Customer Engagement with regression estimate of -0.228 and p value 0.108 (must be $p < 0.05$) (Habitt). Aesthetic properties have an insignificant relationship with Customer Retention with an estimate of 0.22 and p value 0.115 greater than 0.05, (Habitt). Symbolic properties with Customer Engagement was also insignificant with regression estimate of 1.074 (Habitt) with p value 0.003. Even though the p value is less than 0.05, but the regression weight of greater than 1 is spurious (artificial correlation) because the of the small sample size (100 for each website) (Kronmal, 1993).

Aesthetic properties have an estimate of 2.824 with p value 0.331 (must be $p < 0.05$) thus shows an insignificant relationship with Customer Engagement (Interwood). Affective properties showed an insignificant relationship with Customer Engagement with regression estimate of 1.069 and p value 0.000 (PIA). Again, the p value is less than 0.05 but this is an artificial relationship as the estimate is greater than 1 (Kronmal, 1993).

Lastly, Affective properties showed an insignificant relationship with Customer Retention with regression estimate of 1.33 and p value 0.000 and Aesthetic properties shows an insignificant relationship with Customer Retention and have an estimate of 1.428 with p value 0.292 (Serene). Most of the insignificant relationships are due to spuriousness of variables (Kronmal, 1993).

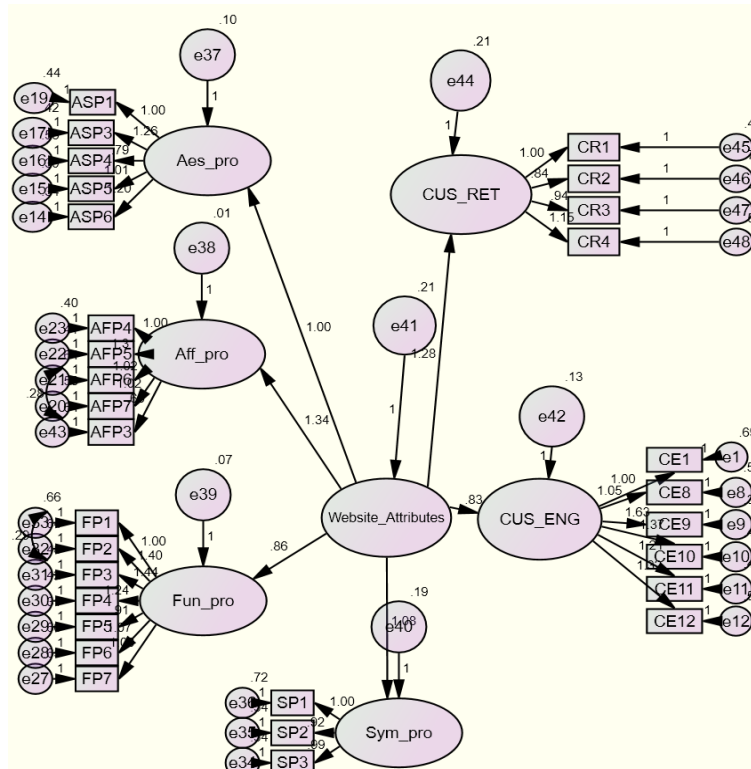


Figure 2. Structural Equation Model (PIA)

Table 3: Direct Effect of Independent variables on Dependent variables

		Estimate	SE	P	Status
Habitt	Aesthetic → Engagement	-0.665	0.294	0.026*	Significant
	Affective → Engagement	-0.228	0.142	0.108	Insignificant
	Functional Engagement →	0.646	0.152	0.000**	Significant
	Symbolic → Engagement	1.074	0.359	0.003	Insignificant
	Aesthetic → Retention	0.22	0.14	0.115	Insignificant
	Affective → Retention	0.665	0.187	0.000**	Significant
	Functional → Retention	0.401	0.138	0.004**	Significant
Symbolic → Retention	0.44	0.177	0.013*	Significant	
Interwood	Aesthetic → Engagement	2.824	2.907	0.331	Insignificant
	Affective → Engagement	0.565	0.167	0.000**	Significant
	Functional Engagement →	0.407	0.206	0.048*	Significant
	Symbolic → Engagement	0.494	0.155	0.001**	Significant
	Aesthetic → Retention	0.419	0.163	0.01**	Significant
	Affective → Retention	0.587	0.191	0.002**	Significant
	Functional → Retention	0.288	0.112	0.01*	Significant
Symbolic → Retention	0.539	0.201	0.007**	Significant	
PIA	Aesthetic → Engagement	0.63	0.189	0.000**	Significant
	Affective → Engagement	1.069	0.226	0.000	Insignificant
	Functional Engagement →	0.458	0.164	0.005**	Significant
	Symbolic → Engagement	0.496	0.161	0.002**	Significant
	Aesthetic → Retention	0.613	0.182	0.000**	Significant
	Affective → Retention	0.94	0.186	0.000**	Significant
	Functional → Retention	0.832	0.226	0.000**	Significant
Symbolic → Retention	0.71	0.236	0.003**	Significant	
Serene Air	Aesthetic → Engagement	0.451	0.164	0.006**	Significant
	Affective → Engagement	1.33	0.293	0.000	Insignificant
	Functional Engagement →	0.393	0.198	0.048*	Significant
	Symbolic → Engagement	0.494	0.155	0.001**	Significant
	Aesthetic → Retention	1.428	1.354	0.292	Insignificant
	Affective → Retention	0.523	0.184	0.004**	Significant
	Functional → Retention	0.313	0.122	0.001**	Significant
Symbolic → Retention	0.539	0.201	0.007**	Significant	

P<0.01**, P<0.05*, N=400

Table 4: Summated Results of Website Attributes and Customer Retention

Customer Retention	B	Std. Error	Sig. (2-tailed)	Lower	Upper
(Constant)	0.174	0.280	0.582	-.328	.687
<i>Aesthetic Properties</i>	-0.050	0.073	0.527	-.185	.117
<i>Affective Properties</i>	0.557	0.075	0.005	.399	.693
<i>Functional Properties</i>	0.183	0.087	0.060	-.009	.377
<i>Symbolic Properties</i>	0.141	0.050	0.005	.038	.234

$R = 0.538$, $R^2 = 0.290$, $Adjusted R^2 = 0.282$

Table 5: Summated Results of Website Attributes and Customer Engagement

Customer Engagement	B	Std. Error	Sig. (2-tailed)	Lower	Upper
(Constant)	0.828	0.205	0.005	.391	1.228
<i>Aesthetic Properties</i>	0.094	0.052	0.065	-.015	.196
<i>Affective Properties</i>	0.339	0.053	0.005	.238	.450
<i>Functional Properties</i>	0.118	0.050	0.015	.020	.223
<i>Symbolic Properties</i>	0.152	0.032	0.005	.084	.211

$R = 0.655$, $R^2 = 0.429$, $Adjusted R^2 = 0.423$

Table 6: Hypotheses Assessment Summary

	Hypotheses	P-value	Status
H 1	There is a significant relationship between Aesthetic Properties and Customer Engagement.	0.065	Accept
H 2	There is a significant relationship between Aesthetic Properties and Customer Retention.	0.527	Reject
H 3	There is a significant relationship between Symbolic Properties and Customer Engagement.	0.005	Accept
H 4	There is a significant relationship between Symbolic Properties and Customer Retention.	0.005	Accept
H 5	There is a significant relationship between Functional Properties and Customer Engagement.	0.015	Accept
H 6	There is a significant relationship between Functional Properties and Customer Retention.	0.060	Accept
H 7	There is a significant relationship between Affective Properties and Customer Engagement.	0.005	Accept
H 8	There is a significant relationship between Affective Properties and Customer Retention.	0.005	Accept

Table 3 shows the company wise relationships; Airlines (PIA and Serene) and Furniture (Habitt and Interwood). Results show that all websites have a significant relationship

between functional properties and customer engagement and retention. Particularly, it shows that consumers of Habitt have no relationship between engagement and aesthetic properties (emotional appeal or Pathos) when looking at its website. Also they do not have any relationship between engagement and affective properties (trust and credibility or Ethos). Consumers of Interwood have no relationship between engagement and aesthetic properties (emotional appeal or Pathos) but they have a relationship between engagement and affective properties (trust and credibility or Ethos) on the Interwood furniture brand. PIA's consumers also they do not have any relationship between engagement and affective properties (trust and credibility or Ethos). Serene consumers do not have a relationship between engagement and affective properties (trust and credibility or Ethos) as well as they do not have a relationship between retention and aesthetic properties (emotional appeal or Pathos). After individual analysis of each company and its comparisons, summated results of hypothesis have been classified in table 4 and 5. Table 6 shows the hypotheses assessment summary. H2 was rejected with p-value of 0.527; H1 and H6 were accepted at 10% confidence interval with p-value of 0.065 and 0.060 respectively. All other hypotheses were accepted at 5% confidence interval.

5. Discussion

With the increase in the growth of e-commerce industry, it is very important for the websites to have a close emphasis on the website attributes. This study focuses on the website attributes and its relationship with customer engagement and customer retention. The theoretical implication of this research shows that all website attributes are very important for an online e-commerce website. The impact of website attributes on customer engagement and customer retention is very important as it is shown in the above results. Hence, while making an e-commerce website the vendors should emphasize on Aesthetic, Affective, Symbolic and Functional Properties in order to engage and retain online customers more efficiently and effectively.

A number of studies has closely examined functional, affective, symbolic and aesthetic properties of the website and assessed their relationship with customer retention and engagement (Agarwal and Venkatesh 2002; Devaraj et al. 2002; Flavia'n et al. 2006; Palmer 2002; Venkatesh and Ramesh 2006; Rosen and Purinton 2004; van der Heijden 2003; Srinivasan, Anderson, & Ponnayolu, 2002).

This study supports the results given by Flavia'n, et al. (2006); O'brien and Tom (2010), and O'brien (2011), that functional properties increase customer retention and engagement. Our results also support the findings of Koufaris, (2002) and Ranaweera and Prabhu (2003), that affective properties augment customer retention and engagement. Further, this study confirms the results of Srinivasan, et al., (2002) and Cyr, et al. (2009) that symbolic appeal also increases customer engagement and retention. However, aesthetic properties had a significant relationship with engagement and retention in the studies of Cyr, et al. (2009); Tarasewich, (2003); Karimov, et al. 2011; and Wells, et al. (2011) yet our findings do not support their results. Instead it

was found that customers are not retained only on the basis of emotional appeal or aesthetic properties and there was no relationship between the two variables.

5.1 Practical Implications

Findings from this study reveal that different attributes can affect the customer's attitude in a different way, which can be either a positive or a negative effect. A good website, which consists of an attribute like affective properties, mainly focuses on trust and satisfaction; gives a customer confidence on a website. Moreover, when the website is aesthetically appealing, it provides customer a sense of attraction to a website. Apart from this, functional property is the most important of all as it focuses on the ease of use and usefulness. Ease of use being the variable, which provides the customer a comfortable and an understandable environment to surf on the website.

From this study, we are able to conclude that while designing an online website, the website owner's focus should be more towards on these attributes. To make their website look more engaging they should be focusing on the design elements and photos that are more adequate to make it look more attractive. Moreover, this research can be useful to students in terms of their research purposes, marketers can also get benefit from this study as they will be able to know that how can they make their advertisements more appealing to attract customers. Business professionals can get benefit by knowing how these attributes can make their business website more appealing for the customers. The content of the website should be simple to provide an ease to the person visiting the website (Business news daily, 2014). Companies must focus on developing the affective, functional and symbolic properties on their websites more to attract and retain their customers.

5.2 Limitations

In this research, the young generation were selected as the sample size of the study, which were the students of different universities. As the young generation is tech savvy and young generation is more oriented towards online shopping hence our sample is limited to young generation only.

A sample size of 400 students was selected and they were the main source of data collection. As they are the people who use internet more frequently than the other generation. As a small group of people was selected for the data collection, so there might be a possibility of any discrepancy in data. So in order to avoid this inefficiency, in future the data should be collected from different sources. However, there were 40 items and if we apply the rule of Items *5, then $40*5 = 200$, thus our sample size of total 400 for summated results are appropriate but the sample size for individual company wise analysis is inappropriate because we took 100 for each company.

Moreover, only two sectors were selected for the research that is the airline sector and the furniture sector. From that only two companies were selected from each sector for the study. Furthermore, the data collected was from only one city that is Karachi. Therefore, it should be expanded geographically or it should be tested in more cities.

The sample size that was collected was of students only it should be tested on other people also, like working class or different business professionals, which can give a better idea about the opinion of diversity.

5.3 Future Research

In future, a research should be conducted on the m-commerce and its attributes and how could customer be engaged and retained to that particular application. Only two sectors and two companies from each sector was studied in this research. In future, more companies and sectors should be selected for a closer look of the e-commerce industry. The images are one of the focuses but there can be more other features like color. This current research is also applicable for m-commerce as well, in which according to a previous study aesthetic element plays a vital role, when they are used in mobile design to engage the customers (Cyr et al. 2006). In future, a research can be conducted for the use of images and photos in m-commerce concerning how to improve mobile experience.

References:

- Abdeldayem, M. M. (2010). A study of customer satisfaction with online shopping: evidence from the UAE. *International Journal of Advanced Media and Communication*, 4(3), 235-257.
- Agarwal, R., & Venkatesh, V. (2002). Assessing a firm's web presence: a heuristic evaluation procedure for the measurement of usability. *Information Systems Research*, 13(2), 168-186.
- Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & management*, 44(3), 263-275.
- Akrimi, Y., & Khemakhem, P. R. (2014). An analysis of perceived usability, perceived interactivity and website personality and their effects on consumer satisfaction. *International Journal of Management Excellence*, 2(3), 227-236.
- Bannon, L. J. (2005). A human-centred perspective on interaction design. In *Future interaction design* (pp. 31-51). Springer, London
- Belanche, D., Casaló, L. V., & Guinalú, M. (2012). Website usability, consumer satisfaction and the intention to use a website: The moderating effect of perceived risk. *Journal of retailing and consumer services*, 19(1), 124-132.
- Bowden, J. (2009), Customer engagement: a framework for assessing customer-brand relationships: the case of the restaurant industry. *Journal of Hospitality Marketing & Management*, 18(6), 574-596
- Bowden, J. L. H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63-74.

- Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009), "Brand experience: what is it? How is it measured? Does it affect loyalty?" *Journal of Marketing*, 73(3), 52-68.
- Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business research*, 61(4), 309-314.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of service research*, 14(3), 252-271.
- Burke, R. R. (2002). Technology and the customer interface: what consumers want in the physical and virtual store. *Journal of the academy of Marketing Science*, 30(4), 411-432.
- Carnegie, A. (2019), Retrieved from; <https://www.fiftyfiveandfive.com/rhetoric-in-marketing/>
- Cheung, C. M., Chan, G. W., & Limayen, M. (2005). A critical review of online consumer behavior: Empirical research. *Journal of electronic commerce in organizations (JECO)*, 3(4), 1-19.
- Cheung, C. M., & Lee, M. K. (2005). Consumer satisfaction with internet shopping: a research framework and propositions for future research. In *Proceedings of the 7th international conference on Electronic commerce* (pp. 327-334).
- Cyr, D., Head, M., Larios, H., & Pan, B. (2009). Exploring human images in website design: a multi-method approach. *MIS quarterly*, 539-566.
- Cyr, D., Kindra, G. S., & Dash, S. (2008). Web site design, trust, satisfaction and e-loyalty: the Indian experience. *Online Information Review*, 32(6), 773-790.
- Cyr, D., Head, M., & Ivanov, A. (2006). Design aesthetics leading to m-loyalty in mobile commerce. *Information & Management*, 43(8), 950-963.
- Edward, P. J., & Robert, J. C. (1971). *Classical rhetoric for the modern student*.
- Egger, F. N. (2001). Affective design of e-commerce user interfaces: How to maximize perceived trustworthiness. *Proc. Intl. Conf. Affective Human Factors Design*, 317-324
- Einwiller, S. and M. Will: (2001), *The Role of Reputation to Engender Trust in Electronic Markets*, in *Proceedings of the 5th International Conference on Corporate Reputation, Identity, and Competitiveness*.
- Einwiller, S., Geissler, U., & Will, M. (2000). Engendering trust in internet business using elements of corporate branding. *AMCIS 2000 Proceedings*, 54.
- Engholm, Ida (2003) *WWW's designhistorie – website udviklingen i et genre og stilteoretisk perspektiv*. København: IT-Universitetet. (Diss.).
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business research*, 54(2), 177-184.

- Finn, A., (2011). Investigating the non-linear effects of e-service quality dimensions on customer satisfaction. *Journal of Retailing and Consumer Services*, 18(1), 27-37
- Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & management*, 43(1), 1- 14.
- Fiore, A. M., Jin, H. J., & Kim, J. (2005). For fun and profit: Hedonic value from image interactivity and responses toward an online store. *Psychology & Marketing*, 22(8), 669- 694.
- Gregory, J. (2007). A framework of consumer engagement in Australian health policy. *Health Issues*, (91), 22.
- Garrett, J. J. (2003). *The Elements of User Experience: User Centered Design for the Web*, Indianapolis, IN: New Riders.
- Gefen, D., Benbasat, I., & Pavlou, P. (2008). A research agenda for trust in online environments. *Journal of Management Information Systems*, 24(4), 275-286.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications. *Long range planning*, 45(5-6), 320-340.
- Hackbarth, G., Grover, V., & Mun, Y. Y. (2003). Computer playfulness and anxiety: positive and negative mediators of the system experience effect on perceived ease of use. *Information & management*, 40(3), 221-232.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing*, 37(11/12), 1762-1800.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of interactive marketing*, 18(1), 38-52.
- Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555-573.
- Jennings, M. (2000). Theory and models for creating engaging and immersive ecommerce websites. In *Proceedings of the 2000 ACM SIGCPR conference on Computer personnel research* (pp. 77-85). ACM.
- Johnson, M. D., Gustafsson, A., Andreassen, T. W., Lervik, L., & Cha, J. (2001). The evolution and future of national customer satisfaction index models. *Journal of economic Psychology*, 22(2), 217-245.
- Karimov, F. P., Brengman, M., & Van Hove, L. (2011). The Effect of Website Design Dimensions on Initial Trust: A Synthesis of the empirical Literature. *Journal of Electronic Commerce Research*, 12(4). 272-301

- Karvonen, K. (2000). The beauty of simplicity. In Proceedings on the 2000 conference on Universal Usability (pp. 85-90). ACM.
- Kim, D. J., Ferrin, D. L., and Rao, H. R., (2009), Trust and satisfaction, two stepping stones for successful e-commerce relationships: a longitudinal exploration, *Information Systems Research*, 20(2), 237-257.
- Kim, J., Jin, B., & Swinney, J. L. (2009). The role of retail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of retailing and Consumer services*, 16(4), 239-247.
- Kim, P. H., Ferrin, D. L., Cooper, C. D., & Dirks, K. T. (2004). Removing the shadow of suspicion: the effects of apology versus denial for repairing competence-versus integrity-based trust violations. *Journal of applied psychology*, 89(1), 104.
- Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information systems research*, 13(2), 205-223.
- Kronmal, R. (1993). Spurious Correlation and the Fallacy of the Ratio Standard Revisited. *Journal of the Royal Statistical Society. Series A (Statistics in Society)*, 156(3), 379-392.
- Lederer, A. L., Maupin, D. J., Sena, M. P., & Zhuang, Y. (2000). The technology acceptance model and the World Wide Web. *Decision support systems*, 29(3), 269-282.
- Liao, Z., & Cheung, M. T. (2001). Internet-based e-shopping and consumer attitudes: an empirical study. *Information & management*, 38(5), 299-306.
- Lightner, N. J., & Eastman, C. M. (2002). User preference for product information in remote purchase environments. *J. Electron. Commerce Res.*, 3(3), 174-186.
- Lin, H. F. (2007). The impact of website quality dimensions on customer satisfaction in the B2C e-commerce context. *Total Quality Management and Business Excellence*, 18(4), 363- 378.
- Liu, C., Arnett, K. P., Capella, L. M., & Taylor, R. D. (2001). Key dimensions of web design quality as related to consumer response. *Journal of Computer Information Systems*, 42(1), 70-82.
- London, B., Downey, G., & Mace, S. (2007). Psychological theories of educational engagement: A multi-method approach to studying individual engagement and institutional change. *Vand. L. Rev.*, 60, 455.
- Lowry, P. B., & Gaskin, J. (2014). Partial least squares (PLS) structural equation modeling (SEM) for building and testing behavioral causal theory: When to choose it and how to use it. *IEEE transactions on professional communication*, 57(2), 123-146.
- Mohd-Ramly, S., & Omar, N. A. (2017). Exploring the influence of store attributes on customer experience and customer engagement. *International Journal of Retail & Distribution Management*, 45(11), 1138-1158.
- Nordlight Research, 2008. NLR web scan Instrument enentwick lung [NRL web scan development]. Hilden, Germany: Rafael Jaron.

- O'Brien, H. L., Cairns, P., & Hall, M. (2018). A practical approach to measuring user engagement with the refined user engagement scale (UES) and new UES short form. *International Journal of Human-Computer Studies*, 112, 28-39.
- O'Brien, H. L. (2011). Exploring user engagement in online news interactions. *Proceedings of the American society for information science and technology*, 48(1), 1-10.
- O'Brien, H. L., & Toms, E. G. (2010). The development and evaluation of a survey to measure user engagement. *Journal of the American Society for Information Science and Technology*, 61(1), 50-69.
- O'Brien, H. L., & Toms, E. G. (2008). What is user engagement? A conceptual framework for defining user engagement with technology. *Journal of the American society for Information Science and Technology*, 59(6), 938-955.
- Oliver, R. L. (1999). Whence consumer loyalty? *The Journal of Marketing*, 33-44.
- Park, J., Lennon, S. J., & Stoel, L. (2005). On-line product presentation: Effects on mood, perceived risk, and purchase intention. *Psychology & Marketing*, 22(9), 695-719
- Quesenbery, W. (2003). Dimensions of usability. Content and complexity: Information design in technical communication. (pp. 81–102).
- Rosen, D. E., & Purinton, E. (2004). Website design: Viewing the web as a cognitive landscape. *Journal of Business Research*, 57(7), 787-794.
- Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. *Journal of Targeting, Measurement and Analysis for marketing*, 12(1), 82-90.
- Reichheld, F. F., & Schefer, P. (2000). E-loyalty: your secret weapon on the web. *Harvard business review*, 78(4), 105-113
- Riegelsberger, J., & Sasse, M. A. (2001). Trustbuilders and trustbusters. In *Towards the E-Society* (pp. 17-30). Springer, Boston, MA.
- Saks, A. M. (2006). Antecedents and consequences of employee engagement. *Journal of managerial psychology*, 21(7), 600-619.
- Salanova, M., Agut, S., & Peiró, J. M. (2005). Linking organizational resources and work engagement to employee performance and customer loyalty: the mediation of service climate. *Journal of applied Psychology*, 90(6), 1217.
- Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006). Converting web site visitors into buyers: how web site investment increases consumer trusting beliefs and online purchase intentions. *Journal of Marketing*, 70(2), 133-148.
- Sisodia, R. S., & Wolfe, D. B. (2000). Information technology: its role in building, maintaining, and enhancing relationships. *Handbook of relationship marketing*, 525-63.

- Smith, T. J. (2008). Senior citizens and e-commerce websites: The role of perceived usefulness, perceived ease of use, and web site usability. *Informing Science*, 11.
- Sprott, D., Czellar, S., & Spangenberg, E. (2009). The importance of a general measure of brand engagement on market behavior: Development and validation of a scale. *Journal of Marketing Research*, 46(1), 92-104.
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of retailing*, 78(1), 41-50.
- Tarasewich, P. (2003). Designing mobile commerce applications. *Communications of the ACM*, 46(12), 57-60.
- Thielsch, M. T. (2008). *Ästhetik von Websites. Wahrnehmung von Ästhetik und deren Beziehung zu Inhalt, Usability und Persönlichkeitsmerkmalen.* Münster: MV Wissenschaft.
- Thorlacius, L. (2007). The role of aesthetics in web design. *Nordicom Review*, 28(1), 63-76.
- Tractinsky, N., Katz, A. S., & Ikar, D. (2000). What is beautiful is usable. *Interacting with computers*, 13(2), 127-145.
- Verhoef, P.C., Reinartz, W.J. and Krafft, M. (2010), "Customer engagement as a new perspective in customer management", *Journal of Service Research*, 13(3), 247-252
- Vilnai-Yavetz, I., & Tifferet, S. (2009). Images in academic web pages as marketing tools: Meeting the challenge of service intangibility. *Journal of Relationship Marketing*, 8(2), 148-164.
- Vivek, S.D., Beatty, S.E. and Morgan, R.M. (2012), "Customer engagement: exploring customer relationships beyond purchase", *The Journal of Marketing Theory and Practice*, 20(2), 122-146.
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS quarterly*, 373-396.
- Wilson, D. T. (1995). An integrated model of buyer-seller relationships. *Journal of the academy of marketing science*, 23(4), 335-345.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *the Journal of Marketing*, 31-46.
- Zineldin, M. (2000). TRM: total relationship management. *Student literature*, 28.