


Building Customer Loyalty: The Effect of Experiential State, the Value of Shopping, and Trust and Perceived Value of Service on Online Clothes Shopping

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Abstract

Based on consumer behavior theories, the aim of this study is to provide a model supported by empirical evidence in order to improve knowledge of the antecedents of loyalty to online clothing retailers. The model has been verified through partial least squares analysis of the data obtained from a survey of a sample of 412 online clothing shoppers. The results show that, firstly, the affective and cognitive experiences have a positive effect on the degree of satisfaction, and the affective experiences also have a positive impact on trust. Secondly, it has been demonstrated that consumer satisfaction with online clothing retailers can be increased by both the hedonic and utilitarian values of shopping. Thirdly, an indirect relationship has been established between satisfaction and loyalty through trust and perceived value of service. These findings can improve our understanding of the determinants of online consumer loyalty. Discussion and implications are provided.

Keywords

consumer behavior, Internet shopping, retail, loyalty, clothing

Retail sales on the Internet are becoming increasingly important. The prediction is that they will increase to an annual rate of over 20% during the 2014–2019 period (eMarketer, 2015). Of all commercialized products, clothes are one of the most highly sought-after and purchased on the Internet (Nielsen, 2014), making e-commerce a key channel for the future of retail clothing companies (Koncept Analytics, 2016).

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The market share and growth rate of e-commerce drive companies to identify the elements that will enable them to achieve success through this channel. In this sense, numerous authors have pointed out that in order for e-retailers to be successful, it is essential for them to understand the process of building online consumer loyalty (Toufaily, Ricard, & Perrien, 2013). Online loyalty is important because it offers several benefits in e-retail (Srinivasan, Anderson, & Ponnavaolu, 2002). Although the benefits may be similar to those obtained by retailers in regard to off-line loyalty, the differences among the characteristics of online and off-line environments make it necessary to develop specific theoretical and empirical frameworks that enable a greater understanding of the antecedents of e-loyalty (Anderson & Srinivasan, 2003; Valvi & Fragkos, 2012). Furthermore, various researchers have demonstrated the existence of significant differences among the loyalty-building processes in online and off-line environments (Kwon & Lennon, 2009; Scarpi, Pizzi, & Visentin, 2014; Shankar, Smith, & Rangaswamy, 2003).

The antecedents of loyalty to e-retailers have been studied for a wide variety of products, but only a small number of publications refer to clothing (Toufaily et al., 2013). Loyalty is a crucial topic for clothing e-retailers because the environment is more competitive than ever (Koncept Analytics, 2016), and consumers have the power to change their choice of store freely—and at increasingly lower costs (e.g., time, trouble, etc.), allowing them to easily compare products offered through different stores.

Researchers, to date, have found no consensus regarding the critical factors that could help clothing e-retailers maintain and improve consumer loyalty (Chou, Chen, & Lin, 2015; Ha & Stoel, 2012; Kim & Damhorst, 2010; Scarpi et al., 2014). The differences observed in prior research make it more difficult to understand the factors contributing to building loyalty among online clothing shoppers.

Our objective is to conduct an empirical study that will help define a model in order to bridge the gap between the differences in prior studies. Along these lines, we would like to highlight three major aspects of our study. Firstly, we have developed and tested a model for building loyalty that also considers the effects of multiple antecedents, including: affective and cognitive experiential states, hedonic and utilitarian values of shopping, satisfaction, trust, and perceived value of service. We have no evidence, to date, of any prior researchers who have studied and integrated these factors in one single model. Secondly, our analysis is based on not only direct causal relationships but also an assessment of the mediation of trust and perceived value of service in terms of the influence of satisfaction on loyalty. Thirdly, we were focused on the perspective of consumer behavior, particularly within the framework of consumer-loyalty theory (Sirohi, McLaughlin, & Wittink, 1998; Valvi & Fragkos, 2012); the theoretical developments of the consumer's purchase experience in an online environment (Chou et al., 2015; Grewal, Levy, & Kumar, 2009; Rose, Clark, Samouel, & Hair, 2012); hedonic or utilitarian value of shopping (Babin, Darden, & Griffin, 1994; Scarpi et al., 2014); trust–value–loyalty models (Chai, Malhotra, & Alpert, 2015); the quality–value–loyalty chain (Kim & Damhorst, 2010; Rubio, Villaseñor, & Yagüe, 2013); and satisfaction-loyalty models (Anderson & Srinivasan, 2003; Shankar et al., 2003).

Literature Review

Online Customer Loyalty

Loyalty is a core concept in the theory and practice of marketing (Toufaily et al., 2013). For the purpose of this study, e-loyalty is defined as the consumer's intention to engage in behavior that is favorable for the e-retailer. This can be manifested in different ways (e.g., expressing that they will continue to shop with the e-retailer, that they will recommend said retailer, or that they will increase their purchases within the next few months; Sirohi et al., 1998).

Researchers have taken into account a wide variety of factors that may be antecedents of loyalty in e-loyalty measurement models (Srinivasan et al., 2002; Toufaily et al., 2013; Valvi & Fragkos, 2012). In the particular case of clothing e-retail, Kim and Damhorst (2010) demonstrated that the level of quality of online retailer services has a positive, direct influence on customer loyalty, and an indirect impact through satisfaction and the perceived value of clothes shopping, based on a convenience sample of students from two American universities. The latter construct is also influenced by the perceived quality of the clothes. Based on a convenience sample of American college students, Ha and Stoel (2012) determined that two e-shopping quality factors (i.e., website content/functionality and atmospheric/experiential quality) have a significant impact on e-shopping satisfaction, which contributes to e-shopping loyalty, whereas two other factors (i.e., privacy/security and customer service) have a significant direct impact on e-shopping loyalty. Later, Scarpi, Pizzi, and Visentin (2014) showed that price awareness and word of mouth (WOM) are positively influenced by the utilitarian and hedonic values of the purchase, and WOM is affected by price awareness, based on a sample of Italian shoppers. In turn, all of these variables, except for utilitarian value, have a positive influence on loyalty intentions. More recently, Chou, Chen, and Lin (2015) found that, for Taiwanese shoppers, two online experience dimensions (i.e., perceived online privacy and security) are positively associated with e-trust, whereas two others (i.e., perceived delivery time and website design) are positively associated with satisfaction. Furthermore, e-trust and satisfaction positively influence e-loyalty in female online clothing shoppers.

The aforementioned researchers provide a broad perspective of the variables that can influence e-loyalty in the retail clothing industry. In our study, we define and assess a model focused on the simultaneous influence of the following factors: affective and cognitive experiential states, hedonic and utilitarian values of shopping, satisfaction, trust, and perceived value of service. These variables and their relationships are explained in further detail in the following section.

Antecedents of Loyalty in Online Stores

Affective and cognitive experiential states. The consumer's shopping experience is one of the most important aspects of e-retail competitiveness (Grewal et al., 2009). The consumer experience is based on interactions between the consumer and the e-retailer. "This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual)" (Gentile, Spiller, & Noci, 2007, p. 397). The two psychological dimensions—rational or cognitive and emotional or affective—have been consistently identified as significantly influential factors of consumer behavior (Martin, Mortimer, & Andrews, 2015; Rose et al., 2012). The affective experiential state is the component of the customer experience that involves the generation of moods, feelings, and emotions, while the cognitive experiential state is the component associated with thinking or conscious mental processes (Gentile et al., 2007). Consequently, customer experience is defined in this article as a psychological state (affective and cognitive) manifested as a subjective response to the e-retailer's website (Rose et al., 2012).

The online shopping experience is different from the experience in a "brick-and-mortar store" (Scarpi et al., 2014) mainly because the assessment of the experience depends on the point of contact, location, and merchandising, among other factors (Grewal et al., 2009). It is precisely the lack of information and physical interaction with the product (seeing, smelling, touching, and trying on) that presents the greatest obstacles for consumers buying clothes online (Merle, Senecal, & St-Onge, 2012).

Some authors have commented that the outcomes of the consumer experience in an online environment have not been sufficiently studied (Martin et al., 2015; Rose et al., 2012), particularly in the fashion industry (Chou et al., 2015; Lee, Kim, & Fiore, 2010). We focus on two of the main

outcomes of the online shopping experience identified in previous studies: satisfaction and trust (Chou et al., 2015; Kim & Damhorst, 2010; Lim, 2015; Martin et al., 2015; Rose et al., 2012).

Satisfaction is defined as “the contentment of a customer with respect to his or her prior purchasing experience with a given electronic commerce firm” (Anderson & Srinivasan, 2003, p. 125). Satisfaction is also defined as an affective state arising from an affective and cognitive evaluation process for a specific transaction (Khalifa & Liu, 2007). Rose, Clark, Samouel, and Hair (2012) and Martin, Mortimer, and Andrews (2015) have empirically demonstrated that affective and cognitive experiential states in an online environment have a positive influence on e-retail customer satisfaction. In the specific case of online clothes shopping, Kim and Damhorst (2010) and Chou et al. (2015) have also shown that the shopping experience has a positive effect on consumer satisfaction. In our study, according to the affective experience state measurement (Martin et al., 2015; Novak, Hoffman, & Yung, 2000; Rose et al., 2012), we believe that clothes shoppers may positively value the relaxed nature of the purchase process and enjoy a happy experience (considering that clothing is a very personal product and clothes shopping is frequently regarded as a leisure activity); therefore, the affective experience could have a positive influence on their satisfaction. In addition, the fact that people can become deeply involved in online shopping could result in a positive cognitive experience that would have a positive impact on satisfaction (Martin et al., 2015; Rose, et al., 2012). We, therefore, propose that affective and cognitive experiential states have a positive influence on online shopping satisfaction.

Hypothesis 1: The affective experience has a positive effect on the degree of satisfaction with online shopping.

Hypothesis 2: The cognitive experience has a positive effect on the degree of satisfaction with online shopping.

Trust involves feelings of vulnerability, which are exacerbated by the distant nature of the remote relationship with the online retailer (Rose et al., 2012). Trust in the website diminishes these feelings of vulnerability and fulfills expectations. Affective states can shape perceptions about online retailers, since all channels/media are potentially emotive (Jones, Spence, & Vallaster, 2008) and not always positive. Researchers studying affective states have shown that they can influence attitudes and behavior toward online retailers (Lee et al., 2010; Lim, 2015). Rose et al. (2012) and Martin et al. (2015) have found that affective experiential states have a positive effect on the trust of online shoppers. Chou et al. (2015) also found a positive relationship between the online clothes shopper’s experience and their trust in e-retailers. Online trust stemming from the affective experiential state plays an important role in improving understanding of the relationship between customer satisfaction and loyalty (Ha, Janda, & Muthaly, 2010; Jin, Park, & Kim, 2008). Hence, the impression of the online retailer plays a major role in fulfilling the consumer’s expectations. In our study, according to the affective experience state measurement (Martin et al., 2015; Novak et al., 2000; Rose et al., 2012), we believe that the development of positive affective feelings induced by a calm, relaxed, and happy shopping experience for a personal product such as clothes could lead to a feeling of trust in e-retailers. We, therefore, propose the following hypothesis:

Hypothesis 3: Affective experiences have a positive effect on trust in online shopping.

Hedonic and utilitarian values of shopping. The role of emotions and pleasure in consumer behavior is of utmost importance, and consumers’ shopping is usually discussed in terms of its utilitarian and hedonic value (Scarpi et al., 2014). The hedonic value of shopping reflects the value perceived in a multisensorial manner and the fantasy and pleasure of shopping: “shopping as fun” (Griffin, Babin, & Modianos, 2000, p. 35). On the other hand, the utilitarian value of shopping indicates the efficient

acquisition of products and/or information. In general, consumers seeking utilitarian value can be characterized as task-related and rational, focused on decision utility: “shopping as work” (Griffin et al., 2000, p. 35). A website is not simply a utilitarian tool for finding information, making choices, and ordering a product or service. Researchers in this field have progressively taken into account other dimensions linked to the pleasure associated with visiting the website and the interaction between users and the site (Bressolles, Durrieu, & Senecal, 2014). Positive links between hedonic and utilitarian values of shopping and satisfaction have been found in e-retail (Jones, Reynolds, & Arnold, 2006).

Nevertheless, satisfaction processes depend in part on the consumption context. Accordingly, researchers have corroborated that emotions have an influence on satisfaction with online shopping (Kim & Damhorst, 2010). Furthermore, hedonic value represents the emotional worth of the shopping experience and has been found to have a stronger relationship with satisfaction than with utilitarian value (Jones et al., 2006). Therefore, since clothes shopping can create emotional value and satisfaction processes are closely linked to emotions associated with the shopping location, it is reasonable to expect that hedonic value of shopping will have a stronger relationship with satisfaction than utilitarian value. We, therefore, propose the following hypotheses:

Hypothesis 4: The utilitarian value of shopping has a positive effect on satisfaction with online shopping.

Hypothesis 5: The hedonic value of shopping has a positive effect on satisfaction with online shopping.

Hypothesis 5.1: The hedonic value of shopping will have a stronger impact on satisfaction than the utilitarian value of shopping.

Satisfaction. The growing use of the Internet in the shopping process, especially in terms of the increase in e-commerce and e-services, has led researchers and practitioners to reassess certain traditional concepts such as satisfaction within the context of information technology (Bressolles et al., 2014). As previously mentioned, satisfaction is an affective state resulting from the buyer’s assessment of their relationship with e-retail (Khalifa & Liu, 2007). Satisfaction has been found to have a positive influence on customer loyalty within the context of e-commerce (Jin et al., 2008; Pratminingsih, Lipuringtyas, & Rimenta, 2013). Customers are more likely to go back to the same retailer if they are satisfied with their previous shopping experience at this retailer’s online store (Ha et al., 2010). Furthermore, satisfied customers will end up feeling committed to the company’s economic development and will decide to be loyal if the company consistently meets their expectations (Lin, Wu, & Cheng, 2015). Satisfaction is therefore an important factor in establishing long-term relationships with customers (Anderson & Srinivasan, 2003; Toufaily et al., 2013; Valvi & Fragkos, 2012). Moreover, considering similar levels of satisfaction in traditional and online environments, the relationship between satisfaction and loyalty is greater in online environments (Cyr, 2008). It then seems logical to consider that more satisfied subjects will be attitudinally and behaviorally more susceptible to continuing their relationship with the service provider over time. We, therefore, propose the following hypothesis:

Hypothesis 6: Consumer satisfaction has a positive effect on e-loyalty.

According to Ha, Janda, and Muthaly (2010), satisfaction also has an indirect effect on loyalty through trust. This suggests that trust can act as a mediator of satisfaction in continuing to improve loyalty. Satisfied customers will experience a feeling of closeness and security in regard to online retailers’ commercial activity, thereby reducing the perceived risk and fostering repeat purchase

behavior. Therefore, retailers that do business in an online environment must be aware of their consumers' need for satisfactory experiences since the more satisfied they are, the more trust these customers will have in the retailers (Ha et al., 2010; Jin et al., 2008). Furthermore, Pratminingsih, Lipuringtyas, and Rimenta (2013) demonstrated that the constructs of satisfaction and trust are positively related. We, therefore, propose the following hypothesis:

Hypothesis 7: Satisfaction with online shopping has a positive effect on trust.

Trust. Trust is considered to be a strategic asset in the field of commercialization and an essential ingredient in successful relationships. Trust reduces uncertainty and risk, while increasing the willingness to purchase (Rose et al., 2012). It is even comparable to credibility or safety in online transactions. The buyer is the most vulnerable party in e-commerce, while the seller is the subject of trust and is in a position to take advantage of the other party's vulnerability (Chai et al., 2015). Therefore, trust is an essential factor in choosing retailers.

As stated by Hao, Balaji, and Kok (2015), trust creates value by providing relational benefits stemming from the interaction between the organization and the consumer, thus reducing uncertainty among customers. When numerous transactions have positive results, consumers' trust in the online store's capacity and reliability increase, and their perception of the service provided improves. Consequently, trust is one of the main antecedents of perceived value (Chai et al., 2015). We, therefore, propose the following hypothesis:

Hypothesis 8: Trust has a positive effect on the perceived value of service in online shopping.

Perceived value of service. It is now widely recognized that a customer's perceived value of service is a powerful force in fast, competitive markets and that companies will have an underlying competitive advantage if they are able to create value. Technology-oriented service management researchers should investigate the connection between the user-perceived value of service and output business value (e.g., loyalty) for services offered through information technology (Kim & Damhorst, 2010; Rubio et al., 2013). Perceived value of service is defined as "the overall assessment trade-off of the salient sacrifice/give and benefits/get components" (Wu, Chen, Chen, & Cheng, 2014, p. 2769). Customers assess the value of the retailer's service in relation to the benefits and costs of maintaining their relationship with said retailer (Bressolles, Durrieu, & Deans, 2015). This explains why the consumer's decision to shop depends on the perceived value of service (Wu et al., 2014). Therefore, in order to attract customers and increase their intention to use an online channel, retailers must guarantee valuable market offers (Lim, 2015). Perceived value has been found to be an antecedent of customers' loyalty intentions in an online retail context (Kim & Damhorst, 2010; Wu et al., 2014). Wu, Chen, Chen, and Cheng (2014) showed that as the consumer's perception of value increases, their loyalty intentions increase in online retailers. Kim and Damhorst (2010) found that the perceived value of service of an online clothing retailer has a significant, positive impact on customers' loyalty intentions toward the online retailer. We, therefore, propose the following hypothesis:

Hypothesis 9: Perceived value of service has a positive effect on loyalty in online shopping.

Method

Data Collection and Sample

In order to verify the proposed theoretical model, we have analyzed the data collected from an online questionnaire. The study population was comprised of Spanish consumers who have shopped for clothes online in the last 6 months. We chose Spain for the study sample for matters of convenience

and since it is a developed country where the main products purchased online are clothes, footwear, and sports equipment (National Institute of Statistics, 2014). The data were collected by the authors from April to June in 2015. We used convenience sampling to select the participants. This sampling procedure is common for companies operating in an online environment. Participants were sent invitations to take part in the study through social networks (i.e., Facebook, Twitter, Tuenti, and LinkedIn) and e-mail distribution lists. Participation was voluntary and did not involve any type of reward system, which was therefore conducive to certain types of profiles. Screening questions were designed to deter people who were not among the target audience and focus on those who regularly shop for clothes online—at least twice in the past 6 months. There were a total of 424 participants, although the final sample consisted of 412 shoppers, as 12 responses were disqualified since they were not complete. There were more females (62.6%) than males (37.4%). The largest proportion of the respondents (71.1%) was aged between 20 and 35, followed by those aged under 20 (20.6%), those aged between 36 and 50 (6.8%), and those aged above 50 (1.5%). People who completed their secondary education comprised a majority of the respondents (62.4%), followed by those who had university or higher degrees (35.2%), those who only completed primary education (2.2%), and those who were illiterate or did not finish their studies (0.2%).

Measures

We have adapted the reflective measurement scales from previous studies: The affective experiential state from Novak, Hoffman, and Yung (2000) and Rose et al. (2012), the cognitive experiential state from Rose et al. (2012), satisfaction from Khalifa and Liu (2007), the hedonic value of shopping and the utilitarian value of shopping from Babin, Darden, and Griffin (1994) and Griffin, Babin, and Modianos (2000), trust from Chong, Chan, and Ooi (2012), perceived value of service from Rubio, Villaseñor, and Yagüe (2013), and loyalty from Sirohi, McLaughlin, and Wittink (1998). Reflective measurement scales involve the assumption that the observed indicators are produced by the latent variable (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014).

We used a multi-item scale with a 7-point Likert-type format, from one (*strongly disagree*) to seven (*strongly agree*); except in the case of the affective experiential state, in which a 7-point bipolar adjectival scale was used. We asked about sociodemographic characteristics and the frequency of online clothes shopping in closed-ended questions.

Data Analysis

The data analysis was conducted using partial least squares (PLS). The PLS analysis is appropriate when the normality of the data cannot be guaranteed. This technique is less stringent in terms of the assumption of multivariate normality, which is fundamental to the maximum-likelihood estimate of the covariance-based structural equation modeling (CB-SEM; Hair et al., 2014). The CB-SEM estimates model parameters in order to minimize the discrepancy between the estimated and sample covariance matrices. In contrast, partial least squares-structural equation modeling (PLS-SEM) maximizes the explained variance of the endogenous latent variables by estimating partial model relationships in an iterative sequence of ordinary least squares regressions. Moreover, the PLS-SEM algorithm is very efficient and is not subject to the identification restrictions of the maximum-likelihood algorithm regardless of how complex the model is (Hair et al., 2014). We used the PLS analysis in our study since, after conducting the Kolmogorov–Smirnov test for normality with SPSS (IBM SPSS Statistics 23.0), the data distribution was nonnormal ($p < .05$). SmartPLS2 software was used to analyze the data.

In order to analyze the data, we evaluated the measurement model and the structural model. The measurement model analysis involved the content validity test, the Cronbach α test of reliability

and convergent validity, composite reliability, the loadings of the indicators, average variance extracted (AVE) (Chin, 1998), and discriminant validity (Fornell & Larcker, 1981). For the structural model analysis, we measured the magnitude, the level of significance of the coefficients, and the predictive quality (Chin, 1998), as well as the percentage of the explained variance for each of the latent variables (Falk & Miller, 1992).

Results

Measurement Assessment

The measurement model was evaluated based on reliability and validity. The Cronbach's α trend provides an estimate of reliability (Chin, 1998; Henseler, Ringle, & Sinkovics, 2009; see Table 1). It is noteworthy that all the constructs scored higher than the required minimum of 0.50 (Chin, 1998), except for the utilitarian shopping value. The composite reliability is over 0.50 in all cases. The loadings of the indicators, also used to evaluate reliability, are high and significant (over 0.50), except the second item under loyalty and the second and third items under the utilitarian value of shopping. These weak indicators have been maintained based on their contribution to the validity of the content. According to Chin (1998), they must be included in the analysis unless their loadings are not significantly different from 0. This is due to the fact that eliminating indicators that are weak, but still relevant, will reduce the explained variance as it would eliminate valid information that would be useful for estimating the latent variable.

The validity was examined in the discriminant validity analysis, which has been confirmed for all the latent constructs, as the square root of AVE is greater than the bivariate correlation among all the model's constructs (Chin, 1998; see Table 2).

Hypothesis Testing Results

For the structural model, we have evaluated the weight and magnitude of the relationships among different variables. In order to properly interpret the internal, or structural, model in PLS modeling, we asked the following questions (Falk & Miller, 1992): (a) What quantity of variance of the endogenous variables can be explained by the constructs that predict them? and (b) To what extent do the predictive variables contribute to the explained variance of the endogenous variables? We used two basic indices to answer these two questions: R^2 and the standardized β paths.

As shown in Figure 1, the statistical results indicate that all the relationships have a positive sign, contributing "partial empirical validation of the theoretically assumed relationships between latent variables" (Henseler et al., 2009, p. 304). We first measured the magnitude and level of significance of the coefficients, which must be over 0.20 in order to be considered significant (Chin, 1998). It should be noted that all the coefficients of the relationships among the structural model's different variables fulfill this requirement. The effects of the estimated weights are therefore in line with their significance, thereby confirming the proposed hypotheses, which consequently offers empirical support for the model's theoretical reasoning (see Figure 1).

The significance of the model's parameters is assessed in the PLS-SEM analysis by conducting a bootstrapping-based resampling (Afthanorhan, 2014; Hair et al., 2014). Five thousand subsamples, the same size as the original sample, were randomly selected. According to Chin (1998), the t -statistic obtained through bootstrapping serves to corroborate the null hypothesis that the parameter (β) is 0. All of the hypotheses in our study have been supported (see Table 3).

In addition, the explanatory power (R^2) of the predictive constructs ranges from 38.5% to 43.7% (see Figure 1). This measurement indicates the quantity of the construct's variance that is explained by the model, whose values (approximately .19, .33, and .67) are considered to be weak, moderate, and substantial, respectively (Chin, 1998). We then turn to Falk and Miller (1992) to understand the

Table 1. Evaluation of the Measurement Model.

Constructs and Factors	Loadings
Affective experiential state (Cronbach's $\alpha = .69$; CR = .79)	
Stimulated/relaxed	.51
Calm/excited (R)	.51
Unhappy/happy	.56
Annoyed/pleased	.70
Controlling/controlled	.70
Influenced/influential (R)	.56
Cognitive experiential state (Cronbach's $\alpha = .71$; CR = .79)	
What is your assessment of the time and effort spent searching for info?	.51
How would you assess the capacity for evaluating the quality of the clothing?	.55
The clothes shopping website is easy to use.	.61
It does not take too long for me to learn how to navigate.	.55
Navigation is fast and easy when I shop for clothes at this store.	.68
The information provided helps me feel in control of my purchase decision.	.68
I feel that I am in control of how I use information on this website.	.62
Satisfaction (Cronbach's $\alpha = .84$; CR = .90)	
I am satisfied with my purchase experience	.89
I am satisfied with my prepurchase experience	.87
I am satisfied with my postpurchase experience	.85
Hedonic value of shopping (Cronbach's $\alpha = .66$; CR = .77)	
The shopping experience truly felt like an escape.	.66
I enjoyed the shopping experience in and of itself.	.55
The time I spent shopping was truly enjoyable.	.94
Utilitarian value of shopping (Cronbach's $\alpha = .37$; CR = .64)	
I accomplished exactly what I wanted to do with this online store	.99
I couldn't buy what I really needed (R)	.11 ^a
I was disappointed, I had to go to other website to complete my shopping (R)	.10 ^a
Trust (Cronbach's $\alpha = .87$; CR = .91)	
I trust the security measures offered by the clothes shopping website	.89
Transactions made in this online store are secure	.92
Payments made through this clothes shopping site will be processed securely	.92
I am not worried about providing credit card information for this online store	.65
Perceived value of service (Cronbach's $\alpha = .82$; CR = .89)	
The online shopping service provided fulfills my expectations	.92
The site provides the online shopping services as promised	.91
Comparing costs and benefits, online shopping offers a high value	.75
Loyalty intention (Cronbach's $\alpha = .53$; CR = .67)	
I will continue shopping at this online store	.74
I will not shop at this online store again in the next few months (R)	.16 ^a
I will recommend this online store to other people	.92

Note. CR = composite reliability; R = the item was reverse scaled.

^aIn spite of some items being nonsignificant, they are maintained following the guidelines suggested by Hair, Sarstedt, Hopkins, and Kuppelwieser (2014).

extent to which the predictive variables contribute to the explained variance of the endogenous variables. These authors point out that a reasonable index of variance explained by another latent variable in an endogenous construct is determined by the absolute value of the result of multiplying the coefficient path (β) by the corresponding coefficient correlation between the two variables. All of the cases in our research fulfill Falk and Miller's rule (1992), which states that a predictive variable should explain at least 1.5% of a predicted variable's variance (see Table 3). Hypothesis 5.1

Table 2. Discriminant Validity.

Variables	AVE	1	2	3	4	5	6	7	8
1. Affective experience	.35	.59							
2. Cognitive experience	.36	.28	.60						
3. Hedonic value of shopping	.54	.43	.19	.73					
4. Loyalty	.47	.39	.18	.43	.69				
5. Perceived value of service	.74	.54	.29	.49	.59	.86			
6. Satisfaction	.76	.51	.33	.45	.58	.78	.87		
7. Trust	.73	.47	.27	.41	.50	.66	.61	.85	
8. Utilitarian value of shopping	.33	.21	.12	.07	.22	.29	.33	.21	.57

Note. Numbers in bold denote the square root of AVE. Square root of AVE estimates > correlations between constructs.

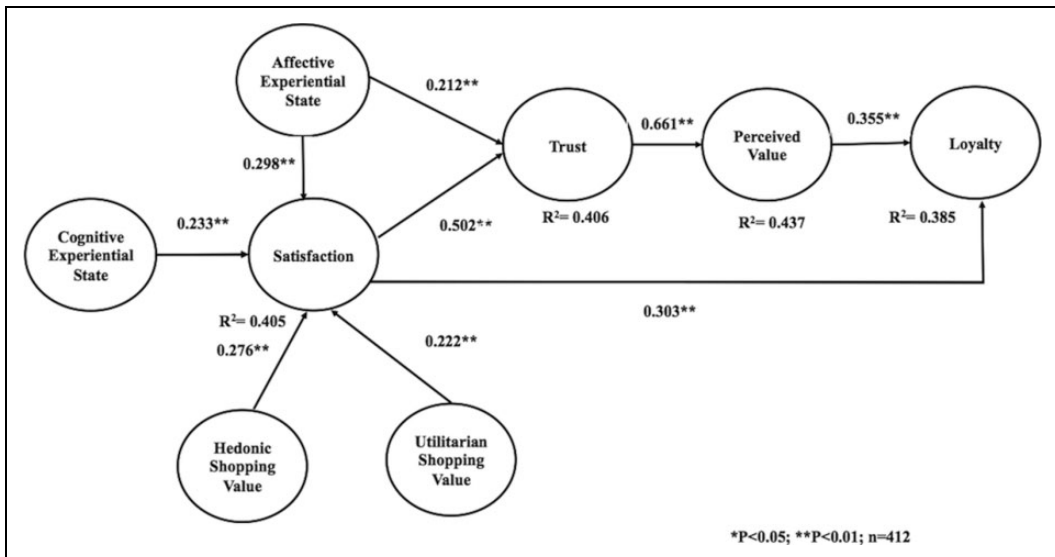


Figure 1. Results for structural model analysis.

Table 3. Hypotheses and Structural Model Path Coefficients.

Hypothesized Paths	Standardized β	t Value	Percentage of Explained Variance
Hypothesis 1: Affective experiential state → satisfaction	.29**	6.03	15.3
Hypothesis 2: Cognitive experiential state → satisfaction	.23**	4.81	7.7
Hypothesis 3: Affective experiential state → trust	.21**	4.77	9.94
Hypothesis 4: Utilitarian value of shopping → satisfaction	.22**	5.32	7.2
Hypothesis 5: Hedonic value of shopping → satisfaction	.28**	6.14	12.5
Hypothesis 6: Satisfaction → trust	.50**	12.95	30.6
Hypothesis 7: Satisfaction → loyalty	.30**	4.12	43.7
Hypothesis 8: Trust → perceived value of service	.66**	20.88	20.9
Hypothesis 9: Perceived value of service → loyalty	.35**	4.99	17.54

Note. n = 412.

*p < .05. **p < .01.

has been further validated, since the hedonic value explains a greater percentage of the variance of satisfaction than the utilitarian value. We can therefore conclude that the proposed model and its measurement structure support all the hypotheses. Moreover, we tested a fully recursive model on the proposed variables to rule out other vaguely possible relationships. We did not find any other significant relationships in the results that could improve the model's predictive capability.

Finally, we performed a measurement analysis in order to evaluate the indirect relationship between satisfaction and loyalty through trust and perceived value of service. This multiple measurement—consisting of a model with multiple mediators in different steps—is analyzed by obtaining confidence intervals grounded on the percentile-based approach of bootstrap resembling in PLS (Chin, 2010). We found that the indirect effect of satisfaction (satisfaction–trust–perceived value of service–loyalty) is significant because its confidence interval, formed by the lower percentile (0.0438) and the higher percentile (0.3226), does not contain the value 0. This means that the indirect effect is significantly different from 0 with 95% confidence, thereby confirming the indirect relationship between satisfaction and loyalty.

Conclusions and Implications

Building loyalty is different in online and off-line retail environments (Kwon & Lennon, 2009; Scarpi et al., 2014). The differences are particularly important in the case of clothing e-retail for the following three reasons: (a) due to the characteristics of online channels (e.g., the buyer can easily switch stores and find similar products), (b) due to the increasing competitiveness of the fashion industry in this channel (Koncept Analytics, 2016), and (c) and due to the difficulty of commercializing a type of product the consumer is used to interacting with prior to buying it (Merle et al., 2012). To date, many different factors have been identified that have an impact on consumer loyalty for shoppers who buy clothing from e-retailers (Chou et al., 2015; Ha & Stoel, 2012; Kim & Damhorst, 2010; Scarpi et al., 2014).

Based on consumer behavior theories, our purpose was to provide a model supported by empirical evidence in order to improve knowledge of the antecedents of loyalty to online clothing retailers. We, therefore, conducted a literature review in order to design a model to predict loyalty based on the affective and cognitive experiential states, satisfaction, trust, perceived value of service, and the hedonic and utilitarian values of shopping. We have verified the model through a PLS analysis of the data obtained from a survey of a sample of 412 online clothing shoppers.

We offer four contributions to improving the understanding of the determinants of online consumer loyalty. Firstly, the affective and cognitive experiences have a positive effect on the degree of satisfaction, and the affective experiences also have a positive impact on trust, which is consistent with previous research (Martin et al., 2015; Rose et al., 2012). This contribution is important since, up until now, few researchers have shown relationships between affective and cognitive experience states, satisfaction, and trust simultaneously in the clothing e-retail environment (Chou et al., 2015; Kim & Damhorst, 2010).

Secondly, it has been demonstrated that consumer satisfaction with online clothing retailers can be increased by both the hedonic and utilitarian values of shopping, which is in line with previous research (Jones et al., 2006; Kim & Damhorst, 2010). Furthermore, hedonic value has a greater positive influence on satisfaction than utilitarian value—an important contribution consistent with the findings of Jones, Reynolds, and Arnold (2006), who questioned the generalizations of other researchers claiming that the utilitarian value had a greater influence on satisfaction (Deng & Poole, 2010).

Thirdly, an indirect relationship has been established between satisfaction and loyalty through trust and perceived value of service; in other words, in order to build loyalty in online clothing retail, consumers must perceive the value of shopping in addition to trust and satisfaction. This is a very

important contribution because this indirect relationship between satisfaction and e-loyalty had not been studied extensively in previous research (Chou et al., 2015; Kim & Damhorst, 2010; Shankar et al., 2003), although it is consistent with the findings of Anderson and Srinivasan (2003).

Fourthly, we expand upon previous models (Chou et al., 2015; Martin et al., 2015; Rose et al., 2012), explaining loyalty in online shopping through a model that includes affective and cognitive experiential states, and hedonic and utilitarian values of shopping as antecedents to satisfaction, as well as mediating factors of the relationship between satisfaction and loyalty, such as trust and perceived value of service. To date, we have not come across any other research in which authors had previously studied and integrated these factors in a single model.

From a practical perspective, we offer guidelines about key aspects that online clothing retailers should especially keep in mind in order to build customer loyalty. Through this study's results, we show that consumers who perceive value in online shopping are more inclined to become repeat customers, once they trust and are satisfied with the e-retailer. It is therefore more important to build trust in the brand in an online context since the customer does not have the opportunity to touch or try on the clothes. This is why both the perceived value of service and the positive feelings developed during the shopping experience can be useful criteria for market segmentation.

It is therefore becoming increasingly important for managers to make specific investments in online channels. Different consumer habits have a common thread: Nowadays, shoppers use information and communications technology throughout all stages of the shopping process. Clothing retailers should therefore foster and pay close attention to creating value during the various stages of the shopping process. Considering new digital channels, it is necessary to determine the causes or factors that condition multichannel behavior in consumers in order for retailers to implement successful omnichannel strategies and choose the most appropriate channels to efficiently reach their target public. Based on the results of our research, in order for an online clothing retailer to build loyalty, it is essential for its customers to perceive advantages when shopping through the online channel. This will consequently lead to customers valuing their online shopping experience more positively. These positive feelings will in turn increase satisfaction and trust in the experience. This satisfaction will directly and positively lead to loyalty and indirectly and positively through perceived value of service. Moreover, another way of retaining online shoppers is through satisfaction, by creating hedonic shopping value, reinforcing the online shopping experience, and turning it into something much more significant than a mere task. The goal is for shopping online 24/7, without having to leave home, to be a pleasurable experience, since it currently leaves room for improvement. For example, while it is easy to compare clothing products in brick and mortar establishments, this is not necessarily the case in online shopping; however, multimedia design and three-dimensional virtual fitting technology (Lee et al., 2010; Merle et al., 2012) could be incorporated into websites to improve the online shopping experience. In order to improve the website's aesthetics, online retailers could offer a web-based interface that is stylistically consistent with the image and types of products sold on the site as well as the company's ethos and values, which would consequently enhance online consumer value, satisfaction, and ultimately e-loyalty (Bressolles et al., 2015). In order to improve the website's reliability, online clothing retailers should incorporate a back-end database-driven stock management system in order to inform customers of stocks levels in real time. In conclusion, we would like to emphasize the need for online retailers to invest in the aspects this study has determined to be conducive to loyalty in online shopping in order to obtain loyal customers.

Limitations and Recommendations for Future Research

In regard to future lines of research, although we have assumed unidirectional relationships among the structural model's various research constructs, the possibility of bidirectional linkages requires

further investigation. Furthermore, the current conceptual framework concentrates on eight key variables and their pathways; however, in the future, researchers could also address propositions related to the moderating effects of additional variables, such as the moderating role of demographic and psychographic variables.

Another interesting line for researchers would be to study the behavior of online consumers in real time instead of after completing their shopping experience. We would like to point out that this study is limited to shopping for a specific product (clothes), but in further studies, researchers could examine different service industry settings so that the generalizability of the findings could be assessed, and suggestions for adapting the model could be tested.

Additionally, mobile commerce (m-commerce) is a booming market that is becoming increasingly integrated into Internet applications. Future researchers could therefore compare the antecedents and effects of online consumer behavior in e-commerce, m-commerce, and omnichannels.

As with all market research, these conclusions must be interpreted with caution, considering the study's limitations. It is important to note that the sampling procedure was not random, as we did not have a census of online shoppers. Furthermore, since the scope of the research is limited to online factors, future researchers could therefore consider both online and off-line factors.

Authors' Note

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