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THE EFFECT OF WEBSITE DESIGN QUALITY ON THE CUSTOMER'S TRUST AND REPURCHASE INTENTION FROM COSMETIC WEBSITES

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ABSTRACT

Considering the ever-increasing variety and competition market of cosmetic brands, directors of these companies need a place with proper facilities for advertising and providing an appropriate position; websites play a significant role for approaching this goal. This paper intends to study the effect of cosmetic website design quality on the customers' trust and repurchase intention. In terms of goal, this is an applied research and regarding data collection, it is a descriptive and correlational survey. The sample of this study includes students of Allameh Tabataba'i University, who have at least visited a cosmetic website once. 374 samples are collected by appropriate stratified sampling. Data is collected by questionnaire and finally the hypotheses are studied by SEM structural equations and LISREL & SPSS software. The research findings show that the website design quality had a direct and meaningful effect on perceived quality of information, and enjoying the website. It also reveals that it has indirect and meaningful effect on customers' e-satisfaction & e-trust and repurchases intention.

Keywords: *e-Trust, e-Satisfaction, Repurchase Intention, Website Design Quality, Cosmetic Website*

INTRODUCTION

Considering the development of e-commerce and increase in the number of internet users, cosmetic websites should stabilize their role in the society. Today, cosmetic websites managers believe that their profit and competency depend on the second visit of their customers. Due to competition in the market, these websites give more value to their customers; on the other hand, the websites are not able to provide the demands and needs of their customers like before because of issues like intensification of world competition, continuous rise of customers' expectations and consequently, increase of their demand for better quality of products and services. Therefore, the crisis is probable for all the websites which do not follow a customer-oriented policy or have no continuous program for attracting customers' trust for repurchase. They are in danger of losing profit and their unsatisfied customers who would be attracted by the competitors, and finally bankruptcy (Seyed and Jamalabad, 2011). In this competitive environment, losing customers is very costly; keeping customers and attracting their trust is only possible through developing long-term profitable relations with customers (Athanasopoulou, 2009).

Developing the trust and repurchase intention are two main goals of marketers. They identified the importance of these concepts and analyzed them in detail (Bansal and Voyer, 2000). In general, customers' trust increases their intention to purchase (Flavian *et al.*, 2006). One of the main steps for starting communication with customers and encouraging them to use the websites' services is attracting their trust and persuading them to repurchase; in other words, trust and repurchase intention are two main keys for communicating with customers and motivating them to use the websites' services. Attracting more customers and encouraging them to use the services of cosmetic websites are the ways for obtaining competitive advantage with the help of electronic services. This is only possible by attracting customers' trust and encouraging them to repurchase in the virtual environment of websites (Haghighi *et al.*, 2012).

Cosmetic websites are the most important tools used by the companies for informing their customers about various brands; therefore, the design of these websites, the quality of their services and information they present play key roles in attracting people for visiting the website, trusting and deciding on

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repurchase (Liang, 2002). Since the tastes and needs of the customers are different, a general assessment in this case has double importance. By visiting the cosmetic websites, the customers conclude about the quality of them and their services as per the website design quality and other items presented therein, which are effective for attracting the customers' trust and repurchase intention (Legzian *et al.*, 2011).

Attracting the customers' trust and repurchase intention are main factors for cosmetic websites success; even the scholars believe that the key for websites success is to create and establish a confident and assured process for the customers and provide them the opportunity to repurchase. E-purchase is not based on real experience of purchasing goods, it rather depend on aspects including images, form, qualitative information and advertisement; hence, most of the websites and customers pay attention on attracting customers' trust for performing transactions through internet; moreover, several studies have been conducted for supporting the e-purchase.

One of the subjects, which play an important role for cosmetic websites, is the quality of website design and services provided by these websites (Javanmardan and Soltanzadeh, 2009); therefore, paying attention to the quality of design and services of the cosmetic website is important for attracting trust of the customers and their intention for repurchasing from the website. This study intends to analyze the effect of cosmetic websites design quality on attracting customers' trust and their repurchase intention, as well as identifying the variables between these concepts as mediator variables.

Review of Literature

Theoretical Aspect of the Research

Website Design Quality

Along with ever-increasing number of internet users, the website has become the first communication step for most of the businesses.

Therefore, presenting services by website is one of the most important subjects for various institutes including cosmetic websites. Website attractiveness has an important role in keeping the visitors inside the website for longer period of time and motivating them for searching the pages. On the other side, the quality of the website design is a necessary condition for its survival. The users will leave the website if it is difficult to be used, illegible, does not answer the users' questions or generally, lacks enough attraction (Haghighinasab *et al.*, 2008).

Today, the main attention in design is on constructing powerful websites who create real value for the customers and bring them a positive experience. A website is called customer-oriented if the customers continuously and consecutively evaluate it as excellent in case of content, usability, performance, trustworthiness and satisfaction (Hamidizadeh *et al.*, 2008).

E-Satisfaction

E-satisfaction means preferring goods or services of an electronic business to its competitors (Casalo *et al.*, 2008). It is affected by the facts, including customer satisfaction of website design, website information or content, ease of purchase and purchase security (Oliver, 1999).

It includes customers' satisfaction of support unit for receiving and sending orders or services, after-sale services for the goods or services, quality of website content, website speed, trustworthiness and usability, financial safety and users privacy (Chia, 2004); Moreover, indices like interacting with the website, perceived quality and value of website services are elements effective for attracting the customers' satisfaction; moreover, other effective elements are information accessibility, communication framework, customization and integration of information and transactions (Lin; 2003).

E-Trust

E-trust has been accepted as infrastructure of e-commerce success and in various researches distrust has been mentioned as one of the main problems for development of e-commerce (Li *et al.*, 2004). Although there has been no comprehensive and complete definition for the concept of trust, e-trust is defined as a mental status in which the person becomes vulnerable due to electronic transaction (Chen; 2003). Several studies conducted on introducing the elements effective on e-trust, like safety, privacy, brand name and reputation, information, word of mouth, and having experience of using internet and e-purchase (Ha, 2004). Other researches classified the elements effective on e-trust into technological and social elements;

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they introduced elements like information quality, level of training and learning, the store's website & system specifications (Hsu and Wang, 2008).

Repurchase Intention

Repurchase intention means the loyalty, deep commitment and second purchase after the first one for providing needs. Several studies have focused on online repurchase intention. It mentions the customers' desire and interest in purchasing from internet stores. Generally, this fact is evaluated by the customer's desire to purchase and repurchase, through some questions about the possibility of second visit to the website, purchase from internet store during the next three weeks or next year and generally, the possibility of repurchase from the specific internet store. The customer's intention to purchase from online stores has a positive relation with their idea about e-purchase which affects their decision-making process and purchase behavior. Totally, facts show that there is a mutual relation between the customers' repurchases intention and their satisfaction (Azimidizaj, 2009). Repurchase intention is the process in which a person intends to repurchase a similar goods or services based on his/her previous purchase experience (Hellier *et al.*, 2003).

Review of Empirical Literature

Analyzing the research literature, the most important and relevant internal and foreign researches are identified and summarized as follows:

Akbari (2009) analyzed "the effect of e-services quality on e-satisfaction & e-repurchase" and indeed studied the relation of customer's satisfaction and e-repurchase with five e-service quality models (content usefulness and efficiency, service stability and adequacy and trustworthiness of service renderers). The result of research showed that the customers' satisfaction has the highest effect on e-repurchase intention; in addition, trustworthiness of service renderers, content usefulness and efficiency had effect on repurchase and e-satisfaction; while service stability and adequacy had no effect on the dependent variables of the research (Aliakbari, 2009).

Javanmard & Soltanzadeh (2009) studied "internet & website brands characteristics and their effect on the customers' trust and loyalty". They collected the data by distributing 384 questionnaires among all the e-customers of cultural products in Arak and Shiraz cities. According to the results, characteristics of websites and internet brands which have an effect on the positive view and trust of the customers are respectively as follows: safety, trust, reviewability, having no error, order completion, form of logo, color, graphic clarity, content and advertisement along with the logo, page layout, image combination and background image.

Young and Hyunjoo (2011) analyzed "role of website design quality in satisfaction and word of mouth generation". They collected their required data by distributing 804 questionnaires among the female students who had at least once visited a clothing website. They concluded that website design quality had a direct and meaningful effect on enjoyment, pleasure and perceived quality of information, as well as having indirect and meaningful effect on satisfaction and word of mouth.

Bai *et al.*, (2008) studied "the impact of website quality on customer satisfaction and purchase intentions". The results showed that the website quality had direct and positive effect on the customers' satisfaction which itself had direct and positive effect on purchase intention (Bai *et al.*, 2008).

Yomnak (2005) conducted a research on "perceptions of service quality and customer satisfaction & purchase intention" by using an online quality model in which the online service quality dimensions were credit, sense of responsibility, accessibility, flexibility, usability, efficiency, trustworthiness, safety, price declaration, website beauty and customization. The study was done in an internet store and the results showed that there was no meaningful relation between internet service quality perception and satisfaction; moreover, there was no meaningful relation between satisfaction and repurchase intention (Yumnak, 2005). Gummerus *et al.*, (2004) studied "customer loyalty to websites about online health services". They analyzed the relation of variables, including user, sense of responsibility, effect of providing the need & safety on trust as well as effect of trust on satisfaction and later on loyalty. All of the above elements were confirmed; in addition, the results showed that trust, as a mediate variable, had a significant effect on creating the customer loyalty toward online health services.

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Hong *et al.*, (2008) studied the effect of satisfaction on trust and repurchase intention in internet, in their research titled “a new understanding of satisfaction model in e-repurchase situation”. According to the results, there were mediate variables between e-repurchase intention and satisfaction, including modified expectations, trust and positive view, which modified the effect of satisfaction on e-repurchase intention.

Research Conceptual Model

The research conceptual model is shown in image 1. This model is designed to explain and create better understanding of relations between cosmetic website design qualities, trust and repurchase intention. It is based on model of Young and Hyunjoo (2011). Moreover, the structures of this model are a developed version of Norizan & Nor (2010), Hong *et al.*, (2008), etc., which are customized to cosmetic websites environment.

Research Hypotheses

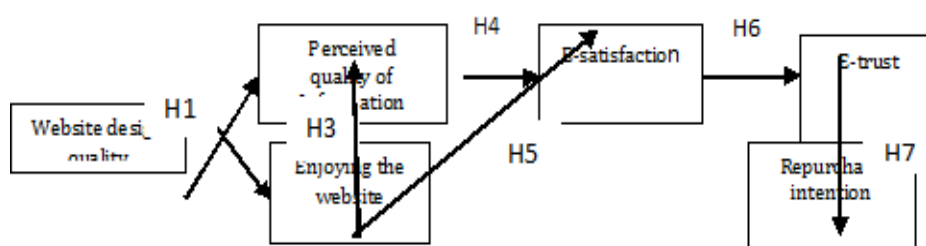


Image 1: Research conceptual model

According to the research conceptual model (image 1), research hypotheses are as follows:

- H 1: Website design quality has a positive effect on the perceived quality of information.
- H 2: Website design quality has a positive effect on enjoying the website.
- H 3: Enjoying the website has a positive effect on the perceived quality of information.
- H 4: Perceived quality of information has a positive effect on e-satisfaction.
- H 5: Enjoying the website has a positive effect on e-satisfaction.
- H 6: e-satisfaction has a positive effect on e-trust.
- H 7: e-trust has a positive effect on repurchase intention.

MATERIALS AND METHODS

Research Methodology

Since this research intends to analyze the effect of “website design quality” on “trust and repurchase intention”, it is an applied research and in terms of data collection it is a descriptive-survey and correlational research. It is clearly based on Structural equation modeling. In the research analytical model, website design quality is an independent (exogenous) variable and perceived quality of information, enjoying the website, e-satisfaction, e-trust and repurchase intention are dependent (endogenous) variables.

Data were collected by questionnaire and LISREL statistical software was used for analyzing the relation between the variables, testing the hypotheses, performing conformity factor and path analyses. For assessing the reliability, a prototype was done with 30 questionnaires, then, the collected data were used for assessing the reliability through Cronbach's alpha (α). As per Table 2, its amount was greater than the minimum 0.70 for all the variables; therefore, the result of reliability assessment of the mentioned questionnaire was good. Moreover, the validity of the questions was assessed by exploratory factor analysis and 1st and 2nd level factor analysis whose results were shown in Tables 1 and 2. According to Table 1, the KMO was greater than 0.6 and meaningful number of Bartlett was less than 0.05, so it showed that the sampling for research variables were adequate and the structure and factor analysis model was appropriate. As shown in Table 2, factor loadings of all the variables were greater than 0.5 which showed that all the questions was designed well and they had good correlation with related variables and finally it showed that the model was meaningful and confirmed.

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Table 1: First exploratory factor analysis

Research variables	Kmo number	Bartlette meaningful number
Website design quality	0.798	0.000
Perceived quality of information	0.858	0.000
Enjoying website	0.751	0.000
e-satisfaction	0.792	0.000
e-trust	0.817	0.000
Repurchase intention	0.737	0.000

Table 2: Operational Definition of Variables and Assessment of Questionnaires Reliability & Validity

Variable	Indices	Factor loading	Resource	Pre-test alpha
Website design quality	Communicative structure	0.61	Azizi & Negahdari (2012) Azizi & Negahdari (2012) Azizi & Negahdari (2012) Ha & Lenon (2010) Azizi & Negahdari (2012)	0.819
	Interaction with user	0.66		
	Display speed	0.71		
	Customization	0.71		
	Strong research engine	0.76		
Perceived quality of Information	Update information	0.66	Young & Hyunjoo (2011) Chi <i>et al.</i> , (2002) Chi <i>et al.</i> , (2002) Wang & Strong (1996) Young & Hyunjoo (2011) Wang & Strong (1996)	0.810
	Complete information	0.82		
	Proper and adequate information	0.72		
	Related information	0.75		
	Accessible information	0.75		
Enjoying the website	Website Background color	0.57	Young & Hyunjoo (2011) Ha & lenon (2010) Wu <i>et al.</i> , (2008) Eroglu <i>et al.</i> , (2003)	0.841
	The capability of being Multimedia	0.77		
	Alive & soulful Images	0.83		
	Website attractiveness	0.73		
E-satisfaction	Person's high feel of satisfaction	0.67	Cronin <i>et al.</i> , (2000) Cronin <i>et al.</i> , (2000) Lin & Wang (2006) Hsu (2008)	0.841
	Satisfaction upon accepting the commitment	0.69		
	Perceived value	0.72		
	The level of Satisfaction comparing to expectation	0.73		
	Being satisfied with the	0.73	Hsu (2008)	

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E-trust	product/service					
	Trusting the information accuracy	0.72	0.72	Wang & Strong (1996)	0.842	
	Trusting the presented services	0.79		Gefen et al., (2003)		
	Enjoying the safety specifications	0.73		Gefen et al., (2003)		
	Protecting the personal information	0.67		Gefen et al., (2003)		
	Feeling of the person by trusting the website	0.69		Hsu (2008)		
Repurchase intention	Reusing the website services	0.72	0.89	Lin & Wang (2006)	0.817	
	Suggesting it to others in future	0.83		Lin & Wang (2006)		
	Not choosing another website	0.68		Lin & Wang (2006)		
	No change in quality stability	0.69		Lin & Wang (2006)		

Statistical Population & Sampling Method

Statistical population of this research included students of Allameh Tabatabaei University who at least once visited a cosmetic website. The samples of this research were collected from the students of different university faculties in the ratio of total number of the students, according to appropriate stratified sampling. Total number of students was 14560; for determining the number of required samples, Cochran formula was used as per Relation 1 with a level of confidence of 0.95, p=q=0, and deviation bar of 0.05. In this research 374 samples were determined and the share of each faculty was computed as per Table 3; finally, the data were collected by in-person questionnaires.

n: number of samples

N: number of statistical population members

P: percentage of attribute distribution in population

q: percentage of those having no attributes in population

d: deviation

z: level of confidence

$$n = \frac{Nz^2pq}{Nd^2 + z^2pq} = \frac{14560 \times (1.96)^2 \times 0.5 \times 0.5}{14560 \times (0.05)^2 + (1.96)^2 \times 0.5 \times 0.5} = 374$$

Relation 1

Table 3: Share of each faculty out of total sample

Faculty	Y = Share of each faculty out of total sample
Management & accounting	56
Economics	56
Social sciences	70
Law & politics	34
Persian literature & foreign languages	77
Psychology & social sciences	81
Total	374

Data Analysis

In the first section of statistical analysis, as shown in Table 4, the statistical distribution of variables was analyzed as per their academic degree, internet accessibility, duration of daily internet use, duration of visiting the related website, place of using internet, monthly internet using frequency and age.

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Table 4: Demographical specifications of samples

Variable	Level	Percentage	Variable	Level	Percentage
Academic degree	Bachelor	35.2	Level of accessibility to Internet	24 hours a day	28
	Master	63.5		Most hours of the day	45.7
	PhD	1.3		Only during working time	3.8
				Some limited hours of a day	22.5
Duration of using the related website	Less than 6 months	48.4	Place of using internet	Home	30.5
	6.12 months	23.5		Office	9.1
	1.3 years	20.9		University	23.5
	More than 3 years	7.2		Coffee net	1.1
				All above items	35.8
Monthly usage frequency	5 times	52.4	Age	Less than 20	17.6
	5-10 times	31.3		20-25 years old	53.7
	10-20 times	16		25-30 years old	24.6
	More than 20 times	0.3		More than 30	4.1

Analysis of Research Variables Correlation

Before analyzing the model as per structural equations, the correlation between the model variables will be explained.

Table 5: Correlation between research variables

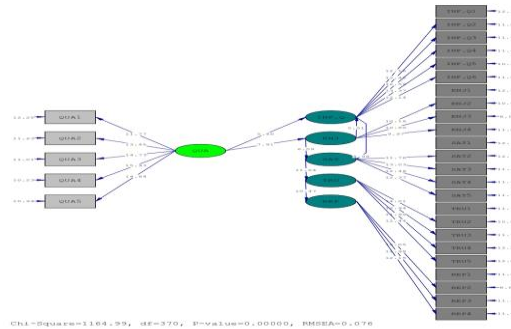
Variable	(1)	(2)	(3)	(4)	(5)	(6)
Website design quality (1)	1					
Perceived quality of information (2)	0.503	1				
Enjoying the website (3)	0.464	0.538	1			
E-Satisfaction (4)	0.501	0.508	0.540	1		
E-trust (5)	0.461	0.457	0.505	0.675	1	
Repurchase intention (6)	0.270	0.392	0.435	0.582	0.605	1

SPSS software and Pearson product-moment correlation coefficient was used for assessing the level and type of relation of dependent and independent variables and for testing the hypotheses. Table 5 showed the correlation between exogenous and endogenous variables of the model. As shown, there was positive and meaningful relation between all exogenous and endogenous variables of the model. The maximum and minimum correlations were respectively between e-trust and e-satisfaction (0.675) and repurchase intention and website design quality (0.270).

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Structural Equation Modeling (SEM)

A) Standard Estimation Model



Graph 1: Standard estimation model

B) Meaningful Numbers Model

Software output confirmed the appropriateness of the processed structural model (the ratio of χ^2 to df was less than 3; therefore, χ^2 was a low appropriate amount; the amount of GFI=0/93, AGFI=0/84, RMSEA=0/076 ,CFI=/.96 was also confirmed the appropriateness of the processed structural model). In other word, the observed data conformed in the great level to the research conceptual model.

Total effect (direct and indirect) of website design quality on each variable of perceived quality of information, enjoying website, e-satisfaction, e-trust and repurchase intention was computed and showed in Table 6. Table 7 showed the rejection or confirmation of the relations between the research variables.

Table 6: Direct, indirect & total effects

Effects	Direct	Indirect	Total
System design quality on perceived quality of information	0.38	0.22	0.60
System design quality on enjoying the website	0.59	---	0.59
System design quality on e-satisfaction	---	0.48	0.48
System design quality on e-trust	---	0.40	0.40
System design quality on repurchase intention	---	0.30	0.30

Table 7: Results of research hypotheses tests

Hypotheses	Level of effect	of Meaningfulness	Result
Website design quality has a positive & meaningful effect on the perceived quality of information	0.38	5.46	Confirmed
Website design quality has a positive & meaningful effect on enjoying the website.	0.59	7.91	Confirmed
Enjoying the website has a positive & meaningful effect on the perceived quality of information.	0.38	5.01	Confirmed
Perceived quality of information has a positive & meaningful effect on e-satisfaction.	0.33	4.96	Confirmed
Enjoying the website has a positive & meaningful effect on e-satisfaction.	0.48	6.09	Confirmed
E-satisfaction has a positive & meaningful effect on e-trust.	0.84	11.04	Confirmed
E-trust has a positive effect on repurchase intention.	0.75	10.74	Confirmed

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Conclusion and Suggestion

Considering the results of the research hypotheses test, cosmetic website design quality had direct and meaningful effect on the perceived quality of information and enjoying the website; the research of Young and Hyunjoo (2011) also confirmed the high correlation of these elements. According to the results shown in Table 5, correlations of these relations were respectively 0.503 and 0.464. Since the correlation of the relation between website design quality and perceived quality of information was higher, the correlation of these two variables was stronger than website design quality and enjoying the website. As per results shown in Table 2, the greatest factor loadings of indices related to website design quality were the strong search engine (0.76), display speed & customization (0.71), and the lowest one was communication structure (0.61); therefore, it is suggested that cosmetic website administrators pay attention to the strong search engine, display speed and customization more than other indices in the field of website designing. Testing main hypotheses of conceptual model in the form of structural model showed that enjoying the website had a direct and meaningful effect on the perceived quality of information and e-satisfaction; this result conformed to the findings of Young and Hyunjoo (2011); the correlation of these relations were respectively 0.538 and 0.540. Considering the lower correlation between enjoying the website and perceived quality of information, the relation between these two variables was weaker than the one between enjoying the website and e-satisfaction. As per results of Table 2, the greatest factor loading of indices related to enjoying the website, belonged to capability of being multimedia (0.77) and the lowest one belonged to website background color (0.57); therefore, it is suggested that cosmetic websites designers & administrators pay more attention at capability of being multimedia in order to improve the perceived quality and satisfaction of visitors. In addition, perceived quality of information had direct and meaningful effect on e-satisfaction, and in variable of perceived quality of information, indices of information completeness (0.82), information accessibility (0.75) had more importance, hence, administrators have to pay more attention at these two indices for improving the perceived quality of information of the visitors. The result of model hypotheses test showed that e-satisfaction had a positive and meaningful effect on e-trust; researchers, including Norizan and Nor (2010) also confirmed this relation. Indices related to e-satisfaction were all in high level of importance, however, the customers' perceived value (0.78) had the most importance; as a result, it is recommended that administrators of cosmetic websites improve their presented services to have higher customers' perceived value and attract more trust of them. Finally, seventh hypothesis, which showed the effect of e-trust on, repurchase intention, and had been studied by Hong *et al.*, (2008), was confirmed as well. According to Table 6, the correlation coefficient of this hypothesis was 0.605, which showed the positive and meaningful relation between two variables of e-satisfaction and repurchase intention. Table 2 showed that the greatest factor loading of indices related to e-satisfaction, belonged to trusting the presented services (0.79); therefore, this index has to be focused on more. Moreover, by studying the results of the table on variables correlations analysis, it was concluded that any optimization of each of the variables of the model would result in optimization of other variables.

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