

## Value, quality, purchasing habits and repurchase intention in B2C: differences between frequent and occasional purchaser

### *Valor, calidad, hábito e intención de recompra en comercio electrónico B2C: diferencias entre compradores frecuentes y ocasionales*

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**Abstract:** This study proposes an integrative model for business-to-consumer (B2C) repurchase intention in electronic commerce, based on Bhattacharjee's Expectation-Confirmation Theory (ECT), which has been extended using Cronin's satisfaction marketing models –with particular focus on quality, value and satisfaction, as well as their second order effects–. The research also takes into account customers' purchasing habits, offering a comparative analysis of the behavioral differences between frequent and non-frequent online shoppers. The research model includes the conceptualization of both value and quality as formative, second order constructs, together with variables accounting for satisfaction, confirmation, perceived usefulness and purchasing habits. This model has been tested with data from telephone surveys to 536 Spanish online shoppers. The statistical technique chosen for empirical validation of the model was Partial Least Squares (PLS), and the analysis was performed for both types of buyers –frequent and non-frequent shoppers–. After the testing and validation of the model, a multi-group analysis with a parametric approach based on permutations was performed in order to assess the differences between the two groups. The results from the study confirm the validity of the proposed model, which accounts for more than seventy percent of the variance explained for repurchase intention, a larger value than the one from previous studies. The main findings stress the relevance of satisfaction and purchasing habits as main determinants of online repurchase intention, as well as the importance of the confirmation process as generator of satisfaction and as an antecedent of perceived usefulness. Other relevant findings are the non-significant path in the direct relation between quality and satisfaction for both types of consumers –which is instead mediated by the value variable– and the significant influence of perceived usefulness on repurchase intention only for the group of occasional purchasers, or «new-comers» –consumers at early adoption stages–. The study also offers important practical implications and guidelines for marketers, scholars and management, which are discussed in the final section. The main implication for practice derived from the results found in this research is the need to clearly identify and separate frequent and occasional buyers in order to correctly target those two segments using the most appropriate strategies by focusing on how to deliver value and confirmation of expectations for both types of online shoppers. Indeed, if a company's goal is to increase the number of new customers, it will have to focus on delivering perceived usefulness to their customers. If, on the other hand, the company aims towards building loyalty and developing retention strategies focused on the most profitable customers and frequent purchasers, they must direct their efforts towards maximizing satisfaction; this maximization must be achieved by maintaining both high quality standards, able to generate a perceived value for customers, and delivering an overall shopping experience which lives up or surpasses customers' expectations.

**Key words:** electronic commerce, B2C, repurchase intention, value, quality, satisfaction

**Resumen:** Este estudio propone un modelo integrador de la recompra en comercio electrónico (B2C), basado en la teoría de la confirmación de expectativas, tomando como partida el modelo de Bhattacharjee extendido con el modelo de satisfacción Cronin. El modelo de investigación se ha probado con 536 compradores españoles, usando análisis multigrupo. El modelo fue capaz de explicar más del setenta por ciento de la varianza de la intención de recompra. Como resultados, la relación entre la calidad y la satisfacción es no significativa para todos los tipos de consumidores y la relación entre la utilidad y la recompra es no significativa sólo para los compradores más frecuentes. Algunas ideas para llevar a la práctica son presentadas a modo de discusión.

**Palabras clave:** comercio electrónico, B2C, intención de recompra, valor, calidad, satisfacción.

## 1. Introduction

Economies with high levels of preparation use the Internet to improve their services and to create new opportunities. Examples of these economies are the United Kingdom, Sweden, Norway, Denmark or the United States and as expected these are very well positioned in electronic commerce (Jordán and Pérez, 2010).

In 2008, B2C electronic commerce (EC-B2C) sales reached €5.36 billion in Spain, with an average expenditure per purchaser of €604 (Observatorio, 2009). Among Spanish Internet purchasers, 69.2% had purchased in the previous year (Observatorio, 2009). Attracting consumers to make their first purchase is only the first step in creating and maintaining a competitive and sustainable advantage in the long term, with loyal and profitable customers (Hunt and Morgan, 1995; Lee et al., 2000). Therefore, it is of great importance to find out which factors may turn occasional buyers –new and returning shoppers: individuals claiming to have made their first online purchase in the previous year, and those who bought any product of service in the previous year but not the year before, respectively– into loyal, returning ones; and also, if these factors remain the same when they become frequent buyers –individuals claiming to have made online purchases during the last two years–.

An important line of research in EC-B2C repurchase starts from the models based on the Expectation Confirmation Theory (ECT) (Oliver, 1977, 1980; Bhattacharjee, 2001a, 2001b), which addresses repurchase intention –understood as the intention to continue using EC-B2C systems– based on user satisfaction. Satisfaction occurs when the perceived benefits in using a product or service are higher than the expectations held prior to its use, that is, when expectations are met or exceeded.

## 2. Theoretical background and research hypotheses

In recent years, researchers have proposed and empirically tested integrative models of quality, value, and satisfaction to understand better the purchase/repurchase process. The nature and measurement of customer value, satisfaction and service quality is prevalent in the marketing literature. The theoretical justification for the linkages between quality, value, and satisfaction is derived from Bagozzi's (1992) framework, which suggests the initial service

evaluation leads to an emotional reaction that drives behaviour.

This study integrates Bhattacharjee's model (Bhattacharjee, 2001a, 2001b) –from ECT theory– with quality and value as antecedents of satisfaction. Indeed, as Cronin (Cronin et al., 2000) indicates, the relationship between quality, value and satisfaction, as well as their interrelations, has engaged service researchers during the last two decades due to their practical interest for organisations and as an inspiring concept for schools of thought such as that of the “satisfied customer” (Oliver et al., 1997).

### 2.1. Satisfaction

Satisfaction is “the result of consumers' ex-post assessment based on their experience with the service as a user, which may be indifferent, positive or negative” (Moliner 2005). Satisfaction occurs when the services received when using a product or service surpass the expectations held prior to use; that is, when there is a positive disconfirmation of the expectations (Oliver et al., 1997; Oliver 1980).

Bhattacharjee (2001b) and Oliver (1996) argue that satisfaction is the main determinant of repurchase intentions in B2C electronic commerce. The more satisfied purchasers are, the more they buy. This leads to the following hypothesis:

*H1. Satisfaction has a positive effect on repurchase intention. H1a. The influence of satisfaction on repurchase is higher for frequent purchasers than for occasional purchasers.*

### 2.2. Value

Currently, there are some differences between approaches to the multidimensional construct, depending on its formulation (reflective or formative) and its components. We have chosen a reflective formulation for this study, since it is the dominant one in scientific literature (Ruiz et al. 2008). As indicated by some studies that explore value in depth, “it appears, presumably, that there are major correlations between value components, because they are closely interrelated. Hence, we could consider the existence of an explicative relation of value with its components, in a way that components can appear without changing the nature of value” (Sánchez and Iniesta-Bonillo, 2007).

After reviewing the existing scientific literature on the topic, we have chosen for this study a reflective formulation based on the studies of Pura on directory services (Pura, 2005), since we consider that the approach and the service (directories) are quite similar to EC-B2C purchase services. Value can be defined as “the consumer’s overall assessment of the perceived usefulness of a product based on perception of what is received and what is given” (Zeithaml, 1998) and have various components:

Monetary value indicates perception of a good quality-price ratio or a low price compared to the alternatives (Sheth et al., 1999). Monetary value is expected to have an impact on the perceived total value.

Convenience value represents the ease and speed with which a task is performed in an efficient and effective way, saving both time and effort (Anderson and Srinivisan, 2003).

Emotional value increases through amusement or enjoyment from service experiences (Hoolbrook, 1994), making users feel relaxed and obtain pleasure. Some previous research (Sánchez-Franco and Roldán, 2005) on Internet environments holds that emotional value has a greater influence on purchase intentions for hedonic products (e.g. leisure and entertainment).

Social value is social approval as a consequence of service use (Sweeny and Soutar, 2001). Social value is expected to have a greater influence on the use of leisure and entertainment services (Drennan and Sullivan Mort, 2005).

Conditional value is related to independence of time and place, and it is experienced only in specific contexts or situations (Holbrook, 1994; Sheth et al., 1991), depending on the time, location, social and technological environment and the state of mind of the user. Factors such as pressure due to time limitation have an influence on value perceptions (Mallat, 2005). Therefore, it may be stated that there is a conditional value that positively influences monetary, convenience, emotional and social value.

Epistemic value is also an antecedent of other value components, as is conditional value. Epistemic value refers to the value of novelty and is derived from learning when doing usual things in a new way (Duman and Mattila, 2005). However, novelty is generally seen as positive, since new products and services generate curiosity and interest. (Yu, 2006) asserts that the value perceived by consumers is related to their experience in buying or using a product or serv-

ice. Taking into account the aforementioned, the following hypothesis can be made:

*H2. The value perceived by the customer has a positive effect on perceived satisfaction. H2a. The influence of perceived value on satisfaction is higher for frequent purchasers than for occasional purchasers.*

### 2.3. Perceived quality

There are differences between value and quality: value is the relation between what is given and what is received, and perceived quality is the assessment of a product or service, which may not include an assessment of price (Moliner, 2005). Also quality differs from satisfaction since satisfaction is linked to a consumption experience, while quality can be perceived without having an actual experience (Moliner, 2005).

Perceived quality can be defined as an assessment of the excellence of a product or its superiority over other products or services on the market (Zeithaml, 1988). New conceptualisations of quality (Collier and Bienstock, 2006) allege that perceived quality of service is a multidimensional indicator –of a formative nature– because it is the addition of different activities that create a general perception of quality (Collier and Bienstock, 2009).

Also, it has been demonstrated that web page design of the e-shop, trust perception about the purchasing experience and its security (Lee and Lin, 2005) have influence on the quality perceived by Internet purchasers. From these elements and the qualitative study carried out among electronic commerce purchasers, we have conceptualised perceived quality using three constructs: web quality, customised customer support, and trust generated. Taking the above into account, the following hypothesis can be made:

*H3. The quality perceived by the customer has a positive effect on perceived satisfaction.*

*H4. The quality perceived by the customer has a positive effect on perceived value.*

### 2.4. Purchasing habits

Purchasing habit can be defined as “the automatic behavioural tendency shown historically by the individual” (Liao et al., 2006). Therefore, it is a behavioural preference in the present that is often carried out unconsciously, which affects behaviour beyond social

attitudes and norms, generally extending current behaviour towards the future (Campbell and Cochrane, 1999). Thus, we can state:

*H5. The relation between the current purchasing habits and EC-B2C repurchase intention is significantly positive. H5a. The influence of current purchasing habits on EC-B2C repurchase intention is higher for frequent purchasers than for occasional purchasers.*

**2.5. Confirmation and perceived usefulness**

According to the expectation confirmation paradigm, the consumer, after purchasing a product or service, compares the results from the buying the product with his own previously created expectations. Satisfaction level is thus determined by this difference of perceptions, which is called “expectation confirmation” (Oliver, 1980).

Also, when confirmation is positive, there is an increase in perceived potential perceived usefulness by the consumer. As expectations are confirmed by use, the perceived usefulness increases (Bhattacharjee, 2001a, 2001b). Davis (1989) suggest that the mere perception of perceived usefulness (even if it does not correspond to reality) will increase the intention to use a system.

*H6. The relation between confirmation and satisfaction is significantly positive.*

*H7. The relation between confirmation and perceived usefulness is significantly positive.*

*H8. The relation between perceived usefulness and EC-B2C repurchase intention is significantly positive. H8a. The influence of perceived usefulness on repurchase intention is higher for occasional purchasers than for frequent purchasers.*

**3. Research model**

Taking into account the variables from the bibliographic review and the proposed hypotheses, the following model was proposed to explain the EC-B2C repurchase intention:

*3.1. Data collection*

The proposed model was validated with data from a telephone survey made to a sample of Spanish respondents, obtaining 536 valid responses from Internet purchasers. All the interviewees answered the questionnaire. On average, frequent purchasers made 4.92 purchases in 2008 and occasional pur-

Figure 1  
Repurchase model for the study

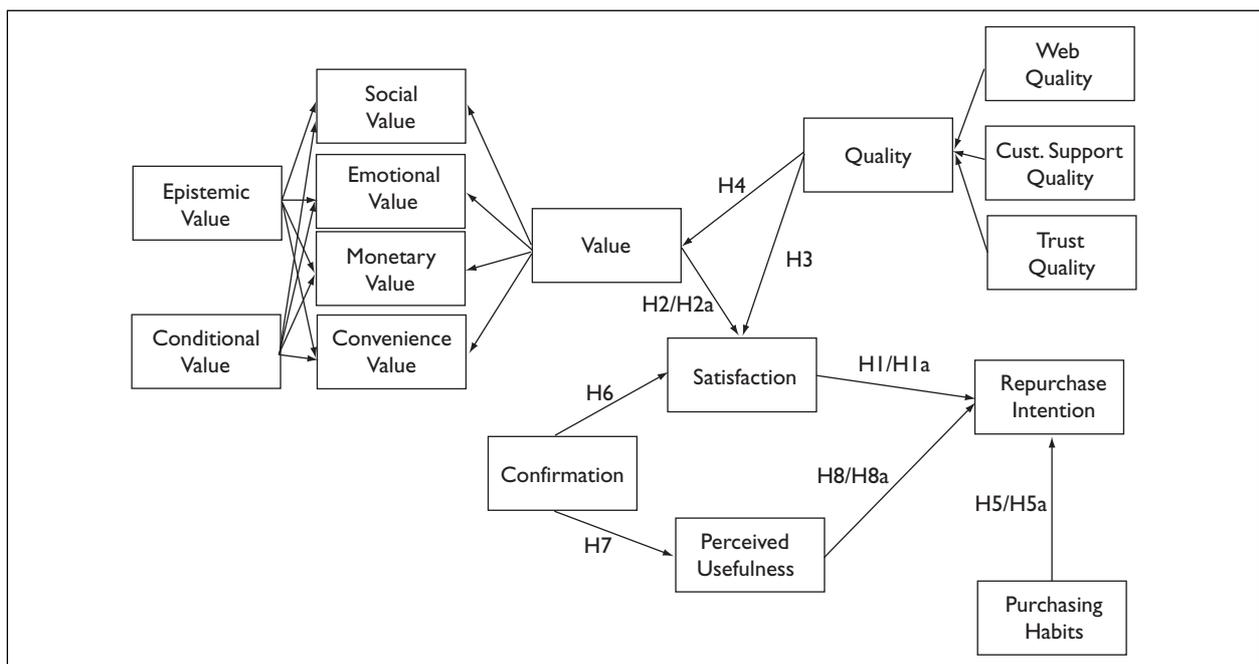


Table I  
Average number of purchases and average expenditure of frequent and occasional purchasers

	Frequent purchasers		Occasional purchasers	
	Av. No. of purchases	Av. Exp. (€)	Av. No. of purchases	Av. Exp. (€)
Transport tickets	3.37	505.77	3.0	372.24
Tickets for shows	2.77	139.25	2.0	110.62
Books	2.71	95.96	2.0	68.16
Accommodation bookings	1.89	525.68	1.83	410.16
Clothes and accessories	3.03	199.31	2.7	75.04
Software	1.59	109.24	1.33	145.53
DVDs, music and videogames	2.33	92.44	2.37	76.81
Internet services	2.1	176.81	1.18	132
Financial services	2.96	5767.86	1.96	1313.46
Electronics	1.79	254.73	1.57	138.39
Food and miscellaneous products	3.54	249.92	2.71	260.41
Games of chance/contests	4.25	206.36	0	0
Car hiring and motor products	1.51	244.43	2.17	173.33
Appliances and home furnishings	1.52	310.36	1.94	360.44
Paid social networks	1	20	0	0

chasers 3.39. Table I shows detailed average expenditure and purchases by product/service type for both segments of purchasers.

The sample was extracted from a panel of individuals, a fact that will enable longitudinal studies to be carried out in the future.

### 3.2. Survey

A preliminary trial questionnaire was designed, adapting scientific literature items to the language and characteristics of Spanish users. The questionnaire was validated by a group of 20 experts from the electronic commerce sphere and by a group of Ph.D. candidates. All the items were measured using a Likert-7 scale. The items used in the final survey have been validated in previous studies for the different constructs: value (Pura, 2005), quality (Lee and Lin, 2005; Collier and Bienstock, 2006), perceived usefulness, conformity, satisfaction and repurchase intention (Bhattacharjee, 2001b). Finally, measurement of current purchasing habit was adapted from (Liao et al., 2006).

### 3.3. Statistical analysis

The analysis has been conducted using Partial Least Squares (PLS), an appropriate technique to test new

models (Wold, 1982), as is the case presented of this study. PLS demands small sample sizes (Lohmoller, 1989) and allows data to be handled in one single model for both reflective and formative indicators. Since there were formative and reflective second order constructs, the "means of latent variable scores" (MLVS) technique (Chin and Gopal, 1995) was used. All the analyses were performed in the frequent purchasers' cluster and the occasional purchasers' cluster.

Individual item reliability was analysed by measuring the standard weights of the indicators of latent variables that presented a factor loading greater than 0.707 (Hair et al., 1998), although loadings of 0.5-0.6 (Chin, 1998; Cepeda and Roldán, 2004), can be acceptable in initial phases of development of the scale. In our case, the great majority of reflective indicator factor loadings register values between 0.80 and 0.90, except for the value indicators, whose values are slightly lower, with a minimum close to the limit of 0.6421 (Nunnally, 1978). Constructs with formative indicators –in our case, perceived quality– must be interpreted according to their weight instead of their loadings. For the formative indicator of quality, a variance inflation factor (VIF) test was carried out in SPSS, obtaining values below the limit of 5 (Kleinbaum et al., 1998). From these results, it was decid-

ed not to eliminate any indicator at this stage (see table 2).

Convergent validity only needs to be studied for reflective indicators, by compound reliability and average variance extracted from the constructs, which should be above 0.7 and 0.5 respectively, according to recommendations of various authors (Hair et al., 1998; Fornell and Larcker, 1981). In our case, values above 0.842 were obtained for compound reliability and 0.574 for the average variance extracted (AVE).

Discriminant validity (Table 3) was assessed using the Average Variance Extracted (AVE). Here, it can be seen that the square root of the AVE is greater than the correlations between the constructs and higher than 0.7 (Chin, 2003).

The structural model was analyzed by performing a bootstrap resampling procedure of 500 samples (Chin, 2003). Path coefficients are above the limit val-

ue of 0.2 in all cases, except for the quality-satisfaction path for occasional purchasers, and for the perceived usefulness-repurchase and quality-satisfaction paths for frequent purchasers.

The results for the model are represented graphically in Figure 2.

To compare the two groups, we performed a multi-group analysis with a parametric approach based on permutations (Chin, 2003) since both subsamples had equal variances –when conducting a Levene’s test, the obtained p-value exceeded 0.05–. The results obtained are shown in Table 4.

Table 5 summarises the supported and supported hypotheses. From table 5, all the hypotheses except H3 (quality-satisfaction relation, for both types of purchasers) and H8 (perceived usefulness-repurchase intention, for frequent purchasers) have been supported. The main results are discussed in the final section.

Table 2  
Confirmatory factorial analysis for the measurement model (construct reliability and convergent validity)

Frequent purchasers		Occasional purchasers	
Purchasing habits	Repurchase intention	Purchasing habits	Repurchase intention
CR <sup>1</sup> = 0.912 AVE = 0.838	CR = 0.983 AVE = 0.967	CR = 0.938 AVE = 0.883	CR = 0.984 AVE = 0.969
PH1 = 0.9041 PH2 = 0.9261	RI1 = 0.983 RI2 = 0.983	PH1 = 0.9322 PH2 = 0.9475	RI1 = 0.9846 RI2 = 0.9845
Satisfaction	Perceived usefulness	Satisfaction	Perceived usefulness
CR = 0.939 AVE = 0.837	CR = 0.860 AVE = 0.672	CR = 0.920 AVE = 0.793	CR = 0.894 AVE = 0.737
SA1 = 0.8746 SA2 = 0.9246 SA3 = 0.9438	PU1 = 0.8685 PU2 = 0.8086 PU3 = 0.7790	SA1 = 0.8438 SA2 = 0.9010 SA3 = 0.9250	PU1 = 0.8835 PU2 = 0.8288 PU3 = 0.8631
Confirmation	Value	Confirmation	Value
CR = 0.937 AVE = 0.832	CR = 0.842 AVE = 0.574	CR = 0.945 AVE = 0.852	CR = 0.845 AVE = 0.579
CO1 = 0.9254 CO2 = 0.9073 CO3 = 0.9044	ValC = 0.8353 ValM = 0.7217 ValS = 0.6664 ValE = 0.7955	CO1 = 0.9138 CO2 = 0.9381 CO3 = 0.9175	ValC = 0.6421 ValM = 0.7838 ValS = 0.7776 ValE = 0.8277
Perceived quality (second order, formative)		Perceived quality (second order, formative)	
QuaWeb (VIF=1.629; Weight=0.4185) QuaAtt (VIF=2.430; Weight=0.092) QuaTrust (VIF=2.496; Weight=0.6318)		QuaWeb (VIF=1.593; Weight=0.308) QuaAtt (VIF=2.355; Weight=0.1582) QuaTrust (VIF=2.149; Weight=0.7177)	

<sup>1</sup> Compound Reliability.

Table 3  
Discriminant validity for frequent and occasional purchasers.AVE analysis

<i>Frequent purchasers</i>	<i>PH</i>	<i>RI</i>	<i>SA</i>	<i>CO</i>	<i>PU</i>	<i>VA</i>	<i>QU</i>
Habit	<b>0.915</b>						
Repurchase intention	0.763	<b>0.983</b>					
Satisfaction	0.694	0.797	<b>0.915</b>				
Confirmation	0.435	0.488	0.691	<b>0.912</b>			
Perceived usefulness	0.615	0.613	0.688	0.572	<b>0.82</b>		
Value	0.545	0.587	0.658	0.527	0.608	<b>0.758</b>	
Quality	0.429	0.513	0.585	0.574	0.557	0.621	<b>n.a.</b>

<i>Occasional purchasers</i>	<i>PH</i>	<i>RI</i>	<i>SA</i>	<i>CO</i>	<i>PU</i>	<i>VA</i>	<i>QU</i>
Habit	<b>0.94</b>						
Repurchase intention	0.762	<b>0.984</b>					
Satisfaction	0.688	0.785	<b>0.891</b>				
Confirmation	0.447	0.548	0.730	<b>0.923</b>			
Perceived usefulness	0.631	0.718	0.714	0.715	<b>0.858</b>		
Value	0.588	0.566	0.645	0.618	0.594	<b>0.761</b>	
Quality	0.41	0.443	0.602	0.641	0.542	0.619	<b>n.a.</b>

Figure 2  
Study results for frequent/occasional purchasers

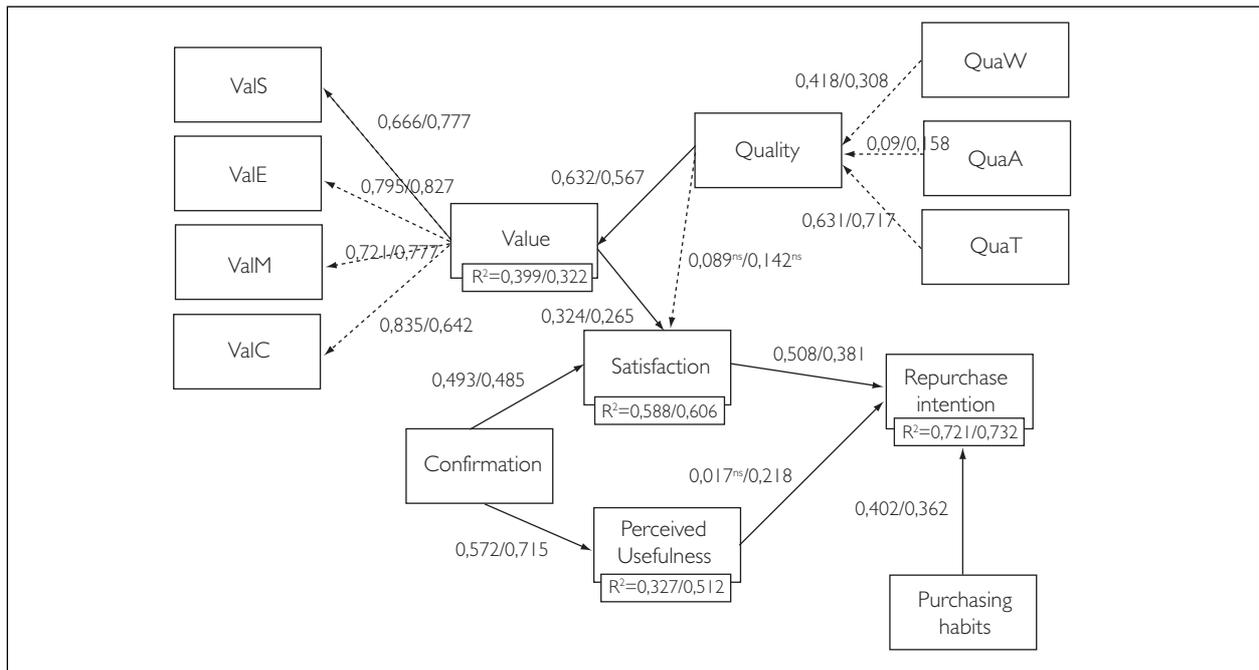


Tabla 4  
T-test for multi-group analyses

	Standard Errors		Sp	βFr. - βOc.l	t- value	
	Freq.	Occ.				
Satisfaction → Repurchase intention (Fr.>Oc.)	0.049	0.071	0.065	0.127	21.008	✓
Value → Satisfaction (Fr.>Oc.)	0.044	0.067	0.061	0.059	10.43	✓
Habit → Repurchase intention (Fr.>Oc.)	0.048	0.071	0.065	0.04	6.641	✓
Perceived usefulness → Repurchase (Oc.>Fr.)	0.043	0.07	0.063	-0.201	-34.365	✓

For n=534 subsamples: \*p<0.05; \*\* p<0.01; \*\*\* p<0.001 (based on a one-tailed t-Student distribution)  
t(0.05; 534)=1.9644; t(0.01; 534)=2.59; t(0.001; 534)=3.31

Table 5  
Supported and not supported hypotheses of the research

	Freq.	Occ.
H1. Satisfaction has a positive effect on repurchase intention.	✓	✓
H1a. The relation between satisfaction on repurchase is higher for frequent purchasers than for occasional purchasers		✓
H2. The value perceived by the customer has a positive effect on perceived satisfaction.	✓	✓
H2a. The influence of perceived value on satisfaction is higher for frequent purchasers than for occasional purchasers		✓
H3. The quality perceived by the customer has a positive effect on perceived satisfaction.	✗	✗
H4. The quality perceived by the customer has a positive effect on perceived value.	✓	✓
H5. The relation between the current purchasing habits and EC-B2C repurchase intention is significantly positive.	✓	✓
H5a. The influence of current purchasing habits on EC-B2C repurchase intention is higher for frequent purchasers than for occasional purchasers.		✓
H6. The relation between confirmation and satisfaction is significantly positive.	✓	✓
H7. The relation between confirmation and perceived usefulness is significantly positive.	✓	✓
H8. The relation between perceived usefulness and EC-B2C repurchase intention is significantly positive.	✗	✓
H8a. The influence of perceived usefulness on repurchase intention is higher for occasional purchasers than for frequent purchasers		✓

## 4. Discussion of results and conclusions

### 4.1. Discussion of results

In this study, a repurchase model integrating ECT with value and satisfaction from service marketing theories was presented. Also, purchasing habits have been included in the model. Value and quality have been conceptualised, following existing research lines, as formative and reflective second order constructs, respectively explaining a higher variance of repurchase intention than previous studies.

The explanation of repurchase intention has exceeded 70% for both groups of Internet shoppers, which far exceeds the 41% explained in Bhattacharjee's research (Bhattacharjee, 2001b). This indicates that the integration of compatible models and constructs allows the elaboration of more accurate models.

Satisfaction is the main determinant in repurchase intention, which confirms the results obtained in previous studies. Other authors defend the importance of the expectation confirmation process and its effects on satisfaction and behavioural intentions (Erevelles and Leavitt, 1992; Mittal et al., 2000); thus, findings from this study confirm previous research. As confirmed by recent studies (Liao et al., 2006), purchasing habits also appear as an influential factor in repurchase intention.

Surprisingly, perceived usefulness only has been found to have significant influence on repurchase intention

for the group of occasional purchasers. Although traditionally considered a key element in TAM (Davis, 1989), this is not the first research in which perceived usefulness does not seem to have an impact on repurchase intention; in the past, some research found that perceived usefulness was non-significant for repurchase intentions of those Internet shoppers that were "oriented towards experiences" (those who make most use of the Internet), while it was significant for shoppers that were "oriented towards specific tasks" (who used the Internet less and for specific activities) (Sánchez-Franco and Roldán, 2005).

Nevertheless, results from this research show that, disregard the type of purchase, perceived usefulness is a relevant factor only for "newcomers" –consumers at early adoption stages– and with decreasing relevance as frequency of shopping increases. The reason behind this finding could lie on experience as a moderating factor of perceived usefulness; thus, as experience increases, the buyer focuses more on the purchasing experience result –perceived satisfaction through value and confirmation of expectations– than on the purchasing process.

Value, as expected, has a significant and positive influence on satisfaction, but the relative weights of each of its components were different for both groups; in the case of frequent buyers, convenience value stands out as the most important factor, slightly more important than emotional value and far more than monetary value. Therefore, time saving was considered

more important than cost saving and convenience more important than quality-price ratio; some guidelines for marketers on how to improve convenience value for frequent shoppers are given in the next section. However, occasional buyers seemed to appreciate more the emotional and hedonic benefits derived from the purchase process than any other perceived value. The underlying reason behind this fact may be explained by the very same definition proposed for this group of buyers and their behaviour: to occasional buyers, Internet is just another supplementary shopping channel, and they tend to use EC-B2C because they may find some sporadic special offer (monetary value) or because they search for some product they feel they need and which is too specific to be found in traditional shops near them.

#### 4.2. Implications for management

The first conclusion is the need and convenience to segment B2C electronic commerce users, since their repurchase behaviours are different. The number of Internet users in Spain rose from 23.1% of the population aged 15 and over in 2001 to 58.3% in 2008 (Observatorio, 2009). Therefore, the target market has been increasingly raising and we need to identify the specific needs of the different purchaser segments to offer them differentiated solutions. As some authors indicate (Hernandez et al., 2009), it is important to study buyers' behaviour based on their level of experience.

Satisfaction is a strong determinant for repeating purchases for both sets of costumers. However, there are some differences: for example, occasional Internet purchasers demand perceived usefulness, a factor that is not statistically relevant for frequent purchasers and which contains a strong rational component (Bhattacharjee, 2001b).

Therefore, if a company's goal is to increase the number of new customers, it will have to deliver this perceived usefulness in the form of greater simplicity in the purchase process (ease of Web product search or recalling user preferences, for example), widening of the product and brand offer, delivery to the location chosen by the customer (e.g. home or workplace), or improved customer support. Many of these measures entail a high economic cost. As implications for management if what the business wants is to develop a loyalty and retention strategy for profitable customers focusing on frequent Internet purchasers, the most important thing is to maintain satisfaction by keeping ex-

pectation confirmation high and generating perceived quality and value. In times of crisis, purchasers demand monetary value, getting more value out of the money spent.

Generating value at a lower cost is also possible, and social and emotional values are good examples. One way to do it could be the use of existing social networks or creating a specific ad-hoc one. Many companies do not adequately exploit the opinions from product users, which can be an excellent feedback for the selling company and which enable social interaction between purchasers. The idea is to be unique and different (Mata, 2010) in the B2C sector.

#### 4.3. Limitations

The study also presents some limitations. On the one hand, there is a need to go deeper into quality and value constructs, by studying their reflective and formative nature in depth, as well as their interactions and correlations with other constructs such as utility. On the other hand, the indicators of second order constructs should also be studied in depth to obtain improved metrics.

This study has been conducted among EC-B2C purchasers, who were asked about the type of products and services they purchased, the expenditure on them and inconveniences experienced in the purchase process. Therefore, the values obtained are useful for an average user, but it seems that more specific information could be obtained by using a specific measure for specific products or services (or specific electronic commerce shops) (Sánchez-Franco and Roldán, 2005).

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