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A Decomposed Model of Consumers' Intention to Continue Buying Online

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Abstract

The adoption of online buying, as an alternative way of traditional buying, can result in either continuance or discontinuance of such behavior. Consumers' intention to continue buying online is modeled according to ECM-IT framework, where behavioral intention is mainly determined by consumers' satisfaction and perceived usefulness of using the Internet for buying goods and services. Satisfaction is a function of consumers' confirmation of initial expectations. Developing ECM-IT framework for the purpose of this study, consumers' expectations confirmation and satisfaction are decomposed according to the stages of online buying process: pre-purchase, purchase and post-purchase stage. Thus, new measurements are adapted for the purpose of this study and their reliability and validity are assessed within the paper. A PLS-based SEM analysis tests and validates the proposed relationships between the model's eight latent variables. Findings suggest that the main determinants of consumers' intention to continue buying online are post-purchase stage satisfaction and consumers' perceived usefulness of online buying. Satisfaction is measured as a transaction-specific satisfaction with the delivery, returning policies and post-purchase customer relationships, and consumers' perceived usefulness of online buying.

Key words: *online buying, expectations, satisfaction, ECM-IT, PLS analysis*

JEL Classification: *D11*

Introduction

The study of online consumer behavior has taken two approaches. First, there are the studies concentrated on online buying adoption which test and validate models of online buying behavior based on IS-related theories such as Technology Acceptance Model, Theory of Planned Behavior and Diffusion of Innovation Theory (Cheung et al, 2003). Second, there are studies focused on post-adoption, studying consumers' intention to continue buying online (Cheung et al, 2003).

The second approach is mainly based on the expectations' confirmation paradigm, where consumers' satisfaction with the online buying process represents the main factor of determining consumers' intention to continue buying online (e.g. Liao et al, 2010; Chen et al, 2010; Kim et al, 2003; Lee, 2010).

Giese and Cote have identified common elements of various approaches to satisfaction in current literature: an affective or cognitive response pertaining to a focus (initial expectations,

products and services or consumption experience) determined at a particular time (after consumption, after choice, within accumulated experience) (Giese and Cote, 2000: p. 1).

When focus is represented by products and services, satisfaction was defined as a post-consumption evaluative response (Fornell, 1992; Oliver, 1997). After consumption, consumers' judge their experience with a product based on the gap between their initial held expectations regarding a product or service and actual performance of the product and service in question (Day, 1984, p. 496).

But, when focus is represented by an experience with the overall buying process, researchers deal with another kind of satisfaction: satisfaction with a transaction, also called transaction specific satisfaction. Transaction specific satisfaction is more appropriate to be employed than satisfaction with a product or service.

Satisfaction with a transaction has been defined as consumers' evaluation of their experiences and their reactions to a particular product transaction episode or service encounter (Jiang and Rosenbloom, 2005, 152). When evaluating satisfaction with the online buying process, researchers should evaluate all transaction-specific episodes because satisfaction will vary according to different stages of online buying process.

Satisfaction with the online buying process, as a transaction specific satisfaction, has been decomposed in previous literature. Liao et al differentiate between satisfaction with the ordering process and satisfaction with fulfillment process (Liao et al, 2010: 55) and Jiang and Rosenbloom differentiate between at check-out satisfaction and after delivery satisfaction (Jiang and Rosenbloom, 2005, p. 155).

The Online Buying Process

Based on Engel, Kollat and Bowel's initial buying decision process (Engel, Kollat, Blackwell, 1968) several online buying stages can be identified: pre-purchase stage, purchase stage and post-purchase stage.

Within the *pre-purchase stage of online buying*, consumers search for information about goods and services and they evaluate different alternatives (Thompson and Yeong, 2003). Two important issues are to be discussed here. First, there are the attributes of information: accessibility of information and the quality of information.

I will refer to information accessibility as the ease of finding relevant information for the buying decision making. When deciding to gather information online, consumers have many ways of finding the relevant information: searching information using a search engine, directly visiting the online vendor's website, reading previous consumers reviews posted on forums, social networks or blogs etc. Easy access to price and product information is one of the main benefits of searching for information on the Internet (Porter, 2001).

Due to the abundant availability of information on the Internet, consumers can make better informed purchase decisions (Haubl and Trifts, 2000). But abundance of online information does not imply quality. Quality information has been defined as being up-to-date, complete, detailed, reliable, and trustful and communicated in a proper format (Ahn et al, 2004, p. 411).

Within the *purchase stage* of the online buying process, consumers order and pay for the goods and services bought online. The ordering process depends highly on the reliability of the e-commerce platform and the payment process depends highly on the security of the e-commerce platform (Jiang and Rosenbloom, 2005).

Online buying does not offer instant gratification since there is a temporal separation between ordering goods and services and actual consumption (Suki and Suki, 2007, p. 83). Of course, this is not the case of digital products and services that can be downloaded and instantly used.

But for the rest of the goods and services, the consumer has to wait for the delivery of the acquisition. This could justify the importance of delivery in the *post-purchase stage*. The delivery time, the delivery of the right product regarding its attributes and performance is highly associated with post-purchase satisfaction (Jiang and Rosenbloom, 2005).

Also, post-purchase customer relationships will weight high when considering this transaction specific satisfaction (Liao et al, 2010). Consumers may inquire about the delivery status of their order or ask additional information about the goods and services. In those cases when consumers are not satisfied with the product that they have purchased, returning policies play a significant role in regard to the post-purchase satisfaction since returning policies are a main concern for online consumers (Naiyi, 2004).

ECM-IT Framework

Expectations Disconfirmation Theory for IT Use is an adaption of Oliver's expectations disconfirmation paradigm which postulates that potential users of an information system hold some initial expectations regarding the performance of the IS, expectations that can be either confirmed or disconfirmed after use (Bhattacherjee, 2001). A positive disconfirmation of initial expectations and a greater perceived IS performance leads to a greater satisfaction with the IS use (Bhattacherjee si Premkumar, 2004: 249):

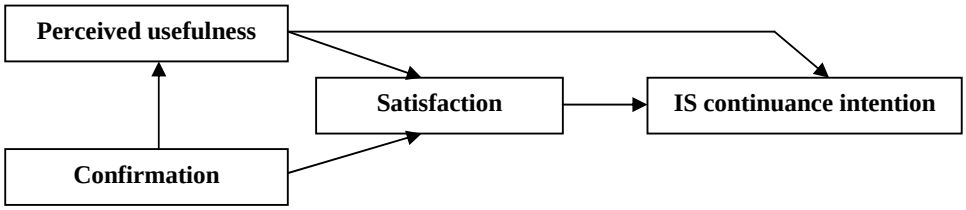

Fig. 1. A post-acceptance model of IS continuance (Bhattacherjee, 2001: p.356)

Many researchers have used ECM-IT framework in order to explain post-adoption online buying behavior (e.g. Liao et al, 2010; Chen et al, 2010; Kim et al, 2003; Lee, 2010).

Research Framework

Current study research framework is based on Bhattacherjee's ECM-IT assumptions but it differs from ECM-IT to the extent that both satisfaction and expectations' confirmation are decomposed according to the online buying process: pre-purchase, purchase and post-purchase stages.

As per Bhattacherjee and Premkumar, I postulate that consumers form some initial expectations before buying online and initial expectations' confirmation will lead to satisfaction.

Hypothesis 1a: The extent to which consumers' initial expectations regarding the quality of the online information about goods and products, the ease of finding online relevant information and the ease of evaluating information are confirmed will directly and positively affect consumers' satisfaction during pre-purchase stage of the online buying process.

Hypothesis 1b: The extent to which consumers' initial expectations regarding the reliability of the ordering process and the security of the payment process are confirmed will directly and positively affect consumers' satisfaction during purchase stage of the online buying process.

Hypothesis 1c: The extent to which consumers' initial expectations regarding the quality of delivery, the returning policies and post-purchase customer relationships are confirmed will

directly and positively affect consumers' satisfaction during post-purchase stage of the online buying process.

Moreover, the perceived usefulness of the online buying process lies in online buying relative advantages: convenience, lower prices and time savings.

Online buying is convenient since consumers can easily and rapidly search for information, order instantly products and services from practically anywhere they have a pc connected to the internet. Convenience is one of the most important relative advantages of buying online (Khalifa and Limayem, 2003, p. 23; Gurvinder and Chen, 2004, p. 7, White and Manning, 2001, p. 58; Chiang and Dholakia, 2003, p. 181; Saprikis et al, 2010, p. 6).

Consumers avoid dressing-up, driving to the store, manually placing items in the cart, waiting in line, handling and transporting goods. All these facilities save precious time and time savings represent another motive for consumers to buy online (Khare and Rakesh, 2011, p. 235; White and Manning, 2001, p. 58; Khalifa and Limayem, 2003, p. 238; Gurvinder and Chen, 2004, p. 72).

Consumers believe that they can buy the same or similar products at lower prices using the Internet (Khare si Rakesh, 2011, p. 235) amd lower prices are a strong motivator for choosing to buy online (Khalifa and Limayem, 2003, p. 238, Saprikis and altii, 2010, p. 6, Gilly and Wolfinbarger, 2000, p. 193).

Consumers also believe that they have access to a greater variety of products and vendors, which allows them an increased selective power (Teo, 2006, p. 503, Gilly and Wolfinbarger, 2000, p. 189, Gurvinder and Chen, 2004, p. 72).

According to ECM-IT framework, expectations' confirmation will have a positive and direct effect on consumers' perceived usefulness of online buying:

Hypothesis 2a: The extent to which consumers' initial pre-purchase expectations are confirmed will directly and positively affect consumers' perceived usefulness of online buying.

Hypothesis 2b: The extent to which consumers' initial purchase expectations are confirmed will directly and positively affect consumers' satisfaction during purchase stage of the online buying process.

Hypothesis 2c: The extent which consumers' initial post-purchase expectations are confirmed will directly and positively affect consumers' satisfaction during post-purchase stage of the online buying process.

As per ECM-IT framework, I postulate that consumers' salient belief regarding the perceived usefulness of buying online will determine consumers' intention to continue buying online:

Hypothesis 3: Consumers' perceived usefulness of online buying will directly and positively affect consumers' intention to continue buying online.

But perceived usefulness is not the sole determinant of continuance intention. ECM-IT framework position another major determinant of continuance intention: satisfaction. Thus, I postulate that each transaction specific satisfaction will affect consumers' intention to continue buying online:

Hypothesis 4a: Consumers' satisfaction within pre-purchase stage of the online buying process will directly and positively affect consumers' overall intention to continue buying online.

Hypothesis 4b: Consumers' satisfaction within purchase stage of the online buying process will directly and positively affect consumers' overall intention to continue buying online.

Hypothesis 4c: Consumers' satisfaction within post-purchase stage of the online buying process will directly and positively affect consumers' overall intention to continue buying online.

But the three stages of the online buying process are interdependent due to the hallo effect: when we judge the value of something, initial impressions will influence subsequent impressions and general perceptions on the entire experience (Liao et al, 2010, p. 56). Thus, I postulate:

Hypothesis 5a: Consumers' satisfaction within pre-purchase stage of the online buying process will directly and positively affect consumers' satisfaction within purchase stage.

Hypothesis 5b: Consumers' satisfaction within purchase stage of the online buying process will directly and positively affect consumers' satisfaction within post-purchase stage.

Graphically, the research framework can be represented as follows:

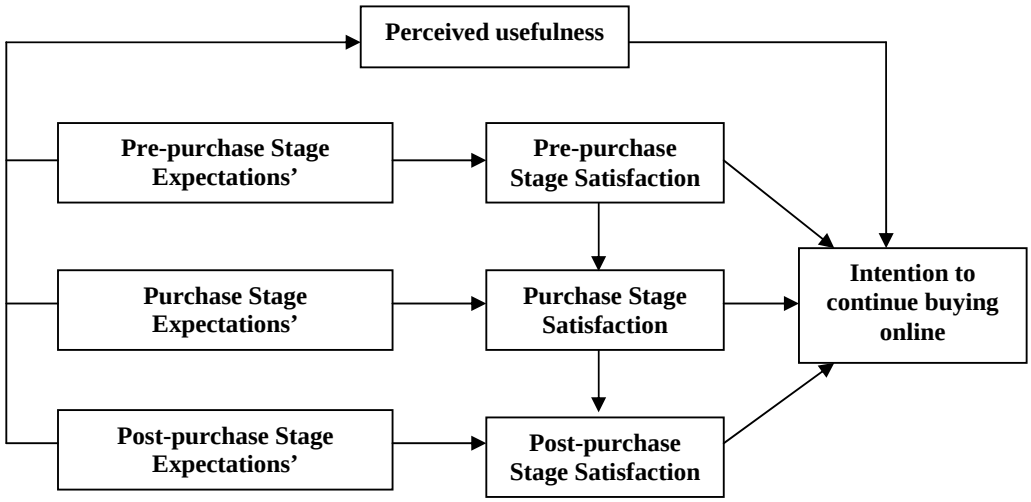

Fig. 2. Research framework developed upon previous literature (Bhattacherjee, 2001; Jiang and Rosenbloom, 2005; Liao et al, 2010)

Research Methodology

Data collection

Primary data was collected with the use of a web-based questionnaire that contained 24 questions corresponding to the items measuring the latent variables and 4 questions assessing online consumers' socio-demographic profile. 98 valid responses were collected between 16-21st of June, 2012.

The respondents' socio-demographic characteristics are presented in the table below:

Table 1. Respondents' profile

Characteristics	Frequency	Percentage
Age		
18 – 24 years old	34	**34.69**
25 – 34 years old	33	**33.67**
35 – 44 years old	21	**21.42**
45 or above	10	**10.2**
Sex		
Female	55	56.12
Male	43	43.88

Table 1 (cont.)

Education		
Gymnasium	0	0
Vocational School	5	5.10
High-School	38	**38.77**
College	42	**42.85**
Master /Phd	13	13.26
Income		
Under 1000 RON	16	16.32
Between 1001 – 2000 RON	45	**45.91**
Between 2001 – 3000 RON	22	22.44
Above 3000 RON	15	15.30

Measurement

Each of the eight latent variables was constructed using three-item constructs adapted from previous literature for the purpose of this study (Fishbein and Ajzen, 1975; Soderlund and Ohman, 2006; Liao et al, 2010; Chen et al, 2010; Kim et al, 2003; Lee, 2010).

Table 2. Measurements adapted from previous literature ((Fishbein and Ajzen, 1975; Soderlund and Ohman, 2006; Liao et al, 2010; Chen et al, 2010; Kim et al, 2003; Lee, 2010)

Latent Variable	Type	No. of items	Dimensions
Intention to continue buying online	First order formative	3	Intentions as expectations/plans/ wants
Perceived usefulness	First order formative	3	Convenience/ Time savings / Lower prices
Pre-purchase Stage Satisfaction	First order reflective	3	Affective
Purchase Stage Satisfaction	First order reflective	3	Affective
Post-purchase Stage Satisfaction	First order reflective	3	Affective
Pre-purchase Stage Expectations' Confirmation	First order formative	3	Information quality/ accessibility/ and ease of comparison
Purchase Stage Expectations' Confirmation	First order formative	3	Reliability of the web-site/ instant order / payment security
Post-purchase Stage Expectations' Confirmation	First order formative	3	Delivery / Returning policies/ Post-purchase customer relationships

Data Analysis and Results

Data collected from the web-based survey was analyzed using WarpPLS 3.0 software using a PLS-based SEM approach. Because WarpPLS 3.0 allows the assessment of multiple causal relationships between latent variables and also it differentiates between formative and reflective variables (Kock, 2011), it was the most suited software for this analysis.

Data analysis contains two stages: testing the reliability and validity of the proposed measurements and performing the PLS-based SEM analysis in order to validate hypotheses.

Measurements Reliability

The reliability of measurements was assessed by calculating three coefficients: composite reliability (CR), Cronbach's alpha coefficient (α) and average variance extracted (AVE) following Kock approach (see Kock, 2011).

All three coefficients are presented in Table 3:

Table 3. Measurements Reliability (Data from own analysis)

Composite reliability coefficients							
int	c-pre	s-pre	c-pur	s-pur	c-post	s-post	pu
0.919	0.855	0.867	0.873	0.874	0.896	0.883	0.827
Cronbach's alpha coefficients							
int	c-pre	s-pre	c-pur	s-pur	c-post	s-post	pu
0.868	0.744	0.764	0.782	0.781	0.824	0.799	0.685
Average variances extracted							
int	c-pre	s-pre	c-pur	s-pur	c-post	s-post	pu
0.791	0.664	0.69	0.697	0.7	0.742	0.716	0.614

From Table 3 we can see that all composite reliability coefficients and almost all Cronbach;s alpha coefficients are above the recommended value of 0.7 (Fornell and Larcker, 1981). The sole construct whose Cronbach's alpha coefficient is below 0.7 value is perceived usefulness and it requires further explanations. Perceived usefulness was constructed as a formative first order latent variable and formative variables are accepted to have a lower Cronbach's alpha coefficient since its indicators (items) are not expected to highly correlate among themselves (Kock, 2011). Also, the average extracted variance of all constructs is greater than 0.6 indicating strong measurements' reliability (Fornell and Larcker, 1981).

Measurements Validity

Both convergent and divergent validity is assessed in current study. Convergent validity is used to test if indicators of a same construct yield similar scores, in which case indicators are said to capture the same construct (Jewell, 2011). In WarpPLS, convergent validity is assessed by extracting factor loadings and cross loadings (the loadings on all other factors) (Kock, 2011).

Table 4. Factor loadings and cross-loadings (Data from own analysis)

	int	**c-pre**	**s-pre**	**c-pur**	**s-pur**	**c-post**	**s-post**	**pu**	**SE**	**P value**
Int1	0.912	0.051	0.005	-0.043	-0.035	0.009	0.04	-0.003	0.066	<0.001
Int2	0.877	-0.006	0.114	0.073	0.11	-0.006	-0.169	0.015	0.076	<0.001
Int3	0.879	-0.047	-0.118	-0.028	-0.073	-0.003	0.127	-0.012	0.077	<0.001
C-pre1	0.039	0.729	-0.027	0.234	-0.074	-0.231	0.319	-0.191	0.092	<0.001
C-pre2	-0.145	0.848	-0.107	-0.224	0.022	0.099	0.012	0.149	0.072	<0.001
C-pre3	0.109	0.862	0.128	0.022	0.042	0.097	-0.281	0.014	0.077	<0.001
S-pre1	-0.235	-0.031	0.639	0.044	-0.031	0.305	-0.043	-0.031	0.113	<0.001
S-pre2	0.076	0.065	0.916	-0.092	-0.012	-0.117	0	0.047	0.085	<0.001
S-pre3	0.088	-0.044	0.906	0.062	0.034	-0.097	0.03	-0.025	0.079	<0.001
C-pur1	-0.025	-0.202	0.103	0.797	0.084	0.39	-0.055	0.104	0.089	<0.001
C-pur2	0.198	0.121	-0.032	0.84	-0.005	-0.351	0.113	-0.083	0.071	<0.001
C-pur3	-0.169	0.068	-0.064	0.866	-0.073	-0.019	-0.059	-0.016	0.078	<0.001
S-pur1	0.065	-0.208	0.099	0.077	0.761	0.006	0.285	-0.168	0.098	<0.001
S-pur2	-0.071	0.088	-0.087	-0.044	0.925	-0.113	0.137	0.008	0.057	<0.001
S-pur3	0.019	0.094	0.006	-0.022	0.815	0.122	-0.421	0.147	0.08	<0.001
C-post1	-0.113	-0.026	0.003	0.114	0.107	0.788	0.216	0.04	0.09	<0.001
C-post2	0.092	0.021	0.074	-0.107	-0.047	0.904	-0.151	-0.108	0.072	<0.001
C-post3	0.006	0.001	-0.078	0.008	-0.047	0.888	-0.037	0.075	0.069	<0.001
S-post1	0.151	-0.123	0.184	0.324	-0.225	-0.301	0.758	0.015	0.097	<0.001

Table 4 (cont.)

S-post2	-0.155	0.029	-0.058	-0.162	0.114	0.147	0.898	0.021	0.059	<0.001
S-post3	0.028	0.076	-0.099	-0.114	0.078	0.11	0.877	-0.034	0.081	<0.001
Pu1	0.31	0.166	-0.122	-0.162	0.109	0.458	-0.55	0.744	0.114	<0.001
Pu2	-0.449	-0.093	0.045	0.097	-0.081	-0.09	0.364	0.782	0.092	<0.001
Pu3	0.146	-0.062	0.067	0.054	-0.021	-0.329	0.151	0.823	0.094	<0.001

*** int= Consumers' intention to buy online; c-pre= Pre-purchase Stage Expectations' Confirmation; s-pre= Pre-purchase Stage Satisfaction; c-pur= Purchase Stage Expectations' Confirmation; s-pur= Purchase Stage Satisfaction; c-post= Post-purchase Stage Expectations' Confirmation; s-post= Pre-purchase Stage Satisfaction; pu = Perceived Usefulness of buying online

Analyzing Table 4, we can see that items load very well inside a construct and poorly outside the construct they were supposed to measure.

Divergent validity is assessed in WarpPLS 3.0 by comparing square roots of AVE with correlations between constructs. If square root of AVE is greater than any of the correlations that involve the construct, it is said that the construct has good divergent validity (Fornell and Larcker, 1981). Divergent validity implies that the respondents understood the meaning of the construct and they did not confuse it with other constructs within the questionnaire (Kock, 2011).

Table 5. Latent variable correlations (Data from own analysis)

	int	**c-pre**	**s-pre**	**c-pur**	**s-pur**	**c-post**	**s-post**	**pu**
int	0.889	0.543	0.352	0.604	0.564	0.624	0.723	0.556
c-pre	0.543	0.815	0.698	0.567	0.455	0.61	0.578	0.405
s-pre	0.352	0.698	0.83	0.37	0.35	0.507	0.453	0.229
c-pur	0.604	0.567	0.37	0.835	0.595	0.666	0.58	0.462
s-pur	0.564	0.455	0.35	0.595	0.836	0.481	0.57	0.344
c-post	0.624	0.61	0.507	0.666	0.481	0.861	0.687	0.456
s-post	0.723	0.578	0.453	0.58	0.57	0.687	0.846	0.395
pu	0.556	0.405	0.229	0.462	0.344	0.456	0.395	0.784

Note: Square roots of average variances extracted (AVE's) shown on diagonal.

Analyzing Table 5, I can state that measurements yield high divergent validity.

Structural Equation Modeling

A PLS-based SEM analysis was run in WarpPLS 3.0 in order to test the validity of the causal relationships hypothesized in the research framework. Standardized β coefficients are given in the Figure 3 at $p<0.1$. According to the PLS-based SEM analysis, all hypotheses are supported except for the effect of pre-purchase stage on consumers' intention to continue buying online, which resulted to be insignificant.

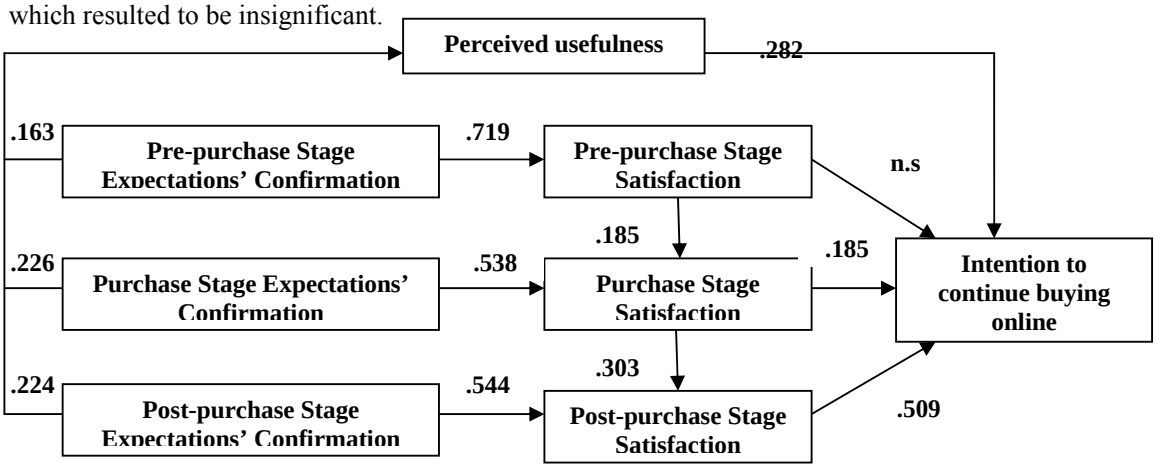

Fig. 3. PLS-based SEM analysis (Data from own analysis)

In order to further elaborate on the basis of the magnitude of the causal relationships, Cohen's effect sizes were computed in WarpPLS (see table below).

Table 6. Effect sizes (Data from own analysis)

	int	**c-pre**	**s-pre**	**c-pur**	**s-pur**	**c-post**	**s-post**	**pu**
int			0		0.107		0.371	0.157
c-pre								
s-pre		0.516						
c-pur								
s-pur			0.067	0.323				
c-post								
s-post					0.175	0.379		
pu		0.069		0.106		0.105		

Table 6 shows the effect sizes for all causal relationships. By examining Cohen's effect sizes, researchers can ascertain whether the effects of the path coefficients are small, medium or large according to the values recommended: 0.02, 0.15 and 0.35 respectively (Kock, 2011). Values below 0.02 are too weak to be considered (Kock, 2011) thus the effect of pre-purchase stage satisfaction on consumers' intention to continue buying online is negligent.

Furthermore:

- The effect of the confirmation of expectations in all stages of the online buying process has a small effect on perceived usefulness of online buying.
- The effect of the confirmation of expectations in all stages of the online buying process has a strong impact upon consumers' satisfaction with the online buying process, as all values are greater than 3.5.
- The effect of each satisfaction with the online buying process on consumers' intention to continue buying online varies from having no effect, in case of the pre-purchase stage satisfaction, to having a moderate effect, in the case of purchase stage satisfaction and a large effect in the case of post-purchase stage satisfaction.
- The effect of perceived usefulness on consumers' intention to continue buying online is moderate.

Model Fit

WarpPLS calculates three model fit indices: average path coefficient (APC), average R-squared (ARS) and average inflation factors (AVIF). Each of them is discussed according to Kock's approach. Based on Table 7 results, the model has good fit.

Table 7. Model fit indices (Data from own analysis)

APC=0.323, P<0.001	Good if P < 0.05
ARS=0.475, P<0.001	Good if P < 0.05
AVIF=1.485	Good if AVIF < 5

Conclusion

The results of the SEM analysis yield interesting findings. As the initial ECM-IT framework suggest, satisfaction and perceived usefulness are main determinants of consumers' intention to continue buying online.

But when satisfaction is decomposed according to the three stages of the online buying process, the effect of each transaction specific satisfaction can be assessed. Contrary to the initial hypothesis, the satisfaction felt during the pre-purchase stage of the online buying process does not have a significant effect on consumers' intention to repurchase online.

Despite the confirmation of consumers' initial expectations regarding the quality of the online information, the ease of finding online relevant information and the ease of evaluating information determine to great extent the pre-purchase stage satisfaction (β=0.719 and Cohen's effect size being 0.516), satisfaction within this stage cannot determine consumers' intention to continue buying online. This could be explained by the fact that the ease of searching and comparing goods and prices on the Internet is taken for granted, as an implicit relative advantage of buying online.

What yields to be the strongest predictor of consumers' intention to continue buying online is the post-purchase stage satisfaction, measured as a transaction-specific satisfaction felt after purchase and determined to a great extent by the confirmation of consumers' initial expectations regarding the quality of delivery, the returning policies and post-purchase customer relationships (β=0.544 and Cohen's effect size 0.379).

Thus, consumers tend to evaluate their satisfaction after receiving the product. The delivery of the right product, within the agreed timeframe and knowing that they can at any time return the product if it does not perform as expected are attributes which weigh more than all the relative advantages of buying online.

Post-purchase stage satisfaction is also determined by consumers' previous transaction-specific levels of satisfaction. This finding was previously validated and explained by the hallo effect. Thus, consumers' value initial impressions like the ease of finding and comparing relevant information.

Satisfaction with the online buying as a process is a complex phenomena that should be further studied and analyzed. A highly satisfied consumer that perceives the benefits of using the Internet in the buying process will continue to buy online and generate increased profits for online vendors. Keeping consumers satisfied by offering a flawless experience with the online buying process should be online vendors' top priority.

It is necessary to mention the limitation of this research, mainly represented by the small sample size. The research is based on the responses from 98 respondents, with similar socio-demographic characteristics as the target population, but the generalization of these results will be made with caution.

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Un model descompus al intenţiei consumatorilor de a continua să cumpere online

Rezumat

Adoptarea cumpărăturilor online, ca o modalitate alternativă a cumpărăturilor tradiţionale, poate duce fie la continuarea, fie la întreruperea acestui comportament. Intenţia consumatorilor de a continua să cumpere online este modelată pe baza cadrului de cercetare ECM-IT, caz în care intenţia comportamentală este determinată în principal de către satisfacţia consumatorilor şi de către utilitatea percepută a utilizării Internetului pentru achiziţionarea de bunuri şi servicii. Satisfacţia este o funcţie dată de confirmarea aşteptărilor iniţiale ale consumatorilor. Dezvoltând cadrul ECM-IT pentru scopul acestui studiu, confirmarea aşteptărilor consumatorilor şi satisfacţia sunt descompuse în funcţie de etapele procesului de cumpărare online: etapa pre-achiziţie, de achiziţie şi post-achiziţie. Astfel, noi măsurători sunt adaptate pentru scopul acestui studiu iar exactitatea şi validitatea măsurătorilor sunt evaluate în cadrul acestui articol. Modelarea prin ecuaţii structurale bazate pe tehnica PLS testează şi validează relaţiile propuse dintre cele opt variabile latente ale modelului. Rezultatele analizei sugerează faptul că principalii factori determinanţi ai intenţiei consumatorilor de a continua să cumpere online sunt reprezentaţi de către satisfacţia post-cumpărare şi utilitatea percepută a cumpărăturilor online. Satisfacţia, măsurată ca o satisfacţie specifică tranzacţiei, reprezintă gradul de satisfacţie în privinţa livrării, politicilor de returnare şi relaţiilor cu clienţii post-cumpărare.