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HOW TO MANAGE THE ONLINE EXPERIENCE CONCERNING TRANSACTIONAL AND EXPERIMENTAL CUSTOMERS: CASE OF E-FASHION SECTOR

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Abstract. The online fashion and textile sector is growing in recent years, becoming one of the online sectors with the highest volume of business. However, the bibliography on e-service quality and its consequences in this sector has been underdeveloped in the last years. This paper presents a model that incorporates the direct and indirect effects of e-service quality (utilitarian and hedonic experience) on satisfaction and loyalty of two segments of customers: transactional and online experimental customers. This research focuses on six online sale platforms, and it has been tested with data on 405 regular customers. The study also develops a model that incorporates the direct and indirect effect of e-service experiences on satisfaction, positive WOM, repurchase intention and price tolerance. The findings indicate that direct and indirect effects of e-service quality on satisfaction and loyalty are different for each segment of customers. While utilitarian quality is more relevant for those customers that only search for information, hedonic quality is especially significant for experiential customers.

Keywords: E-fashion commerce, utilitarian quality, hedonic quality, e-service quality, experiences, satisfaction, loyalty.

JEL Classification: M160, M310.

Introduction

The fashion market on the Internet has grown rapidly over the last few years and, increasingly, companies are using this channel as a means for promoting and selling their products on the net (Taylor & Costello, 2017; Torres & Arroyo, 2017). The main classifications of websites in the textile and fashion industries are characterized by the predominance of these basic functions: dissemination of information on the sector (designers, media, products, and marketplace), sales of products, or generation of opinion and consumption. According to their basic function, websites can be classified into (Martinez & Vazquez, 2011): broadcast-

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ing platforms, which offer only a lot of information about the fashion industry; online sale platforms, which advertise products that can also be purchased; or opinion and consumption platforms (blogs), which are websites that include content of interest on the sector whilst they offer personal points of view. This article will focus on the study of online sale platforms.

There are five types of online sale platforms (del Olmo, 2010): brand and multibrand shops (e.g. Zara, Adidas, Abercrombie & Fitch, Mango, El Corte Ingles, Louis Vuitton and Desigual); "private sale clubs" (e.g. Vente Privee, Privalia, BuyVip, Showroom Prive, BuyVip); outlets and outfitter (e.g. Asos, Yoox, Urban Outfitters, Zalando, Dress-for-Less, Forever 21, Boohoo, Shopbop, Top Shop, Aliexpress, Kiabi, Sarenza, Revolve, Inviptus); stores which sell through catalogues (e.g. Venca, La Redoute, Spartoo); and online auctions (e.g. eBay, Mercamoda, Segunda Mano, Wallapop). In this study, we will analyze e-service quality in six websites with a high number of followers on social networks in Spain: Zara, Vente Privee, Privalia, BuyVip, Asos, and eBay.

A number of studies have investigated dimensions of e-service quality and the development of measurement instruments. Previous research has indicated that e-service quality incorporates exclusively utilitarian quality (Wolfinbarger & Gilly, 2003; Parasuraman, Zeithaml, & Malhotra, 2005; Vijay, Prashar, & Parsad, 2017). However, other research suggests that it is necessary to identify and analyze both utilitarian and hedonic quality (e.g. Salehi, Salimi, & Haque, 2013; Epuran, I. P. Gardan, D. A. Gardan, & Bumbas, 2015, Xu, Munson, & Zeng, 2017). Therefore, it is open to debate whether we should consider hedonic quality (fun and enjoyment) as a key factor in the purchase of fashion through online platforms. This study pretends to expand knowledge on e-service quality, particularly in relation to online sale platforms. Several studies address the e-service quality in different sectors such banking, tourism, eLearning or health (Borsellino, Zinnanti, Migliore, Di Franco, & Schimmenti, 2018; Martinez-Costa, Pladevall-Viladecans, Mas-Machuca, & Marimon, 2018; Katagal, Mutkekar, & Garag, 2018; V. Agrawal, S. Agarwal, & A. M. Agrawal, 2017) but such kind of analysis is not very common in the area of eFashion sector, despite its influence on annual growth of sales and profit.

The objective of the paper is to identify the components of utilitarian and hedonic experience for online sale platforms of the textile and fashion sector, and develop a comprehensive theoretical model that incorporates direct and indirect effects of e-service experience on satisfaction and loyalty (repurchase intention, word of mouth and price tolerance).

In addition, the majority of studies on e-service quality only focus on buyers but do not analyze the behavior of customers just seeking for information. It is important to study both types of customers; those who visit the website for the specific purpose of a transaction and the so-called "online experimental customers", who visit the site to search for information, simulate a shopping experience or just for enjoyment (Lemon & Verhoef, 2016; Homburg, Jozic, & Kuehnl, 2017). Customers can search for information in online sale platforms and then make the purchase in brick-and-mortar stores (Verhoef, Kannan, & Inman, 2015). It is therefore necessary to examine different segments of users in online sale platforms (Cai & Jun, 2003). The purpose of our study is to identify these two segments of customers and analyze the direct and indirect effects of e-service experiences on satisfaction and loyalty in order to analyze the importance of establishing specific online marketing strategies for each customer segment.

The paper is structured as follows. Section 1 reviews literature aiming to identify the main e-service quality models with their dimensions and their influence in customers' satisfaction, positive WOM, repurchase intention and price tolerance. Besides, the main hypothesis of the study are proposed. Section 2 analyses the e-service quality dimensions identified by type of online retailer and their assessment from the customer's point of view. Section 3 deals with the validation of the e-service quality model. Ahead, the customer's perception of online sale platforms is analyzed regarding their relationship with satisfaction and loyalty for two different segments of customers (those who only search for information and those who search for information and buy) in the textile and fashion sector. Finally, the conclusions and managerial implications are stated.

1. Literature review and hypothesis

Previous studies in the traditional business environment related to marketing have analyzed different factors associated with e-service quality (Carlson & O'Cass, 2010). In this section, we will focus on the analysis of e-service quality dimensions and their relationship with satisfaction and online customer loyalty.

1.1. e-Service quality

E-service quality means "the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery" (Parasuraman et al., 2005); or from a broader approach, customer evaluation (in terms of hedonic and utilitarian or functional aspects) about the quality of the process and result of interaction with online channels from the supplier of service (Etemad & Ghachem, 2015). From this point of view, numerous researchers have developed e-service quality models (see Table 1), identifying various latent dimensions to assess e-service quality.

Table 1. A short review of main models proposed to measure e-service quality

Model	Latent Dimensions	Authors
SiteQual	Ease of Use; Design; Responsiveness (Speed); Security.	(Yoo & Donthu, 2001)
PirQual	Website; Transaction System; Delivery; Customer Service; Security.	(Francis & White, 2002)
WebQual	Ease of Understanding; Intuitive Operations; Trust; Information Quality; Interactivity; Response Time; Visual Appeal; Innovativeness; Flow.	(Loiacono, Watson, & Goodhue, 2002)
eTailQ	Website Design, Fulfillment/Reliability; Privacy/Security Customer Service.	(Wolfinbarger & Gilly, 2003)
e-S-Qual y e-RecS-Qual	*E-S-QUAL:* Efficiency; Fulfillment; Reliability; Security-Privacy; Customer Service. *E-RecS-QUAL:* Responsiveness; Compensation; Contact.	(Parasuraman et al., 2005)
eTransQual	Functionality/Design; Enjoyment; Process; Reliability; Responsiveness.	(Bauer, Falk, & Hammerschmidt, 2006)

End of Table 1

Model	Latent Dimensions	Authors
NetQual	Information; Ease of Use; Reliability; Website Design; Security/Privacy; Customization/Interactivity.	(Bressolles, 2006)
PeSQ	Customer Service; Security; Website Design; Order Management.	(Cristobal, Flavian, & Guinaliu, 2007)
SERVCON	Decision; Access; Benefit; Transaction; Post-Benefit.	(Seiders, Voss, Godfrey, & Grewal, 2007)
ESQ and Online Customer Experience	Sensorial and Emotional (Hedonic); Pragmatic; Cognitive; Relational; Social; Interactivity; Usability; Customization.	(Nambisan & Watt, 2011; Pentina, Amialchuk, & Taylor, 2011; Rose, Clark, Samouel, & Hair, 2012; Salehi et al., 2013; Zhang, Lu, Gupta, & Zhao, 2014; Jain et al., 2017; McLean, 2017).
ESQ and Co-Creation	*Firm Resources* (ESQ): Process Quality (Efficiency; System Available; Design; Information); Outcome Quality; Privacy; Enjoyment; Payment. *Customer Resources*: Social Expertise; Innovativeness; Customer Expertise (Cognitive; Effort; Analysis; Elaboration; Memory). Value Co-creation	(Barrutia & Gilsanz, 2013)
PeSQ	Website Functionality; Design; Personalization; Speed; Security; Interactivity; Usefulness; Reputation; Responsiveness; Online Flow (Perceived Challenge; Autotelic Personality; User's Skills).	(Rares, 2014)
Service-Dominant Logic	Service ecosystem. Service platform, value co-creation	(Lush & Nambisan, 2015; Vargo & Lush, 2016)

Various models identify two different dimensions that must be taken into account by online retailers: utilitarian and hedonic quality. Bauer et al. (2006) have developed the eTransQual scale, which integrates utilitarian quality and analyzes the dimension of enjoyment (hedonic quality). In addition, other authors investigate different hedonic benefits of a website: emotional benefit (Fassnacht & Koese, 2006), hedonic experience (Nambisan & Watt, 2011; Salehi et al., 2013; Jain, Aagia, & Bagdare, 2017), sensory experience (Pentina et al., 2011), emotional experience and online flow experience (Rose et al., 2012; Zhang et al., 2014; Zhang & Lu, 2018).

According to these models, we can establish two latent dimensions to assess e-service quality of online sale platforms: (a) utilitarian quality, defined as the value derived from completing objectives of finding information and/or purchase; and (b) hedonic quality, defined as the value derived from enjoying the search for information and/or purchase. In addition, in the case of utilitarian quality, multidimensional character is assumed. From a theoretical point of view, it is possible to distinguish the following various dimensions: website quality (design and information), offered service (guarantee, offer and customization) and security

(payments management, privacy and trust). Therefore, we propose the following hypothesis for utilitarian quality:

- H1(a): Website quality is specified as aggregate dimension of second-order with several latent dimensions of first-order: design and information.
- H1(b): Offered service is specified as aggregate dimension of second-order with several latent dimensions of first-order: guarantee, offer and customization.
- H1(c): Security is specified as aggregate dimension of second-order with several latent dimensions of first-order: payment management, privacy and trust.

1.2. Satisfaction, positive WOM, repurchase intention and price tolerance

Previous research has considered how e-service quality attributes affect customer satisfaction (Carlson & O'Cass, 2010; Pentina et al., 2011; Ahmad, Rahman, Naved, & Khan, 2017). E-service quality can influence directly or indirectly, by word of mouth (WOM), factors such as repurchase intentions, price tolerance and profitability (Jiang, Chan, & Tan, 2010; Lee & Hahn, 2015; Ismagilova, Dwivedi, Slade, & Williams, 2017).

E-service quality increases satisfaction, especially when the utilitarian quality is important to the customer and/or when the customer experiences enjoyment (hedonic quality) with the shopping experience (Dziewanowska, 2015). Likewise, the attributes in B2C websites affect the customers perceptions on e-service quality, encountering e-satisfaction (Holloway & Beatty, 2008; Jaiyeoba, Chimbise, & Roberts-Lombard, 2018), and overall e-satisfaction (Ahmad et al., 2017). Therefore, we propose the following hypothesis:

- H2: Utilitarian quality has a positive influence on satisfaction.
- H3: Hedonic quality has a positive influence on satisfaction.

Online loyalty shows parallelisms with the concept of fidelity to a brand, when a customer visits a website and makes a purchase. For this reason, it would be desirable to maximize online customer's loyalty, increasing the average time spent per visitor on the website, as well as future purchases (Korzaan, 2003; Dwi, Ruhadi, Triyuni, & Gundur, 2018).

Customers who are pleased with their experience on textile and fashion websites will be more willing to use online sale platforms (repurchase intention) even paying a surcharge for the products offered (price tolerance) (Novak, Hoffman, & Yung, 2000). Likewise, customers who perceive high utilitarian and hedonic quality in their online experience are likely to be more satisfied (Ha & Stoel, 2009; Busalim, Hussin, & Iahad, 2019) and develop WOM (Ha & Im, 2012; Kamalinasab, 2017). In addition, they are willing to make greater financial effort (Homburg, Koschate, & Hoyer, 2005) and increase their repurchase intention (Dholakia & Zhao, 2009).

A satisfied customer will have greater repurchase intention (Yen & Lu, 2008; Martin, Mortimer, & Andrews, 2015) and will be more likely to spread WOM (Yoo, Sanders, & Moon, 2013). By contrast, dissatisfied customers will avoid purchasing on the website again, and will give bad press to the website, causing great damage to its image (Yoo, Kim, & Sanders, 2015). They will also be willing to pay more (price tolerance) if a certain level of satisfaction is reached (Homburg, Koschate, & Hoyer, 2005; Yang, Zhang, Goh, & Anderson, 2017).

Thus, the study of e-service quality and customer satisfaction plays a fundamental role in customer loyalty and consequently in the survival and success of an organization (Kau & Lo, 2006; Chen, Huang, & Davison, 2017). Therefore, we propose the following hypothesis:

- H4: Utilitarian quality has a positive influence on (a) (positive WOM), (b) repurchase intention and (c) price tolerance.
- H5: Hedonic quality has a positive influence on (a) (positive WOM), (b) repurchase intention and (c) price tolerance.
- H6: Satisfaction has a positive influence on (a) (positive WOM), (b) repurchase intention and (c) price tolerance.

2. Research methodology

This paper follows a two-stage process: First, identification of e-service quality dimensions on online sale platforms in the textile and fashion sector, and secondly, assessment of e-service quality dimensions from the point of view of the customers.

2.1. Identification of e-service quality dimensions for an online retailer

The observable variables about the dimensions of utilitarian quality, including website quality, service that is being offered and security, and hedonic quality, were defined from different sources of information. At first, we did a literature review (see Table 1). Secondly, a Delphi Method was used to achieve a consensual assessment based on the opinions of an independent group of experts and with the guarantee that their participation shall be anonymous and confidential. In addition this method permits contact between people located at great distances, and a controlled feedback, characterized by its bidirectional interaction that allows to include new points of view, ideas and information, and therefore quality information. In this case, the group was composed by 14 experts (7 experts with academic profile and 7 experts with professional profile). The academic profile integrates researchers with a PhD and the accreditations established by the National Agency for Evaluation of Quality and Certification in the Spanish University System (ANECA). The respondents are professors of Marketing at different Universities in Spain. The professional profile integrates different marketing managers in several multinational companies in the fashion industries. Once the experts were selected, the method took place in 3 stages. In the first stage, they were asked about their opinion on each dimension of e-service quality, to determine what to include or to remove and/or how to make changes in wording and appropriateness in order to differentiate the latent dimensions for assessing e-service quality. Later, we provided the results to the experts and the modified questionnaire was sent again in order to obtain the consensus. Finally, in the third phase, the consensus of all the experts was obtained and the final questionnaire was defined.

This method aimed to improve the wording of the attributes or observable variables that make up the latent dimensions of e-service quality, as well as factors explaining utilitarian quality. According to their recommendations, we reduced the number of attributes that explained the factors, modified the wording, and made a reallocation of them.

2.2. Websites analysis

Within this section, the methodology used for the choice of the different websites selected is summarized in Table 2. First, a list of websites in the textile and fashion in Spain was developed. Second, websites were classified relying on the different types of online sale platforms. Finally, we selected the six most relevant of these websites in Spain using the following information: data published on the fashion world in Spain, number of followers in social networks (Facebook, Instagram, Twitter, Pinterest) of each firm, data on spontaneous notoriety (and frequency of visits) obtained in a previous qualitative study by the authors of the paper, and year of foundation of websites. Accordingly, the websites used in our empirical research were: Zara, Vente Privee, Privalia BuyVip, Asos and eBay. In order to have a representative sample, we have tried to investigate different types of online sale platforms.

Table 2. Methodology for chose the websites analyzed

Types of Online Sale Platforms	Main Companies
Brand and Multibrand shop (physical store and online shop)	Zara (Inditex), Adidas, Abercombrie & Fitch, Mango, El Corte Inglés, Louis Vuitton, Desigual, Cortefiel, Pepe Jeans
Sales Clubs	Vente Privee, Privalia, Showroom Prive, Private Outlet, Amazon Buy Vip, Dreivip, Vipventa, Rebajasvip, Ofertix
Online sales catalogue (selling by catalogue stores)	Venca, La Redoute, Spartoo, Elarmariodelatele, Modaclub
Outlet and outfitter	Asos, Yoox, Urban Outfitters, Zalando, Dress-for-Less, Forever 21, Boohoo, Shopbop, Top Shop, Aliexpress, KIABI, Sarenza, Revolve, Inviptus, Net-a-porter, Outlet24
Online auctions	eBay, Mercamoda, Segunda Mano, Wallapop
Selection criteria of the website	List of websites: – EAE Business School (2015): EAE Business School Report. The textile sector and the consumption on clothing in Spain (in Spanish). – ECOMMERCE-NEWS: (ecommerce-news.es). – FASHIONFROMSPAIN: (www.fashionfromspain.com). – Modaes.es (www.modaes.es). – GFK Consulting (2015): Observatory of e-Commerce (in Spanish). – PwC (2016): Fashion for a Tube? PwC Retail and Consumption (in Spanish). Website analysis: – Websites display – Number of followers on social networks (Facebook, Instagram, Twitter, Pinterest). – Spontaneous notoriety (and frequency of visits) obtained in a previous qualitative study by the authors of the paper. – Year of foundation of websites.
Website that have been selected	Zara, Vente Privee, Privalia, Buy Vip, Asos and eBay

Website that have been selected	Zara, Vente Privee, Privalia, Buy Vip, Asos and eBay

2.3. Assessment of e-service quality from the customer's point of view

The second step was a field survey to assess opinions of customers on online sale platforms in the textile and fashion sector.

The first part of our administered questionnaire briefly introduced the purpose of the questionnaire. To answer this questionnaire, it was necessary that the interviewees were regular users of at least three of the online sale platforms analyzed. Furthermore, these online sale platforms should have been visited at least once in the past two weeks. For the sampling of respondents, we have used different databases on consumers' fashion, and a snowball approach. Finally, a sample of 405 regular customers of online sale platforms in the textile and fashion sector was obtained.

The survey was disseminated through social networks (Facebook, LinkedIn and Twitter), by e-mail and through personal interviews. This study was made in several cities in Spain. A total of 500 questionnaires were sent, and the response rate archived was 81%. The sampling error was ±4.71% with a confidence level of 95%; p = q = 0.5. The sample distribution was done by levels of age (21% between 18 and 24 years, 49% between 25 and 34 years, 19% between 35 and 44 years, 11% over 45 years), gender (60% women, 40% men), segments (40% customers who only search for information, 60% customers who search for information and buy). The profile of the respondents is according to the data concerning the studied sector.

The information enclosed in the questionnaire contained an assessment on a Likert scale with responses ranging from "1-strongly disagree" to "10-strongly agree" of the attributes that make up e-service quality, including satisfaction, word of mouth, repurchase intention and price tolerance. The two groups of customers mentioned in this research responded the questionnaire: customers who only search for information (experimental customers), and customers who search for information and buy (transactional customers).

The self-administered questionnaire was made up of two parts: the first part contained the measurement scales for evaluating e-service quality, satisfaction, positive word of mouth, repurchase intention and price tolerance; and the second part registered respondents' age and gender, as well as their opinion on whether they used the online sales platform to search for information or buy.

3. Data analysis and results

3.1. Specification of e-service quality dimensions: utilitarian quality

The proposed model for analyzing e-service quality is summarized in Figure 1. To analyze the data structure (hypothesis H1), we investigated the psychometric properties of the measurement scales of e-service quality that is, unidimensionality, reliability and construct validity.

Initially, to confirm unidimensionality, we estimated Cronbach's alpha coefficient (see Table 3) whose value exceeds in all cases the level of 0.7 recommended (Hair, Anderson, Tatham, & William, 1998). Subsequently, for utilitarian and hedonic dimensions, an exploratory factor analysis (EFA) was performed, using principal component analysis. Items with relatively low correlations with the designated dimension were eliminated to improve the internal consistency of that dimension. In addition, after carrying out a confirmatory factor

analysis (CFA) to the concepts of utilitarian quality (website quality, offered service and security), it was observed that they can be considered as factors of second order (see Table 3).

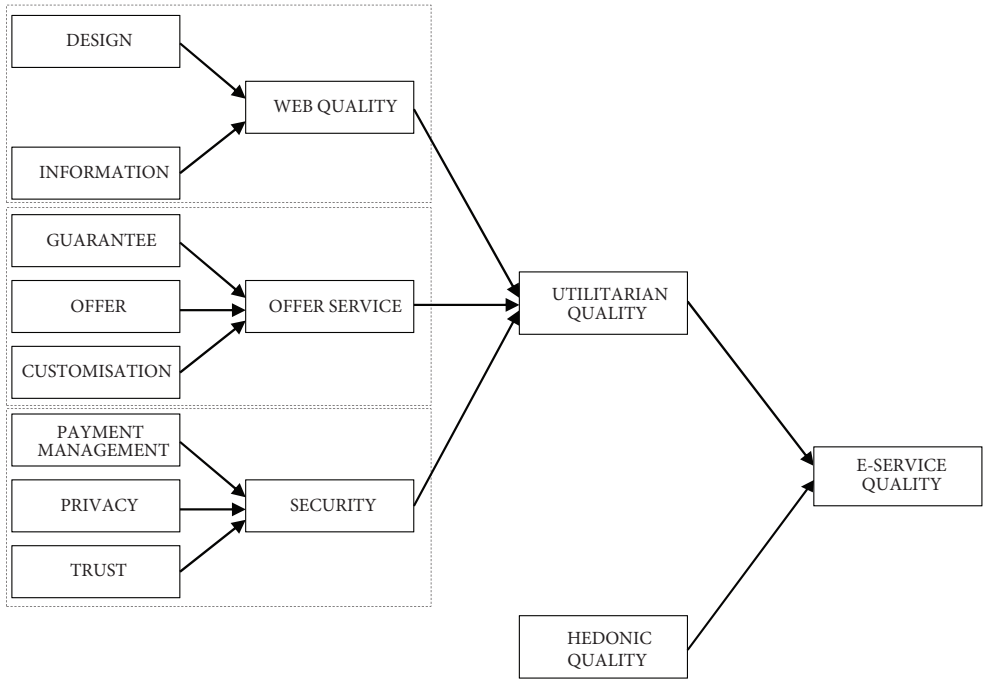

Figure 1. Measurement model for e-service quality

Table 3. Properties psychometric of utilitarian quality

Web Quality	Alpha Cronbach	CFA (First-order – 1 Factor)	CFA (Second-order – 2 Factor)
Design	0.812	χ^2 = 137.73; S-B χ^2 = 73.87 BBNNFI = 0.922; CFI =0.936 RMSEA = 0.066	χ^2 = 131.51; S-B χ^2 = 70.80 BBNNFI = 0.926; CFI = 0.939 RMSEA = 0.064
Information	0.830		
Offered Service	Alpha Cronbach	CFA (First-order – 1 Factor)	CFA (Second-order – 3 Factor)
Guarantee	0.837	χ^2 = 262.63; S-B χ^2 = 139.99 BBNNFI = 0.848; CFI = 0.870 RMSEA = 0.073	χ^2 = 186.89; S-B χ^2 = 97.83 BBNNFI = 0.902; CFI = 0.913 RMSEA = 0.059
Offer	0.777		
Customization	0.729		
Security	Alpha Cronbach	CFA (First-order – 1 Factor)	CFA (Second-order – 3 Factor)
Payment Management	0.818	χ^2 = 162.83; S-B χ^2 = 111.07 BBNNFI = 0.844; CFI = 0.854 RMSEA = 0.162	χ^2 = 24.56; S-B χ^2 = 18.89 BBNNFI = 0.960; CFI = 0.987 RMSEA = 0.055
Privacy	0.685		
Trust	0.833		

End of Table 3

Hedonic Quality	Alpha Cronbach = 0.902
Satisfaction	Alpha Cronbach = 0.885
Word of Mouth	Alpha Cronbach = 0.851
Repurchase Intention	Alpha Cronbach = 0.914
Price Tolerance	Alpha Cronbach = 0.828

Thus, the concepts of web quality, offered service and security were specified as aggregate variables of second-order with several latent dimensions of first-order (formative). Each of these latent dimensions of first-order was measured through multiple reflective indicators. Summarizing, hypotheses H1(a), H1(b) and H1(c) were accepted.

On the other hand, a one-dimensional character for the hedonic quality was assumed. It is not possible to distinguish more than one dimension linked to its four attributes or observable variables for hedonic quality.

Finally, confirmatory factor analysis (CFA) was applied to assess validity and reliability of utilitarian quality. In this study, EQS 6.2 was employed to conduct CFA. Analysis of the measurement models (see Table 4) yields good fit statistics. All indicators were significant ($p < 0.01$) and substantial (standardized factor loadings very close to or above 0.70) on their respective theoretical constructs, affirming convergent validity. In addition, composite reliability of all scales was greater than 0.70 (Bagozzi & Yi, 1988) and the AVE was greater than 0.50 (Hair et al., 1998).

Table 4. Validity and reliability of utilitarian quality

Web Quality	Variable	Standardized Factor Loadings	t-Student	Composite Fiability	AVE
Design	DES1	0.762	9.728	0.838	0.57
	DES2	0.740	10.217		
	DES3	0.806	10.403		
	DES4	0.697	10.193		
Information	INF1	0.681	12.077	0.844	0.52
	INF2	0.709	13.715		
	INF3	0.706	10.308		
	INF4	0.788	11.277		
	INF5	0.718	10.976		
		Correlation	95% Confidence Interval		
Design – Information		0.88	0.85–0.91		
$\chi^2 = 464.160$ ($p < 0.001$)		BBNNFI = 0.916	CFI = 0.939	RMSEA = 0.062	

End of Table 4

Offered Service	Variable	Standardized Factor Loadings	t-Student	Composite Fiability	AVE
Guarantee	GUA1	0.761	14.123	0.868	0.57
	GUA2	0.732	16.177		
	GUA3	0.753	16.837		
	GUA4	0.722	15.828		
	GUA5	0.799	15.208		
Offer	OFF1	0.777	17.179	0.875	0.58
	OFF2	0.763	11.388		
	OFF3	0.737	15.999		
	OFF4	0.784	11.906		
	OFF5	0.754	11.157		
Custo-mization	CUS1	0.715	12.532	0.837	0.63
	CUS2	0,932	17.679		
	CUS3	0,724	12.852		
		Correlation		95% Confidence Interval	
Guarantee – Offer Guarantee – Customization Offer – Customization		0.81 0.87 0.77		0.78 – 0.84 0.85 – 0.89 0.73 – 0.81	
χ^2 = 464,160 (p < 0.001)		BBNNFI = 0.931	CFI = 0.954	RMSEA = 0.034	

Security	Variable	Standardized Factor Loadings	t-Student	Composite Fiability	AVE
Payment management	PAY1	0.785	10.889	0.819	0.63
	PAY2	0.843	7.771		
	PAY3	0.754	11.119		
Privacy	PRI1	0.760	8.195	0.721	0.56
	PRI2	0.741	11.500		
Trust	TRU1	0.701	11.358	0.840	0.64
	TRU2	0.944	10.221		
	TRU3	0.733	10.725		
		Correlation		95% Confidence Interval	
Pay management – Privacy Pay management – Trust Privacy – Trust		0.81 0.68 0.53		0.77 – 0.85 0.63 – 0.74 0.48 – 0.58	
χ^2 = 24.46 (p < 0.001)		BBNNFI = 0.975	CFI = 0.987	RMSEA = 0.046	

In order to assess discriminant validity, we determined whether the confidence interval around the correlation estimated between the factors of each latent dimension included 1.0. The intervals obtained indicated that discriminant validity was achieved (Table 5). On the

other hand, we conducted a series of chi-square difference tests for all constructs in pairs, to determine whether the freely estimated model (correlation estimated freely) provided a better fit than the restricted model (correlation fixed to 1). All chi-square differences were significant ($p < 0.01$), which is further evidence of discriminant validity (Anderson & Gerbing, 1988).

As a conclusion, the results on Tables 3 and 4 provide support for hypotheses H1(a), H1(b) and H1(c). Utilitarian quality is multidimensional and consequently from a theoretical point of view it is possible to distinguish the following dimensions: website quality (design and information), offered service (guarantee, offer and customization) and security (payments management, privacy and trust).

3.2. Perception of online sale platforms in textile and fashion

The study also provides customers' perceptions (means of attributes) of the six websites that are mostly used (view Figure 2 and Table 5). The best websites for web quality were Ventee Privee, Zara and Privalia. The best websites for offered service were Asos, Zara and Privalia. The best websites for security were Asos, eBay and BuyVip. Furthermore, the websites with better positioning strategies based on "web quality-offer service" were Asos and Zara, followed by Vente Privee and Privalia. Finally, the website which showed better positioning based on "web quality-security" was Asos, followed by Zara and Privalia.

Table 5. Means for e-service quality dimensions

Dimensions	Perceptions in textile and fashion websites						
	eBay	Zara	Privalia	Buy Vip	Vente Privee	Asos	TOTAL
Utilitarian quality							
Web quality	7.41	8.21	8.13	7.98	8.28	8.01	7.85
Offered Service	7.13	7.67	7.56	7.50	7.47	8.01	7.43
Security	7.42	7.20	7.23	7.25	6.13	8.04	7.39
Hedonic Quality	7.25	8.07	6.88	7.48	7.33	7.74	7.15

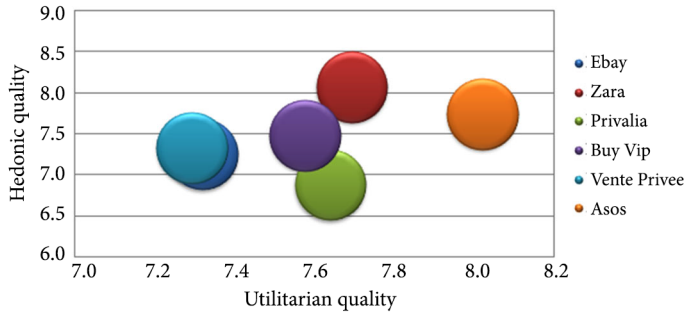

Figure 2. Utilitarian quality versus hedonic quality

3.3. Relationship between e-service quality, satisfaction and loyalty

In this section, we estimate and evaluate the relationship between e-service quality; satisfaction, word of mouth, repurchase intention and price tolerance. First, we ran the model on all data (i.e. the "full model" procedure). Next, we ran the model separately for different groups of customers (i.e. the "segments models" procedure): (a) customers who only search for information, and (b) customers who search for information and buy in B2C websites. A Structural Equation Modelling approach (EQS 6.2 for Windows) was applied to assess the relationship between e-service quality, satisfaction, positive word of mouth, repurchase intention, and price tolerance. The use of structural equations derives from the matrix of variances and covariances, in such a manner that a variable is measured by a series of observable measures which facilitate the analysis of relationships between variables. This allows us to compare the model with other alternatives and take into account measurement errors (Hair et al., 1998).

3.4. Structural model estimation results

Model analysis (see Figure 3) yields good fit statistics (Bentler Bonet Non-Normed Fit Index [BBNNFI] = 0.954; Comparative Fit Index [CFI] = 0.931; Root Mean Square Error of Approximation [RMSEA] = 0.048).

According to Figure 3 and Table 6, a direct, positive and significant relationship can be established between the following pairs of dimensions: utilitarian quality-satisfaction, hedonic quality-satisfaction, utilitarian quality-repurchase intention, hedonic quality-positive WOM, satisfaction-loyalty (positive WOM, repurchase intention and price tolerance). In addition, there are satisfaction mediator's effects regarding e-service quality and loyalty.

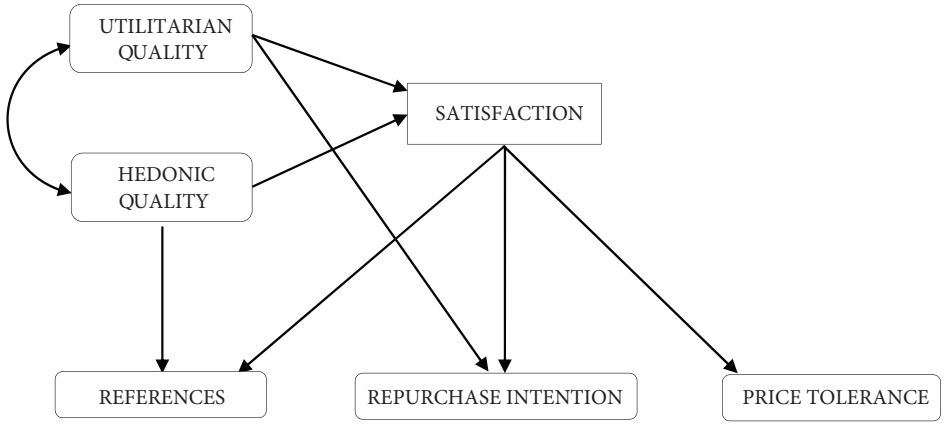

Figure 3. Structural model

Table 6. Analysis relationship quality-satisfaction-loyalty

Hypothesis	Full Model FM	Segment S1	Segment S2
H2: Utilitarian Quality – Satisfaction	0.42**	0.83**	0.33**
H3: Hedonic Quality – Satisfaction	0.44**	0.59**	0.46**
H4a: Utilitarian Quality – WOM	n.s.	n.s.	n.s.
H4b: Utilitarian Quality – Repurchase Intention	0.07*	– 0.08*	0.12**
H4c: Utilitarian Quality – Price Tolerance	n.s.	n.s.	n.s.
H5a: Hedonic Quality – WOM	0.23**	0.19**	0.31**
H5b: Hedonic Quality – Repurchase Intention	n.s.	n.s.	n.s.
H5c: Hedonic Quality – Price Tolerance	n.s.	n.s.	n.s.
H6a: Satisfaction – WOM	0.59**	0.69**	0.53**
H6b: Satisfaction – Repurchase Intention	0.79**	0.94**	0.72**
H6c: Satisfaction – Price Tolerance	0.40**	0.49**	0.28**

Notes: * $p < 0.05$; ** $p < 0.01$; n.s. = not significant.

3.5. Analysis of customers segments

We have considered two groups of customers in this research: experimental customers (S1) and transactional customers (S2). In order to test whether there are differences between both groups, two steps should be taken (Jaccard & Wan, 1996). The first step involves a "multiple-group" solution in which EQS derives parameter estimates for each group separately (Table 5). In order to analyze whether these inter-sample differences are significant it is necessary to proceed to step 2. In step 2 the model is re-estimated but this time imposing the constraint that coefficients in the model (gamma and beta coefficients following Lisrel notation) should be equal in the two groups (Iglesias & Vázquez, 2001). It was analyzed whether the suppression of each of these restrictions implies a significant improvement in the fit model. Thus, the purpose is to check whether the removal of restrictions produces a significant change in the chi-square statistics, which would lead to reject the equality constraint on the parameters, since their elimination would significantly improve the model fit. The results obtained are shown in Table 7. Hence, the difference between both groups (regarding coefficients related to hypotheses H2, H3, H4b, H5a and H6) was significant.

Table 7. Differences between groups of customers: testing results

Constraints Released	d.f.	χ^2 Difference (probability)
H2: Utilitarian Quality – Satisfaction	1	0.028
H3: Hedonic Quality – Satisfaction	1	0.044
H4b: Utilitarian Quality – Repurchase Intention	1	0.039
H5a: Hedonic Quality – WOM	1	0.045
H6a: Satisfaction – WOM	1	0.041
H6b: Satisfaction – Repurchase Intention	1	0.035
H6c: Satisfaction – Price Tolerance	1	0.038

The multigroup analysis requires reporting the statistical power of the test in order to validate the study design and to interpret the results as accurately as possible. This issue is especially relevant when working with small sample sizes, in which no significant results are obtained (the possibility of detecting a true effect is reduced), or the probability that a significant result reflects a true effect is reduced (Cohen, 1988). According to Cohen (1988), the recommended statistical power is 80%. In the present study, we obtained a statistical power of 91.58% (G*Power 3.1 software), thus validating the results obtained.

The model for the segment of experimental customers (Table 5) yields good fit statistics (Bentler Bonet Non-Normed Fit Index [BBNNFI] = 0.878; Comparative Fit Index [CFI] = 0.902; Root Mean Square Error of Approximation [RMSEA] = 0.086). It shows a direct, negative (in reference to the initial proposal) and significant relationship between utilitarian quality and repurchase intention. Perhaps customers only search for information on the website, but finally they buy the products in a physical store. Furthermore, there was a direct, positive and significant relationship between satisfaction and quality (utilitarian and hedonic), hedonic quality and positive WOM, satisfaction and loyalty (positive WOM, repurchase intention and price tolerance). Finally, we should notice that the effect of utilitarian quality on satisfaction is greater than the effect of hedonic quality.

The model for the segment of transactional customers also yields good fit statistics (Bentler Bonet Non-Normed Fit Index [BBNNFI] = 0.965; Comparative Fit Index [CFI] = 0.938; Root Mean Square Error of Approximation [RMSEA] = 0.048). According to this information, we can confirm the direct, positive and significant relationship between quality (utilitarian and hedonic) and satisfaction, utilitarian quality and repurchase intention, hedonic quality and positive WOM, satisfaction and loyalty (positive WOM, repurchase intention and price tolerance). The hedonic quality effect on satisfaction is greater than the effect of utilitarian quality. In addition, the utilitarian quality effect on satisfaction is lower than that of the full model, and the hedonic quality effect on positive WOM is greater than the impact of the full model too.

3.6. Direct and indirect effects of e-service quality dimensions

This section discusses different effects of e-service quality on loyalty (direct effects) and the mediating role of satisfaction (indirect effects). Specifically, full models and segment models analyze satisfaction as a mediator of the effects of the two dimensions of e-service quality (utilitarian and hedonic dimensions) on loyalty (positive WOM, repurchase intention and price tolerance). The significance of the paths was tested according to their t-values. Mediation has been tested in line with the assessment of mediating effects in Structural Equations Modeling (Iacobucci, 2008). In order to assess mediating effects of satisfaction we should verify the following facts (Iacobucci, 2008): (a) independent variables, that is, utilitarian and hedonic quality, influence the mediator variable (satisfaction); (b) the mediating variable (satisfaction) affects dependent variables such as loyalty. In addition, for the existence of total mediation (indirect effects), the impact of independent variables on dependent variables may not be significant when the mediating variable is included. Instead, for the existence of partial mediation (direct and indirect effects), when the relationship between mediating variables

and dependent variables is included, the effect of independent variables on dependent variables is still significant. See Table 8 for the results obtained in this research.

Table 8. Direct and indirect effects of utilitarian and hedonic quality (full model and segment models)

e-Service Quality	Significants Effects			
	Satisfaction	WOM	Repurchase Intention	Price Tolerance
Utilitarian	Direct	Indirect	Direct and Indirect	Indirect
Hedonic	Direct	Direct and Indirect	Indirect	Indirect

In addition, Table 9 summarizes the direct effects of e-service quality (hedonic and utilitarian effects) on satisfaction. Customers who search for information and purchase give more importance to hedonic quality than utilitarian quality. However, for customers who only search for information, utilitarian quality is more important.

Table 9. Direct effects between e-service quality and satisfaction

e-Service Quality	Satisfaction		
	Full model (FM)	Only search for information (S1)	Search for information and purchase (S2)
Utilitarian Quality	0.42	0.83	0.33
Hedonic Quality	0.44	0.59	0.46

Finally, Table 10 summarizes total direct and indirect effects of e-service quality on loyalty. If we analyze the results for both segments of customers, there are differences in the total effects of e-service quality on positive WOM, repurchase intention and price tolerance.

Table 10. Direct and indirect effects of utilitarian and hedonic quality

	WOM								
	Direct effects			Indirect effects			Total effects		
	FM	S1	S2	FM	S1	S2	FM	S1	S2
Utilitarian Quality	–	–	–	0.25	0.49	0.17	0.25	0.49	0.17
Hedonic Quality	0.23	0.19	0.31	0.26	0.35	0.15	0.49	0.54	0.46
	Repurchase Intention								
	Direct effects			Indirect effects			Total effects		
	FM	S1	S2	FM	S1	S2	FM	S1	S2
Utilitarian Quality	0.07	–0.08	0.12	0.33	0.78	0.24	0.40	0.70	0.36
Hedonic Quality	–	–	–	0.35	0.55	0.33	0.35	0.59	0.33

End of Table 10

	Price Tolerance								
	Direct effects			Indirect effects			Total effects		
	FM	S1	S2	FM	S1	S2	FM	S1	S2
Utilitarian Quality	–	–	–	0.17	0.41	0.09	0.17	0.41	0.09
Hedonic Quality	–	–	–	0.18	0.29	0.13	0.18	0.29	0.13

Conclusions

This study has contributed to understanding e-service quality in the textile and fashion sector in four different ways. The first contribution is to provide empirical support on two dimensions of e-service quality for online sale platforms of textile and fashion: utilitarian and hedonic experience. On the one hand, utilitarian experience summarizes various latent dimensions of e-service quality: web quality (based on design and information), offered service (including guarantee, offer and customization) and security (payment management, privacy and trust). This is a more extensive model than previously developed models where concepts of web quality, offered service and security are specified as aggregate variables of second-order with several latent dimensions of first-order (formative dimensions). Furthermore, each of these latent dimensions of first-order is measured through multiple reflective indicators. On the other hand, hedonic experience integrates aspects related to attributes of fun, enjoyment and entertainment.

The second contribution is made by extending knowledge on the perception of e-service quality for Zara, Vente Privee, Privalia, BuyVip, Asos, and eBay in the dimensions of utilitarian and hedonic experience. Asos is the online sale platform with better utilitarian quality followed by Zara and Privalia. The online sale platforms that have been better perceived in dimensions of web quality (design and information) are Vente Privee, Zara and Asos. The online sale platforms which show a better rating in the dimensions of offered service (guarantee, offer and customization) are Asos, Zara and Privalia. The online sale platforms that have been better perceived in the dimensions of security (payment management, privacy and trust) are Asos, eBay and BuyVip. In addition, Zara, Asos and BuyVip are websites with high perception of hedonic quality. Overall, Asos and Zara are seen with good positioning regarding "utilitarian quality-hedonic quality".

The third contribution provides empirical support for a comprehensive model that integrates e-service quality, satisfaction and loyalty (positive WOM, repurchase intention and price tolerance). The study replicates the relationships previously found between the three concepts using a new context of online sale platforms in the textile and fashion sector. These relationships are tested by establishing that satisfaction has a total mediation between utilitarian quality and loyalty (positive WOM and price tolerance), and hedonic quality and loyalty (repurchase intention and price tolerance). In addition, satisfaction has a partial mediation between utilitarian quality and repurchase intention, and hedonic quality and positive WOM.

The fourth contribution resolves a gap in our knowledge regarding different segments of web users. The findings indicate that direct and indirect effects of e-service quality on satisfaction and loyalty are different for each segment of customers.

The study supports that there are no direct effects of the utilitarian quality on positive WOM, but these effects exist in regard to hedonic quality. Direct effects are greater for transactional customers than for experimental ones. In terms of total effects, both segments give more importance to utilitarian quality than hedonic quality in order to develop a positive WOM.

Additionally, the study supports that there are no direct effects of hedonic quality on repurchase intention, but these effects exist regarding utilitarian quality, being more accused in the segment of customers that are searching and buying on the textile and fashion website.

In terms of total effects, it can be observed that for customers who just want information, utilitarian quality is more relevant than hedonic quality in order to increase repurchase intention. However, for customers who search and buy, hedonic quality has more important total effects on repurchase intention than utilitarian quality in order to increase repurchase intention.

Finally, the study indicates that are no direct effects of utilitarian and hedonic quality on price tolerance. After analyzing total effects, we have again found how utilitarian quality has a deeper effect on price tolerance for experimental customers. However, for transactional customers hedonic quality has a stronger effect on price tolerance.

To conclude, the companies should empower the utilitarian quality concerning customers searching for information. Furthermore, online sale platforms should improve hedonic quality focusing on those customers who do not only search for information but are also likely to buy.

The online sale platforms for the textile and fashion sector should empower the utilitarian quality concerning customers searching for information. The online sale platforms must continue to make investments (according with the positioning in front of the competition) in some of these factors: good design (attractive, easy to use and with information properly organized), information of quality (interesting and updated), adequate guarantee (easy contact business to client, guarantee of products, possibility of returning delivers), offer of quality products and/or services (good quality-price relationship, good promotions in the website, variety of products, competitive prices), especial attention in payment management (possibility of registering for password accounts, identification of the participants of the payment system), as well as privacy of service (data protection and confidentiality of delivery) and trust (possibility of delivery cancellation, use of online certificate and existence of other consumers' comments) of the consumer in the online sale platforms.

Furthermore, online sale platforms should improve hedonic quality focusing on those customers who do not only search for information but are also likely to buy. To achieve appropriate hedonic quality, the online sale platforms can show not only their products for sale, but also other contents related to fashion matters as, among others, upcoming events, new trends, comments, videos of "influencers" and photos of other consumers wearing their products. For instance, Zara organized a campaign in which the company offered a monetary reward to the customer appearing in a photo with the coolest look, provided that he or she

was wearing at least an item of the brand. This involved an increase of hedonic quality, as customers visited the website more frequently and spent more time on it. Another example can be found in the strategy used by Asos. This online sale platform has a section on trends where users show their looks and indicate how to get the different clothes they wear and how much they cost. It also has a Marketplace section where users can sell used clothes. Moreover, Asos invites the users to different fashion events in which it takes part. All these features could lead to enhancing hedonic quality perceived by the consumer.

This paper has some limitations. The first one, the study only analyses the consumer behavior for the textile sector, but it would be interesting to investigate the differences between sectors and products. The second one, the study only analyses the online customer, but it would be valuable to include the ROPO (Research On-Line and Purchase Off-line) effect and showrooming. The last one, the study is static and does not include the uncertainty associated to multicriteria decision-making.

For a future development of the contributions arising from this study, a deeper knowledge of the different types of platforms, segments and products should be acquired in order to evaluate the different consumer behavior and the influence of such elements in their satisfaction, WOM price tolerance and repurchase intention. Additionally, it would be interesting to combine traditional marketing tools with artificial intelligence techniques -such FAHP, FTOPSIS or Neural Networks- in order to deal with the uncertainty associated to multicriteria decision making processes when the customer evaluates different websites.

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