

The Effects of Customer Loyalty on Repurchase Intention in B2C E-commerce- A Customer Loyalty Perspective

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ABSTRACT

The purpose of this study is to investigate the effect of online relationship quality on customer loyalty and then the effect of customer loyalty on online repurchase intention. This research is descriptive of survey type. The population under study was constituted of Allameh Tabataba'i University in Tehran. The stratified sampling method was used and 201 questionnaires were completed. Confirmatory Factor Analysis (CFA) was used. The structural method indicated a good fit to the data. Using structural equation modeling (SEM), we observed that customer loyalty is significantly related to online repurchase intention and also online relationship quality is significantly related to online repurchase intention. The proposed model explain 86% of the variance of the online repurchase intention construct. We found that perceived vendor reputation is the strongest antecedent of online relationship quality.

KEYWORDS: E-loyalty, online repurchase intention, online relationship quality

1. INTRODUCTION

E-commerce as a new communication channel quickly found its place in the world and is in competition with traditional channels. With the increasing growth of e-business world, every day more and more businesses are using it to interact with customers and benefit from its competitive advantage (Lee and Lin, 2005). The emergence of Internet and e-commerce has provided numerous opportunities for companies that in turn can supply their products and services through these channels to consumers and customers.

For taking advantage of this opportunity, factors that have an impact on consumers and customers online shopping should be investigated. One of the new methods of shopping in non-physical retail is online shopping environment that can be considered as one of the major breakthroughs in the retailing world (Chang and Nicolas, 2004).

As a result, by increasing numbers of online consumers and changing the nature of businesses to the e-businesses and Internet service, increasing pressure is felt to better understand the issues and characteristics of an effective website. The key factors affecting customer satisfaction of website performance has been identified that not only affects the customer decision but also is one of the most important reasons for consumers to determine whether buying online or not (Afkhami, 2009). Also, repurchase intentions display the customer's self-perception and the likelihood of showing repurchase behavior (Seiders et al, 2005).

Attracting customers in a highly competitive business environment is difficult, and this requires effective relationships with customers. Now days, organizations have come to believe that only by re-purchasing of customers, long-term profitability can be achieved. Understanding customer decision-making processes to predict customer behaviors and desires have been object of many theories of psychology, marketing and consumer behavior (Han and Kim, 2010; Han et al, 2010).

The purpose of this study is to investigate the effect of online relationship quality on E-loyalty and then the effect of E-loyalty on online repurchase intention. Based on Zhang et al(2011), antecedents of online relationship quality include: Perceived website usability, perceived expertise in order fulfillment and perceived vendor reputation.

2. LITERATURE REVIEW

2.1. Relationship Marketing

The growing interest in relationship marketing is because of important influence of customer commitment and customer satisfaction on customer maintenance (Meng and Elliott, 2008). The root of relationship marketing backs to the times of services marketing and Industrial Marketing. since 1970, Dependence between buyer and seller and development of long-term relationships was proposed as features of Industrial Marketing (Monshi, 2010, 28). Relationship marketing was first introduced in 1980. The more accurate, the term relationship marketing was introduced in 1983(Tahmasbi Ashtiyani, 2007).

The basis of relationship marketing is on concept that first was proposed by Leonard Berry and expanded by other scholars. From 1980 to 1990, the theories of relationship marketing have been introduced and since 1990, concept of relationship marketing was expanded (Monshi, 2010, 28).

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Several definitions have been provided for relationship marketing, in fact, there is not an agreement in this regard. Morgan and Hunt (1994) generally defined relationship marketing as "all marketing activities directed toward creating, developing, and preserving successful relational exchanges" (Meng and Elliott, 2008). The main focus of relationship marketing is on value creation for both the customer and the organization (Gummesson, 1997). Peterson, 1995 pointed out that Consumers enter into long-term relationships with an organization because they expect to receive positive value from their participation (Meng and Elliott, 2008).

Berry (1995) point out that, In regard with a relationship marketing knowledge, many researches caution that the benefits derived from development long-term relationships don't mean that firms should build relationships with all customers and under all conditions (Adjei and Clark, 2010). Yet there is deficiency in research in literature of RM (relationship marketing) about when firms should and should not build relationships with consumers (Adjei and Clark, 2010).

2.2. Customer Loyalty

Customer loyalty is a major subject in marketing research (Bodet, 2008). Loyal customers can bring great benefits to a company (Brunner et al, 2008). Two main viewpoints have been evolved: the behavioral and attitudinal points of view (Yi and La, 2004). The behavioral approach defines loyal customers as those who rebuy a brand, consider only that specific brand and do not seek any brand-related information (Brunner et al, 2008). Therefore, Loyalty is often defined as repeat purchasing frequency or relative volume of same-brand purchasing (Tellis, 1988). Since Day (1969) has criticized this one-dimensional view as behaviorally centered and thus unable to distinguish true loyalty from false loyalty, many researchers have recognized necessity to add an attitudinal component to the behavioral one (Bodet, 2008). The attitudinal approach defines loyal customers as the level of customer's psychological attachments and attitudinal advocacy towards the service provider/supplier" (Rauyruen and Miller, 2007).

Moreover, Oliver (1999) described four consecutive phases of loyalty, including: cognitive loyalty, affective loyalty, conative loyalty and action loyalty (Brunner et al, 2008).

3. Research model and hypotheses

Figure 1 shows that the theoretical model. The model is based on the model of Zhang and colleagues, (2011). Model used to examine factors affecting repurchase intention in B2C ecommerce. Based on Zhang and colleagues (2011) assumptions, the characteristics and behavior of vendors are predictors of relationship quality. Online relationship quality ultimate re-purchase intention and repurchase intention leads to customer loyalty.

3.1. Customer loyalty

Repurchase intentions represent the customer's self-reported likelihood of engaging in further repurchase behavior (Seiders et al, 2005). Actually, repurchase intention lead to customer returns for buying again, in the medium-term or long-term (Zhang et al, 2011). Repurchase is increasingly become important in e-commerce.

Recent researches show that customer loyalty is important and significant determinant for repurchase intention (Eisingerich and Bell, 2007). In fact, one of the symptoms (consequences) of customer loyalty can be named repurchase intention and this will lead to increase in vendor profitability (Zhang et al, 2011). In addition, Yee and colleagues (2010) showed that customer loyalty will have a significant positive impact on company profitability (Yee et al, 2010).

In this study, we define loyalty as customers' commitment to increase the extent of their relationship with the firm (i.e. by using the firm's services for all their necessities, as well as, customers' tendency to talk positively about the services of organization (Bettencourt, 1997). According to the previous arguments, we suggest the hypothesis:

H1. Customer loyalty has a significant positive influence on online repurchase intention.

3.2. Online relationship quality

Relationship quality is increasingly considered as an important strategy, especially for organizations that strive to retention satisfied and loyal customers in today's competitive environment (Meng and Eliot, 2008). Numerous studies have demonstrated that relationship quality is directly associated with customer loyalty (Liu et al, 2011).

The relationship between customer and vendor is considered good quality, only when the previous interactions with the vendor was positive and future interactions with the vendor expected. A good relationship can develop only when the buyers feel satisfaction and have confidence on their relationships with the vendor (Zhang et al, 2011).

Based on expectations-disconfirmation theory, when customers are satisfied, they believe that a website will deliver what they expect (Chang and Chen, 2009). Customer satisfaction has long-term financial impact on any business (Yee et al, 2010). Several studies have shown customer satisfaction as an important predictor variable for measuring loyalty (Chang and Chen, 2009). So, Customer loyalty is significant for organizations. For example, Ahluwalia, Unnava and Burnkrant (1999) reported, Customers are much less susceptible to negative information about a product than non-loyal customers (Shankar et al, 2003).

In previous studies customer satisfaction is considered as predictive variable (antecedence) of intention in the field of e-commerce. A number of research; show direct relationship between satisfaction and repurchase intention (Ha et al, 2010). Intention to buy from travel websites (Bai et al,2008). Kuo and colleagues (2009) also pointed that customer satisfaction has a positive impact on customer willingness to Post-purchase intention (Kuo et al, 2009). Chang and Chen (2009) also showed that customer satisfaction in e-commerce has a positive influence on customer loyalty. Their results strongly supported this relation. They also showed that the relationship between customer satisfaction and customer loyalty are negatively moderated by switching costs. Shankar et al (2003) Showed that while the level of satisfaction among customers in both online and offline is the same, but loyalty is higher in online service providers (Shankar et al, 2003)

In the field of mobile telecommunication services, Liu and colleagues (2011) showed that user satisfaction toward trust variables and change barriers have more meaningful impact on the loyalty of users. Indeed, it can be expressed that when customers are satisfied and happy, commonly have no reason to give up (Liu et al, 2011).

As well as, some researchers have shown reciprocal relationship between satisfaction and loyalty (Shankar et al, 2003). Hence, customer satisfaction operates as an antecedent to loyalty. Trust in social and economic interactions that are associated with uncertainty plays a significant role (Teo and Liu, 2007). In the field of marketing based on relationship, trust is the main condition of successful businesses.

Murray Institute identified factors causing the trust as follows: Commitment, learning from mistakes, staff behavior, quality management and pay attention to customers` Viewpoint (Amirshahi et al, 2010).

Trust refers to individual belief that other people behave according to expectations (Gu et al, 2009). Online consumer trust is also defined as "subjective belief of consumer regarding to sales department or institution that they perform their exchange roles as consumers understand them (Kim et al, 2008). A more general definition of trust is that a party has confidence in the honesty and reliability of his partner (Morgan and Hunt,1994).This definition can be applied in different contexts, including exchanges of goods and services.

In the most previous research, trust as an antecedent for internet repurchase intention (Kim et al, 2008; Lee et al, 2011), satisfaction (Palvia, 2009), intention to use mobile banking (Gu et al, 2008) online retail (Mukherjee and Nath, 2007)has been conceptualized.

Some researchers have examined the direct effect of trust on loyalty. About mobile telecommunication services, Liu and colleagues (2011) showed that user`s confidence have significant effect on user`s loyalty (Liu et al, 2011).

Chiu and colleagues (2010) in the field of online auctions have conceptualized customer loyalty by repurchase. They showed that trust is an antecedent for repurchase intention. Their findings showed that confidence among respondents is not reached, so the trust is raised as significant antecedent that its impact is relatively low(Chiu et al,2010). The trust of a customer is based on his confidence toward the quality of goods and services. Various researches have shown that customers who have confidence in an organization are more likely to be loyal. Indeed, the trust is an essential factor for any business. Trust in e-commerce is an important issue. Hoffman et al (1999)loss of trust holds up buyers from involving in online auctions because they are unseemly to put on dealings with sellers who fail to give a sense of their trustworthiness, mainly because of fears of seller opportunism(Chiu et al, 2010). Therefore, customer trust acts as an antecedent to loyalty.

Due to previous researches, we suggest that perceived trust has a important effect on customer`s loyalty, as well as, satisfaction has a positive effect on loyalty in e-commerce. Online relationship quality can be measured by two dimensions of customer satisfaction and customer trust (Liu et al, 2011).

According to the previous debates, we offer the hypothesis:

H2. Online relationship quality has a significant positive influence on customer loyalty.

3.3. Online Vendor characteristics

3.3.1. Perceived usability of website

Usability has been shown to be a principal factor when the services of an organization use the internet (Flavian et al, 2006). Greater levels of usability will be associated to lower levels of difficulty to manage that functionality (Davis,1989). So, in the field of e-commerce, besides studying the influence of website design on the buying, the usability of web site should also be evaluated (Lee and Kozar, 2012). This has been confirmed by several researchers (Bai et al, 2008). In addition, properly designed website with high usability can improve online shopping experience and consumer understanding of the vendor (Zhang et al, 2011). To gain a needed level of usability, vendors should design the web site according to the consumers` needs and requirements (Casalo et al, 2007). Cyr (2008) revealed that customer loyalty is positively related with the usability of website (Zhang et al, 2011).

In summary, previous theoretical models of website usability offered a valuable understanding of the effects of website usability constructs on perceptions and behaviors of online consumers (Lee and Kozar, 2012). According to literature, information quality performed an essential role in consumers satisfaction with internet purchasing (Bai et al, 2008). In addition, Bai et al (2008) indicated that usability of the website has a significant impact on customer satisfaction. Beyond the usability of the website that has a significant impact on consumer purchase intention, customer satisfaction has a mediating effect between usability of the website and the customer online purchase intention (Bai et al, 2008).

Zviran and colleagues (2006) also mentioned that the usability of websites has a significant impact on user satisfaction. This result has been approved by most researches (Zhang et al, 2011; Flavian et al, 2006; Belanche et al, 2012). Casalo and colleagues (2008) found that about 34 percent of changes in customers' satisfaction are determined by usability of website (Casalo et al, 2008).

Consumers use web sites for searching information about products, online payments, and order fulfillment. Thus, web site should provide rich information about products(Zhang et al, 2011). Low levels of usability may generate errors on order processing, such as ordering undesired products or problems in the payment. Such errors increase feelings of distrust and disappoint for future transactions (Flavian et al, 2006).). Further usability will reduce searching costs and reduces possible errors (Casalo et al, 2008).

Yoon showed that specific properties of the website (such as adequacy of product description and width of product selections) can significantly affect customer trust (Zhang et al, 2011). Also in the field of online banking, Casalo et al (2007) found that specific properties of the website have direct and significant impact on customer trust in financial services web site(Casalo et al ,2007). Flavine and colleagues (2006) pointed that the effect of usability on loyalty seems to be stipulated by consumer trust and satisfaction. According to expressed content, we assume that perceived usability positively influence on relationship quality that includes customer satisfaction and trust. According to the previous logic, we suggest the hypothesis:

H3 .perceived website usability has a significant positive influence on online relationship quality.

3.3.2. Perceived expertise in order fulfillment

There is a significant relationship between perceived expertise in order fulfillment and online relationship quality. For online customers, receiving the purchased goods through the internet in a timely, efficient and safe manner is important. When customers' feeling and understanding of vendor's expertise in order fulfillment is high, they believe that the seller has the ability and competence in order to do and make sure that the goods are delivered on time. As a result, confidence and satisfaction toward the seller rise. Therefore, customers are willing to develop long-term relationships and as a result, expertise in order fulfillment has a significant relationship with the online relationship quality (Zhang et al, 2011). Lee et al (2009), the relationship between fulfillment and overall e-service quality was confirmed. The researchers found that this variable is a mediator between website system satisfaction and quality of electronic services acting (Lee et al, 2009).

According to the previous arguments, we suggest the hypothesis:

H4 .Perceived expertise in order fulfillment has a significant positive influence on online relationship quality.

3.3.3. Perceived vendor reputation

According to Hess (2008), company reputation can be described as customers perceptions on how well a firm takes care of customers and is veritably concerned about their welfare (Lee et al,2011). Several authors have associated the concept of reputation with consumer trust in the online context (Casalo et al, 2007).

Koufaris and Hampton-Sosa(2004) pointed out that vendor reputation includes customer perceptions of the vendor's public image, innovativeness, quality of product and service, and commitment to customer satisfaction(Zhang et al,2011). Researches showed that vendor reputation has significant and direct impact on re-purchase intention (Lee et al, 2011). As Keh and Xie(2009) showed that vendor reputation in the B2B setting has important and significant impact on customer trust (Keh and Xie, 2009). Therefore, online retailers (they) should attempt to build good reputation and trust which will enable customers to continue to buy from them (lee et al, 2011).

According to Rindova et al (2005), popular companies are likely to gain customer trust through three ways. First, both economic and institutional aspects of reputation identify its valuable role in reducing the uncertainty stakeholders encounter when they evaluate firms (Keh and Xie, 2009).Casalo and colleagues (2007) also showed that one of the important factors for customers using online banking website is reputation of website(Casalo et al, 2007). Customers can determine vendor reputation based on an evaluation of the vendor former performance and behavior. Reputation is associated with brand equity and firm validity ; it is also viewed as a symbol of trustworthiness(Zhang et al, 2011). Customers trust the seller with high credibility because they believe that a seller with high reputation does not jeopardize his reputation. Research shows that trust is an important factor for the seller's reputation (Zhang et al, 2011).Thus customers are more likely to perceive companies with highly favorable reputations as trustworthy (Keh and Xie , 2009).

The growth of a desirable corporate reputation is essential for relationship-oriented firms (keh and xie, 2009). As Zhang and colleagues (2011) showed that perceived vendor reputation has a positive impact on online relationship quality (Zhang et al, 2011).

According to the previous arguments, we suggest the hypothesis:

H5 .perceived vendor reputation has a significant positive influence on online relationship quality.

The research model is depicted in Fig.1.

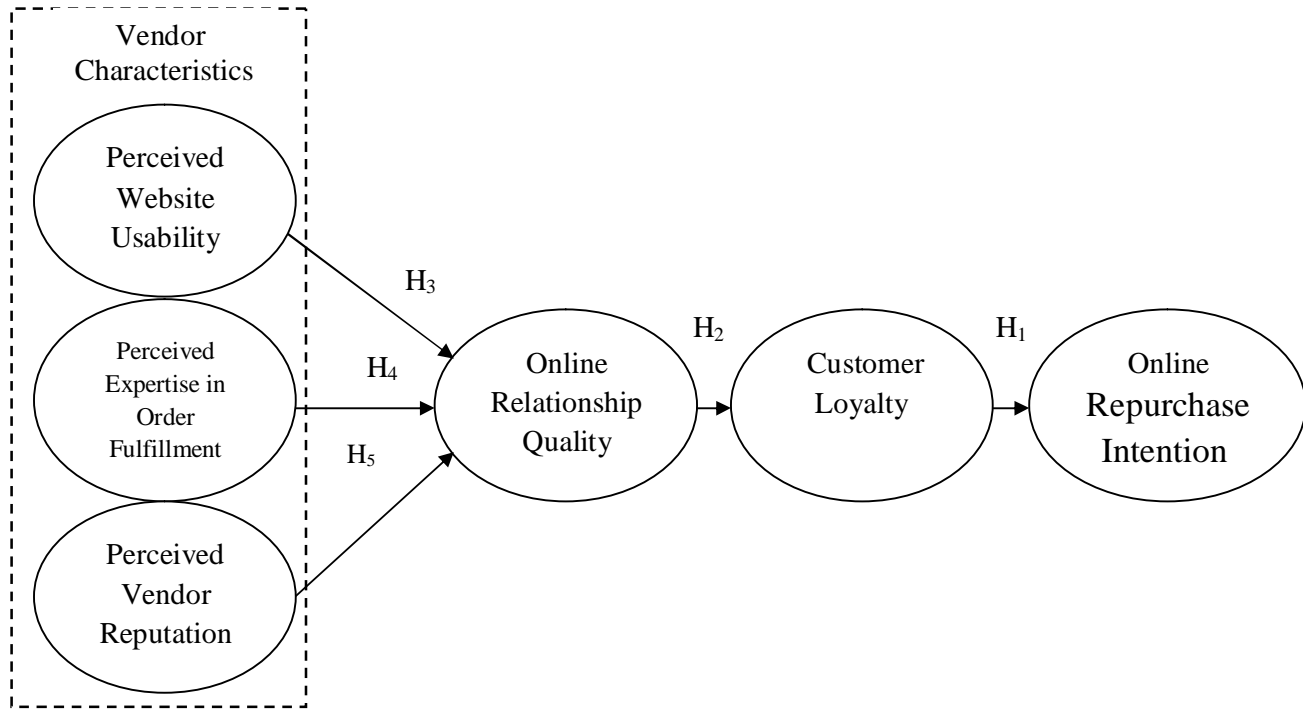


Fig.1. Research model

3. METHODOLOGY

To test the proposed research model as shown in Fig.1, a survey research methodology was used. In this section, details of survey design questionnaire distribution and procedures are reported.

4.1. Questionnaire design

The questionnaire for this research is divided into two parts—Sections A and B. Section A of the questionnaire includes questions on the demographic profile such as respondents' gender, marriage status, education level. Section B of the questionnaire includes questions regarding the key constructs of the research framework namely, online repurchase intention, customer loyalty, trust, satisfaction, perceived website usability, perceived expertise in order fulfillment and perceived vendor reputation. The measurement items were adapted from previous studies. Online repurchase intention was measured with items adapted from Zhang et al (2011), Ha et al (2008) and Tsai and Huang(2007), customer loyalty was measured with items adapted from Eisingerich and Bell(2007), Casalo et al (2007). online relationship quality(include: satisfaction and trust) was measured with items adapted from Zhang et al(2011), Ha et al(2008),Tsai and Huang(2007)and Lee et al (2009).perceived website usability was measured with items adapted from Zhang et al(2011) and Lee et al(2010).perceived expertise in order fulfillment was measured with items adapted from Zhang et al(2011) and Lee et al (2009).perceived vendor reputation was measured with items adapted from Zhang et al(2011) and Lee et al (2011). The measurement for the perceptual variables was based on a five-point Likert scale from "1"—strongly disagree to "5"—strongly agree. All measurement scales demonstrated high internal reliability, with Cronbach's alpha scores ranging from 0.753 to 0.883. The results for assessing internal reliability are shown in Table1, were satisfactory.

Table1. Internal reliability results

variable	Cronbach's alpha	Number of items
online repurchase intention	0.774	3
customer loyalty	0.753	3
online relationship quality	0.853	7
perceived website usability	0.772	5
perceived expertise in order fulfillment	0.883	3
perceived vendor reputation	0.815	4
Questionnaire	0.856	25

4.2. Sampling

Survey questionnaires were distributed among students at Allameh Tabataba'i University that had shopping experience in e-commerce at least once. Sampling method used in this study is the stratified Proportional sampling that is one of the probability sampling methods. A total of 230 questionnaires were distributed and 201 valid questionnaires were returned. The response rate was 0.874 .

4. DATA ANALYSIS AND RESULTS

As mentioned, all constructs were estimated applying 5-point Likert type scales. We used a two-stage analytical procedure to analyze the data. Confirmatory factor analysis (CFA), was used to assess the measurement quality completely. The proposed theoretical model (Fig.1) and research hypotheses were tested by structural equation analysis. We used LISREL 8.5 to conduct the analysis. Weighted Least Squares was used as the model estimation method due to using ordinal scales for measurement (Joreskog and Sorbom, 1996).

5.1. respondent profile

Table 2 shows the demographics of the respondents. The sample consisted of 201 valid responses.

Table 2. Profile of the sample

Variable	Frequency	Percentage
Gender		
Male	113	56.2
Female	88	43.8
Marriage status		
Single	142	70.6
Married	59	29.4
Monthly income(thousand Rials)		
No income	1	10.4
less than 3000	85	42.3
between 3000 and 6000	52	25.9
between 6000 and 9000	28	13.9
greater than 9000	15	7.5
Education Level		
Bachelor	117	58.2
Master	80	39.8
ph.D	4	2

5.2. Measurement model

We first developed the measurement model by conducting confirmatory factor analysis (CFA). Online relationship quality was conceptualized as a second-order factor including satisfaction and trust. We used the factor score of the first-order construct as items of online relationship quality. Factor loading of each item indicating that the relevant question measure a variable well. The model, along with the factor loading, t-value, is presented in table 3.

Table 3. Summery of measurement model

Factor	Factor loading	t-value
Online Repurchase Intention		
ORI1	0.74	-
ORI2	0.88	11.01
ORI	0.46	7.41
Customer Loyalty		
CL1	0.22	2.64
CL2	0.61	-
CL3	0.47	6.82
Online Relationship Quality		
ORQ1	0.71	-
ORQ2	0.82	10.96
ORQ3	0.64	8.60
ORQ4	0.66	8.82
ORQ5	0.69	9.18
ORQ6	0.62	8.47
ORQ7	0.65	7.35
Perceived Website Usability		
PWU1	0.77	10.83
PWU2	0.58	8.49
PWU3	0.73	10.31
PWU4	0.61	8.33
PWU5	0.61	8.87
Perceived Expertise in Order Fulfillment		
PEOF1	0.86	13.75
PEOF2	0.79	12.74
PEOF3	0.87	14.14
Perceived Vendor Reputation		
PVR1	0.64	9.68
PVR2	0.78	12.58
PVR3	0.57	8.32
PVR4	0.76	12.21

5.3. The structural model

The hypothesized structural model indicated a good fit to the current data. The χ^2 statistic is 686 with 243 degree of freedom. p -value = 0.000 i.e., < 0.05 . The RMSEA was 0.056, The CFI was 0.94, the GFI was 0.98, the AGFI was 0.85, the NFI was 0.95, and the NNFI was 0.91, the RMR was 0.067. All these statistics demonstrate that the Model was a good fit to the data. The results proposed that there was no evidence of misspecification of parameters in the model. All coefficients presented in the model were statistically significant, except perceived website usability and online relationship quality path. The model, along with the estimates of standardized regression coefficients, t -value in, is presented in Fig. 2.

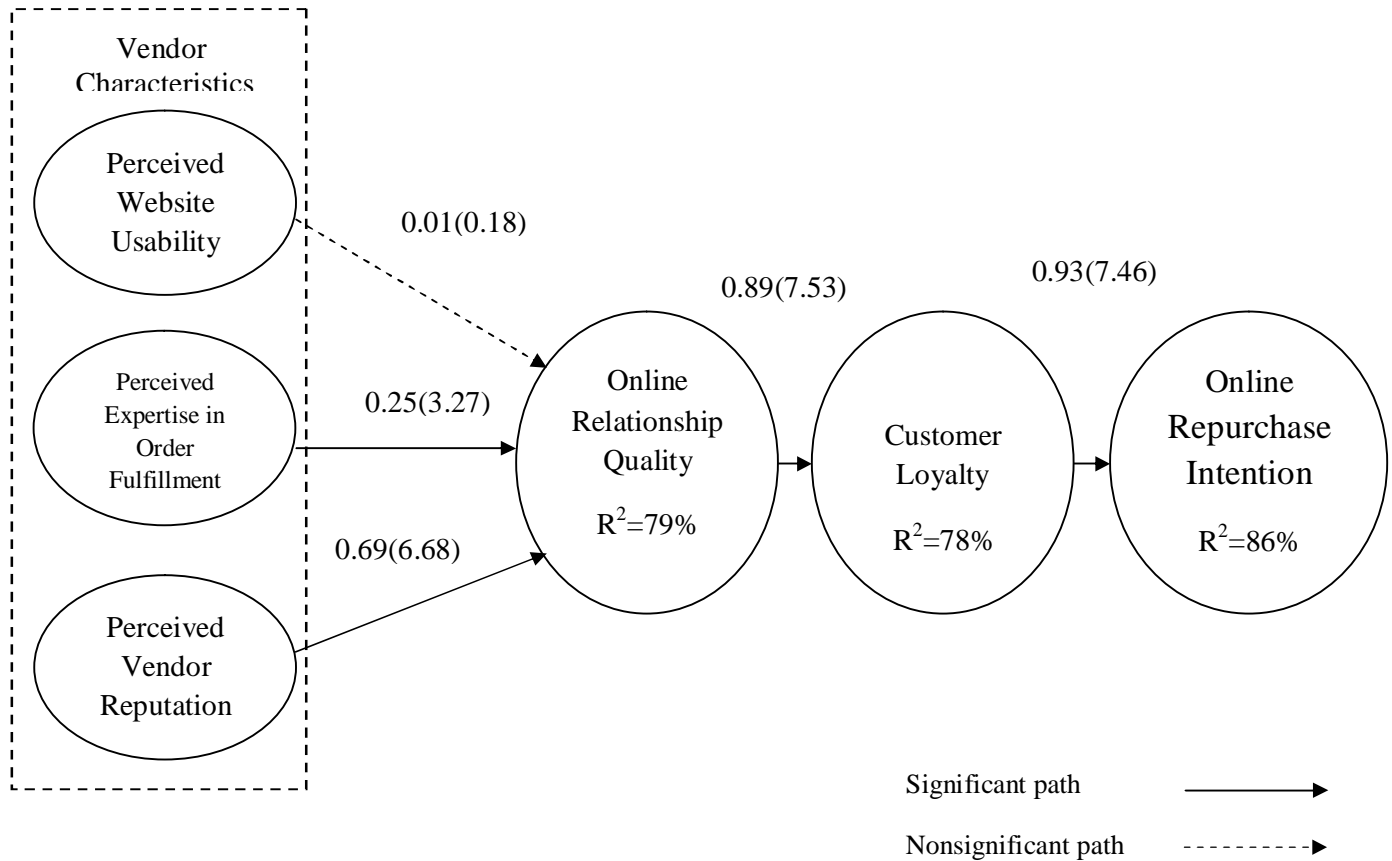


Fig.2. The estimated structural model.

As shown in Fig. 2, the proposed model explain 86% of the variance of the online repurchase intention construct.

H1: predicts that customer loyalty has a positive impact on online repurchase intention (path coefficient= 0.93, t -value= 7.46, $p < 0.001$). Therefore, H1 was supported.

H2: Assumed that online relationship quality has a positive impact on customer loyalty (path coefficient=0.89, t -value=7.53, $p < 0.001$). Therefore, H2 was supported. Totally, the predictors accounted for 78% of the variation in customer loyalty.

H3: predicts that perceived website usability has a positive impact on online relationship quality (path coefficient= 0.01, t -value= 0.18, $p > 0.05$). So, H3 was not supported.

H4: predicts that perceived expertise in order fulfillment has a positive impact on online relationship quality (path coefficient= 0.25, t -value= 3.27, $p < 0.01$). Therefore, H4 was supported.

H5: assumed that perceived vendor reputation has a positive impact on online relationship quality (path coefficient= 0.69, t -value= 6.68, $p < 0.001$), strong support for H5 resulted. Altogether, the predictors accounted for 79% of the variation in online relationship quality.

6. Conclusions and recommendations

Our study provided support for the research model and for the hypotheses regarding the linkages between the constructs. This study contributes to the growing body of literature.

First, customer loyalty positively affected online repurchase intention. In addition, customer loyalty is a dominant, significant, direct determinant of repurchase intentions. Our findings are consistent with those of previous studies (e.g. Eisingerich and Bell, 2007). So, vendors in e-commerce in order to increase customers repurchase intention should enhance customers' loyalty. We suggest the vendors to provide a variety of goods and also consider incentives for current customers to introduce goods to new customers.

Second, online relationship quality positively affected customer loyalty. In this study, online relationship quality contained trust and satisfaction. Our findings showed that online relationship quality has significantly positive effect on loyalty, in the context of online repurchase intention.

Thirdly, Website usability was not found to positively influence relationship quality.

The obtained result is in contrast to previous studies showing that usability has a significant impact on online relationship quality. Results showed that vendors in e-commerce should pay attention to the usability of their websites. Indeed, it can be said that web usability is not enough causing customers repurchase intention.

Notices of navigation for customers in order to access product information and guidelines for customers for e-buying should be promoted. Also, vendors must expand range of goods and services choice to customers in the web site.

Fourthly, we support that that perceived expertise in order fulfillment influence on online relationship quality. Our findings are consistent with those of previous studies (e.g. Zhang et al, 2011)

Based on obtained results vendors should employ professionals in the field of processing and distributing orders in e-commerce. Also, vendors should not make any commitments about goods that they can't deliver to customers. Because, this will negatively affect the relationship quality between vendor and customer.

Finally, Results indicate that perceived vendor reputation positively impacts on online relationship quality. The findings revealed that perceived vendor reputation has a greater impact on online relationship quality than perceived expertise in order fulfillment. As the results show, this study finds that perceived vendor reputation is the strongest antecedent of online relationship quality. Thus, we suggest that vendor in e-commerce need to develop the methods to enhance reputation through the use of communication tools to increase the level of website reputation.

Also in e-commerce, vendors should be sure about quality of products that supply to customers. Because, if the goods that are delivered to the customer has a poor quality or defective, it has a very high cost to the vendor.

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