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The Effects of National Identity and Web Characteristics on the Perceived Value and Loyalty Intention of Website

Graduate School of Chosun University

College of Business

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(국가 정체성 인식과 웹 특성이 웹 사이트의 가치지각

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샤페게인 달 겐

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경 영 학 과

지도 교수: 정 형 식

인터넷은 웹사이트를 통해서 전세계를 연결시켜준다. 이러한 웹사이트는 정보화시대에서 수많은 정보를 가질 수 있는 기회를 제공한다. 그러나 웹사이트와 웹사이트에 접근하는 방문자들 사이에서 문화적인 부조화를 야기할 수 있다. 문헌에서 웹사이트 특성은 소비자의 평가에 영향을 주는 가장 중요한 특성으로 언급하고 있다. 웹사이트의 다섯 가지 특성으로서 효과성(효율성), 책임성, 시스템유효성, 프라이버시, 성취감은 인지된 가치와 로열티에 영향을 주는것을 고려할수 있다. 문화적인 특성으로서 문화 동질성, 신념, 자민족 중심주의, 국가전통주의의 4 가지 차원으로 9 개 국가의 국민들을 대상으로 조사되었다. 웹사이트 특성, 국가정체성, 이용경험은 인지된 가치에 영향을 주고 또한 충성도에 영향을 미치는 것으로 확인되었다. 이 연구를 위해서 현재 한국에 거주하고 한국인, 중국인, 네팔인, 캐나다인, 미국인, 인도인, 필리핀인, 파키스탄인, 베트남인등 총 9 개의 국가를 대상으로 데이터를 수집하였다. 수집된 데이터는 SPSS 를 통해서 분석을 하였다. 본 연구의 결과는 제시된 모델처럼 통계적으로 유의하고 가설을 지지한다.

ABSTRACT

The Effects of National Identity and Web Characteristics on
the Perceived Value and Loyalty Intention of Website

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The internet allows global access to web site. This offers the opportunity for cross
boarder information flow, but it means there may be cultural incongruity between
the site and visitor. Web site characteristics are consistently mentioned in the
literature as being among the most important characteristics affecting consumer
evaluations. Whether, in this current research various components of website
characteristics efficiency, responsibility, system availability, privacy, and
fulfillment are considered for their impact on perceived value and loyalty intention.
Four dimensions of country characteristics cultural homogeneity, belief system,
consumer ethnocentrism, and national heritage are also investigated among people
of nine countries. We wanted to investigate the people of every country do
emphasize the web characteristics, value of national identity, and utilitarian
experience and its influence on website perceived value and further its impact on
loyalty intention.

The web has become a most important tool for information search. Consumers can
enjoy rapid access to information about products, make price comparison about
products. Consumers will suffer information is overloaded; or too much irrelevant
information; or too many options are provided. By visiting a website, consumers

may acquire useful information to help them in their decision process. That is, the website may be instrumental in the attainment of utilitarian consumption goal. The internet also provides unique opportunities to customize information. This offers cross boarder information flow, if there is no congruity among consumers and their cultures, local country specific language that could not be a perceived positively. This utilitarian experience and its effect on the perceived value also will be a finding of this paper.

National identity becomes the 'set of meanings' owned by a given culture which sets it apart from other cultures. One of the elements of this research is its attempt to move beyond the consideration of only behavioral and personality characteristics without ignoring their influence in international marketing environment. The dimension of national identity will be tested from the people of nine countries.

The relationship of website design to trust, satisfaction, and loyalty has previously been studied. In current investigation the four components of website, four components of national identity, and utilitarian consumption experience are considered for their impact on perceived value and loyalty intention. In turn, relationships of perceived value and loyalty intention are evaluated. For this purpose we have collect the data from people of nine countries (Korea, China, Nepal, Canada, USA, India, Philippines Pakistan and Vietnam) who currently are living in Korea. Collected data were analyzed by using SPSS. Results were found statistically significant to support our research model.

I. Introduction

Consumers worldwide can shop online 24 hours a day 7 days in a week and 365 days in a year, so online shopping is becoming increasingly popular. The potential benefits of online shopping for consumers include convenience, various, selection, low price, original services, personal attention, and easy access to information, among others. With this increasingly being popular there are many researches on online shopping and consumer behavior.

Apart from organizations, there seems to be rapid adoption of the internet by consumers for various purposes, including information search and online shopping. Perceived customer value has recently gained much attention from marketers and researchers because of the important role it plays in predicting purchase behavior and achieving sustainable competitive advantage (e. g., Bolton & Drew, 1991; Cornin, Brady, & Hult, 2000; Holbrook, 1994; Zeithaml, 1988). Perceived customer value can change with the circumstances of the person and/or consumption situation. Thus, the new consumption context 'buying on the internet' may well lead to change in perceived customer value relative to alternate purchase setting, as well as the factors influencing perceived customer value. Despite its import, though, no systematic body of literature suggests how an e-commerce shopping context affects perceived customers value.

Internet vendors aim to capture this burgeoning international market through the creation of positive shopping experiences that encourage shoppers to return to the Web site or to purchase from it in the future, termed e-loyalty. It is expected that effective web design, including navigation capability or visual

appeal and cultural congruity of the website, can potentially result in online trust or satisfaction (Agrawal,R., and Venkatesh, 2002; Anderson, R.E., and Srinivasan, 2003). One goal of this research is to find out web site perceived value in different nationalism related to loyalty. Online loyalty or e-loyalty has been conceived as a "consumer intention to buy" from a web site and that consumer will not change to another web site (Falvian, C., Guinaliu, M.; and Gurera, 2006).

II. Theoretical Background

Different cultures and nations have a characteristic which may make them unique. This uniqueness can help make the cognition about products that results the perceived value decision. The emerging global market environment is characterized by standardized consumers preferences and general business practices (Levitt, 1993; Mathews, 1997). In such a meta-market, the key success is built on a firm's ability to standardize its product offering and means of operation, based on the fact that "different cultural preferences, national tastes and standards, and business institutions vestiges of the past" (Levitt, 1989). In particular, nationalism continues to hinder free trade and the acceptance of foreign firms in non-domestic markets (Erramilli, 1996; Sammie, 1994).The study of the competitive environment associated with international business is substantially devoted to societal institutions within and across countries (Kogut, 1991). Firms most likely to be successful in international markets are those which can identify and match these different to achieve a competitive advantage (Doyle, 1992; Slaughter, 1997).

The first focused on the website functionalities are design, response time and search engines (C. Bauer, A. Scharl, 2000; R. J. Evans, E. V. King, 1999; E. Huizingh, 2000). The dimensions identified have generally been: functional and navigational issues, content and style, and contact information. The second category included authors who considered that information quality, system quality, service quality and attractiveness were the essential components of website quality (M. Cao, Q. Zhang, and J. Seydel, 2005; C. C. J. Lin, H. Lu, 2000; C. Liu, K.P. Arnett, 2000). The third category included studies that highlight service quality as a fundamental aspect of the overall quality of a website (S. Cai, M. Jun, 2003; J. Cox, B.G.Dale, 2000; J. Santosh, 2003). The dimensions emphasized were reliability, assurance, empathy, and tangibility. The fourth category was composed of authors who believed that the principle criterion for website quality was defined by costumers' perceptions of quality; for example; the quality of a website was based on: Information, friendliness, responsiveness, and reliability (H. A. Wan, 2000).

Our proposed model presents e-loyalty as influenced by direct and indirect relationships among national identity, web characteristics, utilitarian experience which affect perceived value and loyalty intention. Loyalty is defined as the repeated purchase behavior presented over a period of time driven by a favorable attitude toward the subject (Keller, 1993).

The objective of this paper is to explain the theory how national identity and web characteristics and other consumer factors may influence the perceived value of consumers on online shopping behavior. This paper seeks to find how belief structure, ethnocentrism, national heritage, and cultural homogeneity influence the consumer's perceived value and loyalty intention. Various

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dimensions of web characteristics and how they influence in perceived value of consumers also will be the finding of this paper. We will discuss how the dimensions of national identity and website characteristics influence the cognition and perceived value in e-shopping behavior.

The conceptual framework is given in figure.
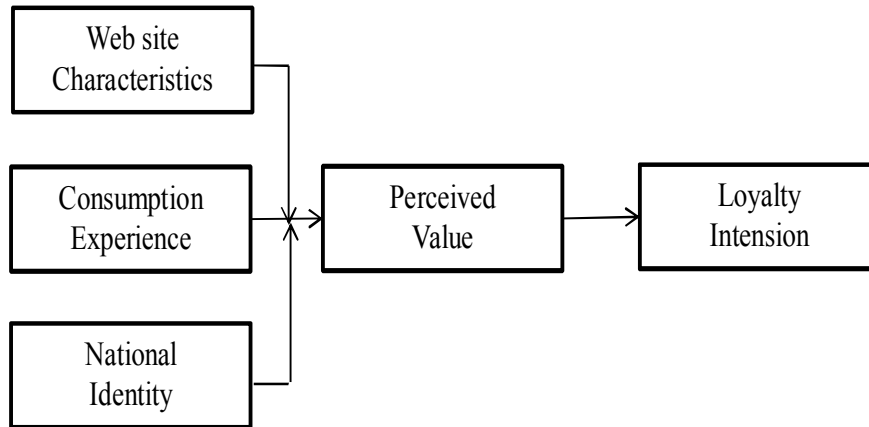
1. National identity and consumers' perceived value:

Different cultures and nations have a variety of characteristics which may make them unique, but a catalog listing of these traits provides little usable information as there is likely to be only a few "core" traits which the culture recognizes as setting it apart from otters; that is its "national identity".(Clark, 1990). The framework in this suggests that the theoretical construct of national identity is built around the nation the nation that there are relatively limited number of unique elements, which sets the culture apart and enables to exit, associated with any given culture and comprise its national identity.(Huntington, 1997, 1996, 1993). The conceptualization of national identity is partially

formulated on the premise that the elements which characterize a nation's identity are also the components which serve to tie sub-cultures together within national boundaries.

National identity is the "set of meanings" owned by a given culture which sets it apart from other cultures. The basic components of national identity in this frame work are belief structure, national heritage, cultural homogeneity, and ethnocentrism (Herskovits, 1948; Huntington, 1996; 1993). We will discuss how these components affect the perceived value of consumers in online shopping.

Belief structure, defined as the role religion or super national beliefs play in facilitating culture participation and solidarity, should have an impact on the magnitude to which a culture actively identifies with a unique national identity (Keillor and Hult, 1998). For example, Middle Eastern nations embrace Islam and exhibit, in many cases, open hostility toward other religions. Belief structure can serve to cultural participation, provide a mechanism for conflict resolution or through which psychological tensions and distortion can be reduced or eliminated (Spiro, 1967). In summary a belief structure enables a psychological bridge to be constructed between individual beliefs and a culture's aggregate social structure. Differences in emphases placed on such aspects within a culture can, for example, affect the moral reasoning process in a marketing ethics context, resulting in cross cultural differences (Husted 1996). So, excepting these researches we can conclude in online shopping:

H 1: Strong belief structure strengthens social and weakens individual perceived value in online shopping.

Another closely related component proposed to be part of overall construct is national heritage. National heritage are the features belonging to the culture of a particular society, such as traditions, languages or buildings, which still exist from the past and which have a historical importance. The national heritage

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component reflects the given culture's sense of their unique history (Huntington, 1997). For example, colonialization period which many African nations experienced at the hands of the Europeans in the nineteenth century has left many of those nations negatively predisposed towards the West (Pye, 1980). Thus, an illustration, while the belief structure may be similar in Middle Western countries, the differing histories, or national heritage, of the individual nation may produce differing national identities. If a website represents the culture or product characteristics of product of European country Africans may have negative cognition which cause reduce the perceived value of web site.

H 2: Strong national heritage may enhance the nation symbolic products perceived value.

The next component is cultural homogeneity. The number of subcultures within a given set national boundaries is hypothesized to have an inverse relationship of the "strength" of national identity. The United States a wide variety of subcultures exist (e.g. Hispanic, Asian, European, Latin American, African etc.) which may tend to reduce the strength of national identity. On the other hand the Koreans have virtually no ethnic subcultures which tend to contribute to their high national identity. So, who have cultural homogeneity strengthens national identity. If a web site represents the culture who have cultural homogeneity helps positive feelings.

H 3: Strong cultural homogeneity strengthens the perceived value, which website represents their cultural beliefs.

The final component of national identity is ethnocentrism (Shimp and Sharma 1987). An ethnocentric tendency is generally considered to be one in which individuals, or societies, make cultural evaluations and attributions using their own cultural perspective as the base line criteria. Ethnocentrism is included in the national identity framework as a means of accounting for the importance

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placed on maintaining culturally-centered values and behaviors. In a consumer behavior setting, the presence of ethnocentrism and patriotism can significantly affect product choices (Samice, 1994). It has been suggested that one way to explain consumer preference in consumer ethnocentrism involves the perceived appropriateness of purchasing foreign products (Shimp and Sharma, 1987). Some of most important antecedents of consumer ethnocentrism relate directly to national identity (Sharma, 1995). Countries that are high national identity take pride in and display a positive bias towards their country's symbols, language and culture (Billig 1995).

H 4: Strong ethnocentrism strengthens the perceived value, which website presents their ethnic cultures.

2. Website characteristics and consumers' perceived value

The web has become one of the most important tools for information search (Spink, Bateman, & Jansen, 1999). E-marketing allows both buyers and sellers to exchange information about prices and product offerings. Consumers can enjoy rapid access to information about products, make price comparisons across competing offerings, and find more unusual products (Vijaysarathy & Jones, 2000). Consumers will suffer from information overload if too much irrelevant information or too many options are provided. Information search will lead to time and energy cost; therefore the shopping experience will likely be perceived to be unpleasant if such efforts are conceived to be excessive. Edell (1997) suggest that consumers are more likely to choose an alternative that requires less effort in processing and evaluating. Moon and Frei (2000) argue that although customers like having choices but do not want too many. A website that does not facilitate information processing may cause negative affect (Coupay, 1994)

Zeithaml, Parasuraman, and Malhotra (2000) developed 11 e-SQ dimensions for measuring perceived e-service quality through a three-stage process using exploratory focus groups and two phases of empirical data collection and analysis. Their purpose was to develop a conceptual framework to understand e-service quality. These scholars also suggested that the 11 e-SQ dimensions should be continually examined and improved (Zeithaml, Parasuraman, & Malhotra, 2002). Parasuraman, Zeithaml, and Malhotra (2005) refined the e-SQ scale and developed two sets of scales for measuring electronic service quality. One is called the E-Core Service Quality Scale (E-S-QUAL), consisting of 22 items to measure four dimensions: efficiency, system availability, fulfillment, and privacy. Another is called the E-Recovery Service Quality Scale (E-RecS-QUAL), consisting of 11 items to measure three dimensions: responsiveness, compensation, and contact. These scholars declared that the E-Rec-QUAL scale is a subset scale of the E-S-QUAL scale.

The E-S-QUAL and E-RecS-QUAL scales were successfully tested in a study using a quota-sampling method. One-third of respondents were asked to evaluate their favorite sites, one-third was asked to evaluate their second-favorite sites, and one-third was asked to evaluate their third-favorite sites (Parasuraman et al., 2005). There were 549 completed questionnaires from randomly selected Web users. However, Parasuraman et al. (2005) suggested that the reliability and validity of E-RecS-QUAL needed further examination in the context of Web sites having a higher incidence of problem encounters. These scholars also suggested that these two scales may be modified to measure service quality of pure-service sites because their research focused on Web sites that sold physical products.

An early pioneer in the study of equity, George Homans stated that the essence of equity was contained in a "rule of justice" (as cited in Oliver, 1997). In fundamental terms, equity is an evaluation of fairness, rightness, or deservingness that customers make in reference to what others receives (Oliver,

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1997). In the satisfaction literature, equity theory considers the ratio of the customer's perceived outcome/input to that of the service provider's outcome/input (Oliver & DeSarbo, 1988). Bolton and Lemon (1999) extended this concept of outcome/input to the perspective of perceived value. They declared that equity referred to customers' evaluation of the perceived sacrifice (input) of the offering (outcome). Perceived sacrifices include purchase price and other possible costs such as time consumption (Yang, 2001). A positive perception of value may bring customers back to make another transaction (Minocha, Dawson, Blandford, & Millard, 2005). When customers believe they are being treated fairly in an exchange, they will be satisfied with the transaction if their outcome-to-input ratio is in some sense adequate (Oliver & DeSarbo, 1988). Fredericks and Salter (1998) pointed out that quality, price, and company or brand image were three factors that comprise the customer value package. In other words, customers will make an explicit comparison between what they give and what they get. The positive relationship between equity and satisfaction was supported in the literature (Oliver, 1993; Oliver & Swan, 1989a, 1989b). However, customers expect prices to be lower in an online store than in a traditional sales channel (Karlsson, Kuttainen, Pitt, & Spyropoulou, 2005). They may expect to get more value from an online store than from a physical store.

Considering the research on E-S QUAL we have integrated the dimension of E-S-QUAL only 4 dimension. How web site characteristics may influence the perceived value will be describe below as mentioned 4 dimensions:

2.1. Functionality and website perceived value

Functionality, on the other hand, is responsible for keeping the viewer. If a website is easy to navigate and the viewer can find the information they are looking for easily, the viewer is likely visit the site often and experience all that the website has to offer. Functionality is a great gauge at seeing how effective

the company is at communicating their ideas to their clients or customers in face-to-face situations.

Both parts play an important role, but if both are not used effectively, the website is useless. If a viewer does not find the website visually appealing their eyes and heart, they may not stay on the website long enough to see how easy it is to navigate. In the same aspect, someone may like the looks of the website, but will not spend their time figuring out how to find the hidden information they need. The key characteristics of a website could be categorized along the lines of its contents and design (E. Huizingth, 2000). Content refers the information, features, or services offered in the website, while design is the way which the contents are presented to consumers. If a web site gives such features consumers have a positive cognition about that website.

For example gmarket.com is the most popular in Korea. But when we go other country consumers may not prefer the design content and style. It also possible it may takes a long time to navigate. In that condition we can not consider the good functionality of a web site, and consumers may not prefer to use that website.

H 5: Good functionality helps to increase the perceived value of a website.

2.2. Website quality and perceived value

The Web has become one of the most important tools for information search (Spink, Bateman, & Jansen, 1999). E-marketing allows both buyers and sellers to exchange information about prices and product offerings. Consumers can enjoy rapid access to information about products, make price comparisons across competing offerings, and find more unusual products (Vijayasarathy & Jones, 2000). Quick access to low-cost, useful information has become one of the important benefits on-line shoppers seek (Korgaonkar & Wolin, 1999). According to Jacoby (1984), consumers will suffer from information overload

if too much irrelevant (or even relevant) information or too many options are provided. Information search will lead to time and energy cost; therefore, the shopping experience will likely be perceived to be unpleasant if such efforts are conceived to be excessive. Garbarino and Edell (1997) suggest that a task that requires more cognitive effort to evaluate can lead to more negative affect, so consumers are more likely to choose an alternative that requires less effort in processing and evaluating. Moon and Frei (2000) argue that although customers like having choices, they do not want too many. In their model, a company uses technology to shoulder many of the tasks involved in shopping, thus relieving the burden of consumers and offering prescreened alternatives geared to customer need.

Customer service is received mainly through the means of access afforded by the Web site (Griffith & Krampf, 1998). For instance, whether there is e-mail addresses hot linked from the site, whether the telephone number of a customer service agent is available, whether this service is offered 24 hours a day and whether the firm is responsive can all comprise customer service. Previous research shows that most consumers prefer some form of human interaction with ecommerce. Aberg and Shahmehri (2000) found that Internet shoppers have very positive attitudes about the concept of human Web assistants whose task is to assist customers in Web shopping. Internet users may shop on-line more frequently if they receive immediate response to their questions.

A website translated to visitor's local country specific language, offers local content, and exhibits localization in the firm of the country specific dates, zip codes; currency formats have a positive cognition of consumers (Singh, Furrer, and Ostinelli 2004).

Hence, the foregoing discussion suggests that

H. 6: Web site quality has a positive cognition which enhances the perceived value of a web site.

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2.3. Service quality and website perceived value

Brown and Dacin (1997) demonstrated that what consumers know about a company can influence their beliefs about and attitudes toward new products manufactured by the company. This could also apply to e-retailers because of the absence of intrinsic product cues on a Web site with which to evaluate product quality. Strader and Shaw (1999) found that in marketing, unless a seller's price is significantly lower than prices of a trusted seller, switching costs will inhibit the consumer from buying from the unknown e-seller. Hence, it is proposed that the reputation of the e-retailer is positively related to product quality perceptions.

Financial risk is related to an e-retailer's post purchase service policy conveyed through the on-line interface or public image. Warranties and money-back guarantees can lower a consumer's financial-risk perception (Broydrick, 1988; Shimp & Bearden, 1982). Performance risk refers to the loss incurred when a product fails to meet a consumer's expectations (Horton, 1976; Simpson & Lakner, 1993). Owing to the general absence of intrinsic attributes with which to judge product quality, performance risk in on-line shopping tends to increase vis-a` -vis a traditional business format (Strader & Shaw, 1999; Vijayasarathy & Jones, 2000). Privacy risk reflects the degree to which consumers suffer a loss of privacy owing to information collected about them when they shop on-line (Jarvenpaa & Pike, 1996–1997). A primary concern of on-line shoppers is a Web site's lack of financial security and hacker attacks that can compromise consumer credit-card information (e.g., Kemp, 2000; Korgaonkar & Wolin, 1999; Lasch, 1998; Strader & Shaw, 1999). Several studies suggest that perceived risk is an important variable that needs to be examined perceived customer value (e.g., Shimp & Bearden, 1982; Teas & Agarwal, 2000). Wood and Scheer (1996) argue that a consumer's evaluation of a deal may be a

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function of perceived benefits, costs, and risk. Broydrick (1998) maintains that removing risk is an important means of enhancing perceived customer value. Perceived risk has a direct negative effect on perceived value. E-retailer reputation, perceived quality and product price also influence the perceived value of a web site. So:

H. 7: Service quality cognition has a positive relationship to web site perceived value.

2.4. Consumer perception of quality and perceived value

Customers usually expect additional support services to back up the products or services they buy and use (Clemmer, 1990). Customer service is significantly different in an e-commerce marketplace relative to its traditional store counterpart. The technology enables consumers to fulfill the purchase process generally without any direct interaction with e-commerce employees (Meater, Ostrom, Roundtree, & Bitner, 2000).

The poor design of such cues will negatively affect the enjoyment derived from interacting with a website. For instance, a website with prolonged download delays will frustrate the online user, lowering perceived enjoyment and ultimately increasing the likelihood that he/she will abandon the site (Rose and Straub, 2001). In contrast, better quality cues will heighten the enjoyment derived from interacting with a website. Which web site can gives cognition of friendliness, enjoyment responsiveness have a positive relation with a web site.

H. 8: Friendliness, enjoyments have positive cognition which is related to positive perceived value of a website.

3. Utilitarian experience and perceived value

The consumption experience has both a cognitive (utilitarian) and an emotional component (Holbrook and Hirschman 1982). This also applies to the Internet context; thus, it becomes crucial to evaluate "Web sites in terms of the extent to

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which they deliver these two types of experience"(Novak, Hoffman, and Yung 2000, p. 39). By visiting a Web site, consumers may acquire useful information to help them in their decision process. That is, the Web site may be instrumental in the attainment of utilitarian consumption goals, which is valued by consumers (Shankar, Smith, and Rangaswamy 2003).Consumers may also derive value from the emotions generated during the Web site visit. In many cases, the consumer can even achieve flow while visiting the site (Novak, Hoffman, and Yung 2000). All of the information does not tend to useful for all customers. The internet also provides unique opportunities to customize information. This offers cross-boarder information flow, if there is no cultural congruity between visitor and website. For example: visitors' local country-specific language, local content, currency formats zip codes (Singh, Furrer, and Ostinelly 2004). If a website could not give these features it may reduce the value of a website. So we can conclude:

H.9: Localized website has positive utilitarian experience which results the positive perceived value.

4. Loyalty intention of website

Bloemer and Ruyter (1998) suggested that store loyalty resulted from a consumer committed to the store through an explicit and extensive decision-making process. Customer loyalty is frequently operated as a conscious evaluation of the price/quality ratio or the willingness to pay a premium price, or alternatively price indifference (Raju, Srinivasan, & Lal, 1990; Zeithaml, Berry, & Parasuraman, 1996). Supphellen and Nysveen (2001) suggested that corporate brand loyalty affected online shoppers' intentions to revisit the Web site.

Cronin and Taylor (1992) examined the causal relationships among service quality, customer satisfaction, and purchase intention. Each variable was measured by one item. There were 660 usable questionnaires randomly collected from customers of four types of businesses in the southeastern United

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States: banking, pest control, dry cleaning, and fast food. The results of correlation analysis have suggested that (1) service quality was an antecedent of consumer satisfaction, (2) service quality had less effect on purchase intentions than did consumer satisfaction, and (3) consumer satisfaction had a significant effect on purchase intentions.

Dabholkar, Shepherd, and Thorpe (2000) also found that customer satisfaction strongly mediated the effect of service quality on behavioral intentions. The data used in their study were systematically randomly collected from 397 churches. A test of discriminant validity revealed that the construct of service quality was different from the construct of customer satisfaction. The result of regression analysis in structural equations modeling supported their proposition that customer satisfaction had a stronger effect on behavioral intentions than service quality did (Dabholkar et al., 2000).

Service quality literature indicated that perceptions of high service quality and high service satisfaction resulted in a very high level of purchase intentions (Boulding, Kalra, Staelin, & Zeithaml, 1993; Cronin & Taylor, 1992; Taylor, 1997; Taylor & Baker, 1994; Zeithaml et al., 1996). Cöner and Güngör (2002) claimed that customer loyalty was affected by product quality, service quality, and retailer image. They also suggested "quality [of product and service] … is directly related to customer satisfaction, and … lead[s] to the loyalty of the customer" (Cöner & Güngör, 2002, p. 195). Customer satisfaction literature showed that the relationship between customer satisfaction and customer loyalty depended on the type of satisfaction. The positive impact of manifest satisfaction on customer loyalty was stronger than that of latent satisfaction on customer loyalty (Bloemer & Kasper, 1995; Bloemer & Ruyter, 1998). Based on empirical findings in service quality and satisfaction literature, service quality is one of the antecedents of satisfaction (Anderson & Sullivan, 1993; Cronin & Taylor, 1992, 1994; Reidenbach & Sandifer-Smallwood, 1990; Spreng & Mackoy, 1996; Woodside, Frey, & Daly, 1989), and loyalty is one of

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the consequences of satisfaction (Cöner & Güngör, 2002; Cronin & Taylor, 1992, 1994; Dabholkar, Shepherd, & Thorpe, 2000). Luarn and Lin (2004) tested their hypothesized customer loyalty model and found that customer satisfaction, perceived value, and customer loyalty were different constructs. Their findings indicated that not only customer satisfaction and perceived value directly affected customer loyalty, but also indirectly affected customer loyalty through commitment.

A final goal of the current investigation is to examine the relative strength of the relationship of perceived value to loyalty across cultures. In previous work, Flavián et al found both trust and satisfaction resulted in loyalty. Yoon tested both trust and satisfaction and found trust was more related to Web site security whereas satisfaction was related to design elements such as ease of navigation. This is an interesting distinction, although research has not examined this possible dichotomy related to different elements of Web site design with diverse cultural groups.

Online loyalty, or e-loyalty, has been conceived as a "consumer's intention to buy" from a Web site, and that consumers will not change to another Web site. In a study in which Web site design was investigated as a precursor to e-loyalty across cultures, Cyr et al. define e-loyalty as intention to revisit a Web site, or to consider purchasing from it in the future. In a business-to-business service context, Lam et al. test customer satisfaction to loyalty, where loyalty is both the patronage of an online vendor, as well as confidence in recommending the vendor. Consistent with the preceding, in the current investigation, e-loyalty is defined as perceived intention to visit or use a Web site in the future and to consider purchasing from it in the future. Culture affects user attitudes toward the Internet, including perceptions of loyalty. So we finally can conclude that web characteristics, cultural congruity between visitor and web site, utilitarian experience could positive perceived value which causes visit the web again.

H.10: Cultural congruity, web characteristics, utilitarian experience have positively intended to perceived value and loyalty intention.

III. Data collection and measurements

We wanted to analysis ES-QUAL, national identity, utilitarian experience and influence of these dimensions on perceived value and loyalty intention. Data was collected among the people of different countries who are living in Korea. For this study data was collected in various universities from students of different countries (see table 1). The questionnaires for national identity were taken from "The National Identity" (Keillor and Hult, 1999) and for website characteristics E-S-QUAL (A.Parsuraman, Valarie A. Zeithaml and Arvind Malhotra, 2005). All the collected data were analyzed by using SPSS.

Statistics of respondents (Table 1)

Country	Number of respondents
Korea	50
China	30
Nepal	30
Canada	20
USA	15
India	10
Philippines	10
Pakistan	7
Vietnam	8
Total	**180**

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6. Empirical Results

Results of factor analysis (Table 2)

variable	statements	Factor loadings	Eigen value	Cumulative %
Consumption Experience	UTI7	.813	1.67	50.74
	UTI6	.777		
	UTI3	.639		
Efficiency	EFI2	.797	3.16	19.73
	EFI6	.743		
	EFI1	.733		
	EFI7	.624		
	EFI4	.597		
	EFI3	.587		
Responsibility	RES4	.750	2.34	34.34
	RES3	.745		
	RES2	.721		
	RES5	.550		
System availability	SYS4	.814	1.65	44.63
	SYS3	.789		
Privacy	PRI2	.857	1.63	54.80
	PRI1	.773		
Fulfillment	FUL3	.849	1.62	64.90
	FUL2	.762		
Perceived value	PER2	.768	1.97	49.23
	PER3	.757		
	PER1	.640		
	PER4	.630		

Continued…

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Consumer Ethnocentrism	CONETH4	.847	2.78	21.34
	CONETH3	.811		
	CONETH6	.756		
	CONETH5	.746		
National Heritage	NAHER2	.789	2.05	37.15
	NAHER3	.789		
	NAHER1	.714		
Belief System	BELSYS2	.787	2.05	52.09
	BELSYS1	.738		
	BELSYS3	.683		
	BELSYS5	.545		
Cultural Homogeneity	CULHOM2	.903	1.52	64.56
	CULHOM1	.723		
Loyalty intention	LOY3	.824	2.09	57.96
	LOY2	.803		
	LOY4	.766		
	LOY5	.750		
	LOY1	.653		

In this research all the questionnaires were assessed five point scale (Strongly disagree- strongly agree). Table 2 shows the result of the principal component analysis with varimax rotation for the constructs. From this factor analysis, the construct in the survey demonstrate significant validity.

Construct reliability was assessed using Cronbach's Alpha. In table 3 alpha values ranged from 0.637(for fulfillment) to 0.836 (for consumers ethnocentrism). The Cronbach alpha should be greater than 0.5 used together and ideally higher than 0.7(Rivard, S., and S. Huff, 1988). Therefore all

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construct possess construct reliability. In Table 2, this criterion is satisfied for all constructs and the constructed used in tis study possess convergent validity.

Reliability Analysis (Table 3)

Variables	Number of statements	significant	Cronbach ά
Consumption experience	5	3	0.589
EFI	8	6	0.814
RES	5	4	0.761
SYS	4	2	0.704 0.867
PRI	3	2	0.727
FUL	6	2	0.637
CONETH	6	4	0.836
NAHER	3	3	0.694
BELSYS	5	4	0.694 0.795
CULHOM	4	2	0.709
Perceived value	5	4	0.651
Loyalty intention	5	5	0.818

Predictive validity

"Predictive validity" is the extent to which an individual's future level of some variable can be predicted by his or her performance on a current measure of the same or a different variable. For instance: Will a measure of an attitude predict future purchases? To assess the predictive validity of the five-factor model of electronic service quality, each one of the six factors was correlated with a measure of future purchases on the Website ("I will continue to buy on the

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XXX Website in the future"). Table 4 shows that all the correlations were in the predicted direction, and all the correlations were statistically significant. These results lend support to the predictive validity of the five-factor impact of electronic service loyalty.

Correlation analysis (Table 4)

	Mean	Standard deviation	Consumption experience	Web characteristics	National identity	Perceived value	Loyalty intention
Consumption experience	3.53	0.69	1				
Web characteristics	3.77	0.51	0.443**	1			
National identity	3.52	0.51	0.339**	0.432**	1		
Perceived value	3.65	0.61	0.381**	0.461**	0.374**	1	
Loyalty intention	3.78	0.69	0.360**	0.578**	0.359**	0.423**	1

*p<.05 **p< .01

Table 5 shows the influence of consumption experience on the perceived value. Consumption experience has a positive significant effect on perceived value (B=.381, P<.05. so I predicted influence of consumption experience is supported. Again, as Table 6 shows the effect of consumption experience (utilitarian) have a positive and significant on loyalty intention (B=.360,

P<.0001). Thus the significant positive effect of consumption experience on loyalty intension also supported.

Consumption experience → Perceived Value   (Table5)

Dependent→ Independent↓	Perceived Value						
Consumption experience	B	Std. Error	Beta	t	Sig.	R^2	F
	.338	.061	.381	5.504	.000***	.145	30.290

*: P<.05, **: P<.01, ***: P<.001

Consumption experience → Loyalty intention (Table 6)

Dependent → Independent ↓	Loyalty intention						
Consumption experience	B	Std. Error	Beta	t	Sig.	R^2	F
	.361	.070	.360	5.142	.000***	.129	26.435

*: P<.05, **: P<.01, ***: P<.001

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Consumption experience → Perceived Value → Loyalty intention (Table 7)

Mediator variable	Independent variable	Regression step	Dependent variable Loyalty intention	Result
Perceived Value	Consumption experience	1step 2step 3step (Independent) 3step (Mediator) R2 F	.381*** .360*** .232*** .334*** .225 25.675	Partial mediation

*: P<.05, **: P<.01, ***: P<.001

We followed the three-step regression (shown in table 7) procedure which was recommended Baron and Kenny (1986) to examine the mediating role of perceived value. As we showed previously, consumption experience has a positive and significant effect on perceived value and loyalty intention. When perceived value is considered to analysis three-step regression it shows a positive and significant effect (B=.360, P<001). In conclusion consumption experience has a positive and significant effect on loyalty intention (B=.232, P<001). Remaining significant effect suggests partial mediation. So as my hypothesis we can conclude that utilitarian experience has positive impact on perceived value and loyalty intention.

As shown previously consumption experience has positive and significant effect on perceived value, also website characteristics has significant effect on perceived value (B=.461, P<.001). From the result of table 8 consumption experience has interaction on web characteristics. The result is (B=.469, P<.001). Importantly, this indicates that the relationship between consumption

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experience and perceived value is positively moderated by web site characteristics. Thus, the hypotheses on web characteristics influence on perceive values are supported.

Consumption Experience → Perceived Value

→Web site characteristics (Table 8)

Moderator variable	Independent variable	Regression step	Dependent variable Perceived Value	Result
Web site characteristics	Consumption Experience	1step 2step 3step (CE*WC) R2 F	$.381^{***}$ $.461^{***}$ $.469^{***}$ .220 50.014	Supported

*: P<.05, **: P<.01, ***: P<.001

As we showed previously consumption experience has a positive significant effect on perceived value (B=.381, P<.001), significant effect of national identity on perceived value (B=.374, P< .001). From the result of table 9 we have predicted the interaction between consumption experience and national identity. The result shows (B=.450, P<.001). Importantly this result indicates that the relationship between consumption experience and perceived value is positively moderated by national identity. Thus the relationship between national identity, perceived value and loyalty intenstion is supported statistically.

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Consumption Experience → Perceived Value

→National Identity (Table 9)

Moderator variable	Independent variable	Regression step	Dependent variable Perceived Value	Result
National Identity	Consumption Experience	1step 2step 3step (CE*NI) R2 F	.381*** .374*** .450*** .202 45.115	Supported

*: P<.05, **: P<.01, ***: P<.001

IV. Conclusion and implementation

The relevance of this work for online consumer behavior is evident. Given that there were over 1 billion Internet users in 2007, online vendors are well advised to search for Web site design criteria appropriate for different countries. There is huge scope for continued systematic research in the area of Web site design related to e-loyalty. Further, an enhanced appreciation of localization requirements of culturally diverse users will be especially important for companies that aim to compete successfully in the increasingly competitive e-global economy. As conceptual knowledge about Web site design expands, this will likely lead to the development of better "design tools" such as Web site templates for diverse cultures.

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While effective Web site design should be central for e-commerce vendors, findings from research in this domain can be applied in other areas such as online education. The application of Web site design to facilitate learning preferences across cultures remains mostly unexplored, although it is proposed that knowledge regarding design is transferable to online course development and delivery for universities, colleges, or corporations. Further, it is expected that Web site design in education can also relate to trust, satisfaction, or other learning outcomes with implications for online program success. This may include factors such as ease of learning, efficiency of use, and problem-solving capability. Further, in educational institutions where Web site design criteria are considered related to learning outcomes, sustained markets with repeat consumers are more likely to be developed.

By better understanding national identity in a given cultural context, as well as that culture's emphasis on the distinctiveness of that national identity, both the international business researchers and practitioners should be in better position to engage in the study of any given culture and its interaction, in a business context, with other cultures. One of the most important findings in this study ethnocentric values and that's effect on the behavior. The data here reveals the possibility that high level of national heritage and/or cultural homogeneity may be present within the particular national culture. Data collected from the people of 9 country and hypothesis were significant it shows the national identity have impact on consumer behavior.

Our findings provide broad support for our conceptual model and the relevance of national identity variables for understanding the perceived value that consumers derived from visiting a shopping web site. There was found directional evidence that utilitarian experience has a significant effect on the perceived value and further loyalty intention.

In this research is utilitarian experience was found an important driver of perceived value and loyalty intention. A company can increase utilitarian

experience by providing clear, truthful, and new information about the company's product in a way that eases decision making and increases decision confident. Local contents of consumer such as date, festival, monetary units, and local news tend to increase the perceived value and loyalty intention.

We conducted this research people form several country. From the statistical result it shows that website characteristics are the same valuable for the people of every country. Efficiency, system availability, fulfillment, and privacy all the dimensions were found significant. In creating a website or doing business on website we must consider above mentioned dimensions.

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VI. Appendix

Research questionnaires:

Web characteristics

1. This site makes it easy to find what I need.

2. It makes it easy to get anywhere on the site.

3. It enables me to complete a transaction quickly.

4. Information at this site is well organized.

5. It loads its pages fast.

6. This site is simple to use.

7. This site enables me to get on to it quickly.

8. This site is well organized.

9. This site is always available for business.

10. This site launches and runs right away.

11. This site does not crash.

12. Pages at this site do not freeze after I enter my order information.

13. It delivers orders when promised.

14. This site makes items available for delivery within a suitable time frame.

15. It quickly delivers what I order

16. It sends out the items ordered.

17. It is truthful about its offerings.

18. It makes accurate promises about delivery of products.

19. It protects information about my Web-shopping behavior.

20. It does not share my personal information with other sites.

21. This site protects information about my credit card.

22. It provides me with convenient options for returning items.

23. This site handles product returns well.

24. This site offers a meaningful guarantee.

25. It tells me what to do if my transaction is not processed.

26. It takes care of problems promptly.

27. This site compensates me for problems it creates.

28. It compensates me when what I ordered doesn't arrive on time.

29. It picks up items I want to return from my home or business.

30. This site provides a telephone number to reach the company.

31. This site has customer service representatives \available online.

32. It offers the ability to speak to a live person if there is a problem.

Perceived value

33. The prices of the products and services available at this site (how economical the site is).

34. The overall convenience of using this site.

35. The extent to which the site gives you a feeling of being in control.

36. The overall value you get from this site for your money and effort.

37. This website fell short of my expectations.

Loyalty intention

38. Say positive things about this site to other people?

39. Recommend this site to someone who seeks your advice?

40. Encourage friends and others to do business with this site?

41. Consider this site to be your first choice for future transactions?

42. Do more business with this site in the coming months?

Utilitarian consumption experience

This site…

43. Provides clear and truthful information about products.

44. Makes it more difficult to decide what to choose.

45. Allows me to learn useful things I did not know before.

46. Lowers my confidence to make the right choices.

47. Makes it more difficult to fulfill my shopping needs.

48. Indicates stores where I can get additional information or buy the product.

49. Provides information that is up-to-date.

National identity

50. Please write down the name of your country.

51. Important people from the country's past are admired by people today

52. One of the your country's strengths is that it emphasizes events of historical importance

53. Your country has a strong historical heritage.

54. A citizen of your country possesses certain cultural attributes that other people do not possess

55. Citizen of your country in general feels that they come from a common historical background

56. Citizens of your country are proud of their nationality

57. People frequently engage in activities that identify them as of your country.

58. A specific religious philosophy is what makes a person uniquely of your country.

59. It is impossible for an individual to be truly a people of your country without taking part in some form of religious activity.

60. Religious education is essential to preserve the cohesiveness of your society.

61. A specific religious Philosophy is not an important part of being citizen of your country.

62. A true citizen of would never reject their religious beliefs

63. We should purchase products manufactured in our country instead of letting other countries get rich off us.

64. It is always best to purchase products of own country.

65. Citizen our country should not buy foreign products because it hurts your country's business and causes unemployment.

66. It may cost me in the long run but I prefer to support product of my country.

67. Only those products are unavailable in your country should be imported.

68. I should apply these values of national identity when shopping online.

저작물 이용 허락서					
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논문제목	한글: 국가 정체성 인식과 웹 특성이 웹 사이트의 가치지각 및 의도에 충 미치는 영향 영어: The Effects of National Identity and Web Characteristics on the Perceived Value and Loyalty Intention of Website				

본인이 저작한 위의 저작물에 대하여 다음과 같은 조건아래 -조선대학교가 저작물을
이용할 수 있도록 허락하고 동의합니다.

<div align="center">- 다　　음 -</div>

1. 저작물의 DB 구축 및 인터넷을 포함한 정보통신망에의 공개를 위한
저작물의 　복제, 기억장치에의 저장, 전송 등을 허락함

2. 위의 목적을 위하여 필요한 범위 내에서의 편집ㆍ형식상의 변경을 허락함.
다만, 저작물의 내용변경은 금지함.

3. 배포ㆍ전송된 저작물의 영리적 목적을 위한 복제, 저장, 전송 등은 금지함.

4. 저작물에 대한 이용기간은 5 년으로 하고, 기간종료 3 개월 이내에 별도의
의사　표시가 없을 경우에는 저작물의 이용기간을 계속 연장함.

5. 해당 저작물의 저작권을 타인에게 양도하거나 또는 출판을 허락을
하였을　경우에는 1 개월 이내에 대학에 이를 통보함.

6. 조선대학교는 저작물의 이용허락 이후 해당 저작물로 인하여 발생하는 타인에　의한
권리 침해에 대하여 일체의 법적 책임을 지지 않음

7. 소속대학의 협정기관에 저작물의 제공 및 인터넷 등 정보통신망을
이용한　저작물의 전송ㆍ출력을 허락함.

<div align="center">동의여부 : 동의(0)　반대( )</div>

<div align="center">2009 년 6 월 01 일</div>

<div align="center">저작자: 샤페게인 달 겐　(서명 또는 인)</div>

<div align="center"># 조선대학교 총장 귀하</div>