
The Effect of Website Characteristics on Electronic Loyalty (Case study: Digi-Kala site users)

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With passing more than two decades emergence of the Internet, no area of human life can be that has not been affected by the communication and information technology. With the creation of electronic money and the possibility of financial transactions through online and electronic tools, e-commerce has been expanded daily and it has been penetrated in more areas of global economy. The development of the Internet has changed the purchasing methods. Today, Internet stores are considered serious competitors of traditional market, especially in the digital goods. As in the world of business, improving customer loyalty is key index in achieving success; creating customer loyalty among online purchasing customers plays an important role. The one of the main characteristics of online purchasing is that the customer should judge and adopt his decisions based on the information available on the website in products / services area. Customer purchasing decision is often based on the structural characteristics of the website. Despite development and expansion of online purchases, fewer studies have been conducted to examine the impact of website characteristics on electronic loyalty of customers. The population of this research included people who have the experience of electronic purchasing Digi-kala site in the Guilan Province. Kerjocie and Morgan table was used to determine the sample size. The number of samples of study was estimated 384 people. Convenient non-probability sampling method was used in this study, as list of names of all members of community was not available. Some of the questionnaires were distributed among Digi-kala site users and some others were distributed among Digi-kala representatives, after collecting 384 completed questionnaires, the statistical analysis was performed on these questionnaires. Data were analyzed in this study using structural equation modeling through partial least squares (PLS) method. The results showed that pleasant and helpful characteristics of website have significant

and positive impact on emotional commitment and computing commitment of customers. The results of this study also indicated that emotional commitment and computing commitment have significant and positive impact on electronic trust of customers. Another finding of the study is that emotional commitment, computing commitment, and electronic trust have a positive and significant impact on electronic loyalty of customers.

Keywords : pleasant characteristics of Website, useful characteristics of website, emotional commitment, computing commitment, electronic trust, electronic loyalty

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