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Yunjin Cho,

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A Consumer Satisfaction Model
Based on the eIntegration of EDT and TAM:
Comparative Study of Korean and US Consumers

Running title: A Consumer Satisfaction Model for Social E-Commerce

Abstract

Purpose - The purpose of the research is to examine the process of consumer satisfaction formation for e-commerce. The study also predicts that the satisfaction formation model of e-commerce will differ between US and Korean consumers due to differences in cultural background.

Design/methodology/approach - The study integrates the expectation disconfirmation theory (EDT) and the technology acceptance model (TAM). The hypotheses are examined by analyzing a structural equation model for consumers in the US and Korea.

Findings - The results show that the model demonstrates good fit for both groups. For consumers in both countries, when purchasing fashion products on a new e-commerce site, the performance of the site's usefulness was found to be a crucial variable in their satisfaction and intention to use the site. While there was no significant difference in the multiple group measurement model invariance test, our findings are meaningful because the slight differences in the standard coefficients of the two groups are considered.

Originality/value - It is meaningful to apply EDT and the TAM to the daily deal site environment. The influence of related variables can be reconfirmed and new consumer behaviors can be better understood. The research provides fresh insights into consumer behavior that can benefit managers when they make decisions in the e-commerce field.

Keywords: E-commerce, EDT, TAM, Consumer satisfaction

Article Type: Research paper

1. Introduction

As the market for smart phones and tablets for mobile entertainment and reading are expanding, a new e-commerce platform is emerging. Connected with social networks and social relationships, this platform is called “social e-commerce.” Social e-commerce differs from existing online shopping in two ways. First, communication among consumers is different since social e-commerce is a consumer participating market where consumers directly use the network effect on, participate in, and create their own markets. It integrates with social networking services (SNSs) to increase consumer participation. Second, most of the prominent social e-commerce business models today are focused on radical price discounts of more than 50% for a limited time.

The most common social e-commerce platform is group-buying sites with a daily deal service, as characterized by Groupon. This is also referred to as social shopping because consumers form relationships in the process of sharing shopping information and make purchases based on public opinions formed by those relationships. According to recent surveys, the total transaction value of the online group-buying market in the US reached US\$19.7 billion in 2011 and revenue was expected to reach US\$41.7 billion in 2015 (Sina, 2011). Online group buying websites are also experiencing rapid growth in Asia (CNN, 2010). In Korea, in 2010, US\$45 million was transacted in the market, but by 2011, the market was estimated at US\$724 million. Moreover, the market was projected to reach US\$4.5 billion in 2014 (Park, 2014). Recently, Coupang, one of the group buying sites in Korea, was listed among the world’s 50 smartest companies for 2016 as selected by the MIT Technology Review, a magazine published by MIT (Massachusetts Institute of Technology) (MIT Technology Review, 2016).

At the same time, the rapid expansion of the new electronic transaction shopping method has led to negative phenomena, such as intensified competition between businesses

and customers resulting in increased customer churn. Thus, demands are placed on businesses to establish continued customer relationships through customer satisfaction.

Expectation–disconfirmation theory (EDT) is widely used in the consumer behavior literature to study consumer satisfaction, post-purchase behavior (e.g., repurchase, complaining), and service marketing in general (Anderson and Sullivan, 1993; Dabholkar *et al.*, 2000; Oliver, 1980, 1993; Patterson *et al.*, 1997; Tse and Wilton, 1988, Yen and Lu, 2008). Although the consumer satisfaction formation model has been verified in several studies, the results of these studies have been mixed (e.g. Yi, 1990; 1993; 1997). Thus, there appears to be a significant need to design a model suitable for these situations.

This study focuses on consumer satisfaction with new social e-commerce using theory related to technology, such as the technology acceptance model (TAM), to measure the user's Internet service experience. Therefore, this study examines consumer satisfaction based on EDT, which is applied to the "perceived usefulness" construct of the TAM in social e-commerce, in particular, in the daily deal sites that have been expanded upon by a majority of online retailers. Even when the same information technology is introduced, its adoption and application depend on unique traits of society (Park and Jun, 2003). That is, despite the rapid growth of mobile data service users worldwide, the aspects of online shopping malls vary among countries. Therefore, it could be meaningful to compare the satisfaction formation model in two countries, such as the US and Korea, around aspects of e-commerce, specifically social commerce.

This study contributes to the field by confirming the influence variables of the consumer satisfaction model for daily deal sites in two countries and by providing additional insights into consumer behavior that can benefit managers when they make decisions in the e-commerce field. It also contributes to our understanding of consumer behaviors worldwide and offers some strategic recommendations for this new online retail model in the US and

Korea.

2. Literature review

2.1. EDT

The concept of consumer satisfaction occupies a central position in marketing thought and practice (Churchill and Surprenant, 1982). Oliver proposed a formation process of consumer satisfaction using an expectation–disconfirmation model, or EDT, which has roots in marketing and consumer behavior research (Oliver, 1980).

The disconfirmation of expectations model holds that satisfaction/dissatisfaction responses arise from a cognitive evaluation process in which pre-purchase "expectations" or prior beliefs about the likelihood of product-related experiences or outcomes are retrieved from memory and compared to cognitions about the product-related experiences or outcomes actually realized in the consumption of the product (Westbrook and Reilly, 1983). According to the expectation–disconfirmation model in related marketing research, consumers judge satisfaction with a product or service based on a comparison with their expectations about the product and its performance. In this model, disconfirmation is the degree to which performance exceeds, meets, or falls short of one's expectations, resulting in positive, zero, or negative disconfirmation (Oliver and Swan, 1989).

Although expectation is an important variable impacting satisfaction, Oliver and Bearden (1983) found that expectation did not have a direct impact on satisfaction. However, the importance of the direct effect of perceived performance on satisfaction was identified. They found that perceived performance and disconfirmation have a stronger impact on consumer satisfaction than expectation. Other studies (Churchill and Surprenant, 1982; Oliver and DeSarbo, 1988; Tse and Wilton, 1988) have also found a direct effect of perceived

performance on customer satisfaction such as Tse and Wilton (1988) who examined the role of the perceived performance of a tape recorder in the formation of consumer satisfaction. In their study, the model with perceived performance outperformed other single predictor models of expectation or disconfirmation, as well as two variable models with expectation and disconfirmation. Moreover, performance can be an assumed antecedent variable that directly impacts satisfaction and where the probability of an effect is higher in products than services (Yi, 1997).

Building on the results of previous research, our study focuses on perceived performance. Therefore, this study suggests that perceived performance and disconfirmation (difference between expectation and performance) are important variables that impact satisfaction.

In short, the study's main questions from the perspective of EDT theory are, "Does performance only have an indirect effect on consumer satisfaction, and does the consumer satisfaction model have significance in the context of social commerce consumer behavior?"

Based on prior research, in this study, which deals with online shopping products, we predict that performance will affect disconfirmation and satisfaction directly and that disconfirmation will affect satisfaction directly. In addition, this research predicts that satisfaction will affect continuous intention to use the daily deal site.

2.2. TAM

The technology acceptance model (TAM), which was proposed by Davis (1989), has been widely applied to explain consumer behavior in information technology (IT) acceptance and continuance. It uses TRA (theory of reasoned action) as the theoretical basis for specifying the causal linkages among key beliefs: perceived usefulness, perceived ease of use, attitude toward using, behavioral intention to use, and actual system use (Davis *et al.*, 1989).

It suggests that behavioral intention is a predictor of system use (Davis *et al.*, 1989; Venkatesh *et al.*, 2003).

According to Davis (1989), perceived usefulness is defined as the degree to which a person believes that using a particular system will enhance his or her job performance, and perceived ease of use refers to the degree to which a person believes that using a particular system will be effortless. Although this model was originally conceived to model the adoption of information systems (IS) in the workplace (Bhattacharjee, 2001a, 2001b; Bhattacharjee and Premkumar, 2004; Gao and Bai, 2014a; Hsu *et al.*, 2004; Yang *et al.*, 2012), it has been examined in various alternative settings. For example, the choice of using the TAM as a research model to explain consumers' online shopping adoption is attributed to its consistent ability to explain a substantial portion of the variance between behavioral intention and actual behavior, derived mainly from research in the purchase of technology-related products (Bobbitt *et al.*, 2001; Goldsmith, 2002; Grabner-Kräuter and Kaluscha, 2003; Haque *et al.*, 2006; King and He, 2006; Lee *et al.*, 2011). Since the TAM is valuable in identifying consumer online shopping behavior, it could also be valuable in identifying consumer behavior on the daily deal sites.

In parallel, IS research has adopted EDT to explain user IT satisfaction (Lankton and McKnight, 2012). Some IS researchers have suggested models that integrate the TAM with EDT or the ECT model (Bhattacharjee and Premkumar, 2004; Gao and Bai, 2014b; Premkumar and Bhattacharjee, 2008; Venkatesh and Goyal, 2010; Wen *et al.*, 2011). Lankton *et al.* (2014) tried to integrate trust-related constructs into EDT. They empirically investigated how consumers' expectations to trust technology influence their intention to trust technology through performance, disconfirmation, and satisfaction. This study, which focuses on consumer satisfaction in online shopping, in particular daily deal sites, attempts to combine EDT with the TAM as well.

2.3. Hypothesis Development

According to EDT theory, perceived performance has an indirect effect on consumer satisfaction through its influence on perceived disconfirmation. As mentioned earlier, performance may be an influence variable on satisfaction. Thus, perceived performance seems to have both direct and indirect effects (through its effect on disconfirmation) on satisfaction.

Because this study deals with e-commerce, it suggests that consumer satisfaction will be influenced by variables that relate to the TAM. Perceived usefulness and ease of use are the primary motivators of IS acceptance; thus, it is plausible that they can also influence satisfaction and continuance decisions. However, empirical studies comparing the relative effects of perceived usefulness and ease of use during pre-acceptance and post-acceptance of IS use report that (1) usefulness impacts attitudes substantively and consistently during both stages of IS use, and (2) ease of use has an inconsistent effect on attitude in the initial stage, which seems to further subside and become non-significant in the later stage (Davis *et al.*, 1989; King and He, 2006). Bhattacharjee and Premkumar (2004), who investigated user beliefs and attitudes toward IS usage, positioned the construct of perceived usefulness as a dimension of EDT.

Accordingly, this study focuses on “perceived usefulness” as a main concept to identify consumer satisfaction and continuous usage of the sites. The perceived usefulness is an important component of the TAM. In addition, it can be defined as the degree to which a technology can enhance one’s job performance (Davis *et al.*, 1989). Thus, in this study, perceived usefulness is defined as the degree to which the sites can enhance consumers’ shopping performance. Based on previous research, this study suggests that the construct of “perceived performance” of EDT can be considered as “perceived performance usefulness”

following a purchase using a daily deal site. In short, the present study conceptualizes the perceived performance as perceived performance of site usefulness after the purchase of fashion products. This study assumes that perceived performance can be a variable that affects disconfirmation in the EDT model. Therefore, Hypothesis 1 is as follows.

H1: Performance will positively influence disconfirmation.

As discussed, performance has been known to have an indirect effect on satisfaction, but some studies have found it to have direct effects. This study suggests that performance can have a direct impact on satisfaction. Therefore, Hypothesis 2 is as follows.

H2: Performance will positively influence satisfaction.

Disconfirmation is the discrepancy between expectations and actual experience. In EDT research, satisfaction is a function of the size and direction of disconfirmation. According to Tse and Willton (1988), disconfirmation has been modeled by researchers as the result of subtractive functions between product performance and comparison standards or as the subjective evaluation of this discrepancy. Oliver (1980) found that disconfirmation was positively related to consumer satisfaction. Positive disconfirmation (i.e., performance greater than expectations) increased consumer satisfaction, while negative disconfirmation (i.e., performance less than expectations) decreased consumer satisfaction (Spreng and Page, 2003; Yi, 1990).

Researchers have attempted to capture the consumer's summary judgment of overall disconfirmation on a "better than expected - worse than expected" scale. In the present study, disconfirmation is conceptualized as "worse than the usefulness I expected - better than the usefulness I expected." In the EDT model, there is a direct relationship between disconfirmation and satisfaction (Oliver, 1980). In this model, disconfirmation can be

consumers' subjective perceptions of the discrepancy between their original expectations and perceived performance of usefulness, and it will directly affect satisfaction. Therefore, Hypothesis 3 is as follows.

H3: Disconfirmation will positively influence satisfaction.

Satisfaction is the result variable in the consumer satisfaction model and EDT theory. Since the TAM measures new technology acceptance, the result variable is the intention to use. In this regard, the relationship between satisfaction and intention to use is often explored in Internet services or shopping research (Vijayasathya, 2004; Lankton and Mcknight, 2006). This study, which deals with e-commerce based on new technologies, suggests that satisfaction will affect intention to use. Finally, this study posits that satisfaction with shopping on the daily deal sites is the primary motivation for a site's continued usage. Therefore, Hypothesis 4 is as follows.

H4: Satisfaction will positively influence continued usage intention.

Figure 1 presents the research model for hypotheses 1 to 4. As a further consideration, the cultural background of the consumer may create different or similar consumer behavior. Thus, culture has been considered as a key variable in studies of global marketing of products (Ahmed and d'Astous, 2008). Comparative research is a method to understand increasingly complex consumer behaviors in the global market by analyzing different cultural backgrounds and their impact on consumer behavior. Many cross-cultural studies in consumer behavior have focused on the role of national culture, revealing that national culture is a major force influencing consumer-decision making. Cross-cultural studies have attracted considerable attention from advertising researchers (Assawavichairoj and Taghian, 2017; Graham *et al.*, 2013). Several studies have focused on investigating cultural influence

on consumers' e-commerce adoption in different countries (Chai and Pavlou, 2004; Gafen and Heart, 2006).

Others have focused on consumers' online shopping preferences in different countries (Lightner *et al.*, 2002; Huang *et al.*, 2002, Hwang *et al.* 2006). Kim and Lee (2006) examined website quality that affects consumer satisfaction and purchase intention, and compared US and Korean consumers. Park and Jun (2003) point out that there are some similarities and differences in Internet shopping behavior between different cultural groups. Their study compared US and Korea consumers' Internet shopping behaviors. There are several studies that compare two or more different countries (or cultures) in examining e-loyalty to e-commerce websites (Cyr *et al.*, 2005; Chen *et al.*, 2015). Kassim and Abdullah (2010) performed a cross-cultural analysis to study the impact of perceived service quality dimensions on consumer satisfaction, trust, and loyalty in e-commerce settings. The results of these previous studies reveal that the cultural background of consumers is a significant variable in the context of e-commerce. Some studies examined cross-cultural online shopping and mobile shopping using the TAM (Smith *et al.*, 2013; Hung and Chou, 2014). Our hypotheses established here, will be examined using a structural equation model (SEM) for consumers in the US and Korea. We will examine whether the satisfaction model proposed differs between these countries. Accordingly, Hypothesis 5 is as follows.

H5: The consumer satisfaction formation model will be different between the US and Korea.

The product categories sold on the daily deal sites analyzed are varied and some sites also provide services, coupons, or products that are not tangible. The results of previous research verifying EDT and the TAM differ based on product categories (product vs. service) or product ambiguity (Yi, 1993; 1997), and therefore, this research focuses on specific products, such as fashion, which have recently become important in the e-commerce market.

This study targets consumers who had prior experience purchasing fashion from a daily deal site (a type of social e-commerce) and analyzes their satisfaction and intent to continue using the site.

Insert Fig.1 Here

3. Research methods

3.1. Sample and data collection

For the Korean sample, the questionnaire was developed in English and then translated into Korean. Bilingual third parties conducted back-translation to ensure the accuracy of translation. To achieve a representative and comparable sample, US respondents were limited to consumers between the ages of 20 to 49 living in New York, while Korean respondents were limited to consumers between the ages of 20 to 49 living in Seoul. In order to make the samples in both countries readily comparable, sample design was conducted by quota sampling (age, gender). A specialized Internet survey company, which had enough panel data in both countries, conducted the survey, targeting consumers with experience in purchasing fashion products on group buying social e-commerce sites. Data collection was conducted between July and August 2014. In order to recruit consumers with direct experience with purchasing fashion products from the sites, respondents were asked what site they used to purchase fashion products. Representative sites such as Groupon, LivingSocial, Woot, and 1SaleADay (now 1Sale) were presented in the questionnaire for US respondents. Representative sites such as Cupang and Timon were presented in the questionnaire for Korean respondents. The final sample consisted of 280 US and 280 Korean respondents.

Because deciding on the appropriate sample size for SEM is one of the difficult issues of SEM research, researchers have posited various rules for this (Boomsma, 1982, 1985; Bentler and Chou, 1987; Nunnally, 2013). More recently, Wolf *et al.* (2013) systematically evaluated sample size requirements for common types of SEMs by performing Monte Carlo analyses varied by type of model. In this study, they found that sample size requirements actually decreased when the number of indicators of a factor increased rather than increasing linearly with the number of estimated parameters or number of variables. Based on these previous studies, it was decided that a sample of 280 for each country would be appropriate for a cross-cultural study. Complete demographic details are provided in Tables 1 and 2. Data were analyzed using AMOS 20.0.

Insert Table 1 Here

Insert Table 2 Here

3.2. Instrument

Constructs were measured using multiple items validated in prior literature and modified to fit the context of online shopping. Perceived performance was measured using four-item scales adapted from prior EDT and technology adoption research (Bhattacharjee and Premkumar, 2004; Venkatesh *et al.*, 2003). Performance was measured using the four-item scale from Vijayarathy's (2004) study. These items were measured using a seven-point Likert scale (from 1-not at all to 7-totally). Disconfirmation was also measured using a four-item scale adapted from Vijayarathy (2004). Ratings were made on an itemized, fully

anchored seven-point rating scale, whose extremes ranged from "much better than expected" (7) to "much worse than expected," with "about as expected" (4) as the midpoint. Satisfaction was measured using an overall satisfaction scale adapted from Oliver (1980). This captured respondents' previous satisfaction levels along a seven-point scale anchored between four semantic differential adjective pairs: "very dissatisfied/very satisfied," "very displeased/very pleased," "very frustrated/very contented," and "absolutely terrible/absolutely delighted." Continuance intention was measured using three items adapted from Davis *et al.* (1989) and Venkatesh *et al.* (2003). These items were then measured using a seven-point Likert scale (from 1 – strongly disagree to 7 – strongly agree).

4. Results

Data analysis was carried out in accordance with a two-stage methodology proposed by Anderson and Gerbing (1988). The first step was to establish the convergent and discriminant validity of the constructs with a confirmatory factor analysis. Convergent validity is acceptable if item loadings are 0.60 or higher (Hair *et al.*, 1998), and the composite reliability (CR) and the average variance extracted (AVE) are acceptable if they are 0.70 or higher and 0.50 or higher, respectively (Bagozzi and Yi, 1988). For the US sample, the CR for each construct was greater than 0.8 and the AVE for each construct was greater than 0.60. All standardized item-factor loadings were 0.7 or higher. Based on these results, convergent validity was supported (Table 3).

 Insert Table 3 Here

For the Korean sample, the CR for each construct was greater than 0.7 and the AVE for each construct was greater than 0.50. All standardized item-factor loadings were 0.7 or

higher. Based on these results, the Korean sample also demonstrated good convergent validity (Table 4).

Insert Table 4 Here

Fornell and Larcker (1981) recommend a stronger test of discriminant validity, where the AVE for each construct should exceed the squared correlation between itself and any other construct. The AVE and the squared of correlation matrix of the US sample in Table 5 indicates that the test of discriminant validity was also met for US respondents. However, in the Korean sample, the AVE of performance (0.58) was not higher than the squared correlation between performance and satisfaction (0.60) (Table 6). Since the difference was slight, however, this model may be considered acceptable in terms of discriminant validity for the Korean sample.

Insert Table 5 Here

Insert Table 6 Here

Four measures were used to assess the model's overall goodness of fit: the chi-square/degree of freedom, the goodness-of-fit index (GFI), the adjusted goodness-of-fit index (AGFI), and the root mean square error of approximation (RMSEA). The chi-square ratio should not exceed 5.0 for models with good fit, and the chi-square estimated for the US sample was 2.036 ($\chi^2=166.948$, $df=82$), demonstrating good fit for the data. According to Kim (2010), the criteria of fit statistics for acceptable models are as follows: GFI of 0.90 or

higher, AGFI of 0.90 or higher, and RMSEA of 0.08 or lower. All fit indices for the US sample were within recommended levels, representing good model fit (GFI=0.92, AGFI=0.88, and RMSEA=0.06). Additionally, results showed that the model also demonstrates excellent fit for the Korean data (chi-square/degree of freedom=2.197, GFI=0.91, AGFI=0.87, and RMSEA=0.07).

Next, the SEM path analysis was conducted. The hypotheses test results for the US sample are summarized in Table 7. The proposed model fit the US data well ($\chi^2/df=2.53$, GFI=.90, AGFI=0.86, RMSEA=0.07). All hypotheses with the exception of H3 were statistically significant, and thus, disconfirmation did not affect satisfaction. While both performance and disconfirmation had significant direct influences on satisfaction, performance had a larger influence than disconfirmation. Satisfaction also had a positive effect on continuous intention for the U.S. group, as expected ($F=.692$, $t=10.991$).

Insert Table 7 Here

Insert Table 8 Here

The proposed model also fit the Korean data well ($\chi^2/df=2.36$, GFI=.90, AGFI=.87, RMSEA=.07) and all hypotheses were supported (Table 8). While disconfirmation affected satisfaction, its power was less than the power of other variables. Since performance directly affected both disconfirmation and satisfaction, it proved an important variable in the consumer satisfaction formation process. Other studies have also found the influence of performance on satisfaction for products and services that are highly evolving, innovative, and technologically complex (Churchill and Surprenant, 1982; Yi, 1990). Lankton and

Mcknight (2006) also found the importance of performance in their research. The results of our study confirming the influence of performance on satisfaction could be important for Internet shopping and corroborate these prior studies.

Last, a multiple group measurement model invariance test was conducted to determine measurement equivalence between US and Korean consumers. However, the model showed no significant change in model fit compared to the configural model. Thus, the hypothesized paths (H1~H4) were not comparable in this step of the SEM and H5, stating that there would be a difference between the two countries, was rejected. Nevertheless, our findings prove meaningful because slight similarities and differences in the standard coefficients of the two groups were considered.

In both models, performance directly affects disconfirmation as well as satisfaction. For consumers in both countries, when purchasing fashion products on a new e-commerce site, the performance of the site's usefulness was found to be a crucial variable in their satisfaction and intention to use the site. In both groups, satisfaction had a significant impact on the intent to use the site continuously. In both cases, among the US and Korean consumers purchasing fashion products via e-commerce, satisfaction of the site led to intention to use it continuously. Disconfirmation directly affected satisfaction only among Korean consumers. Despite the fact that in Oliver's satisfaction model, the disconfirmation between expectation and performance is an important concept that directly affects satisfaction, it did not have a significant effect on e-commerce site usage among US consumers.

For the US consumers, the effect of performance on disconfirmation was slightly higher than the effect of performance on satisfaction. For the Korean consumers, the effect of performance on satisfaction was slightly higher than the effect of performance on disconfirmation. In addition, the influence of performance on disconfirmation and satisfaction

in the US sample was higher than in the Korean sample when comparing path coefficients of each SEM model analysis.

5. Discussion and Implications

In recent years, daily deal sites, such as Groupon, LivingSocial, and BuyWithMe (now Gilt City), have emerged as popular platforms in social e-commerce and have received tremendous interest from both researchers and practitioners in the IS/IT community. As the competition in e-commerce intensifies, it becomes more important for online retailers to understand the antecedents of consumer satisfaction within e-commerce. Furthermore, consumers' satisfaction can lead to continuous usage of these sites; therefore, the consumer satisfaction formation model is an important issue in the new e-commerce market.

This study takes the viewpoint that the consumer satisfaction formation process can change according to the consumption situation and the consumer's cultural background. From this perspective, the study focused on the direct and indirect effects of the performance of perceived usefulness in e-commerce purchase situations, and also noted that satisfaction ultimately influenced intention to use. More specifically, this research examined the consumer satisfaction formation process model of social e-commerce regarding daily deal sites based on the integration of EDT and the TAM. Our intention was to apply the "perceived usefulness" construct, which is derived from the TAM theory, to the EDT in order to enhance understanding of this model. The study also predicted that the satisfaction formation model for online shopping would differ between US and Korean consumers due to differences in cultural background.

In terms of results, for the US sample, while the model fit was acceptable, the hypothesis that disconfirmation would affect satisfaction was rejected. All of the other hypotheses were supported. Unlike in previous studies, disconfirmation did not directly affect

consumers' satisfaction. Satisfaction was positively affected by performance, whereby higher perceived performance led to higher satisfaction. Performance directly and indirectly influenced satisfaction and continuance use. A high perception of usefulness in terms of performance engendered high satisfaction and continuance use of the site. Furthermore, the relationship between satisfaction and repurchase intention was also confirmed. This means, in this model, consumers' satisfaction with the usefulness of the daily deal site will affect their intention to use the site continuously.

In the Korean sample, model fit was acceptable and all of the hypotheses were accepted. Unlike in the US sample, among the Korean respondents, disconfirmation directly affected satisfaction. Performance also affected satisfaction and the relationship between satisfaction and repurchase intention was confirmed. Considering this result, the integrated model using the TAM and EDT proved to be more appropriate for Korean consumers. Positive performance led to higher satisfaction among US consumers using these sites than among Korean consumers. Such higher levels of perceived performance also proved to be a stronger motivator to use the sites than for Korean consumers.

For both groups, the results lend support to the proposition that performance and satisfaction relating to usefulness are relevant factors that explain consumer intentions to use daily deal sites and, moreover, that performance has a direct and indirect effect on satisfaction. In particular, the importance of usefulness suggests that the task of shopping through daily deal sites is also similar to other IT acceptance processes. Social commerce and daily deal sites retailers should pay attention to the usefulness of their sites. Such usefulness includes, for example, that retailers ensure that consumers can shop quickly, compare products easily, and access useful information, among others. Retailors should also consider that usefulness is meaningful in the purchase of fashion products and encompasses both

pleasure and experience. It is clear that as satisfaction affects continuous use, daily deal site retailers should consider various ways to increase consumer satisfaction.

In order to grow social commerce, it is important to engender continuous intention to use through customer satisfaction (namely, site loyalty). Unlike US consumers, for Korean consumers, disconfirmation affects satisfaction directly, so in this market, retailers may need to consider how to increase the positive difference between expectation and performance.

This research studying the formation process of customer satisfaction and its results has important implications for e-commerce and consumer behavior research. By applying EDT and the TAM to the daily deal site environment, the influence of related variables can enrich existing literature surrounding consumer behavior and satisfaction and new consumer behaviors can be better understood. This study is distinctive in its focus on the importance of the site from a technical aspect in so called social commerce shopping.

E-commerce platforms based on new technologies will continue to be developed. At this time, it is important to suggest that while consumers will continue to be concerned with product-related variables, the usefulness of the site is also important in the purchasing process in this new e-commerce environment. It is meaningful that the results of this research reflect the current phenomenon of contrasting purchasing behavior between two countries. Furthermore, this research may help social e-commerce-related businesses establish strategies related to customer satisfaction and securing customer loyalty

While contributing to such knowledge, this study has limitations that provide opportunities for further research. Although several differences between the two SEM models were found, there were no significant differences between the path coefficients statistically. Because of this, the study did not present a more detailed discussion of the differences of the two models. To ensure equivalence between subjects, respondents were selected from New York and Seoul and drawn from consumer panels of a marketing research company, which

may limit the generalizability of our findings. Accordingly, further research with this model would be necessary or the model should be extended to other cultures. For a deeper cross-cultural study, it would be necessary to use Hofstede's (1984) cultural dimension, which would reveal which cultural dimension influences e-commerce consumer behavior.

The study did not examine other exogenous variables, including the direct impact of the expectation variable. It would be necessary to examine more exogenous variables to gain a better understanding of the dynamics of consumer satisfaction or loyalty in e-commerce, looking at, for example, trust, commitment, flow, and web site characteristics as significant variables. In this study, performance and disconfirmation were only assumed to indirectly affect intention to use through satisfaction. In future studies, the model could be further developed through qualitative research and the use of various items for the reliability and validity of the variables for e-commerce consumer research. Lastly, if future studies were to examine a wider range of situational variables in understanding the consumer satisfaction formation processes and include multiple products in each situation, more generalized results could be obtained.

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About the author

Yunjin Cho is an associate professor of Fashion marketing at Gyeongnam National University of Science and Technology where she teaches fashion marketing including fashion merchandising and fashion e-tailing. Her focus is on global consumers and social commerce as well as her recent interest in group buying sites. She received the Premier award (Doctoral Dissertation Award) in the 2007 KAMS Doctoral Dissertation & Master Thesis Award Competition, 2007 KAMS Fall International Conference.

Figure Legend

Fig. 1. Research model for hypotheses 1 to 4

Tables

Table 1 Respondent Demographics.

	US	Korea
	(%)	(%)
Age		
20-29	38.9	33.4
30-39	37.5	32.1
40-49	23.6	34.5
Sex		
Male	45.7	49
Female	54.3	51
Marital status		
Single	54.1	41.8
Married	45.9	55.7
other	-	7.
Education		
Below high school graduate	9.0	8.4
Undergraduate	-	12.2
Technical school degree	5.4	12.8
1~3 years of college	15.4	-
Bachelor's degree	42.5	57.4
Master's degree or above	27.9	9.1
Monthly family income		
Less than 1000\$ (Less than 1,000,000₩ ^a)	6.1	1.0
1000~ less than 2000\$ (1,000,000~ less than 2,000,000₩)	7.5	6.8

2000~ less than 3000\$ (2,000,000~ less than 3,000,000₩)	9.6	15.5
3000~ less than 4000\$ (3,000,000~ less than 4,000,000₩)	8.9	14.9
4000~ less than 5000\$ (4,000,000~ less than 5,000,000₩)	9.3	22.6
5000~ less than 6000\$ (5,000,000~ less than 6,000,000₩)	12.9	15.2
6000~ less than 7000\$ (6,000,000~ less than 7,000,000₩)	8.9	6.4
7000~ less than 8000\$ (7,000,000~ less than 8,000,000₩)	11.1	5.7
8000~ less than 9000\$ (8,000,000~ less than 9,000,000₩)	7.1	3.7
9000~ less than 10000\$ (9,000,000~ less than	8.9	1.4
10,000,000₩)	9.6	6.8
More than or equal to 10000 (More than or equal to		
10,000,000₩)		
<hr/>		
Frequency of purchasing fashion products through the Internet		
More than once a week	11.1	10.1
Once a week	24.3	10.8
Once every two weeks	16.4	26.0
Once a month	23.2	31.1
Once every two months	11.4	11.5
Once every three months	8.2	7.4
Once every six months	5.4	3.0
<hr/>		
Monthly expense on fashion products on average		
Less than 100\$		
100~ less than 200\$	14.6	31.4
200~ less than 300\$	15.4	38.2
300~ less than 400\$	23.6	15.5
400~ less than 500\$	6.8	5.1

More than or equal to 500\$	10.0	6.1
	29.7	2.6
US 1\$ = 1,080W (average of exchange rate in survey period)		

Table 2 Internet Shopping Behavior

	US	Korea
	(%)	(%)
Frequency of purchasing fashion products through the Internet		
More than once a week	11.1	10.1
Once a week	24.3	10.8
Once every two weeks	16.4	26.0
Once a month	23.2	31.1
Once every two months	11.4	11.5
Once every three months	8.2	7.4
Once every six months	5.4	3.0
Monthly expense on fashion product on average		
Less than 100\$	14.6	31.4
100~ less than 200\$	15.4	38.2
200~ less than 300\$	23.6	15.5
300~ less than 400\$	6.8	5.1
400~ less than 500\$	10.0	6.1
More than or equal to 500\$	29.7	2.6

Table 3 Measurement Model Results: US

Construct	Item	Standardized factor loading	S.E.	Construct Reliability	AVE
Performance	Performance1	.766	-	.87	.66
	Performance2	.856	.080		
	Performance3	.870	.077		
	Performance4	.751	.081		
Disconfirmation	Disconfirmation1	.784	-	.89	.67
	Disconfirmation2	.804	.070		
	Disconfirmation3	.897	.082		
	Disconfirmation4	.773	.072		
Satisfaction	Satisfaction1	.893	-	.92	.75
	Satisfaction2	.844	.057		
	Satisfaction3	.852	.060		
	Satisfaction4	.870	.060		
Continuance Intention	Intention1	.924	-	.95	.85
	Intention2	.914	.043		
	Intention3	.936	.040		
$\chi^2=166.948, df=82$ ($\chi^2/df=2.036$)					
GFI=.920, AGFI=.883, RMSEA=.061					

Table 4 Measurement Model Results: Korea

Construct	Item	Standardized factor loading	S.E.	Construct Reliability	AVE
Performance	Performance1	.770	-	.86	.58
	Performance2	.733	.095		
	Performance3	.794	.110		
	Performance4	.740	.119		
Disconfirmation	Disconfirmation1	.805	-	.87	.64
	Disconfirmation2	.862	.080		
	Disconfirmation3	.782	.094		
	Disconfirmation4	.744	.083		
Satisfaction	Satisfaction1	.827	-	.92	.74
	Satisfaction2	.815	.065		
	Satisfaction3	.908	.097		
	Satisfaction4	.872	.104		
Continuance Intention	Intention1	.917	-	.96	.88
	Intention2	.965	.036		
	Intention3	.925	.040		
$\chi^2=180.167, df=82 (\chi^2/df=2.197)$					
GFI=.914, AGFI=.874, RMSEA=.066					

Table 5 Squared Correlations and AVE of Variables: US

	Performance	Disconfirmation	Satisfaction	Continuance Intention
Performance	0.66			
Disconfirmation	0.64	0.67		
Satisfaction	0.61	0.46	0.75	
Continuance Intention	0.45	0.34	0.58	0.85

Diagonal elements are the average variance extracted (AVE) by latent constructs from their indicators; non-diagonal elements are correlations between latent constructs

Table 6 Squared correlations and AVE of Variables: Korea

	Performance	Disconfirmation	Satisfaction	Continuance Intention
Performance	0.58			
Disconfirmation	0.44	0.64		
Satisfaction	0.60	0.42	0.74	
Continuance Intention	0.49	0.32	0.38	0.88

Diagonal elements are the average variance extracted (AVE) by latent constructs from their indicators; non-diagonal elements are correlations between latent constructs

Table 7 Results of Hypotheses Testing: US

H	Path between variables	Path coefficient				Result
		Non stand. coeff.	Stand. coeff.	S.E	<i>t</i> -value	
H1	Performance → Disconfirmation	.835	.789	.064	13.087	accepted
H2	Performance → Satisfaction	.672	.710	.097	7.420	accepted
H3	Disconfirmation → Satisfaction	.127	.142	.079	1.597	rejected
H4	Satisfaction → Continuance Intention	.891	.692	.081	10.991	accepted

$\chi^2/df=2.529$, GFI=.901, AGFI=.858, RMSEA=.073

Table 8 Results of Hypotheses Testing: Korea

H	Path between variables	Path coefficient			t-value	Result
		Non stand. coeff.	Stand. coeff.	S.E		
H1	Performance → Disconfirmation	.753	.648	.084	8.996	accepted
H2	Performance → Satisfaction	.754	.691	.090	8.389	accepted
H3	Disconfirmation → Satisfaction	.247	.263	.063	3.892	accepted
H4	Satisfaction → Continuance Intention	.920	.714	.098	10.609	accepted
$\chi^2/df=2.363$, GFI=.905, AGFI=.865, RMSEA=.070						