Critical review of the e-loyalty literature: a purchase-centred framework

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Critical Review of the e-Loyalty Literature: A Purchase-Centred Framework

Aikaterini C. Valvi
Department of Management
Birkbeck, University of London, London, UK
a.valvi@bbk.ac.uk; valvikaterina@gmail.com

Konstantinos C. Fragkos
Department of Economics, Mathematics and Statistics
Birkbeck, University of London, London, UK
kfragk01@mail.bbk.ac.uk

Correspondence to:
Aikaterini C. Valvi
Birkbeck, University of London
Department of Management
Clore Management Centre
Torrington Square, London WC1E 7JL
United Kingdom
Tel. +442032876102, +447946495261
Email: a.valvi@bbk.ac.uk; valvikaterina@gmail.com

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Abstract

Over the last few years, the concept of online loyalty has been examined extensively in the literature, and it remains a topic of constant inquiry for both academics and marketing managers. The tremendous development of the Internet for both marketing and e-commerce settings, in conjunction with the growing desire of consumers to purchase online, has promoted two main outcomes: (a) increasing numbers of Business-to-Customer companies running businesses online and (b) the development of a variety of different e-loyalty research models. However, current research lacks a systematic review of the literature that provides a general conceptual framework on e-loyalty, which would help managers to understand their customers better, to take advantage of industry-related factors, and to improve their service quality. The present study is an attempt to critically synthesize results from multiple empirical studies on e-loyalty. Our findings illustrate that 62 instruments for measuring e-loyalty are currently in use, influenced predominantly by Zeithaml et al. (*J Marketing*. 1996;60(2):31-46) and Oliver (1997; *Satisfaction: a behavioral perspective on the consumer*. New York: McGraw Hill). Additionally, we propose a new general conceptual framework, which leads to antecedents dividing e-loyalty on the basis of the action of purchase into pre-purchase, during-purchase and after-purchase factors. To conclude, a number of managerial implementations are suggested in order to help marketing managers increase their customers' e-loyalty by making crucial changes in each purchase stage.

Keywords: e-loyalty, e-satisfaction, e-trust, customer behaviour, e-commerce, critical review, framework

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1 Introduction: Loyalty in the Internet Era

The penetration of the Internet in marketing and e-commerce settings has influenced, to a great extent, the entire business world. From the customer's viewpoint, it has created new and possibly less costly ways of participating in commercial activities [182]. From the business perspective, market globalization, along with the decreasing effectiveness of offline marketing, has motivated organizations to shift their plans to include Internet marketing [120]. Hence, consumers have increasingly favoured online shopping [166], gradually leading more Business-to-Customer (B2C) companies to establish an Internet presence in an effort to attract new and maintain existing customers for long-term profitability [203].

Building and maintaining brand loyalty has been a central theme of marketing theory and practice in traditional consumer marketing [71]. For this reason, businesses should be more interested in keeping long-lasting relationships with their customers than in accumulating occasional exchanges [17]. Presently, the notion of brand loyalty has been expanded to include online loyalty (also known as e-loyalty or website loyalty). The online shopping world has completely changed the relationship between customers and retailers. The minimal cost to a customer to switch brands (compared to the high costs for companies to acquire new e-customers) justifies the need for online businesses to create a loyal customer base, as well as to monitor the profitability of each segment in order to avoid unprofitable customer relationships during the initial years of online operation [7, 166, 167]. Moreover, Reichheld et al. [163, 164] and Day [51] have indicated that the notion of e-loyalty is the most important factor affecting online business performance.

E-loyalty is "the customer's favourable attitude towards an electronic business, resulting in repeat purchasing behaviour" [7]. It encompasses quality customer support, on-time delivery, compelling product presentations, convenient and reasonably priced shipping and handling, and clear and trustworthy privacy policies [166]. As a result, the study of e-loyalty's antecedents has become essential [161]; satisfaction, trust, service quality, and perceived value among others are certain antecedents.

Consequently, creating customer loyalty and satisfaction is the major objective for online companies to increase profitability and obtain and maintain competitive advantage. To do so, companies need to develop a thorough understanding of the antecedents of loyalty on the World Wide Web [120]. Shankar et al. [181, p. 154] note that "firms need to gain a better understanding of the relationship between satisfaction and loyalty in the online environment to allocate their online marketing efforts between satisfaction initiatives and loyalty programs". Reichheld and Sasser [165] suggested that increasing a business's number of loyal customers by 5% can result in a 30% to 85% increase in profitability. However, the identification of factors that might affect e-loyalty has puzzled academic scholars over the last decade [189, 195].

2 Purpose

No problem facing the individual scientist today is more defeating than the effort to cope with the flood of published scientific research, even within one's own narrow specialty.
Bentley Glass [70, p. 583]

Up to this point, various studies have tried to explain the concepts of loyalty and satisfaction in online markets as well as the potential factors that influence them [37, 154, 197]. However, many online companies fail to cultivate e-loyalty because they are not aware of the mechanisms involved in generating customer loyalty on the Internet [169]. To the best of our knowledge, and despite the importance of e-loyalty for a business's success in the online market, there is a lack of comprehensive and systematic reviews on e-loyalty that incorporate empirical results from the last decade. Hence, the purpose of this study is to concentrate all the available empirical literature on e-loyalty as studied in e-commerce settings and to answer the following questions:

1) What instruments are currently available to assess e-loyalty?

2) Is there a common definition of e-loyalty? What are considered to be its most widely accepted antecedents?

3) What are the limitations of current research in the e-loyalty literature?

3 Methodology

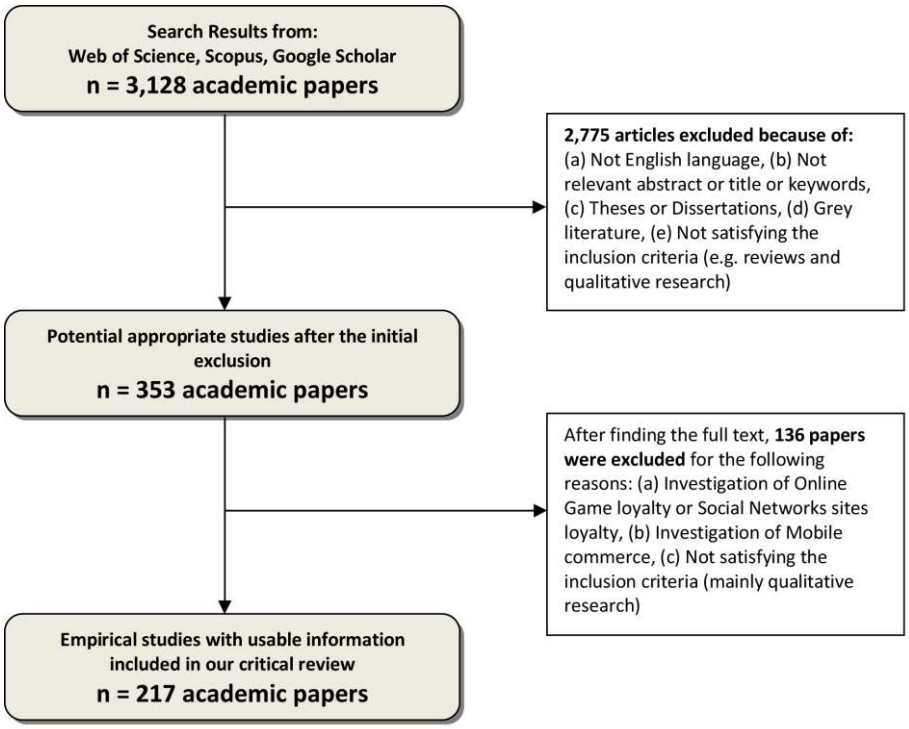
Literature Search

The literature review was conducted sourcing the following electronic databases: Web of Science, Scopus, Business Source Premier, ABI Inform, and Google Scholar. Search terms included different combinations of "e-loyalty", "web loyalty", "online loyalty", "web", "e-commerce", "intentions", and "repurchase intentions". Searches extended until July 2011 with no cut-off date for past studies. Only articles written in English were included. Articles could be from conference proceedings or journals, but only records with available abstracts were included. Dissertations, theses, and other material from the "grey literature" were excluded [170, 208]. We included studies that satisfied the following criteria: a) They were sampling or experimental surveys and reported quantitative results and b) They had e-loyalty as a dependent variable in the model the paper tested. Qualitative studies were excluded due to the present review's interest in instruments used for measuring e-loyalty and their psychometric properties. Also, methodologically, a critical review of qualitative studies assesses different concepts (e.g., sampling, coding. etc.) than one of quantitative studies, while conceptually they are in majority theory building and not theory testing papers [53]. Our aim is to offer an evidence-based approach for all research questions based on tested theories.

Our search method also resulted in papers that investigated loyalty in mobile commerce (m-commerce) settings, loyalty towards social networking sites and online gaming platforms, and certain attitudes towards websites. These papers were excluded, since papers studying loyalty behaviours in e-commerce and marketing settings were the primary interest.

The next step in the data collection process involved a type of snowball sampling technique: the references listed in the obtained studies were used to locate additional studies [80, 154]. Also, major review papers were screened for references to ensure that all suitable papers were included. Our search method resulted in 3,128 academic papers, which were downsampled to 217 according to the inclusion criteria. The screening procedure is shown in Figure 1.

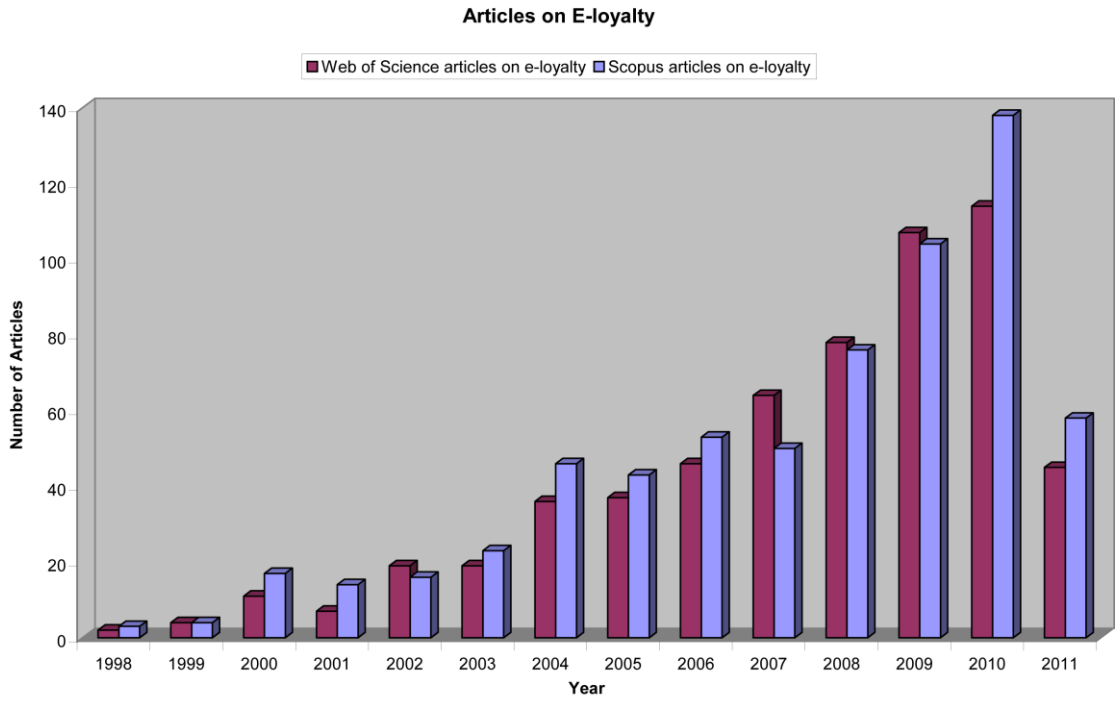
Figure 1. Literature search results



Academic Papers

The papers included in our sample came mainly from the marketing and e-commerce settings of various industries (book selling websites, travel websites, general retailing websites, etc.). The total sample size, taken from all studies, was 103,858 people. The first papers discussing some aspect of e-commerce loyalty appeared in 1998 and, following a steady increase from 2003 to 2008, articles peaked at 120 to 140 in 2009 and 2010 (Figure 2). Many papers from 2011 were still in publication, but given the present review's time limit and the fact that the number of papers up until that point equalled about half of 2010's total number, a figure of about 140 is expected for 2011. This shows the ongoing interest of academic researchers for studying e-loyalty in e-commerce settings. From the Web of Science sample of papers on e-loyalty (590), most papers published are authored by researchers from the USA (31.4%), Taiwan (16.1%), China (14.3%), South Korea (6.1%), and the UK (8.2%); the remaining studies are from various other European, Asian, and American countries.

Figure 2. Articles mentioning e-loyalty, web loyalty or online loyalty from Web of Science and Scopus



Synthesis of the Literature

Several steps were followed in the process of synthesizing the concepts presented in various studies and the impact they have had on e-commerce literature [234]. A table of all studies was created, noting the following information for each study: authors and year of publication, main area of study, scope of the paper, sample size, loyalty instrument used, number of items and Likert points, the instrument's reliability, and results of its confirmatory factor analysis. For each study, we noted the other dimensions/concepts measured by authors and results of their hypotheses concerning e-loyalty. Finally, the number of citations each paper received from Google Scholar and an impact ratio (citations in Google Scholar/year) were included to assess the relative impact of each paper [37]. A detailed list of all papers identified is included in the Supplementary Appendix (Table A2). As a next step, we identified the instruments used for studying loyalty in e-commerce settings and constructed a unifying model of all of the studies' results.

4 Critical Assessment of e-Loyalty Instruments

Overview of e-Loyalty Instruments

A useful starting point in assessing the e-loyalty literature is identifying general trends across existing e-loyalty instruments. These questionnaires consist of a series of questions for the purpose of gathering information from respondents. Our search process resulted in noting 62 e-loyalty instruments with a number of items ranging from two to 16 (either on 5-point or 7-point Likert scales) and eight one-item instruments, outlined in Tables 1, 2, and 3, mentioning the information for each paper gathered from the literature search. Out of the 62 instruments, 23 were self-defined by authors and 39 were adaptations from previous loyalty or e-loyalty instruments.

Table 1. One-item measures of e-loyalty. CFA was not done on these measures and reliability cannot be measured for one-item instruments.

No.	Reference	Sample Size (N)	Likert points	Other dimensions measure	IR
1	Lynch et al. [123]	299	7	Trust, Affect, Site Quality	17.4
2	Koufaris [108]	280	7	Product Involvement, Web Skills, Value-Added Search Mechanisms, Challenges, Perceived Control, Shopping Enjoyment, Concentration, Perceived Usefulness, Perceived Ease of Use	95.5
3	Shankar et al. [181]	**Data set 1:** N=144; **Data set 2:** (online sample) N=190; **Data set 2:** (offline sample unmatched) N=403	7	The Online Medium, Service Encounter Satisfaction, Overall Satisfaction	50.6
4	Kim and Kim [104]	303	7	Demographics Variables (gender, age, income, education, number of children), Transaction/Cost, Incentive Programs, Site Design, Interactivity	7.3
5	Jiang and Rosenbloom [95]	The study includes 416 e-tailers with over a quarter of a million individual consumer respondents	10	Customer Price Perception, At Check-out Customer Satisfaction, After Delivery Customer Satisfaction, Customer Overall Satisfaction	11.5
6	Mithas et al. [130]	More than 12.000 customers across 43 Web sites	10	Web site structure, Web site content, Web site functionality, Government vs. Commercial domain – Physical goods vs. services domain, Information richness domain, Transaction richness domain	13
7	Castañeda et al. [30]	103	5	Attitude to – internet, brand, website, Satisfaction	3
8	Abdul-Muhmin [1]	436	7	Satisfaction with: Online Product Prices, Delivery Time, Delivery Cost, Online Product Quality, Online Customer Service, Required Online Payment Method, Online Payment Security, Overall Satisfaction with previous Online Purchase, Attitudes toward Online Purchase	0

Note: IR, Impact Ratio

Table 2 Twenty three self–defined Instruments of e-loyalty

No.	Reference	N	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured	IR
1	Devaraj et al. [54]	134	4(7)	NR	NR	Efficiency (Time, Ease-of-use, Effort), Value (Price, Quality), Interaction (Information, Safety, Load Tine, Navigation), Purchase Decision	3.4
2	Yen and Gwinner [225]	459	2(7)	Reliability coefficient: 0.85	CFA not done	Perceived Control, Performance, Convenience, Efficiency, Confidence Benefits, Special Treatment Benefits, Satisfaction	10.4
3	Thatcher and George [200]	441	2(NR)	Complete reliability (ICR): 0.930	CFA not done. EFA was executed	Positive Affect (Aesthetics, Entertainment), Commitment (Learning Costs, Transaction Costs, Artificial Costs), Customer Satisfaction (Pricing, Convenience, Selection), Trust - Social Involvement Commitment Interaction	4.3
4	Lim and Dubinsky [116]	237	2(7)	Cronbach's α: 0.90	Acceptable model fit: χ^2=236.07, df= 188, RMSEA=0.029	Self-efficiency, Facilitation of ability, Family, Friends, Merchandise, Reliability, Navigation, Perceived Behavioural Control, Subjective Norm, Attitude toward online shopping	4.2
5	Olson and Boyer [148]	242	2(7): Web site attractiveness 5(7): Internet improvement	Web site attractiveness: 0.57 Internet improvement : 0.86	CFA not done	Patron Factors (Patron Strategy and Website Interaction), Technological Factors (Website Functionality)	1.5
6	Hackman et al. [78]	171	3(7)	Composite reliability: 0.874	CFA not done	Sacrifice, Online Service Quality, Online Service Value, Online Service Satisfaction	3.2
7	Park and Kim [153]	213	3(5)	Cronbach's α: 0.83	CFA not done	Perceived time risk, Perceived consumption delay, Attitude toward the Web site	1

No.	Reference	N	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured	IR
8	Wang and Head [210]	177	2(7)	Cronbach's α: 0.63	Acceptable model fit: <u>Exogenous constructs:</u> χ^2=45.2, df=38, χ^2/df=1.2, p=0.20, GFI=0.96, AGFI=0.92, CFI=0.99, RMSEA=0.03 <u>Endogenous constructs:</u> χ^2=32.2, df=21, χ^2/df=1.5, p=0.06, GFI=0.96, AGFI=0.92, CFI=0.99, RMSEA=0.06	Exogenous constructs (Perceived Consumer Power, Perceived Relationship Investment, Perceived Interaction, Perceived Shopping Risks), Endogenous constructs (Perceived Switching Costs, Satisfaction, Trust)	7.75
9	Huang [89]	269	18(5)	Cronbach's α: 0.81	Acceptable model fit: χ^2/df=1.18, p=0.09, GFI = 0.95, AGFI = 0.92, IFI = 1, CFI = 1, NFI = 0.98, RMR = 0.04, RMSEA = 0.03	E-quality (price benefits, useful information, customization, interactivity, accessible business process, responsiveness), Trust (promise fulfillment, company reputation, transaction confidentiality, professional ability belief, benevolence belief)	2.3
10	Lin et al. [118]	590	3(7)	Construct reliability: 0.779	Acceptable model fit	Incentive, Confirmation, Satisfaction, Trust	0
11	Ma et al. [124]	266	NR(6)	Cronbach's α: 0.60-0.88	Acceptable model fit: <u>Model 1:</u> χ^2=718.55. χ^2/df=2.37, NNFI=0.91, CFI=0.92, RMSEA=0.075 <u>Model 2:</u> χ^2=662.63, χ^2/df=2.37, NNFI=0.91, CFI=0.93, RMSEA=0.073	Content, Convenience Communication, Concern, Credibility, Character, Customization	0

No.	Reference	N	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured	IR
12	Vatanasombut et al. [206]	1004	3(NR)	Reliability coefficient: 0.92	CFA not done	Relationship Termination Cost, Relationship benefit, User (perceived) employment, Shared Value, Communication, Perceived security, Relationship Commitment, Trust	9.3
13	Wang and Xu [212]	726	NR(7)	Cronbach's α: >0.800	CFA not done	Online perceived value, Online customer satisfaction, Online customer trust, Online switching	0
14	Chang et al. [32]	2415	NR(5)	Reliability coefficient: 0.869	Factor analysis was executed	Compensation, Communication, Explanation, Response, System, Distributive, International, Procedural Justice	0
15	Huang et al. [90]	147	3(5)	Cronbach's α: 0.909	Acceptable model fit: χ^2/df=30.1/39, GFI=1, AGFI=0.93, NFI= 0.99, RMSR=0.081	Logistics Service Quality (Information Quality, Ordering Procedures, Timeliness, Order Condition, Order Discrepancy), Satisfaction	0
16	Karahanna et al. [102]	4,838	3(10)	Composite reliability: > 0.91	CFA not done	Information Quality, System Quality, Perceived Usefulness, Perceived Value, Trust, E-Satisfaction	0
17	Muthaly and Ha [136]	402	2(7)	Cronbach's α: 0.7 - 0.9	Acceptable model fit	Customized information, Web interactivity, Positive Emotional Bond, Positive attitude,	0
18	Chen et al. [36]	230	NR(10)	NR	CFA not done	Online Shop Image, Online Shopping Expectations, Purchasing experience, Perceived Value, Customer Satisfaction	0
19	Chiagouris and Ray [38]	251	2(7)	Cronbach's: 0.757	Acceptable model fit: χ^2=691.562, df=188, NFI=0.93, NNFI=0.94, CFI=0.95, IFI=0.95, RMSEA=0.08	Advertising Likeability, Reputation, Perceived Site Security, Hedonic Value, Utilitarian Value	0

No.	Reference	N	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured	IR
20	Gounaris et al. [73]	240	4(5):Word of mouth (WOM) 3(5): Site revisit 3(5): Purchase intentions	Cronbach's α: 0.80 (WOM), 0.78 (Site revisit), 0.79 (Purchase intentions)	Acceptable model fit: GFI= 0.94, CFI=0.96, RMSEA=0.07	E-Service Quality (User friendliness, Information, Adaptation, Aesthetics), E-Satisfaction (Process, Encounter)	2
21	Liu and Hung [121]	204	3(5)	Composite reliability: 0.84	CFA not done	Ability, Integrity, Benevolence, Environmental perception	1
22	Xue [220]	212	3(5)	Cronbach's α: 0.657	CFA not done	Personal Factors (Skills), Network Factors (Interactive Speed, Usefulness, Entertainment), Task Factors (Importance, Challenging, Time-Bound, Heart Flow	0
23	Kim et al. [105]	340	4(5)	Composite reliability: 0.860	Acceptable model fit: χ^2=244.98, df=137, p<0.0001, GFI=0.929, AGFI=0.902, CFI=0.959, RMSR=0.023,	Navigation Functionality, Perceived Security, Transaction Cost, Trust, Satisfaction	7

Notes: NR, Not Reported; IR, Impact Ratio; CFA, Confirmatory Factor Analysis; df: Degrees of Freedom; GFI, Goodness of Fit Index; AGFI, Adjusted Goodness of Fit Index; NFI, Normed Fit Index; NNFI, Non-Normed Fit Index; CFI; Comparative Fit Index; IFI, Incremental Fit Index; RMR; Root Mean Residual; RMSR, Root Mean Square Residual; RMSEA, Root Mean Square Error of Approximation.

Table 3 Thirty nine Instruments of e-loyalty adapted from existing measures of e-loyalty.

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
1	Gefen and Straub [69]	202	Davis et al. [49, 50]	3(7)	Cronbach's α: 0.79	CFA not done	Perceived Ease of Use, Perceived Usefulness, Intended Inquiry	56.7
2	Lee et al. [111]	289	Anderson [5]	2(NR)	Cronbach's α: 0.729	CFA not done	Comprehensive information, Shared Value, Communication, Uncertainty, Number of competitors, Specificity, Trust, Transaction Cost	10.9
3	Limayem et al. [117]	705	Parker et al. [155]; Taylor and Todd [196]	3(5)	NR	CFA not done	Subjective Norms, Attitude, Perceived Consequences, Behavioural Control, Personal Innovativeness, Internet Shopping	17.6
4	Bhattacherjee [19]	172	Mathieson [127]	3(7)	Cronbach's α: 0.887	CFA was done	Confirmation (Sales, Service, Marketing), Satisfaction, Perceived usefulness, Loyalty incentives	30

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
5	Gefen and Devine [68]	176	Zeithaml et al. [233]	3(5)	Cronbach's α: >0.80	CFA not done. EFA was executed. Good factorial validity	Service Quality (Tangibles, Empathy, Reliability, Responsiveness, Assurance), Perceived risk with vendor, Perceived switching costs, Perceived relative price of books, Lack of annoying banners, Beneficial search engines, Site security, Quick response time, Customer recognition	2.7
6	Gefen [67]	160	Zeithaml et al. [233]	4(7)	Composite reliability: 0.922	CFA done. Acceptable model fit	Service Quality (Tangibles, Empathy, Reliability, Responsiveness, Assurance), Customer Trust, Perceived risk with vendor, Cost to switch vendor	33.4
7	Srinivasan et al. [189] **Note:** This study is similar with Anderson and Srinivasan [7], but the potential dimensions that affect e-loyalty differ	1211	Zeithaml et al. [233]; Gremler [74]	7(7)	Cronbach's α: 0.920	CFA done	Customization, Contact interactivity, Care, community, Convenience, Cultivation, Choice, Character, Search, Word-of-mouth, Willingness to pay more	59.8

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
8	Luarn and Lin [122]	180	Chaudhuri and Holbrook [33]	2(7)	Cronbach's α: 0.89	CFA not done	Trust, Customer Satisfaction, Perceived Value, Commitment	10.3
9	Taylor and Hunter [198]	244	Oliver [143, 145]; Pritchard et al. [160]	4(9)	Reliability coefficient: 0.834	Acceptable model fit: χ^2 = 182.83, df = 105, GFI = 0.92, CFI= 0.99, NFI=0.99, LFI= 0.99, RMSEA= 0.055, SRMR= 0.025	Trust, Affect, Resistance to Change, Value Brand Attitude, Satisfaction	3.5
10	Bauer and Hammerschmidt [16]	492	Cronin and Taylor [44, 45]	3(7)	Cronbach's α: 0.81	Acceptable model fit: χ^2/df =3.5, GFI=0.97, AGFI:=0.96, RMSEA=0.07, RMR=0.07	Service Quality (content, communication, commerce, challenge, configuration, customer care), Switching Barriers, Customer Satisfaction	1.6
11	Chiou [40]	209	Muncy [135]; Selin et al. [179]	3(5)	Cronbach's α: 0.890	Acceptable model fit: χ^2=389.6, df =194, p<0.0001, CFI=0.93, NNFI=0.92, RMSEA=0.07	Future ISP expectancy, Attributive Service Satisfaction, Perceived Trust, Perceived Value, Overall Satisfaction	14

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
12	Gummerus et al. [75]	421	Zeithaml et al. [233]	6(7)	NR	Acceptable model fit: Endogenous variables: χ^2=15.96, df=6, GFI=0.99, AGFI=0.96, RMSEA=0.063 Exogenous variables: χ^2=32.32, df=25, GFI=0.98, AGFI=0.97, RMSEA=0.026	Service Quality (User Interface, Responsiveness, Need fulfilment, Security), Trust, Satisfaction	10.9
13	Ha [76]	243	Anderson and Weitz [6]	3(5)	Cronbach's α: 0.88	CFA was done	Perceived benefits, Relationship length, Perceived risk, Complaint, Customized information, Web interactivity, High involvement, Brand trust	1.14
14	Harris and Goode [79]	498	Oliver [143, 145]	16 (7)	Cronbach's α: 0.69 -0.88 (4 scales of loyalty)	Each indicator loaded significantly on its designated factor ($p < 0.01$). Overall, CFA produced χ^2/df well below the criterion of Marsh and Hocevar (1985) with AGFI significantly better than a one factor model	Service Quality, Satisfaction, Perceived Value, trust	38

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
15	Hsieh et al. [87]	332	Morgan and Hunt [134]; Garbarino and Johnson [66]	4(7)	NR	Acceptable model fit: χ^2=516, df = 186, p < 0.05, GFI=0.90, CFI=0.93, SRMR=0.04	Financial – Social – Structural Bonds	10.3
16	Parasuraman et al. [152]	1407 549 Internet users; 653 Amazon.com costumers; 205 Walmart.com customers	Zeithaml et al. [233]	5(5)	Cronbach's α: 0.93 (Amazon), 0.96 (Walmart)	Acceptable model fit for E-S-QUAL: Amazon.com: χ^2=1278.21, df=203, CFI=0.98, NFI=0.98, RFI=0.97, TLI=0.98, RMSEA=0.09 Walmart.com: χ^2=739.86, df=203, CFI=0.97, NFI=0.96, RFI=0.95, TLI=0.96, RMSEA=0.11	E-S-QUAL (efficiency, fulfillment, system availability, privacy), E-RecS-QUAL (Responsiveness, Compensation, Contact), Perceived Value	80.2
17	Rodgers et al. [172]	836	DeLone and McLean [52]; Pitt et al. [156]	4(5)	Cronbach's α: 0.84	Acceptable model fit: χ^2=1246, df=365, GFI=0.90, AGFI=0.88, NFI=0.91, RMR=0.04	Informativeness, Entertainment, Interactivity, Access, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Information Quality, System Quality, Service Quality, On-Line Satisfaction	9.8

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
18	Zhang and Prybutok [236]	418	Bagozzi et al. [10]	3(7)	Cronbach's α: 0.870	CFA not done	Individual PC Skill Differences, e-Service Convenience, Web Site Service Quality, E-Satisfaction, Perceived Risk	8.5
19	Balabanis et al. [11]	192	Reynolds and Beatty [168]	4(7)	Cronbach's α: 0.810	CFA showed that one item (I don't plan to shop at that e-store in the future) did not have a good fit. After the omission of that item, the fit of the model was acceptable	Convenience, Economic, Emotional, Speed, Familiarity, Unawareness, Parity	12.8
20	Flavián et al. [61]	351	Rowley and Dawes [175]; Yoon and Kim [230]; Flavián et al. [62]	3(7)	Cronbach's α: 0.767 (Loyalty to website-LOY_A), 0.819 (Loyalty to competitor website-LOY_B)	Goodness-of-fit test found that all the confirmatory models were acceptable	Perceived usability, Trust, Satisfaction	47
21	Floh and Treiblmaier [63]	2075	Homburg and Giering [84]	2(6)	Reliability coefficient: 0.700	CFA was done	Web site Quality, Service Quality, Overall Satisfaction, Trust	9.8

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
22	Koo [106]	353	Bloemer [21]; Macintosh and Lockshin [126]	4(7): Re-patronize intention 2(7): Store commitment consisted	Cronbach's α: 0.955 (re-patronize intention), 0.842 (store commitment)	Acceptable model fit: χ^2 =21.91, df=4, p<0.001, GFI=0.98, AGFI=0.91, NFI=0.99, NNFI= 0.97, CFI= 0.99, RMR=0.025, SRMR=0.012	End States of Existence, Personal Values (Matured Society, Safe World, Happiness, Esteem Life), Online Store Associations (Web Site Design, Visual Appeal, Hyperlinks, Product Assortment, Information, Security Feature, After-sale Services), Behaviour	4
23	Overby and Lee [149]	817	Unger and Kernan [205]	5(7)	Reliability coefficient: 0.90	Acceptable model fit: χ^2=634.313, df=100, p<0.0001, GFI=0.909, CFI= 0.934	Utilitarian Value, Hedonic Value, Preference	10.2
24	Tsai et al. [202] **Note:** Similar with the paper written by Tsai and Huang [201]	526	Burnham et al. [23]; Bansal et al. [12, 13, 14]	3(7)	Composite reliability: 0.95	CFA was done	Expected Value Sharing, Perceived Switching Costs, Community Building, Perceived Service Quality, Perceived Trust, Switching Barriers, Overall Satisfaction, Relational Orientation	7.6

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
25	Zhang et al. [235]	704	Igbaria et al. [91]	4(7)	Cronbach's α: 0.87	CFA not done. EFA was executed	Site Characteristics, Perceived Security, User Computer Skills and Internet Experiences, Perceived Convenience, User Satisfaction	2
26	Lin [119]	434	Gefen and Straub [67, 69]; Self-defined instrument	4(5)	Cronbach's α: 0.78 (Stickiness), 0.79 (Intention to transact)	Acceptable model fit: χ^2/df=2.263, GFI=0.91, AGFI=0.89, CFI=0.94, NFI=0.93, RMSEA=0.047	Content, Context, Infrastructure, Positive attitude, Trust	4.75
27	Wood and van Heerden [219]	108	Reichheld [162]	3(11)	Cronbach's α: NR (e-Loyalty), 0.926 (e-Service Quality), 0.937 (e-Satisfaction), 0.936 (e-Value)	CFA not done	Online e-Service Quality (User interface, Security, Responsiveness, Customization, Value-added services), e-Satisfaction, e-Value	0.25
28	Yun and Good [231]	203	Sirgy et al. [186]	3(7)	NR. Overall Cronbach's α: 0.73-0.92	Acceptable model fit: χ^2=196.53, df=126, CFI=0.97, NFI=0.92, GFI=0.90, RMSEA=0.05	E-merchandise, E-service, E-shopping atmosphere, E-tail store image, E-patronage intentions	4.25

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
29	Casaló et al. [29]	142	Teo et al. [199]; Algesheimer et al. [3]	2(7)	Composite reliability: 0.700	Acceptable model fit: χ^2= 156.340, df=84, NFI = 0.879, NNFI = 0.941, CFI = 0.952, IFI = 0.953, RMSEA = 0.062 (90% CI 0.040-0.083)	Usability, Satisfaction	5
30	Chen et al. [35]	976	Gefen and Straub [69]	14(5)	Cronbach's α: > 0.800	Partial Least Squares CFA executed	VEM elements (Sense, Interaction, Pleasure, Flow, Community), Shopping Orientations (economic-convenience orientation internet experience, Online Browsing Intention, Online Purchase Intention	1
31	Ha and Janda [77]	386	Jacoby and Chestnut [93]; Uncles et al. [204]	3(7): Brand Loyalty: 2(7): Repurchase Intention	Cronbach's α: 0.90 (Brand Loyalty), 0.83 (Repurchase Intention)	Acceptable model fit: χ^2 = 109:20, df = 60, p<0.001, χ^2/df = 1.82, GFI=0.966, AGFI= 0:923, NFI= 0.977, CFI= 0.990, RMSEA =0.046	Perceived Value, Disconfirmation, Attribution, Satisfaction	3.6

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
32	Wang [213]	240	Moon and Kim [133]; Hong et al. [85]	3(7)	Composite reliability: 0.89	Acceptable model fit: χ^2=218.16, df=174, AGFI=0.89, NNFI=0.96, CFI=0.97, IFI = 0.97, RMSEA=0.03	Information Quality, System Quality, Service Quality, Perceived Value, User Satisfaction	11
33	Yoon et al. [229]	303	NR	NR(7)	NR	The CFA of the full measurement model showed all of the indicators significantly loaded on their corresponding latent constructs (p< 0.01)	Perceived relationship investment (Active control, Synchronicity, Two-way communication, Direct mail, Treatments, Rewards), Relationship quality	5.3
34	Hsu et al. [88]	412	Stum and Thiry [193]	5(5)	Cronbach's α: 0.83	CFA was done	Product Information, Advertisement Information, Customer Service, Security, Price, Recommendation	0
35	Jin [100]	800	Yoo et al. [228]	3(7)	Cronbach's α: 0.852	Acceptable model fit: χ^2=1 271.588, df=428, p<0.0001, χ^2/df=2.971, GFI=0.901, AGFI=0.872, CFI=0.946, NFI=0.942, RMR=0.069	Website resource, Web design, Website service, Interactivity, Brand experience, Perceived quality, Brand attractiveness, Brand relations	0

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
36	Chen and Dibb [34]	452	Eroglu et al. [59]	4(5)	Cronbach's α: 0.88	CFA not done. EFA was executed	Web Site Quality (Web site usability, Security and privacy, Speed of download, Product information quality, Service information quality, Aesthetic aspects), Familiarity with the web site, Trust, Attitudes toward the site	2
37	Chung and Shin [43]	215	Molinari et al. [132]	3(7)	Cronbach's α: 0.868 Composite reliability: 0.982	Acceptable model fit: χ^2=418.147, df=307, χ^2/df=1.362, GFI=0.882, AGFI=0.844, NFI=0.903, IFI=0.972, TLI=0.965, CFI=0.972, RMSEA=0.041	Site Characteristics (Shopping Convenience, Site Design, Informativeness, Security, Communication), Customer Satisfaction, E-Trust, E-Commitment	0
38	Jiang et al. [96]	186	Li et al. [114]	4(7)	Cronbach's α: 0.96	CFA not done. EFA was executed	Active Control (High/Low), Reciprocal Communication (Present/Absent), Cognitive Involvement, Affective Involvement, Product Type (Functional/ Expressive)	3

No.	References	N	Adapted Loyalty Instrument	No. of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	IR
39	Jones and Kim [101]	200	Chiang and Dholakia [39]	3(5)	Reliability coefficient: 0.86	CFA not done	Brand Trust, Off-line patronage, Clothing involvement, Perceived website quality (usability and information quality, visual appeal and image, interactivity and innovativeness)	0

Notes: NR, Not Reported; IR, Impact Ratio; CFA, Confirmatory Factor Analysis; EFA: Exploratory Factor Analysis; df: Degrees of Freedom; GFI, Goodness of Fit Index; AGFI, Adjusted Goodness of Fit Index; NFI, Normed Fit Index; NNFI, Non-Normed Fit Index; CFI; Comparative Fit Index; IFI, Incremental Fit Index; RFI, Relative Fit Index; TLI, Tucker-Lewis Index; RMR; Root Mean Residual; SRMR, Standardized root mean square residual; RMSR, Root Mean Square Residual; RMSEA, Root Mean Square Error of Approximation

The instruments are listed in chronological order in Tables 1, 2, and 3 with the instrument by Lynch et al. [123] being the earliest one-item instrument; that of Devaraj et al. [54] is the earliest self-defined instrument and Gefen and Straub's [69] is the earliest adapted loyalty instrument. A certain number of the instruments are used more frequently than others, but most of them are unknown (as indicated by the small number of citations). A possible explanation for this is that authors might find many similarities between the least-cited and most-cited instruments, thus selecting the more popular ones even when they consider parts of them irrelevant. The surveys were created by researchers in a variety of disciplines, including e-commerce, business, marketing, and information science, suggesting that e-loyalty is a complex field that has drawn attention from multiple disciplines. The number of items per instrument ranged from one to 16. More than 100 factors or dimensions were measured, depending on the hypotheses made by the authors in their studies, and more than 33 factors were found to have some significant association with e-loyalty.
The impact ratio (IR) of each paper was also examined; it ranged from 0 [128] to 95.5 [108], with mean IR = 4.1. The impact ratio controls for year so it clearly depicts the impact of each instrument independent of its year of publication [37]. According to their IR, the most important papers describing a new e-loyalty instrument are those by (a) Koufaris [108] (IR = 95.5) and Shankar et al. [181] (IR = 50.6) among the one-item instruments; (b) Yen and Gwinner [225] (IR=10.4) and Vatanasombut et al. [206] (IR =9.3) among the self-defined instruments; and (c) Srinivasan et al. [189] (instrument use by subsequent authors: 40 times) and Gefen and Straub [69] (instrument use by subsequent authors: 16 times) among the adapted instruments. From the adapted instruments, the study by Zeithaml et al. [233] appears to have significantly influenced e-loyalty literature, as 49 authors have adapted this instrument to measure e-loyalty. Second comes Oliver [143, 144, 145], whose customer satisfaction theories have been used as a basis to form an e-loyalty instrument in 11 studies.

Starting Points for e-Loyalty Instruments: Zeithaml et al. [233] and Oliver [143, 144]

It is worth analysing the properties of the instruments with the greatest conceptual influence, namely those of Zeithaml et al. [233] and Oliver [143, 144]. Zeithaml et al. [233] offered a conceptual model of the impact of service quality on particular behaviours that signalled whether customers remain with or defect from a company (loyalty or disloyalty). Their methodological approach resulted in a configuration of five items for loyalty, which had high internal consistency (0.93 to 0.94 across companies). These loyalty items stressed the importance of recommending a company to others, through positive words, advice, and friendly encouragement, or through repetitive behaviours of continuing to patronize a business over the next years and considering it a first choice for buying. Zeithaml et al. [233] considered these loyalty concepts more as behavioural intentions than active behaviours, introducing as well elements of word of mouth as a proxy for loyalty, since recommendations were a very important part of their instrument. Their analysis signified the crucial role of satisfaction as an antecedent of loyalty, as satisfaction is based on certain expectations for service quality that, when met, produce satisfaction and, eventually, loyalty.
Oliver [143, 144, 145] provides a detailed approach that considers satisfaction a variable that crucially affects loyalty, with satisfaction being just one antecedent of loyalty among others. He provides a series of six scenarios on the relationship of satisfaction to loyalty, which is not analysed here. This framework provides

practitioners with means to develop loyalty through satisfaction. In the development of loyalty, Oliver noted five phases, namely cognitions, affections, intentions (conative phase), actions, and fortitude. This approach emphasizes the customer's personal feelings and emotions rather than word-of-mouth practices, as suggested by Zeithaml [233]. Intentions are also present but *actions* and *emotions* are a paramount element of Oliver's loyalty. Oliver tries to limit the definition of loyalty to the customer's immediate universe, without extending it to include the consequences of loyalty, such as word of mouth. The advantage of Oliver's axiomatic conceptions is that they distinguish loyalty from consequential proxies of loyalty; this distinction provides opportunities for formation of loyalty instruments as well as identifying antecedents or consequences of loyalty in a multitude of situations.[a]

In conclusion, there are various e-loyalty instruments in the literature, including some that are never used and some that appear quite frequently across different works. Moreover, the number of items varied with each instrument, even in those adapted from the same source. It would be useful for future studies to include several items with either 5- or 7-point Likert scales. One reason for this is that an instrument with five to 10 items usually produces acceptable reliability, making its use appropriate for a research study or a commercial setting. Finally, there is clearly a need to create a standardized e-loyalty instrument in order to ensure comparability among various studies.

5 Definitions of e-Loyalty

Customers' online loyalty has been discussed extensively in various scientific papers. The present review found that researchers often use concepts similar to e-loyalty, such as continuance intention [19, 20, 107], re-purchase intention [116, 123, 153, 202], re-patronise intention [106], commitment [76], stickiness [102, 119], and word of mouth [43, 103]. All of these approaches are measured by various items that depict the concepts approached. For example, if repurchase intention was stressed as loyalty behaviour, then the researcher would most probably ask, "How many times have you bought from this website since your first purchase?" On the other hand, if the author was interested in word of mouth as a loyalty proxy, the question asked might appear as "Would you recommend this website to others?" Thus, loyalty seems to have many aspects that may be relevant to its study.

According to Oh and Parks [142], there are three approaches towards loyalty: behavioural, attitudinal, and integrated. The first examines customers' tendency to repeat and continue their past purchases, while the second refers to the customers' psychological involvement, favouritism, and sense of goodwill towards a particular product or service [31]. The integrated approach is a combination of both the behavioural and attitudinal approaches, with the aim of creating a new concept of loyalty. There is a general belief that the examination of loyalty must be based on both behavioural and attitudinal features [112, 177].

Oliver's [143] definition comprises both of these types of features: he presented a loyalty framework based on a cognition-affect-conation-action historical pattern. According to Oliver [143, 145], loyalty is "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour." Another conceptualization of loyalty used by e-loyalty researchers is that of Neal [138, p. 21], who defines customer loyalty as "the proportion of times a purchaser chooses the

same product or service in a specific category compared to the total number of purchases made by the purchaser in that category, under the condition that other acceptable products or services are conveniently available in that category."

The existence of various definitions denotes that loyalty remains a research topic under constant inquiry and their elements provide an opportunity for researchers and practitioners to grasp the multiple aspects attributed to loyalty. E-loyalty draws its definitions from classical customer behaviour theory, but can any approach be particularly preferred in an e-commerce setting? For the marketing researcher/practitioner, it seems more general to accept an integrated approach, which combines both behavioural and attitudinal aspects of loyalty. This approach provides the conceptual basis for specific e-loyalty instrument formation, both in real and research settings. This definition of e-loyalty also coincides with the fact that many authors base their studies on Oliver's approach to loyalty (discussed in the previous section), which is very close to an integrated one. Definitions that deal with loyalty based on word-of-mouth concepts risk the danger of lacking specificity, since word of mouth is allegedly a consequence of loyalty and satisfaction [143, 144, 145], rather than a proxy of them.

6 Conceptual Framework for e-Loyalty

E-loyalty instruments have taken into account many factors that could be loyalty's antecedent in the e-commerce environment. In the present section, an attempt to relate all factors in a conceptual framework is made. We will argue that antecedent factors of e-loyalty can be broadly categorized into three categories centred on *purchase*, including pre-purchase, during-purchase and after-purchase factors. The act of purchase has been suggested to comprise a series of activities:

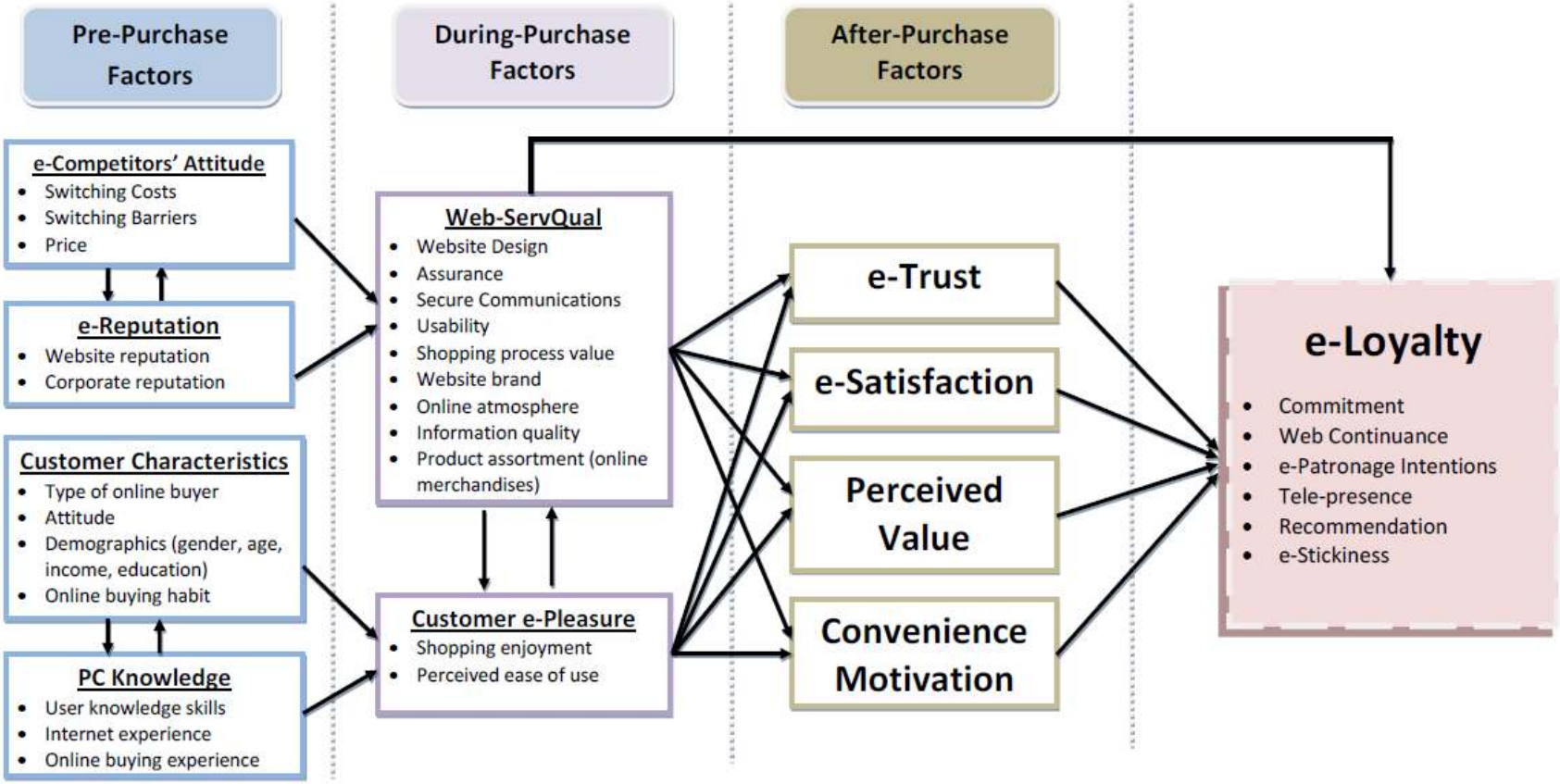
> As a consumer, you (1) recognize that you have a need to satisfy; (2) search for alternatives that might satisfy the need; (3) evaluate the alternatives and choose the best one; (4) purchase and use the chosen alternative; (5) evaluate how successfully your need has been satisfied; (6) provide feedback about your evaluation to others; and (7) end the consumer purchase process [216, p. 35].

Thus purchases are not isolated, one-time events that occur automatically [26], but involve a stepped process, based on gradual decision-making or simply situational/habitual conditions (e.g., necessity, cultural situations, recommendations, etc.) [147]. The purchase process establishes the need for a framework centred on it, since if sellers can influence this process (through certain factors), they will be able to convince buyers to make the desired purchase.

For e-loyalty, all studies included in the present review have demonstrated some association with pre-purchase, during-purchase, and after-purchase factors. Thus, it is valid to consider a theoretical model under which these are combined and can lead to e-loyalty. The framework is shown in Figure 3, while references to each factor can be found in Table A1 of the Supplementary Appendix.[b]

The model is read from left to right: Pre-purchase factors are considered as initial factors that are to some degree interrelated and directly affect during-purchase factors, but can't directly affect loyalty. During-purchase factors are in general related attitudinal concepts that can affect loyalty both and through after-purchase factors. Finally, after-purchase factors are behavioural and attitudinal concepts that are directly related to e-loyalty, and their alteration can have pervasive effects on e-loyalty.

Figure 3. Conceptual Framework of antecedents leading to e-loyalty. References for each factor are presented in Table A1 (Supplementary Appendix)



Pre-purchase factors

This first group of variables consists of two major sub-categories. First, there are general external factors that take into account the continuously changing views of the online market. These include the competitors' attitudes and reputations (labelled e-competitors' attitude and e-reputation, respectively). Second, there are customers' specific and unchangeable characteristics, which include customer characteristics variables and PC knowledge variables. All of the pre-purchase factors have been studied extensively during the authors' effort to understand e-loyalty and its determinants. As a result, these variables will be presented first.

e-Competitors' Attitudes

In every industry, the knowledge of one's competitors is crucial, and applying Porter's Five Forces in marketing settings is imperative for defining strategies to cope with this issue.[c] Switching costs, switching barriers, and price variations are variables that involve competitors' knowledge; as such, many authors have examined them as ancillary antecedents of e-loyalty, as they might not directly lead to loyalty but rather affect service quality dimensions, which are discussed below. Fuentes-Blasco et al. [65] examined the moderating effect of switching costs on e-loyalty in a sample of 191 online customers and noted that the higher the website switching costs, the stronger the link between perceived value and e-loyalty. Yen [226, 227] also investigated the effect of switching costs on e-loyalty in two different samples of online shopping customers and noted a positive direct association between perceived value and e-loyalty in both samples [path coefficient $\beta_{\text{during retention of the customer}}=0.55$, $p<0.01$ from Yen [227]]. Balabanis et al. [11] and Tsai et al. [202] describe similar results for switching barriers.

Price, however, seems to affect e-loyalty in an unclear way, despite the many studies that have discussed it as a possible determinant of e-loyalty [39, 54, 68, 107]. For instance, Jiang and Rosenbloom [95] examined the role of price on customer retention and found a positive direct, albeit weak, association between favourable price perceptions and customer intention to return (path coefficient=0.193, $p<0.05$). Swaid and Wigand [194] considered price an important internal parameter of loyalty behaviours and defined an aspect of it, which they named "price tolerance". They noted a positive association of price tolerance with certain service quality factors. Nevertheless, the study by Wang et al. [211] on 491 Chinese online customers uncovered a non-significant negative association of e-loyalty with price, contradicting the previous findings. They explained this observation as a consequence of the infant stage of Chinese B2C e-commerce development, since most consumers give greater importance to service quality dimensions than price.

e-Reputation

Reputation is generally regarded as the current assessment of a firm's desirability, as seen by some external person or group of people [109, 191]. In classical strategic management, reputation sustains competitive advantages [86, 215], so e-reputation is closely connected to e-competitors' attitudes [72]. For online websites, reputation either stems from the website itself or from certain offline corporate activities, if existent. Caruana and Ewing [28, p. 1104] argue for the significance of corporate reputation for websites and note that "many customers have difficulty remembering even prominent websites and are reluctant to pay for products from online retailers they know little about. Thus, a strong corporate reputation can be a major asset to online retailers." Their hypothesis was confirmed by noting a strong positive association leading to e-loyalty from their own survey. Goode and Harris [72]

examined the role of online reputation with regard to e-loyalty and found a positive direct path coefficient (0.37, $p<0.001$) from online reputation to behavioural intentions for an e-tailer website. Yee and Faziharudean [224] reported comparable results from the Malaysian online banking sector. Finally, rather than directly affecting loyalty, Yang and Jing [222] suggest that reputation leads to loyalty through the development of trust.

Customer Characteristics

Customer characteristics comprise a type of rather constant variables in a customer's profile, in the sense that a commercial agent cannot alter them and simply takes them into account. Thus it is reasonable to consider them as pre-purchase factors that affect the purchase process but are distinctly different from the two previous factors, which are centred more on strategic variables than consumer characteristics. The literature review revealed many studies examining the effect of demographic variables on e-loyalty [115, 131, 171, 203, 237]. Demographics broadly include the type of online buyer and his or her personal attitude, online buying habits, and general demographic characteristics, such as gender, age, income, and education. Computer knowledge has also been studied as an antecedent of e-loyalty, but due to the particularity of the e-commerce environment – which requires computer skills – this is discussed as a separate pre-purchase factor below.

Kim and Kim [104] examined the effect of certain demographic variables (gender, age, income, education, and number of children) on online purchase intentions and showed that gender, income, and number of children had significant direct effects, while education had an indirect effect. The positive influence of a customer's age and gender on satisfaction and loyalty was also supported by O'Cass and Carlson [141], but their results were moderate and non-significant. Román [173] noted the moderating effects of customers' demographics (age, education, gender) on loyalty intentions in his sample online customers. Finally, from Saudi Arabia, Abdul-Muhmin et al. [2] found that the adoption of B2C e-commerce is higher among older, highly educated, high-income respondents [1, 57]. Many other studies reported demographic associations with customer behaviour concepts [82, 171, 188], but as they didn't fulfil the present review's inclusion criteria they are not described here.

PC Knowledge

Highly connected to demographic factors are customers' computer and Internet literacy, knowledge, and skills (e.g., the described gender gap in computer/Internet Use) [58, 92, 159, 183]. These skills are necessary for carrying out online purchases and could increase satisfaction and/or loyalty. Studies measuring computer skills took into account customers' Internet and online buying experience along with knowledge and skills. According to Dinev and Hart [55], computer literacy is defined as the ability to use an Internet-connected computer and Internet applications to accomplish practical tasks. As stated by Taylor and Strutton [197], consumers with high levels of positive feelings about computers and online shopping have higher levels of computer affinity than consumers who "can do without their computer for several days and would not miss them if they were broken" [190, p. 139].

For instance, Zhang et al. [235] investigated the factors that affect e-service satisfaction by using a sample of 704 university students. Their results showed a direct influence of the user's computer skills and Internet experiences on his or her intention to use. Furthermore, Lee et al. [110] studied the influence of computer self-efficiency and computer anxiety on repurchase intention in a sample 274 online

buyers. Their results indicated that the effect of website information satisfaction on efficiency is stronger for those with lower computer self-efficacy than for those with higher computer self-efficacy.

During-purchase factors

Moving on to factors affecting e-loyalty during purchase, web service quality and customer pleasure/enjoyment appear to be very important (Figure 3). In the present model, they have been labelled as Web-ServQual and Customer e-Pleasure. These factors are asserted to have an interrelation, since e-pleasure can be affected by quality dimensions [47]. Pre-purchase factors, including e-competitors' attitude and e-reputation, at least partially define service quality [15], since the force of competition can cause differentiation strategies for service quality to give competitive advantage in an industry [158]. Customer e-pleasure, on the contrary, arguably depends on customers' characteristics or computer literacy, as psychological emotions are largely dependent on personal characteristics [27]. Thus, taking into account the associations noted in the literature, Web-ServQual includes website design, assurance, secure communications, usability, shopping process value, website brand, online atmosphere, information quality, and product assortment [137]. Customer e-pleasure includes shopping enjoyment and perceived ease of use.

Web-ServQual

Web-ServQual comprises many similar concepts that can lead to loyalty while the leading paths can vary (Figure 3). It draws its dimensions from classical service quality models, but due to online settings there are additional factors to take into account [15, 234]. Web-ServQual can be defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and service [234]. A range of academic articles from the present critical review found a positive direct or indirect – through satisfaction or trust – association between service quality dimensions and customer loyalty, with website design and associated usability factors being the most frequent features reported [28, 72, 97, 184, 218]. This association also depends on the sample examined, since website design, for instance, might not play a prominent role in affecting loyalty behaviours in novice e-commerce markets (e.g., in China, see Wang et al. [211]). The associated concepts of assurance, security on online websites, and privacy concerns are also very important variables for customers and are important components of Internet marketing strategies [197].

Regarding links with loyalty, Semeijn et al.'s [180] survey of 150 online customers, among others, resulted in a direct association between assurance and loyalty. Swaid and Wigand [194] found that assurance leads to loyalty through an indirect path, affecting initial price tolerance reliability. Finally, online atmosphere has also been advocated as an antecedent of e-loyalty, e.g., in the study of Verhagen and van Dolen [207], who found a direct positive link from online atmosphere to online purchase intentions.

Thus, web service quality can affect loyalty directly or through other factors. The direct effect of service quality on loyalty has been noted as early as Parasuraman's original studies on service quality [150, 151]. Customers have expectations for the service quality they receive and if the service performance exceeds their expectations, they become satisfied and then loyal [44, 45]. In addition, when their expectations are surpassed, their attitudes and intentions towards rebuying also increase, thus effecting loyalty directly [233]. The link, however, of service quality with loyalty might be weaker than that with satisfaction [44, 45].

Customer e-Pleasure

Pleasure is thought to be a feeling of enjoyment and entertainment, contrasted with things done out of necessity [176]. For e-commerce, customer e-pleasure includes shopping enjoyment and perceived ease of use, concepts linked together with their common roots in enjoyment and lack of uneasiness [41]. These attitudes and emotions are closely related to service quality as a during-purchase factor, because if customers' expectations for quality are met and surpassed, an immediate reaction of *pleasure* occurs during the purchase process [46, 47]. Enjoyment as an emotion is dependent on demographic characteristics. In traditional commercial settings, Hart et al. [81] conducted a survey with a sample of 536 customers and found that shopping experience enjoyment has a significant positive influence upon customers' repatronage intentions. Their results showed that men have a stronger relationship of enjoyment with repatronage than women. As an attitude and emotion, pleasure strongly affects post-purchase factors. In online shopping, Chiu et al.'s research [42], among many other similar studies [24, 25, 46, 47, 108, 217, 221], showed that perceived ease of use, perceived usefulness, and enjoyment are significant positive predictors of customers' repurchase intentions. Thus, pleasure can conceivably be thought of as an antecedent of loyalty.

After-purchase factors

After-purchase factors essentially include those attitudes and perceptions that follow the purchase of a certain product from an online vendor. These involve trust, satisfaction, perceived value, and convenience motivation (Figure 3). Many authors have reported these four factors as leading directly to e-loyalty, stressing the importance of these attitudinal factors in developing loyal behaviour [209, 214]. During-purchase factors previously described have been reported as affecting these factors [113], so direct links between Web-ServQual and Customer e-Pleasure and after-purchase factors have been added, explaining these associations.

e-Satisfaction

Satisfaction is considered to be the most discussed factor in the literature that leads to e-loyalty [37, 197]. Customers become satisfied after they evaluate the quality of their purchase – as defined in the during-purchase stage – and their experience from a particular online purchase [197, 234]. According to Oliver [143, 145], satisfaction is defined as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with a consumer's prior feeling about the customer experience." Extending this definition, e-satisfaction can be considered to be "the contentment of the customer with respect to his/her prior purchasing experience with a given electronic commerce firm" [7]. In the present literature, Chang et al. [31, p. 427] defined customers' satisfaction as "the psychological reaction of the customer with respect to his or her prior experience with the comparison between expected and perceived performance." The noteworthy findings of Fournier and Mick [64] showed that satisfaction is an active and dynamic process with a strong social dimension, integrating meaning and emotion as well as contextual factors.

The positive relationship between satisfaction and e-loyalty has been investigated by a large number of studies [4, 7, 16, 75, 98, 122]. Almost all of these studies found a significant positive link between loyalty and satisfaction, which is frequently very strong. A frequent finding is that satisfaction is positively related to loyalty, with the effect moderated by inertia, convenience motivation, and purchase size [7, 61]. These

observations have been constant over various countries and cultures. However, other studies who have found weaker associations between satisfaction and loyalty [48, 198]. Dai et al. [48] observed that satisfaction had a weak impact on customer loyalty (β=0.43, $p<0.10$), but was significantly associated with word-of-mouth communication (β=0.20, $p<0.01$).

e-Trust

Trust is another significant factor affecting a customer's intention to purchase or repurchase from the same online vendor [129, 185]. The majority of scientific papers from the fields of advertising, marketing, or e-commerce have established a positive and direct relationship between trust and e-loyalty [214]. Similar concepts in use include perceived risk, benevolence belief, and reliability [113]. Some marketing authors distinguish between trust, trusting beliefs, and trusting behaviours. Some argue that trusting beliefs are a necessary but not sufficient condition for the existence of trust, given that trusting beliefs do not always lead to trusting intentions [18, 178]. However, Morgan and Hunt [134] state that trusting beliefs are valid measures of trust, which they define as the "confidence in the exchange partner's reliability and integrity". Also, as noted by Doney and Cannon [56], trust is "the perceived credibility and benevolence of a target." In the e-loyalty literature, Gefen [67, p. 30] has defined trust as "the willingness to make oneself vulnerable to actions taken by the trusted party based on the feelings of confidence or assurance."

Many e-commerce studies have shown a positive association between e-trust and e-loyalty [8, 40, 61, 63, 122]. For example, Lee et al. [111], in a sample of 289 online customers, identified the key design factors for customer loyalty, and they found a strong impact of trust on customer loyalty (path coefficient = 0.781, $p<0.01$). Also, Gefen [67] investigated the influence of service quality on trust and loyalty, and the findings again showed a similar positive direct relationship between trust and loyalty.

However, some researchers have found slight or even no association between trust and loyalty. For instance, Taylor and Hunter [198] investigated the antecedents of satisfaction, brand attitude, and loyalty within the B2B e-Customer Relationship Management (e-CRM) industry in a sample of 244 customers, and they found that trust does not lead to loyalty. Similarly, Herington and Weaven [83] and Jin et al. [99] found no direct or significant link with loyalty. The reasons for this lack of association could be the different approaches used regarding trust, as many consider trust to be the credibility of services or reputation or even whether a customer trusts the corporation in general. Also, the customer's experience with online shopping affects the level of trust, illustrating that trust is a complex concept and demands caution when being studying.

Ribbink et al. [169] investigated the effects of trust, quality, and satisfaction on loyalty in a sample of 184 online book and CD customers. They concluded that e-trust leads less to e-loyalty than to satisfaction, which may imply that trust is not a major contributor to loyalty in the online environment [60]. Interestingly, Lynch et al. [123] found that the impact of trust on e-loyalty varies across regions of the world and across different product categories.

Perceived Value

In marketing literature, the notion of perceived value has been extensively examined as an antecedent and mediator of e-loyalty. Perceived value has been examined through similar concepts such as perceived usefulness, benefits, and usability. Zeithaml [232, p. 14] defines value as "the consumer's overall assessment of the

utility of a product based on perceptions of what is received and what is given." Almost concurrently, Oliver and DeSarbo [146] defined perceived value as the ratio of consumer's outcome/input to that of the service provider's outcome/input. They primarily stressed the root of perceived value in equity theory, which refers to the customer evaluation of what is fair, right, or deserved for the perceived cost of the offering [22]. In the present literature, the dominant definition of perceived value is similar to that of Zeithaml [232].

Perceived value contributes to loyalty towards an e-business by reducing an individual's need to seek alternative service providers [31]. Characteristically, when customers feel that they are not getting the best value for their money, they will begin searching for alternatives, which means that their loyalty declines dramatically.

The association between perceived value and customers' loyalty/intention to purchase or repurchase has been proven to be positive in many studies [48, 212, 213, 223]. Luarn and Lin [122] investigated the main antecedent influences on loyalty for the e-service context in a sample of 180 customers and found that perceived value is associated with loyalty both positively and directly (β=0.230, $p<0.001$). Also, Chiou [40] examined the antecedents of customers' loyalty towards Internet Service Providers, and they similarly concluded that perceived value was linked directly and positively with e-loyalty (β=0.67, $p<0.05$). Moreover, Koufaris [108] measured the intention of 280 online customers to return to a specific web-based store, and he concluded that the perceived usefulness of an online store is associated positively and directly with the intention to return. A recent meta-analysis verified this association as well [197].

Convenience Motivation

Convenience motivation is difficult to conceptualise, as it depends on customers' motivations, which vary widely. Online customers are considered to be driven by a need for convenience as opposed to gathering information and saving money [7, 94]. Convenience motivation has been discussed broadly in marketing and e-commerce literature as it is regarded as a contributing factor that leads to their growth [174]. It can lead to loyalty either directly or indirectly. Anderson and Srinivasan [7] considered the mediating role of convenience motivation on loyalty. The parameter estimate for the main effect of convenience motivation on e-loyalty was insignificant, but the parameter estimate for the interaction aspect of e-satisfaction with convenience motivation proved significant ($p<0.05$). This confirmed the hypothesis that convenience motivation does indeed positively moderate the impact of e-satisfaction on e-loyalty. Wang et al. [211] measured the dimension of convenience in their model, and they found that convenience is directly and positively associated with loyalty (path coefficient = 0.394, $p<0.05$). They suggested that retailers can take advantage of the customization and contact interactivity in order to enhance customers' convenience and satisfaction, which will drive the user to visit the site again in the future.

7 Conclusion

This is the first systematic critical review of the e-loyalty literature comprising a large number of sources based on quantitative analyses. Concerning the first research question on available e-loyalty instruments, there appears to be no consensus on the process of measurement, with about 60 instruments currently in use. There is, however, a dominant influence from two particular sources [143, 233], thus showing at least a common theoretical background. Another issue that surfaced is that authors

studied e-loyalty under a different perspective, with some focusing on behavioural aspects, some on attitudinal, some on integrated approaches and some on consequences of loyalty such as word-of-mouth advertising and recommendations. This was also the case in the definition of e-loyalty, discussed below. Nevertheless, one important contribution that should be attempted by e-commerce researchers is to standardize a common instrument to measure loyalty, in a manner similar to that followed by the American Psychiatric Society, which has created the Diagnostic and Statistic Manual for Mental Disorders. The importance for this common measure of loyalty would be underscored by the ability to compare studies more reliably and create convenience in qualitative or quantitative synthesis of the literature. This instrument should not be limited to a few items for the sake of brevity, but it should be concise, accurate, diverse, accessible, and adjustable for multiple settings and cultures. Accredited international or national marketing professional bodies could attempt this.

Regarding the second research question of the definition of e-loyalty, there are various approaches to this (behavioural, attitudinal, integrated). In terms of generality, a more appropriate definition is an integrated one, which comprises both attitudinal and behavioural aspects. This definition can provide a reasonable basis for a succinct e-loyalty instrument, which is necessary for the suggested standardization. The antecedents of e-loyalty were structured in a purchase-centred framework and categorized into pre-purchase, during-purchase and after-purchase factors. Each category contains from two to four factors, which comprise multiple similar concepts from the literature. This is the first evidence-based unifying approach in e-loyalty literature that creates a classification of customer behaviour concepts in e-commerce. The original point of the present framework compared to existing models is that it is categorized around the concept of purchase, which is theorized as a *process* and not a one-time event. Existing theories have focused on the analysis of online consumer behaviour around e-service quality [15, 234] or e-commerce in general [113, 139, 214], offering important classifications but neglecting to signify the importance of the ultimate consumer action [9], which is loyalty behaviour [145]. This new approach has immediate managerial implications, discussed below.

This approach first stresses the necessity of considering the role of pre-purchase customer and industry characteristics in the development of loyalty. A very common feature in existing models is to emphasize during- and after-purchase characteristics (e.g., service quality, satisfaction, perceived value), lacking the investigation of customer or industry characteristics; these are frequently considered as constants, which might not explain much of e-loyalty's variance. Next, this new necessity is extended to all factors around the purchase process by links intertwining them, which signify that factors of one category have certain antecedents, whose lack of description leads to an incomplete model of e-loyalty. Thus, only simultaneous research of factors from each category can give the opportunity to approach a model, which explains the majority of variation in e-loyalty.

Finally, regarding the third research question, on limitations of the existing research, these were mentioned above: a standard definition followed by a standardized instrument for e-loyalty does not currently exist, leading to various interpretations of different models. Moreover, authors' models appear to lack factors from all categories, thus inherently decreasing the possibility of giving a comprehensive model for e-loyalty. Methodological limitations of the studies in the present review include the possible presence of confirmation bias, which is a tendency to favour information that confirms authors' beliefs or hypotheses [125, 140]. This can be indicated by the fact

that the majority of studies have been strongly influenced by several few sources, which appear to be cited repeatedly. A final methodological limitation concerns the lack of reporting or performing confirmatory factor analysis in certain studies' models (n=88), thus not assessing the modelss measurement fit. These limitations could affect the conclusions of the present systematic review, something that readers have to take into account.

This framework has certain progressive qualities that could influence managerial practice and strategy. First, pre-purchase factors are identified as relatively stable; thus, managers cannot tackle them immediately, and their alteration should be included in a long-term strategy. The optimal way to influence these factors is to obtain a deep knowledge of them. For example, extensive market and industry research will create a solid body of knowledge on customer characteristics and industry status. In this set of factors, the only aspect that can be altered is e-reputation. The corporation itself creates this, but it requires time and effort from the staff. Nevertheless, managing to influence these factors can assist companies in dealing with competition or even with threat of new entrances.

The second set of factors influencing e-loyalty is more easily altered by managers, as service quality and customer pleasure can be readily confronted by them [238, 239]. In an earlier review on web service quality, Zeithaml et al. [234] quoted Jeff Bezos, CEO of Amazon.com,[d] who stressed the importance of focusing an Internet company's resources on providing a good online experience (i.e., good service quality). Customer pleasure can also be improved, although it has some dependence on each customer's personality and characteristics. Finally, after-purchase factors are, in a way, an image of the efforts of the online company to attract the customer. If the company has created successful during-purchase factors, it will create satisfaction, trust, a sense of perceived value, and convenience. Together, these will lead to e-loyalty.

Endnotes

[a] Oliver [143, 144] has provided many exemplar phrases for the concepts in his texts, which, by simple alterations, can create new items for instruments.

[b] Researchers have used one or more concepts to express most factors. These have been included in the boxes under the main factor name. References to each concept are provided in the supplementary appendix and can be used for the specific definition of each concept.

[c] Porter's Five Forces model draws upon industrial organization economics to derive five forces that determine competitive intensity. They include three forces from 'horizontal' competition: threat of substitute products, threat of established rivals, and threat of new entrants; and two forces from 'vertical' competition: bargaining power of suppliers and bargaining power of customers [157, 187]. His models have been extended to the online commercial environment as well [158].

[d] *Over the Internet, word of mouth has a far wider reach. In the offline world, 30% of a company's resources are spent providing a good customer experience and 70% goes to marketing. But online, he says, 70% should be devoted to creating a great customer experience and 30% should be spent "shouting" about it.*
Jeff Bezos, Amazon.com [192]

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Supplementary Appendix

(The present Appendix has its own references at the end of the document)

Table A1. Framework factors and references mentioning them

Pre-Purchase Factors	During Purchase Factors	After-Purchase Factors	E-loyalty
e-Competitors' Attitude • Switching Costs [2, 34, 36, 94, 97, 100, 128, 179, 191, 240, 250, 254, 266-267, 272-273] • Switching Barriers [19, 240] • Price [49, 78, 122, 126, 135, 156, 167, 232, 237, 253, 283]	**Web-ServQual** [12, 19-20, 27, 37, 40, 43, 52, 60, 73, 78, 80, 84, 92, 94, 96-97, 101, 103, 111-113, 115-116, 122-123, 125-127, 141, 145, 150, 152, 156, 160, 164, 167, 170, 172, 176, 198, 205-206, 210-211, 219-220, 222, 224-225, 228, 232, 240-241, 244, 255, 257-259, 262-264, 268-269, 276, 279, 283] • Web Design [5, 29, 59, 65, 137-138, 141, 145, 148, 151, 155, 224-225, 239, 253, 257, 283] • Assurance [96-97, 145, 179, 210-211, 220, 222, 232, 244] • Secure Communications [38-39, 59, 97, 116, 122, 138, 161, 253] • Usability [10, 12, 30-31, 114, 142, 288] • Shopping process value [25-26] • Website brand [33, 141, 234, 253] • Online atmosphere [247, 279] • Information Quality [43, 86-87, 107, 116, 124, 129, 142, 144, 155, 158, 161, 205, 211, 232, 255, 263, 276] • Product assortment [155, 157, 228]	**e-Trust** [2-3, 6, 9-10, 20, 28, 32, 40-41, 43, 45, 50-51, 53-55, 58-59, 63, 65-69, 81, 83, 85-87, 90, 92, 96, 103, 107, 109, 112-115, 118, 120, 124-126, 134, 138-139, 142, 144-145, 147, 153-154, 156, 159, 161, 164, 168, 171, 175-176, 179, 190-191, 203, 206-207, 210, 219, 224, 234, 237, 240, 246, 249-250, 254, 260, 266, 268, 275-276]	**e-loyalty** [1-3, 5, 10, 14, 19-20, 25, 29-30, 32, 34, 36-37, 39-41, 44, 47, 50, 52, 56-57, 60, 66-68, 72-73, 78, 80-81, 84-88, 90, 92, 94, 97, 103, 106, 108, 112-113, 115-116, 118, 120, 122, 125-126, 128-129, 134, 137-141, 147, 149, 151-156, 158-159, 161, 163-164, 169-170, 173, 175, 177, 190, 192, 201, 211-212, 222-223, 228-229, 237, 239, 244, 249, 251-254, 256, 258-259, 261-264, 266-270, 272-273, 275-277, 279, 283-285] • Commitment [2, 6, 58-59, 72, 106-107, 127, 164, 175, 179, 214-218, 220, 237, 246, 249] • Web Continuance [156, 246] • e-Patronage Intentions [279] • Tele-presence [79, 265] • Recommendation [122, 282] • e-Stickiness [144, 171, 260]
e-Reputation • Website Reputation [30, 46, 48, 81, 83, 100, 139, 206, 266, 268, 288] • Corporate Reputation [29, 71, 164]		**e-Satisfaction** [1-3, 5-6, 9, 12, 14, 19, 21-22, 25, 27, 30-34, 36-37, 39-41, 46, 51-52, 55, 57-60, 63, 65, 68-69, 71-73, 79-80, 85-87, 90, 92, 101, 103, 108-111, 113, 120, 123, 125, 128-129, 135, 138-140, 144-147, 149-153, 156, 158-160, 164, 168-170, 172, 175, 190, 192, 201, 205, 207, 210-212, 219-220, 222-224, 228, 234, 237, 239-240, 244, 249-250, 254-255, 258-260, 262-267, 269-271, 275, 282-284, 286-287]	
Customer Characteristics • Type of online buyer [183, 225] • Attitude [27, 43, 84, 109-110, 156, 165-166, 171, 189, 199, 212] • Demographics (gender, age, income, education) [148, 192, 212] • Online buying habit [146, 268]		**Perceived Value** [6, 9, 20-22, 25, 29, 37, 46, 51-53, 55, 66, 72-73, 84, 90, 94, 98, 108, 113, 125, 144, 146, 150, 156-157, 161, 175, 180, 198, 205, 211, 215-218, 228, 254-255, 258-259, 262, 267-268]	
PC Knowledge [160, 241, 287] • User knowledge skills [157, 286] • Internet experience [34, 44, 55, 58, 192, 207, 286] • Online buying experience [46, 55, 134, 138, 146, 154, 203]	**Customer e-Pleasure** [44, 56] • Shopping enjoyment [25, 53, 66-67, 134, 157, 256] • Perceived ease of use [20, 53, 55, 66, 73, 78, 80, 98, 145, 156-157, 210, 220, 282, 287]	**Convenience Motivation** [9, 14, 34, 183, 229, 237, 270, 283, 286]	

Table A2. Empirical studies included in the critical review

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
1	Gefen and Straub [98]	E-commerce	To examine the relative importance of Perceived Ease of use in Information Systems adoption	202	Davis et al. [74-75]	3(7)	Cronbach's α: 0.79	CFA not done	Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Intended Inquiry	• PEOU does not affect intended use when a Web site is used for a purchasing task • PU affects intended use when a Web site is used for a purchasing task	624	56.7
2	Lee et al. [161]	E-commerce	To identify the key design factors for customer loyalty	289	Anderson [7]	2(NR)	Cronbach's α: 0.729	CFA not done	Comprehensive information, Shared Value, Communication, Uncertainty, Number of competitors, Specificity, Trust, Transaction Cost	• Trust→Customer Loyalty	120	10.9
3	Limayem et al. [166]	E-commerce	To examine the factors that affect online shopping	705	Parker et al. [200]; Taylor and Todd [233]	3(5)	NR	CFA not done	Subjective Norms, Attitude, Perceived Consequences, Behavioural Control, Personal Innovativeness, Internet Shopping	• Perceived Consequences→ Intention • Attitude→Intention • Personal Innovativeness→Intention • Subjective Norms→Intention • Behavioural Control→Intention	194	17.6
4	Bhattacherjee [21]	E-commerce	To identify the antecedents of consumers' continuance intentions from a CRM standpoint, and the interrelationships among these antecedents	172	Mathieson [182]	3(7)	Cronbach's α: 0.887	CFA was done	Confirmation (Sales, Service, Marketing), Satisfaction, Perceived usefulness, Loyalty incentives	• Satisfaction + Perceived usefulness →continuance intention	300	30
5	Bhattacherjee [22]	E-Commerce, E-Banking	To examine the difference between acceptance and continuance behaviours	122	Mathieson [182]	3(7)	Reliability coefficient: 0.83	Acceptable model fit: $\chi^2 = 116.21$, df = 71, $p < 0.001$, NFI = 0.884, NNFI = 0.936, CFI = 0.950	Perceived usefulness, Confirmation, Satisfaction	• Satisfaction→Continuance Intention	880	88
6	Gefen and Devine [97]	e-commerce, Marketing	To identify the dimensions of online service quality and assess their relative importance in customer loyalty	176	Zeithaml et al. [281]	3(5)	Cronbach's α: >0.80	CFA not done. EFA was executed. Good factorial validity	Service Quality (Tangibles, Empathy, Reliability, Responsiveness, Assurance), Perceived risk with vendor, Perceived switching costs, Perceived relative price of books, Lack of annoying banners, Beneficial search engines, Site security, Quick response time, Customer recognition	• Service Quality→ • ↑Customer Loyalty • Tangibles and secure communications were significant predictors of loyalty	27	2.7

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
7	Lynch et al. [176]	E-commerce	To examine the effects of site quality, trust, and affect on customer loyalty and purchase intentions. An investigation in Twelve Countries	299	One-item self-defined instrument **Note:** One item for each loyalty and purchase intentions	1(7)	Cronbach's α: NR	CFA not done	Trust, Affect, Site Quality	• The impact of these factors (trust, affect, site quality) varies across different regions of the world and across different product categories	174	17.4
8	Gefen [96]	E- commerce	To examine the potential influence of service quality on trust and loyalty	160	Zeithaml et al. [281]	4(7)	Composite reliability: 0.922	CFA done. Acceptable model fit	Service Quality (Tangibles, Empathy, Reliability, Responsiveness, Assurance), Customer Trust, Perceived risk with vendor, Cost to switch vendor	• E-Trust→E-Loyalty • Perceived switching costs to another online vendor→ ↑E-Loyalty • Tangibles Service Quality→↑E-Loyalty	301	33.4
9	Koufaris [157]	E-commerce	To examine how emotional and cognitive responses to visiting a Web-based store for the first time can influence online consumers' intention to return	280	One-item self-defined instrument	1(7)	Cronbach's α: NR	CFA not done	Product Involvement, Web Skills, Value-Added Search Mechanisms, Challenges, Perceived Control, Shopping Enjoyment, Concentration, Perceived Usefulness, Perceived Ease of Use	• Shopping Enjoyment→ Intention to Return • Perceived usefulness of the Web store→Intention to return	860	95.5
10	Srinivasan et al. [229] **Note:** This study is similar with Anderson and Srinivasan [9], but the potential dimensions that affect e-loyalty differ	E-commerce	Identification of those managerially actionable factors that impact e-loyalty and investigation of the nature of their impact	1211 **Note:** Use of three separate data sets: 1, An exploratory data set (n=180) 2. A confirmatory date set (n=180) 3. The model estimation data set (n=851)	Zeithaml et al. [281]; Gremler [102]	7(7)	Cronbach's α: 0.920	CFA done	Customization, Contact interactivity, Care, community, Convenience, Cultivation, Choice, Character, Search, Word-of-mouth, Willingness to pay more	• ↑Customization, Contact interactivity, Customer cultivation, Care, Community, Choice, and Character of the e-retailer → ↑E-Loyalty	538	59.8
11	Anderson and Srinivasan [9]	E-commerce	To investigate the impact of satisfaction on loyalty in the context of electronic commerce	1211	Zeithaml et al. [281]; Gremler [102]	7(7)	Cronbach's α: 0.914	CFA not done EFA was executed	Trust, Perceived Value, Purchase Size, Inertia, Convenience Motivation, E-Satisfaction	• ↑E-Satisfaction→↑E-Loyalty • Satisfaction→Convenience Motivation→E-Loyalty • Satisfaction→Perceived Value→E-Loyalty	395	49.4

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
12	Chiang and Dholakia [49]	E-commerce	To examine consumers' intention to shop online during the information acquisition stage	147	Baker et al. [13]	3(5)	Cronbach's α: 0.86	CFA not done	Convenience characteristic of shopping channels, Product type characteristics, Perceived price of the product	• Consumers' intention to shop online is greater when they perceive shopping offline as inconvenient • Consumers' intention to shop online is greater for search goods compared to experience goods	78	9.75
13	Devaraj et al. [78]	E-commerce	To compare e-loyalty with customer loyalty (CL) to conventional bricks-and-mortar shopping and to examine the factors associated with CL	134	Self defined instrument	4 (7)	NR	NR	Efficiency (Time, Ease-of-use, Effort), Value (Price, Quality), Interaction (Information, Safety, Load Tine, Navigation), Purchase Decision	• Customer loyalty toward online shopping and online stores was significantly higher than their loyalty toward conventional shopping and stores	27	3.4
14	Luarn and Lin [175]		To investigate the main antecedent influences on loyalty for e-service context	180	Chaudhuri and Holbrook [42]	2(7)	Cronbach's α: 0.89	CFA not done	Trust, Customer Satisfaction, Perceived Value, Commitment	• Satisfaction→Loyalty • Trust→Loyalty • Perceived Value → Loyalty • Commitment→Loyalty	82	10.3
15	Shankar et al. [223]	Marketing, Business	To examine customer satisfaction and loyalty in online and offline environments	**Data set 1:** N=144 **Data set 2:** (online sample) N=190 **Data set 2:** (offline sample unmatched) N=403	One-item self-defined instrument	1(7)	NR	CFA not done	The Online Medium, Service Encounter Satisfaction, Overall Satisfaction	• →The positive effect of loyalty on overall satisfaction with that service provider is greater for customers who choose online than it is for those who choose offline.	405	50.6
16	Taylor and Hunter [234]	Marketing	To investigate the antecedents of satisfaction, brand attitude, and loyalty within the B2B e-Customer Relationship Management (e-CRM) industry	244	Oliver [193, 195]; Pritchard et al. [204]	4(9)	Reliability coefficient: 0.834	Acceptable model fit: χ^2 = 182.83, df = 105, GFI = 0.92, CFI= 0.99, NFI=0.99, LFI= 0.99, RMSEA= 0.055, SRMR= 0.025	Trust, Affect, Resistance to Change, Value Brand Attitude, Satisfaction	• Brand Attitude→Loyalty • Resistance to Change→Loyalty • ☒ Satisfaction→Loyalty • ☒Trust→Loyalty	28	3.5

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
17	Wolfinbarger and Gilly [257]	E-commerce	To examine the online etail quality and its effects on satisfaction, customer loyalty and attitudes toward the website	Study 1: 9 focus groups of online buyers (64 consumers) Study 2: Then, 71 graduate and 19 undergraduate students who had made online purchases Study 3 (online survey): 1013 answers from Harris Poll Online Panel	Zeithaml et al. [281]	5(7)	NR	Acceptable model fit: χ^2=311, df= 71, GFI=0.96, AGFI = 0.94, NNFI or TLI = 0.97, CFI = 0.98 RMSEA = 0.06, RMR = 0.02,	eTail-Quality (website design, fulfillment/reliability, security/privacy, customer service)	• Website Design→Customer Loyalty • Customer Service→Customer Loyalty (Weak)	483	60
18	Yen and Gwinner [270]	Marketing, E-commerce	To explain the link between Internet-based self-service technology attributes and customer loyalty and satisfaction. (A survey on Internet bookstores and Internet travel agencies)	459	Self-defined instrument	2(7)	Reliability coefficient: 0.85	CFA not done	Perceived Control (PC), Performance (P), Convenience (C), Efficiency (E), Confidence Benefits (CB), Special Treatment Benefits (STB), Satisfaction (S)	• CB→CL • STB→CL • PC→CB • P→CB • C→STB • E→STB • ☒S→L was not significant	83	10.4
19	Allagui and Temessek [5]	Business, E-commerce	Investigation of website loyalty in hyper media computer mediated environment	306	Srinivasan et al. [229]	NR (5)	Cronbach's α: > 0.70	CFA not done. EFA was executed	Core Services/Supporting Services, Website Design, Customization, E-Satisfaction	• ↑E-Satisfaction→↑E-Loyalty	5	0.71
20	Bauer and Hammerschmidt [19]	E-commerce	To examine customers' satisfaction and loyalty for internet webpages	492	Cronin and Taylor [61-62]	3(7)	Cronbach's α: 0.81	Acceptable model fit: χ^2/df =3.5, GFI=0.97, AGFI:=0.96, RMSEA=0.07, RMR=0.07	Service Quality (content, communication, commerce, challenge, configuration, customer care), Switching Barriers, Customer Satisfaction	• Service Quality → Customer Loyalty • Customer Satisfaction → Customer Loyalty	11	1.6
21	Cai and Xu [25] **Note:** Conference paper. The same paper has been published in Cai and Xu [26]	E-commerce, Marketing, Information Systems	To examine the relationship between online customer value, satisfaction, and loyalty	86	Gefen and Straub [98]	4(NR)	Cronbach's α: 0.841	CFA not done. EFA was executed	Process Value, Enjoyment, Outcome value, Satisfaction	• Satisfaction→Loyalty • Shopping process value→Loyalty	0	0

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
22	Chiou [51]	E-commerce	To examine the antecedents of customer loyalty toward Internet Service Providers (ISP)	209	Muncy [188]; Selin et al. [221]	3(5)	Cronbach's α: 0.890	Acceptable model fit: χ^2=389.6, df =194, p<0.0001, CFI=0.93, NNFI=0.92, RMSEA=0.07	Future ISP expectancy, Attributive Service Satisfaction, Perceived Trust, Perceived Value, Overall Satisfaction	• Perceived value of an ISP's service→Customers' loyalty intention toward the ISP • Customers' Trust in the ISP→Loyalty intention • Satisfaction with an ISP→Loyalty intention	98	14
23	Cyr et al. [65] **Note**: Similar with Cyr et al. [64]	E-commerce	To determine whether there are differences across countries regarding preferred website design elements, website trust, website satisfaction and website loyalty.	114	Gefen and Straub [96, 98]	2(5)	Cronbach's α: 0.850 (local site loyalty), 0.78 (foreign site loyalty)	CFA not done	Local Design, Local Trust, Local Satisfaction, Foreign Design, Foreign Trust, Foreign Satisfaction	• Across cultural groups there are differences in website loyalty for a local website • Canadians, Americans, and Germans would tend to visit their local site in the future while Japanese would not	20	2.9
24	Gummerus et al. [103]	Marketing, E-commerce	To investigate the role of service quality, trust and satisfaction as determinants of customer loyalty on an online health care service	421	Zeithaml et al. [281]	6(7)	NR	Acceptable model fit: Endogenous variables: χ^2=15.96, df=6, GFI=0.99, AGFI=0.96, RMSEA=0.063 Exogenous variables: χ^2=32.32, df=25, GFI=0.98, AGFI=0.97, RMSEA=0.026	Service Quality (User Interface, Responsiveness, Need fulfilment, Security), Trust, Satisfaction	• Satisfaction→Loyalty	76	10.9
25	Ha [107]	E-commerce	To examine the factors affecting online relationships and their impacts	243	Anderson and Weitz [8]	3(5)	Cronbach's α: 0.88	CFA was done	Perceived benefits, Relationship length, Perceived risk, Complaint, Customized information, Web interactivity, High involvement, Brand trust	• Involvement→Brand Commitment • Brand Trust→Brand Commitment	8	1.14
26	Harris and Goode [113]	E-commerce	To identify the four levels of loyalty and the pivotal role of trust by examining online purchasers of books and flights	498	Oliver [193, 195]	16 (7)	Cronbach's α: 0.69 -0.88 (4 scales of loyalty)	Each indicator loaded significantly on its designated factor (p < 0.01). Overall, CFA produced χ^2/df well below the criterion of Marsh and Hocevar (1985) with AGFI significantly better than a one factor model	Service Quality, Satisfaction, Perceived Value, trust	Books.com • Trust→Loyalty • Perceived Value→Loyalty • Satisfaction→Loyalty Flights.com • Trust→Loyalty • Perceived Value→Loyalty	266	38

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
27	Kim and Kim [148]	E-commerce	To identify the predictors of the intention (PI) to purchase clothing products	303	One-item self-defined instrument **Note:** Online Purchase Intentions (PIs) measured as extent to which respondents were likely to purchase cloths, jewellery, or accessories via the Internet in the next six months	1(7)	Cronbach's α: >0.700	CFA not done	Demographics Variables (gender, age, income, education, number of children), Transaction/Cost, Incentive Programs, Site Design, Interactivity	• Gender, Income, Number of children→Online PIs • Education→Incentive Programs→Online PIs • Transaction /Cost→Online PIs	51	7.3
28	Ribbink et al. [210]	E-commerce	Investigation of how trust, quality and satisfaction influence customer loyalty to an e-service. Online book and CD stores customers loyalty	184	Zeithaml et al. [281]	4(7)	Composite Reliability: 0.882	CFA not done	E-quality (Assurance, Ease of use, E-scape, Responsiveness, Customization), E-trust, E-satisfaction	• E-Satisfaction→E-Loyalty • E-Trust→E-Loyalty (much less than satisfaction, which may imply that trust is not anticipated the major contributor to loyalty in an online environment) (Finn and Kayandé, 1997)	133	19
29	Thatcher and George [237]	Information Systems, E-commerce	To develop and test a theoretical model that links antecedents to Web shopper loyalty; to identify how perceptions of the Web environment may moderate links between antecedents and loyalty	441	Self-defined instrument	2(NR)	Complete reliability (ICR): 0.930	CFA not done. EFA was executed	Positive Affect (Aesthetics, Entertainment), Commitment (Learning Costs, Transaction Costs, Artificial Costs), Customer Satisfaction (Pricing, Convenience, Selection), Trust - Social Involvement Commitment Interaction	• Commitment→Loyalty • Social involvement will magnify the relation between commitment and loyalty to a vendor	31	4.3
30	Yang and Peterson [267]	E-commerce, Marketing	To examine the moderating effects of switching costs on customer loyalty through both satisfaction and perceived-value measures	235	Zeithaml et al. [281]	6(5)	Reliability Coefficient: 0.91	Acceptable model fit: χ^2 was significant and χ^2/df= 1.60. Moreover, GFI, AGFI, NFI, NNFI, CFI were greater than 0.9. Also, RMSEA was less than 0.08	Customer Value, Perceived Satisfaction, Switching Cost	• Customer Perceived Value→Customer loyalty • Customer Satisfaction→Customer loyalty	256	36.6

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
31	Hsieh et al. [121]	E-commerce	To investigate the effects of various relational bonds on customer commitment across search-experience-credence goods/services on Internet	332	Morgan and Hunt [187]; Garbarino and Johnson [95]	4(7)	NR	Acceptable model fit: χ^2=516, df = 186, p < 0.05, GFI=0.90, CFI=0.93, SRMR=0.04	Financial – Social – Structural Bonds	• Financial, Social, and Structural bonds have positive impacts on customer commitment	62	10.3
32	Jiang and Rosenbloom [135]	E-commerce	To examine the role of price perception, service attribute-level performance and satisfaction and their effects on customer retention	The study includes 416 e-tailers with over a quarter of a million individual consumer respondents	One-item self-defined instrument	1(10)	NR	CFA was done	Customer Price Perception, At Check-out Customer Satisfaction, After Delivery Customer Satisfaction, Customer Overall Satisfaction	• Favourable price perceptions→Customer intention to return • Price perceptions will have a stronger influence on customer intention to return than "at –checkout satisfaction"	69	11.5
33	Koppius et al. [156]	E-commerce	To identify the reasons where customers come back to buy their airline ticket online	492	Bhattacherjee [21-22]	2(5)	Cronbach's α: 0.740	CFA not done	Trust, Perceived Risk, Website Quality, Confirmation, Satisfaction, Perceived Usefulness, Attitude towards Usage, System Usage, Perceived Ease of Use, Price Sensitivity, Loyalty Intentions	• Satisfaction→ Continuance Intention • Perceived Usefulness→ Continuance Intention	12	2
34	Lim and Dubinsky [165]	E-commerce	To provide more specific explanation of consumers' purchase intention on the Internet	237	Self-defined instrument	2(7)	Cronbach's α: 0.90	Acceptable model fit: χ^2=236.07, df= 188, RMSEA=0.029	Self-efficiency, Facilitation of ability, Family, Friends, Merchandise, Reliability, Navigation, Perceived Behavioural Control, Subjective Norm, Attitude toward online shopping	• Attitude toward online shopping→Purchase Intention • Subjective Norm→Purchase Intention	25	4.2
35	Mehta [183]	E-commerce	To examine customer loyalty in the virtual world. An examination of the three Indian sites	NR	Srinivasan et al. [229]	NR(5)	NR	NR	Srinivasan, Anderson and Ponnavolu's [229] 8 C's were used. Customization, Contact interactivity, Care, community, Convenience, Cultivation, Choice, Character	• More is the level of 8 C's, more will be the e-loyalty of its customers • More is the e-loyalty less will be the amount of effort expended in searching for alternatives	0	0
36	Olson and Boyer [196]	Marketing, E-commerce	To examine customer loyalty in internet ticketing in a not-for-profit, service organization	242	Self-defined instrument	2(7): Web site attractiveness 5(7): Internet improvement	Web site attractiveness: 0.57 Internet improvement : 0.86	CFA not done	Patron Factors (Patron Strategy and Website Interaction), Technological Factors (Website Functionality)	• Customer realise significant benefits from using the internet to purchase concert tickets • Patrons indicated that customers were satisfied with their internet service experience	9	1.5

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
37	Parasuraman et al. [198]	E-commerce, Business	To describe the development, refinement, psychometric evaluation, properties, and potential applications for measuring e-service quality (e-SQ)	1407 549 Internet users sample. 653 customers of Amazon.com 205 customers of Walmart.com	Zeithaml et al. [281]	5(5)	Cronbach's α: 0.93 (Amazon), 0.96 (Walmart)	Acceptable model fit for the E-S-QUAL Scale: Amazon.com χ^2=1278.21, df=203, CFI=0.98, NFI=0.98, RFI=0.97, TLI=0.98, RMSEA=0.09 Walmart.com χ^2=739.86, df=203, CFI=0.97, NFI=0.96, RFI=0.95, TLI=0.96, RMSEA=0.11	E-S-QUAL (efficiency, fulfillment, system availability, privacy), E-RecS-QUAL (Responsiveness, Compensation, Contact), Perceived Value	**Most critical & important** • Efficiency and Fulfilment →loyalty intentions **Critical** • System availability→ • loyalty intentions **The least critical** • privacy→loyalty intentions	481	80.2
38	Rodgers et al. [211]	E-commerce	To test the moderating effect of online experience on antecedents to e-satisfaction and on the relationship between e-satisfaction and loyalty	836	DeLone and McLean [77]; Pitt et al. [202]	4(5)	Cronbach's α: 0.84	Acceptable model fit: χ^2=1246, df=365, GFI=0.90, AGFI=0.88, NFI=0.91, RMR=0.04	Informativeness, Entertainment, Interactivity, Access, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Information Quality, System Quality, Service Quality, On-Line Satisfaction	• E-Satisfaction→E-Loyalty • The relationship between on-line satisfaction and on-line loyalty is stronger for consumers with more on-line experience than for consumers with less on-line experience	59	9.8
39	Semeijn et al. [222]	E-commerce Marketing	To model and test the combined effects of online and offline service components on customer responses	150	Gummerus et al. [103]	3(NR)	Composite reliability: > 0.70	CFA not done. Overall model fit was good. All items load higher than 0.50 on their respective construct.	E-Quality Evaluation (Assurance, Navigation, E-scape, Accuracy, Responsiveness, Customization), Fulfillment (Online Value, Online Joy, Offline Value, Offline Joy), Customer Response (Overall Satisfaction, Loyalty)	• Satisfaction→Loyalty • Assurance→Loyalty	43	7.17
40	Shergill and Chen [225]	E-commerce, E-Marketing	To investigate consumers' attitudes towards online shopping in New Zealand	102	Srinivasan et al. [229]	NR(5)	Cronbach's α: 0.933	CFA not done. EFA was executed	Web Design Factors (Web Design, Website Reliability/Fulfillment, Website Customer Service, Website Security/Privacy), Type of Online Buyers (Trial, Occasional, Frequent, Regular)	• Website Design Factors affect Online Purchase Behaviour	32	5.3
41	van Birgelen et al. [244]	E-commerce	To assess the added value of the web as a service innovation for a traditional service	1056	Gummerus et al. [103]	6(NR)	Composite reliability: >0.700	CFA not done	E-service (Navigation, E-scape, Accuracy, E-assurance, E-responsiveness), Traditional service (Tangibles, Assurance, Reliability, Empathy, Responsiveness), Satisfaction	• Satisfaction→Loyalty	11	1.8

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42	van Oppen et al. [245]	E-commerce, Marketing	To test a fourth-order hierarchical model of experiential value in an online book and CD setting as well as its impact on e-loyalty and customer typology	190	Srinivasan et al. [229]	3(7): Attitudinal loyalty (AL) 3(7): Behavioural loyalty (BL)	The composite reliability: 0.85 (AL) and 0.82 (BL)	NR	Hedonic/Intrinsic Value (H/I), Utilitarian/ Extrinsic (U/E) Value	• H/I Value→AL • U/E Value→AL • U/E Value→BL • AL→BL	1	0.17
43	Zhang and Prybutok [287]	E-commerce	To examine the factors that contribute to e-service, the relationships among these factors and the consumers' attitude toward e-service	418	Bagozzi et al. [11]	3(7)	Cronbach's α: 0.870	CFA not done	Individual PC Skill Differences, e-Service Convenience, Web Site Service Quality, E-Satisfaction, Perceived Risk	• E-Satisfaction→Intention • Web site service quality→intention • Negative relationship between Perceived Risk and intention	51	8.5
44	Balabanis et al. [14]	E-commerce, Business	To examine the antecedents of e-store loyalty (perceived switching barriers and satisfaction) and the way in which they interact	192	Reynolds and Beatty [209]	4(7)	Cronbach's α: 0.810	CFA showed that one item (I don't plan to shop at that e-store in the future) did not have a good fit. After the omission of that item, the fit of the model was acceptable	Convenience, Economic, Emotional, Speed, Familiarity, Unawareness, Parity	• E- satisfaction relates positively e- loyalty • The relationship between e-satisfaction and e-loyalty is nonlinear • Perceived switching barriers are positively associated with e-loyalty	64	12.8
45	Chung [58]	E-commerce	To examine the impacts of relationship marketing on relationship quality and e-loyalty	439	Smith [227]	9(7)	Cronbach's α: 0.88	CFA not done. EFA was executed	Relationship Marketing (Financial Bonds, Social Bonds, Structural Bonds), Relationship Quality (Satisfaction, Trust, Commitment), Types of Goods and Services (Search, Experience, Gredence Goods/Services)	• ↑Relationship Quality→↑e-Loyalty • The financial bond has a greater impact on e-loyalty for search goods/services than for experience and credence goods/services	0	0
46	Eng and Kim [88]	E-commerce, Business ethics	To examine the impact of Confucian culture on e-customer loyalty (CL) in South Korea	214	Srinivasan et al. [229]	4(5)	Cronbach's α: 0.760	CFA not done. EFA was executed	High Power Distance, Collectivism, Affiliation, Lock-in	• Collectivism→E-Loyalty in a Confucian society • E-loyalty and referrals are associated positively, suggesting the importance of positive word-of-mouth	9	1.8
47	Flavián et al. [90]	Economics, e-commerce	To determine the influence of perceived usability, satisfaction and trust on website loyalty	351	Rowley and Dawes [213]; Yoon and Kim [278]; Flavián et al. [91]	3(7)	Cronbach's α: 0.767 (Loyalty to website-LOY_A), 0.819 (Loyalty to competitor website-LOY_B)	Goodness-of-fit test found that all the confirmatory models were acceptable	Perceived usability, Trust, Satisfaction	• ↑Trust→↑Loyalty • ↑Satisfaction→ ↑Loyalty	235	47

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48	Floh and Treiblmaier [92]	E-commerce, Marketing	To address the problem of how to keep customers online and loyal to a specific supplier by investigating the importance of antecedents of online loyalty	2075	Homburg and Giering [117]	2(6)	Reliability coefficient: 0.700	CFA was done	Web site Quality, Service Quality, Overall Satisfaction, Trust (TR)	• Overall Satisfaction→Loyalty • Trust→Loyalty	49	9.8
49	Gupta et al. [106] **Note**: Similar to Gupta et al. [105]	E-commerce	To convert virtual community (VC) members into online purchase customers	632	Zeithaml et al. [281]; Srinivasan et al. [229]	4(7)	Composite reliability: 0.920	CFA showed good model fit	Attitude toward VC, Commitment to VC	• Attitude toward VC and commitment to VC →loyalty to the vendor • Commitment and loyalty to VC →intention to purchase from the vendor	4	0.8
50	Hackman et al. [111]	E-commerce	To examine the relationships between behavioural intentions and its antecedent factors in online services settings	171	Self-defined instrument	3(7)	Composite reliability: 0.874	CFA not done	Sacrifice, Online Service Quality (OSQ), Online Service Value (OSV), Online Service Satisfaction (OSS)	• OSS→Behavioural Intentions (BI) • OSQ→BI • OSV→BI	16	3.2
51	Jin and Park [138]	E-commerce	To investigate the moderating effect of online purchase experience on the evaluation of online store attributes and its impact on market response outcomes	453	Srinivasan et al. [229]	5(7)	Cronbach's α: 0.88 Composite Reliability:0.89	Acceptable model fit: <u>Online store attributes</u> χ^2=890.15, df=174, p<0.001, GFI=0.85, CFI=0.83, NFI=0.80, RMR=0.07 <u>Market response outcomes</u> χ^2=289.28, df =51, p<0.001, GFI=0.91, CFI=0.94, NFI=0.92, RMR=0.04	Moderating Effect of Online Purchase Experience, Web Design, Order Fulfillment, Communication, Merchandising, Security/Privacy, Promotion, Trust, Satisfaction	• Satisfaction→Loyalty • Trust→Loyalty	13	2.6
52	Koo [155]	E-commerce	To identify the fundamental reasons of e-consumer's loyalty to an online store	353	Bloemer [23]; Macintosh and Lockshin [178]	4(7): Re-patronize intention 2(7): Store commitment consisted	Cronbach's α: 0.955 (re-patronize intention), 0.842 (store commitment)	Acceptable model fit: χ^2 =21.91, df=4, p<0.001, GFI=0.98, AGFI=0.91, NFI=0.99, NNFI= 0.97, CFI= 0.99, RMR=0.025, SRMR=0.012	End States of Existence, Personal Values (Matured Society, Safe World, Happiness, Esteem Life), Online Store Associations (Web Site Design, Visual Appeal, Hyperlinks, Product Assortment, Information, Security Feature, After-sale Services), Behaviour	• Product Assortment→Loyalty • →matured society, happiness, and esteem life are the underlying beliefs motivating and/or deterring customers to shop online	20	4

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53	Lin and Hsieh [172]	E-commerce	To examine the role of technology readiness in customers' perception and adoption of self-service technologies	436	Cronin and Taylor [61-62]	3(7)	Cronbach's α: >0.700	Acceptable model fit: χ^2=372.43, df=149 , p<0.001, GFI=0.92, AGFI=0.89, NFI=0.92, CFI=0.95, RMSEA=0.059	Technology Readiness (TR), Self-Service Technology (SST) Quality, SST Satisfaction	• TR→SST Behavioural Intentions (BI) • SST Service Quality→SST (BI) • SST Satisfaction→SST (BI)	42	8.4
54	Overby and Lee [197]	E-commerce	To investigate the effects of utilitarian and hedonic online shopping value on consumer preference and intentions	817	Unger and Kernan [243]	5(7)	Reliability coefficient: 0.90	Acceptable model fit: χ^2=634.313, df=100, p<0.0001, GFI=0.909, CFI= 0.934	Utilitarian Value, Hedonic Value, Preference	• Preference towards the Internet retailer→ Future Intentions	51	10.2
55	Shaw and Lin [224]	E-commerce	To identify the antecedents of customer's loyalty toward online stores	NR	Gommans et al. [99]	NR	NR	CFA not done	Web Design and Technology, Trust and Security, Customer Service, Value Proposition, Customer Satisfaction	NR	0	0
56	Tsai et al. [240] **Note:** Similar with the paper written by Tsai and Huang [238]	E-commerce	To consider the antecedents of switching barriers and overall satisfaction, and their roles as drivers of customer retention in on-line settings.	526	Burnham et al. [24]; Bansal et al. [16-18]	3(7)	Composite reliability: 0.95	CFA was done	Expected Value Sharing, Perceived Switching Costs, Community Building, Perceived Service Quality, Perceived Trust, Switching Barriers, Overall Satisfaction, Relational Orientation	• Switching Barriers→ Repurchase Intentions • Overall Satisfaction→ Repurchase Intentions	38	7.6
57	Wang et al. [251-252]	E-commerce	To examine the role of innovativeness and involvement as determinants of website loyalty (WL)	1044	Chaudhuri and Holbrook [42]	5(7)	Cronbach's α: 0.74	CFA not done	Internet buyers at the brand's Website (Less-Involved Adaptors, More-Involved Innovators), Brand loyalty in the traditional market, Perceived risk when buying at the brand's website	• Consumers' brand loyalty in the traditional market →Loyalty • Consumers' perceived risk when buying at the brand's Website is negatively related to their Website loyalty to the brand's Website • Consumers' perceived risk when buying at the brand's Website mediates their brand loyalty/Website loyalty link	Article I:12 Article II: 16	2.5 3.2
58	Zha et al. [283]	E-commerce, Business	To examine the antecedents and consequences of customer satisfaction toward e-retailers	491	Zeithaml et al. [280]	4(7)	Reliability coefficient: 0.808	Acceptable model fit: χ^2 =1572.02, df = 574, GFI=0.942, AGFI=0.929, CFI=0.958, NFI=0.910 RMSEA = 0.078	E-Service Quality (Website design, Internet security, Internet interactivity, Customization, Merchandise quality, Convenience, Relative price, Operation simplicity), Customer Expectation, E-Satisfaction	• ↑E-Satisfaction→↑E-Loyalty	0	0

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59	Zhang et al. [286]	E-commerce	To examine the factors affecting e-service satisfaction	704	Igbaria et al. [130]	4(7)	Cronbach's α: 0.87	CFA not done. EFA was executed	Site Characteristics, Perceived Security, User Computer Skills and Internet Experiences, Perceived Convenience, User Satisfaction	• User satisfaction is correlated with intention to use e-service	10	2
60	Benbasat et al. [20]	E-commerce	To understand the antecedents and consequences of E-Government Service Quality	647	Gefen [96]	4(7)	Reliability coefficient: 0.92	Acceptable model fit: χ^2= 451.54, df=161, GFI=0.94, AGFI=0.91, NFI=0.97, CFI=0.98, RMR =0.043, RMSEA=0.054	Content Quality, Service Quality, Delivery Quality, Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Trust, Risk	• E-trust→E-Loyalty • E-PEOU-E-Loyalty • PU→E-Loyalty	0	0
61	Choe et al. [56]	E-commerce	To investigate the moderating effects of product heterogeneity on online consumer behavior	239	Srinivasan et al. [229]	5(5)	Cronbach's α: 0.901 (Site A) 0.800 (Site B)	CFA not done	Utilitarian Motive, Hedonic Motive, Pleasure, Displeasure, Arousal	• The relationship between consumers' pleasure emotion and their e-loyalty will be affected by heterogeneity levels of products that they are shopping for	3	0.75
62	Cristobal et al. [60]	E-commerce	To develop a multiple-item scale for measuring e-service quality and to study the influence of perceived quality on consumer satisfaction levels and the level of web site loyalty	461	Zeithaml et al. [281]	1(7)	Cronbach's α: 0.884	Acceptable model fit: χ^2/df=2.996, GFI = 0.920, CFI= 0.907, RCFI= 0.931; RMSEA= 0.066	Service Quality (SERVQUAL), Web Site Satisfaction	• Web Site Satisfaction→Web Site Loyalty	47	11.8
63	Cyr et al. [66]	E-commerce	To examine how social presence in a B2C e-Services context influence e-loyalty	185	Gefen and Straub [96, 98]	3(7)	Cronbach's α: 0.963	CFA not done	Perceived ease of use, Perceived Social Presence, Perceived Usefulness, Trust, Enjoyment	• Trust→E-Loyalty • Perceived Usefulness→ E-Loyalty • Enjoyment→E-Loyalty • Perceived Social Presence→E-Loyalty	80	20
64	Goode and Harris [100]	E-commerce	To examine the online behavioural intentions (BIs). An investigation of antecedents and moderators	296	Zeithaml et al. [281]	7(7)	Cronbach's α: 0.851	CFA was done	Perceived Online Reputation, Banner Advertising, Perceived Online Security, Perceived Reliability, Appearance and Site Design, Website Presentational Consistency, Switching Costs, Switching Inducements	• Online reputation→BIs • Online security→BIs • Website reliability→BIs • Online appearance and site design →BIs • Online website presentational consistency→BIs	20	5

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65	Herington and Weaven [115]	Marketing	To explore the impact of online service quality on the level of customer delight and on the development of customer relationships	200	Zeithaml et al. [281]	4(5)	Reliability coefficient: 0.96	Acceptable model fit: χ^2=117.47, df=73, GFI=0:89, CFI=0:99, RMSEA=0:07) Removal of the "efficiency" factor the model's fit improved slightly: χ^2=68.59, df=41, GFI=0.92, CFI=0.99, RMSEA=0.07	E-Service Quality (E-S-Qual), E-trust, Customer Delight, Relationship strength	• E-S-Qual (personal needs and site organization)→E-Loyalty • ☒ No direct relationship between customer delight, e-trust or relationship strength and E-loyalty	22	5.5
66	Ho and Lee [116]	E-commerce, E-travel services	To identify the dimensions of e-travel service quality and its influence on customers loyalty intentions (LI)	289	Zeithaml et al. [281]	5(7)	NR	Good model fit: GFI = 0.97, AGFI = 0.92, NFI =0.98, NNFI =0.97, CFI =0.98, RMSEA=0.093, SRMR =0.037	Information quality, Security, Website functionality, Customer relationships, Responsiveness	• E-Travel Service Quality→Loyalty intentions	50	12.5
67	Huang et al. [127]	E-brokerage, E-commerce	To examine the mediating effect of commitment on customer loyalty (CL) towards e-brokerages	236	Zeithaml et al. [281]	5(7)	Composite reliability: 0.97	CFA was done	Service Quality, Investment Size, Attractiveness of Alternatives, Affective Commitment, Continuance Commitment	• Service Quality of e-brokerage→CL • Affective commitment of e-brokerage→CL • Continuance commitment of e-brokerage→CL	5	1.25
68	Khalifa and Liu [146]	E-commerce	To examine the role of online shopping habit and online shopping experience on the online customer retention	122	Limayem et al. [166]	3(graphical scale ranging from 1 to 100)	Composite Reliability: 0.95	CFA not done	Perceived Usefulness, Online Shopping Satisfaction, Online Shopping Habit / Experience	• Perceived Usefulness→Online PIs • Online Shopping Satisfaction→Online PIs	18	4.5
69	Lai et al. [158]	E-commerce	To examine the effects of service quality on customer's relational benefits, e-satisfaction, and e-loyalty in travel website	222	Srinivasan et al. [229]	5(NR)	Composite reliability:0.77-0.95	Good model fit χ^2=35.43, df=8, p<0.0001, GFI=0.95, AGFI=0.86, RMR=0.04	Responsiveness, Competence, Quality of information, Call-back system, Website assistance, Empathy, Confidence benefit, Social benefit, Special treatment benefit, E-Satisfaction	• E-Satisfaction→E-loyalty	4	1
70	Lin [171]	E-commerce	To identify the antecedents and effect of online stickiness on purchasing intention	434	Gefen and Straub [96, 98]; Self-defined instrument	4(5)	Cronbach's α: 0.78 (Stickiness), 0.79 (Intention to transact)	Acceptable model fit: χ^2/df=2.263, GFI=0.91, AGFI=0.89, CFI=0.94, NFI=0.93, RMSEA=0.047	Content, Context, Infrastructure, Positive attitude, Trust	• ↑ Positive attitude→↑ Stickiness • ↑Trust→↑Stickiness • ↑Stickiness→↑ Intention to transact	19	4.75

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
71	Lin et al. [167]	E-commerce	To evaluate measurement models for web purchasing intention, which reflects to a tendency of attitudes and behaviors toward the online purchasing behaviors	412	NR	NR	Cronbach's α 0.832 Composite reliability: 0.808	CFA was done	Information Provision, Alternative Evaluation, Customer Service, Price	NR	1	0.25
72	Mithas et al. [184]	E-commerce, Business	To investigate the effect ob Web site design elements on customer loyalty to a Web site	More than 12.000 customers across 43 Web sites	One-item self-defined instrument	1(10)	NR	CFA not done	Web site structure, Web site content, Web site functionality, Government vs. Commercial domain – Physical goods vs. services domain, Information richness domain, Transaction richness domain	• Structure→Referral likelihood (RL) • Content→ RL • Functionality→ RL	52	13
73	Ng et al. [191]	E-commerce	To consider online customer retention from the perspective of customer resistance to change	367	Pritchard et al. [204]	4(7)	Cronbach's α: 0.86	Acceptable model fit: GFI=0.92, NFI=0.97, AGFI=0.89, CFI=0.98, RMSEA=0.062	Trust, Relative Attractiveness, Switching Costs	• Trust→RTC • Relative Attractiveness→ RTC • Switching Costs→RTC	0	0
74	Park and Kim [199]	E-commerce	To examine the importance of Perceived Consumption Delay in Internet Shopping	213	Self-defined instrument	3(5)	Cronbach's α: 0.83	CFA not done	Perceived time risk, Perceived consumption delay, Attitude toward the Web site	• Perceived consumption delay negatively influences purchase intention • Attitude toward the Web site→purchase intention	4	1
75	Souitaris and Balabanis [228]	Business, E-commerce	To examine how online retailers can combine their strategies on differentiation and market scope (segmentation) to increase customer satisfaction and loyalty	204	Zeithaml et al. [281]	5(NR)	Cronbach's α: 0.694 Composite Reliability: 0.619	Acceptable model fit for the one-factor model: χ^2 =10.69, df=5, p = 0.058, GFI = 0.98, CFI = 0.95, RMSEA = 0.076	Differentiation Strategies in Online Retailing (Convenience, Customer Care, Value for money, Product Quality, Product Assortment, Customization, Website Character), Market Scope (Goal-oriented shoppers, Experiential shoppers), Satisfaction	• The relationship between satisfaction and loyalty will be moderated by the shoppers' motivational segment. Specifically, satisfaction→loyalty for goal-oriented shoppers but not necessarily for experiential shoppers • Differentiation strategies based on website character →higher level of loyalty in the 'experiential shoppers' segment of the market	6	1.5

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
76	Wang and Head [250]	E-commerce, Business	To analyze the Web characteristics that aid in building customer relationships and to examine consumer relationship building mechanisms in online retailing	177	Self-defined instrument	2(7)	Cronbach's α: 0.63	Acceptable model fit: Exogenous constructs: χ^2=45.2, df=38, χ^2/df=1.2, p=0.20, GFI=0.96, AGFI=0.92, CFI=0.99, RMSEA=0.03 Endogenous constructs: χ^2=32.2, df=21, χ^2/df=1.5, p=0.06, GFI=0.96, AGFI=0.92, CFI=0.99, RMSEA=0.06	Exogenous constructs (Perceived Consumer Power, Perceived Relationship Investment, Perceived Interaction, Perceived Shopping Risks), Endogenous constructs (Perceived Switching Costs, Satisfaction, Trust)	• A higher level of perceived switching costs →↑ e-RI • A higher level of satisfaction →↑ e-RI • A higher level of trust →↑ e-RI	31	7.75
77	Wood and van Heerden [258]	Business, E-commerce	To determine the relationship between e-service quality, e-value, e-satisfaction and e-loyalty in online tourism portals	108	Reichheld [208]	3(11)	Cronbach's α: NR (e-Loyalty), 0.926 (e-Service Quality), 0.937 (e-Satisfaction), 0.936 (e-Value)	CFA not done	Online eService Quality (User interface, Security, Responsiveness, Customization, Value-added services), e-Satisfaction, e-Value	• E-Satisfaction→E-Loyalty • E-Value→E-Loyalty	1	0.25
78	Yang [263]	E-commerce	To assess the effects of e-quality and e-satisfaction on website loyalty	668	Parasuraman et al. [198]	5(7)	Composite reliability: 0.808 (SQ) - 0.942 (E-Loyalty)	Acceptable model fit χ^2/df=3.449, GFI=0.945, AGFI=0.918, CFI=0.977, NFI=0.968, TLI=0.970, RMSEA=0.061	System Quality (SQ), Information Quality (IQ), E-Service Quality (E-SERQ), Online Satisfaction	• E-Satisfaction→E-Loyalty • IQ→E-Satisfaction→E-Loyalty • E-SERQ→E-Satisfaction→E-Loyalty	0	0
79	Yang and Tsai [264]	E-commerce	To consider the E-S-Qual and its effects on customer satisfaction and loyalty	278	Parasuraman et al. [198]	5(7)	Cronbach's α: 0.947	Acceptable model fit: χ^2/df=2.341 (<5), CFI=0.91, TFI=0.90, IFI=0.91 (>0.9), RMSEA=0.07 (<0.07)	E-S-QUAL (efficiency, fulfilment, system availability, privacy), E-RecS-QUAL (responsiveness, compensation, contact), Online Satisfaction	• E-Satisfaction→E-Loyalty • E-S-QUAL→E-Satisfaction→E-Loyalty • E-RecS-QUAL→E-Satisfaction→E-Loyalty	2	0.5
80	Yun and Good [279]	E-commerce	To examine the contribution of e-store attributes, e-store image, and e-patronage intention in creating e-loyalty	203	Sirgy et al. [226]	3(7)	NR. Overall Cronbach's α: 0.73-0.92	Acceptable model fit: χ^2=196.53, df=126, CFI=0.97, NFI=0.92, GFI=0.90, RMSEA=0.05	E-merchandise, E-service, E-shopping atmosphere, E-tail store image, E-patronage intentions	• E-patronage intentions→E-loyalty behaviours	17	4.25
81	Amir [6]	E-commerce, E-Business, Marketing	To identify the key determinants influencing consumer loyalty towards a travel website	NR	Srinivasan et al. [229]	NR	NR	NR	Trust, Perceived value, Satisfaction, Commitment	NR	0	0

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82	Angriawan and Thakur [10]	E-commerce	To develop and test a model of online trust that addresses the major sources of e-commerce uncertainty and consumer loyalty	759	Srinivasan et al. [229]	5(5)	Reliability coefficient: 0.851	Acceptable model fit	Website Usability, Expected Product Performance, Privacy, Security, E-Trust, E-Customer Relationship Management (E-CRM)	• E-Trust→E-Loyalty	5	1.7
83	Bai et al. [12]	E-commerce, Business	To examine the interrelationships of website quality, customer satisfaction, and purchase intentions with Chinese online users	180	Srinivasan et al. [229]	2(7)	Composite reliability: 0.76	Acceptable model fit: χ^2=30.308, df=21, GFI=0.965, AGFI=0.925, CFI=0.975, RMR=0.041, SRMR=0.043, RMSEA= 0.05	Website Quality (functionality, usability), Customer satisfaction	• E-satisfaction→online purchase intentions (e-PI) • Website quality→Satisfaction →e-PI	30	10
84	Casaló et al. [30]	E-commerce, Business	To examine the role of perceived usability, reputation, satisfaction and consumer familiarity on the website loyalty formation process	354	Rowley and Dawes [213]; Yoon and Kim [278]	3(7)	Cronbach's α: >0.700	Acceptable model fit: GFI = 0.909, AGFI = 0.876, BBNFI = 0.935, BBNNFI = 0.951, CFI = 0.959, RMR = 0.072, SRMR = 0.045, RMSEA = 0.068	Usability, Satisfaction, Reputation, Familiarity	• Satisfaction→Website Loyalty	24	8
85	Casaló et al. [31]	E-commerce	To investigate the role of satisfaction and website usability in developing customer loyalty and positive word-of-mouth in the e-banking services	142	Teo et al. [236]; Algesheimer et al. [4]	2(7)	Composite reliability: 0.700	Acceptable model fit: χ^2= 156.340, df=84, BBNFI = 0.879, BBNNFI = 0.941, CFI = 0.952, IFI = 0.953, RMSEA = 0.062 (90% CI 0.040-0.083)	Usability, Satisfaction	• Satisfaction→Loyalty • Usability→Satisfaction →Loyalty	15	5
86	Chang and Chen [34] **Note:** Similar to Chang and Chen [35]	E-commerce	The impact of customer interface quality, satisfaction and switching costs on e-loyalty	334	Srinivasan et al. [229]	6(7)	Composite Reliability: 0.889	Acceptable model fit: χ^2=752.74 df= 278, p<0.0001, χ^2/df= 2.708, GFI = 0.913, AGFI = 0.845, CFI = 0.904, RMSEA = 0.073	Interface Quality (Customization, Interactivity, Convenience, Character), Customer Satisfaction, Switching Costs, Internet Experience	• ↑Satisfaction→ ↑E-Loyalty • Switching Costs→ Satisfaction→E-Loyalty	16	5.3
87	Chang and Yao [39]	E-commerce	To establish a model explaining the relationship between online service recovery and customer loyalty	693	Zeithaml et al. [281]	2(7)	Cronbach's α: 0.949	CFA not done. EFA was executed	Explanation, Communication, Policy, Feedback, Compensation, Customer Satisfaction	• Satisfaction→Loyalty	0	0

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88	Chen [47]	E-commerce	To examine whether there is a link between product involvement and E-loyalty and to explore the mediating role of Perceived Play	206	Srinivasan et al. [229]	5(6)	Cronbach's α: >0.700	Acceptable model fit: GFI= 0.90, AGFI= 0.85, NNFI= 0.90,CFI= 0.92	Product Involvement (PI), Perceived Play (PP)	• PP→E-Loyalty • PP→PI→E-Loyalty	0	0
89	Chen et al. [44]	E-commerce, Marketing	To examine the relationship of five Virtual Experiential Marketing (VEM) elements on customer browse and purchase intentions and loyalty	976	Gefen and Straub [98]	14(5)	Cronbach's α: > 0.800	Partial Least Squares (PLS) CFAexecuted	VEM elements (Sense, Interaction, Pleasure, Flow, Community), Shopping Orientations (economic-convenience orientation internet experience, Online Browsing Intention, Online Purchase Intention	• Online Browsing Intention→Loyalty • Online Purchase Intention→Loyalty	3	1
90	Cyr [63]	E-commerce, Business	To examine the relationship of Web site design to trust, satisfaction, and loyalty across cultures (Canada, Germany, and China)	571 (n=230 in Canada, 118 in Germany, and 223 in China)	Gefen and Straub [98]; Cyr et al. [64-65]	NR(7)	Reliability coefficient: 0.836	CFA not done; only a structural equation modelling approach was used to measure relationships from ID, ND, and VD to trust and satisfaction, and also trust and satisfaction to loyalty.	Navigation Design (ND), Visual Design (VD), Information Design (ID), Trust, Satisfaction	• Satisfaction→Loyalty	63	21
91	Cyr et al. [69]	E-commerce	To understand the drivers of customer satisfaction, trust and loyalty towards web sites. The Indian Experience	198	Gefen and Straub [98]; Cyr et al. [64-65]	NR(5)	Composite reliability: 0.780	Acceptable model fit: Local web site: χ^2=36.63, df=17, GFI=0.95, CFI=0.97, TLI=0.96, RMSEA=0.04 Foreign web site: χ^2=38.55, df=17, GFI=0.96, CFI=0.98, TLI=0.96, RMSEA=0.05	Local web site, Foreign web site, Trust, Satisfaction	• Significant preference for the local web site in almost all design categories • The local site instilled greater trust, satisfaction and loyalty	13	4.3
92	Da Silva and Alwi [71] **Note:** Similar with Da Silva and Alwi [70]	Marketing, e-Business	To explore the online consumers' perceptions of a corporate brand image	511	Zeithaml et al. [281]	3(5)	NR	Good 1st order model fit: χ^2= 337.84, df=160, χ^2/df = 2.1, GFI=0.936, CFI = 0.937, RMSEA=0.047, Good 2nd order model fit: χ^2=372.44, df=165, χ^2/df=2.3, GFI=0.931, CFI=0.926, RMSEA=0.05	Corporate Character Scale (Agreeableness, Enterprise, Informality, Chic, Competence), Online Brand Image, Satisfaction	• Online Corporate Brand Image (OCBI) →Sat→Loyalty intentions (LI) • OCBI→LI • Sat→LI	4	1.3

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93	Dai et al. [73]	E-commerce	To examine from the customer perspective, how service convenience affects the long term relational exchange in the electronic mediated environment (EME)	374	Gefen and Straub [96, 98]	3(5)	Reliability coefficient: 0.87	CFA not done. The structural equation modelling (SEM) approach was executed	Technology Use (Perceived Ease of Use, Perceived Usefulness), Service Quality (Service Content Quality, Service Delivery Quality), Service Convenience in EME, Perceived Value of Service in EME, Satisfaction of Service in EME	• Perceived Value→E-Loyalty • ☒ Satisfaction→E-Loyalty	1	0.3
94	Eid and Al-Anazi [86]	E-commerce	To identify the key factors that influence the extent to which Saudi consumers are loyal towards Business to Customer e-commerce	174	Srinivasan et al. [229]	NR(5)	Cronbach's α: 0.642	CFA was executed	Perceived User Interface Quality, Perceived Information Quality, Perceived Security, Perceived Privacy, E-customer Satisfaction, E-customer Trust	• ↑E-Satisfaction→E-Loyalty • ↑E-Trust→E-Loyalty	1	0.3
95	Ha and Janda [108]	E-commerce, Marketing, Business	To propose and evaluate empirically a model of online customer satisfaction and its key antecedent and consequent constructs	386	Jacoby and Chestnut [131]; Uncles et al. [242]	3(7): Brand Loyalty: 2(7): Repurchase Intention	Cronbach's α: 0.90 (Brand Loyalty), 0.83 (Repurchase Intention)	Acceptable model fit: χ^2 = 109:20, df = 60, p<0.001, χ^2/df = 1.82, GFI=0.966, AGFI= 0:923, NFI= 0.977, CFI= 0.990, RMSEA =0.046	Perceived Value, Disconfirmation, Attribution, Satisfaction	• Satisfaction→Loyalty • Satisfaction→Repurchase • Attribution→Repurchase	11	3.6
96	Hamid [112]	E-commerce, E-Banking	To examine the importance of Trust and Website Design in building E-Loyalty intention on internet banking	151	Oliver [193, 195]	NR(5)	NR	CFA not done. EFA was executed	System – Information – Service Quality, Shared Values, Opportunistic Behaviour, Open communication, Usable website, Trust	• Usability of website→E-Loyalty • Trust→E-Loyalty	0	0
97	Horppu et al. [120]	E-commerce, Business	To examine online brand relationships, and the linkage between satisfaction, trust, and loyalty on the web site level. Study on the online users of a Finnish women's special-interest magazine	867	Srinivasan et al. [229]	5(7)	Reliability coefficient: 0.813	CFA not done. EFA was executed	Parent-brand level (Brand Satisfaction, Brand trust, Attitudinal brand loyalty), Website satisfaction, Website trust	• Parent-brand-level experiences are positively related to web site trust. • Brand satisfaction and attitudinal brand loyalty had a positive effect on web site loyalty • Behavioural brand loyalty had a negative effect on web site loyalty	14	4.7

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98	Hsu [125]	E-commerce	To propose a new index for measuring electronic-customer satisfaction index (e-CSI) by testing it in Taiwan's largest online retailer PChome Online	208	Srinivasan et al. [229]	2(10)	Reliability coefficient: 0.970	NR	Trust, E-Service Quality (E-SQ), Perceived Value, CSI(Customer Satisfaction Index), Customer Complaint	• Satisfaction→Loyalty • Trust→Loyalty	17	5.7
99	Hsu and Wang [124]	E-commerce	To examine the antecedents of e-trust in online auctions and the its relationship with e-loyalty	310	Lee et al. [161]; Chaudhuri and Holbrook [42]	3(5): Beh. Loyalty (BL) 2(5): Att. Loyalty (AL):	Cronbach's α: 0.922 (BL), 0.834 (AL)	Acceptable model fit: χ^2=188.49, df=53, p<0.001, AGFI=0.88, GFI=0.923, RMSEA=0.055	Technical bonds (Information quality, Learning capability, System use), Social bonds (Intimacy, Empathy, Equity), E-Trust	• E-Trust→BL • E-Trust→AL	3	1
100	Huang [126]	E-commerce	To identify the determinants of e-loyalty between Taiwan's wholesaler and retailer travel agencies	269	Self-defined instrument	18(5)	Cronbach's α: 0.81	Acceptable model fit: χ^2/df=1.18, p=0.09, GFI = 0.95, AGFI = 0.92, IFI = 1, CFI = 1, NFI = 0.98, RMR = 0.04, RMSEA = 0.03	E-quality (price benefits, useful information, customization, interactivity, accessible business process, responsiveness), Trust (promise fulfillment, company reputation, transaction confidentiality, professional ability belief, benevolence belief)	• E-Quality→E-Loyalty • Trust→E-Loyalty	7	2.3
101	Huang and Kuo [128]	E-commerce	To explore the causal relationship of logistic service quality (LSQ) on home delivery service for online auction	Unclear the sample number: The abstract says 1.238 and the main body 2.312	Srinivasan et al. [229]	4(5)	Cronbach's α: 0.886 - 0.909	Acceptable model fit:	Logistics Service Quality (LSQ), Satisfaction, Service Value, Switching Costs	• LSQ→Loyalty • LSQ→Satisfaction→Loyalty • LSQ→Service Value→Loyalty	0	0
102	Jiang and Zhang [134]	E-commerce	To examine the influence of Online Store Perception on Customer Behaviour	347	Zeithaml et al. [281]	2(5)	Cronbach's α: 0.87	Acceptable model fit: χ^2/df=248.61/209=1.19, AGFI=0.92, GFI=0.94, NFI=0.99, CFI=0.99, RMR=0.049, RMSEA=0.026	Physical Presence, Competence, Enjoyment, Utilitarian Value, Experiential Value, Trust	• Utilitarian Value→Loyalty • Experiential Value→Loyalty • Trust→Loyalty	0	0
103	Jin et al. [139]	E-commerce	To examine the relationships among firm reputation, e-satisfaction, e-trust and e-loyalty	385	Srinivasan et al. [229]	7(7)	Cronbach's α: 0.860	Acceptable model fit χ^2= 112.60, df=29, p<0.001, GFI = 0.95, CFI=0.96, NFI = 0.94, RMR = 0.06	Firm Reputation, Satisfaction, Trust	• Satisfaction→Loyalty • ☒ Trust→Loyalty	18	6

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104	Kim et al. [154]	E-commerce	To examine the mediating role of trust in the relationship between online shopping experience and consumer's shopping values	121	Srinivasan et al. [229]	3(7)	Composite reliability: 0.953	CFA not done	Experience, Trust, Utilitarian Shopping Value, Hedonic Shopping Value	• Utilitarian Shopping Value→E-Loyalty • Hedonic Shopping Value→E-Loyalty	0	0
105	Lantieri [159]	E-commerce	To examine the interaction between value, trust, customer relationship management (CRM) and satisfaction and how they affect e-loyalty	30	Srinivasan et al. [229]; Overby and Lee [15]	4(7)	Cronbach's α: 0.810	CFA not done	Utilitarian Value, Hedonic Value, E-Retailer Perceptions, Satisfaction, Trust, E-CRM, Willingness to Pay	• Satisfaction→Loyalty • Trust→Loyalty • e-CRM→Loyalty	0	0
106	Liang et al. [163]	E-commerce, Business	To examine whether online relationship marketing enhance customer retention and cross-buying	766	Zeithaml et al. [281]	4(1)	Cronbach's α: 0.89	Acceptable model fit: χ^2/df=2.31, GFI=0.94, AGFI=0.92, CFI=0.98, NNFI=0.98, RMSEA=0.044, SRMR=0.031,	Financial Bonding, Social Bonding, Structural Bonding, Relationship Investment, Relationship Quality,	• Perceived relationship quality→Customer loyalty • Customer loyalty →Customer retention • Customer loyalty →Customer cross-buying	4	1.3
107	Lin et al. [168]	E-commerce	To explore from customers' perspective what attracts them to online auction sites and keeps them coming back	590	Self-defined instrument	3(7)	Construct reliability: 0.779	Acceptable model fit	Incentive, Confirmation, Satisfaction, Trust	• Strong and positive relationship between trust and satisfaction toward repurchase loyalty • Trust and satisfaction have an important contribution to the consumer loyalty	0	0
108	Ma et al. [177]	E-commerce	To identify which factors have an impact on customer loyalty in B2C E-commerce	266	Self-defined instrument	NR(6)	Cronbach's α: 0.60-0.88	Acceptable model fit: Model 1: χ^2=718.55. χ^2/df=2.37, NNFI=0.91, CFI=0.92, RMSEA=0.075 Model 2: χ^2=662.63, χ^2/df=2.37, NNFI=0.91, CFI=0.93, RMSEA=0.073	Content, Convenience Communication, Concern, Credibility, Character, Customization	• Customers' loyalty is essential to the enterprises' success in e-commerce • ☒ Quantitative description of correlations between 7C factors and e-loyalty was not conducted	0	0
109	Mäntymäki [179]	E-commerce	To explore customers' post-adoption perceptions in B2C Online Service Context	108	Luarn and Lin [175]	2(5)	Cronbach's α: 0.682	CFA not done	Online self-efficiency, Structural assurance, Trust, Switching Costs	• Trust→Commitment • Perceived switching costs→Commitment	0	0
110	Ranaweera et al. [207]	E-commerce	To examine Web site satisfaction and purchase intentions (PI)	170	Zeithaml et al. [281]	3(7)	Reliability coefficient: 0.95	Acceptable model fit: χ^2/df = 2.01, CFI = 0.98 SRMR = 0.047	Trust Disposition, Risk Aversion, Technology Readiness, Website Satisfaction, Internet Experience	• ↑Website Satisfaction→↑PI • ↑ Technology Readiness→↑PI	12	4

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111	Sahadev and Purani [219]	E-commerce	To model the consequences of achieving better service quality in e-services	350	Zeithaml et al. [281]	5(NR)	Reliability coefficient: 0.821	Acceptable model fit: χ^2=1380.215, df=464, RMSEA=0.07. All CFA loadings were significant at p<0.05	E-Service Quality (efficiency, system availability, fulfilment, privacy), Trust, Satisfaction	• ☒ There is no linkage between e-satisfaction and e-loyalty	12	4
112	Vatanasombut et al. [246]	E-commerce	To develop a model of Information Systems (IS) continuance intention of customers of web-based applications. A case of online banking	1004	Self-defined instrument	3(NR)	Reliability coefficient: 0.92	CFA not done	Relationship Termination Cost, Relationship benefit, User (perceived) employment, Shared Value, Communication, Perceived security, Relationship Commitment, Trust	• Trust→Continuance Intention (CI) • Relationship commitment→CI	28	9.3
113	Wang [255]	E-commerce, Marketing, Information Management	To assess e-commerce systems success	240	Moon and Kim [186]; Hong et al. [119]	3(7)	Composite reliability: 0.89	Acceptable model fit: χ^2=218.16, df=174, AGFI=0.89, NNFI=0.96, CFI=0.97, IFI = 0.97, RMSEA=0.03	Information Quality (IQ), System Quality (SQ), Service Quality (SQ), Perceived Value, User Satisfaction	• Perceived Value→Intention to Reuse • Satisfaction→Intention to Reuse	33	11
114	Wang and Xu [254]	Business, Marketing	To examine the influence of Online Perceived Value and Switching Costs on Online Customer Loyalty	726	Self-defined instrument	NR(7)	Cronbach's α: >0.800	CFA not done	Online perceived value, Online customer satisfaction, Online customer trust, Online switching	• Online Attitude Loyalty (OAL)→Online Behavioural Loyalty (OBL) • E-Trust→OAL • E-Satisfaction→OAL • E-Satisfaction→OBL • Online Perceived Value→OAL • Online Perceived Value→OBL	0	0
115	Yen and Lu [269]	E-commerce	To explore e-service quality and the factors influencing an individual's loyalty intention towards online auctions	619	Zeithaml et al. [281]	4(5)	Composite reliability: 0.90	CFA was done. Results not reported	E-service quality of auctioneer 9efficiency, system reliability, privacy protection), E-recovery service quality of seller (Contact, Fulfillment, Responsiveness), Disconfirmation, Satisfaction (Perceived net benefits)	• Buyers' satisfaction with the online auction marketplace →loyalty intention.	27	9
116	Yen et al. [271]	E-commerce	To test a the interrelationships of website values, shopping satisfaction, and repurchase intention into framework and validate them in a B2C online shopping context	188	Harris and Goode [113]	3(7)	Composite reliability: 0.87	CFA not done	Website value (functional), Website value (emotional), Utilitarian orientation, Hedonic orientation, Shopping Satisfaction	• Higher levels of shopping satisfaction result in higher levels of intended repurchase	0	0

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
117	Yoo et al. [275]	E-commerce, Business	To examine the hierarchical relationship of three different types of trust and their impact on customer satisfaction and loyalty	104	Zeithaml et al. [281]	8(5)	Composite reliability: 0.902	CFA done	Calculus-based Trust, Knowledge-based Trust, Identification-based Trust, Customer Satisfaction	• Identification-based trust→ Loyalty • Satisfaction→Loyalty	1	0.3
118	Yoon et al. [277]	E-commerce	To examines the role of perceived interactivity and other marketing tactics in relationship building with customers in the online retail environment	303	NR	NR(7)	NR	The CFA of the full measurement model showed all of the indicators significantly loaded on their corresponding latent constructs (p< 0.01)	Perceived relationship investment (Active control, Synchronicity, Two-way communication, Direct mail, Treatments, Rewards), Relationship quality	• ↑Relationship Quality→↑Behavioural Loyalty	16	5.3
119	Zhang et al. [288]	E-commerce, Marketing	To explain B2C e-commerce customer intention from the perspective of relational quality	365	Jarvenpaa et al. [132-133]	4(7)	Composite reliability: 0.840	CFA was conducted without reporting any result	Vendor Characteristics (Expertise, Reputation), Website Characteristics (Usability), Vendor Behaviour (Opportunistic Behaviour), Relationship Quality	• Relationship Quality→Repurchase Intention	1	0.3
120	Carter et al. [28]	E-commerce	To understand how trust moderates the relationship between switching costs and online customer loyalty	NR	Gefen and Straub [98]	NR(7)	NR	CFA not done	Information Transparency, Procedural – Financial – Relational switching costs, Trust, Switching Costs	• The hypotheses in this paper are under consideration. Authors argue that there is a direct relationship between trust and customer loyalty.	1	0.5
121	Castañeda et al. [33]	E-commerce, Marketing	To analyse the impact of the internet on business results, and in particular, the consequences of attitude towards the web site with regard to customer behaviour and web site sponsor brand	103	One-item self-defined instrument	1(5)	Cronbach's α / Composite Reliability: ~ 0.900	CFA not done	Attitude to – internet, brand, website, Satisfaction	• Attitude to website →Intention to revisit • Satisfaction→Attitude to website→Intention to revisit	6	3

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
122	Chang and Chen [36]	E-commerce	To examine the relationship between interface quality, perceived security, customer satisfaction, switching costs and customer loyalty	314	Srinivasan et al. [229]	5(7)	Composite Reliability: 0.89	Acceptable model fit: χ^2 = 593, df=296, p<0.0001, χ^2/df = 2, GFI = 0.88, AGFI = 0.84, CFI = 0.94, NFI = 0.90, RMSEA = 0.06	Interface Quality, Perceived Security, Customer Satisfaction, Switching Costs	• Satisfaction→Loyalty • Switching Costs→Loyalty	19	9.5
123	Chang et al. [37]	E-commerce, E-Marketing	To examine the moderating effect of customer perceived value on the relationship between customer satisfaction and loyalty	330	Srinivasan et al. [229]	6(7) 4 items for repurchase intention and 2 items for word of mouth	Composite reliability: 0.850 (Repurchase intention), 0.783 (Word of mouth)	CFA done	E-Service Quality, Customer Satisfaction, Customer Perceived Value	• Satisfaction→Loyalty • Perceived Value → Satisfaction→ Loyalty	7	3.5
124	Chang et al. [38]	E-commerce	To discover the impact of service recovery on the customer perceived justice and customer loyalty for the e-commerce service firms under the network environment	2415	Self-defined instrument	NR(5)	Reliability coefficient: 0.869	Factor analysis was executed	Compensation, Communication, Explanation, Response, System, Distributive, International, Procedural Justice	• Service recovery has important influence on customer perceived justice and customer loyalty	0	0
125	Chao et al. [40]	E-commerce, Marketing	To examine the relationships among e-service quality, customer satisfaction, customer trust and e-loyalty in e-bank in Taiwan	442	Zeithaml et al. [281]	NR(5)	Composite reliability: 0.89	CFA not done.	E-Service Quality (E-SQual), Customer Satisfaction, Customer Trust	• Satisfaction→E-Loyalty • Trust→E-Loyalty • E-SQual → Satisfaction → Trust→ E-Loyalty	0	0
126	Chen et al. [45]	E-commerce	To identify how mutual trust works as a linkage between members' social interactions in the C2C community and their loyalty to the C2C platform provider	389	Gefen [96]	3(5)	Cronbach's α: 0.72	Acceptable model fit: χ^2 = 128.26, df=55, GFI= 0.95, AGFI= 0.92, NFI= 0.94, CFI= 0.97, RMSEA= 0.059	Information Interaction, Emotional Interaction, Mutual Trust among Members, Trust in the Platform Provider,	• Members' trust in the platform provider has a positive effect on their loyalty to the platform provider	4	2
127	Chih et al. [50]	E-commerce	To examine the impact of the relational bonds on trust and customer loyalty	310	Zeithaml et al. [281]	3(7)	Cronbach's α: 0.773	CFA done	Financial-Social-Structural bond, Trust	• Online store trust → loyalty	2	1

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
128	Chiou et al. [52]	E-commerce, Business	To examine the issue of the influential factors of buyer satisfaction and loyalty toward online auction web sites and online auction sellers	221	Chiou [5]	3(5): Loyalty toward the online auction web site: 3(5): Loyalty toward the online auction seller:	Cronbach's α: 0.91 (online auction web site), 0.90 (online auction seller)	Acceptable model fit: χ^2=4,119.45, df=2008, CFI=0.97, NFI=0.94, NNFI=0.97	E service quality of the online auction website (website efficiency, system availability, privacy, contact, compensation), E-service quality of the online austion seller (fulfillment, responsiveness, compensation, contact), Perceived value of the website, Perceived value of seller, Overall satisfaction with website, Overall satisfaction with seller, Specific asset investment(SAI) on website, SAI with seller	• Sat Web→Loyal Web • Sat Seller→Loyal Seller • SAI Web→ Loyal Web • SAI Seller→ Loyal Seller • Loyal Web→Loyal Seller • Loyal Seller→Loyal Web	2	1
129	Chiu et al. [53]	E-commerce, Information Management	To understand the determinants of customer repurchase intention (RI) in online shopping	360	Parasuraman et al. [198]	3(7)	Composite reliability: 0.96	PLS (Partial Least Squares) confirmatory factor analysis and cross-loading was executed to analyse the measurement and structural models. Acceptable model fit	Fulfilment, Privacy, System availability, Responsiveness, Contact, Perceived usefulness, Trust, Enjoyment, Perceived ease of use	• Perceived ease of use→RI • Perceived usefulness→RI • E-trust→RI • Enjoyment→RI	15	7.5
130	Chiu et al. [55]	E-commerce	To investigate the motivations behind customers' loyalty intentions towards online shopping (LI)	311	Moon and Kim [186]	3(7)	Composite reliability: 0.91	CFA done and all loadings were above the 0.7. Good seven factor model fit: χ^2=906.99, df=484, AGFI = 0.82, NNFI = 0.94, CFI= 0.95, RMSEA = 0.053. Not good one factor model fit: χ^2= 4527.28, df=536, AGFI = 0.49, NNFI = 0.67, CFI = 0.68, RMSEA = 0.155	Distributive, Procedural, International, Fairness, Trust, Satisfaction, Perceived Usefulness, Perceived Ease of Use, Control Variables (Internet and Shopping Experience)	• Satisfaction→LI • Perceived usefulness→LI	9	4.5
131	Cyr et al. [67]	Business	To test the influence of efficiency, effectiveness, enjoyment and trust on e-loyalty	330	Luarn and Lin [175]	3(7)	Cronbach's α: 0.958 Composite Reliability: 0.973	Every item loaded significantly on the construct it was supported to measure (p<0.001)	Perceived Interactivity (User Control, Connectedness, Responsiveness), Efficiency, Effectiveness, Enjoyment, Trust	• ↑Efficiency→E-Loyalty • ↑Effectiveness→E-Loyalty • ↑Trust→E-Loyalty • ↑Enjoyment→E-Loyalty	5	2.5

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
132	Dholakia and Zhao [79]	E-commerce, Business	To understand the distinction between objective and subjective interactivity and to investigate their effects on customer satisfaction, behavioural intention, and telepresence	270	Zeithaml et al. [281]	5(7)	Reliability Coefficient: 0.97	All items load significantly on their respective factors. Acceptable model fit: χ^2=375.06, df=203, CFI=0.99, GFI=0.89, AGFI=0.86, RMSEA=0.06	Subjective interactivity, Telepresence, Satisfaction	• Objective Interactivity (OI)→Behavioural Interactivity (BI) • Subjective Interactivity (SI) →BI • SI→Satisfaction→BI • Telepresence→BI	2	1
133	Dunn et al. [84]	E-commerce	To identify and examine the antecedents of consumer loyalty toward online travel intermediaries	342	Zeithaml et al. [281]	4 (7): Attitudinal e-loyalty 4(7): Behavioural E-Loyalty	Cronbach's α: 0.856 (Attitudinal Loyalty), 0.809 (Behavioural Loyalty)	CFA not done. EFA was executed	Attitude Toward Shopping Online, Perceived E-quality, Perceived E-Value	• Perceived E-Quality→ • Attitudinal E-Loyalty (AEL) • Perceived E-Value→AEL • Attitude toward e-shopping →AEL • AEL→Behavioural E-Loyalty	1	0.5
134	Hsu [123] **Note:** Poor statistical analysis, more likely a case study	E-commerce	To examine the factors influencing online auction customer loyalty, repurchase intention, and positive word of mouth	400	Zeithaml et al. [281]	NR	NR	CFA not done	E-Service quality of auctioneer (Efficiency, System availability, Privacy protection), e-recovery service quality of seller (Contact, Fulfilment, Responsiveness), Disconfirmation, Satisfaction, Attribution	• There is an association between Satisfaction and customer loyalty, repurchase intention and positive word of mouth	0	0
135	Hsu et al. [122]	E-commerce	To examine the factors that affect the on-line shopping loyalty	412	Stum and Thiry [230]	5(5)	Cronbach's α: 0.83	CFA was done	Product Information, Advertisement Information, Customer Service, Security, Price, Recommendation	• Product Information→Loyalty • Customer Service→Loyalty • Recommendation→ Loyalty	0	0
136	Huang et al. [129]	E-commerce	To evaluate logistics service quality (LSQ) for online shopping among retailing delivery	147	Self-defined instrument	3(5)	Cronbach's α: 0.909	Acceptable model fit: χ^2/df=30.1/39, GFI=1, AGFI=0.93, NFI= 0.99, RMSR=0.081	Logistics Service Quality (Information Quality, Ordering Procedures, Timeliness, Order Condition, Order Discrepancy), Satisfaction	• LSQ→Loyalty • Satisfaction→Loyalty	0	0
137	Jin [141]	E-commerce	To identify the dimensions and determinants of website brand equity from the perspective of website contents	800	Yoo et al. [274]	3(7)	Cronbach's α: 0.852	Acceptable model fit: χ^2=1 271.588, df=428, p<0.0001, χ^2/df=2.971, GFI=0.901, AGFI=0.872, CFI=0.946, NFI=0.942, RMR=0.069	Website resource, Web design, Website service, Interactivity, Brand experience, Perceived quality, Brand attractiveness, Brand relations	• Brand Perceived Quality→Brand Loyalty • Website Brand Experience→Brand Loyalty • Website Brand Relationships→Brand Loyalty	0	0
138	Karahanna et al. [144]	E-commerce	To examine customer's e-Satisfaction and Site Stickiness in the context of Online Hotel Reservations	4,838	Self-defined instrument	3(10)	Composite reliability: > 0.91	CFA not done	Information Quality, System Quality, Perceived Usefulness, Perceived Value, Trust, E-Satisfaction	• E-Satisfaction→Site stickiness • Trust→Site stickiness	0	0

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139	Kassim and Ismail [145]	E-commerce	To investigate the complex drivers of loyalty in e-commerce setting	218	Zeithaml et al. [281]	4(6)	Composite reliability: 0.85	Acceptable model fit: χ^2=35.922, df=2, GFI=0.927, CFI=0.925, SRMR=0.069	Service quality (ease of use, web design, responsiveness, customization, assurance), Satisfaction, Trust	• Satisfaction→Word of mouth (WOM) • Satisfaction→Intention • Trust→Intention	3	1.5
140	Kim et al. [147]	E-commerce	To study trust and satisfaction in electronic commerce from a longitudinal perspective	Pre-Purchase Phase: n=468 Post-Purchase n=258	Harris and Goode [113]	5(7)	Cronbach's α: 0.85 Composite reliability: 0.87	CFA not done. EFA was executed	Perceived Risk, Customer Trust, Perceived Benefit, Willingness to Purchase, Expectation, Confirmation, Perceived Performance, Satisfaction, Disposition to Trust	• Trust directly and indirectly affects a consumer's purchase decision in combination with perceived risk and perceived benefit • Trust has a longer term impact on consumer e-loyalty through satisfaction	27	13.5
141	Kim et al. [151]	E-commerce	To propose and test a model of the e-loyalty development process for online retailers, incorporating etail quality, e-satisfaction, and e-trust	182	Srinivasan et al. [229]	4(5)	Cronbach's α: 0.85	Acceptable model fit: (**for e-loyalty-e-satisfaction-e-trust**): χ^2=75.08, df=32, GFI=0.92, AGFI=0.87, NFI=0.95, CFI=0.97, RMR=0.04, RMSEA=0.09 (**for etail quality**): χ^2=65.50, df=38, GFI=0.94, AGFI=0.89, NFI=0.93, CFI=0.97, RMR=0.04, RMSEA=0.06	Etail Quality (Fulfilment/Reliability, Responsiveness, Website Design, Security/Privacy), E-trust, E-satisfaction	• E-trust→e-loyalty • E-trust→e-satisfaction • E-satisfaction→e-loyalty	15	7.5
142	Kim et al. [149]	E-commerce	To examine how buying environment characteristics are related to overall e-satisfaction and how e-satisfaction and e-loyalty are interrelated	366	Srinivasan et al. [229]	7(7)	Cronbach's α: 0.93	Acceptable model fit: χ^2=2,048.05, df=654, p<0.001, CFI=0.97, NFI=0.96, RMSEA=0.076	Convenience, Information, Web appearance, Communication, Entertainment value, Customization, E-Satisfaction	• E-Satisfaction→E-Loyalty	8	4
143	Lee et al. [160]	E-commerce	To examine the influence of computer self-efficiency and computer anxiety on repurchase intention	274	Bhattacherjee [21-22]	2(7)	Construct reliability: 0.94	CFA not done	Website Information Satisfaction, Website System Satisfaction, Computer Self-Efficiency, Efficiency, Fulfilment, Overall e-Service Quality, Computer Anxiety, e-Satisfaction	• E-Satisfaction→RI	2	1
144	Li and Huang [169]	E-commerce, Information Management	To examine whether there is existing linkage between e-service quality dimensions and e-satisfaction and e-loyalty	204	Parasuraman et al. [198]	NR(5)	NR	CFA not done	Tangible, Fulfilment, Responsiveness, Security, E-Satisfaction	• E-Satisfaction→E-loyalty	0	0

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145	Lii [164]	E-commerce, Business	To determine the key antecedents that influence e-loyalty in the online banking	213	Srinivasan et al. [229]	3(5)	Reliability coefficient: 0.79	CFA not done	Website Quality, Corporate Image, Perceived Social Presence, Satisfaction, Trust	• Trust→E-loyalty • Satisfaction→E-loyalty	0	0
146	Lin and Sun [170]	E-commerce	To identify the factors that influence satisfaction and loyalty in online shopping	221	Srinivasan et al. [229]	4(7)	Cronbach's α: 0.854	CFA was done	External factors (technology acceptance factor, website service quality), Internal factors (Specific holdup cost), Customer e-satisfaction	• E-Satisfaction→E-loyalty • Specific holdup cost→E-loyalty • Website Service Quality→E-loyalty • Technology acceptance factors→E-loyalty	6	3
147	Muthaly and Ha [189]	E-commerce	To examine the simultaneous effects of information, web interactivity, satisfaction and positive attitude (PA) on purchase intentions (PIs).	402	Self-defined instrument	2(7)	Cronbach's α: 0.7 - 0.9	Acceptable model fit	Customized information, Web interactivity, Positive Emotional Bond, Positive attitude,	• →Both the dual mediating role of PA and the simple mediating role of positive emotional bond (PEB) significantly improve the explanation of e-purchasing model process • Female consumers have a tendency to accept valuable information and to participate in interactivity	0	0
148	Qureshi et al. [206]	E-commerce, Marketing	To understand online customer repurchasing intention and the mediating role of trust. An investigation in two developed countries	New Zealand: 383 Northern Ireland: 362	Jarvenpaa et al. [132-133]	2(7)	Cronbach's α: >0.87	CFA was performed for each data set (New Zealand (NZ) and Northern Ireland (NI)) separately	Perceived Website Quality, Perceived Capability of Order fulfilment, Reputation, Trust in Vendor	• A returning customer's trust in an online vendor is positively related to his/her intention to repurchase from the online vendor (it applies for both groups)	10	5
149	Roy et al. [214]	E-commerce	To examine the effects of the customer loyalty states on the word of mouth (WOM)	511	Srinivasan et al. [229]	4(NR)	Cronbach's α: >0.700	Acceptable model fit: χ^2 = 768.34, df = 179, p<0.001, GFI = 0.920, CFI = 0.934, TLI = 0.922, IFI = 0.934, RFI = 0.901, NFI = 0.916, RMSEA = 0.07	Cognitive – Affective – Conative – Action Loyalty	• Cognitive Loyalty→Affective Loyalty • Affective Loyalty→Conative Loyalty • Conative Loyalty→Action Loyalty • Action Loyalty→WOM • Affective Loyalty→WOM • Conative Loyalty→WOM	0	0
150	Santouridis and Trivellas [220]	E-commerce	To provide empirical evidence on the role of service quality and customer satisfaction as predictors of loyalty of internet shoppers in Greece	171	Oliver [194]	4(7)	Cronbach's α: 0.855	CFA not done	E-Quality (ease of use, e-scape, responsiveness, customization, assurance), Satisfaction	• Satisfaction→Loyalty • E-Quality dimensions have a positive statistically significant direct to loyalty except from e-scape	0	0

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151	Swaid and Wigand [232]	E-commerce	To measure e-service quality and to examine the effects of it on customer loyalty	557	Zeithaml et al. [281]	13(7) Customer Loyalty (PL, PS, CB)	Cronbach's α: 0.828 - 0.889	Acceptable model fit: χ^2=542.4, p<0.001, χ^2/df=1.73, GFI=0.8, CFI=0.96, NNFI=0.96, RMSEA=0.047	E-Service Quality (Website Usability, Information Quality, Reliability, Responsiveness, Assurance, Personalization)	• Assurance →Price tolerance • Reliability→PL • ☒ Responsiveness has a significant negative impact on CB	14	7
152	Tsai and Huang [239]	Information Economics, E-commerce	To conceptualize the determinants of customer loyalty and investigate their interrelationships.	731	Burnham et al. [24]	3(7)	Composite Reliability: 0.90	CFA done. Acceptable model fit	Perceived Critical Mass, Warranty, Site Design, Competitive Equity Building, Relationship Investments, Overall satisfaction, Control Variable/Past Behaviour	• Overall Satisfaction→Loyalty Intentions • Competitive Equity Building→Loyalty Intentions • Relationship Investments→Loyalty Intentions	0	0
153	Verhagen and van Dolen [247]	E-commerce, Business	To identify how the use of multi-channel store image perspective influence online purchase intentions	630	Jarvenpaa et al. [132-133]	3(7)	Cronbach's α: 0.78 Composite reliability: 0.87	CFA not done	Offline store / service, merchandise, atmosphere, layout, Online store / service, merchandise, atmosphere, navigation	• Online merchandise, Online atmosphere, Online navigation→Online purchase intentions • Offline merchandise→ Online purchase intentions	11	5.5
154	Wang et al. [253]	Business, E-commerce	To examine the relationship between perceived customer value of e-retailers and its impact on e-loyalty intention toward e-retailers	491	Oliver [194]	4(7)	Cronbach's α: 0.70 - 0.87	Acceptable model fit: χ^2 =1849.684, df = 440, GFI = 0.942, AGFI=0.929, CFI=0.972, NFI=0.964, RMSEA= 0.071	Functional value of e-retailers (Price, Product quality, Convenience), Process value of e-retailers (Website design, Internet security, Customization, Internet interactivity, Operation simplicity), Social value of e-retailers (Website brand, Social evading value, C2c relationship value)	• Product Quality→E-Loyalty • Convenience→E-Loyalty • Internet security→E-Loyalty • Website Brand→E-Loyalty • ☒ Website Design→E-Loyalty • ☒ Price→E-Loyalty	0	0
155	Wetzels et al. [256]	E-commerce, Marketing	To construct a hierarchical model using PLS path modeling by measuring e-loyalty from the online book and CD retailing	190	Srinivasan et al. [229]	3(7): Attitudinal loyalty (AL) 3(7): Behavioural Loyalty (BL)	Composite reliability: 0.85 (AL), 0.82 (BL)	NR	Visual Appeal, Entertainment, Escapism, Enjoyment, Service Excellence, Efficiency, Economic Value, Hedonic Value, Utilitarian Value, Experiential Value	• Online experiential value →attitudinal e-loyalty • Online experiential value →behavioural e-loyalty • Attitudinal e-loyalty→ behavioural e-loyalty	56	28
156	Yang and Jing [266]	E-commerce	To examine the factors that influence customers' e-loyalty	174	Zeithaml et al. [281]	5(5)	Composite Reliability: 0.695	Acceptable model fit: χ^2 = 328.24, df= 194 GFI = 0.85, AGFI = 0.81, CFI = 0.86, RMSEA=0.062.	Website security, Contact interactivity, Website reputation, Initial trust, Switch cost, Customer satisfaction	• ↑Website Security→↑E-Loyalty • ↑Website reputation Trust→↑E-Loyalty • ↑Satisfaction→↑E-Loyalty	0	0

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
157	Yang and Wu [265]	E-commerce, Business	To assess the impacts of advanced image interactivity technology (IIT) adoption on e-shoppers' behavioural intentions	302	Srinivasan et al. [229]	2(7): Purchasing intentions (PI) 3(7): rebrowsing intentions (RI)	Composite reliability: 0.882 (PIs), 0.919 (RIs)	Acceptable model fit: χ^2=638.88, df=269, p<0.001, χ^2/df=2.375, IFI=0.935, TLI=0.921, CFI=0.934, RMSEA=0.068	Vividness, Interactivity, Telepresence, Utilitarian, Hedonic Value, Risk, Satisfaction,	• Satisfaction→PI • Satisfaction→RI	5	2.5
158	Yoon and Kim [276]	E-commerce	To develop the causal model of online store success	244	Zeithaml et al. [281]	3(7): Intention to re-purchase 3(7): Word-of-mouth (WOM) Intention	Composite reliability: 0.949 (intention to repurchase), 0.959 (WOM)	Acceptable model fit	System Quality, Service Quality, Information Quality, Trust	• Service quality→Customer Loyalty • Information quality→Customer Loyalty	1	0.5
159	Zeng et al. [282]	E-commerce	To identify the determinants of online service satisfaction and their impacts on behavioural intentions	235	Zeithaml et al. [281]	2(5)	Composite reliability: 0.75	Acceptable model fit: χ^2=661.25, df=335, p<0.0001, χ^2/df=1.97, GFI=0.85, CFI=0.98, NFI=0.96, NNFI=0.97, RMSEA=0.06	Customer Services, Fulfilment / reliability, Ease of use, Product / service portfolio, Security and Privacy, Overall satisfaction, Recommendation, Price Sensitivities, Complain	• The effects of overall satisfaction on recommendations, repurchase intention and price sensitivity were statistically significant	2	1
160	Zhai and Ye [284]	E-commerce	To investigate the effects of customer satisfaction, product satisfaction and service satisfaction on customer loyalty	343	Parasuraman et al. [198]	5(5)	Reliability coefficient: 0.86	Acceptable model fit: GFI=0.91, NNFI=0.97, CFI=0.98, SRMR=0.050 RMSEA=0.017	Customer satisfaction, Product satisfaction, Service satisfaction	• Customer Satisfaction→Customer Loyalty	0	0
161	Afsar et al. [2]	E-commerce	To find the factors of customer loyalty in the banking sector in Pakistan	325	Pritchard et al. [204];Oliver [193, 195]	4(7)	Cronbach's α: >0.700	CFA not done. EFA was executed	Perceived Quality, Satisfaction, Trust, Switching Cost, Commitment	• Switching Costs→Loyalty • Satisfaction→Loyalty (This effect is quite low) • Commitment→Loyalty	1	1
162	Carlson and O'Cass [27]	E-commerce, Marketing	To examine the relationships among e-service quality, consumer satisfaction, attitudes towards the web site and behavioural intentions in the context of content-driven web sites.	518	Zeithaml et al. [281]	5(7)	**Sample 1:** Cronbach's α: 0.88, Composite reliability: 0.65 **Sample 2:** Cronbach's α: 0.83, Composite reliability: 0.900	CFA not done	E-Service Quality, Customer Satisfaction, Attitude Towards the Website	• E-Service Quality→Behavioural Intentions (BI) • Customer Satisfaction→BI • Attitude toward the website→BI	1	1

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
163	Caruana and Ewing [29]	Marketing	To examine the role of corporate reputation and its relation to quality, perceived value, and loyalty in an online context	1857 (Books: 1165 Shares: 692)	Oliver [193, 195]	4(NR)	Cronbach's α: 0.73 (books), 0.93 (shares)	Acceptable model fit: Books: χ^2=2138, df=359, CFI=0.94, TLI=0.98, RMSEA=0.065 Shares: χ^2=1178, df=359, CFI=0.96, TLI=0.99, RMSEA=0.057	Fulfilment/ Reliability, Customer Service, Website Design, Privacy/ Security, Perceived Value, Corporate Reputation	• ↑Corporate reputation→↑E-Loyalty • ↑Perceived value→↑E-Loyalty • ↑Website Design→↑E-Loyalty	1	1
164	Chen and Dibb [43]	E-commerce	To explore the antecedents and consequences of trust in the online retail context	452	Eroglu et al. [89]	4(5)	Cronbach's α: 0.88	CFA not done. EFA was executed	Web Site Quality (Web site usability, Security and privacy, Speed of download, Product information quality, Service information quality, Aesthetic aspects), Familiarity with the web site, Trust, Attitudes toward the site	• Trust→Web approach Intentions • Attitudes toward the site→Web approach Intentions	0	2
165	Chen et al. [46]	E-commerce	To perceive the variables affecting customer loyalty from the point of online shopping experience	230	Self-defined instrument	NR(10)	NR	CFA not done	Online Shop Image, Online Shopping Expectations, Purchasing experience, Perceived Value, Customer Satisfaction	• Online Shop Image→Loyalty • Satisfaction→Loyalty	2	0
166	Chiagouris and Ray [48]	E-commerce	To examine the moderating role of internet shopping experience in customer's repatronage intentions	251	Self-defined instrument	2(7)	Cronbach's: 0.757	Acceptable model fit: χ^2=691.562, df=188, NFI=0.93, NNFI=0.94, CFI=0.95, IFI=0.95, RMSEA=0.08	Advertising Likeability, Reputation, Perceived Site Security, Hedonic Value, Utilitarian Value	• The positive effect of attitude →repatronage intentions is stronger when prior internet shopping experience is higher.	0	0
167	Chiu et al. [54]	E-commerce	To examine the antecedents of trust in online auctions	412	Gefen [96, 98]	3(7)	Composite reliability: 0.97	Partial Least Squares (PLS) CFA done	Distributive, Procedural, Interpersonal, Informational Justice, Bidding Justice, Trust	• Trust→Repeat purchase Intention • Bidding Justice→ Trust→ Repeat purchase Intention	0	5
168	Chung and Shin [59]	E-commerce	To highlight the significance of relationship quality factors on positive word of mouth (WOM) in online retailing	215	Molinari et al. [185]	3(7)	Cronbach's α: 0.868 Composite reliability: 0.982	Acceptable model fit: χ^2=418.147, df=307, χ^2/df=1.362, GFI=0.882, AGFI=0.844, NFI=0.903, IFI=0.972, TLI=0.965, CFI=0.972, RMSEA=0.041	Site Characteristics (Shopping Convenience, Site Design, Informativeness, Security, Communication), Customer Satisfaction, E-Trust, E-Commitment	• E-Trust→E-WOM • E-Commitment→E-WOM	5	0
169	Cyr et al. [68]	E-commerce	To examine the impact of website colour on user trust, satisfaction, and e-loyalty	270	Gefen and Straub [96, 98]; Cyr et al. [64-65]	3(5)	Cronbach's α: 0.934	CFA not done	Colour Scheme, Culture, Colour Appeal, Culture, Trust, Satisfaction	• ↑Trust→↑E-Loyalty • ↑Satisfaction→↑E-Loyalty	0	14

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
170	Dai and Salam [72]	E-commerce	To provide insights of service convenience and services consumption experience and their potential influence on consumers and service providers in the Electronic Meditated Environment (EME)	1250	Gefen [96]	3(5)	Reliability coefficient: 0.87	CFA not done	Service Decision-Service Access, Service Search-Service Transaction-Service Benefit-Service Post-Benefit Convenience, Service Emotion-Service Immersion-Service Sensation-Service Participation-Service Playfulness in EME, Perceived Value, Satisfaction, Commitment,	• Satisfaction→Loyalty • Commitment→Loyalty	14	0
171	Dong et al. [80]	E-commerce	To analyse e-commerce website quality effects on website satisfaction and website loyalty	359	Oliver [193, 195]	7(7)	Cronbach's α: 0.87	CFA was executed	Website Quality (Website Ease of Use, Website Content, Website Security, Website Interaction), Website Satisfaction, Technology Readiness	• Customer website satisfaction→Website loyalty	0	0
172	Doong et al. [81] **Note:** Look also at Doong et al. [82]	E-commerce	To reveal the determinants of consumers' e-loyalty	280	Srinivasan et al. [229]	3(7)	Composite reliability: 0.84-0.88	Acceptable model fit: χ^2/df= 2.32, GFI= 0.91, AGFI= 0.88, CFI= 0.96, NFI= 0.95, NNFI= 0.96, RMSEA=0.078	Brand Loyalty in traditional market, Online brand familiarity, Website reputation, Trust	• E-Trust towards the brand's Website→E-Loyalty toward the brand's Website	0	0
173	Frost et al. [93]	E-commerce	To explore whether collectivistic and individualistic users exhibit different e-commerce loyalty and purchase intentions	140	Srinivasan et al. [229]	7(5)	NR	CFA not done	Horizontal collectivism, Horizontal individualism, Vertical collectivism, Vertical individualism	• Online shoppers are more individualistic than those who have not shopped online • Individualism and collectivism do not influence online loyalty	0	4
174	Fuentes-Blasco et al. [94]	E-commerce, Business	To examine the antecedents of e-loyalty and the effect of switching costs on website	191	Srinivasan et al. [229]	4(5)	Cronbach's α: 0.90 Composite Reliability: 0.92	Acceptable model fit: χ^2=454.09, df =366, p<0.001, CFI = 0.953, BB-NFI = 0.901, BB-NNFI = 0.948, RMSEA = 0.043	E-Service Quality (Fulfilment, Efficiency, System Availability, Security, Responsiveness/ Contact), Perceived Value, Switching costs	• ↑Perceived Value→↑E-Loyalty (The higher the website switching costs, the more likelihood that perceived value will lead to greater e-loyalty)	4	3
175	Gounaris et al. [101]	E-commerce/ Marketing	To examine the effects of service quality and satisfaction on three consumer behavioural intentions (word-of-mouth, site revisit, purchase intentions) in the internet shopping	240	Self-defined instrument	4(5):WOM 3(5): Site revisit 3(5): Purchase intentions	Cronbach's α: 0.80 (WOM), 0.78 (Site revisit), 0.79 (Purchase intentions)	Acceptable model fit: GFI= 0.94, CFI=0.96, RMSEA=0.07	E-Service Quality (User friendliness, Information, Adaptation, Aesthetics), E-Satisfaction (Process, Encounter)	• E-Service Quality (E-ServQ)→Behavioural Intentions (BI) • E-ServQ →Satisfaction→BI	3	2

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176	Gupta and Kabadayi [104]	E-commerce, Marketing, E-Business	To examine how specific consumer motives influence the trusting belief–loyalty relationship and to investigate how the online flow experience strengthens or weakens this relationship.	145	Srinivasan et al. [229]	5(5)	Reliability coefficient: 0.86	Acceptable model fit: χ^2=176.85, df=124, GFI=0.93, CFI=0.94, RMSEA=0.08	Trusting Beliefs (Ability, Benevolence, Integrity), Perceived Flow, Motives (Goal-Directed/Experiential)	• Experimental motive, benevolence and integrity-related beliefs→ Loyalty • Goal related-motive, ability and integrity-related beliefs→Loyalty • ☒ Experiential motive, ability-related beliefs→Loyalty • ☒ Goal related –motive, benevolence-related beliefs→Loyalty	2	2
177	Ha et al. [109]	Marketing	To examine the satisfaction consequences in repurchase situations	514	Jones et al. [143]; Oliver [193, 195]	3(5)	Cronbach's α: 0.86 Composite reliability: 0.810 - 0.871	CFA not done	Satisfaction, Adjusted Expectation, Trust, Positive Attitude	• Satisfaction→Repurchase Intentions • Satisfaction→Trust→Repurchase Intentions	2	1
178	Ha et al. [110]	E-commerce	To explore alternative explanations in the development of the online repurchase intentions model	448	Taylor and Hunter [234-235]	3(5)	Cronbach's α: 0.793	Acceptable model fit: UK: χ^2=174.905, df=142, CFI=0.951, IFI=0.953, TLI=0.941, RMSEA=0.052 Korea: χ^2=254.149, df=142, IFI=0.954, TLI=0.944, CFI=0.954, RMSEA=0.053	Customized information, Perceived interactivity, Consumer Satisfaction, Consumer attitude toward website	• Satisfaction→RI	1	0
179	Harris and Goode [114]	E-Marketing, E-commerce	To present and a conceptual model of purchase intentions, trust, and e-servicescape	257	Zeithaml et al. [281]; Harris and Goode [113]	3(7)	Cronbach's α: 0.767	Acceptable model fit	e-Servicescape (Originality of Design, Visual Appeal, Entertainment Value, Usability, Relevance of Information, Customization, Interactivity, Perceived Security, Ease of Payment, Aesthetic Appeal, Layout & Functionality, Financial Security, Trust in the Website	• E-Trust→Purchase Intentions	0	1
180	Jiang et al. [136]	E-commerce	To identify the effects of Interactivity on Website Involvement and Purchase Intention	186	Li et al. [162]	4(7)	Cronbach's α: 0.96	CFA not done. EFA was executed	Active Control (High/Low), Reciprocal Communication (Present/Absent), Cognitive Involvement, Affective Involvement, Product Type (Functional/ Expressive)	• Cognitive involvement→Purchase Intention • Affective involvement→Purchase Intention	1	3

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181	Jin and Kim [137]	E-commerce	To compare customers' evaluations of online attributes of Korean pure online versus multichannel retailers and the impact of each online attribute on the customer loyalty	344	Srinivasan et al. [229]	5(7)	Reliability coefficient: 0.88	Acceptable model fit: **E-loyalty:** χ^2=96.22, df=38 GFI=0.95, AGFI=0.91, CFI=0.97, NNFI=0.96, RMR=0.04, RMSEA=0.06 **Online store attributes:** χ^2=890.15, df=174, GFI=0.85, CFI=0.83, NFI=0.80, RMR=0.07, RMSEA=0.06	Website design, Order fulfillment, Communication, Merchandize Assortment/information (A/I), Security/privacy, Promotion	• Communication→E-loyalty multichannel retailers • Website design→E-loyalty multichannel retailers • Merchandize (A/I)→E-loyalty • Security/Privacy→E-loyalty	3	0
182	Jin et al. [140]	Marketing, Business	To examine the influence of online store attributes and offline operations on performance of multichannel retailers	203	Srinivasan et al. [229]	10(7)	Cronbach's α: 0.77 - 0.86	Acceptable model fit χ^2= 22.22, df= 13, p=0.052, GFI =0.97, CFI = 0.99, RMR = 0.046, RMSEA = 0.056	Offline channel use, Firm reputation, Satisfaction with offline channel, Loyalty to offline channel, Marketing attributes of online channel, Basic attributes of online channel, Satisfaction with online channel	• E-Satisfaction→E-Loyalty	0	1
183	Jones and Kim [142]	E-commerce	To examine the influence of retail brand trust, off-line patronage, clothing involvement, and website quality on online apparel shopping intention for young female US consumers	200	Chiang and Dholakia [49]	3(5)	Reliability coefficient: 0.86	CFA not done	Brand Trust, Off-line patronage, Clothing involvement, Perceived website quality (usability and information quality, visual appeal and image, interactivity and innovativeness)	• Retail brand trust, off-line patronage, clothing involvement, usability and information quality, visual appeal and image significantly influence online apparel shopping intention • Off-line patronage was the strongest predictor of online shopping intention	1	0
184	Kim and Damhorst [150]	E-commerce	To examine the effects of the level of Internet Retailer's Service Quality (IRSQ) on Perceived Apparel Quality, Perceived Service Quality, Perceived Value, Satisfaction, and Behavioural Intentions toward an Internet Retailer	361	Zeithaml et al. [281]	5(7)	Cronbach's α: 0.97	Acceptable model fit: χ^2/df ranged from 0.21 to 1.46 (p > 0.05), IFI ranged from 0.97 to 0.99, RFI ranged from 0.95 to 0.99, TLI ranged from 0.96 to 0.99	Perceived apparel quality of an internet retailer, Perceived service quality of the internet retailer, Perceived Value of apparel shopping at the internet retailer, satisfaction with apparel shopping at the internet retailer	• Perceived IRSQ→Behavioural Intentions regarding the internet retailer • Perceived Value of apparel shopping at the internet retailer→ Behavioural Intentions regarding the internet retailer • Satisfaction with apparel shopping at the internet retailer→ Behavioural Intentions regarding the internet retailer	0	0

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185	Kim and Kim [152]	E-commerce	To compare the e-service quality perceptions of US and South Korean consumers in relation to overall e-service quality, e-satisfaction, and e-loyalty	361	Srinivasan et al. [229]	7(7)	Reliability coefficient: >0.700	Acceptable model fit: US: χ^2= 210.24, df =104, p< 0.05, CFI =0.99, NFI =0.98, RMSEA= 0.073 Korea: χ^2= 227.49, df =104, p< 0.05, CFI =0.97, NFI =0.94, RMSEA = 0.075	E-Service Quality (Efficiency, System availability, Fulfilment, Privacy, Responsiveness, Compensation, Contact), Overall e-service quality, E-Satisfaction	• Overall e-service quality→E-Loyalty • E-Satisfaction→E-Loyalty	0	0
186	Liu and Hung [173]	E-commerce	To determine which elements of trust, namely, ability, integrity and benevolence, influence customer loyalty	204	Self-defined instrument	3(5)	Composite reliability: 0.84	CFA not done	Ability, Integrity, Benevolence, Environmental perception	• Integrity of the online store→Customer Loyalty • Benevolence of the online store→Customer Loyalty	0	1
187	Marimon et al. [180]	E-commerce, Business	To explore the suitability of E-S-QUAL for application in an online Spanish supermarket and to analyse how website quality impacts upon customer loyalty and actual e-sales	131	Zeithaml et al. [281]	5(5)	Reliability coefficient: 0.896	Acceptable model fit: χ^2=112.698, df=84, CFI=0.945, RMSEA=0.051	Efficiency, System availability, Fulfilment, Privacy, Perceived value	• Higher levels of perceived value in a website are positively related to higher levels of loyalty with regard to that Website • Higher levels of loyalty with regard to a website are positively related to higher levels of actual purchases on that website	1	2
188	Navarré et al. [190]	E-commerce	To examine the antecedents of Internet services usage of the Spanish market	254	Zeithaml et al. [281]	5(7)	Composite reliability: 0.745	Acceptable model fit: χ^2= 40.8881, df=17, BBNFI = 0.947, BBNNFI = 0.947, CFI = 0.968, IFI =0.968, RMSEA= 0.065	Satisfaction, trust	• Satisfaction→E-loyalty • ↑Trust→↑E-loyalty	2	0
189	O'Cass and Carlson [192]	E-commerce	To examine the effects of website-induced flow in professional sporting team websites	400	Zeithaml et al. [281]	3(7)	Composite reliability: 0.82	CFA not done	Flow, Website Satisfaction, Website Aroused Feelings, Control Variables (age, gender, perceived internet, experience)	• Flow→Loyalty for the sporting organisations website • Flow→Positive Word of Mouth about the sporting organisations website	0	1
190	Peikari [201]	E-Marketing, E-commerce	To examine the influence of Security Statement, Technical Protection, and Privacy on Satisfaction and Loyalty	337	Zeithaml et al. [281]	NR(5)	Cronbach's α: 0.792	Acceptable model fit: χ^2=243.75, df=160, GFI=0.934, AGFI=0.914, NFI=0.917, NNFI=0.964, CFI=0.970, RMSEA=0.039, RMSR=0.033,	Satisfaction, Technical Protection, Privacy, Security Statement	• Satisfaction→Loyalty • Security Statement→Loyalty	1	0

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191	Pizzutti and Fernandes [203]	E-commerce	To extend the understanding of retailer recovery efforts and their consequences for the e‑commerce environment and to examine the moderating roles of failure types, familiarity, and quality of prior experiences in the recovery framework for Internet shopping in general as well as for customer interaction with a specific on-line retailer.	3.206	Zeithaml et al. [281]	4(5)¨Repurchase intention 3(5) Positive WOM	**Loyalty to e-commerce:** WOM: Cronbach's α: 0.96, Composite reliability (CR): 0.89; Retention: α: 0.87, CR=0.77 **Loyalty to on-line seller** WOM: α: 0.98, CR=0.90 Retention: α: 0.95, CR=0.87	Acceptable model fit: χ^2= 18,974.54, df = 1,297, CFI = 0.96, NFI=0.95, NNFI =0.95, RMSEA = 0.06	Type of Failure (interactional, procedural, distributive fairness), Satisfaction with service recovery, Prior experience with e-commerce and on-line seller, Familiarity with e-commerce and on-line seller, Customer trust in e-commerce and on-line seller	• Consumer trust in the on-line seller→consumer intentions for future purchasing from the on-line seller and the spread of positive WOM regarding the on-line seller • Customer trust in e-commerce→consumer intentions for future purchasing via the Internet and the spread of positive WOM about e-commerce • Familiarity with an on-line seller→consumer trust→loyalty intentions	0	0
192	Quan [205]	E-commerce	To assess the effects of e-service quality and e-satisfaction on internet banking loyalty (CL) in China	387	Parasuraman et al. [198]	NR(5)	NR	Acceptable model fit: χ^2/df=1.494, GFI=0.935, AGFI=0.910, NFI=0.933, NNFI=0.910, CFI=0.924, RMSEA=0.064	Efficiency, Fulfilment, System Availability, Privacy, System Quality, E-Service Quality, Information Quality, Perceived Value, Customer Satisfaction	• Customer Satisfaction→CL • Perceived Value→CL • E-Service Quality→CL	0	0
193	Román [212]	E-banking, E-commerce	To investigate the moderating role of type of product, consumer's attitude toward the internet and customer's demographics	398	Zeithaml et al. [281]	3(5)	Composite reliability: 0.92	Acceptable model fit: χ^2=103.31, df=59, p<0.01, GFI = 0.96, AGFI = 0.94, CFI = 0.99, TLI (NNFI)= 0.98, RMSEA=0.02, RMSR = 0.03,	Perceived deception, Consumer Satisfaction, Moderating variables (Product type, Consumer's attitude toward Internet, Consumer's age – education - gender	• E-Satisfaction→E-Loyalty	0	0
194	Ruiz-Molina et al. [215-218]	E-commerce	To analyse the influence of retail ICT on consumer loyalty towards the retailer, as well as to access the moderating role of consumer age on this relationship	400	Srinivasan et al. [229]	3(5)	Reliability coefficient: 0.721	Acceptable model fit χ^2=352.16, df=181, CFI=0.940, IFI=0.941, NNFI=0.924, RMSEA=0.050	Quality value, Emotional value, Value for money, Social value, IT assessment, Commitment	• Satisfaction→Attitudinal Loyalty	0	0

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195	Udo et al. [241]	E-commerce	To examine the dimensions of web service quality and their relationships with customer satisfaction and behavioural intentions in an e-business environment	211	Bhattacherjee [21-22]	3(7)	Cronbach's α: 0.82	CFA not done	Perceived Risk, Web Site Content, Service Convenience, PC Skills, Web Service Quality	• Web Service Quality→Behavioural Intentions • Web Service Quality → Satisfaction → Behavioural Intentions	0	4
196	Vieira [248]	E-commerce	To analyse the perceived service quality in the electronic retail and correlates it with three marketing constructs	515	Harris and Goode [113]	16 (5) for 4 dimensions of Loyalty (cognitive, affective, conative, action)	Composite reliability: 0.72 - 0.87	CFA not done. EFA was executed	Quality of Efficiency, Quality of system, Quality of Fill, Quality of Privacy	• There is a linear relationship between quality of efficiency and loyalty • There is a linear relationship between quality of privacy and loyalty	4	0
197	Walsh et al. [249]	E-commerce	To examine the relationship between quality and customer loyalty in e-services	online media retails: 300 online travel agencies: 255	Zeithaml et al. [281]	4(7)	Cronbach's α: 0.94 (media retails), 0.92 (travel industry)	Acceptable model fit: χ^2=772.30, df=145, p<0.001, CFI=0.98, RMR=0.065, RMSEA=0.046	Customer Satisfaction, Competence trust, Benevolence trust, Commitment	• Competence trust→Customer Loyalty Intentions • Affective commitment→Customer Loyalty Intentions	0	1
198	Wu and Sun [259] **Note:** Same with Sun et al. [231]	E-commerce, Business	To analyse the factors affecting consumers to use internet banking services	276	Zeithaml et al. [281]	4(7)	Composite reliability: 0.86	Acceptable model fit	E-Service quality, E-Customer Satisfaction, Perceived Value (PV)	• E-customer satisfaction→e-loyalty • E-service quality→e-loyalty • ☒ PV→E-loyalty	1	1
199	Xu and Liu [260] **Note:** Similar with Liu and Xu [174]	E-commerce, Business	To examine the antecedents of online stickiness and its effect on repurchase intention (RI) from the view of website design	351	Yi and La (2004); Gefen and Straub [96, 98]	2(7)	Composite reliability: 0.904	Acceptable model fit: χ^2 =304.108, df=148, GFI= 0.926, AGFI= 0.894, PGFI= 0.652. NFI= 0.941, PNFI= 0.733, CFI= 0.968, IFI= 0.969, RMSEA= 0.055,	Perceived content value, perceived context value, perceived infrastructure value, online satisfaction, online trust, Online Stickiness	• Online Stickiness→RI • Online Satisfaction→RI • Online Trust→RI	1	0
200	Xue [261]	E-commerce	To examine the relationship between Online Flow and Customer Loyalty	212	Self-defined instrument	3(5)	Cronbach's α: 0.657	CFA not done	Personal Factors (Skills), Network Factors (Interactive Speed, Usefulness, Entertainment), Task Factors (Importance, Challenging, Time-Bound, Heart Flow	• Heart Flow→Customer Loyalty	0	0
201	Yang et al. [262]	E-commerce	To test the effects of service quality on loyalty with customer satisfaction and perceived value as mediators	234	Parasuraman et al. [198]	NR(7)	Composite reliability: 0.84 - 0.91	Acceptable model fit: χ^2/df=2.83, GFI=0.86, NFI=0.90, TLI=0.92, CFI=0.93, RMSEA=0.09	Service Quality (Efficiency, Fulfillment, System Availability, Privacy, Enjoyment), Satisfaction, Perceived Value	• E-Service Quality→E-Loyalty • E-Satisfaction→E-loyalty • Perceived Value→E-Satisfaction→E-loyalty	0	0

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
202	Yee and Faziharudean [268]	E-commerce, E-Business	To investigate the factors that affect Customer Loyalty of using Internet Banking in Malaysia	289	Pritchard et al. [204]	5(7)	Cronbach's α: 0.847	CFA done but results NR, although fit reported acceptable	Service Quality, Perceived Value, Trust, Habit, Reputation	• Trust→ Customer Loyalty towards Internet Banking website • Habit→ Customer Loyalty towards Internet Banking website • Reputation→ Customer Loyalty towards Internet Banking website	0	0
203	Yen [272]	E-commerce, Business	To verify the relationship between switching costs and customer loyalty in e-commerce	425	de Ruyter et al. [76]	8(7) Five items for preference loyalty and three items for dissatisfaction response	Cronbach's α: 0.88	CFA not done. EFA was executed	Switching cost (SC), Perceived risks (PR)	• Switching Costs→Preference Loyalty (E-Loyalty) • The relationship of SC and customer loyalty is affected by PR o Low PR (positive relationship between SC and PR) o High PR (weak or negative relationship between SC and PR)	0	3
204	Zhang et al. [285]	E-commerce	To examine the impact between service quality, customer satisfaction and loyalty of E-business	Totally 300 large sample questionnaire were handed out. It is nor reported the exact N	Srinivasan et al. [229]	3(5)	Cronbach's α: 0.899	Acceptable model fit: χ^2=211.47, df=52, p<0.0001, GFI=0.91, AGFI=0.85, CFI=0.94	Enterprise Recognition (information flow, business flow), Customer Satisfaction (logistics), capital flow	• Capital flow quality→Customer Loyalty of E-Business Enterprise	3	0
205	Zhu and Kuo [289]	E-commerce, E-Business	To coordinate Online Retail Service (ORS) and traditional customer-based brand equity in the context of online retailers and to interpret the relationships and dynamics among these dimensions.	154	Yoo et al. [274]	NR(7)	NR	CFA not done	Brand Awareness, Perceived Quality, Trust Associations, Emotional Connection	• Perceived Quality→BL • Emotional connection→BL	0	0
206	Abdul-Muhmin [1]	E-business	To examine the determinants of repeat purchase intentions of consumers who have previously bought online	436	One-item self-defined instrument	1(7)	Cronbach's α: 0.72	CFA not done	Satisfaction with: Online Product Prices, Delivery Time, Delivery Cost, Online Product Quality, Online Customer Service, Required Online Payment Method, Online Payment Security, Overall Satisfaction with previous Online Purchase, Attitudes toward Online Purchase	• Overall satisfaction with previous online purchasing + attitude toward online purchasing→ repeat purchase intention	0	0

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
207	Aldas-Manzano et al. [3]	E-commerce, Marketing	To evaluate the role of satisfaction, trust, frequency of use and perceived risk in online banking services	254	Zeithaml et al. [281]	5(7)	Cronbach's α & Composite Reliability: 0.90	Acceptable model fit: χ^2= 83.59, df = 35, p<0.001, NFI = 0.94, NNFI = 0.94; CFI = 0.96, IFI = 0.96, RMSEA =0.06	Satisfaction, Perceived risk, Trust, Frequency of use	• ↑Satisfaction→↑Loyalty • ↓Perceived Risk→↑Loyalty • ↑Trust→↑Loyalty	0	0
208	Castañeda [32]	E-commerce, E-Banking	To clarify the nature and strength of the relationship between satisfaction and loyalty by developing different models	400	Zeithaml et al. [281]	7(5)	Cronbach's α & Composite reliability: 0.90	CFA not done EFA was executed	Satisfaction, Dissatisfaction, Involvement, Trust	• →The satisfaction - loyalty relationship is moderated by involvement and mediated by trust.	0	0
209	Chaudhry et al. [41]	E-commerce, Business, Marketing	To explore the link between e-trust, perceived quality and intention to use with subjective disconfirmation in online service quality in an online banking sample	272	Oliver [193, 195]	2(5)	Cronbach's α: 0.88 Composite Reliability: 0.39	NR	E-trust, Perceived Quality, Intention to Use, Quality, Subjective Disconfirmation, Satisfaction	• Satisfaction→Loyalty • Loyalty→Behavioural intentions • Loyalty→WOM	0	0
210	Christodoulides and Michaelidou [57]	Marketing	To investigate the effect of motives for online shopping on e-satisfaction and e-loyalty	797	Srinivasan et al. [229]	5(7)	Composite Reliability: 0.84	CFA not done	Convenience, Information Seeking, Variety Seeking, Social Interaction, E-satisfaction	• E-Satisfaction→E-Loyalty • Social Interaction→E-Loyalty	0	0
211	Doong et al. [83]	E-commerce	To investigate how consumers' brand loyalty in the retailing channel may impact on their shopping intentions at the same brand's Webstore	316	Gefen and Straub [96, 98]	3(7)	Composite Reliability: 0.86	Acceptable model fit: χ^2/df= 2.20, GFI= 0.93, AGFI= 0.90, CFI= 0.98, NFI= 0.97, NNFI= 0.98, RMSEA= 0.062, RMSR= 0.042	Offline Brand Loyalty, Online Brand Familiarity, Brand's Webstore Reputation, Trust in the Brand's Webstore	• Trust in the Brand's Webstore→Webstore Shopping Intention	0	0
212	Durkasree and Ramesh [85]	Online Marketing, E-commerce	To gain a better understanding of the service quality dimensions that affect customer satisfaction in online marketing from a customer perspective	127	Srinivasan et al. [229]	NR(5)	Cronbach's α: 0.790 Composite reliability: 0.781	CFA was executed	Tangibility, Responsiveness, Trust and Confidence, Communication, Reliability, Ordering, Empathy, Customer Satisfaction	• Customer Satisfaction→Customer Loyalty	0	0

No.	References	Area	Scope	N	Loyalty Instrument	Number of Items (Likert points)	Reliability	Fit Indices (if CFA Performed)	Other dimensions measured (items)	☑Main positively supported results from (E-) loyalty hypotheses	Times Cited	IR
213	Eid [87] **Note:** Similar with Eid and Al-Anazi [86]	E-commerce	To identify the factors that influence the extent to which Saudi consumers trust, are satisfied with, and are loyal towards B2C e-commerce	218	Oliver [193, 195]	4(5)	Composite reliability: 0.864	Acceptable model fit: χ^2=316.64, df=294, GFI=0.90, AGFI=0.87, CFI=0.97, RMSEA=0.019	User Interface Quality, Information Quality, Perceived Security, Perceived Privacy, E-customer Satisfaction, E-customer Trust	• ↑E-Satisfaction→E-Loyalty	1	1
214	Hong and Cho [118]	E-commerce	To examine the impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces	222	Jarvenpaa et al. [132-133]	4(NR)	Cronbach's α: 0.896	Acceptable model fit: χ^2=410.079, df=209, χ^2/df=1.962, GFI=0.857, NFI=0.917, RFI=0.899, IFI=0.957, TLI=0.948, CFI=0.957, PNFI=0.757, SRMR=0.0459, RMSEA=0.068	Competence, Benevolence, Integrity, Trust in intermediary, Trust in sellers, Customer Loyalty	• Trust in intermediary→PIs • Attitudinal Loyalty→PIs	1	1
215	Kim et al. [153]	E-commerce	To examine the factors that influence trust, satisfaction and loyalty	340	Self-defined instrument	4(5)	Composite reliability: 0.860	Acceptable model fit: χ^2=244.98, df=137, p<0.0001, GFI=0.929, AGFI=0.902, CFI=0.959, RMSR=0.023,	Navigation Functionality, Perceived Security, Transaction Cost, Trust, Satisfaction	• Satisfaction→Loyalty • Trust→Loyalty	7	7
216	Marimon et al. [181]	E-commerce	To measure service recovery in the electronic banking sector; and to examine the relationship between service recovery and customer loyalty in the setting of e-banking services	123	Parasuraman et al. [198]	5(5)	Cronbach's α: 0.929	Acceptable model fit: χ^2= 14.23, df= 19, CFI=0.996, BBNNFI=0.994, IFI=0.996, RMSEA=0.028	Responsiveness, Contact	• →The dimension of responsiveness has an impact on e-loyalty	0	0
217	Yen [273] **Note:** Similar with Yen [272]	E-commerce	To examine how switching costs (SC) and perceived risk (PR) affect customer loyalty. To formulate the complementary relationship between SC and PR towards influencing CL. To identify the influences on CL in different stages of e-commerce life cycle	516	de Ruyter et al. [76]	5(7)	Cronbach's α: 0.74 (acquisition stage), 0.82 (retention stage)	CFA was performed with adequate convergent validity. EFA was executed with acceptable model fit	Switching costs, Perceived risks	• SC→e-loyalty • ☒ PR→e-loyalty	0	0

Notes: NR, Not Reported; IR, Impact Ratio; CFA, Confirmatory Factor Analysis; EFA: Exploratory Factor Analysis; df: Degrees of Freedom; GFI, Goodness of Fit Index; AGFI, Adjusted Goodness of Fit Index; NFI, Normed Fit Index; NNFI, Non-Normed Fit Index; CFI; Comparative Fit Index; IFI, Incremental Fit Index; RFI, Relative Fit Index; TLI, Tucker-Lewis Index; RMR; Root Mean Residual; SRMR, Standardized root mean square residual; RMSR, Root Mean Square Residual; RMSEA, Root Mean Square Error of Approximation

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