Customers' Feedback and Sellers' Reputation: The Effect of Online Shopping Information

Kungpo Tao* and Fletes Sergio**

The purpose of this study is to examine the relationships between online customers' post-purchase behavior and online sellers' reputation. Customer's satisfaction based on the evaluation features are examined and discussed in the context of attention theory and consumer behavior. The data used in this study was collected from an online auction (eBay). Both the seller's and customer's data have been used to exam the effects of seller's information and actions on the customer's feedback and seller's reputation. The proposed hypothesis has been tested with ANOVAs and the results show that online shopping information not only influences but moderates the online shoppers' feedback and online sellers' reputation.

JEL Codes: M310

1. Introduction

Online shopping has not only offered a route beyond the constraint of information only provided by sellers but also enhanced the shopper's ability to search and evaluate products and sellers. This form of shopping does provide numerous benefits to shoppers over traditional alternatives (Chang, 2010). The availability of near complete information in the online shopping environment has created a near perfect market such as eBay that facilitates transactions between buyers and sellers. According to Forrester.com, the number of online sales reached $95 billion in 2015, compared with $30 billion ten years age. Online shopping has become popular and the shopper's online behavior is influenced by various factors, including usefulness, ease of use, perceived risk, and trust in online sellers (Pavlou and Fygenson, 2006). However, previous studies have more focuses on how online shoppers make purchase decisions (Xu et al., 2010; Yeh et al., 2011; Wu and Gaytan, 2013) rather than the relationship between online shoppers and sellers (Fu and Chen, 2011; Kim, 2005; Pan et al., 2013). To examine the antecedent of online shoppers' purchase intention, Pan et al. (2013) and Kim (2005) have identified seller reputation as moderator to have effects on the shoppers' decision process. Fu and Chen (2011) used seller expertise and seller guarantee as independent factors to examine their positive effects on shoppers' willingness to bid in an online auction. Nevertheless, neither of them has investigated the online buyer-seller relationship by examining the effects of the online shoppers' post-purchase behavior on the seller's reputation. Compared to traditional shopping, online shopping can generate more attention because the shopper's discreteness would be manifested in an online environment (Mathwick, 2002). More and more online sellers and researchers have now paid attention to the influence of online positive feedback and reviews (eWOM) on potential customers' attitude towards sellers. The increasing eWOM or online negative feedback and reviews (eNWOM), for example, have had a significant influence on consumers' purchase

---

*Dr. Kungpo Tao, Department of Business and Economics, Elizabeth City State University. Elizabeth City, NC 27909, Email: ktao@ecsu.edu
**Fletes Sergio, Officer Candidate School, USCG, Elizabeth City, NC 27909, Email: fletessergio@yahoo.com

decisions (Chatterjee, 2001; Chen and Xie, 2008; Lee et al., 2011). Therefore, the question of how the online customer's feedback influences the seller's reputation intrigues marketing researchers. Although previous studies have findings demonstrating the positive relationships between seller reputation and pricing (Kim, 2005; Pan et al., 2013) and between seller review and willingness to pay (Wu and Gaytan, 2013), there is still a lack of understanding regarding how to build up the online seller's reputation. It is the purpose of this study to investigate how the shared information influences on the relationships between online customer's satisfaction and the seller's reputation. The following contents of the paper are presented in section 2—literature review, section 3—theoretical model and hypotheses development, section 4—methodology, section 5—results, section 6—discussion, and then section 7—conclusion.

2. Literature Review

2.1 Online Shopping

After decades, the virtual community has evolved into a transactional community. This evolution has led the online community to exchange-oriented markets with less relationship-oriented interactions. Online auction platforms, such as eBay, have become popular and successful since this online market has made it possible to let more and more conventional retailers do business with the online platform (Shen et al., 2012). According to Chang (2010), eBay is a near perfect market where products, pricing, and sellers' information are available to everyone and the customer's resources are shared among the members in the online purchase environment (Rheingold, 2000). The community of eBay has been recognized as an exchange-oriented platform; however, it still offers the opportunity for relationship building in the virtual community since online buyers are willing to provide comments or feedback after receiving product or service enhancements (Mathwick, 2002). The shift from traditional to online shopping indicates the increasing demand as a result of the advantages to shopping online. First, online shopping provides wide selections. According to wiki.com, eBay offers more than one hundred million listings at any time for online shoppers. Second, the convenience of online shopping makes it possible to shop whenever and wherever. Customers no longer need to visit stores in person during the store's hours. Online shopping thus has changed the way consumers shop. Online shoppers can save more time for other things without wasting time traveling to brick and mortar stores (Penez, 2015). Another reason for the growth in online markets is the availability of information. The Internet totally changes the asymmetrical knowledge acquisition between sellers and buyers. Without such constraints, online sellers can no longer take advantage of buyers, while buyers are able to search and evaluate sellers' accreditation.

However, there are still factors that prevent consumers from adopting online shopping. Web security and customer reviews, for example, are the main concerns having significant impacts on online shopping behavior (Köksal and Penez, 2015). Given the fact that online shopping makes it impossible to physically examine the product until it has been delivered and online shoppers rely only on information provided by the sellers, online shopping is considered riskier to shoppers than traditional shopping (Shen et al., 2012). One of the solutions to alleviate this concern is online feedback. Online feedback provides a more objective and essential information for online shoppers before they make purchase decisions. According to the current online shopping format, online shoppers are able to reduce their risk perception by acquiring product or transaction information from the seller, feedback from the shoppers, and the seller's performance from the online shopping platform.

2.2 Information Seeking

It seems likely that online shoppers' aversion to perceived risk is innate (Salisbury et al., 2001; Shih, 2004) because the asymmetric information between online sellers and shoppers may be found when a seller overstates the quality or fails to meet what he promised (Shen et al., 2012). Due to the disadvantages of online shopping, online shoppers are seeking advice from others (Deutsch and Gerard, 1955). Dholakia et al. (2002) have further confirmed that the shopper's decision making based on the informational influence as a reference is actually the result of social influence. Among the information available to shoppers, previous shoppers' feedback and the seller's performance may have a more significant influence on the shopper's purchase intention than product information. Online feedback, such as eWOM and eNWOM, contains information of the seller and products based on which potential customers would make purchase decisions (Dellarocas, 2003; Lee et al., 2006). However, eNWOM might have greater impacts than eWOM on online shopper's decision making (Zhou et al., 2009) since the credibility of the online customer's feedback is associated with customer trust (Lee et al., 2011) and higher credibility makes decision making easier (Bearden and Etzel, 1982; Lascu et al., 1995). On the other hand, a seller's performance is also key to customers' trust. Associated with the past selling experience with customers, the seller's performance is the information online customers are seeking and it directly reflects how well it could be to continue the business with the seller in the future (Yen and Lu, 2008). In fact, the seller's information such as promotional actions or advertisement serves as a critical factor to customer's satisfaction. An expensive electronic item, for example, could be perceived as a risky purchase since it is fragile and easy to damage during the shipping process. To minimize the risk, online shoppers would be seeking the seller's information such as its reputation before making a purchase decision (Han, 2007).

2.3 Customer Trust in Online Shopping

Trust and perceived risk are the main concerns in the online shopping environment (Pavlou and Gefen, 2004). However, the extent to which a customer trusts online feedback depends on the source of information. Previous studies show that online reviews are more credible than seller's advertisement due to the latter's less credibility (Dellarocas, 2003; Lee et al., 2011). Perceived credibility is critical to the online customer's trust, not only because of the seller's physical absence but because of the perception of risk and uncertainty (Hoffman et al., 1999; Lowry et al., 2008). According to Stewart (2003), trust is transferable in the online environment based on trusted source. For example on eBay, an online shopper's trust in a certain item offered by a seller is influenced by the seller's high reputation informed in the selling-purchase encounter (Ba and Paylou, 2002). In other words, a customer's trust is more associated with the seller's credibility than other product cues. As per credibility, a seller's reputation is confirmed as an antecedent of the shopper's intention to purchase, and negative feedback about the seller will have a negative impact on price (Melnik and Alm, 2005). Consistent with previous studies, the study of Shen et al. (2012), by using experiment and conjoint analysis, investigated the relationship between expensive purchase and a buyers' selection of sellers and found that rather than price, a seller's reputation has more impact on buyers' decision making. However, when a purchase is not expensive and not risky, price has more impact than reputation.

2.4 The Post-Purchase Behavior of Online Customers

In traditional shopping, customer satisfaction has never been measured and defined as a composite construct over a decade until Oliver (1997) developed an overall evaluation of the customer's fulfillment response and the level of the fulfillment is either pleasant or unpleasant. Based on previous definitions, customer satisfaction is accumulative (Johnson et al., 1996) in terms of overall evaluation (Cronin and Taylor, 1992; Oliver, 1997) of the customers' positive response towards the product/service or the seller. However, the measure of online shopper satisfaction differs from that of traditional customers in that online shoppers cannot make a purchase decision easily due to the intangibility of the product before delivery (Shankar et al., 2003) and the familiarity of capturing online information (Koufaris, 2002). Previous research in e-retailing has identified the key dimensions of online shopping and found that information is the most significant factor related to online shopper satisfaction (Szymanski and Hise, 2000). Among the information, WOM is considered a predictor of a seller's performance. In fact, the positive feedback predicts a firm's performance even better than shopper's satisfaction (Keiningham et al., 2007). Finn et al. (2009) further examined online satisfaction by measuring customer's interaction with website and found that online shoppers' satisfaction is associated with the overall e-service's performance, which is the evaluation of expectation and perception of quality (Rowley, 2006).

The motivation of eWOM depends on the customer's utility orientation (Balasubramanian and Mahajan, 2001). First, WOM is considered a means of eliminating the dissonance of the customer in the post-purchase stage (Richins and Bloch, 1986). Online customers are likely to alleviate the tension after purchase by leaving eWOM. Second, sharing the positive purchase experience with others is a desirable exchange between online customers because their motivation is to help other potential customers to make a wise purchase decision. Another reason is that customers just want to be part of the virtual community and be valuable to the community (Oliver, 1999). However, customers may leave eNWOM when their expectation has not been met. The intention to do so is that dissatisfied customers want to make complaints and try to influence the other potential customers. Similar to eWOM, eNWOM is useful in reducing cognitive dissonance by pointing out the inconsistency in the customer's purchase. Based on the credibility, the eNWOM might have more serious impacts on online shoppers since it is more trustworthy than eWOM (Hansen et al., 2005).

3. Theoretical Model and Hypothesis Development

Online customers are motivated to leave their feedback because the sellers are seeking a way to reduce dissonance (Kraft and Martin, 2001). Increased tension is the essential prerequisite to leaving feedback as online shoppers involved in the purchase process. Word of mouth (WOM), for example, is considered a means of eliminating the tension in a post-purchase state (Richins and Bloch, 1986). The customers who are likely to make WOM tend to be motivated by social benefits (Balasubramanian and Mahajan, 2001). Online customers are thus willing to help others by sharing positive purchase experience if their motivation is met (Hennig-Thurau et al., 2004). In the model of the current study, the attention to the listing on the platform of online shopping serves as a part of the social benefit and is used as "watching" presented in the listing. On the other hand, negative word of mouth (NWOM) occurs when a purchase fails to meet the customer's expectation and they are likely to make complaints (Strauss and Seidel, 2004). Compared to eWOM, eNWOM has higher credibility and is more persuasive (Pollach, 2008). Dissatisfied online customers are likely to use

eNWOM to vent their anger. In the case of a product listing with free shipping, online shoppers may consider the cost of shipping as a part of the price. As a service cue, free shipping in favor of shoppers is proposed to have a positive impact on the purchase experience. However, the service cue can make it worse when shoppers are not satisfied with the purchase. Free shipping can be a disaster if the purchased item has not been taken care of. On the other hand, online sellers' expertise facilitates the build-up of shoppers' confidence (Fu and Chen, 2011). As part of the expertise, online sellers' experience is associated with the accumulated amount of transactions which could ease the perception of uncertainty (Andaleeb and Anwar, 1996). A seller with more experience representing a higher reliability is considered of higher reputation (Lee, 2012). The hypotheses of the moderating effects of watching, free shipping, and experience are thus proposed as Figure 1 below:

Figure 1: Research Model of e-Seller's Reputation
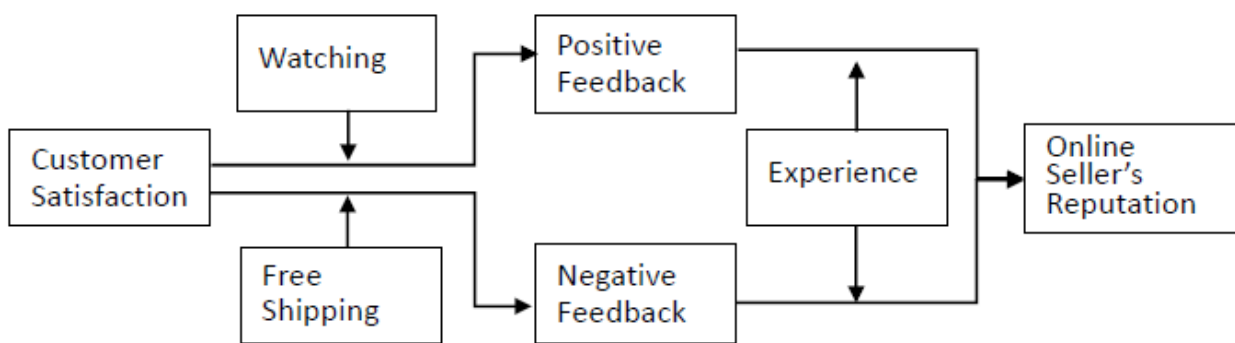
H1: The impact of customer satisfaction on positive feedback is stronger when watching is presented than when it is absent.
H2: The impact of customer satisfaction on negative feedback is weaker when free shipping is offered than when it is absent.
H3: The impact of recent positive feedback on the seller's reputation is stronger when the seller has more experience than when she is a novice.
H4: The impact of recent negative feedback on the seller's reputation is weaker when the seller has more experience than when he is a novice.

4. Methodology

The current study has adopted an experimental design with 2x2 factorial analysis. Secondary data was collected from eBay.com between 2014 and 2016. A sample of total 342 online sellers includes both online customers' feedback and sellers' information and performance. The performance of an eBay seller indicates a percentage of the positive ratings over the past 12 months and it facilitates prospective shopper's decision to choose which seller to buy from. Data was gathered from sellers who listed their items with a fixed price and in the form of "Buy it now" on eBay, which enables online shoppers to search or compare product listings based on price, shipping cost, or seller. Information on sellers and shoppers is provided on each product listing. We use data to test the hypotheses and introduce a sequential effect on the online seller's reputation. The platform of eBay provides the searching of any listing of a product with the option of buy-it-now or auction. Any auction is eliminated and only the listings related to the particular product are selected. Sellers' product information, performance, and

feedback are recorded. The total of 342 e-retailers included in the final data set contains information such as shipping and watchers which may attract buyer's attention. The selected categories of listings are grouped based on popularity and price ranging from less than 10 dollars to more than 700 dollars.

Table 1 presents descriptive statistics of factors. Mean values of price, transaction, watchers, and satisfaction items are calculated and shown below. The highest average price locates in the category of iPhone 6 and lowest price is in the category of hat. The number of watchers varies based on the popularity of the item. Most of the items have an insignificant difference in numbers of transaction and customer satisfaction except the comparison of T-shirt. The result comes out partly because the item T-shirt requires more customization than any other item. Finally, the number of observation balances well among the 10 categories.

Table 1: Summary Descriptive Statistics

Category	Mean Price (US$)	Mean of transaction	Mean of watchers	Mean Satisfaction of item	Mean Satisfaction of shipping	Mean Satisfaction of communication	Num. of observation
USB drive	26.14	71516.60	117.35	4.92	4.87	4.94	20
T-shirt	14.54	3009.80	8.03	4.83	4.83	4.89	30
Software	31.24	33432.45	67.42	4.91	4.90	4.95	31
Necklace	17.86	24616.29	33.38	4.91	4.91	4.95	34
Xbox one	536.7	3242.82	12.26	4.93	4.92	4.95	62
Wool rug	456.0	20556.44	1.94	4.90	4.94	4.96	16
PS4	390.6	3701.20	73.73	4.92	4.95	4.91	44
IPhone6 16	680.3	5493.31	4.89	4.88	4.91	4.93	45
Hat	13.77	13915.84	17.20	4.92	4.91	4.93	25
IPhone case	15.44	11455.26	8.06	4.90	4.87	4.93	35

5. Results

The four proposed hypotheses are tested by using the general linear model to determine the moderating effects of watching and free shipping on customer's feedback and seller's reputation. H1 states the positive moderating effect of watching and the result of Table 2 shows that the interaction between customer satisfaction of item and watching is significant (F = 5.21, p < .05). H1 is thus supported. The evidence indicates that watching does matter and that when customer satisfaction is lower than average, E-retailer will have a lower score on positive feedback (Figure 1). Similarly, H2 tests the effect of free shipping on the relationship between customer satisfaction and negative feedback. The result of Table 2 shows that customer satisfaction with shipping time interacts with free shipping significantly. As the plot of interaction shows in Figure 3, free shipping can have the worse effect on negative feedback. The interaction holds when customer satisfaction is low and free shipping is offered (F = 5.33, p < .05). Therefore, H2 is supported.

Table 2: Results of Moderating Effects

| Independent Variables	Dependent Variables		
	Positive Feedback	Negative Feedback	Seller's Reputation
Customer Satisfaction with Item (CSI)	49.38**	67.78**	69.99**
Customer Satisfaction with Shipping (CSS)	67.78**	71.98**	69.99**
Watching (moderator)	8.13**	n/a	n/a
Free Shipping (moderator)	n/a	7.37**	n/a
CSI—Watching	5.21*	n/a	n/a
CSS—Free Shipping	n/a	5.33*	n/a
Positive Feedback	n/a	n/a	371.26**
Negative Feedback	n/a	n/a	80.71**
Experience (moderator)	n/a	n/a	3.95*
Positive Feedback—Experience	n/a	n/a	45.26**
Negative Feedback—Experience	n/a	n/a	3.95*

F-value with *p*<.05; ***p*<.01

To examine H3 and H4, seller's experience in transaction is added into the general linear model. Results show that experienced sellers with more transactions have a higher score on reputation when the seller does not have 100% positive feedback recently, compared with sellers with fewer transactions. Figure 2 plots the interaction between the recent positive feedback and the seller's experience. In other words, seller's experience does not matter when the seller has all its recent feedback positive; however, novice sellers will have a lower level of reputation when they do not have 100% positive feedback. Statistics in Table 2 verify the moderating effect (F = 45.26, p < .01). H3 is thus supported. The last test of H4 states the negative impact of seller's experience on reputation. Unfortunately, the result of Table 2 shows that the interaction is not significant (F = 3.95, P > .05). Thus, H4 is not supported.

Figure 2: Interactions of Moderators on Reputation
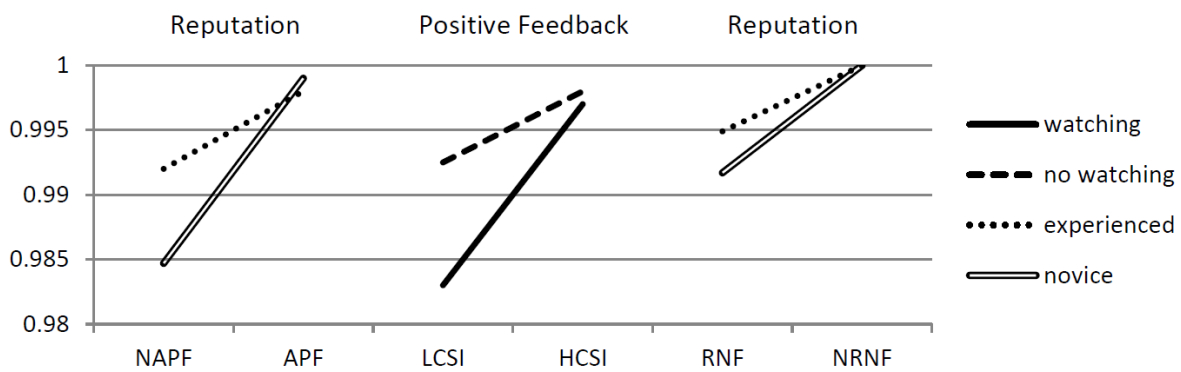
Low in Customer Satisfaction of Item (LCSI) or High in Customer Satisfction of Item (HCSI)
Not All Positive Feedback (NAPF) or All Positive Feedback (APF)
No Recent Negative Feedback (NRNF) or Recent Negative Feedback (RNF)

Figure 3: Interaction of Free Shipping on Negative Feedback

Low in Customer Satisfaction of Shipping (LCSS)
or High in Customer Satisfction of Shipping (HCSS)
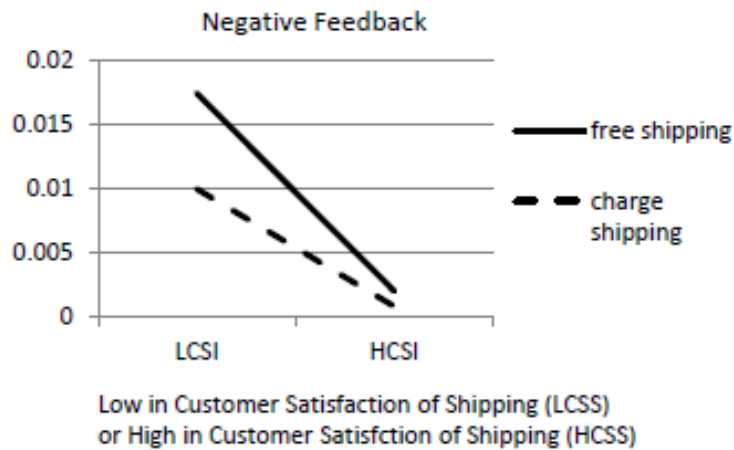
6. Discussion

The purpose of this study is to test the hypotheses and propose a model that relates online feedback to online seller's reputation. Theoretically, the intention of this paper is to provide insight into the online shopper's satisfaction and intention to leave online feedback. The theoretical contribution has been made with the proposed model by classifying the online customer's satisfaction and differentiating the online shopper's attention to product information and their awareness of the online seller's performance. By blending theories from customer satisfaction, online purchase, and online feedback, the process-based model demonstrates how product and seller information affect the online shopper's satisfaction and online feedback. Our findings support the hypotheses and confirm that the interactions of watching, free shipping, and experience all have an influence on the online seller's reputation. The online shopper's intention to leave feedback actually depends on the dimension of customer satisfaction and information relevance.

For positive feedback, a negative effect of watching is that it is found to interact with customer satisfaction with a purchased item on shoppers' interaction to leave positive feedback. When customers are not satisfied with the purchased item, they are more likely to blame the seller for their dissatisfaction with the item, especially if they had the item on their eBay watcher's list. The rationale behind the thought is that there could be a higher expectation when online shoppers perceive the attention of watching on the item. As a result, the online shoppers will perceive a larger gap between their expectation and the actual outcome when it ends up in dissatisfaction. For negative feedbacks, a positive effect of free shipping is also found to interact with customer satisfaction with shipping on shoppers' intention to leave a negative feedback. Beyond our expectation, free shipping is not a good strategy to minimize customers' dissatisfaction. On the contrary, free shopping is likely to trigger customers' intention to leave a negative feedback when customers are not satisfied with the shipping of the purchased item, compared with the shipping that is charged. Free shipping only has a positive effect on a good delivery of purchase item when online shoppers are not really concerned about whether it is a free shipping but with the quality of shopping. It is the case since in some situations online shoppers are likely to pay more for shipping in order to receive their purchased items sooner.

Our results show that online shoppers' evaluation of the seller's recent positive feedback depends on whether the seller has a perfect record or not. A 100 percent positive feedback

does matter when an online seller is to build up its reputation. In the case of not having 100 percent positive feedback, the online seller has to rely on its experience of transactions. In fact, an experienced online seller significantly wins higher reputation than a novice online seller when recent feedback is controlled.

7. Conclusion

Online customers' behavior has been well investigated by examining website stimuli (Park and Lee, 2009), product choice (Bellman et al., 2006), and pricing (Degeratu, 2000). The main emphasis of their research is the customer's shopping intentions or approach behavior (Hunter and Mukerji, 2011). However, online customers' satisfaction and post-purchase behavior are particularly valuable to e-retailers since online customers' feedback creates WOM upon which the online sellers have to build up. The findings of the current study first suggest that online shoppers' attention, product information, and feedback all have the power to determine the seller's reputation. Second, online sellers' experience in terms of transactions also has the power to alleviate the negative effect of recent negative feedback. The proposed research model emphasizes the relationships between customer satisfaction and post-purchase behavior. Unlike the result from the previous study of product traits with seller reputation (Kim, 2005), the current study shows that product information and attention have a significant impact on the customer's feedback which, in turn, determines the seller's reputation. Furthermore, different from Wu and Gaytan's (2013) study of product price on online customers' willingness-to-pay, our research used customer satisfaction as an antecedent factor rather than product price to examine the online consumer's feedback as a mediator. Our findings, however, are consistent with the result of Chou (2011). Both positive and negative online feedbacks have significant impacts on online sellers' reputation. A suggestion is thus made for online sellers to provide relevant product information and attention cues. Considering online listings shown in order, it is the way online shoppers make decisions by comparing price, service, or the seller's performance. According to the findings of the present study, intention to shop may be adjusted as a result of the number of watchers on a certain product listing which serves as a quality cue. The effect of such quality cue demonstrates that online shoppers would predict a better outcome of a purchase as the number of watchers increases. Similarly, the online seller's experience is another cue affecting reputation. When customer satisfaction is low, an experienced seller is preferred to a novice seller. Overall, online shopping is all about information capturing and sharing between sellers and buyers. It should be more of a concern to online sellers and e-retailers with the presence of online information and interactive communications with online shoppers after purchase.

This study has identified online shopping information as an important moderator for the effect of customer satisfaction on both positive and negative feedbacks during the post-purchase stage of consumer behavior. Results of the study also show that product and seller's information does matter to consumers' online purchasing behavior and online sellers' reputation. However, this study is limited by using secondary data from a single source of online shopping platform. In future research, a different method, such as a large-scale survey, could be conducted to better support the relationships proposed in this study.

References

Andaleeb, SS and Anwar, SF 1996, 'Factors influencing customer trust in salespersons in a developing country', *Journal of International Marketing*, Vol. 4, No. 4, pp. 35-52.

Ba, S and Pavlou, P 2002, 'Evidence of the effect of trust building technology in electronic markets: price premiums and buyer behavior', *MIS Quarterly, Vol 26, pp. 243-268.*

Balasubramanian, S and Mahajan V 2001. 'The Economic Leverage of the Virtual Community', *International Journal of Electronic Commerce, 5, pp. 103-138.*

Bearden, WO and Etzel, MJ 1982, 'Reference group influence on product and brand purchase decisions', *Journal of Consumer Research*, Vol, 9, No. 2, pp. 183-194.

Bellman, S Johnson, EJ, Lohse, GL, and Mandel, N 2006, 'Designing Marketplaces of the Artificial with Consumers in Mind: Four Approaches to Understanding Consumer Behavior in Electronic Environments', *Journal of Interactive Marketing*, Vol. 20, pp. 21-23.

Chang, J 2010, 'EBay: Towards A Perfectly Competitive Market', *The International Business & Economics Research Journal*, Vol. 9 No. 3, pp. 65-70.

Chatterjee, P 2001, 'Online reviews: do consumers use them', in Gilly, M.C. and Meyers-Levy, J. (Eds), *Advances in Consumer Research*, 28, Association for Consumer Research Valdosta, G.A. pp. 129-33.

Chen, Y and Xie, J 2008, 'Online consumer review: word-of-mouth as a new element of marketing communication mix', *Management Science*, Vol. 54, No. 3, pp. 477-491.

Chou, SY 2011, 'Do Online Reviews Affect an Online Intermediary's Reputation? A Transaction Cost Economics Perspective', *Journal of Internet Business, Vol, 9, pp. 51-67*

Cronin, JJ. Jr. and Taylor SA 1992, 'Measuring service quality: a reexamination and extension', *Journal of Marketing*, Vol. 56, pp. 55-68.

Degeratu, AM, Rangaswamy, A, and Wu, J 2000, 'Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes', *International Journal of Research in Marketing*, Vol.17, No. 1, pp. 55-78.

Dellarocas, C 2003, 'The digitization of word of mouth: promise and challenges of online feedback mechanisms', *Management Science*, Vol. 49, No. 10, pp. 1407-1424.

Deutsch, M and Gerard HB 1955, 'A study of normative and informational social influences upon individual judgment', *Journal of Abnormal and Social Psychology*, Vol. 51, No. 3, pp. 629-636.

Dholakia, UM, Basuroy, S and Soltysinski, K 2002, 'Auction or agent (or both)? A study of moderators of the herding bias in digital auctions', *International Journal of Research in Marketing*, Vol. 19, No. 2, pp. 115-130.

Finn, A, Wang, L, and Frank, T 2009, 'Attribute Perceptions, Customer Satisfaction and Intention to Recommend E-Services', *Journal of Interactive Marketing*, Vol. 23, pp. 209-220.

Fu, J-R., and Chen, JH 2011, 'The Impact of Seller Expertise and A Refund Guarantee on Auction Outcome: Evidence from an Online Field Experiment of Camera Lens Market', *International Journal of Electronic Business Management*, Vol. 9, No. 3, pp. 187-195.

Han, Y 2007, 'Consumer online shopping intentions for multi-SEM model', *Statistics and Decision*, Vol. 4, pp. 9-11.

Hansen, U, Rezabakhsh, B, and Bornemann, D 2005, 'Market transparency via the Internet—A new challenge for consumer policy', *Consumers Policy and the environment*, Vol. 13, pp. 233-249.

Hennig-Thurau. T, Gwinner, KP, Walsh, G and Gremler, DD 2004, 'Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?' *Journal of Interactive Marketing*, Vol.18, No. 1, pp. 39-52.

Hoffman, LD, Novak, TP, and Peralta, M 1999, 'Building consumer trust online', *Communications of the ACM*, Vol. 42, No. 4, pp. 80-85.

Hunter, R and Mukerji, B 2011, 'The Role of Atmospherics and Influencing Consumer Behavior in the Online Environment', *International Journal of Business & Social Science, Vol. 2, No. 9, pp. 118-125.*

Keiningham, TL, Cooil, B, Aksoy, L, Andreassen, TW, and Weiner, J 2007, 'The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Customer Retention, Recommendation, and Share-of –Wallet', *Managing Service Quality, Vol. 17, No. 4, pp. 361-384.*

Kim, Y 2005, 'The Effects of Buyer and Product Traits with Seller Reputation on Price Premiums in E-auction'*, The Journal of Computer Information System, Vol. 46, No. 1, pp. 79-91*

Koufaris, M 2002, 'Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior', *Information Systems Research, Vol. 13, No. 2, pp. 151-167*

Kraft, FB and Martin, CL 2001, 'Customer complaints as more than complimentary feedback', *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 14, pp. 1-13.*

Lascu, DN, Bearden, WO, and Rose, RL 1995, 'Norm extremity and personal influences on consumer conformity', *Journal of Business Research*, Vol. 32, No. 3, pp. 201-213.

Johnson, MD, Nader, G and Fornell C 1996, 'Expectations, perceived performance, and customer satisfaction for a complex service: The case of bank loans', *Journal of Economic Psychology, Vol. 17, No. 2, pp.163-182.*

Lee, SMS 2012, 'Factors Affecting Seller's Reputation on Taiwan Auction Site: A Case Study for RuTen', *Journal of Internet Business, Vol. 10, pp. 63-97.*

Lee, J, Park, Do-Hyung and Han, I 2011, 'The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls', *Internet Research*, Vol. 21, No. 2, pp. 187-206.

Lee, Z, Im, I, and Lee, S 2006, 'The effect of buyer feedback scores on Internet auction prices', *Journal of Organizational Computing and Electronic Commerce, Vol. 16, No. 1, pp. 51-64.*

Lowry, PB., Vance, A, Moody, G, Beckman, B, and Read, A 2008, 'Explaining and predicting the impact of branding alliances and web site quality on initial consumer trust of e-commerce web sites', *Journal of Management Information Systems, Vol. 24, No. 4, pp. 199-224.*

Mathwick, and Charla 2002, 'Understanding the online consumer: A typology of online relationship norms and behavior', *Journal of Interactive Marketing*, Vol. 16, No.1, pp. 40-55.

Melnik, N and Alm, J 2005, 'Seller Reputation, Information Signals, and Prices for Heterogeneous Coins on eBay', *Southern Economic Journal*, Vol. 72, No. 2, pp. 305-328.

Oliver, RL 1999, 'Whence Customer Loyalty?' *Journal of Marketing*, Vol. 63, pp. 33-44.

Oliver, RL 2007, 'Satisfaction: A Behavioral Perspective on the Consumer', McGraw-Hill, New York.

Pan, MC, Kuo, CY, Pan, CT and Tu, W 2013, 'Antecedent of purchase intention: online seller reputation, product category and surcharge', *Internet Research, Vol. 23, No. 4, pp. 507-522*

Park, C and Lee, TM 2009, 'Information direction, website reputation and eWOM effect: A moderating role of product type', *Journal of Business Research*, Vol. 62, No.1, pp. 61-67.

Pavlou, P and Fygenson, M 2006, 'Understanding and predicting electronic commerce adoption: an extension of the theory of planned behavior', *MIS quarterly, Vol. 30, No. 1, pp. 115-143.*

Pavlou, P and Gefen, D 2004, 'Building effective online marketplaces with institution based trust', *Information Systems Research, Vol. 15, pp. 37-59.*

Pollach, I 2008, 'Media Richness in Online Consumer Interactions: An Exploratory Study of Consumer-Opinion Web Sites', *Information Resources Management Journal*, Vol. 21, No. 4, pp. 49-65.

Rheingold, H 2000, 'The virtual community: Home-steading on the electronic frontier' (Rev. ed.). Cambridge, MA: MIT press.

Richins, ML and Bloch, PH 1986, 'After the New Wears Off: The Temporal Context of Product Involvement', *Journal of Consumer Research*, Vol.13, pp. 280-285.

Rowley, J 2006, 'An Analysis of the e-Service Literature: Towards a Research Agenda', *Internet Research, Vol.16, No. 3, pp. 339-359.*

Shankar, V, Smith, AK, and Rangaswamy, A 2003, 'Customer Satisfaction and Loyalty in Online and Offline Environments', *International Journal of Research in Marketing*, Vol. 20, pp. 153-175.

Shen, Y, Li, J and Nicholson, C 2012, 'The Effect of Online Seller Reputation on Consumer Willingness to Pay: An Empirical Study', *The Journal of American Academy of Business, Cambridge, Vol. 18, No.1, pp. 124-129.*

Salisbury, D., Pearson, R., Pearson, A., and Miller, D. 2001, 'Perceived Security and World Wide Web Purchase Intention', *Industrial Management and Data System*, 101, pp. 165-177.

Shareef, MA, Kumar, V, Kumar, U, and Misra, SC 2008. 'The role of e-sellers' overall reputation on trust formation, purchase intention and purchase satisfaction: a developing country perspective', *International journal of electronic marketing and retailing, Vol. 2, No. 2, pp. 105-134.*

Shih, HP 2004, 'An Empirical Study on Predicting User Acceptance of E-shopping on the Web', *Information and Management*, Vol. 41, pp. 351-368.

Stewart, KJ 2003, 'Trust transfer on the World Wide Web', *Organization Science*, Vol. 14, No. 1, pp. 5-17.

Strauss, B and Seidel, W 2009, 'Complaint Management: The Heart of CRM'. Paper presented at the annual meeting for American Marketing Association, Mason, OH.

Wu, W, Huang, P and Fu, C 2011, 'The influence of an online auction's product price and e-retailer reputation on consumers' perception, attitude, and behavioral intention', *Scandinavian Journal of Psychology, Vol 52, No. 3, pp. 290-302.*

Wu, J and Gaytan EA 2013, 'The role of online seller reviews and product price on buyers' willingness-to-pay: a risk perspective', *European Journal of Information Systems, Vol. 22, No. 4, pp. 416-433*

Xu, B, Lin, Z and Shao, B 2010, 'Factors affecting consumer behaviors in online buy-it-now auctions', *Internet Research*, Vol. 20, No. 5, pp. 1066-2243

Yen, CH and Lu, HP 2008, 'Factors influencing online auction repurchase intention', *Internet Research*, Vol.18, No. 1, pp. 7-25.

Yeh, JC, Hsiao, KL and Yang, WN 2012, 'A study of purchasing behavior in Taiwan's auction websites: Effects of uncertainty and gender differences', *Internet Research, Vol. 22, No. 1, pp. 98-115*

Zhou, M, Dresner, M and Windle, R 2009, 'Revisiting feedback systems: trust building in digital markets', *Information and Management*, *Vol. 46, No. 5, pp. 279-284*