



# SPANISH JOURNAL OF MARKETING - ESIC

[www.elsevier.es/sjme](http://www.elsevier.es/sjme)



## ARTICLE

# Determinants of customer retention in virtual environments. The role of perceived risk in a tourism services context

R. Curras-Perez, C. Ruiz\*, I. Sanchez-Garcia, S. Sanz

Associate Professor of Marketing, University of Valencia, Faculty of Economics – Department of Marketing, Av. Naranjos s/n., 46022 Valencia, Spain

Received 11 December 2016; accepted 20 July 2017

### KEYWORDS

Online travel purchasing;  
Perceived risk;  
Satisfaction;  
Trust;  
Reputation

**Abstract** The aim of this paper is to determine whether perceived risk moderates the antecedents of customer retention in online travel purchasing or, whether, on the contrary, those antecedents explain predisposition to repeat purchase from a website, whatever the level of risk. The impact of perceived risk as a moderator of the influence of website reputation, consumer trust in the site and user satisfaction with the shopping experience on repurchase intention was tested through structural equation modelling techniques and multigroup analysis on a sample of 455 Internet purchasers of tourist accommodation. Data analysis confirms the role of satisfaction and website reputation as builders of online trust and, through that trust, as determinant factors in repurchase intention. Perceived purchase risk moderates the relationship between trust and satisfaction, so that when perceived risk is greater, that relationship is more intense.

© 2017 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

### PALABRAS CLAVE

Riesgo percibido;  
Retención de clientes;  
Satisfacción;  
Confianza;  
Reputación

**Determinantes de la retención de clientes en los entornos virtuales. El rol del riesgo percibido en el contexto de los servicios turísticos**

**Resumen** El objetivo de este artículo es determinar si el riesgo percibido modera los antecedentes de la retención de clientes en las compras virtuales, o si por el contrario, o si, por el contrario, estos antecedentes explican la predisposición a repetir la compra en un sitio web 2.0, cualquiera que sea el nivel de riesgo. El impacto del riesgo percibido como moderador de la influencia de la reputación del sitio web, la confianza del consumidor en el sitio

\* Corresponding author at: University of Valencia, Faculty of Economics, Department of Marketing, Av. Naranjos s/n., 46022 Valencia, Spain.

E-mail address: [carla.ruiz@uv.es](mailto:carla.ruiz@uv.es) (C. Ruiz).

<http://dx.doi.org/10.1016/j.sjme.2017.07.002>

2444-9695/© 2017 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

web y la satisfacción del usuario con la experiencia de compra en la intención de recompra fue analizado mediante técnicas de modelización de ecuaciones estructurales y análisis multigrupo con una muestra de 455 compradores de alojamiento turístico. El análisis de datos confirma el papel de la satisfacción y la reputación de la web como constructores de confianza online y, a través de esa confianza, como factores determinantes en la intención de recompra. El riesgo percibido de compra modera la relación entre confianza y satisfacción, por lo que cuando el riesgo percibido es mayor, esa relación es más intensa.

© 2017 ESIC & AEMARK. Publicado por Elsevier España, S.L.U. Este es un artículo Open Access bajo la licencia CC BY-NC-ND (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

## Introduction

As a major source of electronic word of mouth (e-WOM) information, the Internet has transformed how people search and buy products and services (Serra Cantallops & Salvi, 2014; Sparks, So, & Bradley, 2016). Rapidly increasing global eCommerce makes many industries devote their efforts to attract online consumer attention. According to the last report on B2C in Spain (ONTSI, 2016), the estimated total volume of eCommerce in 2015 was 20,745 million euros, 27.5% higher than the previous year, with 20.4 million online shoppers by the beginning of 2016 (64.3% of all Internet users). Tourism products are at the forefront of products purchased over the Internet in Spain; mainly transport tickets (43.3% of Internet users in 2015), show tickets (40.4%) and accommodation (39.8%) (ONTSI, 2016). This is a worldwide trend because tourism is considered one of the most important industries in global online commerce (Tseng, 2017). Various authors have pointed out that the tourism sector has a number of characteristics that make it ideal for eCommerce, such as intangibility, perishability, inseparability between production and consumption and seasonality (Kim, Chung, & Lee, 2011; Ponce, Carvajal-Trujillo, & Escobar-Rodríguez, 2015).

Undoubtedly, the development of web 2.0 has transformed the tourist industry, this becoming a key communication and distribution medium for tourism providers and significantly changing travellers' behaviour. They now depend on user generated content and online travel agents to search for information, to plan their travel and to purchase (Amaro & Duarte, 2013, 2015; Ponce et al., 2015; Ruiz-Mafe, Tronch, & Sanz-Blas, 2016; Standing, Tang-Taye, & Boyer, 2014). In the current digital environment, information overload, ease of website comparison and strong price competition encourage online consumers to switch tourism service providers (Kim et al., 2011; Kim, Qu, & Kim, 2009). Therefore, for online travel websites, achieving customer retention becomes an important challenge that will provide companies with a significant competitive advantage, making it one of the keys to business success and survival (Flavián, Guinalíu, & Gurrea, 2006; Ruiz-Mafe et al., 2016; Sanz, Ruiz, & Perez, 2014). To be able to retain customers, tourism providers must understand the drivers of online travelling shopping.

However, in spite of the importance of eCommerce in tourism and the growing academic research in this area (Standing et al., 2014), understanding travellers' purchase behaviour online is still a challenging issue and there are

several research gaps that can be explored (Amaro & Duarte, 2013). While the literature provides ample support for the positive effects of satisfaction on relationship outcomes (Bai, Law, & Wen, 2008; Kim et al., 2011; Sanz et al., 2014), the study of moderators of the effect of satisfaction on those outcomes has received little attention (Casidy & Wymer, 2016). The investigation of boundary conditions is important since the potential moderators of satisfaction and trust may determine the effectiveness of relationship marketing strategies in influencing customer behaviour (Kim et al., 2011).

Understanding how risk perceptions interact with consumers' satisfaction judgments and trust perceptions to impact on repurchase intention is, therefore, a relevant research question (Paulseen, Roulet, & Wilke, 2014). Several authors point out that insufficient research has taken place to analyse the role of perceived risk and trust in the specific context of online travel shopping (Amaro & Duarte, 2015; Kim et al., 2011; Lin, Jones, & Westwood, 2009; Ritchie, Chien, & Sharifpour, 2017). This is incongruent because perceived risk and trust play a major role in online travel purchases. In this sense, consumers generally perceive a greater risk when buying online tourism products because of the specific characteristics of tourist services and providers, combined with the perceived risk of buying online. First, the purchase of tourist services is perceived as risky because of their specific characteristics, intangibility, inseparability, high cost and complexity (Hsu & Lin, 2006; Kim, Qu, et al., 2009; Lin et al., 2009; Sun, 2014). Usually, the types of risk associated with tourism services are the same as can be found in other sectors (financial, physical, psychological, social, performance and time), but adapted to the tourism product (Kim, Qu, et al., 2009). For instance, the complexity of the purchase decision is higher in the case of lodging than in the case of buying a flight (Jun, Vogt, & MacKay, 2010). Second, due to the risks associated in making an online purchase, mainly those related to privacy and security (Lin et al., 2009). In the present paper, the impact of the two key components of overall risk perceptions (i.e. ambiguity and consequentiality risk) will be analysed.

Trust is especially important in risky environments and plays a central role in eCommerce (Amaro & Duarte, 2013, 2015; Kim et al., 2011; Wang, Law, Hung, & Guillet, 2014). As previous studies in different contexts have shown, trust and satisfaction are two fundamental determinants of customer retention in offline and online environments, and key factors for establishing and maintaining lasting relationships with customers (Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, 2013;

Download English Version:

<https://daneshyari.com/en/article/7434254>

Download Persian Version:

<https://daneshyari.com/article/7434254>

[Daneshyari.com](https://daneshyari.com)