

Study on Relationship of Cyber Customer Satisfaction and Loyalty

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Abstract: *With the rapid development of Internet technology, cyber shopping has become the major current of customer buying. Hyper competition requires the sellers to find effective way to break through from the cyber marketing; as the effective way to achieve competitive advantage, the customer loyalty has been the concentration of scholars and entrepreneurs. This paper attempts to study on the relationship between customer satisfaction and loyalty in cyber shopping to form the construction system of customer satisfaction and loyalty, which is aiming for giving guideline on marketing practice and enhancing customer share. Through deep analysis on the relationship of satisfaction and loyalty, being affected by customer trust, the relationship model is constructed; further to that, the statistical analysis will be performed to draw the conclusion. This article studies on the customer in cyber shopping and applies the factor analysis to form two customer perceived value factors, specifically, the price advantage and customer personality; and two cyber service elements are summarized in the paper: website designing and information quality. The structural equations model is performed to analyze the relationship of cyber customer satisfaction and loyalty, the interactive function by customer trust is verified.*

Keywords: Cyber shopping, Customer satisfaction, Customer trust, Customer loyalty

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1. Introduction

Internet creates new business formula and economy model and gradually changes the people's living way; the shopping behavior shifts from traditional brick-and-mortar company to cyber shop, there are many uncertain factors existed in various of cyber transacting actions, but high unique interaction, convenience, transparency and individualization of internet make customer has more communication opportunities with company, as the result, cyber shopping is getting more and more attention from business and customer. According to the industry research, in traditional buying, the loyalty is low related with customer share, and more researches on customer buying behavior are executed under traditional circumstance, the specialty of cyber customer behavior initially exhibits as specialty from customer on perceiving website quality and perceived value; on the other hand, under cyber circumstance, the relationship between customers' perceived website satisfaction and the transiting behavior facilitating customer share increasing presents many new characteristics, which affects the behavior of customer and business model a lot. Great business potential attracts many researchers to study on cyber behavior, the cause and effect of customer

loyalty is deeply discussed under traditional situation, contrast to that, the customer loyalty of cyber retailers has not achieved same concentration with brick-and-mortar company, even less empirical research.

2. Research Method Designing

2.1 Relationship Model

Based on the relationship of satisfaction-loyalty-customer share, according to the difference between traditional and cyber shopping and the purpose of this article, the research model is as follows:

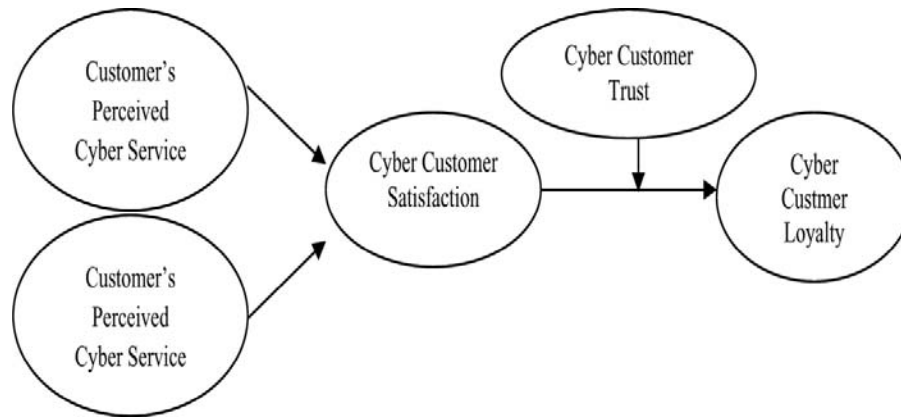


Figure 1. Research model

2.2 Hypothesis of Various Variables

2.2.1 Cyber Customer Satisfaction and Cyber Customer Behavior Loyalty

Satisfaction is one of the important issues to determine brand loyalty, high customer satisfaction on products or service will result in high brand loyalty and repeated buying behavior; on the contrary, low satisfaction leads to low brand loyalty, most loyal customer is satisfied, but it can not predict that the satisfied customer is loyal; high quality leads to high satisfaction which is necessarily be transformed into high loyalty directly. Satisfaction is one of important elements to determine loyalty, however, it is not the single one for repeated purchasing and then in turn the high customer wallet share, so not all the customer who is satisfied will repeatedly purchase the products or services of same brand to indicate loyalty. Internet, as the virtual shopping circumstance, is of high moral risk which is taken by both transacting parties, all these increase uncertainty.[4] Under cyber circumstance, there is high transition degree between brand and website, the relationship between customer satisfaction and loyalty is with high uncertainty. Many studies indicate that satisfied customer has positive attitude to visit website frequently and make a deal, also include buzz marketing and giving advice.

Thanks to the positive and reserving attitude on influence by customer's satisfaction to loyalty, the following hypothesis is established:

H1: *Cyber customer satisfaction is positively related to cyber customer loyalty significantly.*

2.2.2 Cyber Customer Satisfaction, Trust and Loyalty

The will of customer's confidence and relying on the transacting partner is customer trust, which is the determined factor to increase customer wallet share, also involving trustworthiness and good faith. Most studies regard that customer is the basic determinant of customer post-behavior, under cyber circumstance, however, when studying on customer behavior, many researchers focus on customer trust, or parallel with customer satisfaction, or make the customer trust as the antecedent variable of satisfaction.

Customer trust on company significantly affects customer satisfaction tendency, which is indirectly affected by the trust on company's sales force, herein the customer trust on sales forces significantly affects customer trust on company; the company trust significantly affects product attitude being not significantly affected by the trust on sales force by which there is just a

indirect influence from company trust to product attitude.[11] Therefore, the indirect relationship exists between customer satisfaction and customer trust. According to the two points on the relationship of satisfaction and trust, the following hypothesis is expected:

H2: *Cyber customer trust significantly affects cyber customer satisfaction.*

The determinants on customer loyalty based on the customer relationship are mainly actualized through customer trust and commitment, customer loyalty reflects the influence by affection and attitude tendency on the relationship between customer and company. Trust helps building and maintaining brand loyalty. Trust can facilitate organizational communication and coordination, and enhance identity sense among each other, and low the uncertainty and opportunism. According to the loyal model by customer to cyber shop, the customer trust is one of the reason for customer loyalty.[2]

Cyber customer is unable to observe the transaction behavior of cyber shop, this leads to the possibility of moral crisis and increasing cost of supervision on cyber exchange, therefore, the cyber shop that is trusted by customer will reduce the supervision cost between customer and website, any more, trustworthy website will enable customer using the product at ease, which positively affects the loyalty of attitude. Especially, under the cyber circumstance with high uncertainty and risk, transaction lacks contract or guarantee, only the fostering of customer trust can achieve high customer loyalty. According to the theory of social exchange, in the interdependent relationship of both sides of transaction, the trust is the important factor, which will reduce the risk of speculation. Without trust, though the transaction can be processed, the cognitive dissonance will be the result and lead to bad result.

Because there is no final conclusion on the relationship between cyber customer trust and cyber customer loyalty, the following hypothesis is expected:

H3: *Cyber customer trust will significantly affect cyber customer loyalty positively.*

Virtual internet make customer transact with company without direct knowledge, unsymmetrical information makes customer take high risk when transacting on internet. As the result, the customer is prone to maintain long relationship with the company being trusted and purchases repeatedly. In the open shopping system, high uncertainty and doubtful safety exist in the transaction, considering the specialty of research environment and contemporary social requirements in this article, the interaction of cyber customer trust with customer satisfaction and loyalty needs to be evaluated in verifying the model.

2.3 Cyber Service Quality and Customer Satisfaction

Service quality is essentially a perception, which is determined by the comparison between customer's expectation and perceived actuality. Customer perceived service quality involves technical quality and function quality.

Technical quality refers to the output result of service, i.e. the real contents that customer obtained from the service delivery; function quality refers to the service delivery process and focuses on how the service is delivered to customer. In cyber shopping circumstance, the customer indirectly contact with cyber provider, so the traditional concepts of service quality can not be applied to cyber one.[8] Cyber service quality is how the website generates high efficient customer browsing and purchasing and how to make the service delivering and providing more convenience, this definition covers the perceived quality while using website and after-using results. Perceived service quality is the entire judgment and opinion of customer, the actual experience of quality covers the evaluation of service results. B2C belongs to one of the module of e-commerce, so, B2C service quality is based on the customer's perceived and experienced quality under B2C commerce circumstance, which is defined as B2C service quality.

Cyber service quality is the similar concept as customer satisfaction, cyber service quality is the similar concept as customer satisfaction, and both are the functions of between customer perceived service quality and expectancy quality.

Customer satisfaction significantly affect buying intention; service quality is the cause variable; influence by service quality on buying intention is low than that of customer satisfaction. The following hypothesis is expecting:

H4: *Customer perceived cyber service quality will positively lead to cyber customer satisfaction significantly.*

2.4 Cyber Service Quality and Customer Satisfaction

Customer value is defined as three aspects: (1) referring to “customer value to company”, i.e. significance, importance and necessity to company; (2) referring to “company’s delivered value to customer”, which is value selected, created and provided by the customer. (3) referring to “the points of customer to value”, i.e. what is the important and necessary to customer.

In the relationship model, customer perceived value is ongoing, so does the added value. What is studied in this research is customer perceived value under cyber shopping, so the customer value is defined from the angel of customer perception, and is regarded as the comparison and weighing between the costs and benefits of cyber service value. Rebekah (2003) argues the importance of customer value in management on four typical service industries, and draws the conclusion that the positive relationship exists between perceived value and satisfaction.[9] This article considers that cyber customer value is positive related with customer satisfaction in cyber shopping circumstance, the following hypothesis is put forward:

H5: *Customer will positively lead to customer satisfaction significantly.*

3. Scale Designing

Variable’s Operation Definition

In the research, there are five concepts: customer satisfaction, customer loyalty, customer value, customer trust, service quality. In the process of questionnaire designing, the researcher reviewed great deal of literature material and make deep study to formulate questionnaire. Through the modification and improving of sample, the scale is improved, in the before test and confirmatory research the scale’s reliability and validity are also examined. In the concept module of the research, the above five variables are defined as: different level answers are scored in seven ways, they are disagree completely, disagree comparatively, disagree somewhat, unsure, agree somewhat, agree and agree completely. High recognition is 7 points and descending to 1 point of disagree completely.

3.1 Customer Satisfaction Rates

Sat1: I am satisfied after consuming in cyber shop
Sat2: I like this website after consumption
Sat3 I fell disappointed in the consumption
Sat4 The total perception is not good after consuming

Table 1. Cyber customer satisfaction items

3.2. Cyber Customer Loyalty

Loy1: When someone wants my advice, I will recommend the website I have visited
Loy2: I will not encourage my friends and relatives transact on this website
Loy3: I seldom change the website to buy
Loy4: When need buying something, I always use this website

Table 2. Cyber customer loyalty items

3.3 Cyber Customer Trust

According to the trust in the relationship of buyer and vendor and the characteristic of internet, five items are measured as follows:

Trust1: This cyber shop will finish timely as promised to the customer
Trust2: I will trust the information provided by the cyber shop
Trust3: This cyber shop cares customer sincerely
Trust4: This cyber shop is trustworthy
Trust5: I believe this cyber shop will protect my information and privacy

Table 3. Cyber customer trust items

3.4 Customer Perceived Cyber Service Quality

The importance of advantage by providing information and attracting customer were studied by many scholars. Myriads of information under cyber circumstance helps the customer make the buying decision to enhance customer perception quality which is the key to the success of cyber selling driven by customer’s searching and obtaining information, so the two variables are introduced: website designing and information quality, which are used to measure the cyber quality perceived by customer, and the items is as following:

C1: This cyber designing is fascinating and attracting
C2: I feel comfortable when shopping on the website
C3: This website can nor attract my attention
C4: This website is not fascinating to me
C5: To me it is pleasure to my shopping on this website

Table 4. Cyber designing items

I1: This website provide sufficient and updated information
I2: I can get much knowledge through this website
I3: I learn more by using this website
I4: Cost of getting information is low

Table 5. Information quality items

2.5 Customer Perceived Cyber Service Value

This is based on cost effectiveness; in the process of increasing customer satisfaction the price capability is still important. It also discussed that product is one important attribute of product, the product with price advantage will increase customer perceived cyber service value and build and strengthen the relationship.[3] Cao’s study indicates that the negative co-relationship exists between cyber service value and price. [5] Relevant investigation shows that much customer would like the website record their browsing action to get personalized service. Investigation indicates more than 80% cyber browser do nothing, if there is any personalized service or content, cyber retailer can increase customer value and customer buying,[10] so, the two variables are introduced: price advantage and personalized service, the items is as following:

PA1: I can buy cheap products from the cyber shop
PA2: This cyber shop provide discount for me
PA3: This cyber shop can give me good price
PA4: This cyber shop provides coupon and rebate for me

Table 6. Price advantage items

PS1: The product sold by this cyber shop is in line with my requirements
PS2: This website make me feel a unique one
PS3: This website can provide customized products for me
PS4: This website mail me the proper ad and promotion information according to my situation
PS5: This shopping website remember my buying habits and provide suitable information for me

Table 7. Personalized service items

4. Data analysis methods

4.1 Questionnaire Collecting Introduction

This questionnaire launching time is from April to May 2013, and collecting 242 questionnaires by email, in which there are 196 valid ones; 400 questionnaires were distributed to cyber shopper and 136 ones were collected, the valid rate is 34%.

4.2 Descriptive Statistics

Descriptive statistics is the first stage of data analysis to the variables in questionnaire; the analysis covers mean value, standard deviation, variance, the most value etc, all which reflect the features of series of data.

For better description, the customer perceived cyber quality is abbreviated as Pq, cyber customer satisfaction is abbreviated as Sat, cyber customer trust is abbreviated as Trust, cyber customer loyalty is abbreviated as Loy.

	Pq	Pv	Sat	Trust	Loy
Sample no.	332	332	332	332	332
Mean value	4.0623	4.0109	4.3434	4.3054	4.1370
Standard deviation	0.85208	0.87086	1.17387	0.86327	0.90674
Variance	0.726	0.758	1.378	1.745	0.822
Max value	1.00	1.00	1.00	1.00	1.00
Min value	7.00	7.00	7.00	7.00	7.00

Table 8. Descriptive statistics sample form

Reliability Analysis

Reliability is the consistency degree of testing, American psychological association regards reliability as the degree testing score free to testing error, the small error, the high reliability. In order to ensure all variables measuring item have high consistency, this research will execute Cronbach's alpha reliability analysis. Most used index is Cronbach's reliability and constructing reliability. A coefficient of Cronbach(1951) is most frequently used by social science study. Higher value indicates that the measuring result of latent variable are more consistent, as the result, the reliability of questionnaire is higher. Guieford(1965) pointed our when a coefficient is low than 0.35, which means low reliability, the questionnaire is not suitable, if a coefficient is more than 0.7, which means high reliability, in other word, the questionnaire is better; if a coefficient falls within 0.35 and 0.7, which means medium reliability, the questionnaire is acceptable.

variable	Items no.	A
Cyber satisfaction(Sat)	4	0.871
Cyber customer loyalty(Loy)	4	0.804
Cyber customer trust(Tru)	5	0.830
Cyber designing(C)	5	0.862
Information quality(I)	4	0.776
Price advantage(PA)	4	0.807
Personalized service(PS)	5	0.797

Table 9. Various of variable's a coefficient

From above table, the consistency coefficient of internal questionnaire is within 0.776 and 0.871, which means the data is reliable.

4.4 Validity Analysis

Validity refers to the correctness of testing features and action, or the statistic indicators of what to be measured. The measurement of testing equation validity will normally check the contents validity and structure validity.

4.5 Contents Validity

To test if the measuring tools test the items as needed, and catch the key contents of latent variables. In scientific research, the definition and concepts accepted by most scholars should be the standard. In the questionnaire designing of this study, the items referenced ones applied by the similar topic studied by the domestic and foreign scholars, and were adjusted according to the specific characters of this research, finally the scale is formed.

Structure validity: normally, factor analysis is the most effective way to measure structure validity. Before that, the relationship among various of variables need to be confirmed. If KMO value is less than 0.6, the factor analysis is not suitable, when the value of concomitant probability of Bartlett spherical test is less than 0.05 of significance level, the factor analysis is suitable. So, the research adopts KMO test and Bartlett spherical test to measure if customer satisfaction and customer loyalty separately are suitable to be used for factor analysis, the result is as following:

Variable	Item NO.	KMO value	Concomitant probability Bartlett spherical test
Cyber satisfaction(Sat)	4	0.735	0.000
Cyber customer loyalty(Loy)	4	0.816	0.003
Cyber customer trust(Tr)	5	0.834	0.001
Cyber designing(C)	5	0.862	0.002
Information quality(I)	4	0.834	0.002
Price advantage(PA)	4	0.792	0.003
Personalized service(PS)	5	0.826	0.000

Table 10. Structure validity test analysis form

4.6 Empirical Research Structure Model Testing

Relationship Analysis of Cyber Customer Satisfaction and Loyalty

To test relationship model, T test and regression analysis are applied to verify the relationship among various of variables. The result is as following:

Relationship among variables	Standardized regression coefficient	T value	Conclusion
Perceived quality — customer satisfaction	0.63	8.32	Support
Perceived value — customer satisfaction	0.22	3.19	Support
Satisfaction — behavior loyalty	0.66	9.15	Support

Table 11. Standardized regression coefficient of cyber customer satisfaction and loyalty

Relationship analysis of cyber customer satisfaction, trust and behavior loyalty is as below:

Relationship among variables	Standardized regression coefficient	T value	conclusion
Perceived quality- customer satisfaction	0.38	5.02	Support
Perceived value — customer satisfaction	0.28	4.18	Support
Satisfaction — behavior loyalty	0.47	5.62	Support
Trust — customer satisfaction	0.35	6.18	Support
Trust — loyalty	0.30	3.67	Support

Table 12. Regression coefficient of cyber customer satisfaction, trust and behavior loyalty

From above test, with or without the function of cyber customer trust, customer and perception quality are positively related with cyber customer satisfaction, specifically, higher perceive quality and perceived value result in higher customer satisfaction. However, the influence of customer perceived quality on cyber customer satisfaction is obviously greater than that of customer perceived value, especially when not considering customer trust, the customer perceived quality almost becomes the major factor to affect customer, the affecting coefficient reaches to 0.63. Cyber customer satisfaction is positively related with loyalty significantly, not considering trusting factors, under virtual cyber circumstance, customer's behavior loyalty is close to customer satisfaction, the affecting coefficient is 0.66. When considering the influence of customer trust on both, the influence of cyber customer satisfaction on behavior loyalty reduce significantly, the affecting coefficient is just 0.47, but the two issues are key factors to customer loyalty. In the cyber circumstance, the customer trust has positive co-relationship with customer satisfaction and loyalty, anymore the influence of trust on satisfaction is greater than that of loyalty, but the difference is small.

5. Research Results

According to the behavior of cyber shopping circumstance, through data analysis and hypothesis verification of variable relationship, the conclusion is below:

5.1 Relationship Between Customer Satisfaction and Behavior Loyalty

Path coefficient of cyber customer satisfaction and loyalty is 0.66(T value=9.15), P value gets to significant level, assuming H1 is verified, this indicates that higher satisfaction leads to higher loyalty, and result in higher customer share.

5.2 Importance of Customer Trust

It is found in this article that the influence of customer satisfaction on loyalty reduce somewhat when considering customer trust, but the influence of mixture increases, the research result indicates that the customer trust on company positively affect loyalty directly.

Affecting coefficient of cyber customer trust on satisfaction is 0.35(T=6.18), H2 is confirmed for significant influence. While studying on the relationship of trust and satisfaction, some scholars think that customer satisfaction affects trust,[6] empirical researches of some others think that trust affects satisfaction. The result of this research indicates that customer trust positively affect satisfaction directly, which is the same as the academic conclusion, [7] any more, customer trust also positively affect loyalty, the affecting coefficient is 0.30(T=3.76), the H3 is confirmed in traditional and cyber circumstance. But from the affecting coefficient, the researcher found that the influence of trust to loyalty is not so evident than that on satisfaction. The major reason is because customer has better feeling of trust under cyber circumstance and satisfy the service, but it is not so easy for customer to make the buying into action comparing to traditional buying, there are more uncertain factors in the cyber circumstance, but better trust feeling can enhance the will of repeated purchasing. Finally, cyber marketing should not only strengthen the will of customer satisfaction but also achieve customer trust to increase loyalty.

5.3 The Importance of Customer Perceived Service Quality to Satisfaction

In traditional marketing, about the relationship of service quality and customer satisfaction, there are different points, the first is that customer satisfaction is the cause variable of service quality, the second is that service is the cause variable of satisfaction. From the study, cyber customer perceived service quality has significant influence on satisfaction, the affecting coefficient is 0.630(T=8.32), the H4 is confirmed, that means in cyber circumstance high customer perception of service quality results in high customer satisfaction. Under cyber circumstance, customer perceived service quality positively affect satisfaction significantly. In cyber shopping, the customer attaches more importance on the quality of products provided by the cyber vendor for being unable to get actual quality; the perceived quality has become more and more important. To the company to develop the cyber market, providing excellent quality product is the powerful way to increase satisfaction.

5.4 The Importance of Customer Perceived Service Value to Customer Satisfaction

Customer value is the basis of customer satisfaction, which is the assessment of customer on the value provided by the company and the result of customer perception. Customer value is the weighing on acquiring and sacrificing, it is also the perception process, the customer satisfaction is the emotion of being active or loving, according to the point that the emotion the positive relationship exists between perception value and satisfaction. In this study, cyber customer perception affects customer satisfaction significantly, the data indicates that the affecting coefficient is 0.22(T=3.19), the H5 is confirmed, that means high service value leads to high satisfaction in cyber shopping. But the influence by perceived value on satisfaction

is less than that of perceived quality.

6. Study of Practical Suggestions

It is key issue for enterprise to verify driver forces of service quality, customer perceived value, customer satisfaction, customer loyalty and relationship among them. As indicated in the research, cyber designing is the key to affect customer satisfaction. Therefore, the company that provides cyber shopping needs to improve service quality and build relationship marketing of “focusing on keeping and enhancing current customer satisfaction and loyalty but not to get new customer”. Specifically, cyber shopping needs company to do as below:

(1) Low Price Orientation

Company should supply myriads of cheaper products for customer. Continuous satisfying the price requirements of customer is the surviving base for cyber shopping, without price advantage, the quantity of customer will reduce sharply.

(2) Making “Basic Service” Well Done For Customer Normal Recognition

This involves creating aesthetic and simple shopping website, community discussion with high participation and perfect after-sale service. The service has no direct influence on satisfaction and loyalty, but the lacking of service will result in the customer lost.

(3) Strengthening Customer Relationship and Enhancing Customer Trust

Customer with high trust is with high satisfaction and high loyalty. On the other hand, satisfaction significantly affects loyalty positively. No matter what the effectiveness is, direct or indirect, the company needs attach importance on the relationship with customer and achieve high trust.

7. Conclusion

This article discusses the relationship among cyber customer satisfaction, trust, value, service quality and loyalty. In actual consuming circumstance, however, the factors affecting satisfaction and loyalty are complicated, such as corporate images etc, which are not all listed in the model, so there is some limitation in the research results. The influence of cyber customer satisfaction on customer loyalty is the dynamic process; the different influence of different level satisfaction on loyalty is not discussed, such as the different levels of satisfied, basic satisfied, normal, unsatisfied, extremely not satisfied. Great deal of time, human and materials are utilized to get the actual consumption data of customer, but the researcher can obtain accurate data through long term tracking and investigating to deeply understand the relationship of customer satisfaction and loyalty. There are lots of affecting factors, such as CI, customer complaint, market structure etc, which may be considered by the researchers in the later study to totally explain the forming mechanism of customer loyalty.

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