Appendix: Measurement Scales

Constructs and Scale Items	Source
Perceived eSDS Process	
eSDS1. The website was difficult to navigate through.	New item
eSDS2. The number of choices at each step of the process doesn't need to be changed.	New item
eSDS3. The website ordering process wasn't complicated.	New item
eSDS4. I did not experience any errors (e.g., web pages that did not load the first time).	Adapted from Roth and Jackson (1995)
eSDS5. I had trouble finding what I was looking for on the website.	New item
eSDS6. The entire process of searching and buying took a reasonable amount of time.	New item
Service Value	
VAL1. Using the website was a waste of my time.	New item
VAL2. The service provided through the website was very efficient.	New item
VAL3. The website required a lot of effort to use.	New item
VAL4. I was treated fairly.	New item
VAL5. Very little thought was required to use this website.	New item
VAL6. The website doesn't provide value.	Brady and Cronin (2001)
Perceived Ease of Use	
EOU1. The user of the website has to be skillful to use the website.	Davis (1989)
EOU2. The user does not have to be knowledgeable in order to use the site.	New item
EOU3. Using this website was easy.	Davis (1989)
EOU4. The user needs to be a frequent web user.	New item
EOU5. My interaction with the website was clear and understandable.	Davis (1989)
EOU6. A user does not need specific knowledge about the company in order to use the website.	New item
Perceived Control	
PC1. The website limited what I could do.	Adapted from Seyal et al. (2002)
PC2. I felt in control at each step and could determine the outcome of the online process.	Koufaris (2002)
PC3. To use the website, I had to input unnecessary information, which was confusing.	Koufaris (2002)
PC4. I felt frustrated at the process of searching and buying.	Koufaris (2002)
PC5. At the website, I could do what I wanted to when I wanted to.	Adapted from Seyal et al.

	(2002)
PC6. The website wasn't complicated to use.	New item
Interactivity	
INT1. Sufficient guidelines were provided.	New item
INT2. Careful instructions were provided.	New item
INT3. I always knew what information I needed to provide.	New item
INT4. The website allows good two-way communication.	Merrilees (2002)
INT5. Interaction with customer service rep through email or phone is necessary so my question can be answered quickly.	Merrilees (2002)
INT6. Interaction with other customers through chat rooms is beneficial.	New item
Customer Satisfaction	
SAT1. Using the website pleased me.	Oliver and Swan (1989)
SAT2. I was content with the procedures for using the website.	Oliver and Swan (1989)
SAT3. I was very unhappy with the online experience.	Oliver and Swan (1989)
SAT4. The website did an excellent job for me.	Oliver and Swan (1989)
SAT5. It is a poor choice to use this website.	Oliver and Swan (1989)
SAT6. I would never use this website again.	McKinney et al. (2002)

Table 1. Questionnaire Items and Corresponding Factor Loadings from the Rotated Factor Pattern Matrix

Questionnaire Item	Factor					
	1	2	3	4	5	6
	Customer Satisfaction	Perceived eSDS Process	Service Value	Ease of Use	Perceived Control	Interactivity
SAT1	.714					
SAT2	.563					
SAT3	.926					
SAT4						
SAT5	.548					
SAT6	.750					
VAL1	.886					
VAL2	.549					
VAL3			.681			
VAL4			.590			
VAL5						
VAL6			.469			
EOU1				.713		
EOU2				.829		
EOU3				.721		
EOU4						
EOU5				.586		
EOU6				.474		
PC1					.546	
PC2					.721	
PC3					.603	
PC4	.650					
PC5					.820	
PC6						
INT1						
INT2						
INT3					.508	
INT4						.711
INT5						.904
INT6						.450
eSDS1		.785				
eSDS2		.679				
eSDS3		.655				
eSDS4			.729			
eSDS5		.500				
eSDS6		.600				

Note: N=149.

Table 2. Summary Statistics and Cronbach's Alpha for All Scales

Construct	Mean	S.D.	Cronbach's Alpha
Customer Satisfaction (SAT1, SAT2, SAT3, SAT5, SAT6)	4.89	1.20	0.869
Perceived Control (PC1, PC2, PC3, PC5)	4.66	1.07	0.686 (0.770 without PC3)
Ease of Use (EOU1, EOU2, EOU3, EOU5)	6.47	1.49	0.766
Service Value (VAL3, VAL4, VAL6)	5.39	1.10	0.629
Interactivity (INT4, INT5)	6.89	2.07	0.739
Perceived eSDS Process (eSDS1, eSDS2, eSDS3, eSDS5, eSDS6)	4.54	1.35	0.824

Table 3. Standardized Factor Loadings for the Measurement Model

Item Description	Factor Loading For Revised Model
F1: Customer Satisfaction	
SAT1	.747
SAT2	.729
SAT3	.640
SAT5	.854
SAT6	.803
F2: Perceived eSDS Process	
ESDS1	.578
ESDS2	.521
ESDS3	.663
ESDS5	.838
ESDS6	.862
F3: Service Value	
VAL3	.462
VAL4	.550
VAL6	.775
F4: Ease of Use	
EOU1	.735
EOU2	.533
EOU3	.831
EOU5	.580
F5: Perceived Control	
PC1	.822
PC2	.780
PC5	.589
F6: Interactivity	
INT4	.899
INT5	.651

Note. All loadings are significant at the .001 level.

Table 4. Fit Indices for the Structural Model

Criteria	Guidelines Bryne (1998)	M_t: Theoretical Model	M_r: Revised Model
χ^2 (df) p-value	Small Large	20.034 (6) 0.003	7.516 (5) 0.185
CFI	> 0.90	0.947	0.993
RMSEA	< 0.08	0.126	0.058
NFI	>0.90	.929	0.979
GFI	>0.90	.954	0.984
AGFI	> 0.80	0.840	0.932