INVESTIGATING THE EFFECT OF WORD-OF-MOUTH MARKETING AND ALTERNATIVE ATTRACTIONS ON CONSUMER INERTIA, CUSTOMER WILLINGNESS TO REPEAT PURCHASE, AND CUSTOMER SATISFACTION

SAEID MONAZAMI[*1], FARZANEH ARABALI[2] and ALIREZA KASRAIYAN[3]

[1]Department of Businesses and Management, Shahrood Branch, Islamic Azad University, Shahrood, Iran.
*Corresponding Author Email: Monazami3102@gmail.com
[2]Department of Art, Technical and Vocational University (TVU), Tehran, Iran. Email: F.arabali@yahoo.com
[3]Department of Management and Accounting, Qazvin Branch, Islamic Azad University, Qazvin, Iran.
Email: a_kasraiyan@yahoo.com

Abstract

This study aims to investigate the effect of word-of-mouth marketing and alternative attractions on consumer inertia, customer willingness to repeat purchase, and customer satisfaction. The research method is descriptive-survey of the correlational type. The statistical population of this research includes customers of online stores. Due to the fact that the population size of this research is uncertain and the investigated variables are qualitative, Cochran's formula for infinite populations was used to determine the required sample size, and 123 people were selected as a sample. In this research, a researcher-made questionnaire was used, the validity of which was confirmed by experts and factor confirmation, and its reliability using Cronbach's alpha is 88.9%. The Kolmogorov-Smirnov test and structural equation modeling method, and SPSS and Lisrel software were used to test the hypotheses. Except for Hypothesis 4, other research hypotheses were confirmed.

Keywords: Word-of-mouth marketing, Alternative attractions, Consumer inertia, Repeat purchase, Satisfaction

INTRODUCTION

In Iran, considering the emergence and establishment of a new structure and new technology such as the Internet in the retail and store sector, there has been a fierce competition between stores and retail stores to attract customers. In this regard, the role of stores and retail units is very important (Moussakhani et al., 2014).

The number of Internet users has dramatically increased worldwide. This new media has caused a change in the behavior of customers when they make a purchase. Investigating the purchase process and consumer behavior on the Internet is of extreme importance for online (electronic) stores in order to attract customers, increase sales, and increase profitability (Azizi and Negahdari, 2012). With the increasing growth and maturity of online payment and delivery systems, customer trust in the Internet to search for information and perform financial transactions, and the entry of many physical stores into the online shopping market, online stores have become an important channel for doing business. With the growth of online shopping websites, the competition among e-retailers has intensified. Maintaining customer's repeat purchase intention and avoiding purchase behavior change are important for e-retailers to gain competitive advantage (Shim et al., 2002, Tsia, 2007).

Several studies have stated that trust and satisfaction are the most important determinants of customers' intention to repeat online purchases (Lim et al., 2006). In addition to the above factors, inertia (indifference) can also include repeated customer purchases (Keiningham et al., 2007). However, there are few studies on the relative strength of consumer inertia. The "law of inertia" proposed by Isaac Newton is also applicable in marketing. Consumers with high inertia (indifference) tend to switch to more attractive options (Liu et al., 2007).

Solomon (2007) believes that inertial behaviors occur when consumers are accustomed to certain products or the service provider acts based on past consumption experience. Inertia prevents consumers from trading with unfamiliar suppliers and incurring significant learning costs. This means that consumers with high inertia tend to unconsciously turn to current products and existing suppliers and make repeat purchase decisions less deliberately. Without inertia, a customer is likely to gravitate to other service providers or attractive sellers' products. On the other hand, satisfaction indicates a general evaluation of past experiences and satisfaction with a particular supplier and can be considered as another attraction factor (Seider, 2005).

Consumers who are highly satisfied will tend to trade frequently with the current (unchanged) supplier. By inertia, customers repeat their purchase decisions despite their negative perceptions of current products and service providers (White and Yanamandram, 2004). This means that purchase behavior based on satisfaction is wiser than behavior based on inertia. Word-of-mouth marketingis a type of informal communication about the characteristics of a business or a service in a society. Affecting the opinions of other people has significant benefits for organizations supplying products and services (Seider, 2005).

Word-of-mouth marketing allows a person to affect the evaluation and purchase intentions of their similar consumers in terms of information and norms (Bansal, 2005). Basically, in order to choose a website (online store), customers of a group discount website need information about that website (store) and its services. They continuously collect information from mass media including television, satellite, Internet, etc. Although the aforementioned sources provide valuable information to a person, website customers prefer to receive a significant part of the information they need from informal sources such as relatives, friends, acquaintances, and other people (Silverman, 2005).

Research has shown that consumers consider word-of-mouth marketing to be more reliable than sales promotions made by advertisers or marketers. After the advent of the Internet, customer anonymity has led to more customers sharing their experiences and feedback, especially information that other consumers consider important in making their purchase decisions. In a highly competitive environment, customers can easily be affected by the offers of multiple service providers and can easily gravitate to whichever provider is most attractive to them (White and Yamandran, 2007).

Online purchase is also a very competitive environment, where information is very penetrating and transparent. Alternative attraction may weaken customer's repeat purchase intention based on inertia or satisfaction and motivate customers to gravitate to other more attractive stores.

Given the reasons mentioned above and the innovation of the research topic and the results that will be obtained from its application for the managers and decision makers of websites, online stores, and electronic services, and since such a survey has not been conducted in the electronic service industry, including online stores, in our country, the necessity of conducting the present research was formed. Therefore, the main question of the research is that "How is the effect of word-of-mouth marketing and alternative attractions on consumer inertia, satisfaction, and the willingness to repeat purchase in this regard?"

RESEARCH LITERATURE

Repeat purchase intention and switching behavior

Repeat purchase intention is the extent to which customers are willing to purchase similar products or services and is simple, objective, and predictive of purchasing behavior in the future. Customer's repeat purchase intention is critical for store profitability (Seiders et al., 2005). For example, Reichold and Sasser (1990) noted that a 5% increase in customer retention can increase profits by an average of 25-85%, and that the cost of attracting a new customer is approximately five times that of retaining an existing customer (Oliver et al., 1997). Therefore, product or service providers can effectively increase profits and reduce costs in a way that successfully retains customers and encourages them to repeat purchases. Several factors affect the repeat purchase intention. Most service providers are concerned about customer retention because competition is fierce and acquiring new customers is more expensive. Several studies show that the factors affecting repeat purchases can be investigated and understood through customer mooringbehavior (Bansal et al., 2005).

Bansal et al. (2005) applied the PPM (push, pull, and mooring) migration model to investigate the switching behavior of service providers by customers. The PPM model has also been used in some online consumer behavior studies. It is worth noting that switching behavior is not irreversible. Service providers can be profitable as long as their customers are retained even after switching behavior occurs (Hou et al., 2011). The PPM model cannot explain why customers refer to the previous service provider when they have just switched (Zhang et al., 2008). This study uses Roos's SPAT model (1999) which considers three change factors including pusher, oscillator and puller to investigate the factors affecting the online repeat purchase intention. Three factors were also discussed in later studies (Tahtinen and Halinen, 2002). A pusher is defined as a reason for a customer to switch service providers. A pusher is defined as a reason for a customer to switch service providers. A puller explains why customers return to a service provider they have just switched. An oscillator has no power to trigger a switch or return. An oscillator only weakens or strengthens the decision to change, and may be positive or negative (Bansal et al., 1995; Keaveney, 1995).

According to Roos's definition (1999), inertia and satisfaction can be considered as pulling factors. Roos (1999) believes that if an oscillator is isolated from the context, it is of little importance. Word-of-mouth marketing represents the general evaluation of a service provider by others, and alternative attractions reflect the expected performance of customers from alternative service providers. (Bansal et al., 2005; Roos 1999). The interpretation of the above

evaluations and expected performance varies from person to person, therefore, they cannot lead to switching by themselves.

Consumer inertia

Inertia is efficient when people believe that they can rely on an existing source of information to achieve goals in a stable and reliable environment. In the context of consumption, consumer inertia refers to a fixed consumption model in which consumers unconsciously maintain the same store or buy the same brand of products based on past consumption experience (Gulati, 1995).

According to Solomon (2007), inertial consumers make purchase decisions without much thought. Compared to other factors (such as cost), inertia tends to affect customers to return to a store. For example, customers may visit shopping websites frequently and add them to their browser bookmarks for faster and easier access (Anderson and Sriniuasan, 2003).

The reasons for consumer inertia purchase are: First, reduction in consumption time: it is not necessary that consumers do not spend extra time to see a new website, or there is no need to compare prices or services of stores with each other. Second, familiarity: the more consumers who purchase a lot visit a store, the more they become familiar with the store. To avoid uncertainty caused by exchange with other stores, or risks caused by visiting other stores, consumers prefer to maintain their exchange relationship with the current store. And third, the perceived difference between the current store and alternative stores is minimized (Anderson, 2003; Liu et al., 2007).

The above discussion suggests that after consumers develop inertia to purchase products from a store, they will be more inclined to revisit the current store.

Customer satisfaction

In the era of customer-centricity, all companies are looking for customer satisfaction because it is necessary to achieve sustainable growth and competitive advantages. Customer satisfaction can be defined from specific and cumulative perspectives of exchange. The former shows that customer satisfaction is evaluated based on the experience of recent purchases, while the latter emphasizes the comprehensive evaluation of all consumption aspects and shows that customer satisfaction is an evaluation based on all customer experiences in the past and present. (Johnson and Fornell, 1991).

Cumulative view is better for evaluating company service performance, and also more effective for predicting customer behavior after purchase. This study adopts the cumulative view and defines customer satisfaction as the overall evaluation of past experiences with products or services purchased from a shopping website. Many studies concluded that customer satisfaction has a positive relationship with repeat purchase intention and is a determinant of repeat purchase in the long term. That is, higher cumulative satisfaction can lead to higher repeat purchase intention and more repeat purchase. The same result is found in studies conducted on online retailing and online purchasing (Johnson et al., 2001; Liu et al., 2007).

Word-of-mouth marketing

Word-of-mouth marketing indicate an individual's evaluation of brands, products, services, or organizations that is made without commercial intent and is disseminated through face-to-face communication or other communication channels across social networks. Word of mouth is considered more reliable and trustworthy than messages from advertisers or marketers (Carl, 2006).

Recently, the advent of the Internet has not only increased the speed and scope of information dissemination, but also encouraged more anonymous consumers to share their opinions about a product or service. These opinions are derived from one's personal experiences. Consumers consider such feedback, whether positive or negative, more reliable than the recommendations of product or service providers, and use them as an important reference for purchasing decisions. As a result, word-of-mouth marketing significantly affects consumer purchase and post-purchase perceptions (Dellarocas, 2003).

The more word-of-mouth marketing a consumer receives, the more likely they are to be influenced by word-of-mouth marketing. Even an exchange relationship that has already taken place may be influenced by word-of-mouth marketing under the following conditions: First, the source of word-of-mouth marketing is considered more reliable than a third party. Second, the experience provided through the source of word-of-mouth marketing can reduce customer uncertainty. For example, when customers have a satisfactory experience with a product or service, they are more willing to spread positive word-of-mouth (Lesion and Prosser, 2004). Also, customers are more likely to spread word-of-mouth after service recovery. Third, the source of word-of-mouth marketing can quickly answer questions and provide important information (Silverman, 1997). Customers whose repeat purchase intention is due to inertia or satisfaction can have more repeat purchase intention provided that they receive positive word-of-mouth marketing from other customers.

Alternative attractions

Alternative attractions refer to the possibility of obtaining more satisfactory services from an alternative service provider. Consumers see alternative attractions when other stores offer better quality products at lower prices or with more attractive services than other stores (Keaveney, 1995; Ping, 1993). In a highly competitive environment, customers can be easily influenced by offers by multiple service providers and they can easily gravitate to whichever provider is most attractive to them (Bansal et al., 2004). Online purchasing is also a very competitive environment, where information is very penetrating and transparent. Alternative attraction may weaken customer's repeat purchase intention based on inertia or satisfaction and motivate customers to move to other more attractive stores (Jones, 1995, Keaveney, 1995).

Background

Mohammadi et al. (2012), in a study entitled "Benefits of creating a relationship with the customer and its effect on positive word-of-mouth communication", investigated the effect of relational benefits resulting from long-term relationships between customer and organization

on encouraging the customer to participate in positive word-of-mouth communication about the organization. The results indicate that the benefits of confidence, social benefits, and benefits of special behavior had a positive and significant effect on word-of-mouth communication.

Khabiri et al. (2012), in their paper entitled "Investigation of factors affecting the participation of customers of body building clubs in word-of-mouth communication" investigated the effect of four variables of trust, commitment, communication, and expertise on relationship quality and the effect of relationship quality on word-of-mouth communication among customers of private body building clubs. They have paid private bodybuilding. The results of the research show that the four variables of trust, commitment, communication, and competence have a significant effect on relationship quality and that relationship quality also have a positive and significant effect on the word-of-mouth communication among the customers of the clubs.

Jalilvand and Ebrahimi (2013) conducted a study entitled "Effect of word-of-mouth communication on the purchase of domestic automobiles" in Isfahan city about Samand car. The results indicated that the word-of-mouth communication of customers was one of the main sources of providing the information needed by the buyers of this car.

Ying Feng Ku (2013) conducted a study entitled "Effect of consumer inertia and satisfaction of online shopping female customers on the customer's repeat purchase intention and the role of word-of-mouth marketing and alternative attraction as mediating variables." The result showed that word-of-mouth marketing and alternative attractions have a positive and significant effect on the willingness to repeat purchases.

Cheng and Tu (2005) conducted a study entitled "Does the investigation of the relationship between store image, customer satisfaction and customer loyalty have an important effect on Taiwan's hypermarket industry?" The result shows that these variables can predict customer satisfaction and loyalty. Also, customer satisfaction has a mediating role between store image and customer loyalty.

Teng and Tan (2003) conducted a study entitled "How does customer perception of store image characteristics affect the choice between stores". The results of this research showed that the factors of product, accessibility, reputation, and future transactions affect customer preference and choice.

Conceptual model and hypotheses

According to the literature and research background, the following hypotheses and conceptual model are provided:

1. Positive word-of-mouth marketing has a positive effect on consumer inertia.
2. Word-of-mouth marketing has a positive effect on customer satisfaction.
3. Word-of-mouth marketing has a positive effect on customer repeat purchase.
4. Alternative attractions have a negative effect on consumer inertia.

5. Alternative attractions have a negative effect on customer satisfaction.

6. Alternative attractions have a negative effect on customer willingness to repeat purchase.

7. Customer satisfaction has a positive effect on customer willingness to repeat purchase.

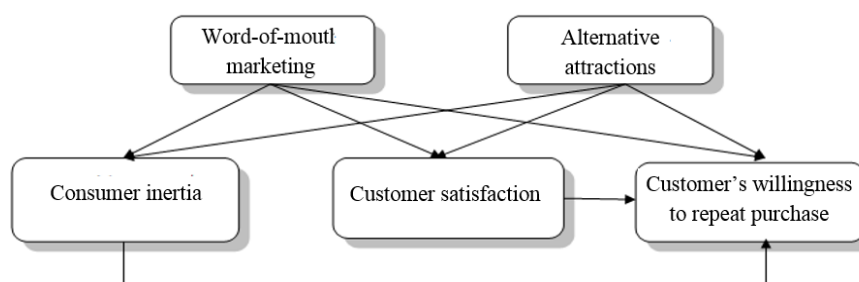8. Consumer inertia has a positive effect on customer willingness to repeat purchase.

Figure 1: Conceptual model of the research (Ku et al., 2014)

METHODOLOGY

This research is applied according to its purpose and it is descriptive-survey based on the method of obtaining the required data.

Population consists of all the real or hypothetical members to whom we are interested in generalizing the research results and research findings (Delavar, 2010). In the present research, the final questionnaire was electronically provided and its link was provided to customers of online stores. Because the population size of this research is unclear and the variables are qualitative, the Cochran's formula for infinite population was used to determine the sample size, 123 people were selected as the sample.

In the present study, articles, books, and Persian research projects were used to collect theoretical foundations and review the research literature, and then, according to existing resources and searching for Internet databases such as Elsevier, ScienceDirect, and ProQuest, articles, books and relevant English scientific works were found and used. In this research, a researcher-made questionnaire consisting of 15 questions was used. The validity of the questionnaire was approved by experts and confirmatory factor analysis. The reliability of the questionnaire using Cronbach's alpha is 88.9%.

FINDINGS

In this research, the valid test of Kolmogorov-Smirnov was used to investigate the assumption that the research data is normal. As it is clear from data in Table 1, the significance level of Kolmogorov-Smirnov test is smaller than 0.05 for all research variables. As a result, all the variables studied in the present research have normal distribution based on the results of Kolmogorov-Smirnov test.

Table 1: Kolmogorov-Smirnov test results for research variables

Variables	Sig. coefficient
Word-of-mouth marketing	0.077
Alternative attractions	0.113
Consumer inertia	0.121
Satisfaction	0.163
Customer willingness repeat purchase	0.065

Many efforts have been made in the last decade to investigate causal relationships between variables. One of these methods is conduct confirmatory factor analysis is structural equations or multivariate analysis with latent variables. Structural equation modeling is a very general and powerful multivariate analysis technique from multivariate regression family and, more precisely, the expansion of the general linear model that allows the researcher to test a set of regression equations simultaneously. Structural equation modeling is a comprehensive statistical approach to testing the hypotheses about the relationships between observed variables and latent variables, sometimes called the structural analysis of covariance, casual modeling and sometimes Lisrel. However, these days, the dominant term is structural equation modeling.

Lisrel is used to confirm or reject the main research hypotheses. In this software, the T-Value mode is taken into consideration to reject or confirm the hypotheses. If the value of numbers obtained on the extracted arrows or the path coefficients of the model's structural section is placed between -1.96 and 1.96. the research hypotheses are rejected; otherwise, they are accepted.

In general, in working with the structural equation program, each of the indicators obtained for the model alone is not the reason for the model's fitness or lack of fitness, but these indicators need to be interpreted together. Therefore, we fit the conceptual model to investigate the results. The following table shows the most important indicators of fit. The following table shows that the conceptual model of research is in good condition for explaining and fitting.

Table 2: Fit Indicators of the Conceptual Model

Indicator	Allowable limit	Independent variable	Dependent variable
$\dfrac{\chi^2}{df}$ (Chi square to degree of freedom)	Less than 3	14.26	71.83
Goodness of Fit Index (GFI)	Higher than 0.9	0.934	0.921
Root Mean Square Error of Approximation (RMSEA)	Less than 0.08	0.045	0.038
Comparative Fit Index (CFI)	Higher than 0.9	0.962	0.979
Normed Fit Index (NFI)	Higher than 0.9	0.964	0.938

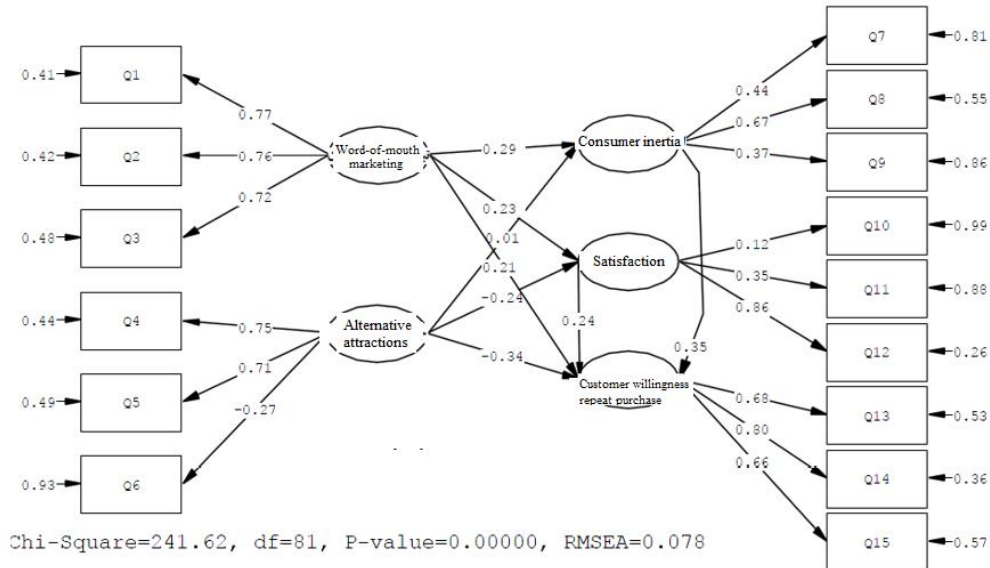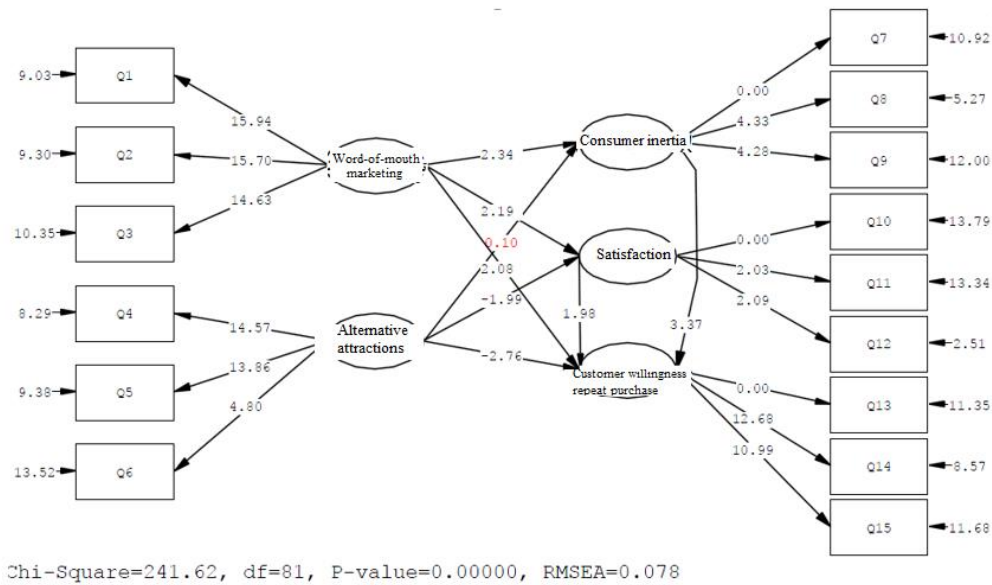**Figure 1: Significance values of the conceptual model**

Chi-Square=241.62, df=81, P-value=0.00000, RMSEA=0.078

Figure 2: Standard estimation coefficients of the structural model

Chi-Square=241.62, df=81, P-value=0.00000, RMSEA=0.078

According to Figures 1 and 2 and the output of the conceptual model of the research, we will discuss and investigate the hypotheses in Table 4:

Table 3: Significance value and path coefficient of each research hypothesis

Hypotheses	Effect	Significance	Confirmed or rejected
A positive effect of positive word-of-mouth marketing on consumer inertia	0.29	2.34	Confirmed
A positive effect of word-of-mouth marketing on customer satisfaction	0.23	2.19	Confirmed
A positive effect of word-of-mouth marketing on customer repeat purchase	0.21	2.08	Confirmed
A negative effect of alternative attractions on consumer inertia	0.01	0.10	Rejected
A negative effect of alternative attractions on customer satisfaction	(-0.24)	(-1.99)	Confirmed
A negative effect of alternative attractions on customer willingness to repeat purchase	(-0.34)	(-2.76)	Confirmed
A positive effect of customer satisfaction on customer willingness to repeat purchase	0.24	1.98	Confirmed
A positive effect of consumer inertia on customer willingness to repeat purchase	0.35	3.37	Confirmed

Hypothesis 1: Investigating a positive effect of word-of-mouth marketing on consumer inertia.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between word-of-mouth marketing and consumer inertia is 2.34. Therefore, since this number is greater than +1.96, it can be stated that at the confidence level of 95%, word-of-mouth marketing has a positive and significant relationship with consumer inertia. Also, the standard estimation coefficient for this relationship is 0.29, hence, it is clear that the relationship between word-of-mouth marketing and consumer inertia behavior is relatively high. Therefore, a change in word-of-mouth marketing changes consumer inertia.

Hypothesis 2: Investigating a positive effect of word-of-mouth marketing on customer satisfaction.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between word-of-mouth marketing and customer satisfaction is 2.19. Therefore, since this number is greater than +1.96, it can be stated that at the confidence level of 95%, word-of-mouth marketing has a positive and significant relationship with customer satisfaction. Also, the standard estimation coefficient for this relationship is 0.23, hence, it is clear that the relationship between word-of-mouth marketing and customer satisfaction is relatively high. Therefore, a change in word-of-mouth marketing changes customer satisfaction.

Hypothesis 3: Investigating a positive effect of word-of-mouth marketing on customer repeat purchase.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between word-of-mouth marketing and customer satisfaction is 2.08. Therefore, since this number is greater than +1.96, it can be stated that at the confidence level of 95%, word-of-mouth marketing has a positive and significant relationship with customer

repeat purchase. Also, the standard estimation coefficient for this relationship is 0.21, hence, it is clear that the relationship between word-of-mouth marketing and customer repeat purchase is relatively high. Therefore, a change in word-of-mouth marketing changes customer repeat purchase.

Hypothesis 4: Investigating a negative effect of alternative attractions on consumer inertia.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between alternative attractions and consumer inertia is 0.10. Therefore, since this number is between -1.96 and +1.96, it can be stated that at the confidence level of 95%, alternative attractions have no significant relationship with consumer inertia. Therefore, a change in alternative attractions does not change consumer inertia.

Hypothesis 5: Investigating a negative effect of alternative attractions on customer satisfaction.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between alternative attractions and customer satisfaction is -1.99. Therefore, since this number is greater than +1.96, it can be stated that at the confidence level of 95%, alternative attractions have a negative and significant relationship with customer satisfaction. Also, the standard estimation coefficient for this relationship is -0.24, hence, it is clear that the relationship between alternative attractions and customer satisfaction is relatively high. Therefore, a change in alternative attractions reversely changes customer satisfaction.

Hypothesis 6: Investigating a negative effect of alternative attractions on customer repeat purchase.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between alternative attractions and customer satisfaction is -2.76. Therefore, since this number is greater than +1.96, it can be stated that at the confidence level of 95%, alternative attractions have a negative and significant relationship with customer repeat purchase. Also, the standard estimation coefficient for this relationship is -0.34, hence, it is clear that the relationship between alternative attractions and customer repeat purchase is relatively high. Therefore, a change in alternative attractions reversely changes customer repeat purchase.

Hypothesis 7: Investigating a positive effect of customer satisfaction on customer willingness to repeat purchase.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between customer satisfaction and customer willingness to repeat purchase is 1.98. Therefore, since this number is greater than +1.96, it can be stated that at the confidence level of 95%, customer satisfaction has a positive and significant relationship with customer willingness to repeat purchase. Also, the standard estimation coefficient for this relationship is 0.24, hence, it is clear that the relationship between customer satisfaction and customer willingness to repeat purchase is relatively high. Therefore, a change in customer satisfaction changes customer willingness to repeat purchase.

Hypothesis 8: Investigating a positive effect of consumer inertia on customer willingness to repeat purchase.

As the results of data analysis using the structural equation technique showed, the significance value of the relationship between consumer inertia and customer willingness to repeat purchase is 3.37. Therefore, since this number is greater than +1.96, it can be stated that at the confidence level of 95%, consumer inertia has a positive and significant relationship with customer willingness to repeat purchase. Also, the standard estimation coefficient for this relationship is 0.35, hence, it is clear that the relationship between consumer inertia and customer willingness to repeat purchase is relatively high. Therefore, a change in consumer inertia changes customer willingness to repeat purchase.

DISCUSSION AND CONCLUSION

The results showed that word-of-mouth marketing has a positive and significant effect on consumer inertia, customer satisfaction, and customer repeat purchase, which is consistent with the results of Ku et al. (2014) in Taiwan. Therefore, online store officials can strive to enhance positive attitudes by monitoring the virtual spaces and awareness of the positive and negative attitudes of individuals and in case of observing negative attitudes, they can strive to root out the cause of this attitude and try to neutralize and change them in order to prevent this type of negative word-of-mouth communication from further spreading and prevent damaging the reputation and credibility of the product and brand.

Moreover, if a company launches an electronic or viral word-of-mouth marketing campaign, by monitoring the virtual spaces and monitoring the conversations among users, it can also become aware of the effects of its marketing campaign. Also, the obtained results showed that alternative attractions have an inverse (negative) and significant effect on customer satisfaction and customer repeat purchase, which is consistent with the results of studies by Ku et al. (2013) in Taiwan. Since in a highly competitive environment, customers can easily be influenced by the offers of multiple service providers and can easily gravitate to whichever provider that is attractive to them the most.

Online purchasing is also a very competitive environment, where information is very penetrating and transparent. An alternative attraction may weaken the customer's repeat purchase intention based on inertia or satisfaction and motivate customers to gravitate to other more attractive stores. Therefore, it is suggested that stores offer products with higher quality at lower prices or with more attractive services than other stores. Because consumers see alternative attractions when other stores offer products with higher quality at lower prices or with more attractive services than other stores.

Also, the results showed that consumer inertia has a positive and significant effect on the customer's willingness to repeat purchases, which is consistent with the results of studies by Ku et al. (2013) in Taiwan. Consumer inertia refers to a fixed consumption model in which consumers unconsciously maintain the same store or buy the same brand of products based on past consumption experience. Therefore, managers of online stores should decrease the

effectiveness of the website by shortening the effort required to research products, managers of online stores should decrease the effort of buyers to familiarize them with the store, managers of online stores should develop their stores by learning from competitors and decreasing the differences with competitors. Developing and managing relationships with customers to create consumer inertia can be done by shortening delivery time and after-purchase services, creating higher transferring costs in customer to switch to another new website.

References

❖ Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: a contingency framework. Psychology and Marketing, 20(2), 123-138.

❖ Azizi, Shahriar, Amir Nima, (2012), Journal of Information Technology Management, 165-186.

❖ Bansal, H. S., Taylor, S. F., & James, Y. S. (2005). "Migrating" to new service providers: Toward a unifying framework of consumers' switching behaviors. Journal of the Academy of marketing Science, 33(1), 96-115.

❖ Bansal, H. S., Taylor, S. F., & James, Y. S. (2005). "Migrating" to new service providers: Toward a unifying framework of consumers' switching behaviors. Journal of the Academy of marketing Science, 33(1), 96-115.

❖ Carl, W. J. (2006). What's all the buzz about? Everyday communication and the relational basis of word-of-mouth and buzz marketing practices. Management Communication Quarterly, 19(4), 601-634.

❖ Delavar, Ali, (2010). "Theoretical and scientific foundations of research in humanities and social sciences", Roshd Publications, p. 147.

❖ Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. Management science, 49(10), 1407-1424.

❖ Gulati, R. (1995). Does familiarity breed trust? The implications of repeated ties for contractual choice in alliances. Academy of management journal, 38(1), 85-112.

❖ Hou, A. C., Chern, C.-C., Chen, H.-G., & Chen, Y.-C. (2011). 'Migrating to a new virtual world': Exploring MMORPG switching through human migration theory. Computers in Human Behavior, 27(5), 1892-1903.

❖ Johnson, M. D., & Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. Journal of economic psychology, 12(2), 267-286.

❖ Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. The Journal of Marketing, 71-82.

❖ Keiningham, T. L., Cooil, B., Aksoy, L., Andreassen, T. W., & Weiner, J. (2007). The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation, and share-of-wallet. Managing Service Quality: An International Journal, 17(4), 361-384.

❖ Kuan, H.-H., & Bock, G.-W. (2014). Trust transference in brick and click retailers: An investigation of the before-online-visit phase. Information & Management, 44(2), 175-187.

❖ Leisen, B., & Prosser, E. (2004). Customers' perception of expensiveness and its impact on loyalty behaviors. Services Marketing Quarterly, 25(3), 35-52.

❖ Lim, K. H., Sia, C. L., Lee, M. K., & Benbasat, I. (2006). Do I trust you online, and if so, will I buy? An empirical study of two trust-building strategies. Journal of Management Information Systems, 23(2), 233-266.

❖ Liu, T., Wu, L.-W., & Hung, C. (2007). The effects of inertia and switching barriers on satisfaction-retention relationship: a case of financial service industries. Journal of Management, 24(6), 671-687.

❖ Liu, T., Wu, L.-W., & Hung, C. (2007). The effects of inertia and switching barriers on satisfaction-retention relationship: a case of financial service industries. Journal of Management, 24(6), 671-687.

❖ Mussakhani, Mohammad, Haghighi, Mohammad, Torkzadeh, Samaneh, (2014), Journal of Business Management.

❖ Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. Journal of retailing, 73(3), 311-336.

❖ Ping, R. A. (1993). The effects of satisfaction and structural constraints on retailer exiting, voice, loyalty, opportunism, and neglect. Journal of retailing, 69(3), 320-352.

❖ Roos, I. (1999). Switching processes in customer relationships. Journal of service research, 2(1), 68-85.

❖ Seiders, K., Voss, G. B., Grewal, D., & Godfrey, A. L. (2005). Do satisfied customers buy more? Examining moderating influences in a retailing context. Journal of Marketing, 69(4), 26-43.

❖ Seiders, K., Voss, G. B., Grewal, D., & Godfrey, A. L. (2005). Do satisfied customers buy more? Examining moderating influences in a retailing context. Journal of Marketing, 69(4), 26-43.

❖ Shim, J., Shin, Y. B., & Nottingham, L. (2002). Retailer web site influence on customer shopping: exploratory study on key factors of customer satisfaction. Journal of the Association for Information systems, 3(1), 3.

❖ Silverman, G. (1997). How to harness the awesome power of word of mouth. DIRECT MARKETING-GARDEN CITY-, 60, 32-37.

❖ Silverman, G. (2005). How to harness the awesome power of word of mouth. DIRECT MARKETING-GARDEN CITY-, 60, 32-37.

❖ Tahtinen, J., & Halinen, A. (2002). Research on ending exchange relationships: a categorization, assessment and outlook. Marketing Theory, 2(2), 165-188.

❖ Tsai, H.-T., & Huang, H.-C. (2007). Determinants of e-repurchase intentions: An integrative model of quadruple retention drivers. Information & Management, 44(3), 231-239.

❖ White, L., & Yanamandram, V. (2004). Why customers stay: reasons and consequences of inertia in financial services. Managing Service Quality: An International Journal, 14(2/3), 183-194.

❖ White, L., & Yanamandram, V. (2007). A model of customer retention of dissatisfied business services customers. Managing Service Quality: An International Journal, 17(3), 298-316

❖ Zhang, K. Z., Cheung, C. M., Lee, M. K., & Chen, H. (2008). Understanding the blog service switching in Hong Kong: an empirical investigation. Paper presented at the Hawaii International Conference on System Sciences.