
A Study on Online Shopping Sites from Perspective of Perceived Value and Perceived Customer Satisfaction

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Perceived customer value may be describe as comparing with of performance and quality perceptions perceived for offers of competing products and services and own products and services, devoted to own products and services of the customers in the way of enterprises. The concept of perceived value is an inner comparison and evaluation condition appeared as a result of product/service before starting of purchasing product and service. In case the perceived customer satisfaction is an inner evaluation condition appeared in the end of usage during product/service selling and at the end of usage. It can be said that it is an efficient customer perception on much more new preferment behavior as the results according to customer value perception of customer satisfaction. Even it is also possible to say the grift facts triggered off each other of the perception format oriented to these two customers inner evaluations. For the enterprises which want to get the competitive edge about new product development, selling, marketing and promotion product is important to be directed according to these customer satisfaction and customer value perception and expectation concepts triggered off and impressed each other.

This study was materialized for online shopping sites especially online clothing shopping sites. As a result of their own business model of online shopping sites, there are some elements which influenced deeply the

customer satisfaction and value which the customers perceived. According to this, the perceived value investigating of service quality and confidence that is, the examination of relation between with expectations formed according to competitor was seen as important. The main purpose of the study is to put forward efficient on the customer satisfaction, perceptions of customer value of online consumers who prefer online shopping sites. The customer value concept perceived in this context was studied with functional, emotional, social and potential value subvalues, in case perceived customer satisfaction concept, with quality and confident subvalues. As the result of analysis performed, it was established ($R^2:0,84$ and $p:0,00$) positive directed and significant a relation between the perceived customer satisfaction and perceived customer value.

Keywords: online shopping, perceived value, perceived customer satisfaction

Conceptual Framework

Perceived Customer Value

Perceived value concept appeared beginning from 1990's and went on to take place in the literature as a comprehensive attention and survey area in this century. It was seen that customer oriented approach being taken root to the marketing area also accepted the customer value concept as a new source in the way of competition advantage and that the concept transformed an important part of strategic development strategizing of enterprises (Li, 2009). The research results have been showing that they are the deterministic of customer satisfaction of received value by customer, an important foresight of prospects behavior and an important advantage over the competition (Rvu et al 2012).

Various definitions of concept were submitted to marketing and business management literature by Holbrook (1999), Woodruff (1997), Zeithaml (1988) and several researchers. Zeithaml has been doing one of these definitions being common. The value perceived by customer according to this definition was a result of personal comparison which he did towards desire and expectations of the customer between perceived all benefits and perceived concession or paid in costs (Zeithaml, 1988: 14). Therefore it is

important that the cost and benefit perception is relative and what the customer value ingredients are and what expresses for each customer must not to be undervalued (Uzkurt & Koç, 2007). In the research which Zeithaml (1988 : 14) did, he established that there are important differences at the value definition of participants and showed quite personal and a characteristic feature even at only one product category. 4 mould can be revealed concerning of the perception of consumer value; low price, the thing desired in a product, acquired quality for delivered price and the received thing across the given things. While the Zeithaml's definition (1988) was showing a one dimensional construction, another researchers and writers (Babin et all, 1994), (Holbrook, (1994), (1999), Mathwick (2001), (2002), Sinha and DeSarbo (1988), Sweeney & Soutar (2001) were advocating a multidimensional construction being embedded of various factors (e.g. price, quality, benefit, self sacrifice etc.) (Sanchez & Bonillo, 2007: 428). The perceived value means that benefit of a product (or service) depending on perception what to be taken and what to be given is generally being evaluated. With a much more specific definition, the perceived value can be summarized as the risk-return balance between the perceived benefit and perceived cost (Chen, 2008 : 710). According to Patterson & Spreng (1997), perceived value is a ratio of total benefits or balancing (Boksberg & Melsen, 2011 : 231).

The measuring of the perceived value is hard and the measuring tools for this on which the different groups are developed, the different dimension of concept appear in the studies done for different product and services. In the study done by Shet et.all (1991) who contributed in forming of a wide theoretical framework related to consumer value of cigarette, it was identified 5 dimensions impending emotional, stateful, social, functional, epistemic. Sin et all (1991) determined the value dimension perceived impending esthetics, instrumental, social, national, social value and family value. Babin and Kim (2001) put forward two dimensions impending utilitarian and hedonic value of perceived value. Sarıkaya et.all (2006) put forward the different values of perceived value for pocket phone and refrigerator in their study by selecting pocket phone and refrigerator. These are product features, price-based value, social value and quality (Sarıkaya et.all 2006 : 193).

Perceived Customer Satisfaction

Customer satisfaction was one of the most inspected matters in marketing and business management since it was a fact affected to prefer ability of enterprises as the results. Because in reaching the organizational aims, it became main factor and it has been thought of as possible excellence standard and main standard of performance (Hussain, Al Nasser & Hussain, 2014).

The concept of customer satisfaction which increased its importance put forward that it is tremendously a personal behavior pattern and to be impressed from the expectations of customer satisfactions with explanation and measurement workings. The customer satisfaction was an evaluation condition which also affected from the communication being with establishment of customer, prevalent for every phase of goods and services (Munusamy & Chelliah, 2011).

Since enterprises accepted to earn new customers who would take place the customers lost more profitable than available customer preserving (Hussain, Al Nasser & Hussain, 2014), They have also noticed the customer satisfaction perceptions as one of the most important factors which determine how it will be successful in the customer relations of enterprise. Therefore, the slogan related to “customer is right every time”, emphasizes important and priority of customer satisfaction (Fecikova, 2004). According to this, The enterprises need to endeavor to much more customer satisfaction forming activities and establish the customer priority and expectation.

Enterprises having satisfaction and being much more customers will be increased the competitive power. Increasing of competitive power-based customer satisfaction is directly related to being displayed a performance over the expectation or being met the expectations relevant product and service (Eskiler & Altunışık, 2016).

Being provided of the customer satisfaction and therefore manageable of customer’s preferences and perceptions depends to be organized successfully of several activities and work durations. It is possible to be summarized these success conditions as following (Fecikova, 2004).

- The culture-based customer,
- An organization-cantered customer,
- Authorize of the employees,

- Determining of the duration,
- Team building,
- Keeping company with customers and providers.

When the workings are examined related to customer satisfaction, it has been seen that the confirmation paradigm related to comparison of product or service performance expectations and evaluations have paid attention (Goode & Moutinho, 1996).

If there are also different approaches about determination of available customer satisfaction in enterprises, the most popular of these have endured to be made real of customer expectations (Grigoroudis & Siskos, 2010). In case, some surveys and studies have mentioned to be definable in two different ways as “result” and “duration”-oriented. According to the result-oriented approach being the first of these approaches, while it was mentioned to be a last situation generating from the consumption experience or a final situation of satisfaction, the second approach was duration-oriented. According to this, sensorial, estimator, and psychological duration which contributed to satisfaction were emphasized. Some examples related to result and duration-oriented customer satisfaction explanation in literature is put in order below (Yi, 1991).

Table 1: Explanations Customer Satisfaction

Customer Satisfaction as a duration	Customer Satisfaction as Result
Evaluation put forward to be good as it should be at least of experiments (Hunt, 1977).	It is cognitive situation which the receiver entitled suitable or deficient for received self-sacrifices (Howard & Sheth, 1969)
An evaluation that is consistent with former beliefs related to this alternative of chosen alternative (Engel & Blackwell, 1982)	Spesific products or services purchased, retail sales stores or general marketing provided with even mass behavior pattern as well as (Westbrook & Reilly, 1983)
The reply which the consumer gave to the evaluation of repugnance perceived between the former expectations and the real performance product (Tse & Wilton, 1988)	In connection with the results expected, it is a buying and use result generating from the comparison of gains and buying costs (Churchill & Surprenant , 1982).

Source: (Yi, 1991)

Several theories were developed by the researchers and pragmatists on the factors affected the customer satisfaction. These theories are expectancy disconfirmation, assimilation-contrast, assimilation, cognitive or cognitive dissonance, equity, attribution, adaption level theories. In case, within these theories, the most preferred theory is expectancy disconfirmation. The expectancy disconfirmation theory which Oliver developed in 1980 has emphasized that there is an important influence of perceived performance evaluations and expected performance of that product or service on the opting behavior again a service or product of customers. This influence has been described as internal by the customer with a comparison of performance perceptions which expected and perceived related to product and service. As a result of inner related comparison, if there is an equation between performances, while approval is to be in question, it has been emphasized that it is materialized from negative approval when it was small and positive when it was big (Devebakan, 2006 p.125).

To direct much more the consumer satisfaction and to track the methods assured related customer satisfaction effectually, the enterprises has realized important expenses. Because quantitative measurement of customer satisfaction can assist the operating manages to put forward the efficient to customer behavior of product quality and customer satisfaction inclusively (Fecikova, 2004). Furthermore, it has been seen that the fact was kept under review in terms of emotional and cognitive by the researcher who studied on the customer satisfaction within the theories developed.

Perceived Customer Saticfaction, Perceived Value Ratio and Conceptual Differences.

Perceived value concept was confused with customer satisfaction which it subjected to search frequently in the literature. But this structers are different from each other. While perceived value was realizing in the different stages on condition that pre-buying of buying duration, the satisfaction has been accepted as buying and after use evaluation. In other words, value perception can appear without using or buying the product or service but satisfaction depends on usage of experience (Sweeney and Soutar, 2001: 206).

In the studies asserted that the concepts of perceived value and perceived customer satisfaction are different from each other, it has suggested that customer satisfaction and value perceptions are subsidiary on the consumer behaviors but different structures from each other. Customer satisfaction in the way of an enterprise, with the offers related to available market and competing products and services by contrasting as inner service and product performance which their customers perceive about own products, it can be used on the purpose of making available service and product assisted according to the results. In case, the consumer value concept in the way of enterprises, it points out the instruction prospective. It aims at to evaluate the strategic orientation, how can be created value to the customers and how customer's needs can be met supplier's market offer the best (Eggert & Wolfgang, 2002). The Table below submits a general overview to the main differences between customer satisfaction and customer value concept.

Table 2: Conceptual Differences between Satisfaction and Perceived Value

Customer Satisfaction	Perceived Customer Value
Sensual structure	Cognitive structure
Developing ideas after buying	Pre-buying / after generated foresight
Tactics Orientation	Strategic orientation
Available customers	Available and potential customers
Supplier's offers	Offers of supplier and competitor

Source : (Eggert & Wolfgang, 2002)

Eggert and Ulaga expressed the conceptual differences between perceived value and customer satisfaction in turn thus and so in their study in 2002. While perceived value was a situation appeared in pre-buying, customer satisfaction appeared after buying action. It is imperative to do a strategic planning for perceived value, because perceived value is evaluation about proffered product and every stage of duration carries great importance. In case, the other difference is between evaluation perceptions. While customer satisfaction is subject to evaluating of available customers, perceived value is subject to old, available and all new customers' evaluating. While customer satisfaction is relevant with data which enterprise presents, perceived value impresses the evaluation in actions of competitors. Within

these differences, even though the concepts are related to each other and similar directions, actually it is seen that they are the different concepts not completed by ones (Uzkurt, 2015).

When it is looked at the studies reviewed the relations between the perceived customer value and perceived customer satisfaction in literature, several researchers remark that there is a directly relation between two main concepts and see remarkable. Besides these concepts were associated with buying intent / decision concepts and perceptions formed the last step of consumer behaviors. In this context, some of related studies can be summarize as follows:

Patterson's and Spreng's (1997) studies are one of the first studies done in determining the effect being to buying intent and relation with satisfaction of perceived value and it was came through that perceived value is positive relation with satisfaction and buying behavior

In Eren and Eker (2012) studies, by examining the efficient on image of trademark, customer satisfaction and fidelity and perceived value of institutional social responsibility activities in the sector of consumer durables, they came to conclusion that social responsibility activities are efficient on perceived value and also perceived value is efficient on customer satisfaction.

Eskiler vs Altunışık (2015) put forward the determination of the relation between perceived value and satisfaction level and in the study they did for determination which one had directly and much more a strong efficient on buying orientations and that perceived value and satisfaction is the different concepts and that perceived value had strong efficient in future buying.

Tayyar and Bektaş (2013) concluded that perceived value has no directly efficient on again buying orientation but impressed the customer satisfaction directly and positively.

Şener and Behdioğlu (2013) concluded that the service quality perceived had an efficient in forming of fidelity in their study.

Oliver's studies also defend that value and satisfaction concepts will have a play in future behaviors (buying intent etc.) for explaining relation between value and satisfaction (Duman 2003 : 53).

Research Model and Their Hypothesis

Developing of Communication opportunities-especially internet and computer technology-occurred important developments in shopping areas both from enterprise to enterprise and from enterprise to customer (Lee & Overby, 2004, p.54). One of the reasons underlying of this development also can be demonstrated as technological development resultant in storage and transport and logistic activities. But in case when looking at from the perspective of customers, it demonstrated the important development last ten years in living condition, labor life and individual expectations. These changes also altered shopping form and behaviors bluffly. This change was concluded as increasing of preferred rate and gaining online shopping habit. Due to all these reasons, hereby online shopping sector became center of attraction both new entrants and traditional enterprises. This situation caused to consist of an intense competition in online area. The intense competition formed an important pressing issue on maintainability of online shopping sites according to traditional sales network. In this context, the perceptions of customer satisfaction and customer value are required to be tracked carefully by the online shopping enterprise which wants to develop innovator work models. Customer value concept perceived within this study was investigated with functional, emotional, social and potential sub dimensions and in case perceived customer satisfaction was investigated with perceived confidence and quality sub dimensions.

Perceived Customer Value

Perceived value concept can be affected equally from the factors such as product quality, price and online shopping. Perceived value can affect online buying intent significantly (Broekhuizen, 2006 p. 27). Within this context, perceived customer value concept in online shopping experiments was investigated based on the functional value, emotional value, social value and financial value concepts.

Functional Value

When functional value concept is examined for online shopping sites, it has been seen to form from specific factors such as ease of use, keeping

informed level and customer services (Broekhuizen, 2006 p. 27). Ease of use can be defined as consumer belief for materializing without any making an effort of online shopping. Ease of use is motivation generating from interaction between user and computer and shopping sites. It has believed that a technology which online shopping consumers will be able to accept can be used easier by consumers. If online shopping consumers have a negative perception about ease of use, by using the traditional channels instead of online shopping, going on their shopping opportunities are higher (Hsieh & Liao, 2011 p.1272; Avçilar & Özsoy, 2015 p.29). In case, keeping informed concept seems to be a general structure containing the information sharing, connection level of information, accuracy of information, capacity of information and information interaction. If a successful online shopping can meet claim and needs of consumers, it is an acquired duration. Customer satisfaction in online shopping can be affected the elements such as information related level, information accuracy degree and capacity of information. Information sophistication can be described as presentation degree by online shopping sites of expected information in order to do shopping at the consumer side (Shen, Kelley, Richards & Bridges, 2006, p.6). Customer services are the most important dimension being necessary in order to be successful of all the enterprises. Although E-commerce and online shopping sites also are not directly contact with the customers, they cannot avoid of consumer relations management activities. Online shopping sites must have a perfect consumer services presentation work model (Shen, Kelley, Richards & Bridges, 2006 p.7). Consequently, functional value remarks practical or technical benefits which they can get while consumers are doing shopping online. At the same time, online shopping can be seen more functional since it presents opportunity to get information and to reach they love when they receive opinion from those who are not near them.

Emotional Value

Secret amusement and emotional values can occur with a hedonic orientation during a shopping duration. This emotional orientation is a inner duration appeared in the way of spread excitement and participation as well as emotional orientation of perceived liberty, escaping, fancy and buying experiment (Babin et all, 1994; Sorce, Perotti & Widrick, 2005). There

are specific motivations of online shopping and these motivations have an important efficient on the online shopping satisfaction (McKinney, 2004). Mummalaneni (2005) put forward that emotional situations of online shopping consumers have an important efficient to online satisfaction. At the same time, he also remarked that an efficient oriented to emotional pleasure and excitement on the consumers were completely between online shopping site atmosphere and online shopping satisfaction (Prashar, Vijay & Parsad, 2017 p. 3). By sending interesting photos and jokes to their neighboring and their loves during shopping and by enabling them having a good time, they can assist to make real a shopping experiment.

Social Value

Social Value can provide opportunity them both socialization and shopping since online shopping enables them to real time communicate with their friends, their loves and their families during online shopping. Furthermore, before doing online shopping, during shopping and after shopping, related shopping site can exchange ideas, can interact with the masses they know or they don't know who experience the same practice with themselves related the courses as member existing to groups oriented products and customer services (Deng, Lu, Wei & Zuhang, 2010).

Monetary Value

When taking account the cost, time and effort which online shopping sites presented, it is indicator how financial values of products in online shopping sites are satisfactory (Deng, Lu, Wei & Zhang, 2010). According to traditional shopping, online shopping models clearing away several elements or lowering minimum level (storage, stock, general management expenses etc.) can present their customers the product / service with more proper price policies for competition with both completion in their own right and traditional merchandising. At the competition in online shopping sector, it can be provided to present to related online shopping sites more competitive prices. Lower-priced, much more-alternated shopping in a shorter time and by endeavoring realization opportunities can do important efficient on customer satisfaction in online shopping.

Perceived Customer Satisfaction

Perceived Trust

According to Chung and Kwon (2009), trust concept has consisted of confidence and willingness feelings bound up with a thing and a person (Kim, Chung & Lee, The effect of Perceived Trust on Electronic Commerce: Shopping online for Tourism Product and Services in South Korea, 2011, p.258). According to several theorists and searchers, trust is interpersonal relation. In the computer-mediated environment (virtual marketing, online shopping sites etc.) activities provided trust must be increased, because personal trust is a limited mechanism to decrease uncertainty in the computer-supported virtual environment (Grabner-Kraeuter, 2002).

Perceived Quality

Perceived quality is a concept producing how reliably is met this needs and lock customer needs providing degree (personalization and individualization) of a product and service. According to Aaker (1991) and Zeithaml (1988), perceived quality is excellence and superiority evaluations occurred in the customer's mind regarding related product and services not real quality of trademarks, products and services (Yee & San, 2011 p.49).

Method

Scale Designate, Collecting Data and Sampling Calculation

Data was collected with the online questionnaire method in the study. The created questionnaire oriented determining the efficient on perceived customer satisfaction of perceived value in online shopping consisted of three main dimensions. In the first section, multiple choice questions have appeared in by the side of the questions related demographic variables. In the second section, Likert-scaled (1: I disagree absolutely 5: I agree absolutely) 6 items and "received customer satisfaction" main dimension questions consisted of two dimensions (perceived trust and perceived service quality) have appeared in. In case, the third section, Likert-scaled (1: I disagree absolutely 5: I agree absolutely) 16 items and received customer

satisfaction main dimension consisted of 4 sub dimensions (functional value, emotional value, social value and financial value). Related scale was adapted from the study named “Understanding Customer Satisfaction and Loyalty: An Empirical Study of Mobile Instant Messages In China” and was issued by Deng et al in 2010.

In the study, the mass was tried to be reached by sharing related link in social media account of researchers and online shopping groups. Related online questionnaire was stayed in the publication between 15.09.2017 and 30.09.2017 and the data was collected in related date. It was given the only time filling survey right via IP address of people who filled the survey. In behalf of providing of participation increasing to the survey and filling it properly, those answerers who wanted were announced to be done a 50 Turkish Liras gift cheque from D & R. After survey was closed down to collecting data, an answerer was presented gift cheque with a draw amongst the participants who gave their communication address (social media account).

In the study, it was determined that the target groups were people doing online shopping on the contrary of similar studies as error machine 0,07 and it was aimed at to reach total at least 196 people after sampling score calculation formulae done. In this sense, 204 surveys were reached at the collecting data stage. Since this score was much more than the score which was determined with the sampling calculation, it was seen as sufficient.

Research Model

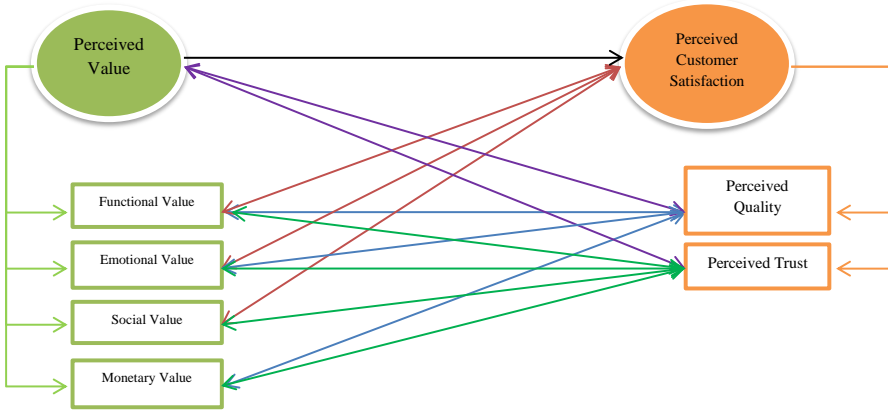


Figure 1: In Online Shopping, Relationship Model Between Perceived Customer Value and Perceived Customer Satisfaction

Hypotheses of Research

Hypotheses developed in the framework of the study model are as follows:

H1: dimensions Functional value from perceived value is statistically significant to explaining the variable customer satisfaction.

H2: Emotional value from perceived value dimensions is statistically significant to explaining the variable customer satisfaction.

H3: Social value from perceived value dimensions is statistically significant to explaining the variable customer satisfaction.

H4: Financial value from perceived value dimensions is statistically significant to explaining the variable customer satisfaction.

H5: Perceived customer value variable is statistically significant to explaining the perceived customer satisfaction variable.

H6: There is a positive relationship between the perceived value and the perceived quality.

H7: There is a positive relationship between perceived value and perceived trust.

H8: There is a positive relationship between perceived functional value and perceived customer satisfaction.

H9: There is a positive relationship between perceived emotional value and perceived customer satisfaction.

H10: There is a positive relationship between perceived social value and perceived customer satisfaction.

H11: There is a positive relationship between perceived monetary value and perceived customer satisfaction.

H12: There is a positive relationship between perceived functional value and perceived quality.

H13: There is a positive relationship between perceived functional value and perceived trust.

H14: There is a positive relationship between perceived emotional value and perceived quality.

H15: There is a positive relationship between perceived emotional value and perceived trust.

H16: There is a positive relationship between perceived social value and perceived quality.

H17: There is a positive relationship between perceived social value and perceived trust.

H18: There is a positive relationship between perceived monetary value and perceived quality.

H19: There is a positive relationship between perceived monetary value and perceived trust.

Analysis and Results

It was taken advantage of SPSS computer programme in the analysis of data. To test the reliability of the scales used in the study before analysis, Cronbach's Alpha value being internal consistency indicator was calculated. Later it was used from frequency, correlation and multiple regression analysis in the analysis data.

General Statistics (Frequency Analysis)

Demographic features belonging to 204 people who entered into research were assigned in Table 3 below.

Table 3: Frequence Distribution Related To Demographic Features Of Participants

Demographic Variable		Number	Percent
Gender	Female	142	69,60
	Male	62	30,40
Total		204	100,00
Age	15-25	72	35,30
	26-35	92	45,10
	36-45	32	15,70
	46-55	8	3,90
Total		204	100,00
Education	Middle School	1	0,50
	High School	15	7,40
	Pre Graduate	30	14,70
	Graduate	100	49,00
	Master Degree	36	17,60
	Doctora	22	10,80
Total		204	100,00

According to Table 3, it was seen to consist of people who percent 69,6 woman and percent 30,4 man; percent 45,1 26-35 age range, percent 35,3 age range; percent 49 licence, percent 17,6 post graduate of answerers.

Table 4: Frequence Distribution Related To Multiple Choice Questions

Multiple Choice Questions		Number	Percent
4. How long is it time you spend shopping online?	Less than 1 hour per day	147	72,10
	1-3 hours a day	49	24,00
	More than 3	8	3,90

	hours a day		
	Total	204	100,00
5. I have download the mobile application of online shopping site which I prefer	Yes	104	51,00
	No	100	49,00
	Total	204	100,00
6. What is your shopping frequency from the Internet?	Several times a year	103	50,50
	Ayda bir kere	77	37,70
	Once a month	22	10,80
	More than once a week	2	1,00
	Total	204	100,00
7. Which products do you usually prefer in online shopping?	Book	56	27,50
	Electronic things	28	13,70
	Clothes	105	51,50
	Furniture	15	7,40
	Total	204	100,00
8. Which is your favorite online shopping site?	Trendyol	51	25,00
	Morhipo	17	8,30
	Hepsiburada	35	17,20
	Gittigidiyor	12	5,90
	n11	19	9,30
	Other	70	34,30
	Total	204	100,00

According to Table 4, it was seen to consist of percent 72,1 of people who spent time less than one hour in internet and social network, percent 51

of people who loaded the mobile application of online shopping sites which they preferred, percent 51,5 of people who did shopping dress most, percent 50,5 of people who did shopping a few times a year, in case percent 34,3 of people who followed other shopping sites on the contrary known most online shopping sites (trendyo, hepsi burada, morhipo).

Importance Degree Related to Dimension and Material

In the study, dimension related to scales which were used and materials related to importance degrees were summarized at Table 5-6-7-8-9 and 10.

Table 5: Importance Degrees related to Items Relevant Perceived Trust Extent

Perceived Trust	Mean	Std. Deviation
1. Online shopping site that I prefer is reliable.	4,19	0,86
2. Online shopping site that I prefer is functional.	3,85	0,95
3. Online shopping site that I prefer fulfills my needs well.	3,87	0,96

Notes: (i) 201; (ii) 1: Strongly disagree-5: Strongly agree; (iii) Friedman two way anova test Chi-Square: 48,963, sd: 2, p:0,00

At Table 5, it was seen that average value related to the statement “Online shopping site which I preferred is confidential,” at perceived trust extent of answerers was 4,19; according to this, that answerers participated to this statement. In case, it was seen that average value related to the statement “Online Shopping Site Which I Prefer Is Confidential,” at the perceived trust extent was 3,87; according to this, that answerers participated to this statement.

Table 6: Importance Degree Related to Items Relevant Perceived Service Quality Extent

Perceived Service Quality	Mean	Std. Deviation
4. Background of online shopping site that I prefer is well provided	3,65	1,00
5. I feel good when I use online shopping site that I prefer.	3,79	0,92
6. Using online shopping site that I prefer is enjoyable.	3,61	1,05

Notes: (i) 204; (ii) 1: Strongly disagree -5: Strongly agree; (iii) Friedman two-way anova test Chi-Square: 6,647, sd: 2, p:0,036

At Table 6, it was seen that average value related to the statement “Online shopping sites substructure which I prefer is strong,” at perceived service extent of answerers was 3,65, according to this, that answerers participated to this statement. It was seen that average value related to the statement “I feel well while I am doing shopping from online site which I prefer,” at perceived service extent was 3,79, according to this that answerers participated to this statement. It was seen that average value related to the statement “Doing shopping is cheerful from online site which I prefer” at received service extent was 3,61; according to this, that answerers participated to this statement.

Table 7: Importance Degrees Related to Items Relevant Perceived Functional Value Extent

Functional Value	Mean	Std. Deviation
7. Using online shopping site that I prefer gives me pleasure.	3,73	1,03
8. Using online shopping site that I prefer is interesting experience.	4,33	0,74
9. Using online shopping site that I prefer helps me to feel acceptable.	4,08	0,80
10. Using online shopping site that I prefer makes a good impression other people.	4,19	0,81
Notes: (i) 204; (ii) 1: Strongly disagree -5: Kesinlikle Strongly agree; (iii) Friedman two-way anova test Chi-Square: 94,174, sd: 2, p:0,000		

At Table 7 it was seen that average value related to statement “It gives me pleasure doing shopping from online site which I prefer,” at perceived functional value extent was 3,73, according to this; that answerers participated to this statement. It was seen that average value related to statement “It is an interesting experiment doing shopping from online shopping site which I prefer,” at perceived functional vale extent was 4,33, according to this, that answerers participated to this statement. It was seen that average value related to statement “Doing shopping from online shopping site which I prefer helps to be acceptable causing my environment,” at perceived functional value extent was 4,08, according to

this, that answerers participated to this statement. In case, it was seen that average value related to the statement “Doing shopping from online shopping site helps me to advise favorable to other people,” at perceived functional value extent was 4,19, according to this, that answerers participated to this statement.

Table 8: Importance Degree Related to Items Relevant Perceived Emotional Value Extent

Emotional Value	Mean	Std. Deviation
11. I feel exclusive when I use online shopping site that I prefer.	4,08	0,88
12. Using online shopping site that I prefer raises me self-confidence.	4,20	0,83
13. Online shopping site that I prefer is reasonable priced.	4,15	0,93
14. Using online shopping site that I prefer saves me time	4,08	0,97
Notes: (i) 202; (ii) 1: Strongly disagree-5: Strongly agree; (iii) Friedman two-way anova test Chi-Square: 12,229, sd: 3, p:0,007		

At Table 8, it was seen that average value related to the statement “I feel myself private with the shopping which I did from online shopping site I prefer,” at perceived emotional value extent was 4,08; according to this, that answerers participated to this statement. It was seen that average value related to statement “Doing shopping from online shopping site which I prefer increases my self-confidence as opposed to myself,” at perceived emotional value extent was 4,20; according to this, that answerers participated to this statement. It was seen that average value related to the statement “The prices are reasonable in online shopping site which I prefer,” at perceived emotional value extent was 4,15; according to this, that answerers participated to this statement. It was seen that average value related to the statement “Doing shopping from online shopping site which I prefer provides me saving of time,” at perceived emotional value extent was 4,08; according to this, that answerers participated to this statement.

Table 9: Importance Degree Related to Items Relevant Perceived Social Value Extent

Social Value	Mean	Std. Deviation
15. Using online shopping site that I prefer helps me to feel acceptable.	3,25	1,23
16. Using online shopping site that I prefer makes a good impression other people.	2,67	1,41
17. I feel exclusive when I use online shopping site that I prefer.	2,73	1,44
18. Using online shopping site that I prefer raises me self-confidence.	2,96	1,38
Notes: (i) 204; (ii) 1: Strongly disagree-5: Strongly agree; (iii) Friedman two-way anova test Ki-anova testi Chi-Square: 55,577, sd: 3, p:0,000		

At Table 9, it was seen that average value related to the statement “Doing shopping from online shopping site which I prefer helps me to advise favorable to other people in my environment,” at perceived social value extent was 3,25; according to this, that answerers seesaw between two opinions about this statement. It was seen that average value related to the statement “Doing shopping from online shopping site which I prefer helps me to make a well impression to the other people,” at perceived social value extent was 2,67; according to this, that answerers seesaw between two opinions about this statement. It was seen that average value related to the statement “I feel myself private with shoppings from online shopping site which I prefer,” at perceived social value extent was 2,73; according to this; that answerers seesaw between two opinions about this statement. In case, it was seen that average value related to the statement “Doing shopping from online shopping sites I prefer increases myself-confidence as opposed to myself,” at perceived social value extent was 2,96; according to this; that answerers seesaw between two opinions about this statement.

Table 10: Importance Degree Related to Items Relevant Perceived Social Value Extent

Monetary Value	Mean	Std. Deviation
19. Online shopping site that I prefer is reasonable priced.	2,70	1,44
20. Using online shopping site that I prefer saves me time.	3,85	0,83
21. Using online shopping site that I prefer offers the value for Money.	4,19	0,88
22. Online shopping site that I prefer is low fort he current price level according to others.	3,97	1,00

Notes: (i) 204; (ii) 1: Strongly disagree-5: Strongly agree; (iii) Friedman two-way anova test Chi-Square: 207,482, sd: 3, p:0,000

At Table 10, it was seen that average value related to the statement “Prices are reasonable in online shopping site which I prefer,” at perceived financial value extent was 2,70; according to this, that answerers participated to this statement. It was seen that average value related to the statement “Doing shopping from online shopping site I prefer provides me time saving,” at perceived financial value extent was 4,19; according to this, that answerers participated to this statement. It was seen that average value related to the statement “General price level of products in online shopping sites I prefer is lower than the other sites,” at perceived financial value extent was 3,97; according to this; that answerers participated to this statement.

Correlation and Regression Analysis

Before performing an analysis, in evaluation of reliability (inner consistency) of scales taken place in survey form, it was made use of Cronbach Alpha coefficient and these coefficients were presented at Table 11.

Table 11: Reliability Coefficients of Scales Used In Study

Dimensions Of Scale	Number Of Questions	Standart (Cronbach) Alpha	Mean	Standart Deviation
Perceived Customer Satisfaction	6	0,871	3,82	0,75
Perceived Trust	3	0,824	3,97	0,79
Perceived Service Quality	3	0,807	3,68	0,84
Perceived Customer Value	16	0,907	3,69	0,69
Functional Value	4	0,817	4,08	0,68
Emotional Value	4	0,917	4,12	0,80
Social Value	4	0,884	2,89	1,17
Monetary Value	4	0,779	3,67	0,75

Criterion values related to reliability coefficient as follows (Akgül ve Çevik,2003: 435):

- * $0,00 < a < 0,40$: Scale is not reliability
- * $0,00 < a < 0,60$: Scale is low reliability
- * $0,00 < a < 0,80$: Scale is quite reliability
- * $0,00 < a < 1,00$: Scale is reliability highly

When looking at criterion values given above, it has been seen that reliability coefficient of scale of perceived customer value ($a=0,907$) and scale of perceived customer satisfaction ($a=0,871$) used in study are reliability highly.

After looking at reliability of scales used in study, in order to see the sub factors of the relations each other of the scales used in survey form in this section, it was made use of Pearson Correlation and the results were shown at Table 12.

Table 12: Correlation Analysis

	Perceived Trust	Perceived Service Quality	Perceived Customer Satisfaction	Functional Value	Emotional Value	Social Value	Monetary Value	Perceived Customer Value
Perceived Trust	1							
Perceived Service Quality	0,668**	1						
Perceived Customer Satisfaction	0,908**	0,918**	1					
Functional Value	0,772**	0,754**	0,834**	1				
Emotional Value	0,616**	0,580**	0,654**	0,732**	1			
Social Value	0,240**	0,326**	0,304**	0,336**	0,486**	1		
Monetary Value	0,308**	0,439**	0,409**	0,490**	0,519**	0,620**	1	

Perceived Customer Value	0,56 3**	0,62 1**	0,645 **	0,74 0**	0,82 5**	0,8 22*	0,81 2**	1
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**** The correlation at the level of 0.01 is significant. (2-tail).**

As seen at Table 12, it was established a meaningful relation in the positive direction between perceived customer value and perceived customer satisfaction ($r=0,645, p<0,01$). According to these findings, The H5 hypothesis was accepted. When the relation was examined in the way of sub dimension, it has been seen that there is an meaningful relation between perceived trust ($r=0,563, p<0,01$) and perceived service quality ($r=0,621, p<0,01$) being sub dimensions of perceived customer value and perceived customer satisfaction in the way of relation sub dimension. According to these findings, H6 and H7 hypothesis were accepted. It has seen a meaningful relation in positive direction between functional value ($r=0,834, p<0,01$) and emotional value ($r=0,654, p<0,01$) and social value ($r=0,304, p<0,01$) and financial value ($r=0,409, p<0,01$) being sub dimensions of perceived customer value and perceived customer satisfaction. According to these findings, H8, H9, H10, H11 hypothesis were accepted. It has been seen a meaningful relation in positive direction between functional value being sub dimension perceived customer value and perceived trust ($r=0,772, 0,01$) being sub dimensions of perceived customer satisfaction and perceived service quality ($r=0,754,0,01$). According to these findings, H12 and H13 hypothesis were accepted. It has been seen a meaningful relation in positive direction between emotional value being sub dimension of perceived customer value and perceived trust ($r=0,616, p<0,01$) and perceived service quality ($r=0,580, p<0,01$) being sub dimensions of perceived customer satisfaction. According to these findings, H14 and H15 hypotheses were accepted. It has been seen a meaningful relation in positive direction between social value being sub dimension of perceived customer value and perceived trust being sub dimensions of perceived customer satisfaction and perceived service quality ($r=0,326, p<0,01$). According to these findings H16 and H17 were accepted. It has been seen a meaningful relation in positive direction between financial value being sub dimension of perceived customer value and perceived trust ($r=308, p=0,01$) and perceived service quality ($r=0,439, p<0,01$) being sub dimensions of perceived customer

satisfaction. According to these findings, H18 and H19 hypothesis were accepted.

After correlation analysis, it had been applied multiple regression analysis that perceived customer value extents to what degree predicted the perceived customer satisfaction with the aim of determining and analysis results were given at Table 13.

Table 13: Regression Analysis Results-Model Significance Test

Dependent Variable	R ² / Adjusted R ²	Independent Variables	B	Std. Deviation	t	p	F	p
Perceived Customer Satisfaction	0.840/ 0.706	Constant Variable	0,085	0,191	0,443	0,658	116,269	0,000
		Functional Value	0,853	0,064	13,292	0,000		
		Emotional Value	0,077	0,057	1,342	0,181		
		Social Value	0,016	0,033	0,485	0,628		
		Monetary Value	-0,025	0,053	-0,469	0,640		

When examine at Table 13, it was seen that the model was quite significant (F=116,269 p=0,000, R2=0,706). It was established that only functional value (B=853 p<0,01) from the indented variables in the model had an efficient on perceived customer satisfaction in the positive direction and according to these findings, (The hypothesis H1) H1 hypothesis was accepted (p<0,001). But it was established that other customer values sub dimensions (emotional value, social value, financial value) didn't have any meaningful efficient on perceived customer satisfaction, H2, H3, H4 hypothesis were rejected (p<0,001).

In the context of research in model, evaluations of hypothesis were summarized at Table 14 and the results corresponded to findings in literature.

Table 14: Hypotheses Results in the Context of Research Models

Hypotheses	Result	Analysis
H ₁ : Functional value from perceived dimensions value is statistically significant to explaining the variable customer satisfaction.	Accepted	Regression
H ₂ : Emotional value from perceived value dimensions is statistically significant to explaining the variable customer satisfaction.	Rejection	Regression
H ₃ : Social value from perceived value dimensions is statistically significant to explaining the variable customer satisfaction.	Rejection	Regression
H ₄ : Financial value from perceived value dimensions is statistically significant to explaining the variable customer satisfaction.	Rejection	Regression
H ₅ : Perceived customer value variable is statistically significant to explaining the perceived customer satisfaction variable.	Accepted	Regression
H ₆ : There is a positive relationship between the perceived value and the perceived quality.	Accepted	Regression
H ₇ : There is a positive relationship between perceived value and perceived trust.	Accepted	Regression
H ₈ : There is a positive relationship between perceived functional value and perceived customer satisfaction.	Accepted	Regression
H ₉ : There is a positive relationship between perceived emotional value and perceived customer satisfaction.	Accepted	Regression
H ₁₀ : There is a positive relationship between perceived social value and perceived customer satisfaction.	Accepted	Regression

H ₁₁ : There is a positive relationship between perceived monetary value and perceived customer satisfaction.	Accepted	Regression
H ₁₂ : There is a positive relationship between perceived functional value and perceived quality.	Accepted	Regression
H ₁₃ : There is a positive relationship between perceived functional value and perceived trust.	Accepted	Regression
H ₁₄ : There is a positive relationship between perceived emotional value and perceived quality.	Accepted	Regression
H ₁₅ : There is a positive relationship between perceived emotional value and perceived trust.	Accepted	Regression
H ₁₆ : There is a positive relationship between perceived social value and perceived quality.	Accepted	Regression
H ₁₇ : There is a positive relationship between perceived social value and perceived trust.	Accepted	Regression
H ₁₈ : There is a positive relationship between perceived monetary value and perceived quality.	Accepted	Regression
H ₁₉ : There is a positive relationship between perceived monetary value and perceived trust.	Accepted	Regression

Conclusions

It can be summarized as following the findings of study formed oriented to determine the efficient on perceived customer satisfaction of perceived value in online shopping.

- With the aim of measuring the success in reliability and measuring the concepts of research scale, main and sub dimensions were

applied reliability analysis and it was established that in general middle and high level reliability was obtained.

- In order to put forward the answerers' participation levels to judgements of scale formed in the study, it was matched with the Friedman Test and participation levels.
- According to correlation analysis results, it was established a meaningful relation in positive direction between received customer values and perceived customer satisfaction. When examine the relation in the way of sub dimension, it was seen that there was a meaningful relation in positive direction between perceived customer value and perceived trust and perceived service quality being sub dimensions of perceived customer satisfaction. It was seen a meaningful relation in positive direction between functional value, social value, emotional value and financial value being sub dimension of perceived value and perceived customer satisfaction.
- After correlation analysis, after analysis result done with the aim of determining perceived customer value extents in online shopping to what degree predicted perceived customer satisfaction, it was established that only functional value from independent variables in the model had a meaningful relation in positive direction on perceived customer satisfaction.

When considering the results, although it was established a meaningful relation with perceived customer satisfaction of emotional, social and financial value from sub dimensions oriented to establish perceived customer value, there is no important efficient in expression of customer satisfaction concept, Enterprise managers have appeared as elements need to work on in order to be more value according to their competitors and to become different in the eyes of their customers in online shopping. Because of online shopping requires an active work model and customer satisfaction, in order to be developed successful work models, iteration the value concept of customers' perceptions carefully and execution the activities to be formed customer value can offer superior advantage in sectoral competition. In other words, being designed well and user friend as functional of online shopping sites, it has an efficient increasing the customer satisfaction level in the way of online shopping consumers.

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