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RELATIONSHIP BETWEEN THE CUSTOMER EXPECTATIONS FROM WEBSITES' PERFORMANCE AND E-WOM: A STUDY ON SPORT SHOES BRANDS

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ABSTRACT

Purpose- Investigating the relationships among perceived website quality, sources of credibility, experience, social impact, and recommendation affect performance expectations, customer satisfaction, trust and WOM.
Methodology- The data were gathered by personal interview and Structural Equation Modeling was used to test the relationships.
Findings- The quality of the website content and the technological quality of the website have a positive impact on performance expectancy, while the website information quality has a negative impact on performance expectancy. The impact of adopting social impact and recommendations, the internet and past experience, sources of credibility on performance expectations were found insignificant. The impact of performance expectations on customer satisfaction and trust was found significant. The impact of performance expectancy on WOM was found insignificant. The direct impact of customer satisfaction on WOM was found significant.
Conclusion- Technology or technological innovations that benefit customers or help their goals affect customer performance expectations. In the market conditions where the competition is rapidly increasing, it is an important element in terms of competition that the brands increase the performance expectations of consumers by attaching importance to the content quality and technical quality of the website. Increased performance expectation positively affects increased customer satisfaction and confidence in the website. In addition, customer satisfaction has a positive impact on word-of-mouth communication by enabling customers to have positive feelings and thoughts about the brand.

Keywords: Performance expectation, word of mouth, online shopping, customer satisfaction, trust.
JEL Codes: M30, M31, M39

1. INTRODUCTION

Developments in information technologies have accelerated the internet's involvement in all areas of consumers' lives. The changing area of use of the internet in course of time has provided the brands with the advantage of offering a platform via which they can access their target audience. It offered consumers the opportunity to compare products or services by shopping online.

Developments have changed the shopping behaviors of consumers and enabled them to prefer online platforms. Technologies or technological innovations that benefit customers or help their goals affect consumers' performance expectations. Thanks to online shopping, consumers can shop without time lime by taking advantage of the various discounts and campaigns offered by the brands. Consumers, also, have the opportunity to compare the different options offered by different brands for the same products. This makes the competition more difficult for brands and increases consumer expectations. Many features such as the updateness, usefulness, and presentation way of the information of the website, easiness of navigation on the website, speed of the page loading, and easiness of access to the website created for the brand affect the performance expectations of the consumers. Therefore, the brands need to pay attention to technique, content, and quality of information when creating their websites. In particular, providing accurate information that affects consumers' shopping on the website, in other words, sources of credibility is another important factor that affects the consumer's performance expectation.

Consumers consider online consumer recommendations to reduce their risk while shopping online. They can be influenced by the views of a consumer who has previously experienced a product that they are considering to buy. Individuals may also be affected by valuations of other individuals with similar attitudes and ideas. In addition, the fact that the previous experiences of the consumer are negative may also cause the consumer to act uneasy about online shopping. Consumers' satisfaction with their experiences on a website can positively shape their attitude, perception and behavior towards the website. Therefore, social impact and recommendations, experience are another important element that may direct the consumers' performance expectation.

Increasing in the level of satisfaction of consumers as a result of comparing the expectations of consumers with the performance they achieved affects their confidence in the brand and their word-of-mouth communication. A sense of trust created for the brand leads consumers to think positively about the brand, directing the word-of-mouth communication in favor of the brand.

In this respect, one of the objectives of the study is to determine whether the perceived website quality, reliability sources, experience, social impact, and recommendation affect performance expectations positively. Another objective is to determine whether performance expectation positively affects customer satisfaction, trust, word-of-mouth communication behaviors, and whether the online trust has a mediating role between satisfaction and word-of-mouth communication behavior. To determine whether customer satisfaction affects website trust and word-of-mouth communication behaviors positively and whether website trust affects word-of-mouth communication behaviors positively are among the other objectives of the study.

The article consists of 5 chapters. The second chapter contains a literature review regarding the concepts in the article. The third chapter consists of the purpose, conceptual model, sample selection, hypotheses, and data collection method of the study. There is a number of analysis conducted with the Structural Equality model and findings in the fourth chapter. In the fifth chapter, there is the conclusion section.

2. LITERATURE REVIEW

2.1. Performance Expectation

Advances in internet technologies and related applications enabled consumers to interact with firms in new ways. More and more organizations are investing in customer-oriented online resource technologies to increase their share in the online market (Al-Qeisi et al., 2014: 2282).

Performance expectation is the comprehension of the advantages of technological innovation by people with the output they obtained. By enabling individuals to use innovation, a technology that fulfills the goals they want will be perceived by individuals as having better performance outputs. Performance expectations require that individuals are explained how these innovations can benefit them. The degree at which a consumer believes that technological innovation helps his/her goals is a part of expectations related to performance (Ratten, 2015: 86-87).

Performance expectations as a concept in which using a technology will benefit the consumer and lead to performance gains. It was found that performance expectancy is the strongest determinant for behavioral intention to use mobile applications with the previous studies. Therefore, if consumers find innovations and values from social networking applications, they would be more willing to continue the use and purchase of social networking. Before using the applications, consumers will evaluate the performance expectations of social networking applications based on information exchange and communication messages. Consumers perceive the benefit differently in respect to different social networking applications. For example, social networking applications should be able to provide a useful function to users in terms of sharing information, joining in a special interest group, and making connection (Chua et al., 2018: 121).

2.2. Perceived Quality

Website content quality refers to the perceived validity level, currency, and value of information available on a community website (Mpinganjira, 2016: 5). The website quality is whether the features of a website meet the needs of users and reflect the overall excellence of the website. To implement a successful e-strategy and retain and attract customers, companies should understand the perceptions of customers about the most important website features (Ali, 2016: 215). The content of the website is the information, feature or service offered on the website and designed it as a way of presenting this information to users (Flaviàn et al., 2009: 1107).

Content quality is the features of the information displayed on the website such as usefulness, integrity, accuracy, and currency of the information. It addresses specific details about specific content, products/services, member support, privacy policies, and other important information displayed on the website (Janvrin et al., 2009: 380).

Babic-Hodovic et al. (2017: 117) stated that technical quality reflects the service action, service output or the result the customers received after service encounter. Using web technologies, an organization can always reach its potential customers and provide them with not only general information about its products or services but also interactive business transactions. In such an environment, the technical features of the web site (security, easy navigation, search facilities, site usability, valid links, customization, page loading speed, interaction and easy access to the site) are becoming important features of website quality (Aladwani, 2006: 181).

Studies revealed that creating a web site with the content under the standards (content usability, integrity (completeness), clarity, currency, conciseness and accuracy) is the waste of resources. The studies also stated that the website has no chance to attract consumers. One of the main stages of the purchase process followed by most consumers is the process by which a consumer searches for and collects the facts actively from the website. If the website does not meet the consumer expectations regarding their information needs, this incompatibility may cause negative reactions from the visitors to the website. If the website provides the consumers with ambiguous, unusable or incorrect information, it is difficult to gain their trust (Aladwani, 2006: 182).

Quality of information means the "quality of the output of the information system, which can be in the form of reports or online screens". Internal data quality, accessibility, context-dependent quality and currency summarize the features of effective information quality (Naicker and Jairam-Owthar, 2017: 2). The quality of information is a measure of the value that information provides to a user (Chua et al., 2012: 179).

Quality is "to meet customer expectations continuously" meaning that "the data, which does not help the business fulfill its mission, no matter how accurate it is, has no quality" (Gustavsson and Wänström, 2009: 326-327). The quality of information on a level to the extent the information is consistent in meeting the needs of everyone who needs it. Quality of information is a desirable feature for the output of information systems (Nirwanto and Andarwati, 2019: 61).

2.3. Social Impact and Recommendation

According to the study of social psychology, social impact is the change in behaviors, thoughts or emotions from an individual's point of view as well as arising from the interaction with another individual or a group. Another term for social impact is known as peer group pressure, which is the pressure on an individual to fit him/her into a separate group, resulting in a certain behavior (Eckhardt et al., 2009: 13).

Social impact is a form of harmony (similarity) in which the individual agrees with other members of a social group. The harmony can change people's behavior, attitudes, or beliefs because of social impact. For example, online social impact can help to build product attitude and affect purchase intention (Hsieh and Tseng, 2018: 165-166).

Depends on how social impact is powerful, a consumer will start adopting to new technology sooner. Stronger social impacts cause consumers to understand a technology more usefull (expectation of higher performance) that situation causes more powerful using intentions (Al-Qeisi et al., 2014: 2283).

The importance of consumer recommendations was strengthened in the internet age. The internet authorizes consumers and allows unprecedented networks with potential consumers. Consumers can easily submit their recommendations online for the potential of millions of people to read, on the one hand, an increasing number of potential consumers move online and access other consumers' ideas easily, on the other hand. For example, product reviews before deciding what to buy (Bechwati and Nasr, 2011: 56).

Consumer reviews are used frequently by consumers to make a decision about products before purchasing. The number of these assessments and the scope of their impacts have increased recently due to the fact that social media such as Facebook and Twitter became widespread. With the growth of the internet as both a means of distribution and communication, the sellers consider that displaying online consumer assessments is one of the most effective tools for turning product intentions into sales (Cervellon and Carey, 2014, 1375-1376). The studies on the impacts of online consumer assessments has confirmed the argument that online consumer assessments significantly affect perceived resource reliability and purchasing intents of other consumers (Lin and Xu, 2017: 363).

Today's information and communication technologies provide people with access to plenty of information almost anytime, anywhere. People are increasingly looking for information about online services and products; they make consumption decisions based on online recommendations (e.g., word of mouth communication). One of the most important factors driving consumers to look for online recommendations is to reduce the risk of consumption. People try to reduce uncertainty and risk by finding credible information that was useful for decision making. Credibility was an important index helping consumers to assess perceived risk reduction through online recommendations (Fan et al., 2018: 1509). Many studies showed that trust in general had a positive effect on purchasing behavior (e.g., repurchase, fullness of shopping cart). The studies revealed that the main reason for the positive effect of trust was due to its ability to reduce uncertainty (Kenning, 2008: 466).

2.4. Sources of Credibility

Information is communicated directly to the customers through the seller and, indirectly, through the media and other consumers. The studies manifested that the credibility is an important sign for sellers to help consumers in making decisions. This is because it encourages consumers to rely on and use the product information of the sellers leading them to make a purchase decision (Kumar and Polonsky, 2019: 25).

The credibility is the believability of the product position information in a brand depending on the willingness and ability of firms to deliver what they promise (Loureiro et al., 2018: 134). Credibility is among concerns about online consumer reviews; highly credible evaluations positively affect the adoption level of information by the users. Measuring the credibility of online assessments is different from measuring offline assessments. It is difficult to judge the credibility of online assessments with the abundance of online assessments offered worldwide by different community members (Cheung et al., 2012: 619).

“A credible source is a communication medium that is seen as providing correct information, relatively free of bias”. Source credibility is, therefore, linked to the credibility of the news provided. A piece of false news or text can affect online users' perception of the credibility of a web page (Visentin et al., 2019: 101).

2.5. Experience

Shopping experience using a variety of web-based decision support tools to search, compare and examine products and services has a positive impact on word of mouth, valuation of products, and perception on the web. When consumers need additional information for online shopping, they first consider their previous online shopping experience, which is a kind of internal information stored in their memory. This information includes product performance, payment method, delivery conditions, quality of service and the magnitude of the risk they assume and may affect purchase intentions in future online purchases (Tsao et al., 2016: 1992).

Positive customer experience provides firms with the opportunity for competitive advantage in the long run. Additionally, positive word of mouth communication results in improved performance for customer retention and customers who are satisfied and loyal with reduced complaints. Therefore, in the twenty-first century, the firms began to pay attention to the experience-based economy from the service-based economy (Garg et al., 2014: 87). Customer experience is generated not only by elements that the service provider can control (e.g., service interface, medium, diversity, price) but also by devices - such as smartphones that the customer chooses to use in various situations - and elements out of their controls - such as being affected by other customers (McColl- Kennedy et al., 2015: 431).

Internet experience is not the experience with a particular website, but the skill or ability of the consumers who use various value-added services offered on a wide range of different websites and visit various websites. Consumer experience with the internet is important in understanding the perceptions, attitudes, and behaviors of customers in online environments (Soto-Acosta et al., 2014: 546). Customers' previous internet experiences are an important determinant for their online shopping behavior. The studies conducted previously revealed that consumer satisfaction with previous online shopping has resulted in building trust in online sales firms; this affects future online transactions (Ranganathan and Jha, 2007: 54).

The studies revealed that the previous experience describes how the consumer shopped in the past; they also state that it is an important determinant of consumer behavior. Previous experience enhances one's access to information specific to shopping (Hsiao et al., 2012: 322). In addition to this, the studies conducted previously supports the idea that negative past experiences or past dissatisfaction affected the current decision-making process and that previous experiences constituted a prejudice. Customer behavior can change as they gain more experience and knowledge from past transactions. The more negative consumers perceive past transactions, the more hesitation possibility increases (Demirgüneş, 2018: 36).

2.6. Customer Satisfaction

Satisfaction is a function of expectations and perceived performance. If the performance of a product or service is lower than expected, the consumers will not be satisfied, but if the performance matches expectations, consumers will be satisfied. If performance exceeds expectations, the consumer will be very happy (Puspaningrum, 2018: 87-88). Customer satisfaction is a person's feelings of pleasure or frustration that arise from comparing the person's expectations and perceived performance (or result) of the product (Tiwari, 2012: 3).

Customer satisfaction is the after-sales evaluations reflecting positive/negative emotions, overlapping degree of what they took from a product and their expectations. More generally, customer satisfaction is the result of a proportional valuation between the expectations before purchase and the outcomes after the purchase (Cakici et al., 2019: 446). The customer satisfaction as the difference between the expectations of an individual regarding the product or service before consumption and the actual experience after the consumption. Therefore, the satisfaction as the evaluations of customers regarding how a product meet or exceed the expectations of customers that arise after the consumption of a product or service (Keisidou et al., 2013: 269).

Measuring customer satisfaction has several benefits for businesses; for example, improved communication, knowing the demand, a better understanding of problems, evaluation of progress, monitoring and reporting of successful results and changes. Monitoring, measuring and evaluating customer relations and satisfaction provide companies a strategic advantage over their competitors (Palm, 2016: 317). The studies revealed that satisfied customers tend to be loyal and to spread positive word of mouth. While the distrust causes to decrease loyalty and satisfaction, supportive customers' trust in service providers leads to more satisfaction and loyalty (Cheshin et al., 2018: 99).

While some studies evaluate trust as the precursor of satisfaction, some of them conceptualize trust as an output of satisfaction (Wang et al., 2015: 474). Some studies suggested that users believe that most of the information on the web is not credible. Lack of consumer confidence is a great obstacle to the adoption and growth of e-commerce. If consumers cannot find satisfactory signs of credibility, they leave the site and perform their operations elsewhere (Clewley et al., 2009: 806).

2.7. Trust

The existence of trust in the marketing literature has a significant impact on strengthening sustainable relationships with customers (Cyr et al., 2008, 777). Trust includes the credibility perceived by a consumer regarding the brand, product, or service of a seller. Trust in electronic commerce remains a critical issue for consumers because they will face the difficulty of purchasing a product or service that they cannot actually see or touch from an unfamiliar seller. The studies revealed that the trust plays a central role in helping consumers overcome their perceptions of risk and insecurity. Since the privacy and security concerns are important obstacles for the internet channel, customers will not trust their personal information, including credit card information, to sellers without trust (Hong and Cho, 2011: 470).

Trust in e-commerce includes the expectations regarding the trust-related features of the online seller and the beliefs of online consumers. High-level trust encourages consumer attitudes and behaviors more positively (Tran and Strutton, 2019: 2-3). The negative attitudes happen in buyers in case of fraudulent or negative buying experiences. In such a situation, buyers would no longer trust the seller and that they possibly turn to alternatives in order to fulfill their needs and wishes (Pappas, 2016: 94).

2.8. Word of Mouth Communication

Word of mouth communication is the face-to-face conversation between consumers about a product or service experience. This face-to-face conversation was usually private and was conducted between the two parties as the information source and receiver. The source and receiver were usually friends, relatives or acquaintances. The main feature of word of mouth communication is that its source is independent; there are no commercial interests in providing word of mouth communication, and therefore, this communication process is more reliable than the information generated by firms (López and Sicilia, 2014: 29).

Word of mouth communication, which was informal and assumed a higher form of efficiency of personal communication, has been existed since about the 1960s in the face of traditional types of advertising. Word of mouth communication stopped to express only a verbal message in the course of time covers, nowadays all forms of communication between customers. The internet revolution and faster progress of social media, gradually, allowed customers to search for product-related advice on the web (Kościółek, 2017: 60).

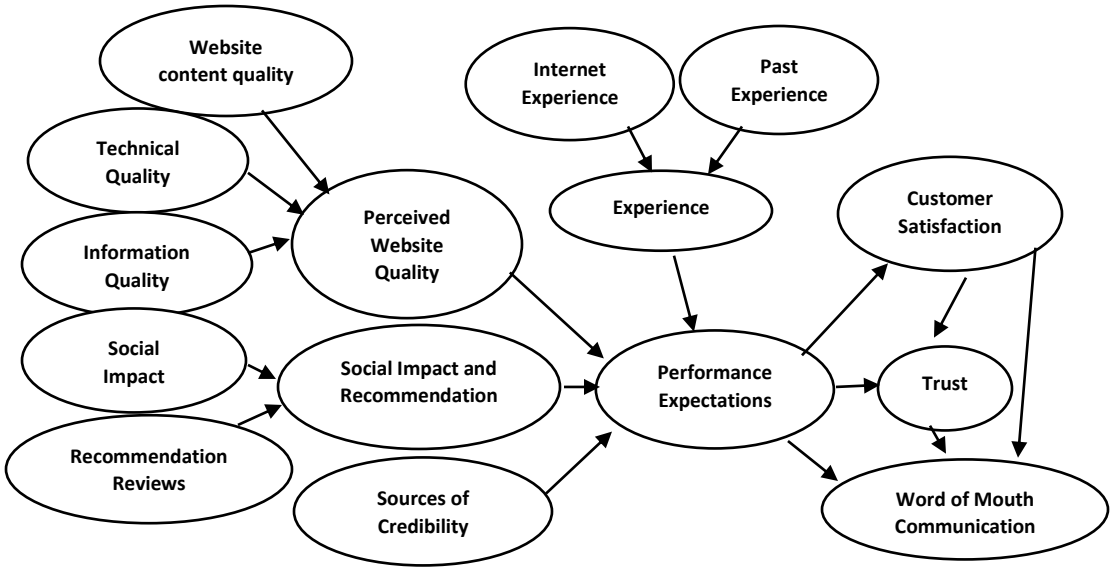
Word of mouth communication has been regarded for many years as a major influence on what people know, feel, and do. Word of mouth communication is an informal means of communication regarding the ownership, use, or features of a particular product or service or seller for other consumers. Electronic word of mouth communication refers to the reviews regarding a product or service provided by customers through networks. The studies conducted previously revealed that consumers had a direct effect on trust and buying behaviors (Yan et al., 2016: 63).

3. DATA AND METHODOLOGY

3.1. Purpose and Model of Research

One of the aims of the study, which covers the consumers who makes online shopping using the web sites of sport shoe brands, is to determine whether perceived website quality, sources of credibility, experience, social impact, and recommendation have a positive impact on performance expectations. Another objective is to determine whether performance expectation has a positive impact on customer satisfaction, trust, and word of mouth communication behaviors and whether the online trust has a mediating role between satisfaction and word of mouth communication behavior. Determining whether customer satisfaction has a positive impact on website trust and word of mouth communication behaviors and website trust has a positive impact on word of mouth communication behaviors are among the other objectives of the study. Model of the research was created on the basis of the study of Loureiro et al. (2018) conducted on fashion brand websites. Conceptual model of the research is shown in Figure 1.

Figure 1: Conceptual Model of Research



Note: Loureiro, S.M.C., Cavallero, L., Miranda, F.J. (2018). Fashion Brands on Retail Websites: Customer Performance Expectancy and E-Word of Mouth, Journal of Retailing and Consumer Services 41, p.133.

3.2. Population and Sample

The population of the research consists of consumers over the aged 18 and more living in Kocaeli making online sports shoe shopping through the website. The individuals were selected from the said population within the scope of the sample size calculated with the following formula by using the convenience sampling method that is among the non-random sampling methods.

$n = p * q * (Z/e)^2 = 0,5 * 0,5 * (1,96/0,05)^2 = 395$

The questionnaire was used as the data collection method and the questionnaire prepared for this purpose was filled in by the interviewers via the personal interviews.

3.3. Hypotheses

If the website does not meet the expectations of consumers regarding their information needs, this incompatibility may cause negative reactions from the visitors to the website. If the website provides the consumers with ambiguous, unusable or incorrect information, it is difficult to gain their trust (Aladwani, 2006: 182). The quality of information is a measure of the value that information provides to a user (Chua et al., 2012: 179). Studies revealed that by enabling individuals to use innovation, a technology that fulfills the goals they want will be perceived by individuals as having better performance outputs (Ratten, 2015: 86-87). In light of these studies, the test of the following hypotheses was targeted:

H1: Perceived website quality has a positive impact on performance expectations.

H1.1: Content quality has a positive impact on performance expectations.

H1.2: Technical quality has a positive impact on performance expectation.

H1.3: Information quality has a positive impact on performance expectations.

Stronger social impacts cause consumers to understand a technology more usefull (expectation of higher performance) that situation causes more powerful using intentions (Al-Qeisi et al., 2014: 2283). The internet authorizes consumers and allows unprecedented networks with potential consumers. The consumers can easily submit their suggestions online for the potential of millions of people to read, on the one hand, an increasing number of potential consumers move online and easily access other consumers' views, on the other hand. For example, product reviews before deciding what he/she will buy (Bechwati and Nasr, 2011: 56). The performance expectations of consumers will change based on the recommendations and comments they received from sports shoe websites. In this context, the following hypotheses were determined:

H2: Social impact and recommendation from other consumers have a positive impact on performance expectations.

H2.1: Social impact from other consumers have a positive impact on performance expectations.

H2.2: Comments and recommendations from other consumers have a positive impact on performance expectations.

When consumers need additional information for online shopping, they first consider their previous online shopping experience, which is a kind of internal information stored in the memory. This information includes product performance, payment method, delivery conditions, quality of service and the magnitude of the risk they assume and may affect purchase intentions in future online purchases (Tsao et al., 2016: 1992). The studies revealed that customer behavior can change as they gain more experience and knowledge from past transactions. The more negative consumers perceive past transactions, the more hesitation possibility increases (Demirgüneş, 2018: 36). Accordingly, the hypotheses were determined as follows:

H3: Online website experience has a positive impact on performance expectations.

H3.1: Online website internet experience has a positive impact on performance expectations.

H3.2: Online website past experience has a positive impact on performance expectations.

Studies proved that the credibility is an important sign for sellers to help consumers in making decisions. This is because it encourages consumers to trust and use the product information of the sellers leading them to make a purchase decision (Kumar and Polonsky, 2019: 25). Credibility is the believability of the product position information in a brand depending on the willingness and ability of firms to deliver what they promise (Loureiro et al., 2018: 134). The hypothesis on this subject is established as follows:

H4: Sources of credibility has a positive impact on performance expectations.

Satisfaction is a function of expectations and perceived performance. If the performance of a product or service is lower than expected, the consumers will not be satisfied, but if the performance matches expectations, consumers will be satisfied. If performance exceeds expectations, the consumer will be very happy (Puspaningrum, 2018: 87-88). Accordingly, the hypothesis is as follows:

H5: Performance expectation has a positive impact on customer satisfaction.

Trust in e-commerce includes the expectations regarding the trust-related features of the online seller and the beliefs of online consumers. The studies found that high-level trust encourages consumer attitudes and behaviors more positively (Tran and Strutton, 2019: 2-3). The following hypothesis regarding these variables is established:

H6: Performance expectation has a positive impact on trust.

Negative word of mouth communication involves product discredit, bad experiences, spreading rumors and personal complaints, while positive word of mouth communication involves associating good experiences, supporting the business, and making recommendations (Sweeney et al., 2014: 338). In terms of sports shoe brands and websites, consumers' comments on products or services were taken into consideration in our study.

H7: Performance expectation has a positive impact on word of mouth communication behavior.

Researches revealed in the studies conducted previously that satisfied customers tend to be loyal and to spread positive word of mouth. While distrust is causes to decrease loyalty and satisfaction, supportive customers' trust in service providers leads to more satisfaction and loyalty (Cheshin et al., 2018: 99). Some researchers conceptualize trust as an output of satisfaction (Wang et al., 2015: 474). The hypotheses regarding the said variables are determined as follows:

H8: Online trust has a mediating role between satisfaction and word of mouth communication behavior.

H8.1: Customer satisfaction has a positive impact on website trust.

H8.2: Website trust has a positive impact on word of mouth.

H8.3: Customer satisfaction has a positive impact on word of mouth.

3.4. Data Collection Method

The questionnaire was used as the data collection method. The questions in the questionnaire were created by using the scales used in the study of Loureiro et al. (2018: 136). The studies on performance expectancy were created by using the study conducted by Venkatesh et al. (2003); the questions regarding the website content quality from the questions used by Yang et al. (2005) in his study; information quality questions from the scale questions used by Loureiro et al. (2018); technical quality scale questions from the scale questions used by Aladwani (2006). The study of Senecal and Nantel (2004) was used in scale questions regarding the sources of credibility, the study of Lassar et al. (2005) was used in questions related to internet experience questions, and the study of Smith et al. (2005) was used in questions of past buyer experience. Social impact questions were created by using the study of Venkatesh et al. (2003); adoption of advice comments questions were created by using the study of Cheung et al. (2009); customer satisfaction questions were created by using the study of Pavlou (2003); trust questions were created by using the study of Jarvenpaa et al. (2000) and Kim et al. (2008); and word of mouth communication behavior scale questions were created by using the study of Brown et al. (2005) were created.

4. FINDINGS

Conceptual model shown in Figure 1 was tested with the structural equation modeling and the abbreviations of the variables used in the model are as follows: PERFEXP and Perfexp: Performance Expectation, WCQ and Wcq: Website Content Quality, WIQ and Wiq: Website Information Quality, WTQ and Wtq: Website Technical Quality, CS and Cs: Sources of Credibility, SI and Si: Social Impact, RR and Rr: Recommendation Reviews, WOM and Wom: Word of Mouth Communication Behaviors, SATISF and Satisf: Satisfaction, TRUST and Trust: Trust, IE and Ie: Internet Experience, PASTEXP and Pastexp: Past Experience.

395 questionnaires from the population were collected via personal interview technique and analyzed. Within the framework of the conceptual model of the study, firstly, Lisrel Structural Equation Modeling was used to test the measurement model and the structure consisted of implicit variables and observed variables were analyzed. The test results, goodness of fit values of which were established within acceptable limits, of the structural equation modeling of the conceptual model of which the confirmatory factor analysis results are indicated in Figure 2, were shown in Figure 3 as standard solution values and its goodness of fit values were found within acceptable limits.

According to the results of the analysis, while the content and technical quality of the website has a positive impact on performance expectation, the information quality of the website does not have a positive impact on the performance expectation. Therefore, H1.1 and H1.2 hypotheses were accepted, whereas, the H1.3 hypothesis was rejected. Perceived website quality is verified in terms of content and technological quality.

The impact of adopting social impact and recommended comments on performance expectancy was found insignificant. It was found that social impact and advice by other consumers had no positive impact on performance expectations and the hypotheses H2.1 and H2.2 were rejected.

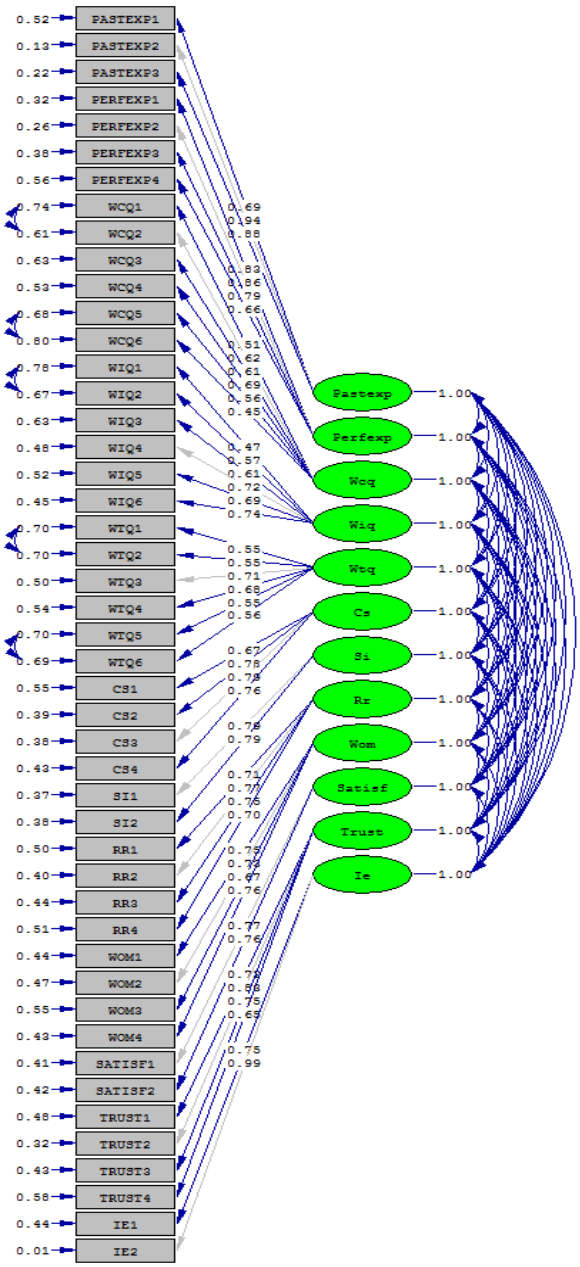
Impact of internet experience and past experience on performance expectations was determined as insignificant. The hypothesis H3.1 and H3.2 were, therefore, rejected. It cannot be confirmed that online website experience has a positive impact on performance expectations. Impact of the sources of credibility on performance expectations was also found insignificant and hypothesis H.4 was rejected.

Impact of performance expectation on customer satisfaction was found significant and hypothesis H5 was accepted. Impact of performance expectation on trust was found positive and hypothesis H6 was accepted. The effect of performance expectancy on word of mouth communication behavior was found insignificant and hypothesis H7 was refused.

Impact of customer satisfaction on trust was found significant and hypothesis H8.1 was accepted. The effect of web site trust on word of mouth communication behavior was found insignificant and hypothesis H8.2 was refused. It was determined that customer satisfaction has a positive impact on word of mouth communication and hypothesis H8.3 was accepted.

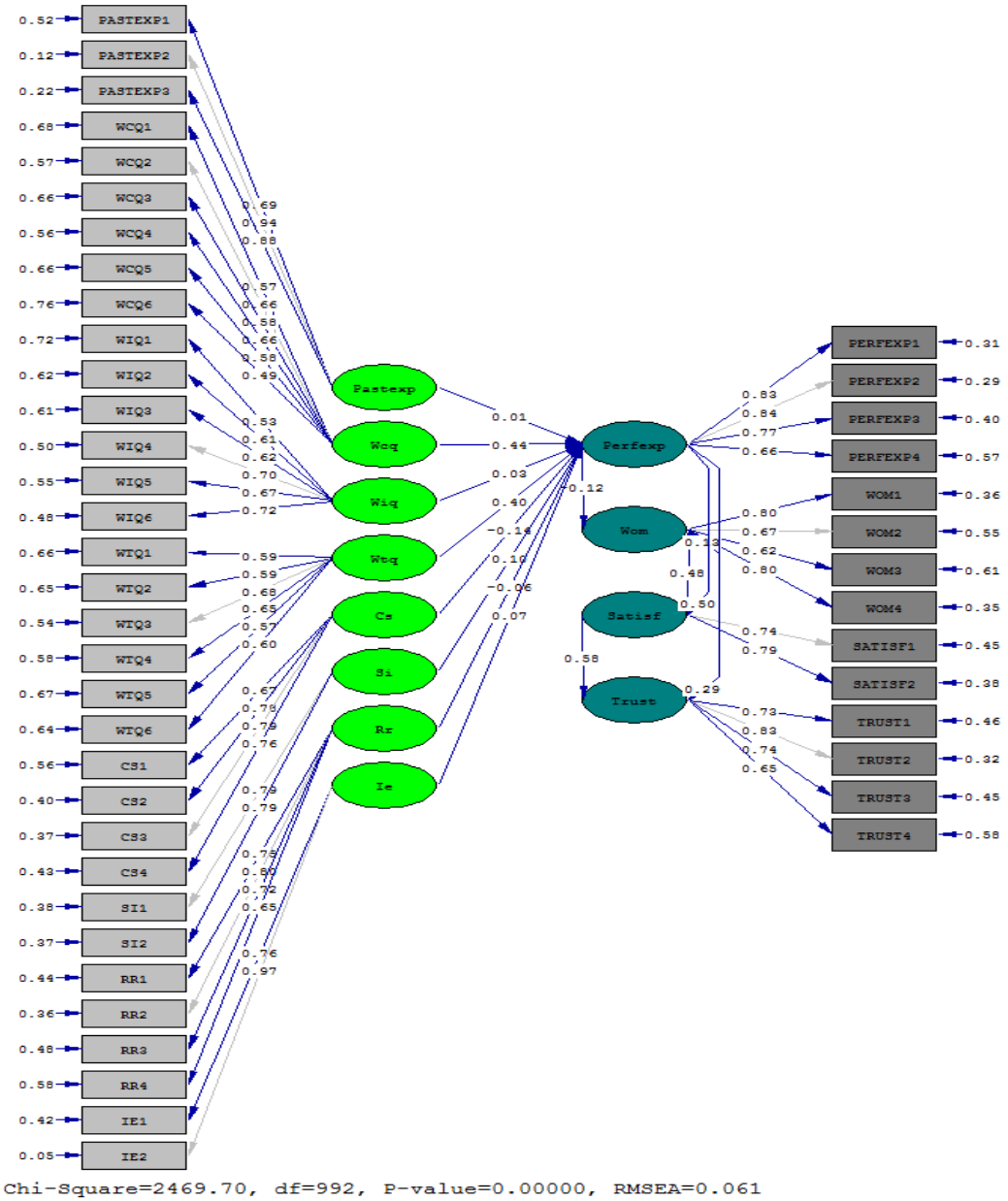
Direct effect of customer satisfaction on word of mouth marketing communication was determined significant (Apd=0.84*Satisfaction, $R^2 = 0.54$). Effect of customer satisfaction was expected to decrease when confidence enters, whereas, it was determined that customer satisfaction increased and has no mediating effect. In other words, trust has no mediating role in the effect of customer satisfaction on word of mouth marketing communication. The hypothesis H8 was, therefore, rejected.

Figure 2: Test of Measurement Model Significance Results



Chi-Square=1869.63, df=963, P-value=0.00000, RMSEA=0.049

Figure 3: Structural Equation Modeling Standard Solution



5. CONCLUSION

Thanks to the information technology, which develops in parallel with the advancement of technology, people meet their needs by making online shopping. Online shopping offers customers many advantages such as comparing products and prices, accessing detailed information about products, getting advice from other customers who have experienced the product they intend to buy, and saving time. Therefore, increasing customer awareness caused the performance expectations of customers to change day by day. Brands should create their web sites in a way to meet the needs and wishes of customers by benefiting from the advantages offered by technology.

Meeting the expectations of customers from online shopping, in other words, ensuring customer satisfaction, has an impact on online trust. Also, customer satisfaction causes that word of mouth communication is positive or negative. Customers can convey their positive or negative thoughts to millions of people. While the similar experiences of different people related to the same brand are positive for the brand, the fact that it is negative creates pretty negative results for the brand. Therefore, customers' word of mouth marketing behavior can also affect the existing or potential customers of brands.

In our study, which covered the customers who shop online using sports shoe website, while the impact of web site content quality and technology quality on performance was found positive and information quality was found negative, Loureiro et al. (2018) found that only technical quality had a positive impact on performance expectation and that content and information quality did not have any impact. Loureiro et al. (2018) found that social impact has a positive impact on performance and that adopting the recommended comments has a negative impact on performance expectations. In the analysis results of our study, the adoption of both social impact and recommended comments does not have any impact on performance expectations. Our study supports the findings of Loureiro et al. (2018), who found that the sources of credibility and impact of internet experience on performance expectations were insignificant. Contrary to Loureiro et al. (2018), who found that past experience had a positive impact on performance expectations, in our study, it was found that this had a negative impact.

As a result of the analysis, the impact of performance expectation on customer satisfaction and trust was found significant, its impact on word of mouth communication was found insignificant. Loureiro et al. (2018), on the other hand, found that the impact of performance expectancy on customer satisfaction and word of mouth communication was significant, whereas, its impact on trust was insignificant.

The results of our study support Loureiro et al. (2018), who found that customer satisfaction has a positive impact on trust. However, while Loureiro et al. (2018) found that the impact of trust on word of mouth communication was significant and that the impact of customer satisfaction on word of mouth was insignificant; in our study, it is found that the impact of trust on word of mouth communication was insignificant and that the impact of customer satisfaction on word of mouth was significant. Contrary to Loureiro et al. (2018), who found that customer satisfaction had a mediating role in its impact on word of mouth communication, in our study, it was found that it has no mediating role.

The facts that the study covered only Kocaeli province and that it is conducted with only customers using the website of a certain sports shoe brands can be considered as the limitations of the study. Carrying out new studies in different sectors will be beneficial.

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