Study to Evaluate The Effect of Web Experience Dimensions on Pre-Purchase Decision to Enhance Customer Satisfaction and Loyalty

Sarwat Farrukh, Rezian-na Muhammed Kassim, Farrukh Malik, Shahid Khan, Muhammad Farrukh Iqba

Abstract— In the current age, due to the advertising clutter, incessant messages, plentiful information, consumer's purchase decision making has become problematic and challenging. On the other hand, because of tough competition, it became difficult for the companies to get loyal customers. There is a need for a platform where customers and businesses get together to get the solution for each other. In the present study, the solution to the problem was given, as Web Customer Satisfaction Model as a platform was introduced with web customer experience dimensions that linked to the customer satisfaction and then to customer loyalty with mediating role of Trust. Proposed Web Experience Dimensions discussed in this study were interactivity/communication, credible information, Reliability, Word of mouth, Alternatives and Perceived Easy. The Research was done in different regions of Saudi Arabia. As the data collection method was quantitative, Questionnaire (close-ended questions) with Linkert and Ranking scale distributed in different regions of Saudi Arabia to randomly selected respondents. The explanatory and causal research approach was used to test the relationships between variables. Extensive literature review and empirical studies were also used to support and answer the research questions. Structure Equation Modeling (SEM) and Smart PLS were used to test the model and hypothesis. Results showed that the Hypothesis H1, H5, H6 were rejected whereas, H2, H3, H4, H5, H7, H8 were accepted. Findings indicated that there was no significant relationship between dependent variable, Customer Satisfaction and independent variable, interactivity, Alternatives and Perceived Easy. But there was a direct and significant relationship between dependent variable, Customer Satisfaction and independent variable, useful and credible information, word of mouth (WOM) and reliability. Customer satisfaction with mediating role of Trust had a significant direct relationship with Customer loyalty.

Findings showed that useful information; reliability; and WOM are the factors that could help the customers in pre-purchase decision-making. And Customer satisfaction also could lead to customer loyalty if there is trust between customers and businesses. WCSM could be a possible meeting point where customers and businesses both could get their objectives. The application of this model was done on the tourism websites.

Sarwat Farrukh, Limkokwing University of Creative and Innovation, Malaysia
Rezian-na Muhammed Kassim, Universiti Teknologi MARA, Malaysia
Farrukh Malik, Limkokwing University of Creative and Innovation, Malaysia
Shahid Khan, Limkokwing University of Creative and Innovation, Malaysia
Muhammad Farrukh Iqba, Cyberjaya University College of Medical Sciences

Index Terms— Customer, web customer, satisfaction model, experience , loyalty.

I. INTRODUCTION

Today's reality is that Time has changed and now companies have to deal with "NEW" customers. Innovations and technology have changed the habits of customers and internet has totally revolutionized all the means of communication between companies and customer. The problem of this age is not only to deal with the customers but the main issue is; how to give them purchase satisfaction, build trust and make them a loyal customers. The target of the marketers should be how to be near to them to understand their demands and needs instead of giving those overwhelmed feelings or to make them feel fed up or sick.

Above-mentioned customer expectations have brought number of challenges in today's international business: from customer experience, brand awareness, securing customer loyalty and finally increased profits. Therefore, today's consumer expects much more than the quality of the product or the service even not caring for the brand or the company for their needs and satisfaction. They look for some engagement, to have experience and excitement. Besides mere satisfaction or some kind of delight, they require higher emotional satisfaction. Weber (2009) revealed that the role of a marketer has been changed from a mere broadcaster, who used to push out messages, to an aggregator, who needs to pull every content together, and collaborates with its customers and taking part in groups.

The problem of this age is not only to deal with the customers but the main issue is; how to give them purchase satisfaction, build trust and make them a loyal customers. The target of the marketers should be how to be near to them to understand their demands and needs instead of giving those overwhelmed feelings or to make them feel fed up or sick. Modern era has not only brought confusion for customers but for marketers too. It has become difficult to make strategies that can generate customer satisfaction. Since last decade, on one hand, media cost has been dramatically increased, and on the other hand, due to the clutter, it has become difficult to gain the attention of the people. Because of the rising cost, marketers either have to buy costly attention or have to reduce advertising expenditure. Now low-quality attention and higher cost of advertisements have compelled marketers

to find other ways to get "consumer' eyeballs". (Paul Hemp, 2009).

These developments have increased interest in consumer journey research, which explores the decision-making process for consumers. Many researchers agreed on the point that there are five main stages in decision-making process and those are; first of all need recognition then search information, after that consumers evaluate alternatives then finally comes buying decision and after that post-purchase assessment (Cox, Burgess, Sellitto, and Buultjens,2009); (Kotler and Keller, 2006); (Law, Buhalis, and Cobanoglu, 2014). Tsiotsou & Wirtz, (2012) makes the process shorter and divide consumer decision making process into three stages and argues that just to understand this customer decision making, this process can be divided into three phases mainly Purchase stage, pre-purchase and lastly post-purchase stage.

Consumers more efficiently can reach to product information that ultimately saves their money, effort and time (McGaughey, Mason, 1998). Customer deal with ecommerce or online reline with interactivity communication, credible information, reliability, word of mouth, alternatives and perceived Easy when making online transaction of purchasing goods and services and empirical studies give evidence that link with customer satisfaction. Satisfaction could be termed as a type of attitude evaluation in comparison with the performance either perceived or expected (Nesset et al., 2011). Most researchers believe that satisfaction is the result of cognitive as well as effective processes (Oliver, 1997).

II. PROBLEMS OF THE STUDY

The problem of this age is not only to deal with the customers but the main issue is; how to give evaluate customer online purchase experiences and satisfaction (Szymanski and Hise 2000). Ashman, Solomon, and Wolny, (2015) did a research on the traditional Model of Consumer behavior that had five stages. They stressed on the point that there is need to review the Model in the context of digital environment. Social media and digital socialization has immensely effected all the stages of traditional consumer behavior process.

Jashari, and Rrustemi in (2017) mentioned in their study that Many researchers has mentioned, and it has been observed by many studies that websites and social media has brought many changes in purchase behavior trends. Most of the stages of consumer behavior has been affected by internet. Above-mentioned arguments about marketer's efforts to please customers, customer satisfaction for their purchases, and consumer decision making in the interactive era, demand a platform where customers and businesses can get together to solve their issues. There is need to discuss consumer decision-making process for creating consumer satisfaction.

III. OBJECTIVE

The objective of the study was to provide a platform to the customers to make a safe and satisfied pre purchase decision. To fulfill the purpose, in the present study, Web Customer Satisfaction model was introduced. In this complex and perplex business world, all the marketers are using different techniques to attract customers toward their products. The Cluster of advertisements have made the vision of customers so blurred and they are unable to take a safe and better purchase decision. This study mentions Web platform where they can be able to find and judge the different alternatives. Website information and reviews or word of mouth can be helpful for the customers to evaluate their pre-purchase decision. Further, this research is applied on the tourism industry where travelers throughout the world are using these web platforms to plan their tours. Web experience dimensions' communication, reliability, information, perceived easy, and alternatives are being discussed as customer expectations. Discussion in the thesis revolves around how customers and business should understand and exploit these points to create customer satisfaction and then further how Trust can be generated to make customers loyal customer.

In short, the purpose of the study was to introduce a web customer satisfaction model that could help customers to make a safe pre-purchase decision. In addition, this safe decision would create customer satisfaction and would help to avoid dissonance, which further might turn them into a customer loyalty. The focus of the study was customers but of course, customer satisfaction could provide help for both consumers and businesses. Web customer satisfaction had been introduced with online experience dimensions.

IV. REVIEW OF LITERATURE

Consumer experience
Consumer experience is the total interaction of consumers with the company or its product. In this study, it refers to direct contact between a firm and its consumers (Don Perrers and Martha Rogers, 2011).
Websites
Web 2.0 is perceived as the second generation of Web-based services that emphasize online collaboration and sharing among users. Enabling an encouraging of UGC is one of the main characteristics of Web 2.0 (Munar, 2010; O'Connor, 2010).
Interactivity
In 2010, Saffer explained interactivity as a transaction between parties which can be mostly interchange of information or exchange of products or services……there are a variety of ways where interaction can happen and those can be between system or machines or people (Dan Saffer, 2010).
Information
Belkin, N.J. and Robertson (1976) define the purpose of the information that a writer produces his writing to convey his information to others. He structures the message with the erg to change the image of the reader and mostly that message is informative for the reader. In special circumstances, he can send more than one messages also.

In dictionary.com (2017), the definition of information is given as when the knowledge is increased through learning, interaction, research, training etc. In other words, the data based on facts is called information.

One more definition given by Villanueva, Yoo, and Hanssens, (2008) explains information in the context of online information and says that from the customer point of view purpose of any information medium is to provide product information. On the online platform, there are two ways for the customers to gain knowledge, those are advertising material given on the websites, and the other one is impulsive reviews of customers.

Reliability

According to the literal definition, "reliability is the aptitude to be trusted on or to put faith on as for truthfulness, righteousness or for attainment." (Dictionary. com, 2017).

Reliability means when data source and data itself can be relied on. And data which is reliable is always trustworthy, truthful, consistent, definite, accurate, unaffected, and dependable. The repute of the source is very important because consistency is the basic standard check of reliability. (Pierce, 2008)

Taufik, Mohd, Adzmir, (2016), defined reliability as an ability to provide standard expectations all the time. Secondly, the way companies handle the problems brought into the customer services that included giving accurate services directly, timely and by keeping the record error free.

Electronic Word of Mouth

When unknown people regardless of any benefit or profit sake, in an informal way talk to each other about any service/product, brand or organization (Chan and Ngai, 2011).

In the business context, EWOM is defined as any statement, no matter if it is negative or positive and it is said by any former, reliable and real customer about the company or product and most importantly it is on any internet medium which is accessible by the voluminous audience (Hennig-Thurau, and Walsh, 2004).

Alternatives

Expressing or giving a choice (Merriam-webster.com, 2017). Alternative means a way other than the other available ways, which gives the means to get anticipated destination or aim. And it's not necessary that other option should be a substitute for the first choice or give solution exactly in the same way (Business dictionary.com, 2017).

Perceived easy

Ease of use is a perceived perception when an individual to an extent believes that there will be no effort involved in using that certain system (Davis, 1989). Convenience in service is defined by (Berry, Seiders, Grewal, 2002), as for customer how they consider the involvement of their effort and time in using or purchasing any service.

Quality or condition that makes something more valuable and convenient by minimizing the required workload or time consumption for doing something (Merriam Webster dictionary, 2017)

Trust

Trust is when an in individual rely on another person for something (Zand, 1972).

"When two parties expect and hope good things from each other" (Rotter, 1980; Dircks, 1999; Colquitt., 2007). According to (Taddeo, 2009), "Trust is relationship between trustor who is an agent and trustee who can be an object" Trust is among the main factors that create a major impact on online buying (Kolsaker, Lee-Kelley, Choy, Pui.,2004). In the online buying, the trust factor can reduce perceived risk and can enhance satisfaction level in consumers. (Kolsaker, et al., 2004). To Chiu, C.M., Chang, Cheng, and Fang, (2009), one can say that Trust could be regarded as a well-defined set of particular beliefs pertaining to benevolence, integrity, and competence of another party.

Customer Satisfaction

Customer satisfaction can be defined as feelings of pleasure or annoyance, which are produced after valuation between anticipation of any product/service and its perceived quality. Customer satisfaction is actually blended of feelings that come after and before using any product or service (Aberdeen, 2008). Customer satisfaction is defined as the manner or extent the products as well as the services meet the expectations of customers (Taufik, M. et al. 2016).

Customer Loyalty

Oliver (1997), defines customer loyalty as: "A deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby, causing repetitive same-brand or same brand-set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior".

A strongly committed buying attitude favorite goods/services on regular basis in the times to come, although forces as per situation and promotional marketing activities have the potential to bring change in behavior.

Dick and Basu (1994), conceived Customer Loyalty as "the strength of the relationship between an individual's relative attitude towards an entity (brand, service, store, or vendor) and repeat patronage".

Customer loyalty is defined as a measure how strong is the relationship between a person's relative behavior and an object (supplier, brand, retail outlet or service) (Dick and Basu 1994).

Social media

According to the Webster online dictionary, the social media is defined as the forms of electronic communication (as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and others (e.g. videos). In particular, channels (e.g. e-mail) and platforms (e.g. intranets) are two categories of social media widely used within an organization (McAfee, 2006
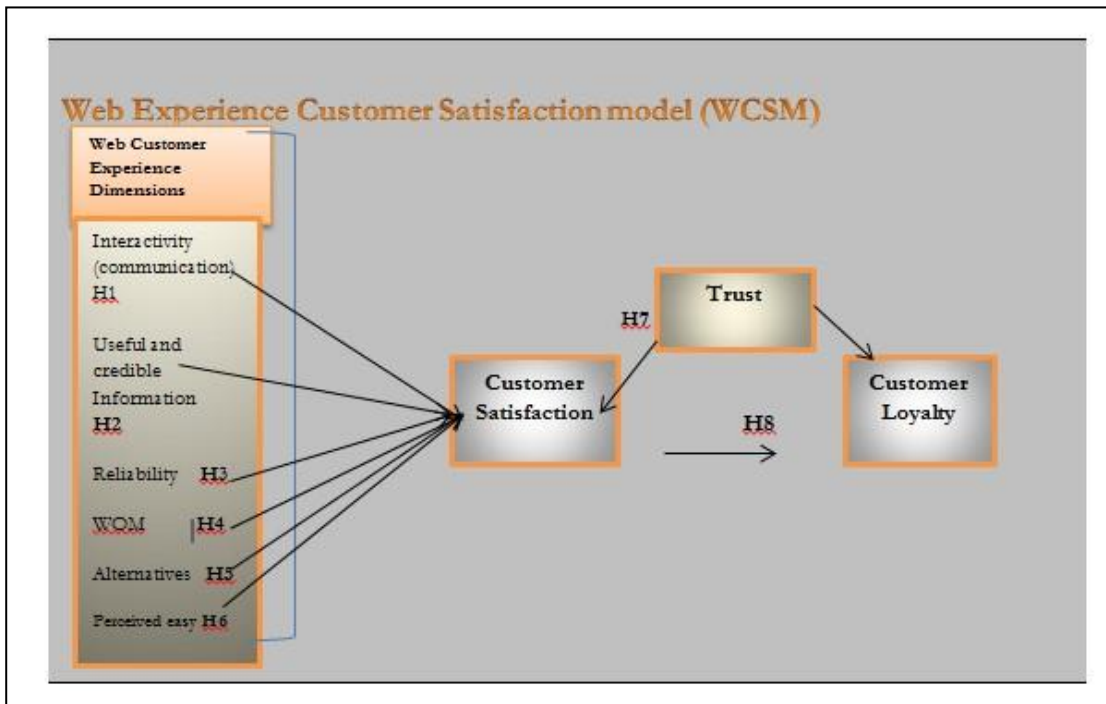
V. RESEARCH MODEL

Figure 1 The research model for the study of E-Customer Satisfaction and Loyalty developed base on Literature Review

VI. RESEARCH METHOD

Saudi Arabia for which this study was conducted, cover a wide area of 2.6 million square kilometers and that too is not contiguous in nature. Therefore, keeping in view of the geography of these countries and the overwhelming advantage of Non-probability sampling, the researcher decided to adopt Non-probability convenience sampling for this research. For choosing Non probability sampling, the only reason was that, the required age of the respondents should be above 20. As mentioned earlier the focus of the study was web consumer buying behavior so it was presumed that buyers or traveler are usually adults. Convenience sampling was selected because there were no other rudiments or limitations for choosing respondents so it was better and easy way to collect data by using convenience sampling.

There are four Regions in Saudia Arabia and one center Riyad; Jeddah, Abha, Hail, Makkah and Qaseem to distribute and collect questionnaires. To get the unbiased data it was necessary to distribute the population into parts to collect the data. For that reason, five numerators from different parts of Saudia Arabia (mentioned above) were selected to collect the data. Makkah and Jeddaah regions were within the approach of researcher, so researcher herself collected the data from both areas. As the selected sampling technique was Non-probability, convenience sampling. Questionnaires were distributed to randomly selected people. There are four Regions in Saudi Arabia and one center Riyadh. Five numerators were selected from the different regions, Riyadh, Jeddah, Abha, Hail Makkah and Qaseem to distribute and collect questionnaires. Before giving them task the first thing was done to describe the whole research details to them. Purpose of the study, sampling techniques and about the profile of the respondents were very well explained to the numerators. They were told about the respondents to select on randomly basis. There was no limit of male or female, education or income level. Only age above 20 was considered best as the focus was on buyers and frequent travelers. Questionnaires were sent to them by post. Researcher herself was resident of Jeddah which is near to Makkah so questionnaires were distributed by herself in those two regions. The quantitative data collection method was conducted in January to March 2017. Conducting the survey online provides the researcher with the advantage to get a high speed of return of the questionnaire (Fowler, 2009, p. 83). However, one problem detected with sending invitations to participate through emails, is that some email addresses are no longer valid, resulting in the email being bounced back to the sender. A total number of 306 responses were given by the respondents which made the response rate around 61.2%. For this study the self-administered questionnaire is utilized the closed-ended question format that gives a uniform frame of reference for respondent's views, the semantic-differential approach is employed. The evaluation of the PLS model quality follows a two-step process (Chin, 1998b; Gotz et al., 2010; Henseler et al., 2009): 1) the evaluation of the measurement model, and; 2) the evaluation of the structural model. The evaluation of the reflective and formative measurement model should be done separately, followed by the assessment of the structural model

VII. RESULT

Table 1 Demographics

Characteristic	Category	Frequency	Percentage
Gender	Male	193	0.56
	Female	149	0.43
Age Group	20-30 years	132	0.38
	31-40 years	124	0.36
	41-50 years	54	0.15
	51-60 years	32	0.09
Type of work	Business	100	0.29
	Government Employee	53	0.15
	Private Employee	47	0.13
	Jobless	10	0.029
	Retired	20	0.27
	Student	80	0.29
	Just graduated looking for job	25	0.073
Education Level	Bachelors	177	0.51
	Master	110	0.32
	PhD	12	0.03
	Post Doc	7	0.02
Income level	Less than 5000	109	0.31
	5000 to 10000	73	0.21
	10000 to 15000	47	0.13
	15000 to 20000	44	0.12
	21000 and above	33	0.09

The sample of study comprises of 193 males (56.5%) and 149 females (43.5%). Here, the number of males was higher, as Saudi Arabia is a male-dominated society. Furthermore, 38.5% of the participants were between 20-30 years of age followed by 36.4% who were of aged between 30-40 years. The nature of the job or business was also checked in demographic data, according to the data. Almost 100 people had their own businesses (29%). Government Employee were 53, which means 15% of the total and Private Employee (13%) were 47. There were few jobless people (10) also, which were only 0.029% of the total, which indicated that in Saudi Arabia unemployment is less than the other countries. Retired people' (20) total average was 0.27%. There was a good average was Students (98) which was 29%. Their age was above 20 and they were practically involved in getting information from websites and in purchasing. Just graduated youngster (25) was 0.73% of the total sample. The majority of the respondents, 177, had a Bachelors' degree (51%) and 110 respondents (32 %) had a Master degree.

Income level of people in Saudi Arabia showed that majority of the people has good income level. However, there were (119) also who had income less than 5000, which was the highest percentage (36%) of the total sample. People (90) who were getting salary from 5000 to 10000 were 27% of the total sample. This showed a good percentage of the people who are getting high range of income. People (17%) whose income level was between 10000 to 15000 were 56, which is also not a low percentage. 15000 to 20000 range was 40 that was 12% of the total. 21000 and above means people(6%) who can afford a luxurious life were 20.

Testing of Hypotheses

The final step of analysis was to test the hypotheses. 2.0 3M by applying PLS-SEM algorithm a bootstrapping procedure with 5,000 subsample iterations (Hair et al., 2014). Although path coefficients are very important in PLS-SEM analysis, Hair et al. (2011) confirmed that when paths are non-significant or reveal signs that are against the hypothesized direction, the prior hypothesis should be rejected. On the other hand, significant paths showing the hypothesized direction support the proposed causal relationship empirically.

Moreover, the critical t-values for a two-tailed test are 1.96 with a significance level of 5% and 2.58 with a significance level of 1%. Along this vein, the present study choose to set 5,000 re-sampling with a replacement number from the bootstrap cases equal to the original number of samples, that is 182 for this study, in order to produce standard errors and obtain t-statistics. The analysis results to be presented in next subheading includes hypotheses testing for nonparametric test of differences for H1 and for other hypotheses includes path coefficient, the bootstrapping results and effect size with variance accounted for (VAF) result for mediation analysis

Table 2 Bootstrapping results for Hypothesis Testing

Hypothesis	Path	Path coefficient	T Statistics	P Values	Results
There is significant and positive relation between alternatives and customer satisfaction	ALTERNATIVE -> CUST.SATISFACTION	0.066	1.203	0.229	Not Supported
There is significant positive relation between customer satisfaction and customer loyalty	CUST.SATISFACTION -> CUST.LOYALTY	0.180	3.071	0.002	Supported
There is a significant relationship between Trust and customer satisfaction	CUST.SATISFACTION -> TRUST	0.682	23.483	0.000	Supported
There is significant and positive impact of relevant and credible information on customer satisfaction.	INFOR -> CUST.SATISFACTION	0.257	2.225	0.021	Supported
There is significant and positive relation of interactivity on customer satisfaction	INTERACTION -> CUST.SATISFACTION	0.046	1.670	0.329	Not Supported
There is significant and positive affect of perceived easy on customer satisfaction.	PERCEIVED EASE -> CUST.SATISFACTION	0.032	1.075	0.629	Not Supported
There is significant and positive impact of Reliability on customer satisfaction	REALIBILITY -> CUST.SATISFACTION	0.220	2.780	0.008	Supported
There is a significant relationship between Trust and Customer Loyalty	TRUST -> CUST.LOYALTY	0.612	10.950	0.000	Supported
There is significant and positive impact of E-word of mouth on customer satisfaction.	WOM -> CUST.SATISFACTION	0.180	2.686	0.007	Supported

Result of mediating effect hypotheses

In assessing the mediating effect which also called as indirect effect, testing methodology as proposed by Preacher and Hayes (2004; 2008) and recommendation from Hair et al. (2014) was referred to quantify the indirect effects between predictor variable and dependent variable. Furthermore, the result of indirect effect generated by bootstrapping method was applied as this method was recommended by Hayes (2009) to be more powerful than SOBEL test. Without underestimating Baron and Kenny (1986) method for assessing mediation effect, the path coefficient and significant level for direct path without mediator variable was also counted as this was advised by Hair et al. (2014) for a better result interpretation. For illustration, the path model for direct effect and indirect effect as mediating variable.

Table 3 Effect as mediating variable

	Direct effect	95% confidence interval of direct affect	T value of direct effect	Significance?	Indirect effect	95% confidence interval of direct affect	T value of indirect effect	Significance?
CS -> CL	0.218	[0.233-0.533]	3.071	Yes	0.243	[0.111-0.433]	6.56	Yes

In the present study, in the proposed Model, relationship between customer satisfaction, customer loyalty and mediator was shown as; Mediator Trust mediates the relationship between customer satisfaction and customer loyalty. Results showed a significant relation between all three variables. Customer satisfaction showed a significant relation to Trust, and trust showed a relationship to Customer Loyalty. Then there was a direct significant relation between customer satisfaction and customer loyalty.

VIII. DISCUSSIONS AND FUTURE RESEARCH

The present study was to develop the conceptual frame work based on the existing literature reviews. The problem statement presented in this research was that in the present age due to advertising clutter, exasperating marketing messages and extensive relevant or irrelevant information it has become difficult for the customers to take any purchase decision. In the recent era, life is too fast, too competitive and people are suffering from time poverty. In this situation, the issue is, how to make a purchase to satisfy the needs in the most appropriate way. Most scholars agree that there are three stages of purchase, pre-purchase, purchase and post-purchase. Scholars also agree that most important stage is a pre-purchase stage. In the present stage, the focus is on pre-purchase decision making. The dilemma is it's not only customers who are suffering from the annoying complexities of traditional and non-traditional advertising ways but companies also don't know how to get to the potential customers to give them whatever they need or desire. A need was felt to provide a platform where customers and companies could get together to solve each other's problems. In the current research, companies' websites and websites shared on social media were considered as a proposed platform for the customers and businesses. Web Customer Satisfaction Model was proposed as a platform for customers and marketers to get together to satisfy needs of each other. Because the research' main focus was customers, so the first question was raised that what could be expectations of customers on that platform. After considering all the issues and their possible solution, proposed web experience dimensions were; interactivity, useful and credible information, Reliability, E- word of mouth (customers 'reviews), Alternatives and Perceived easy. Interactivity here meant interaction between customers to companies and customers to customers. Customers to companies was a kind of exchange of information. What customers needed to ask they could ask companies and companies could do their best efforts to provide and satisfy them with an immediate reply. Now companies are dealing with the NEW type of customers and customers don't solely rely on companies' given information but other customers' experience is considered more important and valued. So on the websites and social media platform customers talk to each other to get firsthand information. Second experience dimension was useful and credible information. Again here the emphasis was on useful (as customers are already fed-up with excessive information) and credible also. This was very important dimension as mostly customer's visit websites to get information. With credible information reliability is also important, reliability here meant customers' trust on the companies about their mentioned quality, quantity, price, warranty and even delivery everything. The fourth dimension was Word of Mouth means customers' reviews. Most researchers have confirmed that customers trust more on experienced customers 'reviews than on companies' given information.

Then fifth proposed web experience dimension or in other words customers' expectation was Alternatives. If choices are given to the customers it can be more convenient for customers to choose according to their needs/desires. Last proposed dimension was perceived easy, as already mentioned that current generation is suffering from time poverty; they want easy excess to their needs. Quality of websites and easily accessible information and products also can make customers life stress-free. It was predicted that all these dimensions separately made a relationship with customers' satisfaction. The increased satisfaction level could lead towards trust and then to customer loyalty. For companies that would be a valuable asset and competitive edge in form of customer loyalty. All dimensions well handled by companies could increase the satisfaction level of customers. Websites could work as pull marking, as companies should be there on the platform to grasp the potential customers by giving them the right information and appropriate services. As NEW customers want to pull needed information, companies also could try to make them satisfied by replying to their queries and by tackling the negative word of mouth. So the purpose of the proposed Web Satisfaction Model was to provide a platform to the customers to make a safe and satisfied pre-purchase decision. Web experience dimensions could increase satisfaction and satisfaction with trust could create customer loyalty. Finally, WCSM was applied to the tourism websites. A quantitative method of data collection was used and questionnaires were given to the respondents in the different regions of Saudi Arabia without limits of sex, income level or education. To test the model SEM and SMART PLS was used.
Finding of the research indicated that useful and credible information, Reliability, and WOM had a significant and direct relationship with the Customer Satisfaction.

In addition, customer satisfaction has a significant relationship with customer loyalty. On the other hand, interactivity, alternatives and perceived easy did not show a significant relationship with customer loyalty. Half of web experience dimensions indicated that websites and social media could be a platform to gain customer satisfaction and customer loyalty. So it can be concluded that that now customers are less interested in company based advertisements and information. Now, this is the age of pull marketing more than an age of Push Marketing. Customers themselves want to pull information, so they need a platform where they can extract reliable information to make a sound and satisfied pre-purchase decision. When WCSM is applied to tourism websites, according to the results shown in the current study, tourism websites are a good help and provide a deciphering way to customers to make a pre-purchase decision. Hotels and companies can get a good feedback to make them better and provide customers their customized needs. WCSM provides a solution and platform to customers and businesses to gain advantage from each other. Future study should look into the mixed mode study.

REFERENCES

[1] Anderson, E. W. (1998) , Customer satisfaction and word-of-mouth', *Journal of Service Research, 1(1), pp. 5–17.*

[2] Asadpoor, S. and Abolfazli, A. (2017) , Effect of Electronic Service Quality on Customer Satisfaction and Loyalty Saderat Bank 's Customers', *International Journal of Scientific Study ,Vol 5*

[3] Black N.J., Lockett, A., Ennew, C., Winklhofer, H., McKechnie, S. (2002) 'Modelling consumer channel choice of distribution channels: an illustration from financial services', *International Journal of Bank, 20(4), pp. 161–173.*

[4] Carey, JW 2009, Communication as Culture, Taylor & Francis, New York.

[5] Cho, Y., Im, I., Ferjemstad, J. and Hiltz, R. (2001), 'An analysis of pre- and post purchase online customer complaining behavior '*Proceedings of Conference on Customer Satisfaction, Dissatisfaction & Complaining Behavior.*

[6] DeLone, W. H., E. R. McLean. 1992. Information systems success: The quest for the dependent variable. Inform. *Systems Res.* 3(1) 60–95.

[7] Dou, X., Walden, J. A., Lee, S., & Lee, J. Y. (2012) 'Does source matter? Examining source effects in online product reviews', Computers in Human Behavior, 28, pp. 1555–1563. doi: 2012.03.15.

[8] Forman C, G. A. and W. B. (2008) 'examining the relationship between reviews and sales: the role of reviewer identity disclosure in electronic markets', *Information Systems Research*, 19(3), pp. 291–313.

[9] Fuentes, M., Gil, I., Berenguer, G. and Moliner, B.. Measuring Multidimensional E-quality Service and its Impact on Customer Value Perceived and Loyalty, *Paper presented at 7th International Marketing Trends Congress. Venice, Italy*

[10] Grönroos, C. (1990),Relationship Approach to the Marketing Function in Service Contexts: The Marketing and Organizational Behaviour Interface, *Journal of Business Research, 20(1), pp. 3–12.*

[11] Gummerus, J., Liljander, V., Weman, E. and Pihlström, M. (2012) , Customer engagement in a Facebook brand community, *Management Research Review, 35(9), p. 857–877.*

[12] Georgios Tsimonis, Sergios Dimitriadis, (2014) , Brand strategies in social media, *Marketing Intelligence & Planning, Vol. 32 Issue: 3, pp.328-344,*

[13] He Wu, Zha Shenghua, (2014) "Insights into the adoption of social media smashups", *Internet Research, Vol. 24 Issue: 2, pp.160-180*, https://doi.org/10.1108/IntR-01-2013-0017

[14] Ives, B., Olson, M.H. and Baroudi, J. . (1983) The measurement of user information satisfaction', *Communications of the ACM, 26(10), pp. 785–793.*

[15] Kumar, V. & Mirchandani, R. (2012). Increasing the ROI of Social Media Marketing. *MIT Sloan Management Review. Vol.54, No.1.*

[16] Lange-Faria, W. & Elliot S. 2012. Understanding the role of social media in destination Marketing Tourism. *An International Multidiscipline Journal Of Tourim*

[17] Lee, M. & Youn, S. (2009). Electronic word of mouth (eWOM): How eWOM platforms influence consumer product judgment. *International Journal of Advertising 28(3), 473.*

[18] Lee, M. and Youn, S. (2009) '"Electronic word of mouth (eWOM): how eWOM platforms influence consumer product judgement",' *International Journal of Advertising, 28(3), p. 473–499.*

[19] Lee J, K. J. and M. J. (2000) what makes Inter- net users visit cyber stores again? Key design factors for customer loyalty. *Systems. New York:*

[20] Loiacono, E. T., Watson, R. T. & Goodhue, D. L. (2007) 'WebQual, An Instrument for Consumer Evaluation of Websites', *International Journal of Electronic Commerce, 11, pp. 51–87.*

[21] McCann, M. and Barlow, A. (2015) , Use and measurement of social media for SMEs', *Journal of Small Business and Enterprise Development, Vol. 22(2), p. 273*

[22] Meyer, C. and Schwager, A. (2007) '"Understanding customer experience', *Harvard Business Review, Vol. 85(. 2,), p. 117–26.*

[23] Morris, M.; Morris P.; Weir, J. (1997) 'Is the Web World Wide ? Marketing effects in an emerging market', *Journal of Strategic Marketing, 5,((4),), pp. 211–131.*

[24] Nikbin, D., I. Ismail, M. M. and E. U. A.-J. (2011) 'The impact of firm reputation on customer responses to service failure: The role of failure attributions', Bus.

[25] Normann, R. (2001) Reframing Business. When the map changes the landscape. *New York City, NY: John Wiley & Sons, Inc.*

[26] Oliver, R. L. (1997) Satisfaction. A Behavioral Perspective on the Consumer. *New York, NY.: McGraw Hill.*

[27] Oliver, Richard L. (1993), Cognitive, Affective, and Attribute Bases of the Satisfaction Response, *Journal of Consumer Research, 20 (3), 418–30.*

[28] Pang, B. and Lee, L. (2008) , Opinion mining and sentiment analysis, Foundations and Trends in Information Retrieval, 1(2), p. 91–231.

[29] Pine and Gilmore's (1999), The concept of experience economy and its dimensions: An empirical examination in tourism. *Journal of Quality Assurance in Hospitality & Tourism, 12(4), 237-255*

[30] Sallam, M. A. A., & Wahid, N. A. (2012) 'Endorser credibility effects on Yemeni male consumer's attitudes towards advertising, brand attitude and purchase intention: The mediating role of attitude toward brand, *International Business Research, 5(4), p. 55–66*

[31] Sanjuq, G. (2014) 'The Impact of Service Quality Delivery on Customer Satisfaction in the Banking Sector in Riyadh, Saudi Arabia, *International Journal of Business Administration*, 5(4), pp. 77–84. doi: 10.5430/ijba.v5n4p77.

[32] Selvakumar, J. J. (2015) 'Impact of Service Quality on Customer Satisfaction in Public Sector and Private Sector Banks',: *A Journal of Management Ethics and Spirituality, 8(1), pp. 1–12.*

[33] Sharma, G. and Baoku, L. (2013) Customer satisfaction in Web 2.0 and information technology development', *Information Technology & People,26(4). doi: 10.1108.*

[34] Swan, J. & Oliver, R. . (1989) 'Consumers Perception of Interpersonal Equity and Satisfaction in Transaction: A Field Survey Approach', *Journal of Marketing, 53, pp. 21–35.*

[35] Swan, J. L., & Oliver, R. L. (1989) 'Post-purchase communications by consumers, *Journal of Retailing, 65, pp. 516–533.*

[36] Szymanski, David M., David H. Henard. 2001. Customer satisfaction: A meta-analysis of the empirical evidence. J. *Acad. Marketing Sci. 29(1) 16–35*

[37] The Pew Internet and American Life Project Survey (2008)

[38] Tse, D.K. and Wilton, P. . (1988) 'Models of consumer satisfaction formulation: an extension', *Journal of Marketing Research, 24(3), pp. 204–212.*

[39] Vandenbosch, M., & Dawar, N. (2002). Beyond better products: Capturing value in customer *interactions.MIT Sloan Management Review,43(4), 35-42*

[40] Wang, X.W., Teo, H.H. and Wei, K. . (2005) Promoting consumption information contribution to online feedback system: an analysis from the cognition enhancement perspectives, Proceedings of the 11th Americas Conference on Information Systems.

[41] Wang, Y. and Fesenmaier, D. . (2004) '"Towards understanding members' general participation in and active contribution to an online travel community"', *Tourism Journal.*

[42] Westbrook, R. (1987) 'Product/consumption-based affective responses and postpurchase processes', *Journal of Marketing Research, 20, pp. 296–304.*