

What drives customer satisfaction for apparel bought online? Analysis of the influence of time savings, money savings and effort savings on e-satisfaction.

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## **Abstract**

Although well documented for physical stores, the consumer motives for buying apparel online are still little investigated. Drawing on the theory of consumer efficiency (Down, 1961), we propose and test a theoretical framework that relates three drivers of shopping apparel online, 'time savings,' 'effort savings' and 'money savings' to e-satisfaction, e-loyalty and e-word of mouth. To test our hypotheses, we conducted a survey with 247 online buyers during the 2022 Covid-19 pandemic lockdown in Canada. The data were analysed with partial least squares structural equation modeling. Our findings reveal that money savings have a strong effect on e-satisfaction, which in turn determines e-loyalty and e-word-of-mouth. Time savings are also found to have an influence on e-satisfaction, while 'effort savings have no influence. Lastly, our results indicate that e-satisfaction competitively mediates the relationship between money savings and both e-loyalty and e-word-of-mouth.

**Subject Areas:** *Consumer Behaviour, Customer Satisfaction and Delight, Retailing*

**Track:** Retailing & Omni-Channel Management