Fostering Future Purchase Intentions through Website Interactivity: the Mediating Role of Consumer Trust

Daniel Belanche, Luis V. Casaló, Miguel Guinalíu

Abstract

Online interactivity offers the opportunity for e-sellers of developing closer and more personalized relationships with their customer base. Despite the fact that interactivity effect on consumer perceptions has been proved, the effectiveness of interactivity to encourage future purchases remains unclear. This study attempts to explain the relation among interactivity, consumer trust, and future purchase intentions. The research clarifies how online interactivity affects future purchase intentions. Thus, instead of a direct effect on future purchase intentions, we find an indirect effect that moves through consumer trust. This finding offers interesting managerial implications for discussion: (1) it proves the influence—although indirect—of interactivity on purchase intentions, and (2) it verifies the significant role of trust in developing online behavioral intentions despite the presence of another relevant factor.

Keywords: Interactivity, Trust, Future Purchase Intentions, Online Consumer Behavior, E-commerce

1. Introduction

The increasing number of online users who demand a closer and more personalized treatment is encouraging to the e-sellers the adoption of new technologies and strategies in order to foster online interactivity. However, despite the fact that interactivity effect on consumer perceptions about the company has been proved [e.g., 1, 2], the effectiveness of interactive devices to enhance consumers’ purchases remains unclear. Probably, the uncertainty about the usefulness of these tools is due to the lack of knowledge about the role that interactivity could play on companies’ marketing plans. Therefore, the effect of interactivity on consumer’s intention to purchase needs to be confirmed and clarification about this process could solve theoretical and managerial doubts about the value of employing these interactive facilities.

The academic community has exhibited an increased interest in analyzing interactivity on Web sites during the past decade. As far as online businesses must provide Web sites that attract and engage consumers, online interactivity represents a valuable mean to improve the perceived quality of communication on business Web sites [3], which should help commit consumers to the site. Research shows that interactivity relates to consumer reactions that may benefit the e-seller, such as satisfaction, positive attitudes toward the site, loyalty [1], trust [2], and perceptions of higher quality Web site designs [3, 1]. Nevertheless, few studies explicitly analyze the influence of interactivity on purchase intentions online, though this connection may help determine the real value of interactivity for e-marketers. Therefore, this study tries to clarify the relationship between interactivity on a Web site and consumer behavioral intentions, which may suppose a significant contribution to e-commerce literature.

First, this study analyzes the link between Web site interactivity and consumers’ future purchase intentions. Among others, interactivity helps satisfy information and communication needs of customers [2] and may be a sign of site effectiveness [1]. Thus, it seems reasonable to propose a positive effect of interactivity on future purchase intentions, though this link has not been explicitly addressed in previous literature. To clarify the scarce research on this topic, the questioned effect of interactivity on consumer’s purchase intentions is analyzed.
Second, trust is one of the most crucial factors determining the success of an online business [e.g., 4,], but recent studies are turning attention to other variables such as interactivity [e.g., 1, 5]. It is important thus to verify the role of trust in developing behavioral intentions in the presence of another relevant factor in the e-commerce context. In accordance with previous research, trust positively affects consumer intention to purchase [4], but it is also related to interactivity [2]. Since interactivity helps satisfy some consumer needs, consumer trust in the Web site may be developed, which in turn affects consumer’s intentions to purchase from that Web site. Therefore, an indirect, logical sequence among these three variables may be expected. Thus, we also analyze the link between interactivity and purchase intentions when trust is also considered, and propose that trust mediates this relationship.

Bearing these considerations in mind, we structure the remainder of this article as follows: First, we provide a brief review of relevant literature pertaining to the three study variables (interactivity, trust, and future purchase intentions). Second, we formalize the hypotheses. Third, we explain the data collection process and the measure validation, followed by the results of the analyses. Finally, we discuss some main conclusions, managerial implications, and limitations of the study, as well as some possibilities for further research.

2. Literature review

2.1. Interactivity

Interactivity provides a crucial factor in e-commerce development, because consumers no longer interact with salespeople or have a direct physical experience with the store and its products [2]. Rather, the consumer experience occurs through the Web without face-to-face interaction.

Some authors propose interactivity depends on the quantity of Web site features, such as e-mail links, chat rooms, or search functions. However, interactivity perceptions also result from the use of such tools [6]. In this sense, Rafaeli [7] notes that the communication quality (content of the response message) is the most relevant driver of interactivity, and Steuer [6] finds that speed of response contributes to determine interactivity perceptions.

Interactivity thus may be defined as the degree to which the communicator and the audience respond to each other’s communication needs [2]. As a sign of efficient communication through a mediated environment, interactivity enables meaningful and timely information sharing. Therefore, we define interactivity as bidirectional communication between consumers and the e-seller, including information exchanges to deal with requests, forms, posts, or other interactions in two-way communication. Furthermore, we propose that interactivity pertains to the various communication possibilities offered by a Web site, the speed of responses to consumer questions by the e-seller, and the perceived usefulness of the answers.

2.2. Trust

Traditional analyses of trust adopt two different perspectives [9]: the compartmental component approach, which defines trust as a willingness to rely on the partner, and a cognitive component approach, in which trust is associated with a set of beliefs. The latter perspective is more common, and including the compartmental component may be redundant because it represents a consequence of the cognitive component [8]. That is, willingness to rely on a partner represents an outcome or potential indicator of trust, not its definition.

If trust reflects the cognitive component, it likely consists of beliefs in honesty and benevolence [9]. Honesty is the belief that another party will keep its word, fulfill its promises, and be sincere. Benevolence reflects the belief that each party is interested in the well-being of the other. Specifically, benevolence refers to the other party’s willingness to expend effort to meet common objectives. A
benevolent attitude therefore should condition the behavior of the other party in unforeseen circumstances. In the particular setting of online purchasing, a third type of belief may be significant, namely, perceived competence [9]. Competence relates to the consumer’s perceptions of the e-seller’s knowledge, skills, and ability to complete the relationship and satisfy the needs of clients. Perceived competence should influence online consumer behavior, because many consumers lack knowledge about the vast number of e-sellers that operate online (e.g., new brands, products, procedures, or terms of service). We therefore propose that trust in a Web site may be considered as a multidimensional factor that comprises three first-order indicators: perceived honesty, benevolence and competence in the site.

2.3. Purchase intentions

We address a consumer’s intention to purchase from a Web site in the future, because these intentions may be a sign of consumer loyalty. Loyalty refers to the customer’s intention or predisposition to purchase from the same organization again and thus is a key determinant of company success and sustainability. Moreover, loyalty should induce consumer behaviors that benefit the firm, such as more intense positive word-of-mouth activities, lower price sensibilities, and more stable and bigger incomes.

Although the conventional research practice is to measure customer loyalty as a behavior (e.g., repeated purchases), loyalty can also refer to the customer’s attitudinal state of intention to repurchase [10]. Intentions have been widely used to measure consumer behavior in various contexts such as technology acceptance. Each behavioral intention anticipates that a person will behave in a specified way and, as a result, actual behaviors and behavioral intentions are highly correlated [e.g., 11]. Therefore, the behavioral dimension of consumer loyalty may be simply a manifestation of the attitudinal state. We thus consider future intentions to purchase from a Web site a good indicator of the level of consumer loyalty to that site.

3. Hypotheses formulation

Using a marketing perspective, several authors highlight trust as a major precursor of consumer loyalty, future purchase intentions, and long-term relationships [9]. Trust guarantees reliable and competent behavior by the parties in the future, so both parties can continue to obtain profits from that relationship in a fair way.

In addition, trust promotes purchase intentions by reducing the uncertainty of the buying process. In this respect, lower levels of uncertainty may lead to higher purchase intentions as consumers try to minimize their perceived purchase risk. Therefore, the effect of trust on future purchase intentions may be even greater online, because consumers perceive greater uncertainty when they conduct transactions through the Internet. Therefore, we propose:

H1: Trust in a Web site has a positive influence on future purchase intentions from that site.

In addition, interactivity may influence consumer purchase intentions. According to the Telepresence Theory, perceptions of interactivity influence consumer behaviors [6], because information not only gets transmitted from a sender to a receiver but also creates mediated environments that people experience [1]. Since consumers experience such a mediated environment online, they should be able to develop affective reactions toward the medium. Prior empirical research in the online context reveals a positive relationship between interactivity perceptions and other positive consumer behaviors, such as satisfaction, attitude, and loyalty [1]. Specifically, interactivity increases consumer perceptions of Web site effectiveness, which signals the Web site’s ability to complete transactions successfully and meet consumer needs, which in turn motivates consumers to purchase through that Web site.
For consumers, interactivity also represents the e-seller’s effort to increase the quality of communication with consumers, which may enhance consumer trust in the site. Communication traditionally represents a significant precursor of trust, because higher quality communication can help resolve disputes and align perceptions and expectations between the parties in a relationship [8]. In addition, communication encourages repeated interactions over time, which result in higher trust if the interactions are reciprocal [8]. This influence also holds online [12]. Therefore, if interactivity provides a signal of higher quality communication, we expect a positive relation between interactivity and trust [2].

We also expect an indirect, logical sequence among the study variables (i.e., interactivity, trust, and future purchase intentions). This logical sequence implies that future purchase intentions from a Web site depend on the development of trusting beliefs, which emerge as a result of the proper management of interactivity on the Web site, because such management signals that the company is interested in high-quality communication with consumers.

Although we posit that interactivity relates to future purchase intentions from a Web site, its influence also might be mediated by consumer trust. Therefore, we propose the following hypotheses:

H2: Interactivity has a positive influence on future purchase intentions from a Web site.

H3: Consumer trust mediates the relationship between interactivity and future purchase intentions from a Web site.

4. Data Collection

We collected data from a Web survey of Spanish-speaking, consistent with common research practices online [e.g., 13]. To obtain responses, we posted banners and ads on online media Web sites, e-mail distribution lists, and well-known electronic forums. We followed the recommendations of Roberts et al. [14] and allowed subjects to choose which Web site to analyze, because the objective of our project was to understand the effect of interactivity on customer behavior, regardless of the type of product distributed through the site. However, we required subjects to have visited their selected Web site previously. Subjects also responded to several questions about the perceived interactivity of their selected Web site, their levels of trust in that site, and their future intentions to purchase from the site. All questions use seven-point Likert scales.

This data collection method, which relies on volunteer sampling, generated 277 valid questionnaires (atypical cases, repeated responses, and incomplete questionnaires were removed). However, because we cannot statistically assess the reliability or possible bias associated with this nonrandom sample, we compare our sample characteristics with available information about a wider population, that is, the sociodemographic characteristics of the respondents to the largest studies of the online Spanish-speaking population. The results appear very similar in terms of the age, sex, and educational level of the respondents, which supports the representative nature of our sample.

4.1. Common method variance

Since we used a single survey to collect the measures, the evaluation of possible common method bias is needed. Indeed, self-reported data are especially problematic for affective or attitudinal constructs linked to psychology and sociology, such as the ones included in this work. To attempt to remedy this problem, we first used procedural remedies in order to minimize common method variance through study design [15]. In this sense, although the data come from the same sources with no temporal separation, we try to include a psychological disconnection between the three variables included in the questionnaire (interactivity, trust and future purchase intentions) by the inclusion of other questions not related to the research objective. Specifically, individuals described some aspects related to their surfing behavior in the Internet (frequency of access, place of access, Web sites most commonly visited, and so on). The questionnaire thus tries to avoid any direct connection between the measurements of the variables included in the research [15]. As well, we used the following additional procedures to reduce common method bias:

- To guarantee respondents to be honest, we allowed answers to be anonymous and assured that no right or wrong answers exist; and
Items were carefully constructed in order to avoid item ambiguity. In addition, we employed a confirmatory factor analysis in order to evaluate the extent of possible common method variance. More specifically, to estimate the amount of trait, method and error variance, the following four models including all model variables were estimated [e.g., 16]: (1) a null model in which random error explains variance in measures, (2) a trait-only model in which variation in measures can be explained completely by traits plus random error, (3) a method-only model in which variation in measures can be explained completely by method factors plus random error, and (4) a trait-method model in which trait factors, method factors, and random error together explain variance in measures. Since the null model is nested in both method-only and trait-only models, and method-only and trait-only models are nested in the trait-method model, chi-square ($\chi^2$) differences can be used to test whether trait and method variance are present [16]. Results show that model 2 ($\chi^2 = 281.498, 94$ d.f.) and model 4 ($\chi^2 = 115.816, 78$ d.f.) fit better than model 1 ($\chi^2 = 3573.294, 120$ d.f.) and model 3 ($\chi^2 = 1264.326, 104$ d.f.) respectively. Since the null model is nested in both model 2 and model 4, and model 3 and model 4 are nested in the trait-method model, chi-square differences between model 1 and 3 ($\Delta \chi^2 (16) = 2308.968, p < .01$) and model 2 and 4 ($\Delta \chi^2 (16) = 165.682, p < .01$) are also significant. To be precise, an estimation of the variance shows that traits account for 44.8% of the variance, method for 29.6%, and error for 25.6%. Thus, although method variance exists, trait factors are the main source of variance. In addition, the amount of trait variance is notably higher than the average variance obtained for attitude-like constructs in previous research. As Cote and Buckley [17] note, on average, 28.9% of the variance of these constructs in previous studies is due to the traits, 40.7% is due to the method, and 29.5% is due to the error.

5. Measure validation

5.1. Content and face validity

We based our scale development on a review of the most relevant literature pertaining to relationship marketing and recent advances in e-marketing (see Table 1). From our literature review, we developed an initial set of items, which we adapted to the specific context of analysis. This adaptation helped guarantee the face validity of the measurement instruments, that is, the degree to which respondents judge the items as appropriate for the targeted construct. Face validity was tested with a variation of Zaichkowsky’s [18] method, in which a panel of experts classified each item as “clearly representative,” “somewhat representative,” or “not representative” of the construct of interest. We retain items if they produce a high level of consensus among the experts. In addition, content validity, or the degree to which items correctly represent the theoretical content of the construct, is also confirmed through our in-depth literature review.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Adapted from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactivity</td>
<td>Wu and Chang [2]</td>
</tr>
<tr>
<td>Trust</td>
<td>Flavián et al. [9]</td>
</tr>
<tr>
<td>Future Purchase Intention</td>
<td>Wu and Chang [2]</td>
</tr>
</tbody>
</table>

5.2. Exploratory analysis of reliability and dimensionality

The validation process started with an initial exploratory analysis of reliability and dimensionality. The Cronbach’s alpha indicator serves to assess the initial reliability of the scales, for which .7 provides the minimum acceptable value. We use item-to-total correlations to improve the levels of the Cronbach’s alphas, with a minimum acceptable value of .3. All items were adjusted to the required levels.
We also evaluate the unidimensionality of the proposed scales. Any factor extraction requires eigenvalues greater than 1, factor loadings greater than .5 points, and a significant total explained variance. We extract one factor from each scale: interactivity, honesty, benevolence, competence, and future purchase intentions.

5.3. Confirmatory analysis of dimensionality

We undertake a confirmatory model development strategy to confirm the dimensional structure of the scales, as well as to allow for a stringent test of convergent and discriminant validity [13]. We employ the statistical software EQS, version 6.1. As an estimation method, we choose robust maximum likelihood, which affords more security in samples that might not achieve multivariate normality. We follow the criteria proposed by Jöreskog and Sörbom [19] and require (1) weak convergence, such that we eliminate any indicators without significant factor regression coefficients (t student > 2.58; p = .01); (2) strong convergence, such that we eliminate non-substantial indicators—those whose standardized coefficients are lower than .5—; and (3) elimination of the indicators that least contribute to the explanation of the model, with R² < .5 as a cut-off point.

Following these recommendations, we eliminate two items (BENEV3 and COMPET4) and obtain high convergence levels, high R², and a good model fit. Specifically, Chi-square = 281.498 with 94 degrees of freedom, p < .05; the Bentler-Bonett normed fit index (NFI) = .915; the Bentler-Bonett nonnormed fit index (NNFI) = .938; comparative fit index (CFI) = .951; Bollen fit index (IFI) = .952; root mean squared error of approximation (RMSEA) = .066; and the 90% confidence interval of RMSEA is (.054, .078).

To confirm multidimensionality in the trust scale, we also develop a rival models strategy in which we compare a second-order model whose various dimensions measure the multidimensional construct with a first-order model in which all the items load on a single factor. The second-order model attains a much better fit than the first-order one. That is, trust exhibits a multidimensional nature.

5.4. Composite reliability

Although the Cronbach’s alpha indicator is the most frequently used test to assess reliability, some authors argue it underestimates reliability. Composite reliability has been proposed to offer a good alternative, using a cut-off value of .65 [13]. The results in Table 2 are satisfactory because all constructs obtained values over the minimum.

5.5. Construct validity

To assess construct validity, we consider two criteria: convergent and discriminative validity. Convergent validity indicates whether the items that compose a scale converge on one construct. We test whether the factor loadings of the confirmatory model are statistically significant (at .01) and greater than .5 [13]. All our indicators load significantly (p < .01) and substantively (factor loadings > .5) on their proposed constructs, in support of the convergent validity of the measures. In addition, we use average variance extracted (AVE) to ensure the convergent validity measures contain less than 50% error variance (i.e., AVE ≥ .5). The results are satisfactory, as we show in Table 2.

In turn, discriminant validity reveals whether a determined construct is significantly distinct from other constructs that are not theoretically related to it. We test for this measure by checking that the correlation among constructs differs significantly at the .05 level from 1 [16]. The value of 1 does not appear in the 95% confidence interval of the correlations between the different variables in any pairs of constructs, in support of discriminant validity (see table 2).
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Table 2. Construct reliability, convergent validity (AVE), and discriminant validity

<table>
<thead>
<tr>
<th>Construct</th>
<th>Construct Reliability</th>
<th>Average Variance Extracted</th>
<th>Pair of Constructs</th>
<th>Correlation</th>
<th>Confidence Interval 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactivity</td>
<td>.89</td>
<td>.74</td>
<td>INT-HON</td>
<td>.596*</td>
<td>.4882 - .7038</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>INT-BENEV</td>
<td>.616*</td>
<td>.51016 - .72184</td>
</tr>
<tr>
<td>Honesty</td>
<td>.91</td>
<td>.71</td>
<td>INT-COMP</td>
<td>.531*</td>
<td>.42516 - .63684</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>INT-FPI</td>
<td>.377*</td>
<td>.24568 - .50832</td>
</tr>
<tr>
<td>Benevolence</td>
<td>.85</td>
<td>.65</td>
<td>HON-BENEV</td>
<td>.727*</td>
<td>.65644 - .79756</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>HON-COMP</td>
<td>.753*</td>
<td>.67852 - .82748</td>
</tr>
<tr>
<td>Competence</td>
<td>.90</td>
<td>.75</td>
<td>HON-FPI</td>
<td>.465*</td>
<td>.33368 - .59632</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BENEV-COMP</td>
<td>.706*</td>
<td>.60604 - .80596</td>
</tr>
<tr>
<td>Future Purchase</td>
<td>.89</td>
<td>.74</td>
<td>BENEV-FPI</td>
<td>.458*</td>
<td>.32276 - .59324</td>
</tr>
<tr>
<td>Intentions</td>
<td></td>
<td></td>
<td>COMP-FPI</td>
<td>.458*</td>
<td>.3306 - .5854</td>
</tr>
</tbody>
</table>

*Coefficients are significant at a level of .01.

6. Results

To test the relationships among the theoretical constructs, we use structural equation modeling; to examine direct effects, we develop two structural equation models (Figure 1). In the first model (Figure 1, Panel A), we include the direct effect of trust on future purchase intentions (i.e., hypothesis 1). Our analysis indicates that the hypothesis is significant. Specifically, in support of hypothesis 1, consumer trust in a Web site has a positive effect on future purchase intentions through that site ($\beta = .505, p < .01$). In the second model (Figure 1, Panel B), we test for the direct effect of interactivity on future purchase intentions (hypothesis 2) and find a positive effect ($\beta = .375; p < .01$), in support of hypothesis 2.

![Structural equation models](image)

*Coefficients are significant at .01.
Finally, to examine the mediating role of trust (hypothesis 3), we compare two models using structural equation modeling. The first model, shown in Figure 1, Panel C, depicts the indirect effect when trust fully mediates between interactivity and future purchase intentions. The second model, in Panel D, allows for both direct and indirect effects (i.e., mediated through consumer trust) of interactivity on future purchase intentions. Then, the first model was nested within the second model, and a chi-square difference test was performed to determine whether consumer trust fully or only partially mediates the effect of Web site interactivity on future purchase intentions. The test indicates that the full mediation model provides the best fit to the data ($\Delta \chi^2(1) = .837, p = n.s.$), in support of hypothesis 3. In addition, when consumer trust partially mediates the relationship, the direct effect of interactivity on future purchase intentions becomes insignificant ($\beta = .076; p = n.s.$), and therefore, we can state that interactivity exerts an indirect effect on future purchase intentions through consumer trust, as predicted in hypothesis 3.

In the full mediation model, the concept of future purchase intentions through a Web site can be partially explained ($R^2 = .266$) by (1) the direct effect of consumer trust and (2) the indirect effect of interactivity. We also can explain a significant amount of consumer trust ($R^2 = .435$) using only one direct antecedent, that is, the perceived interactivity of the Web site.

7. Discussion, conclusion, managerial implications

The results of this research can help remedy, to a certain extent, the lack of empirical studies that analyze the effect of interactivity on purchase intentions online. This analysis is especially relevant because Web site interactivity remains a critical element for ensuring the success of online businesses, especially when the e-seller is not well known.

As a key contribution, this study clarifies the manner in which the interactivity of a Web site affects future purchase intentions. Instead of a direct effect on future purchase intentions, we find an indirect effect that moves through consumer trust. Therefore, e-managers who want to increase consumer trust and purchase intentions should exploit the interactivity of their Web sites. A consumer’s interaction with a Web site is somewhat similar to his or her interaction with a traditional store [4], so strategies derived from traditional formats, such as real-time chat services, direct e-mail communication, and direct lines without waiting, should help companies to increase their site interactivity [1]. If a consumer perceives these interactions as positive, he or she may develop a stronger sense of trust in the Web site [4]. However, e-sellers must be careful when adding interactive tools, because the mere presence of these features does not necessarily increase interactivity [1]. Rather, the speed and content of, for example, a chat message is a far more relevant predictor of interactivity than is the existence of the chat function [20]. Therefore, to increase interactivity perceptions, firms should provide consumers with quick and relevant answers to their questions.

This study also confirms that consumer trust in a Web site has a strong impact on future purchase intentions. Although this relationship appears in previous online consumer studies, our purpose has been to verify its important role in developing behavioral intentions in the presence of another relevant factor (interactivity) that might attenuate its significance. Our results instead indicate consumer trust should remain a critical predictor of future purchase intentions in the online context and that the proper management of trust should remain a priority for e-sellers. Because consumer trust results from perceptions of the honesty, benevolence, and competence of the Web site, companies should design effective communication policies that display the company’s honesty, good faith, and competence to the customer. For that purpose, managers have several alternatives, from a correct design of the website to innovative advertising campaigns. In addition, offline support may help improve the quality of communication with consumers and overcome the medium’s lack of personal connection. To sum up, companies must show a concern about consumer’s needs and prove that the company is able to meet its commitments in an efficient way, so that consumers could perceive they can satisfy their desires and demands in the company’s Web site.

These implications should help online businesses increase their profitability because they can retain current consumers, increase their future purchase intentions and frequency, and perhaps minimize the high costs associated with increasing the client base.
In addition to these contributions, this study suffers some limitations that suggest lines for further research. First, the results must be interpreted with caution because the survey exclusively includes Spanish-speaking consumers. To generalize our results, we would need to repeat this study using a wider sample of consumers, including those from diverse cultures and nations (e.g., Anglo-Saxon, Hispanic, Jewish, African-American, Asian). Such a research extension would make it possible to analyze potential differences in consumers’ behavior that reflect their culture. Second, we analyze the influence of interactivity on a specific consumer behavioral intention, namely, future purchase. Another interesting route might be to investigate its effect on other consumer behaviors that benefit the e-seller, such as recommendation intentions. Third, interactivity might imply additional routes, such as communication between consumers, but we focus solely on e-seller–consumer communications (the sites we study do not allow interconsumer communication). Further research should consider the influence of various interactivity perspectives, especially considering the growth of social media applications. Fourth and finally, researchers should investigate different types of Web sites and Internet access methods (e.g., mobile phone, digital TV) to determine how interactivity might influence consumer behaviors depending on the means through which the consumers and the organizations interact. Such analyses would help clarify the true importance of interactivity for e-marketers.

8. References