

## **INTERNET SHOPPING - WHAT TENDS TO COME BACK FOR MORE?**

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### **ABSTRACT**

Continuance in online shopping is critical. Any online retailer should understand the factors that influence the consumers to return back for more. The Expectation-Confirmation Theory model (ECT model) with its four constructs (Expectation, Perceived performance, Confirmation/ disconfirmation and Satisfaction) best suited this research. The construct 'usage continuance' was added to the existing model and the results concluded that the marketing insights from the original ECT model does not cease at satisfaction but moves forward toward usage continuance.

**KEYWORDS:** Internet Shopping, Expectation-Confirmation Theory, Usage Continuance, Perceived Performance