

ANTECEDENTES Y CONSECUENTES DE LA SATISFACCIÓN ONLINE: EL CASO DE LAS WEBS COMPARADORAS DE PRECIOS DE MODA

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RESUMEN

Las webs comparadoras de precios han modificado el comportamiento del consumidor de moda, siendo clave en la elección del producto. En este sentido, la evaluación que realiza el consumidor sobre ellas marca sus actitudes hacia la compra. En caso de ser positiva, se demuestra que la satisfacción y la lealtad se ven aumentadas, permitiendo el éxito de la web. Por ello, este trabajo analiza cómo un diseño accesible, navegable y que facilite la transacción favorecen una evaluación positiva, llevando al consumidor a estar satisfecho, y así percibir mayores beneficios, confiar y ser leal. A partir de una muestra de 141 usuarios habituales de webs comparadores de precios se han obtenido unos resultados, mediante la técnica de PLS (SmartPLS 3.1), que permiten extender al sector de la moda las conclusiones obtenidas en otros ámbitos, destacando la importancia del diseño web en la mejora de las actitudes del consumidor de moda.

Palabras clave:

Comercio electrónico, Comparador de precios, Diseño web, Internet, Satisfacción, Lealtad, Moda.

ABSTRACT

Price comparison websites have modified the behavior of fashion consumers, becoming a key variable in the choice of fashion products. In this sense, the evaluation that the consumer makes about this websites marks their purchasing

attitudes. If it is positive, satisfaction and loyalty are increased, allowing the success of the web. Therefore, this communication analyzes how website designs that are accessible, navigable and facilitates the transaction favors a positive evaluation, leading the consumer to be satisfied, and thus perceive greater benefits, trust and loyalty. We conducted a survey and collected data from 141 users of price comparison websites. Our findings, obtained through the PLS technique (SmartPLS 3.1), allow us to extend the conclusions of previous research to the fashion sector, highlighting the importance of design web in the improvement of fashion consumer attitudes.

Keywords:

E-commerce, Price comparison websites, Website design, Internet, Satisfaction, Loyalty, Fashion.

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