

# Male Generation Y Consumers: Online Apparel Shopping and E-satisfaction

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Online Apparel  
Shopping and  
E-satisfaction

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**Abstract** *To date most of the research concerning e-service quality in the context of online apparel settings has had a female or a generalized for gender and age focus. To expand the scope of understanding of online consumers, this study focuses on the key dimensions of e-service quality which affect male Generation Y consumers' e-satisfaction which in turn may affect their e-loyalty. A convenience sample of male college students was recruited from a Korean university. The findings of this study showed that privacy, personalization, efficiency, and website design were the key dimensions that have significant positive relationships with e-satisfaction. The positive relationship between e-satisfaction and e-loyalty was also confirmed. Managerial implications and suggestions for further research are further discussed.*

**Key words** *E-service quality, E-satisfaction, E-loyalty, Generation Y male consumers, Online shopping*

## **Introduction**

It seems like only yesterday that high speed internet cable or dial-up modems were the only way to access the Internet, then suddenly consumers were able to connect to the Internet at anytime from anywhere using the latest state of the art technology, such as Wi-Fi, 4G, Internet tablets/iPads, and smartphones. Owing to these ultramodern Internet connection systems, more and more people are becoming familiar with online shopping and e-retailing is becoming a viable competitive business medium.

As the Internet became a fundamental means to shop for goods, consumer perceptions of e-service quality became one of the most dominant areas of research during the last decade. A large amount of this research developed various scales to assess e-service quality (e.g., Cristobal, Flavian, & Guinaliu, 2007; Wolfinbarber & Gilly, 2003; Parasuraman, Zeithaml, & Malhotra, 2005; Yoo & Donthu, 2001; Zeithaml, Parasuraman, & Malhotra, 2000) and examined key dimensions of e-service quality that affect consumer shopping outcomes, such as satisfaction (e.g., Madu & Madu, 2002), attitude towards the website (Wolfinbarger & Gilly, 2003), and loyalty intention (Parasuraman et al., 2005). However, the key dimensions identified were not consistent across research in relation to the time frame. For example, in the

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early 2000s when the more traditional Internet connection systems were dominantly available and few people were Internet users, security was indicated as one of the key dimensions of e-service quality (e.g., Szymanski & Hise, 2000; Zeithaml, Parasuraman, Malhotra, 2002). However, several more recent studies point out that security is not an important indicator that affects consumer shopping outcome such as e-satisfaction. Familiarity with online shopping was addressed as a reason for this change (e.g., Kim, Kim, & Kandampully, 2009). Therefore, the key factors that affect consumer perceptions of online shopping need to be reexamined periodically to assess the current customers' needs and to enhance their long-term satisfaction.

To date most of the research concerning e-service quality in the context of online apparel settings has had a female or a generalized for gender and age focus. To expand the scope of understanding of online consumers, this study focuses on male Generation Y consumers' perceptions of e-service quality in the context of online apparel settings.

Even with the fast growth of men's Internet use and apparel shopping, especially Generation Y consumers, little research has focused on how male consumers perceive e-service quality. There are several previous research studies which investigated gender difference in the context of online shopping (e.g., Dittmar, Long, & Meek, 2004; Garbarino & Strahilevitz, 2004; Hasan, 2010). However, those studies did not provide detailed insight into male consumers' general Internet shopping behaviors and their perceptions of e-service quality. Therefore, the purpose of this study is to examine the key dimensions of e-service quality which affect male Generation Y consumers' e-satisfaction which in turn may affect their e-loyalty.

The remainder of this paper is divided into four sections. The first section contains the background and theoretical support for the research model presented. The second section describes the research methodology including data collection procedure and survey instruments. The third section discusses the results. In the fourth section, the conclusions, managerial implications, and suggestions for further research are discussed.

## *Literature Review*

### **Generation Y consumer**

Generation Y, also referred to as Gen Y, Echo Baby Boomers, or The Millennials, is defined as those born during the years between 1977 and 1994 (Carter, 2008; Sullivan & Heitmeyer, 2008) and also as those people born between 1982 and 2001 (Paul, 2001; Foscht, Schloffer, Maloles, & Chia, 2009). They are the first generation to use email and cell phones from childhood (Tyler, 2007), dominantly use the Internet for shopping and product information gathering, and they have considerable discretionary buying power relative to their income (Foscht et al., 2009; Kim & Lennon, 2012). Considering the male consumers, they are more tech savvy and heavier Internet users in comparison to women (Fallows, 2005). They log on more often and spend more time online (Fallows, 2005). In addition, they are becoming more conscious about fashion (Kim, Kim, & Lennon, 2011) and are spending great amounts of money on clothes (CNBC.COM, 2012). One report indicated that men are becoming more expert and comfort-

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able browsing for apparel online (Lifestyle monitor, 2007). According to IBM Global Business Services report, men's apparel sales increased to about 8.21% in 2011 from 2010 in comparison to a 1.96% growth in women's apparel sales. Men's apparel sales were expected to rise close to 8.3% in the first quarter of 2012 (CNBC.COM, 2012).

Fashion had always been considered as women's territory and women had always been the first consideration among retailers. However, this stereotype has slowly shifted to men. According to Stores.org (2010), men are more concerned about their clothing and spend more time shopping for themselves. To reflect this trend, many apparel retailers such as Hermes, Coach, and J.Crew have opened or plan to open men's-only stores (Stores.org, 2010).

Generation Y is the most dominant generation for retailers due to the population size and their spending power (O'Donnell, 2007). Generation Y represents approximately 70 million people in the United States (Kumar & Lim, 2008), nearly 26 percent of the population (Heaney, 2007) and collectively spend about \$187 billion annually (Kumar & Lim, 2008). In Korea, there are about 14 million Generation Y individuals, about 30% of the total population (Koo, 2010). Today's state-of-the-art technology has provided numerous ways to reach consumers (Carter, 2008). To satisfy technology savvy male Generation Y consumers with an online apparel site and eventually make them revisit the site, an e-retailer needs to understand the key factors that will most likely affect these consumers' perceptions of e-service quality and pay more attention to the key factors to provide a more male-friendly setting.

### **Perceived e-service quality**

Parasuraman et al. (1988) defined perceived service quality as the degree and direction of inconsistency between consumers' perceptions and expectations of performance of firms providing the services. According to Zeithaml, Parasuraman, and Malhotra (2000), e-service quality is the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services. As implied in the definition, the definition of e-service quality is comprehensive and embraces pre to post service activities (Zeithaml et al., 2000).

To evaluate perceived e-service quality, E-SQ developed by Parasuraman et al. (2005) was mainly employed in this study. Compared to other e-service quality scales, E-SQ relates to all phases of the consumer's shopping experience and thus has been utilized by many researchers to measure e-service quality. However, the scale misses some important online service quality dimensions which are associated with online apparel websites such as website design. Thus, as a first step in assessing the entire scope of male Generation Y consumers' shopping aspects in the context of online apparel setting, e-service related literature was reviewed and dimensions related to shopping outcomes such as e-satisfaction were identified (Table 1 reviews the e-service quality dimensions identified by previous researchers that affect e-satisfaction in various online retailing settings). As a result, 11 dimensions were developed: seven dimensions of e-SQ (efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact) and four additional dimensions (website design, information, selection, and personalization).

**Table 1.**  
E-service quality dimensions identified by previous research

Author/s	Service industry	Data collection	Dimensions
Caruana and Ewing (2006)	e-retailing services	customers of three Internet service providers	fulfillment/reliability, customer service, website design, security/privacy
Collier and Bienstock (2006)	e-retailing services	college students who had an online transaction with an e-retailer	process dimension (functionality, information accuracy, design, privacy, ease of use); outcome dimension (order accuracy, order condition, timeliness); recovery dimension (interactive fairness, procedural fairness, outcome fairness)
Cristobal et al. (2007)	e-retailing services	Internet users who had purchased/used services of an Internet service	web design, customer service, assurance, order management
Evanschitzky et al. (2004)	e-retailing and e-banking services	Internet users	e-shopping: convenience, product offerings, site design, and financial security E-banking: convenience, product information and site design
Lin (2007)	e-bookstore service	senior-year undergraduate students	website design; interactivity; informativeness, security; responsiveness; trust
Madu and Madu (2002)	e-retailing service	review of literature	website performance; features; structure; aesthetics; reliability; storage capability; serviceability; security; trust; responsiveness; product differentiation; product customization; policies reputation; assurance; empathy
Nusair and Kandampully (2008)	travel web sites	top travel web sites	navigability; playfulness; information quality; trust; personalization
Ribbink et al. (2004)	e-commerce service quality	actual customers of online book and CD stores	assurance, ease of use, e-scape, customization, responsiveness
Szymanski and Hise (2000)	e-retailing service	Internet users who purchased items online	convenience; site design; merchandising; financial security
Wolfenbarger and Gilly (2003)	e-tail service	Internet users	website design; fulfillment/reliability; privacy/security; customer service
Yang and Fang (2004)	e-security brokerage services	customer review sites were content-analyzed	responsiveness, competence, ease of use, courtesy, service portfolio, continuous improvement
Yen and Lu (2008)	e-service quality of the auctioneer	auction users who had completed a bidding process	efficiency, privacy protection, contact, fulfillment, responsiveness
Zeithaml et al. (2002)	online shopping sites	six focus group interviews	information availability and content; ease of use or usability; privacy/security; graphic style; reliability/fulfillment

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*E-SQ.* The seven dimensions of e-SQ developed by Parasuraman et al. (2005) consist of four dimensions of E-S-QUAL (e-core service quality) and three dimensions of E-RecS-QUAL (e-recovery service quality). The four dimensions of E-S-QUAL (i.e., efficiency, system availability, fulfillment, and privacy) are the core of online service, while the three dimensions of E-RecS-QUAL (i.e., responsiveness, compensation, and contact) are related to service recovery.

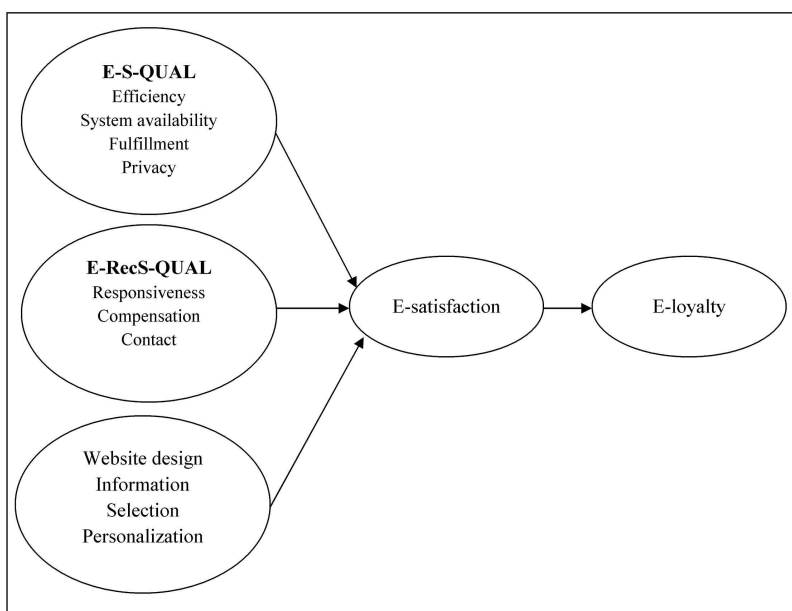
The efficiency dimension is related to the ease of accessing and using the site (Parasuraman et al., 2005, p. 220). Well-organized information, download speed, simple and quick checkout, ease of web site access, and simplicity of using the site are associated with this dimension (Kim & Kim, 2010). The system availability dimension is defined as “the correct technical functioning of the site” (Parasuraman et al., 2005, p. 220). Non-working sites, missing links, and broken pages are related to this dimension (Kim & Kim, 2010; Kim et al., 2011). The fulfillment dimension is defined as the extent to which the site’s promises about order deliver and item availability are fulfilled (Parasuraman et al., 2005, p. 220). Item availability and delivery accuracy are related to this dimension. The privacy dimension is defined as “the degree to which the site is safe and protects customer information” (Parasuraman et al., 2005, p. 220). The responsiveness dimension is defined as “effective handling of problems and returns through the site” (Parasuraman et al., 2005, p. 220). Taking care of customer problems quickly and providing convenient options for returning items are related to this dimension. The compensation dimension is defined as “the degree to which the site compensates consumers for problems” (Parasuraman et al., 2005, p. 220). The contact dimension is defined as “the availability of assistance through telephone or online representatives” (Parasuraman et al., 2005, p. 220). To provide a telephone number and the availability of a live person online are related to this dimension.

*Four additional dimensions.* Several previous e-service quality related studies emphasized the importance of website design (e.g., Kim et al., 2011, Lociacono, Watson, & Goodhue, 2000; Zeithmal et al., 2002). Website appearance, various visual presentations such as graphics and animation, and entertaining features are related to this dimension. The information dimension is related to the provision of in-depth information to help customers make selections (Kim et al., 2011; Zeithmal et al., 2002). The selection dimension is related to providing a wide variety of new, good, and unique products (Wolfenbarger & Gilly, 2003). The personalization dimension is related to understanding particular customers’ needs and providing personalized features and services for their customers (Kim et al., 2011; Wolfenbarger & Gilly, 2003).

### **E-satisfaction and E-loyalty**

In the context of e-commerce, Anderson and Srinivasan (2003, p. 125) defined e-satisfaction as “the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm” and e-loyalty as “the customer’s favorable attitude toward an electronic business resulting in repeat buying behavior.” In this study, the definitions of e-satisfaction and e-loyalty were adopted from Anderson and Srinivasan. The relationship between e-satisfaction and e-loyalty has been well exam-

ined in the previous e-service quality research (e.g., Chung & Shin, 2008; Kim et al., 2009). According to Ghane, Fathian, and Gholamian (2011), satisfied customers are more likely to have higher usage of service, stronger purchase intention, and recommend the product or service to their friends than unsatisfied customers. Building customer loyalty in e-commerce is the key element to build up sustainable competitive advantage and increase market share (Tang, Tsai, & Wu, 2005).



**Figure 1.** provides a conceptual model of the study.

### ***Methodology***

#### **Data collection and survey instruments**

A convenience sample of male college students was recruited from a Korean university. A pre-tested survey questionnaire containing four sections was distributed to the students. In the first section, participants were asked to name an online apparel retailer they visited most often in the past year. In the second section, participants were asked to evaluate the 11 dimensions of e-service quality based on their experience with the site. The scales for measuring the 11 dimensions of e-service quality were based on the measurements developed by previous researchers. To measure efficiency, system availability, fulfillment, responsiveness, contact, and compensation dimensions, the scales developed by Parasuraman et al. (2005) were employed. The dimensions of personalization, information, selection, security, and website design

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were measured using the scales developed by Wolfinbarger and Gilly (2003) with slight revisions. In the third section, participants were asked to evaluate e-satisfaction and e-loyalty based on their experience with the site. E-satisfaction was assessed by adopting the scale developed by Yang, Jun, and Peterson (2004). E-loyalty was measured using the scale developed by Srinivasan, Anderson, and Ponnnavolu (2002). Reported reliabilities of the scales were high (Cronbach's alpha = .86 and .92, respectively). All items were measured on a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). In the last section, participants were asked to answer questions related to general Internet usage and demographic information such as age. The survey questionnaire was originally written in English and translated into Korean by one of the researchers. Two bilingual Korean scholars compared the Korean version of the questionnaire to the English version and confirmed translation accuracy. Four Korean students then pre-tested the questionnaire and minor revisions on wording were made. The answers from the pre-test were not included in the main data analysis.

## *Analysis and Results*

### **Sample**

The questionnaire was completed by 147 Korean male college students. Among the 147 questionnaires collected, 6 questionnaires were eliminated because of incomplete responses. Thus, a total of 141 usable questionnaires were selected. The mean age of the participants was 22.94 years (SD = 2.76). More than 61% of the respondents were freshman, 34% sophomore, and 5% seniors. Approximately 80% of the respondents had been actively using the Internet for more than five years and 89% surf the web once a day and stay online between 1 and 4 hours. Over 75% of the respondents purchase products via the Internet at least once a month. About 67% purchase apparel online at least once a month and they normally spend between \$25 and \$100 on one item when purchasing apparel online. The five most frequently visited apparel websites are Auction ([www.auction.ac.kr](http://www.auction.ac.kr)), Gmarket ([www.gmarket.co.kr](http://www.gmarket.co.kr)), LOTOCO ([lotoco.com](http://lotoco.com)), MUTNAM ([www.mutnam.com](http://www.mutnam.com)), and PLAYER ([www.player.co.kr](http://www.player.co.kr)).

### **Data analyses**

To examine the underlying dimensions of the construct, Exploratory factor analysis (EFA) using Maximum Likelihood with varimax rotation was conducted on the 11 dimensions of e-service quality. A total of 67 attributes were factor analyzed. Factor eigenvalues greater than 1.0 and rotated factor loading of .50 or greater were considered to obtain meaningful constructs. Any item that did not load strongly on any factor (below .5) or had cross-loadings were eliminated. Factor analysis yielded seven factors with 35 items, explaining 70% of the variance. The seven factors include efficiency (explaining 26.8% of variance), fulfillment (8.4%), responsiveness (2.6%), website design (7.1%), selection (3.7%), privacy (18.2%), and personalization (3.3%). The identified factor structure was then assessed by Confirmatory factor analysis (CFA) using LISREL 8.80. Five different fit indexes were employed to as-

ness model fit: chi-square statistics, comparative fit index (CFI), non-normed fit index (NNFI), incremental fit index (IFI), and the root mean square error of approximation (RMSEA). The initial fit of the model was not good. Thus, items that were loaded on the wrong factor, were cross-loaded, or exhibited large standardized residuals were removed based on the respecification guidelines suggested by Anderson and Gerbing (1988). The final model provided an adequate fit with  $\chi^2 = 513.48$ ,  $df = 231$ , CFI = .96, NNFI = .95, IFI = .96, RMSEA = .08. CFI, NNFI, and IFI were greater than the recommended .90 and RMSEA was less than .08 (Hu & Bentler, 1999). All factor loadings were greater than the recommended .40 cutoff and were statistically significant (Nunnally & Bernstein, 1994). The convergent validity of the measurement model was examined by computing the composite reliability and average variance extracted (AVE). The CR and AVE values were calculated manually using Microsoft Excel 2010. All CR values exceeded the .60 threshold (Fornell, 1992) and the AVE exceeds .50 (Fornell & Larcker, 1981). The discriminant validity of each construct was assessed by examining that AVE exceeded the squared correlations between that factor and all other factors (Fornell & Larcker, 1981). Cronbach alpha values ranged from .85 to .93 which exceed the .70 guideline suggested by Nunnally and Bernstein (1994). Reliability for the e-satisfaction scale was  $\alpha=.94$  and reliability for the e-loyalty was  $\alpha=.93$  (see Table 2).

**Table 2.**  
Results of Confirmatory factor analysis

Item description	Coefficient (t-value)
<b>Efficiency (<math>\alpha = .85</math>; AVE = .59 ; CR = .87 )</b>	
The site makes it easy to find what I need.	.78 (- <sup>a</sup> )
It enables me to complete a transaction quickly.	.78 (9.70)
Information at this site is well-organized.	.87 (11.03)
It loads its pages fast.	.67 (8.13)
The site is simple to use.	.72 (8.81)
<b>Fulfillment (<math>\alpha = .93</math>; AVE = .84 ; CR = .94 )</b>	
It delivers orders when promised.	.92 (-)
This site makes items available for delivery within a suitable time frame.	.97 (21.41)
It quickly delivers what I order.	.85 (15.22)
<b>Privacy (<math>\alpha = .90</math>; AVE = .71 ; CR = .91 )</b>	
The website has adequate security features.	.84 (-)
I feel secure giving out credit card information at this site.	.78 (10.76)
I trust this site will not misuse my personal information.	.88 (13.08)
I trust that this site will not give my information to other sites without my permission.	.87 (12.87)
<b>Responsiveness (<math>\alpha = .86</math>; AVE = .79 ; CR = .89 )</b>	
It provides me with convenient options for returning items.	.92 (-)



This site handles product returns well.	.86 (10.30)	Male Generation Y Consumers: Online Apparel Shopping and E-satisfaction
<b>Website design (α = .88; AVE = .68 ; CR = .89 )</b>		
For me, shopping at this website is fun.	.81 (-)	
This website has visual presentation aids such as graphics, audio, and video.	.79 (10.48)	
There are features at this site that are entertaining to use.	.81 (10.75)	
Buying at this website is exciting.	.88 (12.04)	
<b>Selection (α = .85; AVE = .68 ; CR = .86)</b>		
The website has products I cannot easily find in stores.	.72 (-)	
There are hard-to-find products on this site.	.85 (9.42)	
I can find items that are unique or different at this site.	.89 (9.66)	
<b>Personalization (α = .88; AVE = .75 ; CR = .90)</b>		
This website understands my specific needs.	.85 (-)	
This site has features that are personalized for me.	.91 (13.56)	
This website stores all my preferences and offers me extra services or information based on my preferences.	.84 (12.21)	

a Indicates a parameter fixed at 1.0 in the original solution

Table 3 Provides descriptive statistics of the constructs and correlations among the constructs.

**Table 3.**  
Means, standard deviations, and correlation matrix

	M	SD	1	2	3	4	5	6	7
1. Efficiency	4.62	1.09	1						
2. Fulfillment	4.76	1.43	.57**	1					
3. Privacy	4.46	1.37	.57**	.46**	1				
4. Responsiveness	4.28	1.62	.45**	.42**	.51**	1			
5. Website design	4.32	1.34	.57**	.33**	.61**	.45**	1		
6. Selection	4.42	1.38	.34**	.20*	.39**	.30**	.58**	1	
7. Personalization	4.28	1.27	.52*	.32**	.48**	.48**	.64**	.53**	1

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

### Testing proposed model

Structural equation modeling (SEM) was intended to be used to investigate key dimensions that affect e-satisfaction. SEM was not deemed appropriate for this study because of its sensitivity to sample size. Therefore, stepwise regression analysis was utilized to assess the relationship between seven e-service quality dimensions and e-satisfaction. Privacy, personalization, efficiency, and website design were identified as key dimensions that have significant positive relationships with e-satisfaction,  $F = 50.62$ ,  $p < .0001$ ,  $R^2 = 60\%$ . To examine the relationship between e-satisfaction and e-loyalty, simple regression analysis was used. E-satisfaction and e-loyalty was positively related,  $F = 411.56$ ,  $p < .0001$ ,  $R^2 = 87\%$

(see Table 4).

**Table 4.**  
Regression analysis results

		E-satisfaction		
Independent variables	Beta	t-value	p-value	
Efficiency	.18	2.43	.02	
Privacy	.39	5.37	.00	
Website design	.18	2.17	.03	
Personalization	.19	2.59	.01	
F-value	50.622			
<i>p</i>	0.00			
Adjust R <sup>2</sup>	0.59			
		E-loyalty		
Independent variables	Beta	t-value	p-value	
E-satisfaction	.87	20.29	.00	
F-value	411.561			
<i>p</i>	0.00			
Adjust R <sup>2</sup>	0.75			

### ***Discussion and Implications***

The findings of the study indicate that of the seven e-service quality dimensions, four dimensions were positively related to e-satisfaction. Of the four significant key dimensions, privacy had the most significant effect on consumers' e-satisfaction. This finding is concurrent with previous research which indicated the important influence of privacy on the US and South Korean college-age Internet users' e-satisfaction (Kim & Kim, 2010). However, this result is not consistent with Yang et al. (2004) which showed insignificant effect of privacy/security on consumer's e-service quality. In the Yang et al. (2004)' study, over 80% of the participants were male and 50% of them were between 35 to 54 years of age. The researchers indicated the familiarity with online transactions as a reason for the insignificant effect of privacy/security. In contrast with the reason provided by Yang et al. (2004), the current study provided that Generation Y consumers have concerns about their financial security and the misuse of personal information even though they are heavy online users and familiar with online purchases. Online apparel retailers should be aware of this issue and need to pay close attention to their privacy systems. Personalization was also positively related to e-satisfaction. This finding is consistent with Swaid and Wigand (2009) which examined the e-service quality of U.S. college students who had shopped online (61%= male). One of the greatest advantages of an online retailing website is that it can be designed efficiently to better reflect customers' needs. Online apparel retailers targeting male Generation Y consumers thus need to consider their consumers' specific needs and provide personalized features to enhance their satisfaction towards the websites. Efficiency was also an important dimension which affects

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e-satisfaction. A large amount of previous research emphasized the significant role of efficiency in the online retailing context (e.g., Ribbink et al., 2004; Yen & Lu, 2008). A well-organized and easy-to-follow website with fast upload of information and a quick transaction would be critical to satisfy male Generation Y consumers. Website design also significantly affected e-satisfaction. This finding is consistent with the finding from previous study that provided the significant effect of website enjoyment (atmospheric/experimental quality) by examining U.S. college students who had experience with online shopping (35%=male) (Ha & Stoel, 2009). For male Generation Y consumers, shopping at the websites should be fun. Thus, online apparel retailers need to take into account some playful features that can be entertaining to use such as videos, graphics, and games to influence male Generation Y consumers' e-satisfaction. Retailers should remember that the more the customers feel satisfied with their shopping activity, the more likely they are willing to revisit the site.

Overall, this study makes two vital contributions to the literature. First, since male Generation Y consumers who are one of the most lucrative target markets but have been ignored in research, this study fills the gap in the e-service quality literature by addressing male Generation Y consumers' Internet usage and shopping behavior and identifying the key dimensions that affect their e-satisfaction. Second, the findings of this study show that e-SQ is not a sufficient measure to gauge consumers' perceptions of e-service quality, especially in the context of online apparel setting. This was shown by addressing several important key dimensions such as website design and personalization that had significant positive effects on male Generation Y consumers' e-satisfaction but was not included in the e-SQ scale. Thus, when a researcher intends to examine consumers' perceptions of e-service quality associated with all phases of consumers' interaction with the website, the researcher should make sure that if an e-service quality measure employed for a study covers all the aspects provided by an e-retailer.

### ***Limitations***

This study has some limitations. First, college students participated in this study. Thus the generalization of the findings is limited. In addition, as indicated in the literature review section, Generation Y is defined as those born during the years of 1977 and 1994 or between 1982 and 2001. Thus, the range of Generation Y is a little broad since it covers from college-age students to those who have graduated and started their careers. There might be some perception differences between younger Generation Y consumers and older Generation Y consumers. To fully understand Generation Y consumers' perceptions of e-service quality, the two different subgroups need to be further examined.

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