

Permission Email Marketing Affects Customer's perception, Attitude, and Intention of Using E-banking Services in Vietnam

Quoc Nghi Nguyen¹, Thi Hong Loc Hoang²

¹Can Tho University, Can Tho City, Viet Nam, Email: quocnghi@ctu.edu.vn

²Can Tho University, Can Tho City, Viet Nam, Email: hthloc@ctu.edu.vn



The study aims to demonstrate the relationships among permission email marketing, perceived usefulness, perceived ease of use, risk perception, overall attitude, and intention to use electronic banking services in Vietnam. The research data were collected using quota sampling. The survey subjects are 402 customers who have accepted email marketing and have used e-banking services. The study used structural equation modelling (SEM) to achieve the research objectives. The analytical results have shown that permission email marketing is positively correlated with perceived effectiveness and perceived ease of use, negatively correlated with risk perception. Besides, customers' overall attitude is positively influenced by perceived usefulness and perceived ease of use, and negatively affected by risk perception. Finally, the study has pointed out the significant relationship between the overall attitude and the intention to use e-banking services of customers in Vietnam.

Key words: permission email marketing; perceived usefulness; perceived ease of use; risk perception; overall attitude; intention to use; e-banking service.

1. INTRODUCTION

Email marketing is a direct customer approach via email, and this is a common way for companies to reach customers [1], convey commercial messages or messages that push customer demands [2]. In the banking sector, email is one of the effective marketing tools to reach customers, collect information about customers' thoughts or intention to use electronic banking services. When customers are aware of the usefulness and usability of e-banking services through messages from email marketing, their sense to use the service will be enhanced [3]-[6]. However, if customers are aware of potential risks related to e-banking services, they may intend not to use the service [3]; [7]. Customers' positive attitude towards e-banking services will promote service usage behavior [3]; [8].

In the past ten years, the entry to the financial market of domestic and foreign banks has been increasing, leading to the activeness of the financial market in Vietnam. Since then, the battle for market share and customer loyalty has been increasingly fierce among banks in Vietnam. Besides, the 4.0 industrial revolution pushes banks to innovate technology and develop e-banking services strongly. This creates a competition to attract customers in the e-commerce market. Therefore, this study was conducted to prove the impact of permission email marketing on customers' awareness, attitude, and intention to use e-banking services in Vietnam.

2. THEORETICAL FRAMEWORK AND RESEARCH HYPOTHESES

2.1 Theoretical Framework

Email marketing

Email marketing is to directly send a commercial message to a group of email users [9]. Email marketing is a form of direct marketing, using email as a means of communication of commercial messages or customer attraction messages [2]; [10]. Email marketing is a popular way for business owners to reach customers.

PEM - Permission email marketing

PEM is the customer's acceptance of information via an email marketing sent from the marketer [11]. Customers wish to be notified of new products and special promotions related to their needs [12]. According to [13], PEM promotes direct marketing. It combines the database of customers who agree to receive marketing messages at a low cost to eliminate advertising clutters, attract customer support, and change their behaviors. The purpose of PEM is to initiate, maintain, and develop relationships with customers, thereby promoting customer loyalty [14]. In new product deployments and promotion programs, PEM helps reduce search and purchase costs for customers [15].

Behavioral intention

According to [16], the intention is defined as a motivating factor; it motivates an individual to be willing to take actions. The purpose is a factor used to assess the ability to perform a behavior in the future [17]; [18]. In a study in 1991, [16] indicated that intention is directly affected by "attitude", "subjective norms", and "cognitive control of behavior". As reported by [19], consumers' attitudes affect their intentions. [20] stated that online shopping is the possibility that consumers make purchases via the Internet. In the context of e-shopping, consumer attitude has a positive influence on their buying intention [21]. Philosophy refers to the good or bad assessments of customers when using the Internet to buy goods or services [22].

Relationships related to perceived usefulness

Perceived usefulness refers to how consumers believe in the effectiveness of online shopping [23]. If consumers consider that online shopping fastens shopping processes, promotes purchase decisions, or saves costs, they will have a positive perception of online shopping [15]; [24]; [25]. If customers are well aware of the usefulness of e-shopping, it positively influences their shopping attitudes and intentions [3]-[6]; [18]; [26].

Relationships related to perceived ease of use

Perceived ease of use refers to consumer trust in online shopping where physical or mental effort is not required [24]. The clear and easy-to-follow instructions, natural operating systems, and comprehensive help tools make a website easier to use [27]. The main goal of a website is to make the shopping process as convenient as possible. The less complicated, the more willing customers are to use the website. Studies by [4]; [5]; [18], [24], [26] have shown a positive relationship between perceived ease of use as well as customer attitude towards e-shopping and their intention to buy online.

Relationships related to risk perception

Risk perception refers to the level of consumer perception that online shopping may involve risks such as product risk [28]; [29] financial risk [30], and transaction risk [29]. Therefore, consumers need to carefully check information before making a purchase decision to minimize the risks when shopping online [31]. Studies by [30]; [29]; [3]; [7] showed that risk perception negatively affects customer attitude and intention of online purchases.

Relationships related to overall attitude and purchase intention

The relationship between the overall attitude and the purchase intention originates from the theory of reasoned

action [32]. According to this theory, if a person believes in good results, a positive attitude will be created, thereby influencing his or her behavioral intention. Many studies have shown that, if customers have an overall positive attitude towards online shopping, this will promote more online purchase intention [26]; [4]; [8]. In the banking sector, [3] demonstrated a positive relationship between the overall attitude and the intention to use e-banking services of customers.

2.2 Research Hypotheses

Based on the above discussion, the study used a group discussion (qualitative research) with eight customers who have accepted email marketing and regularly used e-banking services. The result of the debate helps find out research hypotheses and suitable scales for the research model. The theories are proposed as follow:

H1: Permission email marketing positively affects customers' perceived usefulness of e-banking services;

H2: Permission email marketing positively influences customers' perceived ease of use towards e-banking services;

H3: Permission email marketing negatively impacts customers' risk perception of e-banking services;

H4: Perceived usefulness positively affects customers' overall attitude towards e-banking services;

H5: Perceived ease of use positively impacts customers' general attitude towards e-banking services;

H6: Risk perception puts a negative impact on customers' overall attitude towards e-banking services;

H7: Customers' overall perspective positively influences their intention to use e-banking services.

Based on the research hypotheses, the research model is presented in Figure 1. Furthermore, the observation variables included in the research model are shown in Table 1.

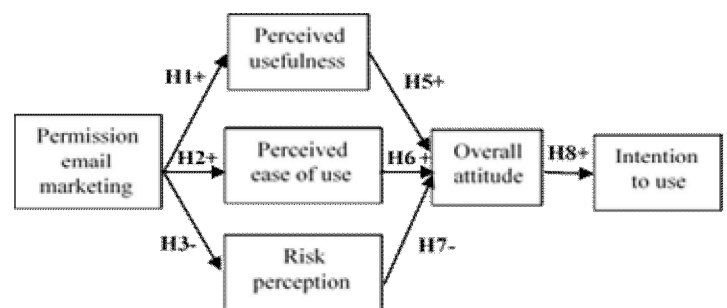


Figure 1: Proposed research model

Source: Author's proposal, 2019

Table 1: Interpretation of observation variables in the research model

Factor	Observed variables' names	Sign	Scale	Reference resources
Permission email marketing	I accept the bank's email marketing which is related to the introduction of new services.	PEM1	Likert 1-5	
	I accept the bank's email marketing containing the information I am interested in.	PEM2	Likert 1-5	[18]; [15]; [24]; [25]
	I accept the bank's email marketing regarding important offers related to my needs.	PEM3	Likert 1-5	
Perceived usefulness	E-banking services make the service process easy and convenient.	PU1	Likert 1-5	
	Using e-banking services saves time.	PU2	Likert 1-5	[5]; [26]; [18]; [3]; [4]; [6]
	Using e-banking services is helpful.	PU3	Likert 1-5	
	Using e-banking services helps finish work better.	PU4	Likert 1-5	
Perceived ease of use	Easily learn how to use e-banking services.	PEOU1	Likert 1-5	
	Easy to use e-banking services fluently.	PEOU2	Likert 1-5	[5]; [26]; [18]; [24]; [4]
	Electronic financial transactions are simple and easy to understand.	PEOU3	Likert 1-5	
	E-banking services operate flexibly.	PEOU4	Likert 1-5	
Risk perception	Using e-banking services may result in fraud or money loss.	RP1	Likert 1-5	
	Using e-banking services is not safe in terms of personal information security.	RP2	Likert 1-5	[30]; [29]; [3]; [32]
	E-banking service may not work correctly due to slow loading or restriction of the website.	RP3	Likert 1-5	
	It is not convenient because of wasting a lot of time fixing payment errors.	RP4	Likert 1-5	
Overall attitude	Feel that using e-banking services is a good idea.	OA1	Likert 1-5	
	Feel that using e-banking services is a smart choice.	OA2	Likert 1-5	[26]; [4]; [3]; [8]
	Feel excited when using the e-banking service.	OA3	Likert 1-5	
Intention to use	Continue to use e-banking services in the future.	ITU1	Likert 1-5	
	Use more e-banking services.	ITU2	Likert 1-5	[26]; [4]; [3]; [8]
	Use e-banking services more often.	ITU3	Likert 1-5	
	Suggest others to use e-banking services.	ITU4	Likert 1-5	

Source: the author's synthetic, 2019

3. RESEARCH METHODOLOGY

3.1 Analytical Methods

Quantitative analytical methods are used to test the research hypotheses in the following order: (1) Cronbach's Alpha coefficient to test the reliability of the scales; (2). Exploratory factor analysis (EFA) to assess convergent and discriminant validity; (3). Confirmatory factor analysis (CFA) to evaluate the appropriateness of the data to the market; (4) Structural equation modelling (SEM) to test the relationships between factors. In this study, all scales are in the form of 5-level Likert scales with level 1 = strongly disagree, and level 5 = strongly agree.

3.2 Data Collection Method

The structural equation modelling (SEM) requires a large sample size because it relies on the theory of sampling distribution [33]. The suitable sample size is between 100 and 200, which ensure reliability in SEM [34]. According to [35] Hoelter (1983), the sample size limit in a linear structure is 200. The research used a quota sampling method and direct interviews to collect data. Survey subjects are customers who

have accepted email marketing and experienced e-banking services of the following banks. Including in Comercial Bank for Foreign Trade of Vietnam; Vietnam Bank for Agriculture and Rural Development; Bank for Investment and Development of Vietnam; Industrial and Commercial Bank of Vietnam, and Military Bank. Survey areas are concentrated in major cities, including Hanoi City, Danang City, Ho Chi Minh City, and Can Tho City. The sample size achieved 402 observations. Thus, the sample size meets the requirement and ensure reliability for model testing.

4. RESEARCH RESULTS AND DISCUSSIONS

4.1 Reliability Tests Of Scales

In this study, the Cronbach's Alpha coefficient was used to eliminate variables with "garbage" values and those with "item-total correlation" values less than 0.3 [36]-[38]. A scale is satisfactory if its Cronbach's Alpha value is greater than 0.6 [39]. The test result in Table 2 shows that six factors with 22 observed variables all have high reliability (at least 0.726) and the observed variables all achieve item-total correlation greater than 0.3 (at least 0.525). This proves that all scales ensure reliability, and 22 observed variables can be

used for the exploratory factor analysis.

Table 2: Reliability test result by Cronbach's alpha

Scale	Number of variables	Cronbach's Alpha	Minimum item-total correlation	Cronbach's alpha if item deleted
Permission email marketing	3	0.726	0.525	0.604
Perceived usefulness	4	0.794	0.551	0.727
Perceived ease of use	4	0.825	0.658	0.826
Risk perception	4	0.921	0.779	0.911
Overall attitude	3	0.883	0.762	0.857
Intention to use	4	0.790	0.545	0.764

Source: Survey data, 2019

4.2 Exploratory Factor Analysis (EFA)

After testing the reliability of the scales, the exploratory factor analysis (EFA) was conducted to assess the convergent and discriminant validity [40]. The analytical results are ensured as follows: (1) Reliability of observed variables with Factor loading > 0.5; (2) Suitability of the model with $0.5 < KMO = 0.904 < 1.0$; (3) Bartlett's test of correlation among

variables with $Sig. = 0.00 < 0.05$; (4) Cumulative percentage of variance = $70.77\% > 50\%$. This shows that the research data is appropriate [41]. Table 3 shows that there are six factors with Eigenvalue = 1.103, and there is no disturbance of variables among factors. Therefore, the factors remain the first names, including permission email marketing (PEM), perceived ease of use (PEOU), perceived usefulness (PU), risk perception (RP), overall attitude (OA), intention to use (ITU).

Table 3: Exploratory factor analysis result

Factor's name	Observed variable	Factor loading					
		1	2	3	4	5	6
Perceived ease of use	PEOU1	0.811					
	PEOU 2	0.783					
	PEOU 3	0.770					
	PEOU 4	0.665					
Intention to use	ITU1		0.811				
	ITU2		0.783				
	ITU3		0.770				
	ITU4		0.665				
Perceived usefulness	PU1			0.759			
	PU2			0.725			
	PU3			0.643			
	PU4			0.625			
Overall attitude	OA1				0.891		
	OA2				0.813		
	OA3				0.799		
Risk perception	RP1					0.898	
	RP2					0.893	
	RP3					0.865	
	RP4					0.779	
Permission email marketing	PEM1						0.699
	PEM2						0.697
	PEM3						0.556

Source: Survey data, 2019

4.3 Confirmatory Factor Analysis (CFA)

After EFA analysis, six factors (permission email marketing (PEM), perceived ease of use (PEOU), perceived usefulness (PU), risk perception (RP), overall attitude (OA), and intention to use (ITU)) continue to be included for confirmatory factor analysis (CFA). The result is guaranteed

as follows: Chi-square/df = $1.892 < 2$ with $P = 0.000 \leq 0.05$; The TLI, CFI value are respectively 0.955 and 0.962, all are > 0.9 ; RMSEA = $0.047 < 0.05$. This confirms that the model matches the market data [42]; [43]. The standardized regression weights of the scales are > 0.5 , and the unstandardized regression weights are statistically

significant, so the convergent validity is achieved. Besides, the correlation coefficient of all factors is less than 1 with the

standard deviations < 0.05. Therefore, the scales reach discriminant validity.

Table 4: Evaluation of scales' reliability

Scale	Number of variables	Composite reliability - Pc	Average variance extracted - Pvc	Cronbach's Alpha
Permission email marketing	3	0.731	0.477	0.726
Perceived usefulness	4	0.798	0.499	0.794
Perceived ease of use	4	0.852	0.592	0.825
Risk perception	4	0.923	0.750	0.921
Overall attitude	3	0.855	0.720	0.883
Intention to use	4	0.739	0.490	0.790

Source: Survey data, 2019

The result in Table 4 suggests that the composite reliability (Pc) of all scales are satisfactory, but the average variance extracted (Pvc) values of some scales are slightly low (< 0.5). However, the Pvc can still accept the value of 0.4 or higher, provided that the Pc must be greater than 0.6 [44]. Hence, all factors in the research model achieve reliability, so all scales are suitable for the next SEM stage.

4.4 Structural Equation Modeling (SEM)

After CFA, the structural equation modelling (SEM) was used to test the research hypotheses. The result is presented in Table 5 as follows:

Table 5: Testing the relationships among factors

Relationship	Unstandardized			Standardized	P-value	Hypothesis
	Estimated value	Standard Error S.E	Critical Ratio C.R	Estimated value		
PEOU <--- PEM	0.931	0.098	9.486	0.769	***	H1: accepted
RP <--- PEM	-0.805	0.094	-8.566	-0.593	***	H2: accepted
PU <--- PEM	0.799	0.104	7.699	0.697	***	H3: accepted
OA <--- PU	0.307	0.070	4.368	0.303	***	H4: accepted
OA <--- PEOU	0.333	0.061	5.424	0.348	***	H5: accepted
OA <--- RP	-0.152	0.045	-3.393	-0.179	***	H6: accepted
ITU <--- OA	0.579	0.064	9.043	0.571	***	H7: accepted

Source: Survey data, 2019

According to Table 5, hypotheses H1, H2, H3, H4, H5, H6, and H7 are accepted with a 99% confidence interval. The relationships between factors are explained below.

Hypotheses H1, H2, and H3 are accepted at a 99% confidence interval. It can be seen that permission email marketing positively affects perceived usefulness and perceived ease of use, while negatively impacts risk perception. Permission email marketing helps customers search for information, compare, and categorize e-banking services. Thus, customers recognize the easy-to-use feature, usefulness as well as be more fully aware of the risks of each type of e-banking service. This result is similar to the findings of [18]; [15]; [24], and [25].

Hypotheses H4, H5, and H6 are accepted with a 99% confidence interval. This shows that perceived usefulness, perceived ease of use, and risk perception affect customers' overall attitudes to e-banking services. If customers consider using e-banking services is simple, convenient, flexible, time-saving, and easy to complete work, their attitude towards e-banking services will be improved. This finding is

consistent with studies of [5]; [26]; [9]; [3]; [4] and [6]. Meanwhile, if customers experience the inconvenience in time, low personal information privacy, and high ability of fraud or money loss, their overall attitude towards e-banking services will decrease. This result is similar to the findings of [30]; [29]; [3] and [32].

Finally, hypothesis H7 is accepted with a confidence interval of 99%. This indicates a positive relationship between customers' overall attitude and their intention to use e-banking services. If customers state that using e-banking services is a good idea and a smart choice, feel excited when using e-banking services, then the intention to use e-banking services will enhance. This result is consistent with the theory of [32], research results of [26]; [4]; [3] and [8].

5. CONCLUSION

Overall, the study has demonstrated the relationships among permission email marketing, perceived usefulness, perceived ease of use, risk perception, overall attitude, and intention to use e-banking services in Vietnam. The research result has pointed out factors that motivate the impact of email marketing on customers' choice to use e-banking services. In which, positive elements are perceived usefulness, perceived ease of use, and overall attitude, while the risk perception is the negative factor. Based on the above discovery, some managerial implications are proposed for e-banking brands. Firstly, banks need to provide adequate and transparent information about benefits and transaction costs, and a detailed introduction about types of e-banking services so that customers are aware of the usefulness and ease of use. Secondly, banks should develop a wide range of electronic credit services to bring convenience to customers. Thirdly, banks need to regularly update and upgrade new technology applications, improve customer access to the service, simplify the use while maintaining security and risk prevention.

ACKNOWLEDGEMENT

We, the authors, thank customers who participated in this study. We wish to acknowledge non-financial support by the People's Committee of Hanoi City, Danang City, Ho Chi Minh City, and Can Tho City. We could not have done this study without the help of banks including Commercial Bank for Foreign Trade of Vietnam (Vietcombank); Vietnam Bank for Agriculture and Rural Development (Agribank); Bank for Investment and Development of Vietnam (BIDV); Industrial and Commercial Bank of Vietnam (VietinBank); Military Bank (MBBank).

REFERENCES

1. Yazdanifard, R., Venpin, M., Yusoff, W. F. W., & Islam, M. R. (2011). **Internet marketing: The new era of innovation in e-commerce**. *International Conference on Software and Computer Applications*, 9, pp. 192-197.
2. Fariborzi, E., & Zahedifard, M. (2012). **E-mail Marketing: Advantages, Disadvantages and improving Techniques**. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 2(3), pp. 232-236.
3. Lee, M. C. (2009). **Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit**. *Electronic commerce research and applications*, 8(3), pp. 130-141.
4. Ha, S., & Stoel, L. (2009). **Consumer e-shopping acceptance: Antecedents in a technology**

- acceptance model**. *Journal of Business Research*, 62(5), pp. 541-549.
5. Childers, T., Carr, C., Peck, J., & Carson, S. (2001). **Hedonic and utilitarian motivations for online retail shopping behavior**. *Journal of Retailing*, 77(4), pp. 511-535.
6. Youssef, M. A., Youssef, E. M., Anadol, Y., & Zahrani, A. A. (2017). **Modeling customer's intention to use e-banking in Saudi Arabia: an empirical study**. *International Journal of Business Innovation and Research*, 14(2), pp. 239-258.
7. Al-Smadi, M. O. (2012). **Factors affecting adoption of electronic banking: an analysis of the perspectives of banks 'customers'**. *International Journal of Business and Social Science*, 3(17), pp. 294-309.
8. Reimers, V., Chao, C. W., Gorman, S., & Phau, I. (2016). **Permission email marketing and its influence on online shopping**. *Asia Pacific Journal of Marketing and Logistics*, 28(2), pp. 308-322.
9. Venugopal, K., & Das, S. (2012). **Email Marketing: A Paradigm Shift to Marketing**. *International Journal of Advanced Research in Management and Social Sciences*, 1(1), pp. 101-116.
10. Kaur, R., & Singh, G. (2017). **Internet Marketing: The New Era of Innovation in E- Commerce**. *International Journal of Scientific Research in Computer Science, Engineering and Information Technology*, 2(1), pp. 253-258.
11. Marinova, A., Murphy, J., & Massey, B. L. (2002). **Permission e-mail marketing as a means of targeted promotion**. *Cornell Hotel and Restaurant Administration Quarterly*, 43(1), pp. 61-69.
12. Mandelli, A. (2005). **Banners, e-mail, advertainment and sponsored search: proposing a value perspective for online advertising**. *International Journal of Internet Marketing and Advertising*, 2(1-2), pp. 92-108.
13. Tezinde, T., Smith, B., & Murphy, J. (2002). **Getting permission: Exploring factors affecting permission marketing**. *Journal of Interactive Marketing*, 16(4), pp. 28-36.
14. Kent, R., & Brandal, H. (2003). **Improving email response in a permission marketing context**. *International Journal of Market Research*, 45(4), pp. 1-13.
15. Merisavo, M., & Raulas, M. (2004). **The impact of e-mail marketing on brand loyalty**. *Journal of Product & Brand Management*, 13(7), pp. 498-505.
16. Ajzen, I. (1991). **The theory of planned behavior**. *Organizational behavior and human decision processes*, 50(2), pp. 179-211.
17. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). **Consumer Behavior (9th ed.)**. New York: Harcourt College Publishers.
18. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). **User acceptance of information**

- technology: Toward a unified view.** *MIS quarterly*, 27, pp. 425-478.
19. Fisbein, M., & Ajzen, I. (1975). **Belief, attitude, intention and behavior: An introduction to theory and research.** Massachusetts, Addison-Wiley Publishing Company.
20. Delafrooz, N., Paim, L. H., & Khatibi, A. (2011). **A research modeling to understand online shopping intention.** *Australian Journal of Basic and Applied Sciences*, 5(5), pp. 70-77.
21. Yoh, E., Damhorst, M. L., Sapp, S., & Laczniak, R. (2003). **Consumer adoption of the Internet: The case of apparel shopping.** *Psychology & Marketing*, 20(12), pp. 1095-1118.
22. Lin, H. F. (2007). **Predicting consumer intentions to shop online: An empirical test of competing theories.** *Electronic Commerce Research and Applications*, 6(4), pp. 433-442.
23. Davis, F. D. (1989). **Perceived usefulness, perceived ease of use, and user acceptance of information technology.** *MIS quarterly*, 13(3), pp. 319-340.
24. Bigné-Alcañiz, E., Ruiz-Mafé, C., Aldás-Manzano, J., & Sanz-Blas, S. (2008). **Influence of online shopping information dependency and innovativeness on internet shopping adoption.** *Online Information Review*, 32(5), pp. 648-667.
25. Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). **Internet Marketing: Strategy, Implementation and Practice (4th ed.).** Sydney: Prentice-Hall.
26. Li, N., & Zhang, P. (2002). **Consumer online shopping attitudes and behavior: an assessment of research.** *Eighth Americas Conference on Information Systems*, pp. 508-517.
27. Shih, Y. Y., & Fang, K. (2006). **Effects of network quality attributes on customer adoption intentions of internet banking.** *Total Quality Management & Business Excellence*, 17(1), pp. 61-77.
28. Bhatnagar, A., Misra, S., & Rao, H. R. (2000). **On risk, convenience, and Internet shopping behavior.** *Communications of the ACM*, 43(11), pp. 98-105.
29. Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. (2006). **Development of a scale to measure the perceived benefits and risks of online shopping.** *Journal of interactive marketing*, 20(2), pp. 55-75.
30. Miyazaki, A. D., & Fernandez, A. (2001). **Consumer perceptions of privacy and security risks for online shopping.** *Journal of Consumer affairs*, 35(1), pp. 27-44.
31. Lim, N. (2003). **Consumers' perceived risk: sources versus consequences.** *Electronic Commerce Research and Applications*, 2(3), pp. 216-228.
32. Ajzen, I., & Fishbein, M. (1980). **Understanding Attitudes and Predicting Social Behavior.** Englewood Cliffs, NJ: Prentice-Hall.
33. Raykov, T., & Widaman, K. F. (1995). **Issues in applied structural equation modeling research.** *Structural Equation Modeling: A Multidisciplinary Journal*, 2(4), pp. 289-318.
34. Hoyle, R.H. (1995). **The structural equation modeling approach: Basic concepts and fundamental issues.** In R. H. Hoyle (Ed.). *Structural equation modeling: Concepts, issues, and application* (ed., pp. 1-15). Thousand Oaks, CA: Sage Publications.
35. Hoelter, J. W. (1983). **The analysis of covariance structures: Goodness-of-fit indices.** *Sociological Methods & Research*, 11, pp. 325-344.
36. Nunnally, J. (1978). **Psychometric Theory.** New York: McGraw-Hill.
37. Peterson, R. (1994). **A meta-analysis of Cronbach's alpha Coefficient Alpha.** *Journal of Consumer Research*, 21(2), pp. 81-391.
38. Slater, S. F. (1995). **Issues in conducting marketing strategy research.** *Journal of strategic Marketing*, 3(4), pp. 257-270.
39. Nunnally, J. C., & Bernstein, I. H. (1994). **Psychometric theory (3rd ed.).** New York, NY: McGraw-Hill, Inc.
40. Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). **Multivariate data analysis (5th ed.).** New Jersey, NJ: Prentice-Hall.
41. Gerbing, D. W., & Anderson, J. C. (1988). **An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment.** *Journal of Marketing Research*, 25(2), pp. 186-192.
42. Bentler, P. M., & Bonett, D. G. (1980). **Significance tests and goodness of fit in the analysis of covariance structures.** *Psychological Bulletin*, 88(3), pp. 588-606.
43. Carmines, E. G., & McIver, J. P. (1981). **Analyzing Models with Unobserved Variables.** In G. W. Bohrnstedt, & E. F. Borgatta (Eds.). *Social Measurement: Current Issues.* Beverly Hills, CA: Sage.
44. Fornell, C., & Larcker, D. F. (1981). **Evaluating structural equation models with unobservable variables and measurement error.** *Journal of marketing research*, 18(1), pp. 39-50.