Jyväskylän yliopiston julkaisuarkisto
Jyväskylä University Digital Archive

UNIVERSITY OF JYVÄSKYLÄ

This is an electronic reprint of the original article.
This reprint *may differ* from the original in pagination and typographic detail.

Author(s): Olaleye, Sunday Adewale; Salo, Jari; Ukpabi, Dandison

Title: The Role of Reputation on Trust and Loyalty : A Cross-Cultural Analysis of Tablet E-Tailing

Year: 2018

Version:

Please cite the original version:

Olaleye, S. A., Salo, J., & Ukpabi, D. (2018). The Role of Reputation on Trust and Loyalty : A Cross-Cultural Analysis of Tablet E-Tailing. International Journal of E-Business Research, 14(2), Article 4. https://doi.org/10.4018/ijebr.2018040104

All material supplied via JYX is protected by copyright and other intellectual property rights, and duplication or sale of all or part of any of the repository collections is not permitted, except that material may be duplicated by you for your research use or educational purposes in electronic or print form. You must obtain permission for any other use. Electronic or print copies may not be offered, whether for sale or otherwise to anyone who is not an authorised user.

International Journal of E-Business Research
Volume 14 • Issue 2 • April-June 2018

The Role of Reputation on Trust and Loyalty:
A Cross-Cultural Analysis of Tablet E-Tailing

Sunday Adewale Olaleye, University of Oulu, Oulu, Finland
Jari Salo, University of Helsinki, Helsinki, Finland
Dandison C. Ukpabi, University of Jyväskylä, Jyväskylä, Finland

ABSTRACT

The purpose of this article is to empirically examine the role of online retailer's website reputation on tablet commerce and to compare the trust arbitration between reputation and loyalty in two cultures - Finland and Nigeria. Data was collected from Finland and Nigeria, using purposive and snowball sampling methods. This article uses Structural Equation Modelling and mediation analysis. The results reveal that the reputation of online retailer's website is not a direct determinant of loyalty for online shopping while trust colligates with ease of use. The effect of an online retailer's website reputation is stronger in Nigeria than in Finland and trust is a strong predictor of ease of use in Finland than Nigeria. Furthermore, trust fully mediates the effect of reputation on loyalty in Finland and partially mediates the effect of reputation and loyalty in Nigeria. The implication of the result on existing and future managers were discussed with future direction.

KEYWORDS

Culture, E-Tailing, Finland, Loyalty, Nigeria, Reputation, Tablet, Trust

1. INTRODUCTION

Tablet, a content consumption device emerged with a surge adoption to substitute laptops, complement smartphones and play an additional supplementary role in mobile commerce globally (Lee, Lee and Chan-Olmsted 2017). Conversion of consumers to online shoppers is one of the tactics of online retailers to engage customers and drive more sales while shoppers are on their websites. To have a consistent conversion of online visitor to a potentially loyal customer, there is a need to know the trait and cultural differences of online shoppers with a tablet. Chen, (2013) study reveals how culture impact tablet sharing across individualistic and collectivistic culture based on domestication approach and discovered ages, locations, and situations as the key themes that drive how people interact with a tablet. The speed of the change in the mobile technology industry is creating an opportunity for online retailers to use trendy computer devices to track customer's changing purchasing behaviour

DOI: 10.4018/IJEBR.2018040104

Copyright © 2018, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

and to enhance online retailer's strategy and business model. Advanced technology like the tablet is impacting mobile commerce lifecycle from pre-purchase, purchase to post-purchase activities, thus, and making m-commerce a scalable business (Shankar, Kleijnen, Ramanathan, Rizley, Holland, and Morrissey, 2016).

Tablet commerce is now an offshoot of m-commerce, and it is "any transaction completed on a tablet device in which a payment is rendered through the device either through a retailer's website, through a proprietary 'app', or through some swipe device attached to a tablet" (Forrester 2011, pp.15). There is a limitation to this definition, and the conceptualization of tablet commerce is still at its formative stage. This study defines a tablet device in the context of m-commerce as a multitasking device that emerged to substitute the obsolete technology, complement existing mobile device and supplement the m-commerce strategy of an online retailer.

To the best of our knowledge, studies are scarce on cross-cultural contexts in the domain of tablet research, however, extant studies only cover cross-national study within developed countries (Jin, Park and Kim (2008). Other related studies are the impact of a tablet on human behavior with ethnography for communities - interpretive research method (Burford and Park 2014). Also studied is tablet use prediction – focusing on the gratification of tablet use with telephone survey (Leung and Zhang 2016) and impact of a tablet on digital commerce with experiment (Xu et al. 2016). Lee, Lee, and Chan-Olmsted (2017) also evaluated tablet diffusion with secondary data set; tablet apps with structural equation modeling - SEM (Kim and Kim 2016); tablet usage in the context of underdeveloped primary schools with Chi-square test and correlation (Pruet, Ang, and Farzin, 2016); impact of m-business with mixed-method approach (Picoto, Bélanger and Palma-dos-Reis 2014). All these studies emphasized the importance and challenges of a tablet as a medium of online shopping engagement between the online retailer and the consumers.

From the foregoing, this study seeks to answer the following research questions: 1) How does trust arbitrate between the reputation of e-tailer's website and loyalty of tablet users for online shopping? 2) How does trust colligates with online shopping easiness? 3) How does cross-cultural difference affect tablet commerce? This study makes key contributions to marketing and mobile commerce literature by developing a conceptual framework, linking the relationships between e-tailer's website reputation, trust and ease of use to predict loyalty in a cross-cultural context. The rest of the study is organised in the following ways: section 1 introduced the study. In section 2, the study discusses the theoretical background and hypothesis development. Section 3 deals with research design and methodology while in section 4, we treat the data analysis and results. The study concludes in section 5 with the discussion and implications.

2. LITERATURE REVIEW

One of the most significant facts regarding e-commerce disruption in recent years is how a tablet is growing faster and challenging the use of existing mobile devices like a smartphone. The integration of tablet devices into online retailing business is diffusing steadily (Shankar et al. 2016), and it is becoming easier for the online retailer to engage online shopper with gamification and mobile marketing techniques such as mobile advertisement and promotions. Tablet usage is growing, and its application and relevance to m-commerce have attracted the online retailer's reputable website, trust, and ease of use as a premise for online customer's loyalty. A reputable website is a bridge between the online retailer and online consumer but can this reputable website stand alone to impact loyalty? This m-commerce study postulates that reputable website despite its efficacy is not sufficient on its own to influence customer repeated purchase and loyalty. Extant studies see the aesthetic and ergonomic website as a means of assessment of online retailer by the online consumer (Kim and Lennon 2013, Ye et al. 2014, Oyibo, Ali and Vassileva 2016; Toufaily and Pons 2017).

There is a link between e-tailing website and factors like trust, ease of use and loyalty but the understanding of their meeting point need more insight. Despite the importance of trust and vast

research area, its application to mobile commerce still needs more clarity (Yoon and Occeña 2015). Since many risks associated with online shopping and the online shoppers are being careful not to lose their valuables, trust becomes an essential component of consideration for the online retailer when targeting tablet users (Moriuchi and Takahashi 2016). Engaging with a cumbersome website is a time wastage process, and the online consumers are scared to shop on a static website that is not interactive. Ease of use construct by Davis (1989) encourages easiness, and when applied to online shopping, an easy to use website will facilitate easy checkout and prevent consumer drop out at the point of sales conversion. Due to the gap in the research stream of cross-cultural studies in the developed and the developing nations (Oyibo, Ali and Vassileva 2016), this study aims to fill the gap by choosing one notable country in Europe that is renown in technologies and internet penetration and another country in Africa that is growing in technologies and internet penetration (Grewal, Bart, Spann, and Zubcsek, 2016; Oyibo et al. 2016). To determine what makes a country developed and developing, the authors used the postulation of the United Nations on Human Development Index (HDI). This metrics is a composition of life expectancy, education, and national income. Finland (developed country) rates 0.88 and ranks 24 globally while Nigeria (developing country) rates 0.51 and ranks 152. The threshold of this ranking is 0.8 (UNDP 2015).

2.1. The Role of Culture on Tablet E-Tailing

Collectivist and individualistic cultures have different characteristics. While interdependence and group cohesion are the dominant social traits in a collectivistic culture, independent lifestyle, self, personal goal setting, and attainment are the fabrics of an individualistic culture (Hofstede 1980; Hofstede and Bond 1988; Gudykunst, Ting-Toomey and Chua1988; Hofstede et al. 2010; Hofstede 2014). From the consumer behavioural perspective, these cultural traits also influence purchase decisions. Accordingly, Kacen and Lee (2002) contend that the inherent independent lifestyle of the individualistic cultures exposes them to the hedonic gratification of desires. To the collectivistic culture, the individual's allegiance to group subjects them to emotional control and moderation. Interestingly, several studies have also examined cultural differences in user preferences for the characteristics of websites design (Marcus and Gould, 2000; Sun, 2001; Cyr, Bonanni, Bowes, and Ilsever, (2005); Al Badi and Mayhew, 2004; Al-Badi, 2009). Specifically, Marcus and Gould (2000) submit that websites oriented in individualistic cultures tend to emphasize personal achievement, materialism/consumerism, and prominence usually given to youth and action. Conversely, they argue that websites rooted in collectivistic cultures tend to explicate such values as experience, leadership, age, status, tradition, and history. In corroborating this, it is reported that the Finnish desired websites with fewer colors and lowest visual complexity but Nigerians prefer a website that is rich in content and aesthetically pleasing (Lab in the Wild, 2014; Raji, Mahmud, Tap and Abubakar (2014). However, it is important to point out that marketers aiming for the global audience should integrate dynamic website features that meet the need of each culture based on individualistic and collectivistic traits (Würtz 2005). Besides cultural factors, some studies have examined additional supplier-consumer centric variables that fundamentally influence cross-cultural purchase decision such as reputation, loyalty, trust, and ease of use.

2.2. Reputation

Reputation is how the customers estimate the worth of an organization regarding product quality and services. The unfamiliar online vendor needs to go an extra mile to assure its various customers of its legitimacy and trustworthiness (Pennington, Wilcox and Grover 2003). Abd-El-Salam, Shawky and El-Nahas (2013) and Sarstedt, Wilczynski, and Melewar (2013) established that a reputable organization differentiates itself in profit maximization, market share, customer acquisition and retention. Jin et al. (2008) empirically contend that a company's website influences its reputation and also an antecedent of consumer trust. Dijkmans, Kerkhof, and Beukeboom, (2015) argue that reputation of m-commerce is a predictor of trust and base their argument on how significant the

perceptual experience of customers on corporate reputation influence their loyalty. Similarly, in Chang (2013) reputation was the strongest predictor of trust though however not a direct linkage of loyalty. This contrasts an earlier result which establishes a reputation as a direct linkage of loyalty (Selnes, 1993). In a related study, Xiong and Liu (2003), examined how community-based reputations aid evaluation of trustworthiness in e-commerce and recommends a reputation-based system that is adaptable to a different scenario and gave examples of eBay, Amazon, and Yahoo among others as e-commerce sites that have reputation management systems. Culturally, the perception of a reputation as a virtue varies between the individualistic and collectivistic cultures. Accordingly, due to low trust and high respect in the collectivistic cultures, the external frame of respect is valorised (Park and Kim, 2008), implying that reputation, which is a critical embodiment of the external frame of reference is coveted as a virtue. In business relationships, companies in the collectivistic cultures engage in strategic manoeuvres to maintain reputable status in the market. A reputable website is a necessary tool in online shopping, and it is a strong determinant of sales conversion. Aesthetic e-tailing website with easy navigation, privacy and security assurance will be more attractive to the online consumer. Establishing a dynamic website may be cumbersome but it is worth any investment that online retailer might give. Online shoppers are always looking for an optimized website that can meet their goals and objectives. Following this, we thus argue that:

H1: Reputable e-tailer's website will positively influence the loyalty of the consumers to use a tablet for online shopping.

2.3. Trust as an Antecedent of Customer Loyalty

The interdisciplinary studies of trust (Salo and Karjaluoto 2007) and its different definition call for closer examination despite its vital interest to build a relationship (McKnight and Norman 2001, Pennington et al. 2003, Gefen, Karahanna and Straub 2003). A trusted m-commerce website builds confidence and gives assurance to the online consumer to carry out their online shopping without fear of losing information such as their credit card and other vital information to the wrong hands (Ribbink, Van Riel, Liljander, and Streukens, 2004). Trust creates an interpersonal situation when the m-commerce consumer trusts the online vendor and becomes institutional when the consumer trusts the website they are using for online shopping (McKnight and Norman 2001, Pennington et al. 2003). Due to lack of human interaction in online shopping platform, it takes time to build a trusted website. The rigour of building it will contribute to influence online consumers' decisions (Gefen, et al. 2003; Nilashi, Ibrahim, Mirabi, Ebrahimi, and Zare, 2015; Kim et al. 2016). Trust is a major component of e-commerce and it has the potential to raise the customer's high expectations of gratifying exchange relationships between the m-commerce vendor and the online shoppers with a tablet (Xiong and Liu 2003; Pennington et al, 2003). Trust is a determinant of a consistent loyalty of online consumers. Nilashi et al. (2015) classified trust into low, moderate and high trust emphasizing the degree of trust based on other variables like gender. The cultural element of trust is an influencer (Doney, Cannon and Mullen 1998; Jin et al. 2008). Jin, et al. (2008) examined customer loyalty and trust on a cross-cultural basis. They found that individualistic cultures are high trust societies, thus loyalty formation is more difficult than in collectivistic cultures. Trust is a critical path to building a long-lasting relationship between the online retailer and online consumer (Nilashi et al. 2015; Lee et al. 2015). Lin and Wang (2006) found that trust positively predicted loyalty and a direct linkage to loyalty.

Customer loyalty in m-commerce is gaining popularity (Lin and Wang 2006). Anderson and Srinivasan (2003, p.125) defined loyalty "as the customer's favourable attitude toward an electronic business resulting in repeat buying behaviour". A customer that repeated purchase is a target of conversion to loyalty by the online retailer, and the customer loyalty is paramount in online retailing because it tends to pay back in long-term with profits (Ribbink et al. 2004). Unlike conventional

brick and mortar store, loyalty programmes adopted in m-commerce should play a complementary role to a reputable website. Customer loyalty is one of the pillars that holds mobile business and it is important for m-commerce merchant and vendor to have a proper understanding of how loyalty evolves because loyalty is germane to m-commerce success (Anderson and Srinivasan 2003, Lin and Wang 2006). Chaudhuri and Holbrook (2001) posit that commitment on the part of the online retailer will facilitate an easy repeat purchase intention while Orel and Kara (2014) saw checkout service (SCS) as a positive influence on loyalty. In examining loyalty on an e-commerce platform, Srinivasan, Anderson, and Ponnavolu (2002) posit that customization, contact, interactivity, cultivation, care, community, choice and convenience constitute critical antecedents to e-loyalty. However, few years later, Harris and Goode (2004) contend that trust occupies a pivotal role as an antecedent of e-loyalty which was valorised by Martínez and del Bosque (2013) by arguing that trust positively mediates as an antecedent of loyalty in the hospitality services thus very critical on the online customer to make a repeat purchase. Accordingly, this study argues that trust intermediates between reputation and loyalty through the following hypothesis:

H2: Reputation of e-tailer's website will positively influence the loyalty of the consumers through trust.
H3: Consumer loyalty to use a tablet for online shopping increases when there is perceived trusty e-tailer's website.

2.4. Ease of Use

Ease of use is one of the constructs of the technology acceptance model (Davis, 1989), and it was a predictor of intention of the user to adopt a technology. Ease of use depicts the perception of a technology user that the new technology will be less complicated. Many researchers have adopted and adapted the construct of ease of use in their studies. For example, Kucukusta, Law, Besbes, and Legohérel, (2015) use perceived usefulness and ease of use to test the intention of the tourist to purchase online. Agrebi and Jallais (2015) used ease of use as a predictor of intention to use a smartphone for online purchase but was not significant. Contrary to the result of Agrebi and Jallais (2015), Ozturk, Bilgihan, Nusair, and Okumus, (2016) found the ease of use to be significant as a direct linkage with loyalty just as an earlier study (Gefen, et al. 2003) found the ease of use predicted trust. The postulation of trust predicting ease of use is consistent with the study of McCloskey (2006). This antecedent indicates that the lack of trust elements on m-commerce website such as privacy and security will create tension for an m-commerce website user. To ensure a tension-free online shopping experience tablet e-tailers should put some safety and confidentiality checks in place to protect their valuables and earn the trust of the consumers. Thus, we argue that:

H4: Perceived trusted e-tailer's website with a tablet is positively associated with ease of use.

3. RESEARCH DESIGN AND METHOD

3.1. Sampling and Data Collection

Our most important target population for this study is the tablet owners and tablet users in Finland and Nigeria. In the study, the tablet owners are those that have any brand of tablet in their possession, and the tablet users are those that have a tablet in their possession or borrow it to carry out an online transaction. As a collectivistic culture, borrowing an item including electronics such as a tablet is common place, however, such practices may be rare in an individualistic culture like Finland. Bezzina and Saunders (2015) accentuate sampling and we used purposive and snowball sampling to recruit the participants of our survey. Snowball sampling was utilised in Nigeria being a communal country while purposive sampling technique was employed in Finland being an individualistic culture. First, we targeted opinion leaders and those that are influential. Second, we explained the focus of our

study to them and sought their assistance for the data collection. Third, we worked with the opinion leaders directly to get feedback on the data collection and finally get 383 and 167 self-administered questionnaires distributed through them (see Table 2). In total, we got 800 responses, but because our targets are the owners and the users of the tablet, we screened the responses to 550 in both countries. In line with Dai and Palvi, (2009) and Chen, Zhang, and Lee, (2013), data collection took place in university campuses in both countries. The Millennials dominate the campus environment. They constitute 61.1% and 82.8% of the total samples, and they used mobile devices more than the older generations. We are motivated to use the campus respondents because of their hankering for technology (Persaud and Azhar 2012). The participants of the survey males in Finland and Nigeria are 46.71%/59.5% while the females are 53.29%/40.5%. Among the participants, the lower income earners are higher in Nigeria with 74.7% as against 22.8% in Finland. The bachelor degree holders were the highest participants in Nigeria with 64.8% and high school/diploma holders in Finland with 42.5%. The participants of the survey have one time or the other search for the information or buy goods online with their tablet.

A 51-item questionnaire designed with 22 items related to demographic and general questions targeting the respondents' bio-data, livelihood, exposure to online shopping and education background information. Additionally, the authors inculcate 29-item sequel to the tablet users' shopping experience and disposition to mobile commerce. The tablet users' perception was measured using a seven-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neutral, 5 = slightly agree, 6 = agree, 7 = strongly agree). The scale used to measure website reputation was based on Li (2014), while the study adopted scales from Lin and Wang (2006) for trust and loyalty. The scale for ease of use was based on Davis (1989). The items used to measure each construct are listed in Table 3. Table 1 shows the demographics in Finland and Nigeria.

4. DATA ANALYSIS AND RESULTS

To ascertain the reliability and validity of measurement of items used in this study we took the following steps. First, we measured the scales' reliability (Cronbach's alpha) with 0.7 as the threshold value with SPSS 22.0. All the items align with the Cronbach's alpha threshold. A confirmatory factor analysis was performed to test the convergent and divergent validity of the scales. Second, we advanced scale reliability based on the indicators extracted from the confirmatory analysis using composite reliability (CR) and average variance extracted (AVE) with the rule of thumb of 0.7 and 0.5. All items reached the stipulated threshold except loyalty construct with marginal average variance extracted (AVE) in both countries. Third, we tested the research hypotheses reviewed in the extant literature using structural equation model (SEM) with Mplus version 7.4. Fourth, we conducted mediation analysis (see Table 6 and Figure 2 for details. We tested several models to ensure model fit for the study. Once we conclude on the validity of the model modification, the result reflects in a graphic as a behavioral model that reveals the trust arbitration of reputation and loyalty (Table 3).

We examined the squared multiple correlations for a structural equation with Mplus software to test the hypotheses. The result of the analysis shows the correlation of reputation and trust H2: (β = 0.66/0.92). Trust correlate with loyalty H3: (β = 0.45/0.43), and ease of use H4: (β = 1.00/0.78). H1 was not supported but H2 – H4 fully supported. Reputation was a strong predictor of trust in Nigeria while trust explained the ease of use better in Finland. The way trust arbitrates between reputation and loyalty is consistent with the study of Jin et al. 2008 (see Figure 1 and Table 5 for details). Table 4 shows the SEM result for two countries.

The mediation analysis was computed as (P12 x P22 = 0.83/0.76 x 0.47/0.55) for indirect effect and P3 + (P12 x P23) = 0.39/0.42 + (0.83/0.76 x 0.47/0.55) = 0.15/0.23 + 0.39/0.42 = 0.54/0.65 for total effect as suggested by Hair Jr, Hult, Ringle and Sarstedt (2016). The result established mediation effects between reputation and loyalty through trust in the two countries and the total effect of the mediation is stronger in Nigeria than Finland (see Figure 2 and Table 6 for details).

Table 1. Finland and Nigeria sample demographics

Items	FINLAND		NIGERIA	
	Number	Percentage	Number	Percentage
Sex				
Male	78	46.71%	228	59.5%
Female	89	53.29%	155	40.5%
Total	167	100%	383	100%
Age Bracket				
<25	102	61.1%	317	82.8%
25-34	51	28.1%	49	12.8%
35-44	9	5.4%	14	3.7%
45-54	4	2.4%	-	-
55-64	3	1.8%	2	0.4%
65	2	1.2%	1	0.3%
Total	167	100%	383	100%
Income				
Less than €700/Less than 140,000	38	22.8%	286	74.7%
€700 - €1,499/140,000 - 298,000	55	32.9%	29	7.6%
€1,500 - €1,999/340,000 - 497,000	4	2.4%	8	3.4%
€2,000 - €2,499/230,000 - 398,000	34	20.4%	13	2.0%
€2,500 - €2,999/450,000 - 597,000	4	2.4%	10	2.6%
€3,000 - €3,499/598,000 - 697,000	2	1.2%	5	1.3%
€3,500 or more/7000,000 or more	30	18.0%	32	8.4%
Total	167	100%	383	100%
Education				
Bachelor Degree	67	40.1%	248	64.8%
High School/Diploma	71	42.5%	95	24.9%
Master's Degree	26	15.6%	21	5.5%
NCE	-	-	1	0.2%
PhD	3	1.8%	11	2.8%
No Formal Education	-	-	7	1.8%
Total	167	100%	383	100%

6. DISCUSSION AND IMPLICATIONS

The objective of our study was to examine trust arbitration between reputation and loyalty in a cross-cultural context of tablet users for online shopping. To achieve this objective, four hypotheses were tested for which one was rejected and three accepted. Our study harmonizes ease of use from Technology Acceptance Model (TAM) with reputation, trust to predict the loyalty of online shoppers with a tablet. While considering the relationship between the reputation of the website and the customer trust of e-commerce websites, the perceived trust and perceived ease of use of e-commerce websites with a

Table 2. The latent variables used for the study

Constructs and Measurement Items
Website Reputation (Li 2014)
This m-commerce vendor is well known
This m-commerce vendor has a good reputation
This m-commerce vendor has a reputation for being honest
This m-commerce vendor has a reputation for caring about its customers
This m-commerce vendor has a reputation for being able to meet its obligations towards the customers
This m-commerce vendor has a reputation for being consistent
This m-commerce vendor has a reputation for fulfilling its promises
Trust (Lin and Wang 2006)
This m-commerce website is trustworthy
This m-commerce website keeps promises and commitments
This m-commerce website keeps my best interests in mind
This m-commerce website meets my expectations
Ease of Use Davis (1989)
This m-commerce website is easy to use
It is easy to become skillful at using this m-commerce website
Learning to operate this m-commerce website is easy
This m-commerce website is flexible to interact with
My interaction with this m-commerce website is clear and understandable
Loyalty (Lin and Wang 2006)
My preference for this m-commerce website would not willingly change
It would be difficult to change my beliefs about this m-commerce website
Even if close friends recommended another m-commerce website, my preference for this m-commerce website would not change
I will buy from this m-commerce website the next time I purchase the above-mentioned product/service

*Note: Items of the constructs adopted from the previous studies and amended for the sake of this study.

tablet can lead to gratification and then influence customer loyalty towards an m-commerce website across the borders. Additionally, the study integrates international cultural differences to ascertain the perimeter of collectivist and individualistic cultures thus offering critical theoretical insights.

6.1. Theoretical Implications

Our study makes the following theoretical contributions: first, as expected, reputation-loyalty (H1) and reputation-trust (H2) links were stronger for Nigeria than in the Finland. This finding supports earlier studies that in collectivistic cultures which are markedly high uncertainty, high context and low trust, the external frame of reference (in this case reputation) is given high recognition (Heine, 2003; Jin, Park, and Kim, 2008). Additionally, technologically savvy Finnish users may prefer a website more sophisticated than the Nigerian user who is not so technologically advanced. Thus, for the Nigerian user, what leads to a website reputation may not necessarily be the sophistication of the website but its perception in the social sphere through interactions with relations and friends. Second, collectivistic cultures such as Nigeria are more tolerant and less demanding thus prone to trust easily as compared to individualistic cultures. This argument is further corroborated by the trust-loyalty (H3) which indicates a stronger link for the Finnish user than Nigeria. According to Jin, et al. (2008), individualistic societies are high trust societies, thus, loyalty formation is more difficult compared to collectivistic societies. Third, Finland is a country of high technology, thus revealing the impact of ease of use in the context of tablet usage. The Finns technology versatility is a plus while Nigerians are just rising to the challenge. On the trust-ease of use link (H4), this result reflects online shopping reality. For instance, there are a lot of aesthetic and well-optimised websites that lack sales conversion due to kibosh online shopping checkout. The fear of insecurity is one of the reasons responsible for this act. The strong link between trust and ease of use is an indication of tension free online shopping when the online shopping environment is conducive. In sum, with these

Table 3. Correlation among constructs

	Factor Loading (Finland/Nigeria)				CR	AVE
CA (α)	.935/.896	.932/.850	.736/.715	.891/.853		
Reputation					.880/.884	.650/.662
Rep1	.750/.598					
Rep2	.807/.676					
Rep3	.950/.867					
Rep4	.860/.956					
Rep5	.872/.742					
Ease of Use					.857/.852	.609/.591
Ease1		.688/.614				
Ease2		.947/.504				
Ease3		.939/.846				
Ease5		.781/.894				
Loyalty					.744/.729	.497/.475
Loyal1			.703/.550			
Loyal2			.780/.912			
Loyal3			.623/.410			
Trust					.859/.820	.753/.696
Trust1				.846/.521		
Trust2				.720/.907		

*VALIDITY
Convergent Validity: the AVE for Loyalty is marginal in the two countries.

Table 4. SEM result for two countries

Model (CFA)	X^2	df	P-Value	RMSEA	CFI	TLI	SRMR	CMIN/DF	Akaike (AIC)	Bayesian (BIC)
Finland	140.248	60	0.000	0.089	0.941	0.924	0.060	2.34	6239.086	6376.278
Nigeria	154.130	60	0.000	0.064	0.961	0.950	0.039	2.57	16122.489	16296.203

Figure 1. Conceptual framework and hypotheses (Model A)

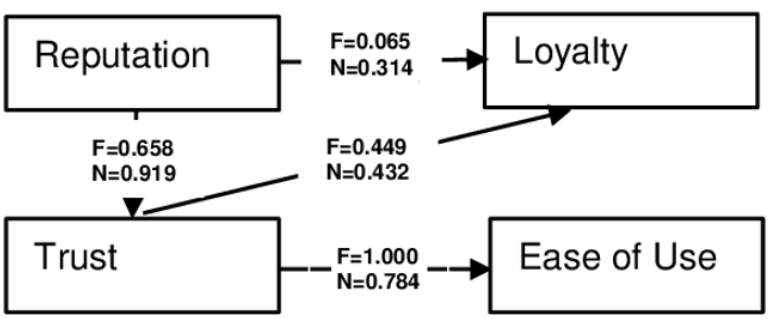

Table 5. Tested hypotheses

Hypothesis	Path	FINLAND/ NIGERIA Beta	z-Value	Hypothesis Confirmed
H1	Reputation → Loyalty	0.06/0.31	0.52/1.53	No
H2	Reputation → Trust	0.66/0.92	12.79/41.32	Yes
H3	Trust → Loyalty	0.45/0.43	3.69/2.10	Yes
H4	Trust → Ease of Use	1.00/0.78	54.65/26.93	Yes

Figure 2. The effect of reputation on loyalty is fully and partially mediated by trust (Finland and Nigeria) P < 0.01

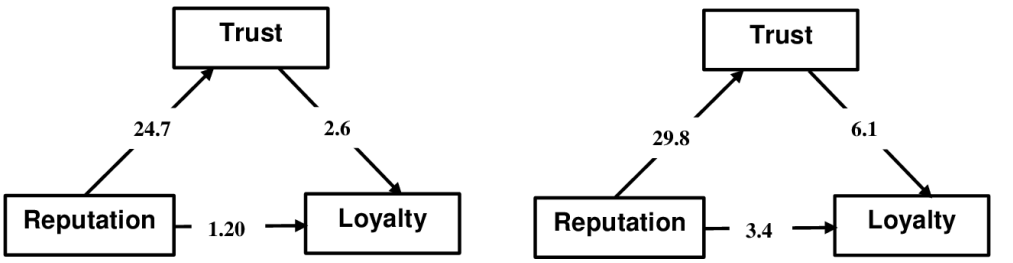

Table 6. Standardized direct, indirect and total effects in Model B

Model (Finland/Nigeria)	Path	Direct Effect	Indirect Effect	Total Effect
B	Reputation → Loyalty	0.43/0.52	0.15/0.23	0.54/0.65
	Reputation → Trust	0.83/0.76	-	-
	Trust → Loyalty	0.47/0.55	-	-
	A*B	-	-	0.39/0.42

results, our study is the first, to the best of our knowledge, to examine tablet e-tailing in the context of a cross-cultural comparison between Finland and Nigeria, thus, extending prior studies in this area. Also, the novelty of our study is underpinned by extending the e-loyalty literature by using trust as an antecedent in the tablet e-tailing context, thus, opening a research gap that could incorporate other e-loyalty antecedents to the tablet e-tailing body of research.

6.2. Managerial Implications

This study has some managerial implications for tablet commerce stakeholders. First, companies that are planning to extend their business to a new market through foreign market entry modes most especially, a Foreign Direct Investment (FDI) can minimize their entry barriers by harnessing the framework proposed in this study. This will help the managers to understand the cultural differences between developed and the developing nations regarding the impact of reputation, trust, and ease of use as an antecedent of building a loyal customer. Second, our results inform the managers that trust is bi-directional and the expectation from the both sides, the trustee and the beneficiary are the strong brand with value-added products, stupendous services, supportive after sales relationship and superior competitive advantage. This insight illuminates the merchants and the vendors to pay attention to the centrality of trust culture in relation to the merchant reputation and the customer loyalty of tablet users

as they develop their customer´s loyalty strategy. Third, the understanding of the cultural difference between developed and the developing countries will boost the company's initiative to improvise an effective communication to reach customers outside their business boundary and strengthen the interaction of business relationship. This development will reduce and reverse anticipated business cultural shock and promote sharing culture across the borders.

6.3. Limitations and Future Research

In comparison with past studies, this study has some limitations which unlock insight for future research directions. We only limit our study to tablet usage and not a comparison between emerging mobile devices like smartphone and wearable for online shopping. However, our study focuses on the impact of the tablet for online shopping across developed and developing cultures. Future studies can work on this limitation and use the moderating effect of online shopping experience and age on the findings of this study. Finally, future study can also consider other established antecedents of loyalty such as satisfaction, value, service quality and price and how they influence customer loyalty in the context of tablet e-tailing.

REFERENCES

Abd-El-Salam, E. M., Shawky, A. Y., & El-Nahas, T. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: Testing the mediating role. Case analysis in an international service company. *Journal of Business and Retail Management Research*, *8*(1).

Agrebi, S., & Jallais, J. (2015). Explain the intention to use smartphones for mobile shopping. *Journal of Retailing and Consumer Services*, *22*, 16–23. doi:10.1016/j.jretconser.2014.09.003

Al-Badi, A. (2009). Designing usable localised websites: Differences between Western and Arab cultures. *IBIMA business review, 2*(2), 9-19.

Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology and Marketing*, *20*(2), 123–138. doi:10.1002/mar.10063

Bezzina, F., & Saunders, M. N. (2015). The pervasiveness and implications of statistical misconceptions among academics with a special interest in business research methods. *Leading Issues in Leading Issues in Business and Management Research*, *2*(2), 127.

Burford, S., & Park, S. (2014). The impact of mobile tablet devices on human information behaviour. *The Journal of Documentation*, *70*(4), 622–639. doi:10.1108/JD-09-2012-0123

Chang, K. C. (2013). How reputation creates loyalty in the restaurant sector. *International Journal of Contemporary Hospitality Management*, *25*(4), 536–557. doi:10.1108/09596111311322916

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, *65*(2), 81–93. doi:10.1509/jmkg.65.2.81.18255

Chen, J. Q., Zhang, R., & Lee, J. (2013). A cross-culture empirical study of M-commerce privacy concerns. *Journal of Internet Commerce*, *12*(4), 348–364. doi:10.1080/15332861.2013.865388

Chen, Y. F. (2013). How We Share: A Cross-Cultural Comparison of Tablet Adoption and Usage Between the United States and Taiwan. *Intercultural Communication Studies*, *22*(2).

Cyr, D., Bonanni, C., Bowes, J., & Ilsever, J. (2005). Beyond trust: Web site design preferences across cultures. *Journal of Global Information Management*, *13*(4), 25–54. doi:10.4018/jgim.2005100102

Dai, H., & Palvi, P. C. (2009). Mobile commerce adoption in China and the United States: A cross-cultural study. *ACM SIGMIS Database*, *40*(4), 43–61. doi:10.1145/1644953.1644958

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *Management Information Systems Quarterly*, *13*(3), 319–340. doi:10.2307/249008

Dijkmans, C., Kerkhof, P., & Beukeboom, C. J. (2015). A stage to engage: Social media use and corporate reputation. *Tourism Management*, *47*, 58–67. doi:10.1016/j.tourman.2014.09.005

Doney, P. M., Cannon, J. P., & Mullen, M. R. (1998). Understanding the influence of national culture on the development of trust. *Academy of Management Review*, *23*(3), 601–620.

Forrester. (2011). Why Tablet Commerce May Trump Mobile Commerce.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *Management Information Systems Quarterly*, *27*(1), 51–90.

Grewal, D., Bart, Y., Spann, M., & Zubcsek, P. P. (2016). Mobile advertising: A framework and research agenda. *Journal of Interactive Marketing*, *34*, 3–14. doi:10.1016/j.intmar.2016.03.003

Gudykunst, W. B., Ting-Toomey, S., & Chua, E. G. (Ed.) (1988). Intercultural Communication Theory, Interpersonal Communication. Beverly Hills: Sage.

Hair, J. F. Jr, Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM).* Sage Publications.

Harris, L. C., & Goode, M. M. (2004). The four levels of loyalty and the pivotal role of trust: A study of online service dynamics. *Journal of Retailing*, *80*(2), 139–158. doi:10.1016/j.jretai.2004.04.002

Heine, S. J. (2003). An exploration of cultural variation in self-enhancing and self-improving motivations. *Nebraska Symposium on Motivation*, *49*, 101–128. PMID:14569672

Hofstede, G. (2014). The Hofstede centre. Retrieved 27.6.2016 from https://geert-hofstede.com/finland.html

Hofstede, G., & Bond, M. H. (1988). The Confucius connection: From cultural roots to economic growth. *Organizational Dynamics*, *16*(4), 5–21. doi:10.1016/0090-2616(88)90009-5

Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). Cultures and organizations. Retrieved 03.12.2016 from http://cn.cnstudiodev.com/uploads/document_attachment/attachment/101/why_tablet_commerce_may_soon_trump_mobile.pdf

Hofstede, G. H. (1980). Culture's consequences: International differences in work related.

Jin, B., Yong Park, J., & Kim, J. (2008). Cross-cultural examination of the relationships among firm reputation, e-satisfaction, e-trust, and e-loyalty. *International Marketing Review*, *25*(3), 324–337. doi:10.1108/02651330810877243

Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, *12*(2), 163–176. doi:10.1207/S15327663JCP1202_08

Kim, D. J., Yim, M. S., Sugumaran, V., & Rao, H. R. (2016). Web assurance seal services, trust and consumers' concerns: An investigation of e-commerce transaction intentions across two nations. *European Journal of Information Systems*, *25*(3), 252–273. doi:10.1057/ejis.2015.16

Kim, J., & Kim, J. (2016). An extended technology acceptance model in behavioral intention toward hotel tablet apps with moderating effects of gender and age. *International Journal of Contemporary Hospitality Management*, *28*(8), 1535–1553. doi:10.1108/IJCHM-06-2015-0289

Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention: Based on the stimulus-organism-response model. *Journal of Research in Interactive Marketing*, *7*(1), 33–56. doi:10.1108/17505931311316734

Kucukusta, D., Law, R., Besbes, A., & Legohérel, P. (2015). Re-examining perceived usefulness and ease of use in online booking: The case of Hong Kong online users. *International Journal of Contemporary Hospitality Management*, *27*(2), 185–198. doi:10.1108/IJCHM-09-2013-0413

Lab in the Wild. (2014). Website Preferences Around the World. [Online]. Retrieved December 3, 2016 from http://labinthewild.tumblr.com/post/80185104511/website-preferences-around-the-world

Lee, D., Moon, J., Kim, Y. J., & Mun, Y. Y. (2015). Antecedents and consequences of mobile phone usability: Linking simplicity and interactivity to satisfaction, trust, and brand loyalty. *Information & Management*, *52*(3), 295–304. doi:10.1016/j.im.2014.12.001

Lee, S., Lee, S., & Chan-Olmsted, S. (2017). An empirical analysis of tablet PC diffusion. *Telematics and Informatics*, *34*(2), 518–527. doi:10.1016/j.tele.2016.09.007

Lee, Y., Kim, J., Lee, I., & Kim, H. (2002). A cross-cultural study on the value structure of mobile internet usage: Comparison between Korea and Japan. *Journal of Electronic Commerce Research*, *3*(4), 227–239.

Leung, L., & Zhang, R. (2016). Predicting tablet use: A study of gratifications-sought, leisure boredom, and multitasking. *Telematics and Informatics*, *33*(2), 331–341. doi:10.1016/j.tele.2015.08.013

Li, Y. (2014). The impact of disposition to privacy, website reputation and website familiarity on information privacy concerns. *Decision Support Systems*, *57*, 343–354. doi:10.1016/j.dss.2013.09.018

Marcus, A., & Gould, E. W. (2000). Crosscurrents: Cultural dimensions and global Web user-interface design. *Interaction*, *7*(4), 32–46. doi:10.1145/345190.345238

Martínez, P., & del Bosque, I. R. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, *35*, 89–99. doi:10.1016/j.ijhm.2013.05.009

McCloskey, D. W. (2006). The importance of ease of use, usefulness, and trust to online consumers: An examination of the technology acceptance model with older consumers. *Journal of Organizational and End User Computing*, *18*(3), 47–65. doi:10.4018/joeuc.2006070103

Moriuchi, E., & Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal*, *24*(2), 146–156. doi:10.1016/j.ausmj.2016.02.006

Nilashi, M., Ibrahim, O., Mirabi, V. R., Ebrahimi, L., & Zare, M. (2015). The role of Security, Design and Content factors on customer trust in mobile commerce. *Journal of Retailing and Consumer Services*, *26*, 57–69. doi:10.1016/j.jretconser.2015.05.002

Orel, F. D., & Kara, A. (2014). Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market. *Journal of Retailing and Consumer Services*, *21*(2), 118–129. doi:10.1016/j.jretconser.2013.07.002

Oyibo, K., Ali, Y. S., & Vassileva, J. (2016, April). An Empirical Analysis of the Perception of Mobile Website Interfaces and the Influence of Culture. In PPT@ PERSUASIVE (pp. 44-56).

Ozturk, A. B., Bilgihan, A., Nusair, K., & Okumus, F. (2016). What keeps the mobile hotel booking users loyal? Investigating the roles of self-efficacy, compatibility, perceived ease of use, and perceived convenience. *International Journal of Information Management*, *36*(6), 1350–1359. doi:10.1016/j.ijinfomgt.2016.04.005

Pennington, R., Wilcox, H. D., & Grover, V. (2003). The role of system trust in business-to-consumer transactions. *Journal of Management Information Systems*, *20*(3), 197–226. doi:10.1080/07421222.2003.11045777

Persaud, A., & Azhar, I. (2012). Innovative mobile marketing via smartphones: Are consumers ready? *Marketing Intelligence & Planning*, *30*(4), 418–443. doi:10.1108/02634501211231883

Picoto, W. N., Bélanger, F., & Palma-dos-Reis, A. (2014). An organizational perspective on m-business: Usage factors and value determination. *European Journal of Information Systems*, *23*(5), 571–592. doi:10.1057/ejis.2014.15

Pruet, P., Ang, C. S., & Farzin, D. (2016). Understanding tablet computer usage among primary school students in underdeveloped areas: Students' technology experience, learning styles and attitudes. *Computers in Human Behavior*, *55*, 1131–1144. doi:10.1016/j.chb.2014.09.063

Raji, S. O., Mahmud, M., Tap, A. O., & Abubakar, A. (2014, June). Usability evaluation of hospital websites in Nigeria: What affects end users' preferences? In *Proceedings of the International Conference on Human-Computer Interaction* (pp. 430-434). Springer, Cham. doi:10.1007/978-3-319-07854-0_75

Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S. (2004). Comfort your online customer: Quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, *14*(6), 446–456. doi:10.1108/09604520410569784

Salo, J., & Karjaluoto, H. (2007). A conceptual model of trust in the online environment. *Online Information Review*, *31*(5), 604–621. doi:10.1108/14684520710832324

Sarstedt, M., Wilczynski, P., & Melewar, T. C. (2013). Measuring reputation in global markets—A comparison of reputation measures' convergent and criterion validities. *Journal of World Business*, *48*(3), 329–339. doi:10.1016/j.jwb.2012.07.017

Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of Marketing*, *27*(9), 19–35. doi:10.1108/03090569310043179

Shankar, V., Kleijnen, M., Ramanathan, S., Rizley, R., Holland, S., & Morrissey, S. (2016). Mobile shopper marketing: Key issues, current insights, and future research avenues. *Journal of Interactive Marketing*, *34*, 37–48. doi:10.1016/j.intmar.2016.03.002

Srinivasan, S. S., Anderson, R., & Ponnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, *78*(1), 41–50. doi:10.1016/S0022-4359(01)00065-3

Sun, H. (2001, October). Building a culturally-competent corporate web site: an exploratory study of cultural markers in multilingual web design. In *Proceedings of the 19th annual international conference on Computer documentation* (pp. 95-102). ACM. doi:10.1145/501516.501536

UNDP. (2015). Human Development Report 2015. Work for Human Development. Retrieved 29.10.2016 from http://hdr.undp.org/sites/default/files/2015_human_development_report.pdf

Würtz, E. (2005). Intercultural communication on Web sites: A cross-cultural analysis of Web sites from high-context cultures and low-context cultures. *Journal of Computer-Mediated Communication*, *11*(1), 274–299. doi:10.1111/j.1083-6101.2006.tb00313.x

Xiong, L., & Liu, L. (2003, June). A reputation-based trust model for peer-to-peer e-commerce communities. In *Proceedings of the IEEE International Conference on E-Commerce CEC '03* (pp. 275-284). IEEE. doi:10.1109/COEC.2003.1210262

Yoon, H. S., & Occeña, L. G. (2015). Influencing factors of trust in consumer-to-consumer electronic commerce with gender and age. *International Journal of Information Management*, *35*(3), 352–363. doi:10.1016/j.ijinfomgt.2015.02.003

Sunday A. Olaleye had a Master of Science in Information Systems from the Abo Akademi University, Turku, Finland. Currently is completing his doctoral studies at the Department of Marketing, Oulu Business School, Finland. He has presented papers in conferences and published in academic journals. His research interests are Emerging Mobile Technologies, Mobile Commerce, Social Commerce and Mobile Apps.

Jari Salo is a full professor at the Department of Economics and Management, University of Helsinki. He is also an adjunct professor of marketing at the School of Business at the Aalto University. Salo has more than 100 publications on digital and industrial marketing published in international academic journals. He has been organizing many conferences and is an active member in several editorial boards.

Dandison C. Ukpabi is a Doctoral Student in the Digital Marketing and Communication Research Group of the University of Jyväskylä, Finland. He has presented papers in the Bled eConference and the European Marketing Academy Conference (EMAC). His research interest focuses on e-tourism, digital marketing and social media, relationship marketing and marketing strategy.