Preface .......................................................................................................................... vi

Section I: Consumer Behavior in Web-Based Commerce

Chapter I
e-Search: A Conceptual Framework of Online Consumer Behavior ................. 1
   Kuan-Pin Chiang, Long Island University, USA
   Ruby Roy Dholakia, University of Rhode Island, USA
   Stu Westin, University of Rhode Island, USA

Chapter II
Information Search on the Internet: A Causal Model ........................................ 19
   Byung-Kwan Lee, University of Texas at Austin, USA
   Wei-Na Lee, University of Texas at Austin, USA

Chapter III
Two Models of Online Patronage: Why Do Consumers Shop on the Internet? .... 43
   Yue Pan, University of Dayton, USA
   George Zinkhan, University of Georgia, USA

Chapter IV
How Consumers Think About ‘Interactive’ Aspects of Web Advertising ............ 69
   Jang-Sun Hwang, Chung-Ang University, Korea
   Sally J. McMillan, University of Tennessee, USA

Chapter V
Consumer Complaint Behavior in the Online Environment .................................. 90
   Ji-Young Hong, University of Texas at Austin, USA
   Wei-Na Lee, University of Texas at Austin, USA
Section II: Web Site Usability and Interface Design

Chapter VI
Web Site Quality and Usability in E-Commerce ............................................................. 107
  Mei Cao, Arkansas State University, USA
  Qingyu Zhang, Arkansas State University, USA

Chapter VII
Objective and Perceived Complexity and Their Impacts on Internet Communication ................................................................. 125
  Qimei Chen, University of Hawaii, USA

Chapter VIII
Personalization Systems and Their Deployment as Web Site Interface Design Decisions ............................................................... 147
  Nanda Kumar, Baruch College, The City University of New York, USA

Chapter IX
Extrinsic Plus Intrinsic Human Factors Influencing the Web Usage ......................... 156
  Manuel Jesús Sánchez-Franco, University of Seville, Spain

Section III: Systems Design for Electronic Commerce

Chapter X
Converting Browsers to Buyers: Key Considerations in Designing Business-to-Consumer Web Sites ......................................................... 177
  C. Ranganathan, University of Illinois Chicago, USA
  Elizabeth E. Grandon, Emporia State University, USA

Chapter XI
User Satisfaction with Web Portals: An Empirical Study ........................................ 192
  Li Xiao, The George Washington University, USA
  Subhasish Dasgupta, The George Washington University, USA

Chapter XII
Web Design and E-Commerce ............................................................................. 205
  Xiaoni Zhang, Northern Kentucky University, USA
  Margaret Myers, Northern Kentucky University, USA

Chapter XIII
Shopping Agent Web Sites: A Comparative Shopping Environment ................. 222
  Ming Wang, California State University - Los Angeles, USA
Chapter XIV
Product Catalog and Shopping Cart Effective Design .............................................. 232
Penelope Markellou, University of Patras, Greece
Maria Rigou, University of Patras, Greece
Spiros Sirmakessis, Technological Educational Institution of Messolongi, Greece

Section IV: Customer Trust and Loyalty Online

Chapter XV
Customer Trust in Online Commerce ...................................................................... 252
Marios Koufaris, Baruch College, The City University of New York, USA

Chapter XVI
Turning Web Surfers into Loyal Customers: Cognitive Lock-In Through Interface Design and Web Site Usability .................................................................................. 261
Manlio Del Giudice, University of Milano-Bicocca, Italy

Chapter XVII
Internet Markets and E-Loyalty ................................................................................ 282
Changsoo Sohn, The Catholic University of Korea, Korea
Dong-Il Lee, Sejong Cyber University, Korea

Section V: Social and Legal Influences on Web Marketing and Online Consumers

Chapter XVIII
Web Systems Design, Litigation, and Online Consumer Behavior ......................... 290
Cherie Ann Sherman, Ramapo College of New Jersey, USA

Chapter XIX
Affording Cultural and Social Presence in E-Marketing ........................................ 304
Robert Pennington, National Chung Hsing University, Taiwan

About the Editor ......................................................................................................... 318
About the Authors ..................................................................................................... 319
Index ........................................................................................................................ 327