

THE EFFECT OF DOWNLOAD TIME ON CONSUMER ATTITUDE TOWARD THE E-SERVICE RETAILER

Gregory M. Rose, Detmar W. Straub

ABSTRACT

Download time has been recognized as one of the most important technological impediments to electronic commerce (EC). Unfortunately, the exact consequences of this impediment are currently ill-defined. The goal of this study is to extend the work of Rose (2000) and Rose and Straub (1999) to examine how the capabilities of technological delivery impacts the success or failure of EC initiatives. Using theories from marketing and the systems response time literature, it is hypothesized that download delay in an e-Service retailer's Web application has a negative impact on consumer attitude toward that Web retailer. Counter to anecdotal evidence in the press and our theoretical arguments, results from a laboratory experiment do not support this stance. Interpretations of this outcome, new research directions to tease out a deeper explanation, and managerial implications are discussed.

Keywords: Electronic Commerce, Technological Impediments, Software Development Issues, IT Problems, Download Time