

INVESTIGATING FACTORS AFFECTING THE ONLINE REPURCHASING INTENTION

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ABSTRACT

250 questionnaires were distributed randomly among multinational e-stores' customers. After computing the Pearson Correlation and Regression analysis on 175 valid returned questionnaires by spss, a model based on the factors which influence and persuade the customers to return the website and again make a purchase, is presented. At the end, the hypotheses were proved then the levels of their effects expressed and analyzed. Such cases as ease of use, usefulness of the website, enjoying the purchase, shopping from a trusted website, previous experience of customers, behavioral factor as customer's social prestige after purchasing and internet Shopping self-efficacy are among the important factors affecting customer's intention in repurchasing.

KEYWORDS: ecommerce, online shopping, repurchase intention, behavioral intention, customer's loyalty

1. Introduction

In the age of speed and technology, E-business is not only a privilege but also a clear need for the organization. The emerging of information technology (IT) in the world has brought a big change in the aspect of market structure globally (See Siew Sind and associates,2012). And when we think of e-commerce today, it is inextricably linked to the Internet (Lauden and Traver,2010). Nowadays, due to the many factors, customers prefer online shopping to the traditional one. These factors include the widespread availability, high speed and low costs, immediate purchase and greater variety of products. On the other hand, online customers are among the most unfaithful customers. They are sensitive to the price, awareness of the market, emotional and hasty. Online catalog of products, online search, comparing products, high wholesale of the chain, attractive homepage of the other online stores are among the factors that influence the loyalty of a customer. However by identifying the clients' criteria, these satisfied customers are able to act as agents of viral marketing and we can decrease customers' sensitivity to the price and make them loyal by gaining their trust and knowing their behavior. (Cyr, 2007) defined e-Loyalty as intention to revisit a website or to purchase from it, in the future. Also, in other field like CRM it's approved that keep current costumers are more beneficial than absorbing new ones by advertising or other strategies. A 5% increase in customer retention generated an increase in customer net present value of between 25% and 95% in a wide range of business sectors (Dawkins and Reichheld, 1990).

While accessing to the internet at any mobile and everywhere is possible it seems that the customers can do online shopping at any point and any moments, we can assume that each person is in an online store and ready to purchase. This report addresses the customers' behavior model which is effective on the customer's repurchasing.

2. Development of Hypotheses

Understanding online consumer behavior is important in today's digital economy (Korzaan, 2003). Consumers have two motivations driving them to shop online: intrinsic and extrinsic motivation. Extrinsic motivation is a reaction to things independent from situation. (Selim Aren et al., 2013). Internal factors are divided into more varied subcategories. From the other's perception of our online shopping, that in this article we call it as social prestige, we can mention psychological factors, and the issue of shopping enjoyment, loyalty and trust factors with the least expense and risk are among the internal factors influencing the purchase. External factors include things like the quality, attractiveness and diversity of the website and how the user friendly is the website. Online catalogs, possibility of comparing products, on-line support, quick and instant messengers, high-speed and full loading of the images and content previous customer experiences - such as how the final delivery and after sales services are. For instance, reactions to people's demands are extrinsically motivated. On the other hand, intrinsic motivations drive actions demonstrated for the action itself. For example, an interesting and satisfying act refers to intrinsic motivation (Kim et al., 2011). And reactions to people's demands are extrinsically motivated (Aren et al., 2013).

2.1 Antecedents of Enjoyment

As ease of an online shop protects consumers from psychological tension, consumers will enjoy shopping experience (Jayawardhena and Wright, 2009). (Venkatesh and Davis, 2000), and (Hsu and Lu, 2004) concluded positive effect of perceived ease-of-use on enjoyment. When the website prepares needed enjoyment to the customer he would be eager on repurchasing the same web site however he did not need this purchase, because he is only shopping for its enjoyment. Joy of shopping is considered by today's psychology science even for treating depression patients.

2.1.1 Ease of Use

Ease of use or as abbreviation EOU is the degree to which a person believes that using the system will be free from effort (G.S Day., 1969). Convenience in buying such an intrinsic motivator drives customer in buying process forward. Factors like how site is user friendly, easy to steer the process of buying (shopping and payment guidelines and procedures), site quality and being exciting. Based on the neurology science, the clients show two reactions in dealing with the environment: first is avoiding losses which are related to the category of trust and site security and gaining the trust of customers, and second is pleasure and convenience that fits this topic. Also, (Hu and Tsai, 2009) listed extrinsic dimensions as subjective norm, image, perceived ease-of use, perceived usefulness and perceived risk while categorizing enjoyment, concentration and curiosity as Intrinsic dimensions. (DeLone and McLean ,1992) in their research showed that the quality of the website and the quality o provided information on website has a direct and positive effect of customer's ease of use. , and it was cleared that whatever the quality of the website and information is higher; the customer is more satisfied too. SITEQUAL, its definition is a measure of web site quality, identifies four key components, including ease of use, processing speed, aesthetic design, and interactive responsiveness (Yoo and Donthu, 2001), They introduced a model that included the following

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cases: 1- Convenience in utilization, which is how much the customers were able to find their information they needed, 2- Beauty and the appearance of the website, 3- Speed at processing the order and 4- Security that includes the Card information. Convenience at shopping has a positive effect on enjoying the purchase, and enjoying the shopping causes the customer to return for another shopping. Therefore the first hypothesis is:

H1: The perceived ease-of-use has a positive effect on enjoyment.

2.1.2 Usefulness

A website must be so efficient that induce the customers for spending money. For example, customers in traditional method prefer to do shopping at large and extensive department stores than are tail store, so the extensiveness of a website can be one of those factors. A website will receive more visits as it becomes more useful and practical (Gefan et al. 2003). In addition, Koufaris (2002) and Chiu and associates (2009) also indicated that online customers' perceived usefulness has a great influence on repurchase intention. Being a useful website means that customers can meet their needs through this website.

H2: The perceived usefulness has a positive effect on enjoyment.

H3: Enjoyment has a positive effect on repurchasing intention.

2.2 Satisfaction

If the customer is satisfied from his e-shopping and this website would enhance its social prestige, he would surely come back for another shopping. In addition, managers of online retailers need to monitor the satisfaction of their customers with their websites in order to compete in the Internet shopping market. In doing so, they should examine Web customers' satisfaction as a basis for reorganizing and redesigning their websites to afford high information quality, system quality, and service quality that add value and create insight (Yue-Yang Chen,2012).

2.2.1 Behavioral factor

Behavioral factors are among the most important internal factors and stimuli of the customers' shopping that derive from TRA² theory. Proceeding with up to date technology, can create a positive image about the customer in the others' minds. In some places of this report, we mention the behavioral of the customer as his or her social prestige. That is, how much the social pressures and mental stimuli are effective at their shopping. Let us explain social prestige with an example. You go to a store to buy a laptop, the salesperson recommends you a brand that satisfies all your needs and has a lower price too, but the brand is unknown to you or it is made of a country like china, and though it has guarantee and after-sales services, but you doubt buying and the views of those people important to you are important in this purchase. Subjective norm or social influence is the degree of a person's perception that people who are important to him or her think he or she should or should not perform the behavior in question.(Venkatesh V, Morris MG, 2000). This factor has an impact on the satisfaction or non-satisfaction of purchasing in customer point of view.

H4: Behavior modeling has a positive impact on repurchasing intention.

2.2.2 Previous Experience

At the satisfaction topic, except psychological factor, the customer's previous purchase factor is also important too. That is whenever his previous experience is positive, the level of his satisfaction would also increase and cause the customer to have tendency to repurchase. Previous online shopping experience is of external effective factors. The external variables described in TAM also show that experience affects belief, and thereby significantly impacts behavior (Igarria and Iivari 1995). Oliver (1980) applied this theory to the study of consumer satisfaction by arguing that expectations about product performance can be seen as an adaptation level. What they have learned from positive experience plays an important role in individuals' judgments about their Internet for shopping online (Yue-Yang Chen, 2012).

H5: Internet shopping experience has a positive impact on satisfaction

H6: Satisfaction has a positive impact on repurchase intention.

2.3 Internet shopping self-efficacy

According to SCT³, self-efficacy is a form of self-evaluation that influences decisions about what actions to undertake, the amount of efforts and persistence put forth when someone faces obstacles, and, finally, the mastery of the behavior (Eastin and LaRose, 2000). Karahanna and Limayem indicate ease of use represents individuals' beliefs that depend on their own experience, skills, and self-efficacy (E. Karahanna and Limayem, 2000). But at this paper self-efficacy showed a direct, independent and positive variable on customer's repurchasing intention. Research has shown that perceived behavioral control is very similar to the concept of self-efficacy (Ajzen 1988), which is a decisive factor affecting behavior selection, efforts, continuance, and performance level under different scenarios (Bandura 1982, 1997).

H7: Internet shopping self-efficacy has a positive impact on repurchase intention.

2.4 Trust

Trust, means making sure the site is reliable. Factors such as shopping process and debate card information security, privacy of profiles information and details of shopping are among these factors. Besides, the customer needs to make sure that he would receive the product after payment, so the options for the methods for paying at place and postal payment would be helpful in crating this trust. Facing complexity and uncertainty in today's e-commerce transactions, consumers follow some cognitive paths in order to minimize them (Selim Aren et al., 2013). On the contrary, they may not want to buy from a more risky store (Jarvenpaa et al., 2000).

H8: Trust has a positive effect on repurchase intention at the same e-shop

According to the proposed hypothesis, a conceptual model is designed:

²Theory of Reason Action

³ Social Cognitive Theory

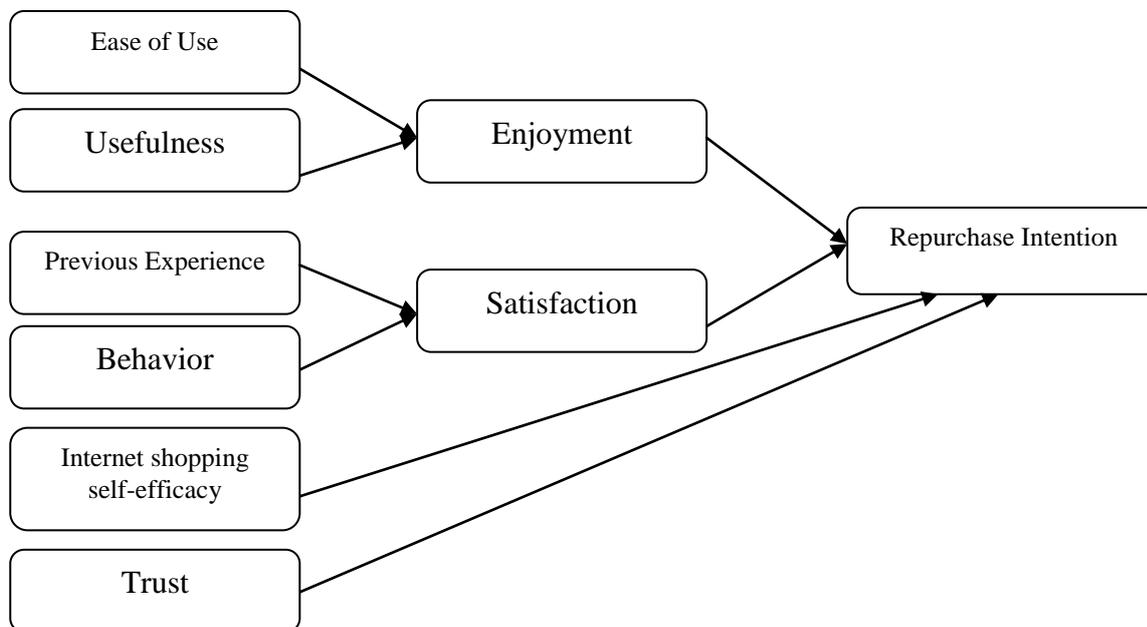


Fig 1. Theoretical Model

3. MATERIALS AND METHODS

Methodology

3.1. Research Goals

Colorful websites, new emerging online stores are among the challenges for website store owners for maintaining their customers, which is what factors for multinational customers are important in repurchasing from the same website. In this study, we try to review the effectiveness amount of social prestige and previous experience on the customer satisfaction factor and on the other hand, to review the usefulness and ease of use at using website for shopping on the shopping enjoyment factor. Finally, calculated the impact of enjoyment, satisfaction and trust to repurchasing intention.

3.2. Sample and Data Collection

The questionnaires were randomly and electronically distributed among 250 customers of electronic stores. These questionnaires were analyzed by SPSS software. 197 questionnaires were returned, and 21 questionnaires were evaluated as invalid, that some were filled in partly. So, in this study, 175 questionnaires were considered as standard sample.

3.3. Analyses and Results

In order for measuring “shopping enjoyment” the used items were adopted from (Davis, 1985), (Childers et al, 2001) and (Enrique et al., 2008) .For the “usefulness” section, we used the questions in a research by (Davis, 1985), (Childers et al, 2001), (Gefen et al., 2009), (Yue-Yang Chen,2012) and (Chiu et al., 2009). Questions in the “trust” section are from (Ha and Stoel, 2009), (Green, 2005), (Anderson and Srinivasan, 2003) and (Chiu et al.,2009) researches. The used items for internet shopping “self-efficacy” section were adopted from (Yue-Yang Chen, 2012). The first five questions in the “repurchasing intention” were chosen from (Ha et al., 2010), (Green, 2005), (Jayawardhena and Wright, 2009) and (Harris and Goode, 2010) researches.

In the table 1, the descriptive statistics and standard deviation of each variable is shown, and we can see the relationship between the variables using the Pearson correlation test. According to the regression tests, the effect of “Ease of Use” and “usefulness” with “Enjoyment” in the table 3, Customers’ “Behavior” and their “Previous Experience” with “Satisfaction”, and in the table 4, the relationship between 4 variables of “Enjoyment”, “Satisfaction”, internet shopping “self-efficacy” and “Trust” on the independent variable “Repurchasing Intention” of the customer were shown.

Table 1. Descriptive Statistics and Correlation

	N	Mean	Std. Deviation	EOU	U	E	BM	PE	S	T	SE
EOU	175	3.62	.907								
U	175	3.81	.901	0.557**							
E	175	3.70	.731	0.728**	.687**						
BM	175	3.83	.912	-0.09	-.132	.068					
PE	175	3.23	.709	0.246**	.081	.149*	-.151*				
S	175	3.71	.537	0.198**	.060	0.96	.355**	.301**			
T	175	3.86	.673	0.263**	.193*	0.161*	-.113	.237**	.159*		
SE	175	4.01	.665	0.251**	0.251**	0.287**	-.036	.034	.343**	0.259**	
RI	175	4.05	.501	0.494**	0.402**	0.541**	-.071	0.294**	0.328**	0.343**	0.431**

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 2.

Coefficients^a

Model	Standardized Coefficients		t	Sig.	Acceptance of Hypotheses
	Beta				
1 (Constant)			6.162	.000	
U	.502		9.176	.000	H2 Yes
EOU	.407		7.448	.000	H1 Yes

.Dependent Variable: E

Table 3.

Coefficients^a

Model	Standardized Coefficients		t	Sig.	Acceptance of Hypotheses
	Beta				
1 (Constant)			7.892	.000	
BM	.410		6.156	.000	H4 Yes
PE	.363		5.455	.000	H5 Yes

a. Dependent Variable: S

Table 4.

Coefficients^a

Model	Standardized Coefficients		t	Sig.	Acceptance of Hypothesis
	Beta				
1 (Constant)			4.272	.000	
E	.437		7.297	.000	H3 Yes
S	.190		3.118	.002	H6 Yes
T	.193		3.250	.001	H8 Yes
SE	.190		2.955	.004	H7 Yes

a. Dependent Variable: RI

4. CONCLUSION

In a world that internet is a point of intersection between sellers and customers, understanding the needs of the customers are an important issue, since the way to success goes through the customers. In this report, according to the regression test, it was shown that how much effect have the factor of "Usefulness" with $t=9.176$, shopping "Ease of Use" with $t=7.448$, "Enjoyment" with $t=7.297$, "Behavioral Modeling"-which refers to customers' prestige after buying from a specific website- with $t=6.156$, positive "previous experience" with $t=5.455$, "satisfaction" $t=3.188$, "trust" $t=3.25$ and finally internet shopping "self-efficacy" with $t=2.955$ respectively, on the dependent variable of "Repurchase Intention". According to the obtained statistics, all the hypotheses were proved, and the most important factors which online corporations and companies must pay attention is "Ease of Use" at shopping, that includes factors such as websites' quality and speed. Another factor influential in this study is the literacy level and culture of the customers that is recommended to the future researchers to consider it. And the online malls should perused their customers that online shopping is useful because the second most important variable is "Usefulness".

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