

FACTORS INFLUENCING REPURCHASE INTENTION IN ONLINE SHOPPING CONTEXT: THE MEDIATING ROLE OF SATISFACTION

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ABSTRACT

This study investigates the factors influencing repurchase intention in online shopping context. Self-efficacy and trust were integrated with Unified Theory of Acceptance and Use of Technology (UTAUT) components, namely performance expectancy and effort expectancy in explaining online repurchase intention. It was hypothesized that performance expectancy, effort expectancy, self-efficacy, and trust influence satisfaction and online repurchase intention. Satisfaction was posited to mediate the relationships between the proposed antecedents and online repurchase intention. 211 useable responses were collected through purposive sampling method and the data was analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). All proposed hypotheses were supported except the effects of effort expectancy and performance expectancy on online repurchase intention. All mediating effects of satisfaction proposed were found to be significant. Based on the findings, implications and future research directions were discussed.

Keywords: *Performance expectancy, Self-efficacy, Trust, Satisfaction, Repurchase intention, PLS-SEM*

INTRODUCTION

In 21th century, almost everything is parallel with the growth of technology and internet. Technology has increased the quality of lifestyle, and abridged the global distance. Following technology advancement, many industries have shifted either partially or completely to the digital world, including retail industry (Bilgihan, 2016; Pantano & Priporas, 2016). The growth of internet usage has changed consumer shopping habits and shopping channels. There are approximately 26% e-shoppers around the world. 71% of e-shoppers claimed that they receive a better deal in online transaction compared to offline (Ecommerce Foundation, 2016). This scenario is drawing interest from researchers and practitioners as online shopping is emerging as the mainstream of shopping trends.

The online shopping trend starts thriving recently in Malaysia. This new channel of retailing are given attention by many retailers and merchants as it has brought significant impacts to the traditional offline retail channels, such as decrease in physical shop sales revenue (Rowley, 2000). Generally, availability of huge discounts (Joshi & Upadhyay, 2014), open round the clock

of 24/7, and also reduction of shopping effort (Riccio, 2015) are some of the dominant forces that drive consumers to shop online. Malaysia has recorded online retail transactions worth RM1.8 billion, with 70% increase compared to previous year (Marketing Interactive.com, 2011). The top three product categories frequently purchased by e-shoppers through online in year 2016 were electronics, fashion and beauty, followed by sports and hobbies (The Star Online, 2017).

One of the biggest barriers for online shopping is that consumers undergo zero physical interaction throughout the transactions (Jiang et al., 2008; Mukherjee & Nath, 2007). Unsatisfying with products purchased, lacking of information, and having difficulties in using online shopping systems are among the major concerns that faced by consumers (Oracle, 2011; Rakuten, 2010). Therefore, it is vital to understand customers' intention to repurchase online for the sustainability of online business. Lee et al. (2009) also highlighted that boosting customer repurchase intention is the key strategy to generate higher profits for the online vendors. According to Lee et al., (2009), satisfaction is a critical factor that increases customer return rate, and the retention of customers can pose as a competitive advantage for businesses.

Numerous researchers have adopted Unified Theory of Acceptance and Use of Technology (UTAUT) in study regarding new technology acceptance rate (Miltgen et al., 2013). However, the usage of UTAUT model in studies regarding intention to engage in online shopping still under-researched (Celik, 2016), especially in Malaysia (Jamil & Mat, 2011). Furthermore, Pahnla et al. (2011) asserted that UTAUT needs to be extended by incorporating new constructs in the online shopping adoption domain due to its limit in explaining focal behavior. Therefore, this study intends to explore the determinants of repurchase intention in online shopping based on UTAUT model.

This remainder of this study is organized as follow. First, this work proceeds by reviewing related academic literature and developing a research model. Subsequently, research methodology is discussed followed by result and discussion. Finally, theoretical and practical implications are presented along with future research direction.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Unified Theory of Acceptance and Use of Technology (UTAUT)

UTAUT is a theory developed by Venkatesh et al. (2003) to explain consumers' intention and usage behavior towards an information system. In UTAUT model, performance expectancy and effort expectancy were used to resemble the traditional constructs of "perceived usefulness" and "perceived ease of use" from the original Technology Acceptance Model (TAM) study. The new synthesized model was proven to outperform previous models as it explained about 70% of variance in behavioral intention (Venkatesh et al., 2003) and 50% variance in technology use (Venkatesh et al., 2012).

According to Venkatesh et al. (2003), effort expectancy is explained as perceived degree of ease in using a technology. This term was similar with "perceived ease of use" in TAM (Venkatesh et al., 2003). In online shopping context, it refers to customers' perception that whether e-commerce website is easy to learn and use. Several studies have found effort expectancy to be an important factor in influencing customer's intention to purchase online (Venkatesh et al., 2003; Davis, 1989; Gefen & Straub, 2000). Several common problems with e-commerce sites are long duration of page download, slow transaction speeds, and complex purchase procedures (Lim & Dubinsky, 2004). An e-commerce website is viewed as useful to users if the e-shoppers possess the capability to adopt it without any extra efforts. Celik (2016) proposed that there is a positive relationship between effort expectancy and online repurchase intention. In other words, the

intention to repurchase in online shopping is affected by the perceived amount of effort needed, such as searching and comparing information on e-commerce website. If the effort expectancy is low, e-shoppers are more likely to repurchase online. In addition, low complexity of a website features will positively influence customer satisfaction due to the increase level of website ease of use (Shen & Chiou, 2010). Based on the justification above, researchers proposed that:

H1: There is a positive relationship between effort expectancy and repurchase intention.

H2: There is a positive relationship between effort expectancy and satisfaction.

Performance expectancy refers to the degree where e-shoppers believe that online shopping will improve their shopping performance (Venkatesh et al., 2003). Performance expectancy refers to individual's judgment on technology-mediated task performance based on associated benefits and costs (Pereay Monsuwé et al., 2004). If benefits outweigh costs, intention to use will be positive. In the context of online shopping, flexibility of use in term of time and place, easy access to promotion details and shopping effectiveness are all those criteria for performance expectancy that always inquired by e-shoppers (Kleijnen et al., 2007). Performance expectancy has been shown to induce consumers online repurchase intention (Celik, 2016). Therefore, the connection between performance expectancy and e-shoppers repurchase intention is proportional. Besides, e-shoppers' satisfaction increases when they receive pleasures from online shopping, and this pleasure leads them to continue buying with the particular online retailer in the future. Relatively, when an e-commerce website provides users with useful functionalities as well as beneficial information, it will raise users' satisfaction (Deng et al., 2010). According to Bhattacharjee (2001), a user will be satisfied and tended to continue accessing the websites if he or she was provided usefulness information. In online shopping context, e-shoppers' expectation of utilitarian value of online shopping such as, time saving and geographical boundless significantly influence online purchase intention (Celik, 2011). Therefore, the following hypotheses are formulated:

H3: There is a positive relationship between performance expectancy and repurchase intention.

H4: There is a positive relationship between performance expectancy and satisfaction.

Self-efficacy

Self-efficacy is a form of self-evaluation which influences individual decision and effort needed to undertake certain behaviors (Bandura, 1977). The concept is influential in online context (Yi & Gong, 2008), and it has been widely applied in many online domains, such as mobile payment (Bailey, 2017), online shopping (Faqih, 2013), and apparel retailing technologies (Lewis & Loker, 2014). Bandura (1977) stated that if a task is perceived to challenge one's abilities, consumers with higher self-belief are more likely to demonstrate motivation to attempt, persist, perform the task, and to experience greater levels of satisfaction. In other words, e-shoppers who often purchase goods via online will tend to be more confident with their ability when doing online transactions (Yoon et al., 2002). Likewise, Yang (2012) claimed that enjoyment and positive attitude towards online shopping will be increased by higher degree of self-efficacy. Besides, Akhter (2014) pointed out that high self-efficacy result in Internet users' feeling of ease and comfortable with Internet, and leads to more frequent online transactions. Similarly, Lu and Yu (2009) posited that self-efficacy positively impacts e-shoppers repurchase intention. Thus, the following hypotheses are formulated:

H5: There is a positive relationship between self-efficacy and repurchase intention.

H6: There is a positive relationship between self-efficacy and satisfaction.

Trust

In e-commerce context, Pavlou and Fygenson (2006) defined trust as the buyer's belief that the e-vendors behave ethically in practicing their business. Feeling insecure is one of the barriers for online shopping. Thus, trust acts as a critical role in influencing buyers' participation in transactions. In addition, trust is a central component of Social Exchange Theory (Rolloff, 1981). If an online exchange is perceived to be beneficial, an individual is more likely to maintain the exchange relationship with the respective online retailer. This phenomenon coincides with the relationship between trust and repurchase intention (Li & Yu, 2010) whereby high level of trust among e-shoppers will lead to high level of repurchase intention. Trust is important in internet transactions as it influences perceived product quality and determines e-shopper's confidence towards online shopping (Froomkin, 1996). Trust is even more considerable in online setting as consumers face within formation security risk compared to offline setting (Comegys et al., 2009; Wang et al., 2005). Specifically, Samadi et al. (2015) pointed out that consumers do not trust information from online channels easily. In previous study, trust in online shopping process was found to influence satisfaction (Chiou, 2004). Prior studies identified e-shopper's trust and satisfaction is the vital factors to establish a long term merchandising relationships (Balasubramanian et al., 2003, Flavian et al., 2006, Kim et al., 2009). So, the hypotheses are formed as below:

H7: There is a positive relationship between trust and repurchase intention.

H8: There is a positive relationship between trust and satisfaction.

Satisfaction and Repurchase Intention

Satisfaction is an affective reaction to the appraisal of a specific referent (Parasuraman et al., 1988). Customers who are satisfied with the e-commerce performance will maintain a positive attitude and response throughout the shopping experience (Muylle et al., 2004). Satisfaction is important in buyer-seller relationships as it is the key element in building and retaining loyal long-term buyers (Bhattacharjee, 2001). Satisfaction fosters e-shopper's intention to return to a e-commerce website (Cenfetelli et al., 2008), as well as strengthening the intention to repurchase (Mittal et al., 1998). Furthermore, Zeithaml (2000) also claimed that firms can achieve higher repurchase rate, positive word of mouth, and increase profits by elevating customers' satisfaction because customer repurchase intention is positively affected by satisfaction (Hsu et al., 2006; Lee & Lin, 2005). Thus, the hypothesis is formulated as follow:

H9: There is a positive relationship between satisfaction and repurchase intention.

Mediating Role of Satisfaction

In online shopping setting, customer satisfaction is not only incurred by the features of the product or services but also highly depend on the interaction between customers with the website system (Moezzi, 2009). Studies suggested that user's perceptions of ease of use and usefulness were positively impacted by satisfaction with the system usage (Baroudi et al., 1986). Similarly, Lai et al., (2007) also proposed that when users experience reduced effort and better purchasing performance from the e-commerce website, they will have more e-satisfaction. Satisfaction plays a vital role in online services as it influences users' decision to continue using the distribution channel (Lin & Sun, 2009). In turn, online repurchase intention is highly relied on buyer's prior satisfaction (Oliver, 1980). Therefore, based on the above review, this study hypothesizes that:

H10: Satisfaction mediates the relationship between effort expectancy and repurchase intention.

H11: Satisfaction mediates the relationship between performance expectancy and repurchase intention.

Taylor and Todd (1995) argued that self-efficacy is higher among satisfied users. According to Hsu et al. (2006), self-efficacy has a positive relationship with satisfaction, and it directly influences customers' future behavioral intention. In addition, Akhter (2014) revealed that internet self-efficacy significantly influences online transaction as the premise is that users have to feel comfortable in using internet. In sum, e-shoppers who have higher self-efficacy possess higher satisfaction with the e-commerce website which eventually impacts on repeat purchase intention. Hence, this study hypothesizes that:

H12: Satisfaction mediates the relationship between self-efficacy and repurchase intention.

Previous studies disclosed that mere trust is not sufficient for triggering customer transaction intentions (Liu & Goodhue 2012; Van der Heijden et al., 2003). Building trustworthiness and satisfaction is the essential way to create competitive advantage in business (Barney & Hansen 1994). Trust has been found to be a key variable in determining satisfaction and online repurchase intention (Tang & Huang, 2015; Ling et al., 2010). Kim et al. (2008) also indicated that satisfaction acts as a mediating role between online buyer's trusts and repurchase intention. Thus, this study hypothesizes that:

H13: Satisfaction mediates the relationship between trust and repurchase intention.

The research framework is proposed as Figure1.

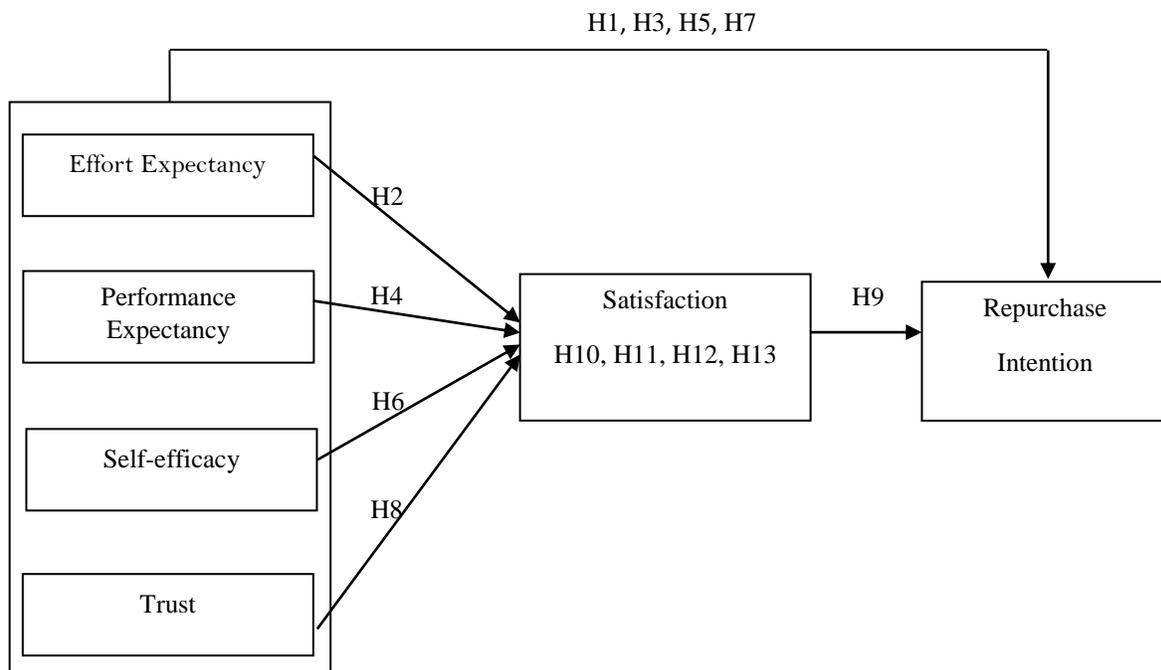


Figure 1: Research Model

METHODOLOGY

Data Collection and Sample

This study is a cross-sectional survey study. Purposive sampling was used by selecting respondents who have experience in online purchase. Minimum sample size of 92 was determined by using G*Power software (Faul et al., 2007). Two hundred and eleven useable

responses were collected eventually. The demographic data in Table 1 showed that there were 58.8% of female and 41.2% of male. Majority of respondents (82.5%) were aged between 21-30 years old.

Table 1: Demographic Data

Demographic	Frequency	Percentage
Gender		
Male	87	41.2%
Female	124	58.8%
Age		
20 and below	18	8.5%
21-30	147	82.5%
31-40	15	7.1%
41-50	3	1.4%
51 and above	1	0.5%

Measures

Firstly, the measurements of effort expectancy, performance expectancy, and trust were adapted from Chin et al. (2009), with Cronbach alpha of 0.837, 0.860, and 0.851 respectively. Secondly, the measurement of self-efficacy was adapted from Hernández et al. (2010), with cronbach alpha of 0.759. Lastly, the measurements of satisfaction and repurchase intention were adapted from Hsu et al. (2006), with cronbach alpha of 0.843 and 0.804 respectively. Exogenous constructs were measured using 5-point Likert scale and endogenous constructs were measured using 7-point Likert scale, as the preventive measure for common method bias (MacKenzie & Podsakoff, 2012).

DATA ANALYSIS

Common Method Variance

Common method bias was first examined using Harman's single-factor test (Podsakoff et al., 2003) before entering Partial Least Square Structural Equation Modeling (PLS-SEM) analysis. The results exhibited that the largest variance explained by the first factor was 42.13% of the total variance, less than the 50% threshold suggested (Podsakoff et al., 2003). Hence, common method bias was not a concern in this study.

Measurement Model

Next, PLS-SEM was conducted following the two-stage analytical procedures by Anderson and Gerbing (1988). SmartPLS 3.2.6 software was used (Ringle et al., 2015). PLS-SEM was chosen over Covariance-based Structural Equation Modeling (CB-SEM) because the main objective of this study was prediction of key constructs (Hair et al., 2017).

In assessing measurement model, the convergent validity was examined by looking into indicator loadings, average variance extracted (AVE), composite reliability (CR) and Dillion-Goldstein's rho (rho_A). As shown in Table 2, all indicators exhibited ideal loadings except EE2's loading which below 0.7. However, the item is retained as both values for AVE and CR are sufficient (Hair et al., 2017). Internal reliability is achieved where both rho_A and CR were above the threshold value 0.7. Convergent validity was satisfied as AVE exceeded threshold value 0.50 (Hair et al., 2017). Subsequently, discriminant validity was assessed using

Heterotrait-Monotrait ratio of correlations (HTMT) approach (Henseler et al., 2015). As demonstrated in Table 2, all HTMT values were below threshold value of HTMT 0.90 (Gold et al., 2001). In brief, the measurement model exhibited sufficient convergent validity and discriminant validity.

Table 2: Result of Measurement Model

Construct	Indicator	Loading	rho_A	CR	AVE
Effort expectancy	EE1	0.705	0.875	0.882	0.601
	EE2	0.643			
	EE3	0.829			
	EE4	0.834			
	EE5	0.855			
Performance expectancy	PE1	0.801	0.844	0.886	0.608
	PE2	0.785			
	PE3	0.783			
	PE4	0.753			
	PE5	0.777			
Self-efficacy	SE1	0.875	0.704	0.870	0.771
	SE2	0.881			
Trust	TR1	0.800	0.843	0.883	0.656
	TR2	0.711			
	TR3	0.857			
	TR4	0.862			
Satisfaction	PI1	0.883	0.854	0.911	0.774
	PI2	0.900			
	PI3	0.857			
Repurchase intention	RI1	0.954	0.886	0.953	0.910
	RI2	0.953			

Table 3: HTMT Criterion

	Effort expectancy	Performance expectancy	Repurchase intention	Satisfaction	Self-efficacy	Trust
Effort expectancy						
Performance expectancy	0.736					
Repurchase intention	0.620	0.607				
Satisfaction	0.752	0.728	0.888			
Self-efficacy	0.647	0.704	0.696	0.664		
Trust	0.454	0.361	0.613	0.646	0.412	

Structural Model

Collinearity issue was first assessed in examining structural model. The Variance Inflation Factor (VIF) values range from 1.216 to 2.504, which were below threshold value of 3.33 (Diamantopoulus & Sigouw, 2006), indicating no serious collinearity issue in this model.

Next, the significance of proposed hypotheses was assessed using bootstrap re-sampling technique (5000 resamples). Based on the result in Table 4, two hypotheses for direct relationships were not supported. Result showed that effort expectancy, performance expectancy, self-efficacy, and trust positively influences satisfaction, with ($\beta=0.300$, $t=3.858$, $p<0.05$), ($\beta=0.278$, $t=4.175$, $p<0.05$), ($\beta=0.119$, $t=1.937$, $p<0.05$), ($\beta=0.310$, $t=5.444$, $p<0.05$) respectively. Subsequently, relationship between effort expectancy and repurchase intention ($\beta=0.014$, $t=0.189$, $p>0.05$), and relationship between performance expectancy and repurchase intention ($\beta= 0.016$, $t=0.197$, $p>0.05$) were found to be insignificant. On the other hand, self-efficacy, trust, and satisfaction positively influenced repurchases intention, with ($\beta=0.195$,

t=2.024, p<0.05), (β =0.138, t=2.366, p>0.05), (β =0.584, t=9.422, p<0.05) respectively. In brief, among nine hypotheses of direct relationships, H1 and H3 were not supported.

In term of mediation, satisfaction was found to mediate relationship between effort expectancy and repurchase intention, with indirect effect of 0.175 and confidence interval of (0.082, 0.264). As with the insignificant direct relationship between effort expectancy and repurchase intention, and a variance accounted for (VAF) value of 92.6%, a full mediation was inferred (Hair et al., 2017). Second, satisfaction also exerted a mediation effect between performance expectancy and repurchase intention, with indirect effect of 0.162, confidence interval of (0.081, 0.242), and VAF value of 91.0%, indicating a full mediation. Third, result indicated a partial mediation between self-efficacy and repurchase intention, with indirect effect of 0.069, confidence interval of (0.005, 0.149), and VAF value of 26.3%. The same direction pointed by the direct effect and indirect effect further indicated a complementary mediation. Fourth, a partial complementary mediation was also found between trust and repurchase intention, with indirect effect of 0.181, confidence interval of (0.107, 0.265), and VAF value of 56.7%. Therefore, H10 to H13 were supported.

Table 4: Hypothesis Testing of Direct Relationship

Hypothesis	Relationship	Std. Beta	Std. Error	t-value	P-value	Decision
H1	effort expectancy -> repurchase intention	0.014	0.072	0.189	0.425	Not Supported
H2	effort expectancy -> satisfaction	0.300	0.078	3.858	0.000	Supported
H3	performance expectancy -> repurchase intention	0.016	0.081	0.197	0.422	Not Supported
H4	performance expectancy -> satisfaction	0.278	0.067	4.175	0.000	Supported
H5	Self-efficacy -> repurchase intention	0.195	0.096	2.024	0.022	Supported
H6	Self-efficacy -> satisfaction	0.119	0.061	1.937	0.027	Supported
H7	trust -> repurchase intention	0.138	0.058	2.366	0.009	Supported
H8	trust -> satisfaction	0.31	0.057	5.444	0.000	Supported
H9	satisfaction -> repurchase intention	0.584	0.062	9.422	0.000	Supported

Table 5: Hypothesis Testing of Indirect Relationship

Hypothesis	Relationship	Indirect Effect	Confidence Interval	VAF	Decision
H10	effort expectancy -> satisfaction-> repurchase intention	0.175	(0.082, 0.264)	92.6%	Supported
H11	performance expectancy -> satisfaction-> repurchase intention	0.162	(0.081, 0.242)	91.0%	Supported
H12	Self-efficacy -> satisfaction -> repurchase intention	0.069	(0.005, 0.149)	26.3%	Supported
H13	trust -> satisfaction -> repurchase intention	0.181	(0.107, 0.265)	56.7%	Supported

Next, Coefficient of Determination R^2 was examined. 60.1% variance of satisfaction was jointly explained by effort expectancy, performance expectancy, self-efficacy, and trust. Besides that, the model explained 65.3% to repurchase intention. Therefore, as the R^2 values were above 0.26, substantial level of predictive accuracy was inferred (Cohen, 1988). This study further examined into the effect size using Cohen's f^2 (Cohen, 1988), with value of 0.35, 0.15, 0.02 indicate large, medium, and small effect size respectively. In explaining satisfaction, effort expectancy (0.126), performance expectancy (0.106), and self-efficacy (0.023) indicated small effect sizes while trust (0.198) exerted medium effect size. In producing the R^2 of repurchase intention, satisfaction (0.393) showed substantial effect, followed by self-efficacy (0.070) and trust (0.038) with small effect sizes. Effort expectancy and performance expectancy exhibited negligible effect.

Finally, predictive relevance was evaluated using Stone-Geisser's Q^2 (Geisser, 1974; Stone, 1974). The Q^2 values for satisfaction (0.429) and purchase intention (0.555) were more than 0. Therefore, the model established sufficient predictive relevance.

DISCUSSION AND IMPLICATIONS

Most of the proposed hypotheses in this research were supported. However, the relationships between effort expectancy, performance expectancy, and repurchase intention were not supported. The insignificant relationships were in line with Aghdaie et al. (2011), where e-shoppers' actual online repurchase intention tends to be more driven by other variables other than effort expectancy and performance expectancy. On the other hand, effort expectancy and performance expectancy were found significantly influence customer satisfaction in online shopping. The result was consistent with Chan et al. (2011) who found that perceived low effort needed and perceived increase of task performance were significant determinants of satisfaction.

Next, self-efficacy significantly influenced repurchases intention and satisfaction. This result was similar with Hsu et al. (2006), where self-efficacy had a positive relationship with satisfaction, and it directly influenced customers' future intention. Trust was found to positively influence repurchases intention and satisfaction. Chiu et al. (2009) proved that trust is the variable with strongest impact on customer satisfaction in online shopping. Fang et al., (2014) also found that trust and customer satisfaction were critical to post-consumption intention and they were considered as the key success factors for electronic commerce (e-commerce) websites particularly. Customer satisfaction was found to influence customer repurchase intention positively, consistent with previous studies (Ibrahim Elbeltagi & Gomaa Agag, 2016; Blutet et al., 2015). In addition, customer satisfaction was proven to be significantly mediated the relationship between effort expectancy, performance expectancy, self-efficacy, trust, and repurchases intention. Effort expectancy and performance expectancy influenced repurchase intention through customer satisfaction. On the other hand, satisfaction accounts for partial effect in the relationship between self-efficacy, trust, and repurchase intention.

Theoretical Implication

This study extended theories from different field of study, which were, Unified Theory of Acceptance Use of Technology (UTAUT) from technology field; Social Cognitive Theory, and Social Exchange Theory from psychology field. First, this study built on UTAUT (Venkatesh et al., 2003) and adopted effort expectancy and performance expectancy as the predictor to satisfaction. Satisfaction was inserted as the mediator between the behavioral intentions in UTAUT model. The findings were inconsistent with Venkatesh et al. (2003)'s findings in the context of voluntary use. In this study, both performance expectancy and effort expectancy being insignificant direct determinants of behavioral intention but directly influence repurchase intention through satisfaction. Secondly, Social Cognitive Theory was adopted to explain the

role of self-efficacy in online shopping context. It was proved that customer with high self-efficacy in online shopping have the capability to differentiate quality of online retailer, effectively navigate e-commerce website, and protect their online privacy which eventually lead to high satisfaction and repurchase intention. Lastly, Social Exchange Theory was integrated to clarify the effect of trust on satisfaction and repurchase intention.

Managerial Implication

Practitioners can avail the knowledge and information unveiled in this study, especially in strategy decision. Online retailers should constantly maintain their websites to prevent any breakdown, and develop advance features which aid in products classification, search, selection, and recommendation. Thus, customers' performance expectancy can be fulfilled. Designing a shopping websites in term of user-friendly is important as well as to reduce extra efforts needed and promote self-efficacy which could lead to satisfaction and eventually repurchase intention. This can be done by simplifying website content displays and provide short online video tutorials. Besides, trust is the most important factor in explaining customer satisfaction. Hence, online retailers should strive to build good reputation and trust which enable customers to continue purchase from them. This can be done by acquiring third party endorsement and provide timely and reliable customer services.

LIMITATIONS AND SUGGESTION FOR FUTURE RESEARCH

In this study, there are several potential limitations exist that lead to various opportunities for future research. First, most of the respondents answered the questionnaire based on their experience in online purchase. If the respondent has previous positive or negative experience with the online purchasing, it could affect their attitudes and repurchase intentions, which lead to bias in answering the questionnaire. Second, most of the respondents are teenagers, thus the data cannot be generalized to the population. Therefore, this may lead to a non-representative sample and bias in the result. Lastly, the model proposed may be different across gender, age, and ethnics.

Future research is suggested to examine the moderating role of prior experience in the model. Besides, future research should look into different sample to provide a clearer insight for the context. This is because different age, gender, and ethnic groups have different purchasing power, consumption behavior and lifestyle. Finally, a longitudinal study is suggested to look into behavior changes in online shopping across time.

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