Determinants of Repurchase Intention in Online Shopping: a Turkish Consumer's Perspective

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Abstract

The aim of this study is to identify Turkish consumers' online repurchase intention with a specific focus on the influence of e-satisfaction, e-trust and e-loyalty. As there are limited studies that explain online repurchase intention in developing countries, this study conducted in Turkey. An empirical study has been conducted using a questionnaire survey and a total of 389 respondents are used to test the proposed model. The results reveal that e-satisfaction, e-rust and e-loyalty have positive influences on intentions to repurchase in online stores. In addition, it was found that trust in an online store is the key determinant of online repurchase intention followed by satisfied digital customers and e-loyalty. The implications of findings are exhaustively discussed in the study.

Keywords: Online repurchase intention, E-Trust, Online customer satisfaction, E- loyalty, Turkey

Introduction

The Internet has made a strong impression on marketing and created a new form of retail transaction called online shopping. According to the reports by eMarketer, Goldman Sachs and Interactive Media in Retail Group, B2C commerce sales in 2012 grew 21.1% to top $1 trillion for the first time (Fredriksson, 2013) and sales are estimated to grow about $1.47 trillion in 2014. In 2016, global B2C e-commerce sales are expected to reach 1.92 trillion U.S. dollars (Statista, 2015). In Turkey, Internet retailing is reached a market value of $7.4 billion in 2013, according to global market research company Deloitte (Deloitte, 2014) and online retail in Turkey is expected to see an annual growth of 15.8 per cent in constant value terms by 2017 according to global market research company Euromonitor International. There are currently around 40 million Internet users in Turkey (53% of the population), which in the European ranking of countries with the highest number of internet users puts Turkey in 5th place, just after Germany, Russia, the UK and France. Half of the population is under 30 years old and actively use social networks (Turkey has close to 33 million Facebook users, ranking six in the world). That, along with an enthusiastic fervor for business enterprise, makes Turkey the ideal country to promote e-commerce (Ecommerce Europe, 2013).

Thanks to advances in information technologies, online shopping offers several surpassing advantages to customers, such as wide international reach, low costs, plenty of available product information, greater flexibility and convenience (Eroglu et al., 2001; Srinivasan et al., 2002; Wen et al., 2011). On the other hand, interaction between customer and seller in online shopping takes place in environment of uncertainty. Privacy of personal information, uncertainty about fulfillment and products served by internet marketers are certain risks about online shopping. Therefore, online shopping is still perceived more risky than traditional face-to-face shopping (Pavlou, 2003; Soopramanien, 2011).

One of effective ways to convert website visitors into customers is to minimize these risks. Given that customer behavior in online shopping differ from traditional consumer behavior, understanding online consumer behavior has become more complex due to increasing competition and rapid changes in online environment. Web retailers need to understand the determinants of customers' online purchase and repurchase intentions in order to rise to the challenge. While prior studies related with online repurchase intention are widespread in the literature, studies that explain the relations among customer trust, customer loyalty and customer satisfaction and the multiple effects of these factors on online repurchase intention are scarce and findings of these studies are inconsistent.

On this basis, this study intended to fill this gap by proposing and testing theoretical models incorporating relations among customer trust, customer loyalty, and customer satisfaction and online repurchase intention (ORPI).

The purpose of this study is to identify the factors that impact online repurchase intention in Turkish consumers' context. The paper is organized as follows. Section one presents the theoretical review of study field and hypothesis developed. In section two, research methodology, proposed models and survey instruments are explained. The subsequent section deals with the results of empirical study. Last section covers conclusions, managerial implications, limitations and suggestions for future research.

1. Theoretical Background and Hypothesis

1.1 E-trust and Online Repurchase Intention

In their early article, Jarvenpaa and Tractinsky (1999) define trust in online shopping as "a consumer's willingness to rely on the seller and take action in circumstances where such action makes the customer vulnerable to the seller". Similarly, Kimery and McCord (2002) determine e-trust in an e-retailer as customers' willingness to accept vulnerability in an online transaction based on their positive expectations regarding future behavior. Lee and Turban (2001) asserts that lack of trust is an important cause for customers not to intend to shop from online stores. Reluctance to shop online may arises from uncertainties about fulfillment or perceived risk about payments and security of personal information. Trust in the website is a way to reducing customer uncertainty (Reichheld and Schefter, 2000), complexity (Grabner-Kraeuter, 2002) and has negatively influences the perceived risk about buying something on the internet (Heijden et al., 2003). Shin et al. (2013) conclude that customer trust is taken into account as one of most significant priority for successful e-commerce.

In online marketing literature, relationship between e-trust and the customer ORPI has been discussed for years. According to the extant literature, customer e-trust has direct and indirect impacts on ORPI. Several authors suggest that e-trust precedes online purchase intention (Ling et al., 2010; Kim et al., 2009). Gefen (2000) found that customer e-trust has a positive impact on online purchase decision. Weisberg et al. (2011) suggested that customers showed higher intention to purchase online in the future when they had higher trust in the website. Moreover, the higher degrees of customers' e-trust provide positive advice to prospective customers and trusting customer will get ready to buy from website (Mukherjee and Nath, 2007). This means that e-trust is the basis of long-term relationship between customers and companies and a higher level of trust will increase consumers' online repurchase decision and ORPI (Elliot and Speck, 2005; Kim et al., 2010; Fang et al. 2014). Based on these finding, following hypothesis is proposed:

H₁: E-trust has a positive influence on ORPI.

When relationship among trust, satisfaction and loyalty has discussed in utter detail through the literature, contradictory results have attained. For example, as noted by Polites et al. (2012) "several studies based on social exchange theory indicate that a consumer's trust evaluation prior to an exchange episode (such as making a purchase on a website) will directly influence her/his post-purchase satisfaction". Studies conducted by Kim (2012) and Harris and Goode (2004) confirmed that e-trust positively affects e-satisfaction. On the contrary, some authors claim that e- trust can be placed through the e-satisfaction (Flavián et al., 2006; Khalifa and Liu, 2007, Rose, et al., 2012). Besides, in the recent studies, e-trust was supported as an antecedent of e-loyalty (Ribbink et al., 2004; Horppu et al., 2008). Therefore, the following hypotheses are also proposed:

H₂: E-trust has a positive influence on e-loyalty.
H₃: E-satisfaction has a positive influence on e-trust.

1.2 Customer Satisfaction and Online Repurchase Intention

Flavián et al (2006) defined e-satisfaction as "an affective consumer condition towards the web site that results from an evaluation of all the aspects that make up the consumer relationship" In the recent studies, there is a wide range of acclaim that e-satisfaction provides higher e-loyalty. For example Anderson and Srinivasan (2003) discovered a positive relationship between customer satisfaction and loyalty. Lin and Lekhawipat (2014) demonstrated that customers that satisfied have been more expected to repurchase in the future than unsatisfied customers.

Likewise, Ha et al. (2010) revealed a positive effect of e-satisfaction on ORPI and the mediation effect of trust that enhance the effect of e-satisfaction on ORPI. Therefore, with respect to the effects of e-satisfaction, it can be expected that:

H_4: E-satisfaction has a positive influence on e-loyalty.

H_5: E-satisfaction has a positive influence on ORPI.

1.3 Customer Loyalty and Online Repurchase Intention

Brand loyalty is defined as "a favorable attitude toward a brand resulting in consistent purchase of the brand over time" (Assael, 1992, p. 87) and e-loyalty as "a customer's favorable attitude toward the e-retailer that results in repeat buying behavior" (Srinivasan et al., 2002, p.42). Prior studies such as Rai and Medha (2013), Valvi and West (2013) and Chou et al. (2015) posit that e-satisfaction and e-trust are two key factors of e-loyalty. A review of the loyalty literature indicates that, customer loyalty and ORPI is positively related. For example, Wang et al. (2006) concluded that website loyalty is a predictor for ORPI. Hong and Cho (2011) reported similar and extended results, concluding that making efforts to build e-loyalty by increasing trust and customer satisfaction is the way to rise intending to buy in online shopping. Thus, it can be hypothesized that:

H6: E-loyalty has a positive influence on ORPI.

The conceptual model of the research and hypotheses developed in accordance with the relevant literature are shown in Fig 1.

Figure 1: Conceptual Model of The Research
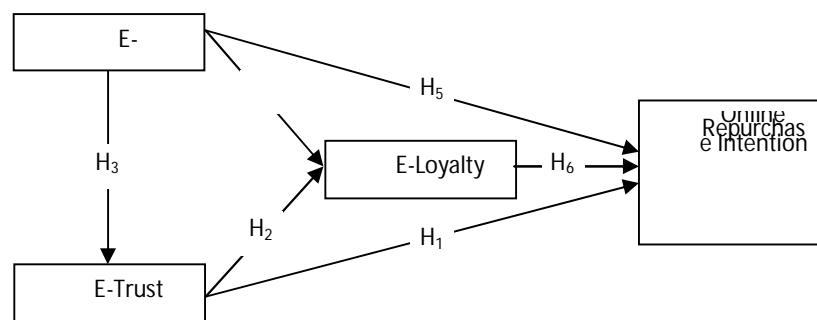
2. Research Methodology

The research steps used in this study consist of developing measures, pre-test, reliability and validity checks, confirmatory factor analysis (CFA) and test of structural model and hypotheses.

2.1 Measures

Measurement items were adopted and adapted from the prior studies and a questionnaire that includes those items was developed. For the measurement of e-satisfaction, e-trust and ORPI, three questionnaire items were used. Five items were used to measure the e-loyalty. This study measured responses to the items on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). A pilot test was conducted to 50 e-shoppers. Items used in this study are shown in Table 1 with references. The questionnaire also asked about the e-shoppers' demographic characteristics and online shopping tendencies.

Table 1: Measurement Items

Measure	Items	References
E-satisfaction	I am satisfied with my decision to purchase from this site	Anderson and Srinivasan (2003)
	My choice to purchase from this site was a wise one	
	I am happy I made my purchase at this web site	
E-loyalty	I encourage friends and relatives to do business with the web site	Zeithaml et al. (1996)
	I say positive things about the web site to other people	
	I will do more business with the web site in the next few years	
	I would recommend the web site to someone who seeks my advice	
	I consider this web site to be my first choice to buy the kind of product I most recently purchased online	
E-trust	I felt trust in the purchasing process	Gefen (2000)
	I felt trust when providing personal details	
	I felt trust in the site's efficiency	
Online Repurchase intention	I will make purchase again on the website	Zhou et al., (2009), Kim et al., (2012)
	I will visit the website again in the future	
	I intend to recommend the Internet shopping site that I regularly use to people around me	

2.2 Sampling Technique and Survey Procedure

The respondents were selected depending on whether they have shopped online at least once in last three months. That procedure was used to ensure that the respondents are actual e-shoppers and have sufficient experience and a good perspective on purchasing online. Survey was conducted both online and offline in Turkey to maximize response rate over 5 weeks. A total of 1000 surveys were distributed, of which 422 were received, with 42.2 % response rate. 33 surveys were not used because of missing values. In total 389 cases employed in empirical analysis. According to Hair et al. (1998), the minimum sample size should be 200. As such, the current sample size is sufficient for SEM analysis.

3. Data analysis and results

3.1 Demographics of the respondents

The characteristics of respondents indicate that the frequency of gender is almost the same (48.1% female, 51.9% male) and 61% of respondents were ranged in age from 21 to 30. 88% of the respondents were college-educated and above. As mentioned previously, all respondents were active e-shoppers. 60.2% of e-shoppers made between 2 to 5 purchases in last three months and the others made more than five in last three months. All participants have at least twenty online purchase experiences while 34.9% have more than fifty. Further, 75.1% used the Internet for more than 20 hours per week and approximately three-quarters (73.5%) of the e-shoppers spend average $50 on online shopping in a month.

3.2 Validity and Reliability

The reliability of the research variables was measured with Cronbach's alpha coefficient and composite reliability (CR) values. Table 2 shows the basic statistics of all constructs. As shown in Table 2, all the values of CR and Cronbach's Alpha ranged from 0.785 to 0.909, exceeding the recommended value 0.70. The results show that all items were deemed reliable. Moreover, in the confirmatory factor analysis, as suggested by Fornell and Larcker (1981), the significance of all the factor loadings were checked and then the values of average variance extracted (AVE) were calculated for each factor. All AVE values were higher than 0.50.

Table 2 AVE, CR, CA, item mean, standard deviation and factor loading values of the variables.

	AVE	CR	α	Item	Item mean	Standard deviation	Factor loading
E-satisfaction	0.549	0.785	0.884	ES1	3.69	0.99	0.74
				ES2	3.63	0.99	0.76
				ES3	3.54	1.01	0.73
E-trust	0.646	0.845	0.836	ET1	3.45	0.98	0.79
				ET2	3.65	0.97	0.74
				ET3	3.21	1.07	0.88
E-loyalty	0.653	0.903	0.807	EL1	3.40	1.06	0.88
				EL2	3.52	0.98	0.70
				EL3	3.41	1.02	0.89
				EL4	3.61	1.01	0.73
				EL5	3.32	1.01	0.82
ORPI	0.606	0.821	0.876	OPI1	3.60	1.01	0.79
				OPI2	3.77	0.95	0.82
				OPI3	3.73	1.04	0.72

AVE: Average variance extracted; CR: Composite reliability; α: Cronbach's alpha.

In addition, to control the discriminant validity, the square root of AVE values must be higher than the correlation between constructs (Fornell and Larcker 1981). For each construct, the squares of the correlation between latent variables (common variance) were found to be smaller than AVE values. These results with the factor correlation matrix are shown in Table 3. As it is seen from factor correlation matrix, the highest correlation value between constructs is 0.706 (between "e-satisfaction" and "e-loyalty") whereas the smallest value among the square root of AVE values is 0.741. The results ensured the discriminant validity of all constructs in that in all cases, the diagonal values in the matrix were higher than the off-diagonal values in the corresponding rows and columns as shown in Table 3. Overall, reliability and both convergent and discriminant validity tests indicated that the proposed constructs of measurement model were justified.

Table 3 Mean, standard deviation and factor correlation values of research variables.

	$\overline{\times}$	S.D.	1	2	3	4
E-satisfaction (1)	3.06	0.94	**0.741**			
E-trust (2)	3.16	1.07	0.688	**0.804**		
E-loyalty (3)	3.12	0.99	0.706	0.630	**0.808**	
ORPI (4)	2.84	1.06	0.699	0.699	0.665	**0.778**

$\overline{\times}$:Mean ; S.D: Standard deviation

3.3 Confirmatory Factor Analysis

The statistical significance and fit values of the proposed research model are tested by confirmatory factor analysis. In this study, a two-phase approach is used to test the research model. First, measurement model is dealt with and its suitability for model testing is examined. Every path in the model are found to be statistically significant (t>1.96; p=0.001). Standardized loadings and error variances obtained on the latent variables of the measurement model are used in the testing of structural model. Some goodness of fit statistics is used to evaluate the adequacy of measurement model and structural model. These values are Root Mean Square Error of Approximation (RMSEA), Standardized Root Mean Square Residual (SRMR), Comparative Fit Index (CFI), Normed Fit Index (NFI), Goodness of Fit Index (GFI), Tucker Lewis Index (TLI) and Adjusted Goodness of Fit Index (AGFI). The measurement model indicated a great fit, producing a GFI of .961, CFI of 0.984, RMSEA of 0.032, NFI of 0.948, TLI of 0.982, AGFI of 0.949 and SRMR of 0.035. the χ^2 of 111.135 and χ^2/df of 1.407 (p<0.01). The analytical results demonstrated a good fit. Therefore, after this phase, research model and hypotheses are tested.

3.4 Path Analysis and Hypothesis Testing

After checking validity, the analysis of structural model and the testing of hypotheses are done in the second phase.

The structural model of research presented in Fig. 1 and the hypothesized relationships in the proposed model were tested. The structural model fit indicated great values, thus path estimates and t-statistics were calculated to test hypotheses. Fig 2 and Table 4 presents the results with β values of all path coefficients.

Table 4 Structural coefficients for the research model and summary of hypothesis test

Hypothesis	Path	Coef.	t-statistic	Conclusion
H_1	E-trust → ORPI	0.40	5.377**	Supported
H_2	E-trust → E-loyalty	0.16	1.971*	Supported
H_3	E-satisfaction → E-trust	0.66	11.153**	Supported
H_4	E-satisfaction → E-loyalty	0.68	8.299**	Supported
H_5	E-satisfaction → ORPI	0.32	3.134*	Supported
H_6	E-loyalty → ORPI	0.27	2.808**	Supported

Notes: * Significant at the 0.05 level; ** Significant at the 0.001 level

OPRI: online repurchase intention; Coef: Path coefficient

Figure 2: Results of Path Coefficients
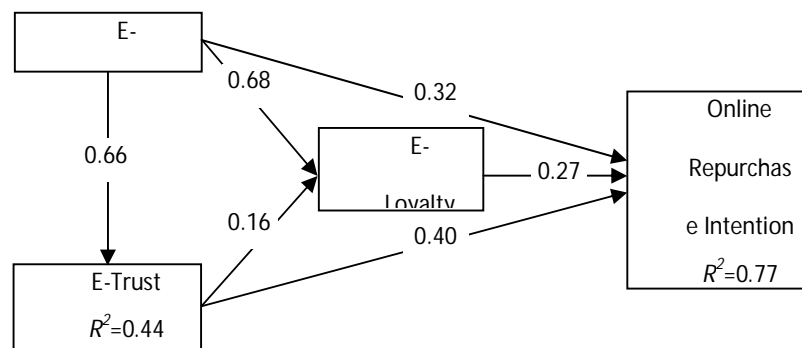
As it is seen in the Table 4 and Fig 2, all hypotheses were supported. According to the standardized estimations, e-trust (β=0.16, t-statistic=1.971, p<0.05) and e-satisfaction (β=0.68, t-statistic=8.299, p<0.001) significantly and positively affects e-loyalty, supporting H_2 and H_4. At the same time, e-trust is positively affected by e-satisfaction (β=0.66, t-statistic=11.153, p<0.001), thus supporting H_3. As expected, both e-satisfaction and e-trust positively associated with ORPI, with path coefficients of 0.32 (t-statistic=3.134, p<0.01) and 0.40 (t-statistic=5.377, p<0.001), supporting H_5 and H_1. Additionally, H_6 predicted that e-loyalty has a positive influence on ORPI and it is confirmed that there is a significant positive relationship between e- loyalty and ORPI (β=0.27, t-statistic=2.808, p<0.01).

The predictive and explanatory power of the research model assessed by the percentage of explained total variance (R^2). It is found that R^2 was 44 percent when e-satisfaction was used to predict e-trust towards online shopping. Moreover, the e-satisfaction and e-trust explained 63 percent of the variance in e-loyalty. Further, the R^2 for ORPI was 0.77, reflecting that the variation in the given antecedents of ORPI – e-satisfaction, e-trust and e-loyalty - explains 77 percent of the total variance of ORPI.

4. Discussion and Conclusions

The aim of this study is to investigate the factors which are the determinants of ORPI. In this regard, effects of e-trust, e-satisfaction and e-loyalty on ORPI were examined in an integrated perspective. Therefore, this study contributes the literature emphasizing the multiple effects of the antecedents of ORPI.

The results of this study suggest that both e-satisfaction and e-trust have a significant positive impact on e-loyalty. The findings further indicate that the positive influences of e-satisfaction and e-trust on ORPI are significant. These results imply that a satisfied customer who trust in the trueness of information presented by website and is convinced about the privacy of personal information will generate feeling of loyalty towards the website. The study also revealed the positive influence of e-loyalty on ORPI. It is empirically demonstrated that loyal customers will intend to repurchase from the same website in the future. However, e-loyalty has not the highest level of influence on ORPI.

Both e-satisfaction and e-trust have higher level of influence on ORPI than e-loyalty, therefore consumers are more likely to intent to repurchase from the website when an online store is able to keep customers more trusted and satisfied. The results also confirmed that e-trust has the highest level of influence on ORPI. The findings of this study make some theoretical and practical contributions. From a theoretical perspective, this research enriches the existing literature concerning ORPI and the determinants of ORPI and e-loyalty. First, e-satisfaction and e-trust revealed significant associations with both ORPI and e-loyalty. A similar observation was made by Weisberg et al. (2011) who proposed that e-trust has a significant and positive impact on ORPI. On the other hand, the former finding was consistent with the empirical results of Lin and Lekhawipat (2014) who shows the positive impact of e-satisfaction on ORPI.

Second, while the relationship among ORPI, e-trust, e-satisfaction and e-loyalty proved to be significant, it is considered that the primary determinant of ORPI is e-trust. Although recent researches shows that e-satisfaction play more significant role than e-trust (Ha, et al., 2010; Fang et al., 2014), the current study reveals that e-trust has the pivotal role on ORPI.

The findings of the present study can draw implications for practitioners. From the reported results, there are three factors –e-trust, e-satisfaction and e-loyalty - that affect customers to repurchase in online stores. E-shoppers concern trust as a cue to intend online repurchase and satisfaction in second. Hence, online stores should first focus on perceived trust against both online shopping and their websites. There are several ways to develop trust with e-shoppers. One is to provide more secured payment systems, data security and privacy policies. Also they use more flexible warranty and return disclaimer, keep in contact with customer in 7/24, present call/resolution centers and references to place e-trust. Second, online stores should respond customers' messages and complaints promptly and anticipate their needs earlier than competitors to satisfy and impress their customers. This research has shown that customers consider e-loyalty as another important antecedent of repurchase intention in online stores. Therefore, online stores can reward loyal customers to intend them to repurchase by using promotion codes, discount codes, gift cards, providing customized offers and daily deals.

This study has several limitations. First, research data was collected from e-shoppers who just live in Izmir the third biggest city in Turkey, thus the research may not be representative of all the e-shoppers in Turkey. Future research could collect data from different e-shoppers and a cross-cultural study should be conducted. Second, this study focused on three factors that influence ORPI. Future research can develop more detailed models that can explain more factors that may influence ORPI.

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