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Factors influencing repeat purchasing behavior in online buying

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Abstract

This study is about the understanding of consumer behavior towards online shopping websites. E-service quality, system quality and information quality of online selling website have strong relation with consumer perceived value. Moreover, Consumer perceived value have influence over consumer's intention to repurchase towards online shopping website. This is a quantitative research based on the audiences who do online shopping or have experienced it. This research explores the ways to maximize the consumer interaction with E-commerce website. Research data has been tested through statistical techniques. Service quality is about the responsiveness and privacy protection of the website. System quality is about the functionality of the website and also about its performance. Information quality is about the ease to understand and availability of data regarding the website and its business. Perceived value is around the buyer recognition around the site that determines from consumer's involvement. Consumer intention to reuse is about consumer willingness and loyalty towards the website based on its perceived value.

Keywords: E-service quality, System Quality, Perceived Usefulness, Intention to repurchase from website

1. Introduction

Overview

The objective of this research is to identify the characteristics that influence customer repurchase from particular online site. This research would help in maximizing the consumer interaction towards online selling business platforms. The intention to repurchase shows the customer perception that has been positively influenced by good experience on available online shopping platforms. As nowadays, physically present businesses are now transformed into online presence. Online shopping platforms growing rapidly with the contribution of new technologies, innovations and as its awareness is spreading. As online selling websites are now the future of businesses so for this future it is necessary to have understanding towards the all aspects that have significant role in it. Online shoppers are increasing with the period of time and this is creating new opportunities for the sellers to expand their customer reach by providing their services and showing their presence online. Sellers are now focused on developing their websites in a way to get consumer attraction and sustaining their interaction with it.

1.2 Problem Statement

In the modern era, technology has changed the shape of selling business, they have been transformed from physical presence to online presence as well. Many countries have developed their online businesses into top earning business that are contributing to their economies. It shows that how much it is important to study this field in order to find out the ways that can be proved very beneficiary in many aspects. This study will help in identifying the relation of intention to repurchase from online selling website with the perceived value that has been created by the customer interaction with E-service quality, system quality and information quality that have significant role towards online selling website. Information quality, service quality and E-service quality have significant positive impact towards consumer's perceived value that can optimize consumer online shopping experience (Tsao, Hsieh, & Lin, 2016) [13].

Consumer perceived value have significant impact on consumer intention to repurchase from online selling websites, it is beneficial for multichannel channel seller to maximize consumer perceived value in order to maximizing sales (Wu & Chang, 2016) [15].

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Customer support service performs important role in deriving consumer satisfaction. Customer shopping experience perceived value that has been derived from consumer interaction with the website and have significant role in deriving consumer satisfaction in order to repurchase from that website (Bijmolt, Huizingh, & Krawczyk, 2014). E-service quality performs a key role in developing consumer trust towards online shopping and customer satisfaction with purchases as well (Kundu Datta, 2015) ^[9]. Online shopper's decision making depends upon the information quality of the website, information quality has significant impact in leading customer satisfaction in decision making in online shopping experience (Yan, Zhang, Zha, Jiang, Qin, & Li, 2017) ^[16]. This study would help in examining the factors that consumer have concern while performing online shopping from website and how we can optimize it.

1.3 Background, Objectives and Significance of the Study.

In this era, businesses have transformed from their physical presence to online presence majorly (Hameed & Irfan, 2019) ^[4]. This is an exploratory study about online selling websites. In this study, we examine those factors that have significant impact towards the consumer purchasing behavior. Day by day, online purchasers are increasing by great numbers. Many developed countries are generating their great revenue from online business sources. This study would help us in identifying the relation of information quality, E-service quality and system quality in deriving perceived value and its impact towards the intention to repurchase from ecommerce websites (Hameed, Waris, & Haq, 2019) ^[5].

E-service quality refers to efficiency, fulfillment, protection and privacy on online stores. Customer loyalty refers to customer satisfaction and intention to reuse it. E-service quality with its dimensions like fulfillment, privacy, efficiency and protection statistically have significant role in customer satisfaction and it positively influence the customer loyalty toward ecommerce platform (Yen & Lu, 2008) ^[17, 18]. Information quality is regarding understandability of content on online website that is related to product and with online use of website. Information quality performs a vital role in maximizing the duration of customer interaction on B2C online selling websites and have mediating impact on deriving consumer shopping experience (Bao & Huang, 2018) ^[11].

System Quality refers to functionality, navigation and user-friendly interface (easy to use) on online selling website. System quality have significant role towards enhancing consumer interaction towards online communicating sites (Ho & Kuo, 2013) ^[7]. In online shopping experience, there is a presence of strong relationship of system quality with online group buying and perceived usefulness (PU), PU lead customer satisfaction in online shopping experience (Wang, 2016) ^[14]

1.3.1 Objectives

1. To identify the relationship of consumer perceived value with system quality, information quality and E-service quality while purchasing from online website.
2. To examine the connections among consumers perceived value and intention to repurchase from online selling website.

1.3.2 Significance of the Study

The importance of conducting this study is to maximize

consumer interaction with online shopping website. As many countries are optimizing their GDP from online marketplace, it is necessary for every nation to move along with new techniques that are very beneficial for everyone. As online shopping has filled the gap of visiting physical stores with long distances, evaluating varieties with no consumer experience or feedback and it has eliminated the indirect cost of visiting stores (money, time and effort). Now you can access it on a few clicks. In developing countries people are not enough literate in order to understand the phenomena of online shopping but this is one of the great revenues generating segments that country should have to be focused.

1.4 Outline of the Study

The motive of this study is to explore the connection of the system quality, information quality and E-service quality towards the perceived behavior control and its impact on the consumer intention to repurchase. Finding of this research would help us understanding of consumer towards the online shopping. This study is based on the experience of the audience who does online shopping. Previous studies have been used to check the authenticity and reliability of the research.

1.5 Definitions

1.5.1 E-service quality

The efficiency of website that how much website is quick while performing functions. Responsiveness that how much website is responsive if you are having a query to be answered. Protection that to what extent website is giving protection to the information that has to be confidential such as your credit card numbers or other payment gateways. Privacy hiding your personal contact information and addresses. This all comes under E-service quality.

1.5.2 Information Quality.

Information quality refers to availability and reliability of the content that is on the website. Accessibility of the information that is regarding the use of website and ease of understanding. Information regarding the products and it's all relevant information should be available.

1.5.3 System quality

System quality refers to overall performance of the website. System quality represents the technicality and functionality of website. System quality is about availability, Usability and reliability of the website.

1.5.4 Perceived value

Perceived value is the perception of customers about the website regarding its ease of use, functionality, offerings and consumer experience with the website. Its consumer associated feeling with the website.

1.5.5 Intention to repurchase

It is about the decision making of consumer to repurchase an item on behalf of past experience. It is the cognitive thinking of customer about the online shopping website. It shows the behavior of customer that he would again do purchasing from the same platforms.

2. Literature Review

Pappas, Pateli, Giannakos, and Chrissikopoulos, (2014) have inspected the impact of performance expectancy, self-

efficacy, effort expectancy and trust towards customer satisfaction in terms of deriving an experience that influence consumer intention to repurchase. This research has been conducted on consumers of online shopping platforms. Data has been collected from 393 respondents who does online shopping in terms of identifying the difference of high and low experienced. The model that has been used to analyze the data was structural equation modeling and multi group analysis in terms of finding the impact of moderating variable of experience towards consumer intention to repurchase from the online shopping platforms. Research finding shows that there is a presence of relationship among experience towards performance expectancy, satisfaction and intention to repurchase. Experience does have strong relation with satisfaction but there had been weaken relationship among satisfaction with consumer intention to repurchase.

Yen and Lu, (2008) ^[17, 18] investigated the relationship of online bidders' satisfaction and intention to repurchase while integrating it with EDT (expectancy disconfirmation theory) with online seller and online auctioneers. Target audience for this research were online bidders who bids on online auction websites. Data for the research have been collected from 303 bidders of online auctions. A research technique that has been used for the analysis of data was structural equation modeling (SEM). The finding of research shows that bidders' disconfirmations of online auction have significant positive impact with satisfaction and it also has positive significant impact towards consumer intention to repurchase.

Olaru, purchase and Peterson, (2008) ^[10] investigated the impact of monetary sacrifice, service benefits and relationship benefits in term of deriving customer value and its impact on customer intention to repurchase and recommending to others. This research has been conducted in Australia for Research and Development perspective. The target audiences for the research were Australian customers of Research and development service organization. The model that has been applied for the analysis of the data was structural equation modeling (SEM). Finding of the research shows that service benefits, relationship benefits and monetary sacrifice have significant impact towards customer value and it has significant impact towards intention to repurchase.

2.1 E-service quality

Kundu and Datta (2015) ^[9] identify the relationship of E-service quality on customer satisfaction, and while having trust as a parameter to identify relationship, on customers who were using internet banking. Researchers have collected the data of 367 respondents who were bank customers and using internet banking service. This research has been conducted in India. The model that has been used to identify the effects was structural equation modeling technique. Research findings shows that there is a strong connection between customer satisfaction and E-service quality. On the other hand, trust has been performing much strong role in building the relationship between the E-service of internet banking and customer satisfaction.

Yen and Lu (2008) ^[17, 18] identify that customer loyalty towards online auction site get affected by the E-Service quality of these platforms. This research has been conducted on expectancy disconfirmation theory for exploring the results. This research data has been collected from 619

respondents who were bidders in online auction sites. The research technique that has been used to examine the relationship between the variables in this research was structural equation modeling (SEM). In this research measurements of E-service quality that has been used were privacy, responsiveness, protection and efficiency. Result shows that E-service quality with its dimensions positively influence the customer loyalty towards online auction sites. Staminkov and Dika (2015) ^[12] investigated the role of E-service quality in sustaining customer satisfaction and customer loyalty towards internet banking. Technique that has been used in this research is mixed method study on the Republic of Macedonia's banking industry. The research data has been collected by interviewing customers of banking who have interacted with banking E-service. The research technique that has been applied to evaluate the results was structural equation modeling and exploratory factor analyses. The result of research shows that E-service quality has strong relationship with customer satisfaction and customer loyalty to internet banking.

H1: E-service Quality positively influences perceived Usefulness.

2.2 Information quality

Bao and Huang (2018) ^[1] investigated the effect of information quality towards customer stickiness intention towards online B2C shopping stores. This research is about how information quality plays a significant role in maintaining customer trust and customer experience flow towards shopping through online stores. The research data has been collected from 259 respondents who were direct and direct customers of online shopping stores through online questionnaire. Approach that has been used to evaluate the results was structural equation modeling approach. Result shows that information quality on online shopping store indirectly affects the customer's trust and customer experience flow in positive while shopping.

Yan, Zhang, Zha, Jiang, Qin, and Li (2017) ^[16] have investigated the effect of information quality on customer self-efficacy that help in decision making while acquiring the information from digital library usage. The research data has been collected by many surveys and research model that has been used in research was structural equation modeling technique. This research has been conducted in China. Finding of research shows the information quality (IQ) have significant impact on perceived decision quality (PDQ) while acquiring information through digital library usage and self-efficacy have significant role as mediating variable. Zha, Li, and Yan (2013) ^[19] investigated the relationship of information quality with decision making quality and satisfaction, while performing online shopping. For information dimension that have been used for decision making quality and satisfaction are practice of web advertising in terms of getting information, self-efficacy in receiving information and consumer review usage for getting information. Data for research has been collected through questionnaire from 331 respondents who do online shopping from online stores. Target audiences been targeted were Chinese. Finding shows that self-efficacy in getting information (SEGI) have significant positive role on consumer perceived decision-making quality than other variables.

H2: Information quality has positively influence towards perceived Usefulness.

2.3 System quality

Ho and Kuo (2013) ^[7] have explored the link between among system quality, Knowledge sharing and attitude towards incentives. Research has been conducted in China. The targeted population for the data collection was the respondents from the virtual community of practices in human resource management. Instrument that has been used for data collection was the survey questionnaires that are designed in terms of finding the relationship between these three dimensions. The finding of research shows that system quality of VCoP (virtual community of practices) does have a significant impact towards the knowledge Sharing. On the other hand, attitude towards incentives does have a major role in influencing the knowledge sharing in VCoP (virtual community of practices).

Wang (2016) ^[14] have investigated the relationship of system quality, information quality and perceived usefulness by using mediating variables of gender orientation and utilitarian orientation in ground of online group buying websites. The audiences that have been a target for the research were the online consumers who do online group buying. That research data has been collected from 658 respondents of OGB (online group buying). Research data has been evaluated by employing the hierarchical moderated regression method. Results of the research shows that system quality does have a significant effect on perceived usefulness however, in terms of gender orientation, its impact have been stronger towards male consumer than female consumers. On the other hand, research shows that information quality also has significant impact on perceived usefulness and it has a stronger effect on high utility-oriented customer than low utility-oriented consumer.

H3: System quality has a positive impact on perceived Usefulness.

2.4 Perceived value

Wu and Chang (2016) ^[15] examined the impact of factors in multichannel integration quality towards the customer perceived value and customer intention to purchase from online store. The factors that have been used in multichannel integration quality are information consistency, process consistency, transparency of service configuration and business ties. The sample data has been taken from 390 respondents of multichannel shopping customers. The research technique that has been used is structural equation modeling technique. The results of the investigation show that multichannel integration positively influences the customer perceived value and customer intention to purchase from online shopping platforms.

Jahanzeb, Fatima, and Butt (2013) ^[8] investigated the impact of service quality on brand equity in presence of mediating role of corporate credibility and customer perceived value towards banks. This research has been conducted in Pakistan; the data has been collected from banks in Pakistan. Banks that have been targeted were both local and foreign. Target audiences have been taken from the city of Islamabad. The questionnaire has been designed to extract the results. The structural equation modeling technique has been used to test the hypothesis. The findings of the research show that corporate credibility and perceived value have strong mediating relationship with brand equity and service quality.

Edward and Sahadev (2011) ^[3] inspected the relation for perceived value with customer retention customer

satisfaction while mediating these with the impact of switching costs in service quality. This research has been conducted in India. The target audience for the data collection was Indian population who use mobile services in India. Collected data has been tested through a conceptual model based on SERVQUAL model. The finding of the research shows that perceived value has strong relationship in deriving customer satisfaction and also in customer retention. Switching cost in service quality does affect the consumer perceived value in terms of deriving customer retention and customer satisfaction, if cost has been switched according to the characteristics of market product. Chang and Wang (2011) ^[2] investigated the impact of consumer perceived value, e-service quality and customer satisfaction towards customer loyalty towards the online shopping platforms. This study has been conducted on online B2C consumers. Research technique that has been used for the analysis of data was structural equation modeling and linear hierarchical regression model to test the model. Results of the research shows that service quality and consumer perceived value have significant impact towards customer loyalty and customer satisfaction. Results shows that the online buyer with higher perceived value have strong positive relation with customer loyalty and customer satisfaction than the customer who have low perceived value.

Tsao, Hsieh and Lin (2016) ^[13] investigated the impact of system quality, information quality and E-service quality on consumer perceived value and its impact on customer loyalty towards online store. Audience that has been targeted for the research were online buyers who does shopping through online shopping stores. Data collection has been through 275 respondents who do online shopping. The analysis of data has been done through projected research model of PLS path modeling and tested through structural modeling. Finding of research shows that E-service quality, system quality and information quality a major impact towards consumer perceived value. On the other hand, consumer perceived value has significant positive impact toward customer loyalty.

H4: Perceived Usefulness have positive impact on intention to repurchase.

Chapter 3: Research Methods

3.1 Method

This is a quantitative based research, in which data has been collected through respondents who are our target audience that uses internet frequently and opt online shopping from online selling platforms within Pakistan. They were targeted while purchasing from online platforms or any other routine activity. Experience level of these respondents would help in finding the relation between.

3.2 Population

Technique that has been used for collection of data from the targeted respondents is random sampling technique based on probability. Data for the research, has been collected from 203 responded who have experienced online shopping.

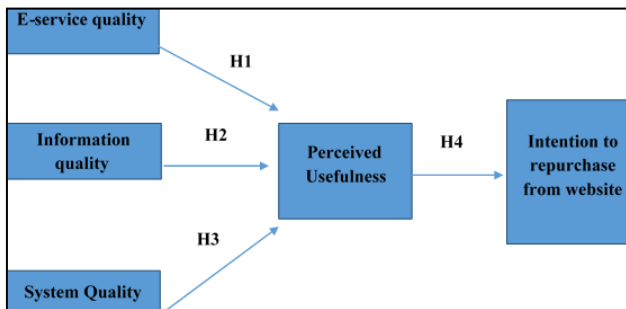
3.3 Instrument

In this research, data gathering has been done through close-ended questionnaire based on Likert scale in order to find the correlation among variables. Collected data from the target audience has been analyzed through SPSS. However,

to test the relationship among the data linear regression technique has been implemented.

3.1 Figure

Research model



Chapter 4: Results and Findings

4.1 Descriptive profile of the data

Targeted audience for this research was people who have opted online shopping several times in order to fulfill their needs. In order to evaluate their experience, questionnaire-based survey has been conducted to find the relations of our focused variables. This research has been conducted from respondents who belongs to Karachi. Karachi is one of the largest cities of Pakistan with highest population among big cities.

Data for this research has been collected by 203 respondents who belongs to different occupations, age ranges and genders have some educational background. All of these characteristics would help us identifying the behavior of audience according to their age ranges, genders, education and occupations. Respondents have been targeted properly in order to get appropriate results and findings. The frequency of target audience is shown in Table 4.1.

Table 4.1: Profile of respondents

Demographic items	Frequency	Percentile (%)
Gender		
Male	135	67%
Female	67	33%
Age		
Less than 21	2	1%
21 to 30	119	59%
31 to 40	73	36%
41 to 50	8	4%
Education Level		
Doctorate	6	3%
Graduate Undergraduate	131	65%
Undergraduate	45	22%
Intermediate/A level	18	9%
Matriculation/O level	2	1%
Occupation		
Employee	97	48%
Housewife	7	3.5%
Student	64	31.5%
Own business	30	14.8%
Other	4	2.2%

4.2 Hypotheses testing

Hypothesis has been analyzed and tested through linear regression technique that give us a broad view on our founding from the data set of respondents. Variables are showing their level of impact and its nature in order to better express the relationship. E-service quality, information

quality and system quality relationship have to be tested with perceived usefulness. Results from the test are shown below in Table 4.1. Furthermore, perceived value relationship with intention to repurchase has to be examined as shown in Table 4.2.

Table 4.2: Dependent Variable: Perceived usefulness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Model Summary Adjusted R Square
	B	Std. Error	Beta			
1	(Constant)	.642	.232		2.760	.006
	E-Service quality	.031	.068	.030	.458	.647
	Information Quality	.387	.073	.372	5.317	.000
	System quality	.427	.067	.404	6.332	.000

a. Dependent Variable: Perceived usefulness

It shows that E-service quality (ESQ) have no significant impact on perceived usefulness as it is having Sig. value of 0.647 which is greater than 0.05. It shows that perceived usefulness correlation with E-service quality (ESQ). Information quality Sig. value is less than 0.05, so information quality (IQ) does have significant impact on perceived usefulness (PU). Furthermore, System quality (SQ) Sig. value also shows that system quality also has significant impact on perceived usefulness (PU). Adjusted R square value represent the level of impact of all independent variables (IQ, ESQ and SQ) towards dependent variable (PU).

Table 4.3: Dependent variable: Intention to repurchase

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Model Summary Adjusted R Square
	B	Std. Error	Beta			
1	(Constant)	.854	.218		3.910	.000
	Perceived usefulness	.760	.056	.689	13.478	.000

a. Dependent Variable: Intention to repurchase

Results show that perceived usefulness have value Sig. 0.00 does have significant impact over intention to repurchase. Adjusted R square value of 0.472 shows the level impact of perceived usefulness over Intention to repurchase.

5. Conclusion

This study shows that consumer online shopping experience could be enhanced and improvised by focusing on information quality and system quality of online shopping website. Online shoppers spend more time on online selling website when they find themselves comfortable with the information that they seek while purchasing from online shopping stores and quality of system the effective system is regarding the understandability and usage. The results show that E-service quality have no impact on perceived usefulness of consumer. Consumers are more likely focused on getting the appropriate information about the product or online service that they are seeking for as compared to their concern with the functionality of the website.

5.1 Discussion

Online shopping websites are more visited sites nowadays,

in order to increase the online traffic of user it is necessary to understand the characteristics that are very much common among consumers. To give consumer satisfactory experience it is necessary to maximize the consumer perceived value to create a good impression on the consumer's mind to compete well. Consumer perceived value is directly associated with consumer intention to repurchase from online shopping store. This shows the importance of perceived value in order to compete well in terms of revenue generation. Land based retailers are generating their revenue from online selling places by focusing on consumer perceived value in order to maximize consumer intention to repurchase (Wu & Chang, 2016) ^[15]. Consumer perceived usefulness is further derived by information quality and system quality of online selling stores. Information quality refers to the quality of content on the online selling website regarding the product and navigation of the website. Information quality plays a vital role in originating decision quality and consumer satisfaction associated with it in terms of purchasing from online stores (Zha, Li, & Yan, 2013) ^[19]. System quality refers to the functionality and credibility of online selling website. Consumers are more likely to feel comfortable with the perceived value of online shopping website with good system quality. System quality of online websites have significant role in terms of originating consumer perceived value for online shopping (Wang, 2016) ^[14].

E- service quality have no significant contact towards the consumer shopping behavior that more likely represents that consumer is highly focused on the value of product then having the value for the E service quality of online shopping website.

5.2 Implications

Consumer would be willing to purchase more from online website where he/she would be having more perceived value. Consumer intention to repurchase is closely associated with consumer perceived value towards online shopping platform. While developing online website it is very necessary to maintain the quality of content in order to derive satisfaction with usage of website in consumer's mind. Competition among online selling website is increasing day by day. Close understanding of these online shopping characteristics could be a valuable contribution for best favorable outcomes. Information quality and service quality shows presence of strong relation with perceived usefulness in terms of originating consumer intention to repurchase.

5.3 Limitations

However, research findings have been derived from the data but there are some restrictions that lies in this study. Firstly, the sample size of this research is small in order to get the picture of this whole population of Pakistan. Due to shortage of time, respondents were given insufficient time to fill the questionnaire that could lead to some misconceptions. Among respondents there were some defendants who have absence of interest while filling questionnaire that's why this could also lead to misconception in findings.

5.4 Recommendations

Online website has to be safe and secured in terms of

providing privacy to consumer with his/her personal information. Information quality on website has to be more precise and meaningful. Navigation of the website has to be easy to understand for the consumer. Less complicity could lead to better results. Online website should not ask for irrelevant things that cause hesitation in terms of providing information. Irrelevancy of provided information about the product should be less in order to maximize consumer engagement with online selling website. System quality of website should be good in terms of providing accessibility and credibility to the consumers. Presence of variety of content and accessibility of online store could generate perceived value among consumers to repurchase in the future.

5.5 Future research

This research should be conducted in other cities of Pakistan for further understanding of the findings. Different conditions of different results could vary the results. This study in different cities with bigger sample size would help us more in investigating the relationship among the variables. A research model of this variable individually has significant role in research objective. Some further research has to be done on each variable that has been used in this research in order to develop best finding in this domain.

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