The Online Shoppers' Behavioral Intentions, E-Satisfaction, the Pathway to Repurchase Behavior: A Quantitative Analysis

MUHAMMAD HASSAN^{1&4}, SIBTAIN KAZMI¹, MOHSIN ABDUR REHMAN², HAFIZ AMAAD³,
SITI FALINDAH PADLEE^{1*}

¹Faculty of Business, Economics and Social Development, UNIVERSITI MALAYSIA TERENGGANU, MALAYSIA.

*Corresponding Author: E-mail: siti.falindah@umt.edu.my

²Institute of Management Greater Manchester, UNIVERSITY OF BOLTON, UNITED KINGDOM.

³Department of Information Technology, UNIVERSITY OF PUNJAB, PAKISTAN.

⁴Department of Management Sciences, Abbottabad University of Science & Technology, Pakistan.

ABSTRACT

Online shopping is catching new heights, the repetition of consumer buying behavior is still a challenge for businesses. The current study investigates the antecedents of consumer repurchase intentions that bridge consumer repurchase behavior through e-satisfaction by extending the technology acceptance model. A questionnaire was developed with additional constructs of consumer behavior after an extensive review of the literature. A total of 607 usable responses were received from Pakistani university students (the regular online shoppers). Composite, discernment validity, loadings, and average variance extracted were employed to measure the scale's reliability and validity. Structural equation modeling is applied using SmartPLS to present structural and measurement models. The current study results revealed that all hypotheses were statistically supported except product and financial risk towards behavioral intentions. Notably, the extended version of the technology acceptance model, e-satisfaction, and behavioral intentions significantly contributing to consumer repurchase behavior. This study's results can help both the website developers and the organizations doing business online to contemplate the significant factors that urge consumers to purchase online time and again, thus leading to increased profits. Moreover, this research offers a robust foundation regarding the features a website should trigger consumers to buy. Consumers repurchase behavior through e-satisfaction and consumer behavioral intention. This study serves as a baseline in understanding how the exogenous variables in the information system, marketing, and social psychology impact the endogenous variable, repurchase behavior, within the online shopping context.

Keywords: Online shopping, behavioral intention, e-satisfaction, repurchase behavior, website functionality, Technology Acceptance Model (TAM).

JEL Classification: M3

Recibido: 14 de Enero de 2021

Aceptado: 2 de Marzo de 2021

1. Introduction

Human beings are in a continuous struggle to improve their lives, relish the comfort and exhilarate luxury. In this quest, technology has been the baseline providing various opportunities to materialize human craving. Many organizations vouched to differentiate their business in events by offering convenient shopping modes to their potential consumers. Eventually, online shopping surfaced as one of the most convenient shopping options where consumers can buy products and services from their own spaces. It is the most widely used shopping mode among the Internet community (Pham et al., 2018). With a continuous upsurge in the number of Internet users, online shopping is also becoming prominent worldwide. This escalation in several online shoppers is ultimately pushing organizations to develop websites and applications to cater to the community's needs.

Purchasing is an intrinsic element of daily life routine, above and beyond, online purchasing is getting mature across the globe gradually. In general, online purchasing refers to e-commerce that facilitates clients to purchase products and other services by retailers via the Internet. In this era, online purchasing caught extensive attention from Internet users (Bourlakis et al., 2008). Across the globe, an actively growing trust of clients is emerging toward online purchasing. In the context of Pakistan, although the concerns leading to technology acceptance are victimized by deficiencies, as generally, the individuals do not trust the products being presented online to them, in addition to the satisfaction with their decisions, they do not prefer Internet purchasing (Ahmed et al., 2017). Online purchasing and consumer behavior depend on several elements comprising credibility of online stores, payment security, the website interface, education level of consumers, privacy concerns, information comparison, and network experience (Wang et al., 2008; Qureshi, Muhammad Imran, et al. 2020). Pakistani consumers put their financial information at risk by sharing it with the online merchants to avoid frauds and thefts to the identity, and likewise, another issue with online purchasing is the lack of convenient and trustworthy systems like PayPal in Pakistan (Bashir et al., 2013). According to Ahmed et al. (2017), the youth of Pakistan looks flexible with online purchasing, and this tendency towards the online purchasing trend inculcated scholars to acknowledge the determination of Pakistani youth towards e-purchasing.

Consequently, Rehman (2011) revealed that e-purchasing is worthier than traditional shopping trends due to convenience and ease of use, so catching more attention in Pakistan. Since online purchasing is proliferating over the past few years in Pakistan via dozens of e-stores, namely 'Daraz', 'Kaymu', 'iShopping', and 'MyShop'. Different variations have been perceived concerning gender during an online purchase. Although, recently there have been several studies (Khan et al., 2014; Ahmed and Akhlaq, 2015; Baber et al., 2016; Saleem et al., 2018) carried out on online purchasing behavior of individuals in Pakistan.

A thorough review of the literature offers various studies about the early adoption of new technology and the reasons that trigger one-time online shopping. However, it is convenient and cheaper for organizations to retain their existing consumers from the marketing viewpoint compared to attracting new ones. Therefore, any organization's success depends on the continuous usage and services instead of a one-time purchase. However, organizations are still mystified in decoding what directs consumers to shift to online shopping (Hassan et al., 2019). Consumer intentions conceptualized massively with different aspects of technological solutions, however, there is still a need to explore more antecedents of consumer intentions and repurchase behavior in an online shopping context (Khan et al., 2020). Hence, the current study aims to unleash the predictors of consumers' online repurchase behavior. The current study holistically proposed a pathway through technology acceptance model with extension through internet acceptance, website functionalities, e-satisfaction, and product and financial risks, self-efficacy, and facilitating conditions in a developing country context of Pakistan.

The paper goes with a flow such as the section 2, review of literature is presented, and section 3 outlines the methodology adopted to collect data, instrument design, and analysis processes. Section 4 presents the results, and section 5 discusses the results and summarizes policy implications.

2. Literature Review

Human beings are in a continuous struggle to improve their lives, relish the comfort and exhilarate luxury. In this quest, technology has been the baseline providing various opportunities to materialize human craving. Many organizations vouched to differentiate their business in events by offering convenient shopping modes to their potential consumers. Eventually, online shopping surfaced as one of the most convenient shopping options where consumers can buy products and services from their own spaces. It is the most widely

There has been substantial growth in online purchasing study; researchers are willing to study human behavior to make decisions and emphasize past experiences with e-purchasing. In this context, there is an abundance of studies carried out on different aspects of e-purchasing, including regional, gender, sector, and lifestyle preferences. Han et al. (2018) investigated consumer attitude and cross-border online purchasing intentions in Korea; their analysis emphasized that perception about web quality, its use, and consumers' need for uniqueness positively influence attitudes towards purchasing from international e-stores, which as a result positively influences e-purchasing intentions. Online purchasing discovered that e-purchasing is prevalent widely, whether within-country or cross-country, and, in particular, there has been substantial growth in cross-country e-purchasing (Clemes et al., 2014; Sleuwaegen and Smith, 2020; Khan & Qureshi, 2020). Recently, Wong et al. (2018) presented a study on online and offline purchasing motivational values, the combination of likelihood model and hedonic values, in Malaysia. They demonstrated that e-purchaser perceived all the motivational values as eminent while purchasing offline compared to online purchasing. Thus;

H1: Consumer positive perception about 'Internet acceptance' enhances 'perceived ease of use'.

On the other hand, Gong et al. (2013) carried out a study to identify the various aspects influencing Chinese consumers' online purchasing behavior, and their implications reveal that income, marital status, age, education, and the perceived usefulness are noteworthy interpreters of the e-purchasing behavior of Chinese consumers. Çelik (2011) examined the role of perceived playfulness, social norms, and online shopping concerns of consumers' online shopping preferences in the context of Turkey and implied that perceived playfulness optimistically affected both behavioral intentions and perceived ease of use in online purchasing context, while subjective norms and online shopping anxiety exerted noteworthy both positive and negative impacts on PEOU. Thus;

H2: Consumer positive perception of 'perceived ease of use' enhances 'attitude'.

H3: Consumer positive perception of 'perceived enjoyment' enhances 'attitude'.

H4: Consumer positive perception of 'perceived usefulness' enhances 'attitude'.

The direct interaction with the e-retailer is required for online purchasing, and purchasing from familiar providers is preferred in these countries (Islam, 2021). Maditinos and Theodoridis (2010) contributed to validate satisfaction determinants towards online shopping in Greek and argued that product description quality and the quality of the user interface influence overall satisfaction, while security perception, service information quality, product attractiveness, and purchasing process influence in a positive way, further, client satisfaction strongly impact post-purchase behavior. Quinton and Harridge-March (2008) investigated whether the influencing elements over the potential of consumer trust varied from offline to online wine purchasers in the UK and demonstrated variation among the trust influencing elements that differentiate online purchasing behavior from offline purchasing behavior. Site quality is crucial to enrich the repurchase behavior in the e-purchaser perspective (Shin et al., 2013). Online shopping changes people mood, self-esteem and self-efficacy (Son and Lee, 2021) Thus;

H5: Consumer positive perception of 'facilitating condition' enhances 'behavioral intentions'.

H6: Consumer positive perception of 'online shopping self-efficacy' enhances 'behavioral intentions'.

H7: Consumer positive perception of 'attitude' enhances 'behavioral intentions'.

A recent study conducted in Poland to analyze consumers' attitudes and opinions towards e-purchasing organic food demonstrated that age, income, product quality, and appearance became important factors of online purchasing trends in Poland (Brył, 2018). D'Alessandro et al. (2012) studied the perceived risk and trust of e-purchasers in the context of the gemstone industry of the USA. They revealed that online marketing strategy, privacy, and security risks directly influence the PR of e-purchaser while purchasing gemstones online; also, PR reduces trust and online purchases. Thus;

H8: Consumer positive perception of 'product risk' enhances 'behavioral intentions'.

H9: Consumer positive perception of 'financial risk' enhances 'behavioral intentions'.

Since the past decades, the Internet has had an insightful influence on marketing, and nowadays, most consumers are contented with online purchasing. To empower the website's attraction to ensure visitors and revisit aspects of the consumers, e-retailers strive to meet the functional requirements of the e-store from the consumer's perspective. The interest of e-consumer towards e-purchasing has seized the consideration of research organizations together with scholars, and several organizations have established several approaches to analyzing the satisfaction of the consumers (Bansal et al., 2004), the whole website quality and e-service management (Cobelli et al., 2019). Though e-satisfaction, e-trust, and e-commitment are considered as crucial structural elements of consumer loyalty (Ha and Stoel, 2009; Caruana and Ewing, 2010; Goutam et al., 2021), research mostly deliberates bivariate links between web service assessment, which includes web quality and consumer satisfaction, trust, loyalty, and commitment that may reflect genuine relationships.

H10a: Consumer positive perception about 'web functionalities' enhances 'perceived ease of use'.

H10b: Consumer positive perception about 'web functionalities' enhances 'perceived enjoyment'.

H10c: Consumer positive perception about 'web functionalities' enhances 'e-satisfaction'.

Hernández et al. (2011) conducted a study on socio-economic attributes such as age, gender, and income to deduce whether these characteristics influence individuals' online purchasing behavior and indicated that these socio-economic attributes do not influence the behavior of an experienced e-purchaser. Consequently, the progression of e-purchasing depends on particularly acceptance, the use of the Internet by consumers, and experience of e-purchase adoption (Bigné-Alcaiz et al., 2008).

H11: Consumer positive perception of 'behavioral intentions' enhances 'repurchase behavior'.

Technology acceptance theory illustrates that experience of technology adoption moderates inter-relationship between computer nervousness and perceived ease of use (Venkatesh and Bala, 2008). Rezaei et al. (2014) analyzed e-consumers in Malaysia and expanded TAM by combining trust, perceived values, privacy risks, and Internet literacy. Researchers found that trust is the core element of web quality, and higher levels of perceived web quality increase the tendency of the trust towards an e-store (Al-Debei et al., 2015). Hsiao et al. (2010) described perceived web quality as the tendency to meet consumers' needs and requirements through the functionalities of an e-store. Website functionalities involve usability and interactivity (Constantinides, 2004; Qalati et al., 2021) and refer to the perceived ease of use (Al-Debei et al., 2013). While making any purchase, consumers look for specific attributes expected to satisfy their needs (Hassan, Rafi, and Kazmi, 2016). However, the literature is ambiguous concerning the hypothetical mediating relationships between consumer satisfaction and repurchase behavior of the consumer in various online contexts (Tandon et al., 2017). Although, the literature shows that mediating hypothesis between satisfaction and repurchase behavior, which plays a predominant role in e-purchasing, is extremely limited (Ha et al., 2010).

H12: Consumer positive perception of 'e-satisfaction' and 'repurchase behavior'.

3. Methodology

After the questionnaire was adapted and set, it was presented to two professors with expertise in marketing and e-commerce. They evaluated the questionnaire and verified its relevance in the context of the present study. In light of the experts' opinion, the questionnaire was revised and updated. After incorporating the changes, the questionnaire was presented to 5 senior students of a university with

considerable experience in online shopping. They were unequivocally requested to assess the research items' clarity and appropriateness so that any ambiguous wording or phrase could be improved to ensure a clearly articulated research instrument. The instrument was updated and represented to the students a couple of times until they asked for no further changes in any of the items.

The final version of the questionnaire was distributed on a large scale to a sample of 607 (male = 267, 44%, female = 340, 56%) university students from the province of Khyber Pakhtunkhwa (KP), Pakistan. It is common practice in e-commerce studies to employ university students as sample subjects (Hassanein and Head, 2006). Walczuch and Lundgren (2004) posited that students represent an appropriate sample to respond to researches associated with e-commerce since (1) they have frequent access to the Internet, thereby enabling them to use it for different activities; and (2) they have vast experience of online shopping. Besides, various studies postulate that many web users come from university students, making them suitable respondents for understanding the online environment (Lee and Lin, 2005). To collect data from the study respondents, a questionnaire was developed, which consisted of items adopted and adapted from previous studies. All the items were measured using a five-point Likert scale, which consisted of anchors ranging from 'strongly disagree' to 'strongly agree'. A pilot test was conducted on 50 e-shoppers. The questionnaire also addressed e-shoppers' demographic characteristics and their preferences.

This section presents the results and discusses them following the set objectives and hypotheses. It also tests and discusses the structural model that has been derived from the proposed model using Structural Equation Modelling (SEM). SEM was applied to the present study because of complexity in the proposed (conceptual) model, proposed causal hypotheses, the study; the title of the study; and research gaps identified. The different causal hypotheses that have been formulated in the proposed model among e-shopping determinants, TAM determinants, and e-shopping outcomes were empirically tested on the sample data set by constructing a Structural Model, which incorporates all the various types of variables undertaken in the proposed model. Therefore, predictive power and deterministic power of different variables were estimated through Standardized Regression Weight (SRW) and coefficient of determination (R^2) in the Structural Model. This structural model's outcome supports the hypothesized sustainable e-shopping business model by validating its applicability empirically, thereby contributing to the online marketing literature.

4. Results

A Confirmatory Factor Analysis (CFA) using Partial Least Square (PLS) was conducted to validate the research model. The results are shown in Table 1. The study employed CFA instead because all of the constructs and items have been adopted from previous studies in which their reliability and validity were acceptable. To check the reliability, both Cronbach's α and Composite Reliability (CR) were gauged. The instrument is considered reliable if the CR value equals or exceeds 0.7 (Hair et al., 2017). It is evident in Table 2 that except for Internet acceptance (0.634), all of the CR values for this study are well above 0.7. Besides, the values of Cronbach's α exceed the acceptable threshold of 0.7 (Hair et al., 2017). Therefore, these shreds of evidence guarantee the reliability of the current model.

The study followed Hair et al. (2017) rule of thumb of investigating the construct validity. It includes examining four different characteristics. First is the convergent validity that needs all the factor loadings and the values of Average Variance Extracted (AVE) to be above specific cut-off values. It is evident from Table 1 that all of the factor loadings are higher than the cut-off value of 0.5 (ideally higher than 0.7). Second, convergent validity's adequacy is considered sufficient if the AVE value equals or exceeds 0.5 (Hair et al., 2017). All the AVE values are higher than the threshold value of 0.5 except for Internet acceptance (0.349). The third measure to examine construct validity is calculating the scale validity, which compares the AVE values with the shared variance between the two constructs. All of the Composite Reliability (CR) values in Table 1 are higher than the threshold of 0.7, validating convergence or internal consistency adequacy.

Table 1. Reliability and validity

Construct	Items	Loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Attitude (AT)	A47	0.82	0.892	0.674
	A48	0.81		
	A49	0.80		
	A50	0.85		
Behavioral Intention (BI)	BI51	0.88	0.897	0.686
	BI52	0.83		
	BI53	0.88		
	BI54	0.71		
Facilitating Condition (FC)	FC3	0.66	0.914	0.679
	FC4	0.73		
	FC5	0.77		
	FC6	0.79		
	FC7	0.79		
Financial Risk	FR33	0.72	0.864	0.561
	FR34	0.97		
	FR35	0.79		
	FR36	0.84		
Internet Acceptance (IA)	IA10	0.78	0.634	0.349
	IA8	0.82		
	IA9	0.78		
Online Shopping Self Efficacy (OSSE)	OSSE11	0.81	0.837	0.631
	OSSE12	0.80		
	OSSE13	0.76		
	OSSE14	0.79		
Perceived Enjoyment (PE)	PE26	0.88	0.87	0.625
	PE27	0.88		
	PE28	0.84		
	PE29	0.85		
Perceived Easy of Use (PEOU)	PEOU22	0.79	0.92	0.743
	PEOU23	0.80		
	PEOU24	0.75		
	PEOU25	0.76		
Product Risk (PR)	PR30	0.74	0.857	0.601
	PR31	0.73		
	PR32	0.78		
Perceived Usefulness (PU)	PU15	0.80	0.905	0.577
	PU16	0.79		
	PU17	0.79		

The Online Shoppers' Behavioral Intentions, E-Satisfaction, the Pathway to Repurchase Behavior: A
Quantitative Analysis

	PU18	0.76		
	PU19	0.74		
	PU20	0.72		
	PU21	0.72		
Repurchase Behavior (RB)	RB61	0.90	0.833	0.756
	RB62	0.92		
	RB63	0.93		
E-Satisfaction (ES)	S56	0.82	0.941	0.842
	S57	0.79		
	S58	0.86		
	S59	0.83		
	S60	0.82		
Website Functionalities (WF)	WF37	0.62	0.871	0.509
	WF38	0.64		
	WF39	0.77		
	WF40	0.70		
	WF41	0.63		
	WF42	0.68		
	WF43	0.76		
	WF44	0.56		
	WF45	0.52		
	WF46	0.64		

Note: $n = 607$

Discriminant validity is used to measure variables' exclusivity through an empirical standard (Hair et al., 2017). The discriminant validity was calculated using Fornell and Larcker (1981) criterion by taking AVE values' square roots. The discriminant validity values are shown in Table 2 from SmartPLS output, which is aligned with a threshold of acceptability; these values presented as bold depending on inter-correlation of variables, diagonals were higher than the corresponding row and column values indicating the measures were discriminant.

The current research was aimed at studying the factors that lead to repurchase behavior via e-commerce websites. The SEM path analysis was conducted by using SmartPLS. The results of this analysis are shown in Figure 2, whereas the hypothesis testing results are summarized in Table 3. All of the hypotheses have been supported by this study. The two-stage analysis was adopted the measurement model and structural model (Anderson and Gerbing, 1988).

Table 2. Discriminant validity

Construct	AT	BI	ES	FC	FR	IA	OSSE	PE	PEOU	PU	PR	RB	WF
Attitude (AT)	0.821												
Behavioral Intention (BI)	0.814	0.828											
E-Satisfaction (ES)	0.815	0.827	0.824										
Facilitating Condition (FC)	0.539	0.546	0.551	0.749									
Financial Risk (FR)	0.131	0.096	0.085	0.143	0.591								
Internet Acceptance (IA)	0.383	0.357	0.363	0.565	0.103	0.795							
Online Shopping Self Efficacy (OSSE)	0.496	0.527	0.515	0.615	0.023	0.639	0.791						
Perceived Enjoyment (PE)	0.751	0.742	0.768	0.577	0.111	0.357	0.515	0.862					
Perceived Easy of Use (PEOU)	0.619	0.619	0.623	0.498	0.125	0.493	0.575	0.648	0.775				
Perceived Usefulness (PU)	0.693	0.672	0.680	0.668	0.198	0.475	0.598	0.709	0.665	0.759			
Product Risk (PR)	0.071	0.085	0.058	0.114	0.064	0.088	0.099	0.103	0.084	0.122	0.506		
Repurchase Behavior (RB)	0.752	0.772	0.812	0.516	0.113	0.356	0.485	0.774	0.607	0.670	0.094	0.918	
Website Functionalities (WF)	0.623	0.639	0.663	0.620	0.155	0.503	0.565	0.649	0.683	0.684	0.125	0.622	0.640

*Diagonal elements (in bold) represented the Average Variance Extracted ($=\text{Li}^2/(\text{Li}^2+\text{Var}(\text{Ei}))$), while the square of correlation among constructs represented off-diagonal elements. For discriminant validity, diagonal elements should be more significant than off-diagonal elements.

Table 3. Hypothesis Testing

Relationship	Path Coefficients	t-value	p-value	R2	Empirical Decision
IA -> PEOU	0.200	3.579	0.000		Supported
PEOU -> AT	0.134	2.502	0.012		Supported
PE -> AT	0.475	7.447	0.000		Supported
PU -> AT	0.267	4.486	0.000		Supported
FC -> BI	0.093	2.734	0.006		Supported
OSSE -> BI	0.120	3.329	0.001		Supported
AT -> BI	0.706	21.763	0.000		Supported
PR -> BI	0.013	0.357	0.721		Not Supported
FR -> BI	-0.014	0.500	0.617		Not Supported
WB -> PEOU	0.583	12.896	0.000		Supported
WB -> PE	0.649	21.572	0.000		Supported
WB -> ES	0.663	24.258	0.000		Supported
BI -> RB	0.320	5.858	0.000		Supported
ES -> RB	0.547	11.164	0.000		Supported

Note: n = 607, p < .05

5. Discussion and conclusion

The current shift in shopping patterns from conventional in-store shopping to online shopping has directed the researchers' attention to study the factors that influence consumers to purchase online. It has become a hot topic because most of the online population has to purchase from online stores at least once. This scenario urges the researchers to investigate the factors that bring consumers back to or stop them from online repurchase. The study results confirm that the foremost factor that affects consumer repurchase intention is the website functionalities. It helps them to complete their buying process effectively and efficiently. Nonetheless, the non-functional aspect, perceived enjoyment, has also been categorized as a significant component in triggering the consumers' repurchase behavior. Hence, online stores must not only pay heed to the functionalities of their websites, but the hedonic factors must also be taken into account in order to retain the consumers.

It is also worth mentioning that this research's primary significance stems from its proposition of an integrated theoretical framework and the usage of primary data to study the association between the various variables and their combined impact on ORI. This research serves as a baseline in understanding how the exogenous variables in the information system, marketing, and social psychology impact the endogenous variable, online repurchase intention, when we view the subject as both a consumer and a web user. Although the framework seems to be complicated, it holds deep explanatory strength, and this framework explains 69% of ORI variance. Besides, compared to the past studies that concentrate mostly on the pre-purchase phase of IT adoption (such as the Technology Acceptance Model (TAM)), the current research incorporated the consumer perception regarding the post-purchase phase. It also substantiates that TAM is a vast model incorporating both IT adoption and the continuance use of IT. Web functionality directly influences the consumer attitude, which ultimately impacts repurchase behavior through behavioral intention mediation. Moreover, online shopping self-efficacy, product risk, and financial risk indirectly influence repurchase behavior through behavioral intention. The study also postulates that consumer satisfaction stems from Website Functionalities, thereby leading to repurchase behavior, which confirms several associations in the

Expectation Confirmation Model (Bhattacharjee, 2001). As discussed, some elements have an underlying theme and are not often identified by researchers.

The study not only guides future research prospects; instead, it also directs the professionals while devising e-commerce models. This study's results can help both the website developers and the organizations doing business online to contemplate the significant factors that urge consumers to purchase online time and again, thus leading to increased profits. Notably, this research offers a robust foundation regarding the features a website should trigger consumers to buy. The model is based on the following five main pillars: website functionality, satisfaction, online shopping self-efficacy, product risk, and financial risk. The model also signifies that consumers show positive behavior toward online shopping when they have an enjoyable shopping experience. Hence, organizations offering online shopping services must consider consumers' utilitarian needs during their online shopping. These needs can be fulfilled by employing suitable website features that include socially-rich pictures and text to describe products (Hassanein and Head, 2007). Literature posits that the full potential of e-commerce has not been met, and e-commerce websites cannot attract and retain consumers (Gefen and Straub, 2004; Hassanein and Head, 2007). However, with the five mentioned antecedents of repurchase intention, the current research model provides directions for organizations to choose optimal website features to retain consumers. Policies around establishing more interactive websites, adding up more features that engage consumers and package a long lasting experience. Moreover, the special focus could be around managing risks such as product and financial risks attached to the online shopping transactions.

As with any other research work, this study is also not free from limitations. First, this study gathered data from university students, so the conclusions might not be generalizable to the entire online population. Specifically, though university students present a significant portion of the Internet users' community with online shopping experiences, yet their perception might differ from the rest of the population. Second, the respondents filled in the questionnaires regarding their overall online shopping experiences instead of sharing experiences about a particular website and the various layouts that might influence consumers' online shopping experience. Future researches can integrate different types of websites and compare the impact of various website designs. Third, the data in this research has been collected through the conventional paper-based survey. However, future results can collect data using the Internet-based survey, and the results can be compared between the two. Lastly, cultural differences also might pose some limitations on the generalizability of the results of this research. Therefore, future research should use this model and try to find the cultural differences and their impact on online repurchase intention.

References

1. Ahmed, E. and Akhlaq, A. (2015), "Digital commerce in emerging economies: Factors associated with online shopping intentions in Pakistan", *International Journal of Emerging Markets*, Vol. 10 No. 4, pp. 634-647.
2. Ahmed, Z., Su, L., Rafique, K., Khan, S.Z. and Jamil, S. (2017), "A study on the factors affecting consumer buying behavior towards online shopping in Pakistan", *Journal of Asian Business Strategy*, Vol. 7 No. 2, pp. 44-56.
3. Al-Debei, M.M., Akroush, M.N. and Ashouri, M.I. (2015), "Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality", *Internet Research*, Vol. 25 No. 5, pp. 707-733.
4. Al-Debei, M.M., Al-Lozi, E. and Papazafeiropoulou, A. (2013), "Why people keep coming back to Facebook: Explaining and predicting continuance participation from an extended theory of planned behaviour perspective", *Decision Support Systems*, Vol. 55 No. 1, pp. 43-54.
5. Anderson, J.C. and Gerbing, D.W., (1988), "Structural equation modeling in practice: A review and recommended two-step approach", *Psychological Bulletin*, Vol. 103 No.3, pp. 411-423.

6. Baber, A., Thurasamy, R., Malik, M.I., Sadiq, B., Islam, S. and Sajjad, M. (2016), "Online word-of-mouth antecedents, attitude and intention-to-purchase electronic products in Pakistan", *Telematics and Informatics*, Vol. 33 No. 2, pp. 388-400.
7. Bansal, H.S., McDougall, G.H.G., Dikolli, S.S. and Sedatole, K.L. (2004), "Relating e-satisfaction to behavioral outcomes: An empirical study", *Journal of Services Marketing*, Vol. 18 No. 4, pp. 290-302.
8. Bashir, S., Zeeshan, M., Sabbar, S., Hussain, R.I. and Sarki, I.H. (2013), "Impact of cultural values and life style on impulse buying behavior: a case study of Pakistan. *International Review of Management and Business Research*", *International Review of Management and Business Research*, Vol. 2 No. 1, pp. 193-200.
9. Bhattacharjee, A. (2001), "Understanding information systems continuance: an expectation-confirmation model", *MIS quarterly*, Vol. 25 No. 3, pp. 351-370.
10. Bigné-Alcaiz, E., Ruiz-Mafé, C., Aldás-Manzano, J. and Sanz-Blas, S. (2008), "Influence of online shopping information dependency and innovativeness on internet shopping adoption", *Online Information Review*, Vol. 32 No. 5, pp. 648-667.
11. Bourlakis, M., Papagiannidis, S., and Fox, H. (2008), "E-Consumer Behaviour: Past, Present and Future Trajectories of an Evolving Retail Revolution", *International Journal of E-Business Research*, Vol. 4 No. 3, pp. 64-76.
12. Brył, P. (2018), "Organic food online shopping in Poland", *British Food Journal*, Vol. 120 No. 5, pp. 1015-1027.
13. Caruana, A. and Ewing, M.T. (2010), "How corporate reputation, quality, and value influence online loyalty", *Journal of Business Research*, Vol. 63 No. 9-10, pp. 1103-1110.
14. Çelik, H. (2011), "Influence of social norms, perceived playfulness and online shopping anxiety on customers' adoption of online retail shopping: An empirical study in the Turkish context", *International Journal of Retail and Distribution Management*, Vol. 39 No. 6, pp. 390-413.
15. Clemes, M.D., Gan, C. and Zhang, J. (2014), "An empirical analysis of online shopping adoption in Beijing, China", *Journal of Retailing and Consumer Services*, Vol. 21 No. 3, pp. 364-375.
16. Cobelli, N., Bonfanti, A., Cubico, S. and Favretto, G. (2019), "Quality and perceived value in career guidance e-services", *International Journal of Quality and Service Sciences*, Vol. 11 No. 1, pp. 53-68.
17. Constantinides, E. (2004), "Influencing the online consumer's behavior: The Web experience", *Internet Research*, Vol. 14 No. 2, pp. 111-126.
18. D'Alessandro, S., Girardi, A. and Tiangsoongnern, L. (2012), "Perceived risk and trust as antecedents of online purchasing behavior in the USA gemstone industry", *Asia Pacific Journal of Marketing and Logistics*, Vol. 24 No. 3, pp. 433-460.
19. Fornell, C., and D. E. Larcker. 1981. "Evaluating structural equation models with unobservable and measurement error." *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
20. Gefen, D., and Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services. *Omega*, 32(6), 407-424.
21. Gong, W., Stump, R.L. and Maddox, L.M. (2013), "Factors influencing consumers' online shopping in China", *Journal of Asia Business Studies*, Vol. 7 No. 3, pp. 214-230.
22. Goutam, D., Gopalakrishna, B. V., and Ganguli, S. (2021), "Determinants of Customer Loyalty Dimensions: E-Commerce Context in Emerging Economy Perspective", *Journal of Electronic Commerce in Organizations*, Vol. 19 No. 1, pp. 1-23.
23. Ha, H.Y., Janda, S. and Muthaly, S.K. (2010), "A new understanding of satisfaction model in e-repurchase situation", *European Journal of Marketing*, Vol. 44 No. 7, pp. 997-1016.
24. Ha, S. and Stoel, L. (2009), "Consumer e-shopping acceptance: Antecedents in a technology acceptance model", *Journal of Business Research*, Vol. 62 No. 5, pp. 565-571.

25. Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M., 2017. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 2 ed, Sage, Thousand Oaks, CA.
26. Han, B., Kim, M. and Lee, J. (2018), "Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea", *Journal of Korea Trade*, Vol. 22 No. 2, pp. 86-104.
27. Hassan, M., Kazmi, S. S. A. S., and Padlee, S. F. (2019), "Technology acceptance model (TAM) and dynamics of online purchase adaptability", *International Journal of Recent Technology and Engineering*, Vol. 8 No. 1, pp. 390-402.
28. Hassan, M., Rafi, A., and Kazmi, S. S. (2016), "Impact of differentiated customer service, brand trust, brand commitment, and brand salience on brand advocacy", *International Review of Management and Marketing*, Vol. 6 No. 4S, pp. 232-238.
29. Hassanein, K., and Head, M. (2005), "The impact of infusing social presence in the web interface: An investigation across product types", *International Journal of Electronic Commerce*, Vol. 10 No. 2, pp. 31-55.
30. Hassanein, K., and Head, M. (2007), "Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping", *International Journal of Human-Computer Studies*, Vol. 65 No. 8, pp. 689-708.
31. Hernández, B., Jiménez, J. and Martín, M.J. (2011), "Age, gender and income: Do they really moderate online shopping behaviour?", *Online Information Review*, Vol. 35 No. 1, pp. 113-133.
32. Hsiao, K.L., Lin, J.C.C., Wang, X.Y., Lu, H.P. and Yu, H. (2010), "Antecedents and consequences of trust in online product recommendations an empirical study in social shopping", *Online Information Review*, Vol. 34 No. 6, pp. 935-953.
33. Islam, M. S. (2021), "Online Shopping Behaviour among International Students from Belt & Road Countries in China", *European Journal of Business and Management Research*, Vol. 6 No. 1, pp. 63-75.
34. Kamal, S. A., Shafiq, M., and Kakria, P. (2020), "Investigating acceptance of telemedicine services through an extended technology acceptance model (TAM)", *Technology in Society*, Vol. 60, pp. 101212.
35. Khan, A.S., Ahmed, F., Yousuf, H., Hassan, S. and Zia, S.A. (2014), "Online Shopping Behavior in Pakistan", *International Conference on Marketing*, pp. 1-42.
36. Khan, N., & Qureshi, M. I. (2020). A systematic literature review on online medical services in Malaysia. *International Journal of Online and Biomedical Engineering*, 16(6), 107–118. <https://doi.org/10.3991/ijoe.v16i06.13573>
37. Maditinos, D.I. and Theodoridis, K. (2010), "Satisfaction determinants in the Greek online shopping context", *Information Technology and People*, Vol. 23 No. 4, pp. 312-329.
38. Pham, Q., Tran, X., Misra, S., Maskeliūnas, R., and Damaševičius, R. (2018), "Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam", *Sustainability*, Vol. 10 No. 1, pp. 156-170.
39. Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., and Merani, S. H. (2021), "Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping", *Cogent Business & Management*, Vol. 8 No. 1, pp. 1869363.
40. Qureshi, Muhammad Imran, et al. "Classifications of sustainable manufacturing practices in ASEAN region: A systematic review and bibliometric analysis of the past decade of research." *Sustainability* 12.21 (2020): 8950.
41. Quinton, S. and Harridge-March, S. (2008), "Trust and online wine purchasing: Insights into UK consumer behaviour", *International Journal of Wine Business Research*, Vol. 20 No. 1, pp. 68-85.
42. Rehman, K. (2011), "Examining online Purchasing Behavior: A case of Pakistan", *International Conference on Social Science and Humanity*, Vol. 5, pp. 262-265.

43. Rezaei, S., Amin, M. and Ismail, W.K.W. (2014), "Online repatronage intention: An empirical study among Malaysian experienced online shoppers", *International Journal of Retail and Distribution Management*, Vol. 42 No. 5, pp. 390-421.
44. Saleem, M., Khan, M.M., Ahmed, M.E. and Ali, S. (2018), "Online Grocery Shopping and Consumer Perception: A Case of Karachi Market in Pakistan", *Journal of Internet and E-Business Studies*, pp. 1-13.
45. Shin, J.I., Chung, K.H., Oh, J.S. and Lee, C.W. (2013), "The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea", *International Journal of Information Management*, Vol. 33 No. 3, pp. 453-463.
46. Sleuwaegen, L., and Smith, P. M. (2020), "Who purchases cross-border? Individual and country level determinants of the decision to purchase cross-border in the European Single Market", *Electronic Commerce Research*, pp. 1-37.
47. Son, H., and Lee, J. (2021), "Does online shopping make people feel better? The therapeutic effect of online shopping on Korean female consumers' mood, self-esteem, and self-efficacy: Based on the context of fashion product shopping", *Journal of Global Scholars of Marketing Science*, pp. 1-18.
48. Tandon, U., Kiran, R. and Sah, A. (2017), "Analyzing customer satisfaction: users perspective towards online shopping", *Nankai Business Review International*, Vol. 8 No. 3, pp. 266-288.
49. Vahdat, A., Alizadeh, A., Quach, S., and Hamelin, N. (2020), "Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention", *Australasian Marketing Journal*, pp. 1-11.
50. Venkatesh, V. and Bala, H. (2008), "Technology acceptance model 3 and a research agenda on interventions", *Decision Sciences*, Vol. 39 No. 2, pp. 273-315.
51. Wang, N., Liu, D. and Cheng, J. (2008), "Study on the Influencing Factors of Online Shopping", pp. 1-4.
52. Wong, R.M.M., Wong, S.C. and Ke, G.N. (2018), "Exploring online and offline shopping motivational values in Malaysia", *Asia Pacific Journal of Marketing and Logistics*, Vol. 30 No. 2, pp. 352-379.