Constructing a B2C Repurchase Intention Model Based on Consumer Perceptive Factors

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Abstract. Consumption stage of e-commerce has been transferred from the pre-purchase stage to post-purchase stage, and online consumers' repurchase intention is increasingly important. According the results of previous studies have shown, service quality impact on online purchase intentions have inconsistent results. The objectives of the study are exploring B2C repurchase intention by ECM and service quality, and examining the inconsistent results between different types of service quality and repurchase intention. Our research collected data through online questionnaires, based on 581 valid responses from B2C consumers, and using Structural equation modeling (SEM) to perform statistical data analysis. The findings showed that perceived usefulness, perceived value and customer satisfaction have significant direct effects on repurchase intention, and service quality has indirect effects on repurchase intention. Based on results of verifying hypothesis, we provide some improvements to increase customer values for B2C vendors.

Keywords: ECM, service quality, B2C repurchase intention, SEM

1. INTRODUCTION

Electronic Commerce (EC) became an important position in business operating model, with the information technology (IT) progress and evolution also gradual change in form of EC. In the past, most scholars focus on the purchase intention and antecedents of purchase intention (Gefen et al., 2003; Lee and Lin, 2005; Ha and Stoel, 2009; Hong and Kim, 2012; Kim et al., 2012b). However, Wen et al. (2011) believe that majority of the online population already have online shopping experience, and consumer segment has been transferred from the pre-purchase phase to the post-purchase stage. With the popularity of e-business models and most consumers already have online shopping experiences, online repurchase intentions have become an important research topic. Chang and Wang (2011) also pointed out that consumers buy at various stages may change their minds and convert different suppliers, therefore, understanding the consumer repurchase intentions can help companies make better decisions.

Expectation Confirmation Model (ECM) is measured the causal relationship of confirmation, perceived usefulness, satisfaction and continuous use intentions, Bhattacherjee (2001) considered that continuous use intentions of information systems user is similar to repurchase intention of the marketing field, the subsequent EC studies adopted the model to investigate the repurchase intentions (Wen et al., 2011). Many study results have noted the relationship between service quality and repurchase intention had directly (Lee and Lin, 2005; Kuo et al., 2009; Kim et al., 2009) or indirectly affect (Chang and Wang, 2011; Shin et al., 2013), these results showed service quality and repurchase intention have inconsistent impacts. In this study, ECM as a basis model, and service quality dimension is incorporated into our research model, it can have the better explanatory power of the B2C repurchase intention. Our research purposes include: Firstly,

adopted service quality into ECM can effectively predict and explain B2C repurchase intentions; secondly, we based on the previous research results to verify inconsistent effect of service quality and B2C repurchase intentions. The results of this study can be used as reference for future B2C suppliers enhancing customer repurchase ratio.

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Expectation Confirmation Model

Bhattacherjee (2001) was proposed expectation confirmation model (ECM) to better predict and explain users' continuance intention in information system environment, and he considered continuance intention is similar to consumers' repurchase intentions, both of them belonged to measured dimension in the post-stage. Therefore, this study developed conceptual framework based on ECM, and integrated service quality dimension into our research model to enhance prediction power of the model.

2.2 Service Quality

In a number of previous studies, many scholars believe that service quality has a critical impact on online shopping behavior (Lee and Lin, 2005; Chang and Wang, 2011; Hong and Kim, 2012; Kim et al., 2012a). Due to online shopping platform is a interface between online vendors and consumers (Zhou et al., 2009), therefore, consumer perceived the degree of quality of service is more important for online shopping vendors. Fang et al. (2011) pointed out that service quality in post-purchase stage refers to the accumulated experience of contact and interaction between online consumers and vendors. Chang and Wang (2011) and Kim et al. (2012a) both considered service quality to include online and offline factors, the online elements contain easy to order and customer complaints reply, it called receptiveness (REC); offline factors include products and services rapid delivered, and provide customer return service, it called quickness (QU).

In online purchasing environment, better services can meet consumers' expectation and positive experience; great service quality will help to improve degree of trust and customer satisfaction for consumers. Conversely, if the online shopping website cannot provide better service, consumers will be dissatisfied and lost their trust, it led consumers will not repurchase in the same website (Zhou et al., 2009). Some researchers believe that better website services can promote consumers easier to online trade, and attract consumers to browse again or conduct repurchasing (Kuo et al., 2009; Chang and Wang, 2011). Some of e-commerce research results showed service quality has positive impact on customer satisfaction (Lee and Lin, 2005; Kim et al., 2009; Kuo et al., 2009; Chang and Wang, 2011; Shin et al., 2013), perceived value (Kuo et al., 2009; Chang and Wang, 2011), perceived usefulness (Ha and Stoel, 2009; Shin et al., 2013), and repurchase intention (Lee and Lin, 2005; Kuo et al., 2009; Kim et al., 2009). Therefore, the study asks the following assumptions based on online and offline service quality:

H1a: Quickness has positive effect on perceived usefulness.

H1b: Receptiveness has positive effect on perceived usefulness.

H2a: Quickness has positive effect on perceived value.

H2b: Receptiveness has positive effect on perceived value.

H3a: Quickness has positive effect on customer satisfaction.

H3b: Receptiveness has positive effect on customer satisfaction.

H4a: Quickness has positive effect on repurchase intention.

H4b: Receptiveness has positive effect on repurchase intention.

2.3 Perceived Usefulness

Although, the impact between perceived usefulness (PU) and intentions originally discussed from the initial phase, but the relationship still remain in a post-stage. Because the inconsistent with perceived usefulness and actual behavior during the initial phase, consumers may correct their view of perceived usefulness to resolve this inconsistency (Bhattacherjee, 2001), thereby affecting the consumer repurchase intentions. The relationship between perceived usefulness and repurchase intention supported by some scholars through revision and discuss (Ha and Stoel, 2009; Chiu et al., 2009; Wen et al., 2011). In addition, some scholars believe that customers perceive the higher degree of usefulness; it results in the higher customer satisfaction, and the relationship verified by empirical studies (Chiu et al., 2009; Wen et al., 2011; Wu, 2013; Lin et al., 2014). Therefore, the study makes the following hypotheses:

H5: Perceived usefulness has positive effect on customer satisfaction.

H6: Perceived usefulness has positive effect on repurchase intention.

2.4 Perceived Value

Consumers' perceived value has been getting attention gradually in marketing field, because it plays an important role in predicting purchase behavior, and obtaining a sustainable competitive advantage and affecting customer relationship management. Since the lower search costs in e-

commerce, online consumers can easy to compare to product benefits and costs. Although, consumers may still turn to competitive suppliers that provide products with higher perceive value (Chang & Wang, 2011). The result shows perceived value plays an important role in pre-purchase phase and post-purchase stage.

Though confirmation is used to measure the evaluation results of pre- expectations and perceived performance of IS users, but it seems this dimension is insufficient to explain numerous considerations of online consumers. Many researches on EC use the perceived value as the evaluation dimension of consumers' pre-purchase expectations and post-purchase expectations, because the perceived value has more rich considerations for pre-consumption expectations (Kuo et al., 2009; Chang & Wang, 2011; Kim et al., 2012a; Kim et al., 2012b).

Based on the literature above, we can find consumers' perceived value for post-purchase evaluation will affect consumers' perceived usefulness and satisfaction positively (Wen et al., 2011; Wu, 2013; Lin et al., 2014). Most of the results of verification of the relationship between perceived value and customer satisfaction show the former has a significantly positive effect on the later (Chang and Wang, 2011; Chiu et al., 2012). Besides, many research results find perceived value also has a significantly positive effect on repurchase intention (Kuo et al., 2009; Kim et al., 2012a). Therefore, the research makes the following hypotheses:

H7: Perceived value has positive effect on perceived usefulness.

H8: Perceived value has positive effect on customer satisfaction.

H9: Perceived value has positive effect on repurchase intention.

2.5 Customer Satisfaction

Customer satisfaction (CS) is a reflection, which assessed abilities of suppliers to meet consumers' expectation. Wen et al. (2011) and Hong et al. (2006) both believe that customer satisfaction is formed through several stages. Firstly, the purchaser will have expectations for the product / service before making a purchase behavior; secondly, their purchase experience will result in the expected performance; finally, the level of customer satisfaction is based on the difference between expectations and reality for the product / service, according to the degree of customer satisfaction will further affect repurchase intentions and behavior.

From expectation confirmation model (Bhattacherjee, 2001) can be found customer satisfaction to have significant and positive effect on continuance intention in the post-stage; Wen et al. (2011) used the association to explore online repurchase intention, and they considered customer satisfaction is not only the critical independent variable for repurchase intention, but also it plays the important role of the mediating variable. Chang and Wang (2011) pointed out that online consumers' experience with overall satisfaction will decrease intentions to transfer to other vendors in the e-commerce environment, and has more intense repurchase intentions. Following EC researches, many scholars have verified the positive relationship between customer satisfactions and repurchase intentions (Lee and Lin, 2005; Kim et al., 2009; Wen et al., 2011; Chen and Chou, 2012; Shin et al., 2013; Wu, 2013). Therefore, the research makes the following hypotheses:

H10: Customer satisfaction has positive effect on repurchase intention.

2.6 Repurchase Intention

In recent years, online repurchase intention has been an important research topic, Wen et al. (2011) think most online population already have online shopping experience, and consuming segment has been transferred from the pre-purchase phase to post-purchase stage. Chang and Wang (2011) pointed out that consumers may change their minds and transfer to other vendors in the different purchase stages, hence, understanding the repurchase intentions will help companies to make better decisions. Bhattacherjee (2001) described a 5% increase in customer retention typically translates into 18% savings in operating costs.

This study followed the previous literatures to review and aggregate, developing a research model shown in Figure 1, ECM is a main body of research infrastructure, and incorporating service quality dimensions (quickness and receptiveness), then predict and explain the causality between these variables and repurchase intentions.

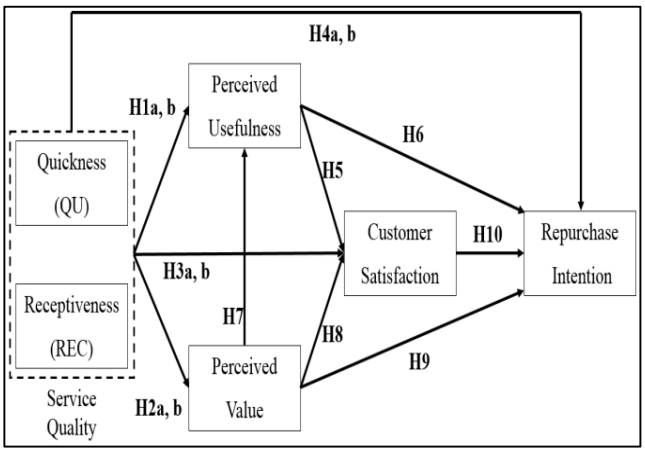

Figure 1: Conceptual Research Model.

3. METHODOLOGY

3.1 Scale Development and Data Collection

The scale of service quality is adapted from the questionnaire of Kim et al. (2012a) and contains two dimensions: quickness and receptiveness, which respectively have 4 and 5 questions. The scales of perceived usefulness, customer satisfaction and repurchase intention are adapted from the questionnaire of Wen et al. (2011), which respectively contain 5, 4 and 3 questions. The scale of perceived value is adapted from the questionnaire of Kim et al. (2012b), and contains 4 questions. Five Points Likert Scale is used for all variables and dimensions, it measured by the strongly disagree to strongly agree, and given from 1 to 5 scores.

This research mainly focuses on consumers with B2C online shopping experience, conducts an online survey and collects data using random sampling. In this study, we distributed 600 online questionnaires, finally got 581 valid responses. In terms of the distribution of subjects, there are more female consumers (62.13%) than male consumers (37.87%). They are aged 20~29 (47.57%) and 30-39 (34.77%). Most of them have a bachelor's degree or associate's degree (64.72%). Their average incomes are mainly NT$ 10001-20000 (39.07%) and NT$ 20001-30000 (21.68%). In terms of occupations, they are office workers (30.46%), students (18.59%) and housewives (13.43%).

3.2 Analysis Method

Structural Equation Modeling (SEM) has been gradually paid attention and applied in many fields, such as social science, consumer behavior, education, and so research field. SEM can simultaneous analysis of more complicated models, the method required more stringent assumptions and data. As our research discusses the latent psychological variables, SEM is suitable for analysis.

We used SEM analysis and AMOS 21 as the main stati stical analysis tool. SEM contains two stage statistical anal ysis methods to test our hypothesis, and examines the relati onship between observed variables and the latent variables. According to the two phase steps of SEM analysis propose d by Anderson and Gerbing (1988), mainly using Confirma tory Factor Analysis (CFA) to view the common factor bet ween variables in measurement model, and examine the reli ability, validity, and fit indices of various dimensions; subse quent conduct structural model, using path analysis to expla in the relationship between latent variables.

4. RESEARCH ANALYSIS AND RESULTS

4.1 Measurement Model

Firstly, we test the value of the skewness and kurtosis meets univariate normality. According to the evaluation standard of Kline (2005), the absolute values of skewness of all observable variables are less than 2 and the absolute values of kurtosis are less than 7, meaning they conform to univariate normal distribution, the analysis result conform to univariate normality. The critical ratio (c. r.) of multivariate must be less than 5, so that it can conform to multivariate normality, the analysis result shows critical ratio of multivariate is 87.705, not conforming to multivariate normality. Using suggestions was proposed by Kline (2005) to solve the problem that the analysis result don't conform to the multivariate normality, and adopting the bootstrap method to make the estimation results correctly. Subsequent SEM analysis will use maximum likelihood (ML) and bootstrap method to conduct confirmatory factor analysis.

All dimensions and items conduct CFA analysis, the results shows standardized factor loadings (FL) of the each items are greater than or equal to 0.7, and reach significant level. Squared multiple correlation (SMC) are greater than or equal to 0.5; composite reliability (CR) are greater than 0.7, Showing good reliability and high degree of internal consistency. Average variance extracted (AVE) are greater than 0.5.

Convergent Validity is based on the assessment guidelines was proposed by Hair, et al. (2009) and Fornell and Larcker (1981): Factor loadings greater than or equal to 0.7; SMC is greater than or equal to 0.5; the CR is greater than 0.7; AVE is greater than 0.5. Based on the above analysis, the measurement model has good convergent validity. Following the advice by Torkzadeh et al. (2003), this research uses confidence interval to conduct the analysis of discriminant validity; the estimation results show the confidence intervals of all standardized correlation coefficients don't include 1, it means discriminant validity exists between all dimensions. Since the reliability and validity of the measurement model both meet assessment criterion, and conducted to examine model fit indices. The analysis results of model fit indices are shown in Table 1, all fit indices meet criterions, and implying measurement model has goodness of fit.

Table 1: Fit indices of measurement model.

Fit Indices	Estimated Value	Criterion	Literature
$\chi 2/d.f$	3.778	< 5	Schumacker and Lomax (2004)
SRMR	0.047	< 0.08	Hu and Bentler (1999)
RMSEA	0.069	< 0.08	Schumacker and Lomax (2004)
GFI	0.878	> 0.8	MacCallum and Hong (1997)
AGFI	0.847	> 0.8	MacCallum and Hong (1997)
TLI	0.911	> 0.9	Hu and Bentler (1999)
NFI	0.899	> 0.8	Ullman (2001)
CFI	0.923	> 0.9	Bentler (1990)
IFI	0.924	> 0.9	Hair et al. (1998)

4.2 Structural Model

Using CFA examine reliability, validity and fit indices of the model, then establishing structural model to examine the association between the various variables. The path analysis results shows quickness has significantly positive effect on perceived value (0.339, $p < 0.001$) and customer satisfaction (0.348, $p < 0.001$); which supports H2a and H3a. Quickness has no significant effects on perceived usefulness (0.089, $p > 0.05$) and repurchase intention (0.012, $p > 0.05$), which doesn't support H1a and H4a. Receptiveness has significantly positive effect on perceived usefulness (0.441, $p < 0.001$), perceived value (0.280, $p < 0.001$), and customer satisfaction (0.124, $p < 0.001$), which supports H1b, H2b, and H3b. Receptiveness has no significant effects on repurchase intention (0.024, $p > 0.05$), therefore H4b doesn't be supported.

According to hypothesis testing results related to service quality can be aggregated for discussions: (1) online service quality (receptiveness) has stronger effect on perceived usefulness for consumer; (2) online (receptiveness) or offline (quickness) service quality both have positive effect on perceived value, in which the offline (0.339***) is greater than the online (0.280***); (3) online and offline service quality both have positive effect on customer satisfaction, and offline (0.348***) is greater than the online (0.124***); (4) the relationship between service quality and repurchase intention has no significant effects, the result are consistent with the research results of Chang and Wang (2011) and Shin et al. (2013).

Perceived usefulness has significantly positive effect on customer satisfaction (0.395, $p < 0.001$) and repurchase intention (0.202, $p < 0.001$), the result supports H5 and H6, which is consistent with the research results of Chiu et al. (2009) and Wen et al. (2011). Perceived value and usefulness has no significant effects (0.044, $p > 0.05$), which implies H7 doesn't be supported, and it inconsistent with the results of some scholars (Wen et al., 2011; Wu, 2013; Lin et al., 2014).

Perceived value has significantly positive effect on customer satisfaction (0.406, $p < 0.001$) and repurchase intention (0.512, $p < 0.001$), the results support H8 and H9, which is consistent with the research results of Kuo et al. (2009) and Chang and Wang (2011). Customer satisfaction has significantly positive effect on repurchase intention (0.328, $p < 0.001$), which support H10, the result is consistent with results of many scholars (Kuo et al., 2009; Wen et al., 2011; Chen and Chou, 2012; Shin et al., 2013). Based on the path analysis results showed in figure 2, perceived usefulness (SMC = 0.48), perceived value (SMC = 0.62), customer satisfaction (SMC = 0.54), and repurchase intention (SMC = 0.75) have good explanatory power.

Finally, the research model is compared with those of previous similarly models, and understands the different degree of cumulative explained variances (SMC) in repurchase intention. The explanatory power (SMC) related to repurchase intention of previous research models are as follows: SMC is 0.70 in Chiu et al. (2009); SMC is 0.70 in Kuo et al. (2009); SMC is 0.63 in Wen et al. (2011). These research models all less than SMC is 0.75 in our research model, the result shows expectation confirmation model combine with service quality can be effective prediction and interpretation of B2C repurchase intentions.

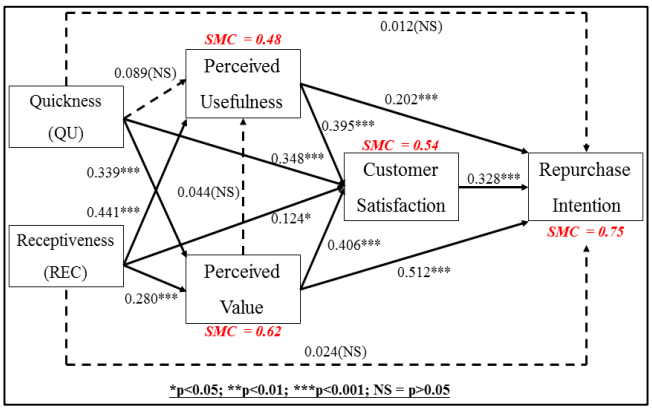

Figure 2: Path Analysis Results.

5. CONCLUSIONS AND IMPLICATIONS

5.1 Research Conclusions

Summarizing the above findings, the study can generalize the following conclusions: Firstly, perceived usefulness, perceived value and customer satisfaction are key antecedents to effect on B2C repurchase intention. Because of perceived usefulness, perceived value and customer satisfaction to repurchase intention all have highly significant and direct impact, it represents consumers' perceived usefulness, perceived value and customer satisfaction will directly affect repurchase intention. This verification showed that e-commerce providers improve customer repurchase intention, addition to providing a preferential price for product and service, it should pay more attention to strengthen the value of the online platform. Despite online vendors can take advantage of cheap product and service to attract consumers for the initial purchasing, but if online vendors cannot provide adequate customer satisfaction, customer value, perceived usefulness and other factors, it is likely to lead to consumer impossible to produce repurchase behavior or loyalty.

Secondly, service quality has indirect effect on B2C repurchase intention. The relationship between service quality and repurchase intention does not have a significant direct impact, this result is consistent with the findings of Chang and Wang (2011) and Shin et al. (2013), they think the relationship between service quality and repurchase intention do not exist direct impact, but service quality may have an indirect impact on repurchase intention through other variables. The analysis results show offline service quality (Quickness) has an indirect impact on repurchase intention through perceived value and customer satisfaction; in the other hand, online service quality (Receptiveness) has an indirect impact on repurchase through perceived usefulness, perceived value and customer satisfaction. For the consumer, no matter what service quality improves by online vendors, it will not directly decide repurchase intention or behavior, providers have to construct consumer repurchasing intention through other perceived factors. Therefore, in the online competitive environment, E-commerce providers can not only improve and enhance particular aspects, but also must consider the relevance of variables effect on the overall change, through the overall improvement to promote consumer repurchase intentions.

Thirdly, integrated model can effectively predict and explain B2C repurchase intention. Reviewing previous researches about expectation confirmation model (ECM), information system success model (ISSM), and other IS theories, single model still cannot perfectly explore repurchase intention in the post-purchase stage. Therefore, the present study combined service quality dimension to explore the causal relationship between the various variables based on expectation confirmation model, through survey data to verify directly and indirectly impacts on the relationship between service quality, perceived usefulness, perceived value, customer satisfaction and repurchase intention, as well as conducting comparative analysis for different models proposed by other scholars. These results showed our integrated model has 75% explanatory power for B2C repurchase intention, and it is higher than other related researches models, this also means that the antecedent variables of the research model have better prediction and explanatory power for B2C repurchase intention.

5.2 Research Implications

In terms of academic, the study based on the difference of consumer intentions in pre-purchase phase and post-purchase stage, using expectation confirmation model as a basis framework to extend and develop conceptual model, and adopting two different kinds of service quality to explore influences between B2C repurchase intention and other perceived factors. Via SEM analysis results provided path coefficients and impacts for each dimensions, it helps online vendors to understand the different impact of online and offline service quality, thereby providing manufacturers to improve processes and promoting B2C consumer repurchase intentions. In this research model has relatively good explanatory power of B2C repurchase intentions by extending the theoretical model, but also create a basis mode to predict the dynamic evolution of B2C e-commerce, and contribute to face perceived factor changes in the post-purchase stage, it will achieve a more accurate interpretations through the extending model. We based on previous studies to validate the inconsistent hypothesis between service quality and repurchase intention, according to analysis results showed the relationship between service quality and repurchase intention has no direct impact. Research model and analysis resulting can be used as the basic model and reference for ECM and B2C repurchase intention.

In terms of practice, although online vendors can attract consumers' purchase behavior by marketing and pricing strategies, but encourage consumers to create more sustained profits for the vendors is more important than developing new customers, because of developing new customers spent cost higher than maintain customer loyalty. In the e-business environment, consumers cannot perceive significant differences from website functions, therefore online vendors provide consumers valuable services is even more important. According to the causality between perceived factors and B2C repurchase intentions, this study provides some references as the suppliers to improve and promote consumer repurchase intention.

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