

# A Study on the Factors Influencing on Repurchase Intentions of Major Web Shopping Sites in China

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## Abstract

This study examines the impact of the factors generated from previous research on the repurchase intentions of Chinese web shopping customers based on their shopping experience via major web shopping sites. The specific factors were classified into three general factors which are Web System Quality, Product Quality, and Customer Relation Quality. A total 421 data sample was collected. When analyzing the results of the survey, SPSS Statistics 21.0 was used. For validity and reliability measurement of the factors, factor analysis, reliability test, and correlation analysis were conducted before subjecting the data to inferential analysis. The 11 specific factors and three main factors were tested for their relationships with customers' repurchase intentions using regression analysis. The findings indicated that product price, product promotion from Product Quality, and trust, reputation from Customer Relation Quality have positive influences on customers' repurchase intention. Therefore, Product Quality and Customer Relation Quality are main factors influencing customers' repurchase intention. However, the Web System Quality and its underlining attributes (web design, web functionality, web security, and web contents) did not influence customers' repurchase intention. This study might contribute research about e-commerce success factors and provide effective strategies to gain economic advantages in Chinese online shipping market.

## INTRODUCTION

According to the survey data of iResearch, the deal size of Chinese e-commerce markets has reached 12.3 trillion yuan (1.9 trillion dollars) in 2014. Which brought a question, what did attract so many customers to shop online? This topic has stimulated worldwide research, focused on factors affecting satisfaction, consumer acceptance, customer repurchase intention, web trust, and so on; however there are no factors exactly have been indicated, variation of factors were proposed. The success of e-commerce is primarily determined by customers' repurchase intentions [1]. However, in Chinese case, there are few studies have been conducted to measure the shopping repurchase intention particularly involving the three major Chinese web shopping sites.

The objective of this study is to test the relationship between consumers' repurchase intention of e-commerce in China and the factors of research model which was adapted from previous studies. The factors were classified into three main categories, Web System Quality, Product Quality, and Customer Relation Quality. We also provide the initial evidence through the statistical analysis results.

This research is to analyze and examine whether the specific factors have a positive impact on repurchase intention; and whether the main factors, which are Web System Quality, Product Quality, and Customer Relation Quality have a positive impact on repurchase intention. All the survey results are based on customer perspectives. Based on a survey of 421 respondents, the empirical analyses are made. Finally, this study identifies and discusses several factors affecting consumers' repurchase intentions. SPSS was used for the validity, reliability, correlation, and regression analysis of the results of the survey.

## LITERATURE REVIEW

There are several countries with different economic development levels have conducted research in e-commerce markets context, for example, Malaysian [2], Iran [3], Hong Kong [4], Saudi Arabia [5], China [6], Indonesia [7], Korea, Japan, and USA [8]. Each research has come up with identified factors which some are supported or agreed by other research and some are not. The mostly mentioned factors that affect the success of online shopping websites are website design, product/service quality, trust, reputation, price, promotion, reliability, delivery, and information. The mentioned factors above have been widely supported by previous studies regardless of online shopping customer's characteristic.

The differences factors in indicating the web shopping success exist because of the different aim of the research, for example, some research focusing on web trust, loyalty or satisfaction to measure the web shopping success. And even through in some studies, they have identified the same factor, the importance of the factors are in different level of value. For example, in Guo and Jaafar study [9], they unsupported the hypothesis related to usability, proved that usability has no positive impact on the consumers' attitude to adopt online purchase but in Leung et al.'s study [4], they supported the hypothesis related to website design, which includes usability, so they on the other side proved usability is positive to customers' e-loyalty and repeated purchase. According to both of the studies, is usability worth focusing by online retailers? Instead of providing valuable insights into understanding the success factors, the results of the studies are easy to lead the online retailers into confusion: which factors are in priority to focus? As there are many failure instances in the e-commerce markets, it is important to realize the critical success factors of web shopping sites. Making flexible use of the factors can help to enhance the competitiveness of both e-commerce retailers and e-commerce companies. In the domain of success

factors research, there are many different potential factors could be the determinant of e-commerce success factors. Some studies indicated satisfaction, consumer acceptance, customer repurchase intention, web trust, consumers' attitudes, and customer loyalty are the measures for the website success. Most of the studies have made several hypotheses. The following paragraphs discuss the identified factors influencing success factors of e-commerce which are derived from the study of literature review.

#### **Satisfaction**

Several factors are identified to have influence on satisfaction, for example, information quality, system quality, service quality, product quality, delivery quality, perceived price [10], convenience, merchandising, security, serviceability [3], efficiency, ease of navigation, reliability, personalization, ease of use, speed, responsiveness, and assurance [6]. The study based on the survey report that participants were Taiwanese university undergraduates, ranked the importance of the factors, in which delivery quality as the main important factor followed by product quality, system quality, service quality, information quality, and perceived price [10].

#### **Consumer acceptance**

Several factors are identified to have influence on consumer acceptance, for example, product offerings, information richness, usability of storefront (Web site ease of use), perceived service quality, perceived trust [11], perceived usefulness, uncertainty avoidance, long-term orientation, and masculinity [12]. Yoon's study [12] is about the relationship between national culture values and consumer acceptance of e-commerce, interestingly, it showed the difference between China and other developed countries. It confirmed that perceived usefulness, perceived ease of use, and trust must be important factors of consumer e-commerce acceptance in developing as well as advanced countries; uncertainty avoidance is that the most influential national culture value affecting consumers' e-commerce acceptance; long-term orientation has also a huge impact on e-commerce acceptance; masculinity have a moderating effect between perceived usefulness and perceived ease of use and intention to use in e-commerce acceptance.

#### **Consumers' repurchase intention**

Several factors are identified to have influence on consumers' repurchase intention, for example, system accessibility, system security, service quickness, service receptiveness [13], perceived value, perceived ease of use, perceived usefulness, firm's reputation, privacy, trust, reliability, functionality [1], design of website, perceived product and service quality, electronic word-of-mouth (e-WOM) [4]. In the study of Hong Kong customers' e-loyalty and repeated purchase intention, it pointed out that e-loyalty is positively related to repeated purchase intention and defined e-WOM as a moderate factor, which positively moderate the effect of perceived product and service quality, not directly affects them [4].

#### **Web trust**

Several factors are identified to have influence on web trust, for example, web security, availability, experience [14]. The

availability factor refers to the online chat session, which is the function of Alibaba's Ali Wangwang. Unlike in the e-commerce markets in the US and Korea, the online chat function has already become a culture of the online shopping in China.

#### **Consumers' attitudes**

Several factors are identified to have influence on consumers' attitudes, for example, search engines, auction websites, online shopping malls, conveniences, price, brand, security, promotion, refund [15], website design, website reliability/fulfillment, customer service, privacy [16], wider selection of products [2], saving time, attitude towards website language, recommended online shopping [5], marketing mix, sellers' reputation [9]. Akbar and James [13] ranked the importance of the factors, the strongest predictors from highest to lowest is price, refund, convenience, auction website, promotion, brand, search engines, security, and online shopping malls. The more often the buyers use web shopping, the more satisfied with website variables and website factors [16]. The study based on the Malaysian postgraduate students' attitude pointed out that consumers' tendency when doing online shopping would be more likely to be utilitarian than hedonic [2]. Noteworthy thing is that Guojun and Jaafar's research [9] based on Chinese customers supported that marketing mix and sellers' reputations, but didn't support usability, security, privacy, and after-sales service quality. It also gave the acceptable reasons, for example, it referred that because the lack of legislation, consumers' awareness of privacy protection was weak, and that is obviously different from the e-commerce in developed countries [9].

#### **Customer loyalty**

According to previous studies, repeated customer purchasing is due to long-term loyalty [17], and repurchase intentions have been closely linked to customer loyalty [18], so it is plausible to consider that the factors influence customer loyalty are also the factors reflect customer repurchase intention.

There are also studies that focus on factors influencing the success of shopping websites directly. In these studies, the factors listed are managing, convenience, security, chatting tool, after-sale and help center, trust, promotion, information, ranking, delivery, refund, privacy, price, compact URL, catalogue, system stability, speed of access, ease of use, order processing [19], usefulness, service quality, offering, compatibility [20], product selectivity, order error, effectiveness, customer relationship, Internet environment, reply, category of product, causing interest, brand, exchange available, payment method, packing quality [21], low-cost operation, EC strategy, technical EC expertise, evaluation of EC operation [8], rules and community, reputation mechanism, design of online shops, customer focus, web design and content, culture [22]. There are also some studies on the success factors on the managers' perspectives, induced the factors as the knowledge management systems, marketing by database, managing the business change, chasing the critical number. These factors are not in the concern of customers, so this study will not take them into consideration.

## EMPIRICAL ANALYSIS

### A. Research Method

The research objectives are to identify possible antecedents of e-commerce repurchase intentions. Web System Quality, Product Quality, and Customer Relation Quality were hypothesized as the main factors which have positive impacts on repurchase intentions, and were intended to explore the extent of each factor's impact on repurchase intentions. Web System Quality includes specific factors which are web design, web functionality, web security, and web content. Product quality includes product choice, product promotion, product price, and product delivery; Customer relation quality includes trust, reputation, and interaction. The hypotheses are as follow:

#### H1: Web System Quality has positive impacts on repurchase intention.

H1a: Web design has positive impacts on repurchase intention.

H1b: Web functionality has positive impacts on repurchase intention.

H1c: Web security has positive impacts on repurchase intention.

H1d: Web content has positive impacts on repurchase intention.

#### H2: Product Quality has positive impacts on repurchase intention.

H2a: Product choice has positive impacts on repurchase intention.

H2b: Product promotion has positive impacts on repurchase intention.

H2c: Product price has positive impacts on repurchase intention.

H2d: Product delivery has positive impacts on repurchase intention.

#### H3: Customer Relation Quality has positive impacts on repurchase intention.

H3a: Trust has positive impacts on repurchase intention.

H3b: Reputation has positive impacts on repurchase intention.

H3c: Interaction has positive impacts on repurchase intention.

In order to explore the effects of the factors on consumers' repurchase intentions, the research model includes specific factors of Web System Quality, Product Quality, and Customer Relation Quality. Figure 1 shows the research model of this study.

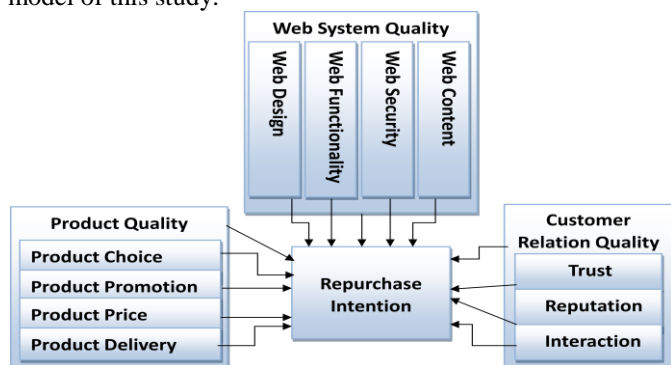


Figure 1: Research model

In order to explore the impacts of the factors on customers' repurchase intentions, this research collected sample data from the general public that have the online shopping experience. The survey was conducted through the most influential survey website in China, Sojump. The survey had been conducted from January 25<sup>th</sup> to February 1st of 2016, which was 7 days. 421 effective responses were obtained to be used as data for the main analysis.

The survey includes 56 questions in total, and were organized as the following: which one question is on selecting the website of respondents' experiences; every four questions are on web design, web functionality, and web security; five questions are on web content; four questions are on product choice; three questions are on product promotion; five questions are on product price; four questions are on product delivery; every four questions are on trust, reputation, and interaction; four questions are on repurchase; six questions are on demographic data. Likert scale range from (1) "strongly disagree" to (5) "strongly agree" was used to rank the items.

For analyzing the results of the survey, SPSS Statistics 21.0 was used. For validity and reliability measurement of the factors, factor analysis, reliability tests, and correlations analysis were conducted before subjecting the data to inferential analysis. The 11 specific factors and three main factors were tested for their relationships with customers' repurchase intentions using regression analysis.

### B. Empirical Analysis

Among the respondents, gender was represented, with women (62.68%) outnumbering men (37.32%). This shows that the Chinese online shopping consumption groups are mainly dominated by female customers. The largest age group was 26~30 (36.15%), followed by 20~25 (33.33%), 31~40 (16.43%), over 41 (13.15%), and under 19 (0.94%). The academic attainment of the respondents was relatively high, with 56.1% of respondents having completed the bachelor's degree at university education. The sample was composed mostly of students (31.22%), company employees (28.17%), and professionals (18.54%).

The most common income level was those earning 2500 RMB~5000 RMB (29.11%) per month, followed by ≤2500 RMB (26.76%), 5000 RMB~7500 RMB (17.84%), ≥10000 RMB (13.38%), and 7500 RMB~10000 RMB (12.91%). The overwhelming majority (70.89%) of the sample had at least 3 years of experience in online Internet shopping.

The regions of the respondents are mostly Liao Ning (36.38%), followed by Bei Jing (12.91%), abroad (12.44%), and Jiang Su (6.10%). On the selection of the specific web shopping site, it was dominated by Taobao (66.2%) and followed by JD (18.08%), Tmall (15.73%).

In order to test the validity and reliability of the data, this research tests the KMO with the minimum value of 0.7, factor loading with the minimum value of 0.6, the Cronbach's Alpha with the minimum value of 0.7, and Pearson correlation with the criterion below 0.9 [23] using SPSS 21. And before testing the Cronbach's Alpha value, to make sure that each group of subsets, which are the questions loaded strongly on each factors, it is also necessary to check the rotated component matrix and delete the questions that don't belong to the correlated factors.

**Table 1:** Construct Validity and Reliability Analysis Results

Items	Factor Loading										Cronbach's alpha	
	WD	FT	SC	PRM	PRI	DLV	TR	RPU	ITC	REP		
WD1	.833											
WD2	.801											.843
WD3	.730											
FT1		.627										
FT2		.619										
FT3		.721										.815
FT4		.693										
SC1			.804									
SC2			.755									
SC3			.793									.862
SC4			.679									
PRM1				.739								
PRM2				.671								.818
PRM3				.746								
PRI1					.700							
PRI2					.660							.757
PRI4					.684							
DLV1						.666						
DLV2						.700						.781
DLV3						.639						
TR1							.638					
TR2							.658					
TR3							.710					.843
TR4							.571					
RPU2								.670				
RPU3								.756				.755
RPU4								.739				
ITC1									.702			
ITC2									.781			
ITC3									.749			.821
ITC4									.847			
REP1										.726		
REP2										.793		
REP3										.612		.846
REP4										.761		

\*Note: WD: Web design, FT: Web functionality, SC: Web security, PRM: Product promotion,  
 PRI: Product price, DLV: Product delivery, TR: Trust, RPU: Reputation, ITC: Interaction,  
 REP: Repurchase intention

**Table 2:** Constructs Correlation

Pearson's Correlation Coefficient										
Constructs	Web	Func.	Secu.	Prom.	Price	Del.	Trust	Rep.	Int.	Rep.
WebDesign	1									
Functionality	.522**	1								
Security	.298**	.556**	1							
Promotion	.361**	.419**	.341**	1						
Price	.328**	.396**	.358**	.616**	1					
Delivery	.405**	.516**	.457**	.400**	.396**	1				
Trust	.352**	.493**	.546**	.397**	.338**	.672**	1			
Reputation	.371**	.348**	.306**	.388*	.440**	.368**	.412**	1		
Interaction	.217**	.205**	.267**	.330**	.334**	.171**	.272**	.299**	1	
Repurchase	.334**	.344**	.355**	.450**	.453**	.464**	.580**	.508**	.317**	1

\*\*  $p < 0.01$

According to the results of factor analysis, it can be seen that the KMO value is 0.941, which indicates that the validity is very high. Next step is checking the factor loading matrix, as shown in Table 1, WD4, CNT1, CNT2, CNT3, CNT5, CH1, CH2, CH3, CH4, PRI3, DLV4, RPU1 are not loaded strongly on their factors so need to be deleted, and TR4 was also deleted because its factor loading value is under 0.6. As a result of the validity exclusion, the subsets of the factor Web content (CNT) only has one left (CNT4), so this factor was not fit for reliability analysis, need to be excluded. And the subsets of Product choice (CH) are excluded because of the factor loading values were below 0.5. Additionally, correlation between construct ranged from 0.171 to 0.672, with the correlation of no pair of measures exceeding the criterion (0.9 and above) as shown in Table 2 [23]. For reliability analysis, Cronbach's alpha values for each measured item except Web content and Product choice was above 0.7, which proved that they are qualified to do the next step of analysis. The results of validity and reliability analysis are shown as in Table 1.

In testing the hypotheses, the analysis was conducted based on the following steps. First, the regression analysis was conducted to examine the independent variables which are the

specific factors' (Web design, Web functionality, Web security, Product promotion, Product price, Product delivery, Trust, Reputation, and Interaction) impact on repurchase intention. Second, the regression analysis was conducted to examine the independent variables which are the main factors' (Web System Quality, Product Quality, and Customer Relation Quality) impacts on repurchase intention.

The results of the regression analysis are mainly referred to the beta value and sig. p-value, if the sig. p-value is under 0.05, the result is supported. The result is as follow (\*\*\*)  $p < 0.001$ , \*\*  $p < 0.01$ , \*  $p < 0.05$ ).

Table 3 presents the results of testing the hypotheses of the three main factors. In the Model Summary, the F Change value is 105.515. Web System Quality's Sig. P-value (0.889) was above 0.05, which means that it has no relationship with the dependent variable, the hypothesis was unsupported. The hypotheses of Product Quality (Sig.=0.000) and Customer Relation Quality (Sig.=0.000) were supported. And Customer Relation Quality has bigger influence ( $\beta=0.425$ ) to the repurchase intention than Product Quality ( $\beta=0.295$ ). The total results of the research above were shown in Table 4.

**Table 3:** Multiple Regression Analysis Results

3a. Regression analysis between specific factors and repurchase intention			
<b>Model Summary</b>			
Adjusted R <sup>2</sup> : .442, df1: 9, df2: 411, F: 37.924, $p < 0.001$			
<b>Coefficients</b>			
Variables	$\beta$	<i>t</i>	<i>Sig</i>
WebDesign	.042	.928	.354
Functionality	-.065	-1.260	.208
Security	-.008	-.158	.875
Promotion	.113	2.308	.021*
Price	.133	2.679	.008**
Delivery	.072	1.368	.172
Trust	.315	5.890	.000***
Reputation	.248	5.670	.000***
Interaction	.074	1.835	.067

3b. Regression analysis between main factors and repurchase intention			
<b>Model Summary</b>			
Adjusted R <sup>2</sup> : .427, df1: 3, df2: 417, F: 105.515, $p < 0.001$			
<b>Coefficients</b>			
Variables	$\beta$	<i>t</i>	<i>Sig</i>
WebSystemQ	.007	.139	.889
ProductQ	.295	5.674	.000***
CustomerRelationQ	.425	8.482	.000***

\*\*\* $p < .001$ , \*\* $p < .01$ , \* $p < .05$

According to Table 3, not all independent variables have influences on dependent variable (repurchase intention). In the Model Summary, the F Change value is 37.924. In the Coefficients table, the Sig. P-value of Web design (0.354), Functionality (0.208), Security (0.875), Delivery (0.172), Interaction (0.067) are all above 0.05, which proves that the hypotheses of them are unsupported. On the other hand,

Promotion (Sig.=0.021), Price (Sig.=0.008), Trust (Sig.=0.000), Reputation (Sig.=0.000) have been proved to have relationship with the repurchase intentions. Among them we can know that compared to others, Trust has the biggest influence ( $\beta=0.315$ ) to the repurchase intention, followed by Reputation ( $\beta=0.248$ ), Price ( $\beta=0.133$ ), and Promotion ( $\beta=0.113$ ).

**Table 4:** The result of hypothesis testing

Hypothesis	$\beta$ value	Sig. P-value	Result	
H1	Web system quality	0.007	0.889	Unsupported
H1a	Web design	0.042	0.354	Unsupported
H1b	Web functionality	-0.65	0.208	Unsupported
H1c	Web security	-0.008	0.875	Unsupported
H1d	Web content	-	-	Unsupported
H2	Product quality	0.295	0.000	<b>Supported</b>
H2a	Product choice	-	-	Unsupported
H2b	Product promotion	0.113	0.021	<b>Supported</b>
H2c	Product price	0.133	0.008	<b>Supported</b>
H2d	Product delivery	0.072	0.172	Unsupported
H3	Customer relation quality	0.425	0.000	<b>Supported</b>
H3a	Trust	0.315	0.000	<b>Supported</b>
H3b	Reputation	0.248	0.000	<b>Supported</b>
H3c	Interaction	0.074	0.067	Unsupported

## DISCUSSION

The reliability of variables (constructs) is tested as a consistency index. Reliability means getting consistent results when measuring the same concept repeatedly using a similar or the same measurement tool [20]. In the case of having many variations among variables, Cronbach's Alpha value based on standardized items is recommended and used. Every value is over 0.7 (CGM= 0.863, Media= 0.739, SNS= 0.936; a value over 0.7 is recommended in social science research [20]), so the constructs are reliable [20].

Internet shopping businesses cannot become successful without understanding the mechanism of consumers' repurchase intention. Thus, it's very important for e-commerce operators to figure out the factors that influence the repurchase intention from the customer's perspective, and base on these factors, the adjustment should be made to fit their operation mechanisms.

Several meaningful implications for Chinese Internet shopping business strategy are provided by this research. This study has proposed several potential factors that influence repurchase intention and made hypotheses. On the specific factors' level, it has proved that product promotion, product price, trust, and reputation have the impact on repurchase intention, but not for the factors of web design, web functionality, web security, web content, product choice, product delivery, and interaction. The most influential factor of the repurchase intention is trust, followed by reputation, product price, and product promotion. On the main factors' level, this study has proved that Product Quality and Customer Relation Quality have the impact on repurchase intention, but not for the factor of Web System Quality. And Customer Relation Quality has more impact on repurchase intention than Product Quality.

According to the report of the CNNIC [24], the top four most satisfied services from customers are ease of payment (74.5%), ease of searching the website (73.6%), quick and smooth website (72.2%), usefulness of the contents of the website (71.7%), which indicated that most customers are already very satisfied with the Web System Quality of web shopping sites. That is the reason why the Web System Quality of web shopping sites did not influence the customers' repurchases intentions in our research.

On the other hand, the most unsatisfied factor from customers is the quality of product; only 50.9% of the customers think that there is Product Quality assurance in shopping online [24]. Because of that, the web shopping site and sellers that earned the trust of selling high quality products have more advantages to attract customers' repurchase.

Prior studies have demonstrated that trust beliefs positively influence consumers' e-loyalty towards the web shopping sites and the e-loyalty directly affects the repurchase intention [4]. If a customer trusts a store, the probability of the customer repurchasing from the store will be very high. On the contrary, the customer that does not have trust beliefs in that store will be much less likely to repurchase in that store [25]. In addition, Leung & Ma [4] also demonstrated that electronic word-of-mouth, which is part of the reputation factor, has a positive

moderating effect to customers' perceived service and Product Quality; therefore, Customer Relation Quality is also a critical factor that influences the customers' repurchase intention.

## CONCLUSIONS

Through the results of this study, online retailers and e-commerce platform operators could realize consumers' expectations better. By understanding the factors that influencing the customers' repurchase intention, retailers and operators would be able to formulate and implement their business strategies more effectively and acquire the greater competitive advantage.

In the respect of Product Quality, online retailers and B2C platform operators should pay more attentions to the strategies about product promotion and price than other strategies. For example, product promotion strategies are such as bundling product, direct discount, coupons, two items with free shipping [22]. Because the target customers of web shopping sites are customers all over China, the quantity of sale is much bigger than hypostatic stores, reducing the price will not bring down the revenues, on the contrary it will attract more customers, as the result it will increase the revenues.

In the respect of Customer Relation Quality, first, retailers and operators should implement strategies that may affect consumer trust, for example, credit card loss-assurance policies, product warranty policies, policy on returned merchandise, availability of user-friendly, reliable, efficient storefront interfaces with animated characters [26]. Though factors of security and contents are unsupported in this study, privacy and security protection, information quality, third party seals, and reputation are also proved to be strong predictors of trust and/or risk. Internet business managers also should pay particular attention to them [27]. Second, retailer and operators of web shopping sites should implement reputation strategies and they can advertise through the popular SNS of China like Wechat, Weibo, Renren, Qzone.

There are limitations of this research. First, the samples of the survey are mainly focused on Liao Ning province and Beijing, although the samples have already covered 24 provinces and municipalities, the regional distribution is uneven. Thus, the results of this study are not able to completely reflect the attitudes of Chinese web shopping consumers of all regions. Second, the factors influencing repurchase intention are generated from the literature review, not by quantitative or mathematic method. Third, this research haven't discuss the relationship between the factors, that are possibilities that the factors proposed in this research also have relations and impacts on each other, for example, as the suggestion in the implication part, the factor of security and reputation also affect trust.

According to the limitations, there are several directions in which the future research can be extended. First, the future research is able to take samples of the survey according to the distribution proportion of Chinese web shopping consumers' regions. Second, the process of generating factors influencing repurchase intention from the literature review can also apply a quantitative or mathematic method to guarantee the

scientificity of the results. Third, the relationship among the factors can be analyzed to discover the chain reaction among the factors, in order to obtain more effective strategies to enhance the repurchase intention of customers.

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