

Moderating effects of online shopping experience on customer satisfaction and repurchase intentions

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Abstract

E-commerce has been grown very rapidly, and this growth has continued through the Internet. Both consumers and companies are faced with a new situation with this rapid growth. In, fact, companies faced with more stringent requirements for survival due to severe competition. The opportunities for consumers to choose between products is further enhanced. By increasing the information technology development in marketing, the importance of virtual store as a marketing channel increases day by day. In this study, the introduction of e-commerce and its concepts were mentioned. The number of previous studies in this field were investigated and compared, and finally appropriate conceptual and comprehensive model will be introduced that can cover aspects of customer repurchase intention. Studied variables in this model are effort Expectancy, performance Expectancy, Trust, satisfaction and repurchase intention; and experience variable as moderator variables are examined in this model.

Keywords: online shopping experience satisfaction, intention to repurchase

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Introduction:

The most important effects of information technology is on the economy of E-commerce and one of the most important issues in e-commerce is online sales processes (Gholizade, Mahboubfar) .

E-commerce had been grown very rapidly, and this growth continued through the Internet. In the rapid growth of E-commerce, both consumers and companies are faced with new situations. In, fact, companies faced with more stringent requirements for survival due to severe competition and the opportunities for consumers to choose between products is further enhanced (Begay and Razavi).

In e-commerce based on the parties to the transaction is Natural person (Individuals and final consumers) or Legal personality (public and private companies) several transactions are performed, which four common of them are including; Business to Business, Business to Consumer, Consumer to Business and Consumer to Consumer. Business to Consumer exchange is the largest electronic trade and in this type of e-commerce, customer buys from producers or middlemen and thereby supply their needs and desires (Turban, 2010).

E-commerce websites as a relatively new medium, have changed the traditional shopping methods and the number of customers who are purchasing via these websites is increasing. Use of these websites has an advantage compared to the traditional method which it can be mentioned the great options for product selection, access to abundant information about it and no time and space restrictions (Enrique, 2008).

Internet not only help the people around the world to access to the information, it has also enabled consumers to shop from the stores that they did not have access to them (Dehdashti and Tonkenezhad).

Nowadays, many organizations have a website for their business. But little groups of them how to be successful with this website. Success definition for any website is different and it depends on the objectives of the companies, and firms must first clear economic goal of creating it. In trading websites that are engaged in business activities, their success is defined by the number of purchases. If these websites are able to attract buyer satisfaction, they achieve success (Phippen et al, 2004).

Internet sales would be successful if sellers of goods and services could bring more benefits or value to customers with compared to traditional. Only displaying products in a beautiful site with various and attractive photos cannot lead to success in online sale (AhmadVyrjynyary). Analysis of consumer behavior is a key factor for the success of e-business. Consumer behavior in the online marketing may be changing based on the shopping experience (Gefen, 2003). It is possible that the perceptions that encourage consumers to make decisions to buy online shopping, has different effect on the subsequent decisions or behavior, as the use of information technology will change people's perceptions and attitudes (Thompson,1994).

At the moment online purchases in our country is not sufficiently widespread and not welcomed by the people to buy products and services on the Internet. But due to the increasing familiarity with the internet and online purchases with regard to numerous advantages, fields of it use will grow quickly (Sanayei)

Related literatures:

Online store: A website that a company offer products and services on it and sells is called electronic store. The shops may be owned by a manufacturer or a retailer (distribution) or people who sell their own home business, or any others (Turban,2002)

Online shopping: it a set of motivations, behaviors, mechanisms and processes through which the customer demand his product with the use of electronic networks, and in particular buy with the internet (K.Hosseini et al.)

Customer satisfaction: The customer satisfaction is the result of collective understanding, assessment, and the physiological reaction of customer towards the experience of the product or service consumption. Customer satisfaction is not determined merely by the characteristics of the product or service, customer interaction with the system plays the role in the formation of satisfaction (Moezzi).

Trust: Trust is a mental state and is one party's willingness to be vulnerable in a business to another party based on the positive expectations (Rousseau & et.al,1998).

Trust on an online seller means "willingness of a person for vulnerable to the other person actions based on a sense of confidence and security" (Gefen, 2000).

Intends to repurchase:

Intention to buy: online shopping environments are the specific type of interaction that users are turning to them to meet the objectives of their purchase. Online shopping is an activity beyond only making a purchase and involves skills such as searching for goods, working with computer (Demangeot et al,2007). The decision process of the consumer purchase is a method where people gather and evaluate information and selected among the option of goods, services, organizations, people, places, ideas (Safarzadeh, Khayeri, AghaSyedagha 2011).

The word of intention to repurchase has been described as a behavioral concept that shows a tendency to repeat purchase a product or service (Mital et all, 1998). Understating the concept of product repurchase among marketing scholars and researchers are increased, because the consumer purchase process with loyalty and satisfaction are along the satisfaction of consumer demands (Oliver, 1999).

Performance expectancy: It reflects the understanding of a person from the use of the system to increase efficiency and helps him. Performance expectancy is similar to the perceived usefulness in developed hybrid model of technology (venkatesh et al2003).

Effort expectancy: This factor entered from the unified theory of the adoption and use of technology Effort expectancy in this study defined as follow: In using the system by a customer, to what extent the system is easy to use. Effort expectancy is similar to the perceived ease of use developed model of technology as well as innovation theory distribution model of personal computers (venkatesh et al2003).

self-efficacy

Bndura (Bndura,1997) defined the self-efficacy as the beliefs of a person's ability to do business in a given situation. When an individual's performance is coordinated with individual norms, this leads to maintain and increase the self-efficacy results. While the poor performance and lower than the norms reduced efficacy. Belief of efficacy affects on many aspects of life, such as the selection of goals, decision-making, the effort, the continuity and sustainability and deal with challenging issues (Hejazi and Shakoori Far)

Research Background

Sanaayi and Navabpour in a study titled "evaluation of the factors affecting the trust of online customers and its effect on purchase intention of Internet using structural equation modeling" conducted a research with a questionnaires under Web from the online customers of Isfahan bookstores. The results of this study showed that the trust has direct impacts on customer buying from online-store and security, cybercrime, environmental control web, graphic appearance and structure of the website influence on the trust.

Elm Qalilu and Reza Zadeh in a study titled, "effect of the online shopping experience in consumer behavior using the technology acceptance model" examined the impact of the shopping experience of customer perception when buying online. The studies have shown that customer buying behavior does not keep constant, because the obtained experience of electronic purchases from the past is expanded the experience. Relations between perceptions will change along with the expansion of e-commerce experience. While the impact of the online shopping experience for all users was fixed. Because e-business models is dependent to electronic customer.

Dehdashti, Tymasy and Oveysi in a study, investigated "the quality of online communication on e-commerce tend to repurchase". Their main goal of this research is to explain the relationship between quality of online communication and willingness to online repurchase from the internet. Quality variables of online communication are: website usability, specializing in order fulfillment, the reputation of the seller, suspicious of a seller behavior. Results showed that the usability of the website has no meaningful and direct impact on the desire to repurchase. The results also showed that an expertise in ordering has no significant and direct impact on the quality of communication. The other variables direct effect were approved and the important variables affecting the quality of online communication was reputation.

In (Ilias. Pappas et all, 2013) the effect of the moderator of online shopping experience on satisfaction customer and repurchase intention was investigated with 393 buyers in Greece's online store. The findings in this study showed that the impact of the experience level on confidence, expected performance, an expected effort, efficacy and ultimately customer satisfaction and purchase intent.

Shin and Chong (Shin et al,2013) in the study entitles "effect of website quality on repurchase intention in online purchases through variable moderating" investigated 10 students in the university Jungam in South Korea. In the research work, the quality of the website on repurchase in the online shopping site investigated through customer satisfaction, customer trust and customer commitment. The findings in this study showed that the quality of the site can be 6 combinations: ease of purchase, website design, transaction security, payment systems, customer relationship and usefulness of the information, as well as customer satisfaction and customer trust has a positive effect but does not affect the customer commitment.

In (kim et all, 2012), a study entitled "factors affecting the value of online shopping and plans to repurchase" was done. In this experimental study, the effect of various qualities of websites on the values of usefulness and pleasant of online shopping has been investigated. The impact of the level of the value of online shopping on customer satisfaction and repurchase intention in this article is discussed. The findings in this study suggest that quality of service has an important role in increasing the effectiveness.

In (Lee et all, 2011) a study have done to determine the factors affecting consumers' willingness to buy their products and services online in Malaysia. These factors include the perceived value, perceived ease of use, perceived usefulness, company reputation, privacy, trust, reliability, and functionality. In their research, they used acceptance technology models and from the 102 questionnaires that the participants

who had at least before an online purchase, used for data collection. The results showed the positive effects of the above-mentioned eight factors on willingness to repurchase online.

Chow and Li (Chu& li,2008) in a study entitled "Risk reduction strategies effects on purchase intention in online shopping", in Taiwan, defined online shopping and described the online shopping features and types of goods in online shopping and mentioned the role of innovation in consumer shopping experience. In this article, the strategies to reduce the risk of the online shopping was studied, which is effective in risk reduction of online shopping. Strategies of risk reduction stimulate consumer purchasing and purchasing is easier for consumer. On the other hand, consumers are better informed about the order and note that what the uncertainties are resolved through the process of exchange, so finding the key strategies of risk reduction for goods experience and research helped stimulate consumer purchase intentions.

Conceptual model of Research

The model presented in Figure 1 is consistent with a model that Oppapas has proposed in 2013. This model obtained from the integration of unified theory of acceptance and use of technology, social cognitive theory and the theory of expected. The effect of moderator shows the experience of shopping variables on the relationship between the efforts expectancy, performance expectancy, self-efficacy and satisfaction and repurchase intention.

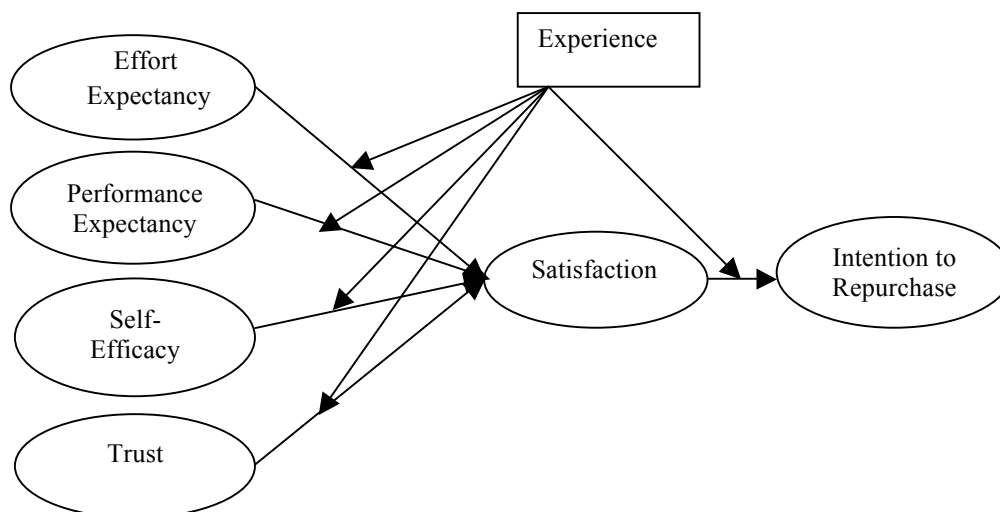


Figure 1: Conceptual model of research

Conclusion

Due to the rapid growth of online IT stores as a new marketing channel have achieved great importance. The aim of this study was to identify the factors that consumers plan to repurchase form this store from

internet. So, in this article the factors, which seem to have a greater effect on consumer purchase intent, were investigated. With this goal, we reviewed the articles written about this topic. Finally, we proposed a framework that reflects the relationship between variables affecting consumer purchase intent. The model included variables of self-efficacy, effort expected, the expected performance, reliability, experience, satisfaction and ultimately intend to repurchase, and in the proposed model works experience is as a mediator variable.

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