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"Tiesioginių ir netiesioginių veiksnių įtaka ketinimui pakartotinai pirkti skirtingų tipų produktus internetinėje parduotuvėje."	"Influence of Direct and Indirect Drivers on Intention to Repurchase Products of Different Types at Online Store."

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INTRODUCTION

The rapid shift to online shopping creates a fierce battleground for customer loyalty (Strzelecki, 2019). Understanding how to drive repeat purchases is crucial for online businesses, yet little is known about how purchase intentions differ across product types. People are likely to purchase online, stay with the brands that provide higher value, and chase the customers' expectations regarding quality and satisfaction. During and after COVID-19, people are concerned about purchasing products online and repurchasing once they are satisfied (Jiang & Stylos, 2021). Using e-commerce platforms for online buying has become a habit, and the COVID-19 pandemic circumstances are making this more noticeable. (Grashuis et al., 2020). One of the most important phenomena is that repeat purchasing customers require less effort to sustain and generate revenue for the organizations (Chatzoglou et al., 2022). According to a report, repeat customers are easy to retain and continue purchasing products five times easier than acquiring new clients. Moreover, it also stated that 67% of the existing customers repeat their purchases from digital stores in less than six months (Saleh, 2023).

Trivedi and Yadav (2020) stated that there are several factors that contribute to the multidimensional nature of online purchasing. Trust in online stores and customer satisfaction with the products or services bought from that store influence the customer's online shopping activities. Prasajo and Sari's (2023) study further explored that both e-trust and e-satisfaction have a substantial influence on repurchase intentions. Sullivan & Kim (2018) found that perceived value is a major determinant of Repurchase intentions in an online store. Ease in choosing a product from an online store and then having it delivered, adds a new level of complexity to consumer behaviour and influences the likelihood of repeat purchases (Chun et al., 2023). The Perceived convenience of online stores contains features, such as access, search, evaluation, transaction, and post-purchase convenience, providing an enhanced shopping experience and encouraging customers toward repurchase behaviour (Syifa Johan et al., 2020; Pham et al., 2018). Both perceived value and perceived convenience make a collaborative relationship that increases the likelihood of customers returning to an online store (Kumar & Kashyap, 2022; Prasetyo et al., 2021). The recent research of Miao et al. (2021) has demonstrated that the intention to repurchase in B2C e-commerce segments is positively and significantly influenced by consumer trust, Satisfaction and perceived value. Furthermore, the Zeqiri et al. (2023) study shows that trust, perceived convenience, and perceived value are important factors in determining repurchase intentions. This view has received backing from other studies (Chen et al., 2019; Dlačić et al., 2013; Pham & Nguyen, 2019; Zhang et al., 2020).

Furthermore, brand image positively impacts the perceived value, including aspects like functional and price value. Perceived value mediates the relationship between brand image and repurchase intentions (Luo, 2024; Devantha & Ekawati, 2021; Widyawati & Rahyuda, 2019). Website Security and privacy concerns are important aspects that impact repurchase intentions, with trust emerging as a crucial mediator (Trivedi & Yadav, 2020; Napitupulu & Soepatini, 2019). Satisfaction acts as a strong mediator between Website Security and Repurchase Intentions, meaning that a Secure website contributes to overall satisfaction, which in turn impacts the repurchase intentions (Indraswari et al., 2023). Trust acts as a mediator between return policies and repurchase intentions. Trust is important in transforming a one-time buyer into a repeat customer (Jain et al., 2020). The convenience of the return process is a crucial aspect that influences repurchase intentions. When the policies for returns are perceived to be convenient, it maximizes satisfaction and positively affects repurchase intentions (Ahmed et al., 2023; Zeqiri et al., 2023). Product types in terms of search and experience goods act as moderators between satisfaction, trust, perceived value and repurchase intentions in an online store (Rezaei et al., 2016; Singh & Srivastava, 2018).

Many previous studies (Zeqiri et al., 2023; Wu et al., 2014; Wang et al., 2019; Trivedi & Yadav, 2020; Tandon et al., 2020; Sullivan & Kim, 2018; Prasetyo et al., 2021; Prabowo, 2024; Nnindini et al., 2023; Muthi & Utama, 2023; Kumar & Kashyap, 2022; Ginting et al., 2023) explored different variables impact on the repurchase intentions but none of these studied the impact of product type on repurchase intentions in online stores. Also, Studies (Trivedi & Yadav, 2020; Prasojo & Sari, 2023) explored only trust and e-satisfaction, while other potential factors influencing repurchase may exist. The research focused mainly on northern India and Sidoarjo, Indonesia, avoiding the diverse cultural backgrounds in other regions, possibly impacting generalizability. The current model explains the repurchase intention, but it could be improved by additional relevant variables. Also, the sample size was limited to 100 respondents. The study by Zeqiri et al. (2023) only examined how perceived convenience and perceived value contribute to Repurchase intentions, they ignored many other factors which might be affecting repurchase behaviour in online shopping.

Zeqiri et al. (2023) discussed the impact of only perceived convenience and perceived value, ignoring other variables that might impact the intention to repurchase online shopping. The study by Moge (2022) exposed that respondents were limited and lower in Asia, especially in Indonesia.

The Problem of the research is how direct, and indirect variables influence repurchase intention at online stores across different product types.

This study aims to analyse how repurchase intentions can differ in terms of different product types. Previous studies have found multiple direct and indirect factors that influence the repurchase intentions but there is still a gap in terms of understanding their impact in terms of different product types and this study will cover this gap by examining the moderator role of product type between factors and repurchase intentions.

Objectives:

- Examine the impact of trust, satisfaction, perceived convenience, and perceived value on repurchase intention in online shopping.
- Examine the impact of indirect factors that influence customers' intention to repurchase intention in online shopping.
- Compare the influence of these factors on repurchase intention across different product types in an online store.
- To develop a methodology for assessing the combined influence of direct and indirect drivers on intention to repurchase in online stores.
- To empirically test the influence of direct and indirect drivers, in conjunction with product type, on intention to repurchase in online stores.
- Provide practical recommendations for online retailers to enhance customer loyalty and encourage repurchase intention by effectively managing the identified factors.

Study Structure: This thesis consists of four chapters; chapters one and two deal with scientific literature analysis while chapters three and four deal with research methodology, empirical research and discussion after which there is a research conclusion and recommendation, limitation, reference and annex. In the first and second chapters of the present work, information from the prior scientific literature and research findings connected with the stated thesis topic and research problem are compared, analysed and summarised. The first chapter presents research findings of definitions of loyalty and repurchase intentions from various perspectives in regards to the underpinning factors. Furthermore, the chapter analyses the factors that have emerged as trust, satisfaction, and perceived value in influencing the repurchase intent. The second chapter is devoted to the dependent variable and the impact of direct variables including trust, satisfaction, perceived value, and perceived convenience. It also examines the ways a number of indirect variables including; brand image, website security, website quality and return policies, influence the direct variables and repurchase intentions. Additionally, it examines how the Theory of Planned Behaviour has been applied in other research on these variables. Product types including search and experience goods is also presented here, as well as moderation effects are discussed.

The third chapter of the study focuses on the methodology in the study. Drawing on the literature review, the current research model is presented, and 15 hypotheses are formulated theoretically. This chapter outlines the procedures used in data collection and the instruments used in the study. A one-shot case study experimental design is employed, while data is collected by a single questionnaire only. The items in the questionnaire are justified based on prior usage in other similar studies, and the sample size is computed from best practices from fifteen studies. The fourth chapter is allocated for data analysis of Direct/Indirect variables and Product type on repurchase intention and discussion/interpretation to prior research. Reliability of collected data is assessed using Cronbach's alpha scale, processed socio-demographical data of respondents is presented. Subsequently, research data analysis is done in an effort to either confirm or deny hypotheses that have been recommended. The obtained results are then discussed and compared with the results of other similar researchers. In this thesis data was analysed using IBM SPSS Statistics 27.0 software. For testing relation between variables several analyses were conducted like linear regression, Moderation analysis, Mediation analysis and Multiple regression analysis. The preparation of this thesis consumed 146 sources, the thesis includes 30 tables and 2 figures.

Methods applied in study: scientific literature analysis, 1 close-ended questionnaire based on one shot design experiment, statistical data analysis and conclusions.

Limitations of the study: This study was confined to two product categories; Electronics & Home Appliances and Clothing & Apparel, thereby not generalizable to other product categories like groceries, cosmetics and books. Secondly, although the study investigated a number of critical variables impacting repurchase intentions, other critical variables, for example, promotional activities, social influences, and the type of online stores were not considered. The research design was one-shot case study design which limited the ability to draw conclusions about long term relationships between variables and their influence on repurchase intentions. Finally, self-reported data are used, which introduces potential biases such as social desirability or recall bias where respondents may overstate their trust or their satisfaction.

1. VARIETY OF LOYALTY AND REPURCHASE INTENTIONS

1.1 Understanding the Loyalty-Repurchase Intentions Connection

Loyalty is a complex and multifaced concept which is important in various fields like marketing and social psychology, and it has been widely studied in scientific research. Loyalty is defined as a level of commitment a customer has towards the brand, product or service, which can motivate a customer towards repeat purchasing over other competitors. It is a multifaceted concept, and it contains many factors like trust, satisfaction and perceived value felt by customers towards a brand. The combined impact of all these factors makes a strong connection between the customer and the brand, which leads to higher commitment (Delgado-Ballester & Luis Munuera-Alemán, 2001). Another study by Basarir & Dhaheri (2009) further highlights Loyalty in terms of commitment. According to them, loyalty is a combination of physical and emotional commitment towards a brand, which is built in exchange after the customer's needs are fully met. This argument is further supported by Marshall (2010), who defined loyalty as a deep-held commitment of customers to regularly repurchase a product or service in future. Which leads to purchases from the same brand or company, even while external factors and marketing initiatives may encourage switching.

The dynamics of customer loyalty can differ significantly between offline and online environments. In the offline world, customer loyalty is mainly steered by customer personal interaction and the quality of the overall purchase experience with the seller. Many factors such as, face-to-face customer service, physical store appearance and on-time availability of different options can play a major role to foster loyalty. Most importantly, the quality of interaction between offline retailers and customer is found as a major driver to build loyalty (Walsh et al., 2010). Secondly, in terms of online loyalty, customer loyalty depends on many factors, and it is mainly affected by factors such as perceived convenience, ease of use and perceived value. Online customers are more sensitive towards purchase value, and they base their satisfaction on the efficiency and effectiveness of the overall online shopping experience (Hult et al., 2019). Interestingly, a study by Shankar et al. (2003) found that loyalty to a service provider can be high in online world as compared to offline with a consideration of the same satisfaction levels in both environments. Moreover, the business model of an online world is quite different from the offline one. But it is way more challenging for a store to build strong loyalty in the online world due to very high price sensitivity (Wang et al., 2018).

A study by Taylor et al. (2006) discovered that there are three individual dimensions that create loyalty: behavioural, attitudinal, and composite. Uncles et al. (2003) outlined that the behavioural perspective and the attitudinal perspective, are two totally opposing viewpoints. From

a behavioural point of view, loyalty is observed as paradoxical. According to this point of view, brand loyalty comes from those customers who, rather than from having strong opinions or an emotional attachment to any brand, make repeat purchases because of their habits or convenience. According to this point, customer decisions are made with a goal in mind, but there is a greater focus on achieving immediate results. On the other hand, the attitudinal approach sees Brand loyalty as the outcome of consumers developing strong, favourable attitudes or emotional bonds with a company. In this view, brand loyalty involves more than just convenience- or habit-driven conduct. It also requires a sincere commitment to the brand which is stronger and for longer term.

Law, Hui, and Zhao (2004) view loyalty as an attitude rather than a behaviour. Attitude-based loyalty explains that the individuals have a deeper commitment or emotional attachment to a product or service. This commitment doesn't remain to his behavioural actions, but it goes beyond that, and it involves a deep psychological or emotional connection to the brand. It suggests that loyalty is embedded into the consumer's attitudes and beliefs he has about a particular product or service (Khamitov et al., 2019). Behavioural loyalty is mainly the act of repurchasing a product or service. In other words, behavioural loyalty focuses on those actions and behaviours which are observable, such as repeated purchases, without necessarily getting into the primary attitudes or emotional connections (Lotko, 2018). In other words, loyalty can be characterized as a sequence of repetitive purchases with the same brand or same brand set, regardless of the other situational factors that might influence or the marketing efforts that may attempt to induce switching behaviour (Saritas & Penez, 2017).

The phenomenon of loyalty has several stages and its first stage is called cognitive loyalty. According to Oliver (1999) cognitive loyalty is defined as when a customer prefers a brand based on his own understanding of its traits, benefits, or past performance. This loyalty is often driven by logic rather than strong emotional attachment. According to Evanschitzky and Wunderlich (2006) the main elements in the cognitive loyalty mainly involve the quality, perceived value, functional attributes and psychological attributes. Oliver (1999) further explained that effects of the cognitive loyalty are very mild and the reason behind that is it mainly depends upon the perceived value a customer is getting from a product instead of a brand.

The second Phase of loyalty is known as affective loyalty. This stage of loyalty comes from consistently over the time positive experiences a customer has with a specific brand, which trigger an emotional liking or preference towards a certain brand. This type of loyalty doesn't stick to rational evaluation, which makes it much stronger than cognitive loyalty, though still prone to change (Oliver, 1999). Studies by Han et al. (2011) showed that affective loyalty and satisfaction have a deeply intertwined relationship. According to study, the customers satisfaction act as seed

on which ultimately loyalty grows up. Positive satisfying experiences past experiences with a certain brand cultivate pleasant emotions and positive feelings towards a brand. Which ultimately leads to emotional attachment and increases the customer's commitment towards a brand. However, according to a recent study by Seduram et al. (2022) in the affective stage of loyalty, customer loyalty is not matured and any offers or product enhancements by competitors or brands can negatively affect this loyalty.

The next stage of loyalty is conative loyalty. According to Oliver (1999), this stage of loyalty is linked with the repurchase intentions of the customer, which is motivated by repeated positive experiences of customers with a certain brand of over a time span. The Main element in this stage develops the trust in a brand which is mediated by the satisfaction of a customer associated with a brand. This argument has been supported by Lam and Shankar (2014) Conative loyalty is the precursor to repurchase intentions. He explained that it is a stage when a customer develops a desire to repurchase a product or brand again. According to him, conative loyalty, which in other words are repurchase intentions of any major customer, can be developed with the help of trust in any certain brand.

In conclusion, customer loyalty is a dynamic and multifaceted concept. It is influenced by various factors across both online and offline environments. Research indicates that loyalty is not merely a series of repeat purchases but a complex interplay of cognitive, affective, and conative dimensions. Where, cognitive loyalty is based on rational evaluations of a brand's attributes, affective loyalty comes from emotional connections and positive experiences. Lastly, Conative loyalty is the strongest form of loyalty and it signifies a deep-rooted commitment to repurchase, often driven by trust and satisfaction.

2. ANALYSIS OF DIRECT AND INDIRECT FACTORS INFLUENCE ON REPURCHASE INTENTIONS

2.1 The Expectancy-Confirmation Theory (ECT) and its Application in Predicting Repurchase Intentions

Expectancy-Confirmation Theory (ECT) is a foundational theory developed by Richard L. Oliver in 1977 and 1980 which helps in understanding consumer satisfaction and repurchase intentions. The application of this theory has been widely used in different domains, such as information systems, marketing and consumer behaviour (Chou et al., 2010).

In the case of online shopping, and digital marketplaces in general, Expectancy Confirmation Theory (ECT) is a central theory in understanding repurchase intentions. According to ECT, consumers have expectations about a product or service prior to purchase and satisfaction results from the confirmation or disconfirmation of these expectations post purchase. If expectations are met, or exceeded, satisfaction increases, thus increasing the likelihood that these customers will repurchase (Yen & Lu, 2008; Hsu et al., 2016; Liao et al., 2017).

Kim (2010) and Hsu et al. (2015) studies have shown that satisfaction and repurchase intentions are influenced by trust, perceived value, and website quality. It is commonly used framework in explanation satisfaction and repurchase intentions of customer in multiple contexts. Satisfaction is proposed to be the result of the interaction between prior expectations and perceived performance of a product or service. When the expectations of people are exceeded or even its met than a situation of positive confirmation appears, which further increase the satisfaction levels in customers and also increase the likely hood of repurchase behaviours. Similarly, if the opposite situation happens and the customer expectations are not met due to which negative discomforts appear, than it may lead to decrease the satisfaction levels which further leads to reduced continuance intentions (Chou et al., 2010; Hossain & Quaddus, 2012; Jiang & Klein 2009).

Lopez et al. (2012) further highlighted the important of Expectancy-Confirmation Theory (ECT), according to him ECT is one of the few theories that helps explain customer satisfaction and repurchase intention and is especially relevant to the context of online shopping and electronic commerce. According to ECT, the confirmation of pre purchase expectations influences customer satisfaction, which subsequently influences repurchase intention. He further confirmed that when the satisfaction levels rise and the customers' expectations are met or exceeded, the chances of repurchase are also increased simultaneously.

Further, the extended versions of this theory has been employed by López et al. (2012) and Urueña-López et al. (2012) to consider the effects of perceived value, quality and satisfaction on the repurchase behaviour. Next, Lin et al. (2012) applied the ECT model to the field of internet

protocol television (IPTV). They found that perceived value, defined as the balance between sacrifices and benefits, is a strong predictor of satisfaction and repurchase behaviour. Furthermore, Hsu and Lin (2015) find that in the mobile app market, perceived value and satisfaction increase when expectations are confirmed, which in turn positively affect an intention to purchase paid apps. Alghanayem et al. (2023), however, using the ECT model, revealed some challenges like the post-purchase retargeting ads negatively affect expectation confirmation and satisfaction, as demonstrated by the inconsistency of consumer behaviour in digital environments.

In the context of mobile shopping, Nguyen and Ha (2021) extended the ECT model and added trust and user adaptation to better understand continuance intention. Based on their model, they find that trust does not directly impact repurchase intention but it does so indirectly through user adaptation, stressing the importance of trust in the adaptation process.

Lastly, Perceived convenience is also an important factor along with perceived usefulness and enjoyment in determining satisfaction and intention to continue using online platforms in online learning environments (Li et al., 2022). Perceived convenience was further integrated into the ECT model by Han and Ellis (2018) and Li et al. (2022), who highlighted that it is very important to design the systems that are aligned with the users expectations and if a successful system is created than it increase the satisfaction levels which further promote the repurchase behaviour.

The Expectancy-Confirmation Theory (ECT) plays an important role and contribution for studying the consumer behaviours in terms of satisfaction and repurchase intentions in the an online shopping environment. The theory highlights pre purchase expectations and confirmation of the pre purchase expectations after purchase, that later on has its effect on consumer satisfaction and the probability of repurchase or continuation of use. Trust, value perceived, website quality and ease of use perceived are all factors which influence these outcomes. The ECT proved to be a valuable framework for understanding, analysing and predicting consumer behaviours across diverse contexts, with various studies which are mentioned above have demonstrated its applicability and effectiveness in explaining repurchasing intentions across different sectors.

2.2 Perceived Convenience impact on repurchase intentions

Farquhar & Rowley (2009) proposed a contemporary definition of perceived convenience. According to him, customers make decision based on how much control they feel over how they manage, use, and convert their time and energy to accomplish objectives related to service use and access. He further added that assessments that a customer make are mainly dependent on the perceived convenience and experience they have with a seller and perceived convenience is an important ingredient in customer and user evaluations of service experiences. Other studies

(Chang et al., 2012; Chowdhury, 2023) defined Perceived convenience as an individual evaluation of how easy and effortless is to use a product or service. It is a independent metric that differs for each individual and is affected by things including the task's complexity, the user's past experience, and the availability of alternatives.

The ease with which customers can navigate, understand, and complete purchases on a website is known as online convenience. User-easy and intuitive website design can reduce customer fatigue, minimizes errors, and increases satisfaction, ultimately encouraging them to return for future purchases (Saha et al., 2022). Another study by Raman (2019) reveals that perceived convenience is an main factor in the formation of a positive attitude and forecasting consumers propensity to shop online. It explored that Consumers is always looking for ease and opportunity in online buying to compare many products in one location are the main reasons they utilise the Internet for their shopping. The conceptual model developed in the study includes trust, convenience, customer service, subjective norms, and attitude as factors affecting consumer intention. In his study he found that Females intention to shop online is strongly predicted by perceived convenience, and the findings indicated perceived convenience has a large impact on the attitude and intention of shopping online.

According to Pham et al. (2018), the convenience attached to online shopping has been a major factor driving its application. This study shows that most of the time saved by online shopping goes to avoiding travelling to physical retailers, moving into a store, and queuing at checkout counters. This area of the landscape may click and drive differently than traditional home delivery, where consumers only pick up items from a store after ordering them online. Although, in addition to click-and-drive, it requires a logistical component that involves the need for travel to pick up their orders, some might see it as convenient based on personal cases and needs.

Pham et al. (2018) have further elaborated the perceived convenience in the five dimensions: Access Convenience, which means that how quickly and easily one may contact a retailer, is particularly significant in the online shopping environment. Search convenience refers to the ease and speed of identifying and searching for products or services during the repurchase intention. Evaluation convenience, Involves the degree of availability of products for evaluation, often facilitated by clear presentation contents on websites. Transaction convenience Involves the ease and speed of transactions, emphasizing the importance of a straightforward and risk-free online transaction process. Possession and post-purchase convenience, includes what customers believe to be the time, money, and effort needed to get and own desired things. Post-purchase convenience becomes crucial for handling after-sale services.

While discovering consumer behaviour in today's era, understanding the connection between perceived convenience and repurchase intentions is very important to focus. Online

shopping has a great advantage, with the time spent being one important factor, which is why its use has been widespread. In this setting, click-and-drive may still be viewed as a convenience but one that will need to satisfy logistical demands. According to the correlation between convenience and repurchase intentions, a convenient shopping experience has positive effects on customers' likelihood of purchasing again. Therefore, consumers are satisfied when it comes to a specific service or product, and they find it convenient in terms of accessibility, time saved, etc. Then, their satisfaction is magnified, which correlates strongly with more repurchase intentions (Chatzoglou et al., 2022).

The complex connection between customer behaviour and the perceived convenience of online shopping has been the theme of recent studies. According to Zeqiri et al. (2023), the Perceived convenience in the five dimensions have shown strong impacts on both repurchase intention and perceived value. However, their finding indicates that factors such as evaluation, transaction, and search convenience will positively influence the propensity of repurchase intentions. Further, the consumer's ability to evaluate products online is very important to consider, the easiness in both performing transactions and finding product information while searching for products helps in shaping positive repurchase intentions during online shopping.

In fact, the correlation between customer satisfaction-perceived convenience was investigated by Ali and Naushad (2021). To explore that, perceived convenience is positively connected to customer satisfaction in online grocery shopping. In other words, if online grocery shopping is convenient for customers, they're more likely to be satisfied with their experience. Further studies by Tomar (2024) also supported the previous studies arguments, he found that convenience has a substantial positive impact on satisfaction in the online grocery shopping relationship. The study stresses the significance of a hassle-free grocery shopping experience. Customers appreciate features that make finding items simple and allow them to shop whenever and wherever they choose. These factors contribute significantly to increased customer satisfaction.

Meanwhile, Ahmed et al. (2023) focused their study on the link between repurchase intentions and the practicality of return procedures and policies. They highlighted that effective product return management system shows a very significant role in growing e-commerce markets. According to the study willingness to repurchase is positively affected if an online seller has a convenient return policy, such as free exchanges or the option to return items in physical stores. They highlighted that customer centric approach, including a smooth and responsive return process is very crucial for improving the overall customer experience and driving both perceived convenience and repurchase intentions.

The topic of perceived convenience is very important for determining the overall consumer behaviour. The importance of perceived convenience is highlighted due to its direct impact on various aspects of overall consumer behaviour, as emphasised by Pham et al. (2018). Chatzoglou et al. (2022) suggested that convenience in terms of accessibility and time savings, connects strongly with increased repurchase intentions and positive shopping experience, which is further marked by. Zeqiri et al. (2023) in the perspective of online shopping, they affirm this relationship and indicated that all dimensions of perceived convenience positively impact perceived value and repurchase intention. As per Ahmed et al. (2023) perceived convenience, particularly in the domain of return policies, emerges as a major factor influencing repurchase intentions.

2.3 Trust in E-Commerce: A Critical Driver of Customer Loyalty Repurchase Behaviour

The idea of trust in consumer behaviour and marketing is multifaceted and has a significant impact on how customers make decisions and build enduring relationships with firms. Trust can be regarded as the customer's openness to accepting business actions based on the assumption that the business will perform some important act in favour of the customer, even when the customer has no power to monitor or control the actions of that business. (Harrison McKnight et al., 2002). Customer trust is one of the fundamental determinants that impact customers' frequency of purchase from the same brand. Trust builds after a certain duration and consideration of numerous elements. Once it is developed, the customers are associated with certain brands (Trivedi & Yadav, 2020). Another study Strzelecki (2019) described the main features of online stores and how people view e-commerce within the European Union. The research shows that people buying online are greatly affected by what they trust. In simple terms, it shows that what people think affects their confidence and feelings about a product or brand. This trust leads to positive customer action orientation for purchasing products or services frequently and consistently from the same brands (Chiu & Cho, 2019).

Other researchers (Miao et al., 2021; Zeqiri et al., 2023) explained that trust is the fundamental key to customer attraction and igniting for repurchasing. Trust is the state in which the customer has confidence in the products and services of the company. It stated that the company's offerings are beneficial for them, and they care about their customers. In the business era, especially in digital business, trust is crucial for different reasons. It's easy to build trust in physical business transactions because the customers physically visit the store, interact with customer care representatives, touch, feel, and buy the products. In online stores, the dynamics are entirely changed because there is an element of virtual products or services that customers cannot touch or feel. He only sees and then makes buying decisions. Uzir et al. (2021) Explained that Online businesses are taking care of their different determinants, which directly connect with

consumer trust i.e. security, promise-keeping, service quality, transparency, etc. These factors combined lead to trust building in online businesses adopted by different online companies and stores.

Miao et al. (2021) claimed that trust comes from improved circumstances and is a wise decision for lowering transaction costs. By building upon the concepts put forth by earlier authors, scholars have additionally classified various forms of trust found in e-commerce websites. Prior theorists laid the foundation for the notion that trust is a prudent choice to conserve money in transactions, particularly in contemporary living. This viewpoint asserts that in the contemporary era of technological advancements and a modern economy, trust is a deliberate decision made to facilitate transactions and allay concerns regarding the future. The notion of trust as a shrewd investment aligns with economic principles that prioritize expediting and reducing the cost of transactions. Within this framework, trust facilitates simplification and security by mitigating transaction risks. The utilization of emerging technologies and evolving social standing exemplify the criticality of trust in expeditiously making significant decisions (Uzir et al., 2021). Concurrently, researchers in this field have attempted to categorize the various types of trust discovered on e-commerce websites. Theories served as the foundation for their research. Recognizing the multifaceted nature of trust, astute individuals have categorized it into distinct types: affective trust (derived from emotions), cognitive trust (founded on logical reasoning), and institutional trust (associated with confidence in the group or system). These organizations provide an in-depth examination of the multifaceted aspects of trust that manifest in the digital realm.

A new way to trust that separated understanding and feeling, changing how we know customers' trust in buying things offline and online. Their model made trust bigger to cover many things like companies, people who work for them (like sellers or online shop websites), items, and how they're sold either in a place you can see or on the internet (Guo et al., 2021; Tingchhi Liu et al., 2013).

In the online world trust is a very important factor when discussing consumer repurchase intentions. A study by Sullivan and Kim (2018) suggests that customers' propensity to repurchase from the same website is significantly influenced by their perception of value and level of online trust. In order to improve our understanding of online trust in e-commerce contexts, the study incorporated two well-established models: the technology adoption model and the consumers product evaluations model. The study's outcomes demonstrated that trust is very important factor in influencing repurchase intention of consumers. This also suggested that developing and maintaining trust, along with effective e-commerce adoption strategies, are crucial for fostering repeat business.

Another study by Liang et al. (2018) highlights role of trust in influencing repurchases intentions for customers. The study differentiates between transaction-based satisfaction (smooth booking, clear communication) and experience-based satisfaction (enjoyable stay, unique accommodation). They found that trust in online retailers mediates the correlation between transaction based satisfaction and repurchase intention. This implies that trust acts as an intermediary factor. when customers have trust in the platform, it positively influences their repurchase intentions. Also, Trust did not directly influence switching intention. This suggests that trust in the platform may not be the primary factor when consumers are considering switching to a different platform. Other variables, such as switching costs and ease of use, may play a more critical role.

Recent research Adinda and Sari (2023) revealed that when the TikTok Shop application consistently maintains E-trust, is shown to cultivate a sense of confidence and trust in consumers when they engage in Repurchase Intention on the TikTok Shop platform. The study proposed that trust in any online store does play a very main function in influencing the customers in repurchase behaviour. Another study Prasojo and Sari (2023) suggests that the trust in online store impacts consumers significantly in their repurchase intentions towards that online store. Online trust is built over time and is described as a mutual and beneficial satisfaction between the seller and the consumer. The establishment of online trust is described through Shopee's consistent efforts to meet consumer needs and create a positive buying experience. As a result, consumers are more persuaded to engage in repurchase behaviour, indicating a sustained interest in using Shopee for future purchases.

The most recent study Sutanto and Kussudyarsana (2024) demonstrated that the repurchase intentions of consumers for online retailers are significantly impacted by brand trust. Customers are more likely to indicate if that they plan to buy products again if they have a higher level of trust in the online retailer. Consumers who have a stronger trust in the online store are more likely to express an intention to repurchase their cosmetic products. It also highlighted that the clarity in privacy and security policies is an important factor that improves the overall trust and motivates consumers towards repurchase behaviours.

Customer trust is an important factor, and it cannot be ignored in the online business world, especially when there is no physical environment available for customer to interact with products and services and developing trust in such environment is very challenging for the business. Many studies, including those by Trivedi & Yadav (2020), Strzelecki (2019), Chiu & Cho (2019), Miao et al. (2021), Zeqiri et al. (2023), Uzir et al. (2021), and Guo et al. (2021), emphasized the important role of trust and how trust plays to influence consumer behaviour and encourage repurchase intentions.

The complexity of trust in the online world is studied by (Guo et al., 2021; Tingchhi Liu et al., 2013) and they established a model which expanded the understanding of trust to incorporate various entities, including companies, individuals, and the online platforms themselves. Other Studies by Sullivan and Kim (2018), Liang et al. (2018), Adinda and Sari (2023), Prasajo and Sari (2023), and Sutanto and Kussudyarsana (2024) consistently focused the positive impression of trust on consumers' willingness to repurchase product and services they trust. Trust acted as a mediator and it influenced repurchase intentions by positively impacting the perceived value, facilitating satisfaction, and developing a sense of confidence among customers. The recent study by Sutanto and Kussudyarsana (2024) emphasizes the role of brand trust, specifically in online cosmetic purchases, and stresses the importance of transparency in privacy and security policies as factors that strengthen trust and drive repeat purchases.

Previous studies indicated that trust acts as a mediating factor between customer satisfaction and e-service quality to repurchase intentions. the important factors which influence consumer trust includes the ability of online stores to meet customer expectations and quality of service they are offering to customers by adding the following dimensions such as efficiency, and responsiveness in their business models. The study underlines that under effect of trust on repurchase intentions become stronger under the influence of both customer satisfaction and service quality, which becomes a reason of customer retention and long-term growth of online business. Ultimately, developing consumer trust is recognised as a crucial element in shrinking perceived risks and encouraging repeated purchases in the online business environment (Firmansyah & Ali, 2019).

The study conducted on the GET application in Bangkok's online delivery service industry signals that customers' intentions to make additional purchases are greatly influenced by their level of trust. Factors such as clear privacy policies positively impact trust which contributes to customers comfort and satisfaction and ultimately impacts the repurchase intentions. Further this research proposed to validate findings and compare them with competitors and emphasized the importance of continually refining by user-friendly interfaces and understanding customer preferences in the dynamic online delivery market (Chanthasaksathian & Nuangjamnong, 2017).

The research on Generation Y consumers in India revealed that security, ease of use, and privacy concerns impact repurchase intentions in online businesses. Where trust became a mediating factor between privacy and security concerns towards repurchase intentions. This highlights how important it is to develop robust security measures, a user-friendly interface, and a reliable privacy policy in order to positively affect this demographic's purchasing behaviour. (Trivedi & Yadav, 2020).

Finally, trust is very crucial in influencing consumer behaviour, especially in the online business environments. Reviewing the studies, we see that trust plays a major role in customer satisfaction, repurchase intentions and overall loyalty to brands in physical and digital transactions. With consumers increasingly moving to e commerce, the need to build and sustain trust has never been more critical. Security, privacy, service quality and transparency have always been consistent factors that build trust and lead to repeat business.

2.4 The Role of Customer Satisfaction in Driving Repurchase Intentions

Cahyono (2018) defined Satisfaction as a reaction of consumers to the achievement of expectations which are fulfilled by a product after it has been used, in the form of feelings of happiness or disappointment. Muthi and Utama (2023) Reaction to how consumers feel about the product compared to their hopes before purchase of the product and how consumers feel after the use of the product, reactions arising from customer experiences can be considered as an assessment of how consumers feel about the product.

Uzir et al. (2021) also affirmed that satisfaction is a kind of happiness or unhappiness that is produced among customer when they compare the actual performance with the performance which was expected by them when they brought the products from online store. It represented how value is seen by the customer in a transaction or relationship, with the value being equal to perceived service quality vis -à-vis price and acquisition costs. The literature also links customer satisfaction with post-purchase evaluations, loyalty and repurchase intentions, and positive organizational outcomes. Satisfaction leads to the consequence of repeat purchase intentions, premium price acceptance, and willingness to purchase additional items (Chin & Cho, 2019).

One of the most critical factors in the online business is customer satisfaction particularly in relation to repurchase intentions. Studies showed that it distinguished itself in impacting customer loyalty and repurchase behaviour and boosted the word of mouth. Study analysed the impact of six drivers, which include quality, Trust, delivery, responsiveness and website usability on the satisfaction points and repurchase intentions of consumers. Results concluded that all of these factors have the most effect on both satisfaction and repurchase intention. Satisfaction is moderated by trust, and only responsiveness has no effect on repurchase intention. (Nguyen et al., 2020).

Prasojo & Sari (2023) discovered that a key element of repurchase intentions is customer satisfaction. A consumer's complete feeling of contentment with a good or service is known as customer satisfaction. It can lead to repurchase intentions because satisfied consumers are more likely to repurchase a good or service in the future. Additionally, they include the following three

variables that affect consumer satisfaction: brand perception, internet credibility, and customer contentment.

Ananda et al. (2021) further pointed out that customers who feel satisfied with products, services, and with the overall shopping experience they had with online store are more likely to return. The study also revealed only the store image doesn't directly influence repurchase intentions. It is the customer satisfaction which appears as a connection between store image and repurchase decisions. Higher the customer satisfaction the more likely customer will be interested in repurchasing, regardless of the store's overall image. One more study inspected the connection between satisfaction and the customer desire to buy from online stores again. It emphasized that smooth online interactions are very importance, and it highlighted the need for businesses to assess service quality, customer satisfaction, and their likelihood of repeat business with them. They found a clear connection between excellent online service experience which leads to both happier customers and a higher chance of them using the service again, with customer satisfaction acting as a key driver (Fared et al., 2021).

Tandon et al. (2020) observed the link between repurchase intentions and satisfaction in the context of online shopping. They investigated how customer satisfaction ultimately influences their likelihood of customer to repurchase products. This suggests that customers who are satisfied with the website's design, functionality, and user experience, are influenced by positive online reviews and feedback, and perceive the product as meeting their expectations, are more likely to be happy with their overall shopping experience and return for future purchases. Building upon this, Nnindini et al. (2023) extensively studied the dynamics of customer satisfaction and how important it is for influencing consumers plans to make more purchases in the online retail sector. The study finds that online repurchase intentions are impacted positively by customer satisfaction. Furthermore, the effect of return services on consumer perceived uncertainty is investigated, encompassing repairs, swaps, and refunds. It is also found that these return services moderate the connection between customer happiness and repurchase intentions.

A recent study by Prabowo (2024) concluded that e-satisfaction positively effects repurchase intentions. It suggests that to enhance repurchase intentions from electronic service quality, strengthening the e-satisfaction is necessary. He also mentions factors such as site accessibility, order fulfilment, security, and assistance availability contribute ultimately to consumer willingness to repurchase.

The important link between satisfaction and repurchase intentions of customers in different sectors is has been consistently highlighted in a comprehensive examination of the studies mentioned above. The role of driver such as the quality, delivery, convenience and perception of website usability are very significant in determining customer satisfaction and their likelihood to

return for further purchases. There is also a contribution from trust at different levels. As Ananda et al. (2021) point out, customer satisfaction is the key to bridging the gap between the image of the store and the purchase decision. The online space, explored by Tandon et al. (2020) and Nnindini et al. (2023), highlights it is very crucial to have prior online experiences and how return services might help to moderate the link between satisfaction and repurchase inclinations. The most recent findings by Prabowo (2024) underscore the importance of e-satisfaction and various electronic service quality factors in enhancing repurchase intentions.

Trivedi and Yadav (2020) examined the bond among e-satisfaction and Repurchase intentions in online selling. they discovered that satisfaction mediates the connection among security, repurchase intentions, and that satisfaction has a strong positive effect on repurchase intentions. However, the mediation role of e-satisfaction between privacy and repurchase was insignificant. Another Study by Nguyen et al. (2020) carried out in the e-banking sector proves a clear link between quality of service and satisfaction levels of consumers. It showed the Quality of service have five dimensions, such as reliability, responsiveness, service capacity, empathy, and tangibility. All these dimensions positively influence customer satisfaction, but the most significant impact was observed within service capacity and tangibility. They further studied that customer satisfaction is directly tied to customer loyalty (Repurchase behaviour) and the customers who are satisfied with the service quality are more likely to remain with the bank and recommend it to others.

A study by Shokouhyar et al. (2020) attempted to find a direct link between service quality and customer satisfaction. They utilized a thorough framework to categorize different elements of customer satisfaction. It was concluded that the services quality, which is provided after an initial purchase, plays a decisive role in determining how satisfied a customer is. Another research by Ali et al. (2021) suggested that in hospitality segment, which includes hotel business, tourism services, event planning, and transportation, the success and sustainability in term of repurchase activities are directly linked with service quality. Which impacts the satisfaction of end customers and ultimately the repurchase activities increases and failing to provide those with value will likely drive customers away. In the researches by Ferry Cahaya et al. (2023) quality of product turned out to be the primary driver of customer satisfaction for Shopee users in Central Jakarta. Other factors like advertising and price didn't have a major effect on satisfaction within this study's context. In their study they suggest that businesses should prioritize delivering high-quality products and effectively communicate their quality to drive customer satisfaction, rather than relying heavily on advertising or price adjustments alone.

Finally, it can be concluded that perceived value, perceived convenience, return policies, website quality, and security strongly affect customer satisfaction, which in turn strongly affects repurchase intentions. Satisfaction is driven by perceived value, which represents the balance between service quality and cost, and has a strong effect on the probability of repurchase. The more we focus on perceived convenience, ease of navigation, quick delivery, the better the shopping experience, the more likely they are to return. In addition, being clear and fair with return policies reduces perceived risk, which in turn builds satisfaction, which ultimately leads to repurchase. It is evident that the quality of the website is directly related to user experience and satisfaction, which ultimately determines whether users would become repeat customers or not. Building trust and winning customer confidence is an important trait which can be built by ensuring security, especially on the data privacy and transaction safety front, which will also lead to customer satisfaction and repurchase intentions.

2.5 Understanding the Role of Perceived Value in Fostering Repurchase Intentions

Perceived value can be identified as evaluation of values and costs associated by a product or service evaluated to other available alternatives a customer has. It's a complex and multi-dimensional concept, involving both cognitive and emotional factors. It is not just about price, but also about factors like product quality, brand reputation, personal needs, and situational context (Sánchez-Fernández & Iniesta-Bonillo, 2007). Another study defined it, Perceived value includes benefits and the sacrifices perceived by consumers. On the other side, component 'benefit' includes perceived service quality and psychic utilities of the product. In contrast, "sacrifices" involve financial and non-financial aspects, including time, effort, and inconvenience. Consumers have to perceive the value, whether through increased benefits or reduced compromises, for them to engage in specific products and services repeatedly (Ananda et al., 2021).

Perceived value isn't just a quality-price trade-off, but a complex assessment of benefits, sacrifices, and customer satisfaction across various dimensions. He emphasizes the importance of multi-dimensional measurement scales over single-item ones, urging service providers to consider these diverse dimensions when crafting their marketing strategies (Boksberger & Melsen, 2011). Perceived value in marketing impacts consumer's willingness to pay for an offer. Even decisions that appear spontaneous in a store are merely quick assessments of whether the product can satisfy needs and provide greater satisfaction than other products. In turn, their role in the marketing industry is to provide value for the brand (Lee & Huang, 2024).

According to study by Slack et al. (2020), they found perceived value is a ultimate element of customer satisfaction, because it leads to repurchasing intentions. They also announced the four aspects of perceived value, worth for money, quality, social worth and emotional value. It was

noted that there have been several interpretations of customers' perceived value in the marketing literature. More broadly speaking, these contain functional and affective components of consumers purchasing behaviour considering the values received in terms of benefits (Cao et al., 2022; & Jong Hyeon and Park, 2019). Wu et al. (2014) explored the connection concerning perceived value and repurchase intentions in Ecommerce. They identified that when in the overall online shopping encounter customers perceive high value, they are more likely to go back to the same online store for repurchase activities. On the other hand, factors that increase transaction costs, such as difficulty finding information (information searching cost), concerns about seller trustworthiness (moral hazard cost), and investment in store-specific knowledge (specific asset investment), can decrease the perceived value and repurchase intentions.

Huang et al. (2019) studied perceived value and repurchase intentions in ecotourism. They found that Customers are more likely to return for repurchasing if they consider the cost incurred by them is reasonable, the experience was very memorable for them in first place, and they feel it delivers a sense of value for the money they have spent. Also, the positive image of brand increases perceived value as well. When customers feel an ecotourism provider delivers on quality, and uniqueness, and aligns with their values, customers are notably more expected to show repeat purchase behaviours. In the context of Organic food consumption De Toni et al. (2017) examined the connection between perceived value and repurchase intentions and they found in their study that price fairness, healthy consumption, and quality all significantly contribute to the perceived value, with quality perception having the biggest influence. They further pointed out that repurchase intentions for organic products are strongly affected by perceived value, they pointed out that only perceived value contributed with a substantial proportion (55.7%) in repurchase intentions of the customers in online stores.

In online world, Ali and Bhasin (2019) study the liaison between perceived value and repurchase intentions. In their study they aimed to customers repurchase intentions and what are the procedures and drivers that are influencing it in an e-commerce setup. The results from the study proposed Quality in term of delivery and price significantly impacts perceived value and satisfaction turned out to be a factor that mediates the bond between repurchase intentions and overall perceived value observed by the end customer in both direct and in direct manner. Apart from this the perceived value also has a direct positive influence on repurchase intentions. The study highlights that customers' perceived value of the product declines as perceived price rises from low to high, demonstrating an inverse relationship. On the other hand, delivery quality is very important and buyers usually correlate purchases from those suppliers who provide excellent quality in term of delivery with high perceived value. The long-term sustainability of an online

business depends on transactions with high perceived value that encourage repurchase behaviour, which is also highlighted in the text.

Prasetyo et al. (2021) suggested that when it comes to enhancing the impact of e-service quality, user-friendliness, store image, and online promotion on online repurchase intention, the customer's perceived value indirectly plays a significant role. This also suggests that although perceived value alone might not cause consumers to intend to buy, it can affect other variables that do, which includes the usability and quality of the e-service. A recent study by Xu et al. (2022) explored in detail the fascinating relationship that exists between the perceived value and the tendency to repurchase green agricultural products. The study emphasised how important perceived value is in determining consumers propensity to make additional purchases. It was shown that the relationship between consumers intentions to make more purchases and perceived value is mediated by trust.

Three factors of perceived value—utilitarian, hedonistic, and social—are identified in another study, and it is proven that these dimensions have a noteworthy beneficial influence on trust in live-streaming e-commerce. Customers find value in the platform's convenience, and sense of community. It is this apparent value that directly promotes trust in the things being marketed as well as in the broadcasters. Customers are more likely to believe in the promoted products when they have faith in the streamer. In the end, a solid foundation of trust immediately correlates with a higher chance of repeat business. (Wu & Huang, 2023).

Studies throughout multiple sectors consistently demonstrated that perceived value is a powerful driver of repurchase intention. When customers believe they have gotten exceptional value for their money—that is, when they have received fair pricing, high quality, and unique experiences that are consistent with their values—they are more likely to become repeat customers. (De Toni et al., 2017; Huang et al., 2019; Ali & Bhasin, 2019). Trust and a positive brand image also play significant roles in boosting perceived value (Xu et al., 2022; Wu & Huang, 2023). Businesses looking to cultivate customer loyalty should carefully consider factors like memorable experiences, ease of use, health benefits, and reliable delivery (Huang et al., 2019; Prasetyo et al., 2021; Ali & Bhasin, 2019); proactively working to increase perceived value will lead to more repeat customers and improve overall business success.

Pham and Nguyen (2019) have investigated the following five factors: pricing, brand image, visual appeal, security, and service quality. All five have an indirect positive impact on repurchasing intention. According to study, it was found that that website security is important for building customer confidence, and it positively impacts the repurchase intentions. Service quality is characterized as quick and thoughtful service, and it is detected as a strong factor aiding to increase customer loyalty and repurchase intentions. Attractiveness of the website comes under

Visual appearance, and it plays important role including graphical and aesthetic features, where are linked to heightened customer loyalty. Price is also a key driver and with an acceptable pricing strategy enhance the repurchase intentions, and it also align the importance of competitive pricing for maintaining customer loyalty. Furthermore, repurchase intentions are positively correlated with a positive brand image, underscoring the strategic importance of brand perception in cultivating consumer loyalty. Information quality, however, did not have a discernible effect.

Dlačić et al. (2013) investigate the relationship of the service quality, customer perception of the value and repurchase intention. The study found out that service quality positively influences perceived value and repurchase intention and perceived value has a high impact on repurchase intentions. Perceived value in the aviation industry was thoroughly investigated by Chen et al. (2019), in that they examined the connection between perceived value and service quality. The study reports that providing good service not only propagates the brand awareness but also forms positive individual outcomes like better brand associations and being popular, which in turn make passengers perceive the brand as worth.

Study by Zhang et al. (2020) grounded on the TPB and consumer perceived value research, study showed that consumer attitudes had a major influence on their willingness to spend more. Positive influences on purchasing attitudes include quality, price, emotional appeal, and environmental concerns. This demonstrates how the perceived value might rise by highlighting certain advantageous features.

Finally, perceived value is shown to be an important factor in customer satisfaction and repurchase intentions and has the influence on consumer behaviour in different industries. It is multi dimensional concept i.e. more than merely a price quality trade off, and incorporates a number of variables including product quality, emotional benefits, brand image and situational context. If customers see big value in their purchases, great quality, fair pricing, special experiences, and their purchases align with personal values. they are more likely to be satisfied and to be willing to repurchase.

2.6 Influence of Product Types on Online Repurchase Intentions

The concept of product type was first introduced by Nelson (1974). He defines the product types in terms of search and experience goods. According to him, search goods are those products, whose quality and other attributes can be evaluated by gathering information from different sources before making a purchase decision. These types of products include electronics, books, and appliances. These products normally have attributes, which can be very easy to access and compare by online descriptions and reviews. Many studies show that customers engage in a very intensive search while looking for search goods as they want to gather the maximum information

in order to make a buying decision (Basu, 2018; Antipov & Pokryshevskaya, 2018). Whereas Experienced goods are those products whose quality and fitness can only be assessed after the purchase. These products include perfumes, clothing, food products and other fashion items. In terms of experienced goods, its evaluation mainly relies on personal experience and subjective judgment. Studies show that while searching for experience goods customers spend more time per page but visit fewer pages, which clearly indicates that customers perform a deeper and narrower search (Huang et al., 2009).

Chiang and Dholakia (2003) explore the association between product types and intention to purchase online. As per his findings, product characteristics influence consumer behaviour and search products are more often being brought by the customer because they are perceived as more convenient in terms of evaluation related to the experienced goods, which customers prefer to inspect before buying. Girard et al. (2002) also used products types and they explored the relationship between both search and experienced goods with perceived value, which is ultimately connected with the repurchase intentions. They found that in terms of experience goods like clothing, perfume, cell phones, and televisions the perceived value is the most prominent factor that influences the customer preference to shop online. If in this process customers perceive the experience good to be of higher value they are very likely to repurchase a similar product in future. This relationship implies in terms of the search good all well, but the impacts of perceived value are not that much prominent as they are in experienced good.

Rezaei et al. (2016) executed newer research to investigate effect of product types on connection involving trust and satisfaction and repurchase intentions in an online setting. He found that product type significantly moderates the liaison between the influence of trust on repurchase intentions. In terms of search goods trust plays less significant role because customers can access information and quality before the purchase. However, in terms of experience goods trust plays a very significant role because they have already experienced the product. Besides, the research examined the bond between satisfaction and repurchase intentions with product type as a moderator. In terms of search goods, satisfaction strongly influences the repurchase intentions because it is easy to access the quality of the product. Regardless of trust in online retailers, a positive experience with the product itself drives repeat purchases. In the case of experienced goods, the liaison between satisfaction and repurchase intentions becomes very complex, since quality is not in access. Even with high satisfaction, low trust can hinder repurchase, while high trust can amplify the positive effect of satisfaction, leading to greater repurchase likelihood. This is due to the inherent uncertainty of experience goods, making consumers rely on trust to mitigate the risk of a negative experience.

Wan & Huang (2016) further explore the relationship of satisfaction towards the repurchase intentions of consumers towards an online store. They explore this liaison in a different manner by examining the number of product categories offered by an online store. They found that the link among satisfaction and repurchase intentions become more stronger if the online stores if offering a larger number of products categories. This suggests that when customers have the possibility regarding selection and availability of products, their satisfaction levels are increased which ultimately links to repurchase behaviour in an online store.

Another study by Singh and Srivastava (2018) explored the buying behaviour of online customers in terms of different product types. According to findings, trust has a direct connection with repurchase intentions and this connection is moderated by the different type of products (electronics versus fashion) in terms of searched and experienced. They found that trust is not an essential driver for purchase intentions under the moderation of product types. It may be possible that the effects of trust were lesser because all customers had prior online experiences.

Lian and Lin (2008) Consumers online shopping drivers vary greatly from one product type to another. they found that consumer characteristics including personal innovativeness, perceived web security, and privacy concerns have different effects on the acceptance of online shopping across product types. Srivastava and Kwon (2014) further studied that the brand loyalty and price consciousness among consumers can vary based on the type of the product they purchase, which will be a search, experience or credence product. Moreover, the effect of product type and online store type interaction on consumer preferences and online patronage is significant, implying that the influence of internet attributes varies depending on the types of online retailers (Korgaonkar et al., 2006). In addition, the role of gender differences is considered by examining how purchase intentions vary as a function of perceived risk in the case of digital versus non digital goods (Pascual-Miguel et al., 2015). O. Pappas et al. (2014) further studied that experienced goods, which demand a higher degree of customer involvement and understanding, exert a significantly stronger moderating effect on the satisfaction–repurchase intention relationship. For example, a study of online shopping experiences demonstrated that prior customer experience strengthened the relationship between performance expectancy and satisfaction, and weakened the direct link between satisfaction and repurchase intentions.

On the basis of earlier investigations, it can be stated that the product types in terms of search and experience can influence consumer behaviour in terms of online repurchasing. These product types can help moderate the link between trust, satisfaction, perceived value and repurchase intentions. Only a few studies consider that trust is a less important factor for purchase intentions when moderated by product type. However, existing research are either old and does not provide a clear answer how these relationship are being moderated in the context of an online

store for repurchase behaviour. It is worth exploring and further studying the moderation effects of product categories in terms of search and experience goods.

3. DIRECT AND INDIRECT DRIVERS IMPACT ON REPURCHASE INTENTION IN PRODUCT TYPES RESEARCH METHODOLOGY

3.1 Purpose of the research, model, and hypotheses

This Section outlines the research methodology, incorporating the insights from the literature review. It is structured around the research aim, the chosen methods, the identified research problem, the conceptual model, and the developed hypotheses.

In the initial part of this section, a theoretical analysis was done through critical analyses of the relevant scientific literature, including research articles and scholarly works related to the topic of the thesis. The research model is developed by integrating theoretical knowledge and findings from the previous research with an analysis of the existing ECT model, from which testable hypotheses are derived. This section will provide information about the data collection methods employed in the study. It will provide a justification of the questionnaire constructs based on their application in previous research, and it will also outline the rationale for determining the most appropriate sample size.

Problem of the research – How direct and in-direct factors impact the repurchase intention in online stores across varying product types.

Aim of the research – To investigate, how different type of factors influence on repurchase intention at online stores across different product types.

Research Object – This study will analyse customer repurchase intentions for different product types at an online store, with a model developed based on insights from previous literature. With the help of this model, we will explore how customer's perceptions of trust, satisfaction, perceived convenience, and perceived value directly influence their repurchase intentions and Security, brand image, return policies and website quality indirectly impact the repurchase intentions. Additionally, we'll investigate how the type of product moderate these effects. (Figure 1)

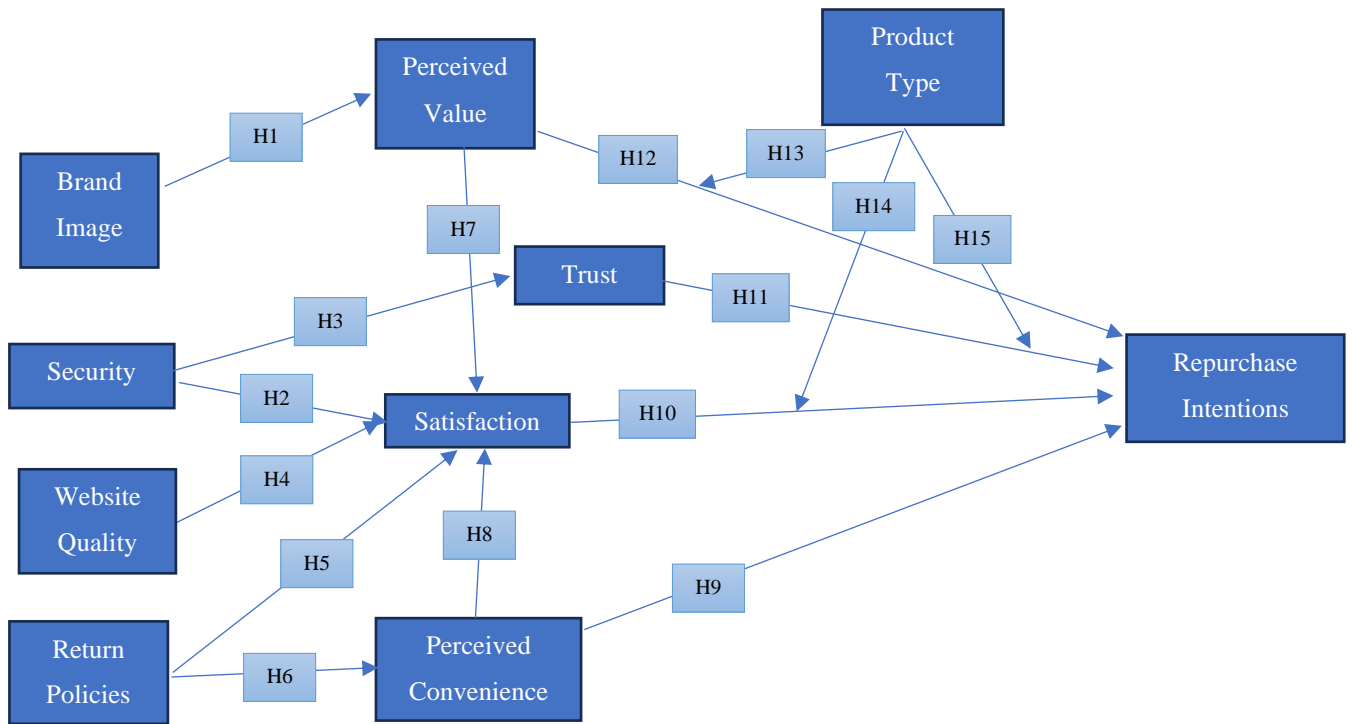


Figure 1

Research model

According to Lien et al. (2015), customers take value from a brand image. This value can be of multiple types, which can be functional, affective, or symbolic. Mabkhot et al. (2017) suggested that brand image is shaped by customer's interactions with stores or their past experiences, which forms attitudes and beliefs that can influence their behaviours. Jeng (2016) emphasized that a successful brand image creates value for customers and distinguishes the brand from competitors. Recent research by Pham and Nguyen (2019) shows that brand Image influence on repurchase intentions indirectly through the mediation of perceived value.

H1: Brand Images impact positively on perceived value.

Security is an important driver, and it's always considered by the customer while shopping online (Eid & Mustafa, 2011). According to Trivedi & Yadav (2018) for both customers and e-business Security turns out to be a key concern for them. Further, they find that unless the customer is very confident about the security measures taken by a platform, they are always very hesitant to disclosure their personal and financial data. It was highlighted that security influence both satisfaction and repurchase intentions in online store. A more recent study by Trivedi & Yadav (2020) further studies the bond between security and satisfaction. From the study, it was found that satisfaction levels are influenced by security. When customers perceive a platform as secure,

they are likely to be satisfied from it. Due to the critical nature of security, It is very important for e-businesses to ensure security measures, as they foster trust and satisfaction which ultimately leads to repurchase intentions. Further, Dewi et al. (2020) investigates the bond between security and satisfaction. However, they discovered that perceived security has a major and positive effect on e-satisfaction, which indicates that satisfaction with the platform increases when customers perceive the online platform as secure. Moreover, the study demonstrated that perceived security has a positive impression on e-satisfaction, which in turn mediates the association between perceived security and repurchase intention.

H2: Security has a positive effect on satisfaction in online Store.

Security and privacy concerns are very essential in the online world. Businesses can collect private information like banking and other personal data (Dhingra et al.,2020). The study by Zhu et al. (2019) finds that concerns of customers about online security negatively affect their trust in e-commerce platforms. However, these concerns can be removed by implementing many security measures, such as cryptography, digital signatures, and certificates. As a result of this consumers will be less worried about security breaches and hacking which will lead to increased trust in online shopping. Another Study by Larasetiati and Ali (2019) highlights the same concerns of customers by correlating the relationship between security and trust. Furthermore, they say that online consumers are reluctant to reveal personal and financial information if they don't feel assured of the security measures of the platform used. To address this concern online businesses must prioritize developing robust security measures. These measures enhance the perceived security of the platform which lead to increase consumer trust.

H3: Security Positively Influences customer's Trust in an online store.

Based on previous knowledge Website design and quality is an crucial factor which increase online customer satisfaction as it is the initial point of contact between businesses and consumers. As there are a lot of options available, customers are drawn to visually appealing websites that are easy to navigate due to their simplified search process. Customer satisfaction increases, when a website is an easy-to-use website that efficiently handles online orders (Hult et al., 2019). Qquality of a website is very crucial for the success of e-businesses as it helps to shape the first influence of customers (Aggarwal & Sharma, 2018). Good website quality not only expands a company's reach and customer satisfaction, but it also encourages repeat visits. It is confirmed that that website quality positively and directly correlates to customer satisfaction (Shin et al. 2013; Zhou and Jia 2017).

H4: The website's quality positively influences e-customer satisfaction.

Rokonuzzaman et al. (2020) studied that lenient return policies can increase satisfaction in some situations when consumer ratings are low which positively stimulates purchase intentions. Ahmed et al. (2023) then also studied the relation between online return policy and satisfaction, and they found out that satisfaction is positively affected by lenient return policy. They also look at the positive association between convenience and online return policy leniency. Rintamäki et al. (2021) explored the correlation between return policies and satisfaction. They found that policies like free returns or easy-to-use return labels, can positively influence customer satisfaction and perceived convenience with the retailer. More recently, the study of Jones et al. (2023) attempted to investigate the influence of justice perceptions on product returns on customer satisfaction. They found that the restrictiveness of the return policy can negatively influence customer satisfaction. They suggested that when a customer sees more limited return policies, they believe that the store concerns less about their experiences, leading to reduced satisfaction.

H5: lenient return policies have a positive relationship with satisfaction.

H6: Return policy leniency is positively associated with perceived convenience.

Chen and Chen (2010) study the interaction involving perceived value and satisfaction. The Perceived value inspires satisfaction because they believe it affects tourists' expectations about their experience. Tourists are more likely satisfied with their experience when they feel the value of their money. In a further study, Calabuig et al. (2014) investigated connection of perceived value and satisfaction and concluded that perceived value is a predictor of customer satisfaction and that the two are positively and directly related. In a more recent study, García-Fernández et al. (2018) also studied the between both variables. Perceived value was found to directly and positively affect satisfaction. It is also proven by Tuncer et al. (2021), that if there is higher perceived value, there is higher satisfaction from a product.

H7: Perceived value is positively related to satisfaction in online store.

Moving further, study by Kaura et al. (2014) show that customers feel more satisfied when they feel that they have saved time and effort (Convenience). A newer research by Duarte et al. (2018) has explored perceived convenience in seven dimensions. According to them when customers feel convenience in the buying process it directs to a rise in their satisfaction level towards the seller. Further, Dixon et al. (2010) indicates the customer satisfaction level is increased when the time and work to obtain a product is lowered. Sahai et al. (2020) analysed in their recent study that convenience is a main driver that highly influences teleshopping customer satisfaction. The convenience of teleshopping saves time which in turn brings higher customer satisfaction. The most recent study by Tomar (2024) on online grocery shopping, further supported the

arguments of previous studies and he explore connection between satisfaction and perceived convenience. He found perceived convenience has a positive influence on the satisfaction.

H8: Perceived convenience in online stores is positively related to customer satisfaction.

Under the impact of return policies, perceived convenience affects the repurchase intentions. Pham et al. (2018) divides the perceived convenience into five sub-dimensions and the authors endorsed that all dimensions of convenience have a direct and positive influence on repurchase intention. Another recent study by Zeqiri et al. (2023) aimed at extending the understanding of the association between both variables in online shopping, the authors concluded that if the customer feels that the online shopping atmosphere is convenient, then the customer is likely to shop from the same online store again.

H9: There is a positive relationship between perceived convenience and repurchase intentions.

Satisfaction is highly linked to repurchase intentions. There is a high correlation between both, which makes it obvious that customer satisfaction and their purpose to purchase again from the online store is strongly and stably linked (Bulut, 2015; Roy Dholakia & Zhao, 2010). A newer research by Pandiangan et al. (2021) further explored the connection between both by conducting quantitative research with a causality research design. Similar results were also found, they found that satisfaction had a positive and substantial impact on repurchase intent in an online store. A newer study of Ginting et al. (2023) recently tries to analyse the relation between satisfaction and repurchase intention of e-commerce customers in Indonesia. Satisfaction has a positive and big impact on repurchase intention, similar to other previously mentioned studies, and they got similar results.

H10: Customer satisfaction has a positive effect on repurchase intention.

Moving Further, Jia et al. (2014) found that when customers are repurchasing from the same online vendor, trust turns out to be significantly impacting the repurchase intentions. This argument was further supported by Sullivan & Kim, (2018) who noted that online trust is a key reason that determine the repurchase intention in the online context. In addition, Liang et al. (2018) further investigate repurchase intention of the consumers of Airbnb and also the relationship between trust and repurchase intention. The authors also discovered trust has a positive effect on the repurchase intention of consumers. Nabila et al. (2023) did their most recent research in the case of Shopee e-commerce platform and further justified that trust impacts positively and it has a considerable effect on repurchase intention. Overall, Many studies show trust have a very

important responsibility in boosting the repurchase intentions in online shopping electronic environment.

H11: Trust is positively related to repurchase intentions in online store.

Perceived value also impacts on the repurchase intentions in online stores. Research by Wu et al. (2014) shows that repurchase intentions are highly shaped by perceived value. Similarly, Hsu et al. (2015) show that when people buy things together online, the value they perceive they're getting actually becomes a very strong indicator of whether they'll be likely to buy again in the future. Sullivan and Kim, (2018) have also supported this by stating that perceived value is very important contributing factor of repurchase intention. The study by Kumar and Kashyap (2022) also identifies perceived value as a major driver of online repurchase intention. These studies together stress the importance of perceived value in defining how likely consumers are to buy again online.

H12: Perceived value is positively related to repurchase intentions in online store.

Perceived value of a product is a main concluding factor of repurchase intentions and there link is mediated by the type of product. A survey of consumers on e-commerce platforms revealed that detailed information on the products positively influenced the cognitive and affective experiences of customers and thus the perceived value and repurchase intentions (Yulianto, 2022). Moreover, the moderating impact of product type at the interactive effects of website experience and order fulfilment at repurchase intentions indicates that diverse tactics may be required for different types of products (Cho, 2015). In the case of green agricultural products, perceived value, specifically functional value, has a substantial effect at repurchase intention, but the influence of type of product and consumer education level varies (Xu et al., 2022). This finding emphasizes the need to customize the marketing strategy by product types in order to boost the relationship between both variables.

H13: Product type moderates the positive relationship between perceived value and repurchase intentions.

Studies shows that product types and their moderating effects at customer satisfaction and repurchase intentions are multifaceted. A Study delves into the function of product types in online retail, finding that number of product types can moderate the influences of consumer satisfaction with order fulfilment on repurchase intentions. This implies that online retailers need to strategically allocate resources to procurement and fulfilment processes based on the product categories they offer (Wan et al., 2016). It is supported by Rezaei et al. (2016) study which showed

that product type moderates the satisfaction–repurchase intention connection. In comparison to search good, experienced goods have higher moderating impacts in relationship of satisfaction and repurchase intentions.

H14: Product type moderates the positive relationship between Satisfaction and repurchase intentions.

As per findings of Singh & Srivastava (2018), trust and purchase intentions are moderated by product type. He said that it has a higher moderation effect in durable goods like electronics, and less so in terms of fashion items. Besides this, Rezaei et al. (2016) observed a complex moderating role of product classification between the relationship of trust and repurchase intention. The intensity of this effect is not the same for all product types. The impact is more pronounced for search goods, goods that can be easily evaluated before purchase.

H15: Product type moderates the positive relationship between trust and repurchase intentions.

3.2 Data Collection Method and Research Instruments

In this research one-shot case study design is utilised, A one-shot case study design offers an in-depth analysis of a single or a few cases, making it well-suited for understanding complex, uncommon, or rare events. It allows researchers to gather extensive data that provides valuable insights into a specific situation. While this approach facilitates deep understanding, it's important to note that its findings might not be applicable to broader populations (Hollweck, 2015). Previous studies on repurchase intentions driver of repurchase intentions in online store shows that the survey (Kim et al., 2012; Chiu et al., 2013; Lien et al., 2015; Bonsón Ponte et al., 2015; Graciola et al., 2020; DAM et al., 2021; Shao et al., 2021; Saha et al., 2022; Mao, 2010) are normally applied as research methods. Surveys offer a way to gather opinions, collect research data, and easily organize and analyse responses. The Survey will be designed in English language, it will be accessible online, primarily on social media and public groups, allowing respondents to participate anonymously at their convenience. This anonymity fosters more truthful and reliable responses, increasing the overall quality and dependability of the collected data.

To measure the perceived convenience of the online store, respondents evaluated it using the construct developed by Saha et al. (2022). This construct included four statements that assessed the ease of navigation, the availability of desired products, the usefulness of information, and the accessibility of information needed for making a purchase decision. It was chosen for its relevance in capturing the impression of perceived convenience within the context of online shopping. Each

statement was rated for agreement on a 7 point Likert scale, (1) strongly disagree (7) strongly agree.

Secondly, to measure perceptions of the online store's return policy, respondents evaluated it using the construct developed by Shao et al. (2021). This construct included five statements that assessed the leniency, restrictiveness, return period, convenience, and cost of returns compared with other online stores. It was chosen for its relevance in capturing the perceived convenience and customer-friendliness of return policies in an online shopping context. Each statement was rated for agreement on a 7 point Likert scale, (1) strongly disagree (7) strongly agree.

Moving further, to assess the quality of the online store's website, respondents evaluated it using the construct developed by Mao (2010). This construct included five statements that measured the website's technical performance, visual appeal, navigability, ease of finding information, and clarity of contact information. It was chosen for its relevance in capturing essential aspects of website quality in an online shopping context. Each statement was rated for agreement on a 5 point Likert scale, (1) strongly disagree (5) strongly agree.

Next, to gauge perceptions of security on the online store's website, respondents evaluated it using the construct developed by Bonsón Ponte et al. (2015). This construct included five statements that assessed the implementation of security measures, protection of transactional information, confidence in the electronic payment system, willingness to use a credit card, and overall sense of safety in making transactions. It was selected for its relevance to understanding user perceptions of security in online shopping. Each statement was rated for agreement on a 7 point Likert scale, (1) strongly disagree (5) strongly agree.

In order to measure satisfaction with the online store, respondents evaluated it using the construct developed by DAM et al. (2021). This construct included four statements that assessed overall happiness with the store, satisfaction with the experience, confidence in the purchase choice, and the extent to which the store met expectations. It was chosen for its relevance to understanding customer satisfaction in the context of online shopping. Each statement was rated for agreement on a 5 point Likert scale, (1) strongly disagree (5) strongly agree.

To examine customer perceptions of value in the online shopping experience, a set of questions adapted from Graciola et al. (2020) will be used. These questions explore the perceived financial worth of online purchases, the balance between product benefits and associated costs, and the relevance of the adage "you get what you pay for" in the context of online shopping. By examining these aspects, we aim to gain insights into how customers evaluate the overall value offered by the online store. Each statement was rated for agreement on a 5 point Likert scale, (1) strongly disagree (5) strongly agree, allowing a detailed understanding of perceived value in the online shopping atmosphere.

To assess consumer perceptions of brand image in the online shopping situation, a construct adapted from Lien et al. (2015) will be utilized. This construct emphasizes five critical dimensions of brand image: reliability, attractiveness, overall appeal, social status representation, and reputation. Understanding these aspects of brand image is essential for online stores to strengthen brand equity and cultivate positive associations among customers. Each statement was rated for agreement on a 5 point Likert scale, (1) strongly disagree (5) strongly agree. Allowing for a comprehensive understanding of brand perception in the online shopping environment.

To have idea about the level of trust customers, have in the online store, questions adapted from Chiu et al. (2013) were included in the research. These questions explored four key dimensions of trust: the honesty of the store, the care it shows for buyers, the perception of non-opportunism, and the quality of service based on past experiences. By examining these aspects, we can identify potential areas for improvement and enhance the link between the online store and its customers. A 5 point Likert scale was used, letting respondents to state their level of agreement with statements such as "Based on my experience with the online store, I know it is honest" and "Based on my experience, I know it cares about buyers."

Lastly, to gauge customers' repurchase intentions regarding an online store, a series of questions adapted from Kim et al. (2012) will be used. Respondents will be invited to share their intentions to continue purchasing goods from the online store, seek product information, recommend the store to others, prioritize it for future purchases, and maintain their use of the shopping site barring any unforeseen circumstances. By understanding these repurchase intentions, it is possible to assess customer loyalty and identify areas for improvement to foster repeat business. Each statement was rated for agreement on a 5 point Likert scale, (1) strongly disagree (5) strongly agree. This approach provides a thorough understanding of how likely customers are to return to the online store for their future shopping needs.

The variables investigated in this study are described in the Table 1, along with the construct of the questions with their descriptions, measurement scales, and sources.

Table 1

Constructs of the questionnaire

Variables	Description	Measurement	References
Perceived Convenience	<ul style="list-style-type: none"> It was easy to navigate the online store website. I could find what I wanted at the online store without having to look elsewhere. 	7-point Likert-type scale	Saha et al., (2022)

	<ul style="list-style-type: none"> • The online store website provided useful information. • It was easy to get the information at the online store that I needed to make my purchase decision. 		
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Continuation of Table 1

Return Policies	<ul style="list-style-type: none"> • Compared with the return policies of other online stores, this online store return policy is very lenient. • Compared with the return policies of other online stores, this online store return policy is less restrictive. • The return policy at the online store has a very long time before deadline for returns. • The online store return policy makes me feel very convenient. • The online store return policy makes reasonable charge for return cost. 	7-point Likert-type scale	Shao et al., (2021)
Website Quality	<ul style="list-style-type: none"> • Overall, the online store website works very well technically. • Visually, the online store website resembles other websites I think highly of. • The online store website is simple to navigate. • On the online store website, it is easy for me to find the information I want. • The online store website clearly shows how I can contact or communicate with the company. 	5-point Likert-type scale	Mao (2010)

Continuation of Table 1

Security	<ul style="list-style-type: none"> • The online store website implements security measures to protect users. • The online store website usually ensures that transactional information is protected from accidentally being altered or destroyed during a transmission on the Internet. • I feel secure about the electronic payment system of the online store website. • I am willing to use my credit card on the online store website to make a purchase. • I feel safe in making transactions on the online store website. 	7-point Likert-type scale	Bonsón Ponte et al., (2015)
Satisfaction	<ul style="list-style-type: none"> • Compared to other online stores, I am happy with this online store. • The overall feeling I received from the online store was satisfied. • My purchase choice at this online store is the right one. • This online store meets my expectations 	5-point Likert-type scale	DAM et al., (2021)
Perceived Value	<ul style="list-style-type: none"> • The money that I spend on buying online products is well spent. • The old saying: “you get what you pay for” is true for online store. • The set of benefits in online store is compatible with the set of sacrifices/costs incurred. • The price at online store is adequate to what I get for my money. • I consider that the prices at online store expresses the real value of the competing market. 	5-point Likert-type scale	Graciola et al., (2020)

Continuation of Table 1

Brand Image	<ul style="list-style-type: none"> • The online store brand is reliable. • The online store brand is attractive. • The online store brand is pleasing. • The online store brand is a social status symbol. • The online store brand has a good reputation. 	5-point Likert-type scale	Lien et al., (2015)
Trust	<ul style="list-style-type: none"> • Based on my experience with the online store in the past, I know it is honest. • Based on my experience with the online store in the past, I know it cares about buyers. • Based on my experience with the online store in the past, I know it is not opportunistic. • Based on my experience with the online store in the past, I know it provides good service. 	5-point Likert-type scale	Chiu et al., (2013)
Repurchase intentions	<ul style="list-style-type: none"> • I intend to continue to purchase goods from the online store website that I regularly use • I intend to acquire product information from the online store that I regularly use • I intend to recommend the online store that I regularly use to people around me • I intend to use the online store that I regularly use as the priority online store for future purchases • Except for any unanticipated reasons, I intend to continue to use the online store shopping site that I regularly use 	5-point Likert-type scale	Kim et al., (2012)

3.3 Research Sample Size and Structure

This Segment of the methodology chapter includes the basis for the sampling technique, the process of determining sample size, and the specific methods used for data collection. Initially, the study outlines its target population, must be adults (18 years of age or older), capable of independent decision-making and demonstrating purchase intention or decision. To increase the external validity of the study, it was not necessary for the respondents to be from a particular country. However, since the present study is concerned with repurchase behaviour, the participants must have made at least one purchase from any online store. Respondents will be selected through a non-probabilistic convenience sampling approach. Because it is less resource intensive, convenience sampling enables faster data collection, which can be crucial for studies requiring timely results or preliminary data to guide further research (Emerson, 2021). A sample size of 234 participants was determined based on a review of marketing research best practices and the supporting evidence presented in Table 2.

Table 2

Comparable research sampling method

No	Author	Type of questionnaire	Sampling	Number of respondents
1.	Mogea (2022)	Not specified	Non-Probability Sampling	90
2.	Aren et al. (2013)	Online Questionnaire	Non-Probability Sampling	300
3.	Prasojo & Sari (2023)	Not specified	Non-Probability Sampling	100
4.	Adinda & Sari (2023)	Online Questionnaire	Non-Probability Sampling	100
5.	Ali & Bhasin (2019)	Online Questionnaire	Non-Probability Sampling	314
6.	Firmansyah & Ali (2019)	Online Questionnaire	Non-Probability Sampling	180
7.	Zeqiri et al. (2023)	Online Questionnaire	Non-Probability Sampling	298
8.	Wu & Huang (2023)	Online Questionnaire	Non-Probability Sampling	213

Continuation of Table 2

9.	Tri Cuong (2021)	Not specified	Non-Probability Sampling	306
10.	Sullivan & Kim (2018)	Online Questionnaire	Non-Probability Sampling	312
11.	Trivedi & Yadav (2020)	Online Questionnaire	Non-Probability Sampling	309
12.	Prabowo et al. (2024)	Not specified	Non-Probability Sampling	198
13.	Prasetyo et al. (2021)	Not specified	Non-Probability Sampling	310
14.	Pham & Nguyen (2019)	Online Survey	Non-Probability Sampling	254
15.	Nguyen et al. (2020)	Not specified	Non-Probability Sampling	227
Average				234

As the present research used a one-shot case study design experiment, the target population was 234 respondents. Attempts were made to achieve equivalence in terms of age, gender, income levels and products in each survey. Still, only the gender was properly balanced.

4. ANALYSIS OF COLLECTED DATA AND RESULTS OF DIRECT AND INDIRECT DRIVERS IMPACT ON REPURCHASE INTENTION IN PRODUCT TYPES

4.1 Demographic/Psychographic characteristics and reliability of collected data

The survey was conducted from 25th October 2024 to 10th November 2024. In this study, data from a total of 257 respondents was collected via an online questionnaire. After filtering the data in terms of age and previous online buying behaviour, 8 respondents were removed because they didn't fulfil the requirements for age and previous buying experience at online stores. Among the remaining 249 respondents, the number of males was 125, representing 50.2% of the total data, while the number of females was 124, representing 49.8% of the total participants in the survey. Most of the participants were relatively young: 36.5% were aged 18-23, 35.7% fell within the range of 24-29. Most of the participants were Lithuanian or Pakistani: 42.2% were Lithuanian, 18.9% were Pakistani. In order to assess the effect of product type, data from 208 out of the 249 questionnaires were used in the analysis. From the 249 responses received, 70 respondents were from the Electronics & Home Appliance category and 138 respondents were from the Clothing and Fashion category. Other product types were not included in the analysis as they did not receive many responses. Regarding online stores, responses were collected from a variety of platforms, with prominent mentions including Shein, About You, Barбора, Zalando, Zara, Topo Centras, and Sports Direct. The income levels of the respondents were as follows: 7.2% much lower than the average income in their country, 8.4% lower, 12.9% slightly lower, 24.9% average and 26.5% slightly higher than the average income. In the case of online shopping behaviour, 16.9% of the respondents always make their purchases of products in this category from a single store, 30.9% buy from one store most of the time but occasionally from other stores, 34.1% buy from 2-3 stores, while 18.1% shop from 4 or more stores. In terms of age and frequency of buying, it could impact the study results by introducing biases that affect the generalizability. Table 3 illustrates the overall demographics/psychographic, including age, gender, income, nationality, frequency of Buying, Product types and Online stores data of the respondents.

Table 3

Demographic/Psychographic characteristics

		Count	%
Gender	Male	125	50.2 %
	Female	124	49.8 %
Age	18-23	91	36.5 %
	24-29	89	35.7 %
	30-35	41	16.5 %
	36-41	21	8.4 %
	42-47	4	1.6 %
	47 Onwards	3	1.2 %
Income	Much lower than average in my country	18	7.2 %
	Lower than average in my country	21	8.4 %
	Slightly lower than average in my country	32	12.9 %
	My incomes correspond to the average in my country	62	24.9 %
	Slightly higher than average in my country	66	26.5 %
	Higher than average in my country	39	15.6 %
	Much higher than average in my country	11	4.4 %
Nationality	Lithuanian	105	42.2 %
	Pakistani	47	18.9 %
	Indian	24	9.6 %
	Ukrainian	11	4.4 %
	Nigerian	9	3.6 %
	Other's	53	21.3 %
Frequency of Buying	I always buy products in this category only from one and the same online store.	42	16.9 %

	I usually buy products in this category only from one online store, but there are times when I have to buy from other online stores as well.	77	30.9 %
	I buy products in this category from 2-3 online stores.	85	34.1 %
	I buy products in this category from 4 or more online stores.	45	18.1%

Continuation of Table 3

Product Types	Electronics and home appliances	70	28.1 %
	Clothing and Apparel	138	55.4 %
	Others	41	16.5 %
Most used Online Stores	Shein	18	7.2 %
	About You	17	6.8 %
	Barbora	13	5.2 %
	Zalando	12	4.8 %
	Zara	12	4.8 %
	Topo Centras	10	4.0 %
	Sports Direct	9	3.6 %
	Other	158	63.4 %

Further, Cronbach alpha values were further used to test the reliability of the questionnaire. The value of Cronbach's alpha lies between 0 and 1 in the world of scientific literature. A test results with a Cronbach's Alpha value between 0.70 and 0.95, is suitable for further analysis (Kilic, 2016; Peterson, 1994). The construct reliability values are present in the following table 4.

Table 4

Constructs' reliability evaluation based on Cronbach's Alpha

Construct	Reliability Cronbach's α
Perceived Convince	.806
Return Policies	.826
Security	.856

Continuation of Table 4

Website Quality	.795
Satisfaction	.857
Perceived Value	.829
Brand Image	.810
Trust	.851
Repurchase Intentions	.871

The reliability of each construct is falling under the range of acceptable score so no construct was removed for further data analysis.

4.2 Direct and Indirect drivers impact on repurchase intentions testing

- a) *Direct impact of Trust, Satisfaction, Perceived value and Perceived convince on Repurchase intentions and other direct relationships of variables.*

To begin with, first of impact of direct drivers on repurchase intentions and other variables direct relations were analysed using a linear regression model in SPSS. To check further, if the product type moderates the relationship between the direct drivers and repurchase intentions. The moderation analysis was performed using the PROCESS v4.2 by Andrew F. Hayes.

For *H1: Brand Images impact positively on perceived value*. Regression analysis was performed to check the relationship and overall impact between both variables. Table 5a in Annex 2 showed a positive correlation ($r = 0.506$) between both variables. This shows a considerable but not exhaustive impact of Brand Image on Perceived Value. From ANOVA Table 5b in Annex 2, overall significance of the model was calculated, the F-Value of 84.786 and the p-value < 0.001 showed that Brand Image significantly predicts Perceived value. In table 5, Brand Image has a positive unstandardised coefficient ($B = 0.476$) which means that one unit growth in brand image will lead to a growth of 0.476 units in the Perceived Value. The magnitude of the effects is also confirmed by Beta = 0.506 as a standardized coefficient which constitutes a moderately strong positive impact (unlike t-statistics that do not provide information on size). This relationship is highly significant as per both the t-statistic (9.208) and p-value (< 0.001). From this information, we can conclude that the hypothesis H1 is approved.

Table 5

Brand Image impact on perceived value

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.166	.211		10.247	<.001
	Brand image	.476	.052	.506	9.208	<.001

a. Dependent Variable: Perceived Value

Moving further to test *H2: Security has a positive effect on satisfaction in online Stores*. Regression analysis was performed to check the relationship and overall impact between both variables. The table 6a in Annex 2 showed a positive correlation ($r = 0.528$) between Both variables. It indicated a positive moderate relationship and suggested that higher ratings of online store security are associated with a higher Satisfaction. From ANOVA Table 6b in Annex 2, overall significance of the model was calculated, the F-Value of 95.662 and the p-value < 0.001 , showed that Security significantly predicts Satisfaction. Table 6 in Annex 2, Security has a positive unstandardised coefficient ($B = 0.316$) which means that one unit growth in security will lead to a growth of 0.316 units in the Satisfaction. The magnitude of the effects is also confirmed by $Beta = 0.528$ as a standardized coefficient which constitutes a moderately strong positive impact (unlike t-statistics that do not provide information on size). This relationship is highly significant as per both the t-statistic (9.781) and p-value (< 0.001). From this information, we can conclude that the hypothesis H2 is approved.

Table 6

Security impact on satisfaction

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.527	.186		13.550	<.001
	Security	.316	.032	.528	9.781	<.001

a. Dependent Variable: Satisfaction

Moving further to test *H3: Security Positively Influences Customer's Trust in an Online Store*. Regression analysis was performed to check the overall impact of Security on Trust. The Table 7a in Annex 2, showed a positive correlation ($r = 0.537$) between Both variables. It indicated

a positive moderate relationship and suggested that higher ratings of online store security are associated with a higher Satisfaction. This shows a significant but not exhaustive influence of security on Trust. From ANOVA Table 7b in Annex 2, overall significance of the model was calculated, the F-Value of 100.270 and the p-value < 0.001 showed that Security significantly predicts Trust. In table 7, Security has a positive unstandardised coefficient ($B = 0.520$) which means that one unit growth in security will lead to an growth of 0.520 units in Trust. The magnitude of the effects is also confirmed by $Beta = 0.537$ as a standardized coefficient which constitutes a moderately strong positive impact (unlike t-statistics that do not provide information on size). This relationship is highly significant as per both the t-statistic (10.041) and p-value (< 0.001). From this information, we can conclude that the hypothesis H3 is approved.

Table 7

Security impact on Trust

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.621	.299		8.755	<.001
	Security	.520	.052	.537	10.014	<.001

a. Dependent Variable: Trust

To test *H4: The website's quality positively influences e-customer satisfaction*. Regression analysis was performed to check the overall impact between both variables. Here table 8a in Annex 2 shows a positive correlation ($r = 0.685$) between both Variables. This shows a considerable influence of website quality on satisfaction. From ANOVA Table 8b in Annex 2, overall significance of the model was calculated, the F-Value of 218.329 and the p-value < 0.001 showed that Website Quality significantly predicts Satisfaction. In table 8, Website Quality has a positive unstandardised coefficient ($B = 0.684$) which means that one unit growth in Website Quality will lead to an growth of 0.684 units in satisfaction. The magnitude of the effects is also confirmed by $Beta = 0.685$ as a standardized coefficient which constitutes a moderately strong positive impact (unlike t-statistics that do not provide information on size). This relationship is highly significant as per both the t-statistic (14.776) and p-value (< 0.001). From this information, we can conclude that the hypothesis H4 is approved.

Table 8

Website Quality impact on Satisfaction

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.458	.196		7.445
	Website Quality	.684	.046	.685	14.776

a. Dependent Variable: Satisfaction

To analyse *H5: lenient return policies have a positive relationship with satisfaction*. Regression analysis was performed to check overall impact between both variables. Table 9a in Annex 2 showed a positive correlation ($r = 0.443$) between Return policies and Customer satisfaction in an online store. It indicated a moderate positive relationship. The R Square value was .289, this showed a significant but not exhaustive influence of Security on Trust. From ANOVA Table 9b in Annex 2, overall significance of the model was calculated, the F-Value of 60.299 and the p-value < 0.001 showed that the return Policies significantly predict Satisfaction. Table 9 showed that Return Policies have a positive unstandardised coefficient ($B = 0.251$) which means that one unit growth in Return Policies will lead to an growth of 0.251 units in satisfaction. The magnitude of the effects is also confirmed by $Beta = 0.443$ as a standardized coefficient which constitutes a moderate positive influence. This relationship is highly significant as per both the t-statistic (7.765) and p-value (< 0.001). From this information, we can conclude that the hypothesis H5 is approved

Table 9

Return Police's impact on Satisfaction

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.031	.170		17.838
	Return Polices	.251	.032	.443	7.765

a. Dependent Variable: Satisfaction

To analyse *H6: Return policy leniency is positively associated with perceived convenience*. Regression analysis was performed to check the overall impact between Return Policies and Perceived convenience. Table 10a in Annex 2 showed a positive correlation ($r = 0.384$) between Return policies and Perceived Convenience in an online store. It indicated a moderate positive relationship and suggested that higher ratings of Return Policies are associated with a higher level of Perceived Convenience. The R Square value was .147, this showed a significant but not exhaustive influence of Return policies on Perceived Convenience. From ANOVA Table 10b in Annex 2, overall significance of the model was calculated, the F-Value of 42.662 and the p-value < 0.001 showed that the return Policies significantly predict Perceived Convenience. Table 10 showed that, Return Policies have a positive unstandardised coefficient ($B = 0.352$) which means that one unit growth in Return Policies will lead to an growth of 0.352 units in satisfaction. The magnitude of the effects is also confirmed by Beta = 0.384 as a standardized coefficient which constitutes a moderate positive influence. This relationship is highly significant as per both the t-statistic (6.532) and p-value (< 0.001). From this information, we can conclude that the hypothesis H6 is approved.

Table 10

Return Police's impact on perceived convenience

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.948	.283		<.001
	Return Polices	.352	.054	.384	<.001

a. Dependent Variable: Perceived Convenience

To analyse *H7: Perceived value is positively related to satisfaction in online stores*. Regression analysis was performed to check the relationship and overall impact between both variables. Table 11a in annex 2 showed a positive correlation ($r = 0.697$) between Both variables. The R Square value was .486, this showed a significant but not exhaustive influence of Return policies on Perceived Convenience. From ANOVA Table 11b in Annex 2, overall significance of the model was calculated, the F-Value of 233.225 and the p-value < 0.001 showed that the Perceived Value significantly predict Satisfaction. Table 11 showed that, Perceived value has a positive unstandardised coefficient ($B = 0.660$) which means that one unit growth in Perceived value will lead to a growth of 0.660 units in satisfaction. The magnitude of the effects is also confirmed by Beta = 0.697 as a standardized coefficient which constitutes a strong positive

influence. This relationship is highly significant as per both the t-statistic (15.272) and p-value (<0.001). From this information, we can conclude that the hypothesis H7 is approved

Table 11

Perceived value impact on Satisfaction

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.626	.179		9.094	<.001
	Perceived Value	.660	.043	.697	15.272	<.001

a. Dependent Variable: Satisfaction

To analyse *H8: Perceived convenience in online stores is positively related to customer satisfaction*. The Regression analysis was performed to check the relationship and overall impact between perceived convenience on the satisfaction. Table 12a in annex 2 showed a positive correlation ($r = 0.470$) between Perceived Convenience and Satisfaction in an online store. It indicated a moderate positive relationship and suggested that higher ratings of Perceived Convenience are associated with a higher level of Satisfaction. The R Square value was .218, showed a significant but not exhaustive influence of Perceived Convenience on Satisfaction. From ANOVA Table 12b in Annex 2, overall significance of the model was calculated, the F-Value of 70.171 and the p-value < 0.001 showed Perceived Convenience significantly predicts Satisfaction. Table 12 showed that Perceived Convenience has a positive unstandardised coefficient ($B = 0.291$) which means that one unit growth in Perceived Convenience will lead to a growth of 0.291 units in satisfaction. The magnitude of the effects is also confirmed by $Beta = 0.470$ as a standardized coefficient which constitutes a moderate positive influence. This relationship is highly significant as per both the t-statistic (8.377) and p-value (<0.001). From this information, we can conclude that the hypothesis H8 is approved

Table 12

Perceived Convenience Impact on Satisfaction

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.645	.203		13.033	<.001
	Perceived Convenience	.291	.035	.470	8.377	<.001

a. Dependent Variable: Satisfaction

To analyse *H9: There is a positive relationship between perceived convenience and repurchase intentions*. Regression analysis was performed to check overall impact between both variables. Table 13a in annex 2 showed a positive correlation ($r = 0.329$) between Perceived Convenience and Repurchase intentions in an online store. It indicated a weak to moderate positive relationship and suggested that higher ratings of Perceived Convenience are associated with a higher level of Repurchase intentions. The R Square value was .108, it showed a significant but not exhaustive influence of Perceived Convenience on Satisfaction. From ANOVA Table 13b in Annex 2, overall significance of the model was calculated, the F-Value of 30.050 and the p-value < 0.001 showed that Perceived Convenience significantly predicts Satisfaction. Table 13 showed that Perceived Convenience has a positive unstandardised coefficient ($B = 0.225$) which means that one unit growth in Perceived Convenience will lead to an growth of 0.225 units in satisfaction. The magnitude of the effects is also confirmed by Beta = 0.329 as a standardized coefficient which constitutes a moderate positive influence. This relationship is highly significant as per both the t-statistic (5.482) and p-value (< 0.001). From this information, we can conclude that the hypothesis H9 is approved

Table 13

Perceived Convenience Impact on Repurchase Intention's

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2.894	.240		12.044
	Perceived Convenience	.225	.041	.329	5.482

a. Dependent Variable: Repurchase Intentions

To analyse *H10: Customer satisfaction has a positive effect on repurchase intention*. Regression analysis was performed to check the relationship and overall impact between both variables. Table 14a in annex 2 showed a positive correlation ($r = 0.582$) between both variables. It indicated a moderate to strong positive relationship and suggested that higher ratings of Satisfaction are associated with a higher level of Repurchase intentions. The R Square value was .338. From ANOVA Table 14b in Annex 2, overall significance of the model was calculated, the F-Value of 126.382 and the p-value < 0.001 showed that Satisfaction significantly predicts Repurchase intentions. Table 14 showed that, Satisfaction has a positive unstandardised coefficient ($B = 0.644$) which means that one unit growth in Satisfaction will lead to a growth of 0.644 units in Repurchase Intentions. The magnitude of the effects is also confirmed by Beta =

0.582 as a standardised coefficient which constitutes a moderate to strong positive influence. This connection is highly significant as per both the t-statistic (11.242) and p-value (<0.001). From this information, we can conclude that the hypothesis H10 is approved

Table 14

Satisfaction Impact on Repurchase Intention's

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.410	.250		<.001
	Satisfaction	.644	.057	.582	<.001

a. Dependent Variable: Repurchase Intentions

To analyse *H11: Trust is positively related to repurchase intentions in online store*. Regression analysis was performed to check the overall impact between Trust and Repurchase intentions. Table 15a in annex 2 showed a positive correlation ($r = 0.721$) between Both variables. The R Square value was .520, confirmed the strong relationship between both variables is robust and not inflated by overfitting. From ANOVA Table 15b in Annex 2, overall significance of the model was calculated, the F-Value of 268.098 and the p-value < 0.001 showed that Trust significantly predicts Repurchase intentions. Table 15 showed that, Trust has a positive unstandardised coefficient $B = 0.494$ which means that one unit growth in Trust will lead to an growth of 0.494 units in Repurchase Intentions. The magnitude of the effects is also confirmed by $Beta = 0.721$ as a standardised coefficient which constitutes a moderate to strong positive influence. This connection is highly significant as per both the t-statistic (16.374) and p-value (<0.001). From this information, we can conclude that the hypothesis H11 is approved

Table 15

Trust Impact on Repurchase Intention's

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.441	.171		<.001
	Trust	.494	.030	.721	<.001

a. Dependent Variable: Repurchase Intentions

To analyse *H12: Perceived value is positively related to repurchase intentions in online store*. Regression analysis was performed to check overall impact between Perceived value and repurchase intentions. Table 16a showed a positive correlation ($r = 0.584$) between both variables. It indicated a Moderate positive relationship and suggested that higher ratings of Perceived value are associated with a higher level of Repurchase intentions. The R Square value was .338, confirmed a moderate correlation between both variables is robust and not inflated by overfitting. From ANOVA Table 16b in Annex 2, overall significance of the model was calculated, the F-Value of 127.751 and the p-value < 0.001 showed that Perceived Value significantly predicts Repurchase intentions. Table 16 showed that the perceived value has a positive unstandardised coefficient $B = 0.612$ which means that one unit growth in Perceived value will lead to an growth of 0.612 units in Repurchase Intentions. The magnitude of the effects is also confirmed by Beta = 0.584 as a standardised coefficient which constitutes a moderate positive effect. This connection between both variables is highly significant as per both the t-statistic (11.303) and p-value (< 0.001). From this information, we can conclude that the hypothesis H12 is approved.

Table 16

Perceived Value Impact on Repurchase Intention's

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.694	.224		7.566
	Perceived Value	.612	.054	.584	11.303

a. Dependent Variable: Repurchase Intentions

For all moderation analyses, data from 208 respondents out of the total 249 were included. Of these, 70 respondents were from the Electronics & Home Appliance category, while 138 respondents belonged to the Clothing and Fashion category. To analyse *H13: Product type moderates the positive relationship between perceived value and repurchase intentions*. Moderation testing was performed for checking effect of Product type on the connection between the perceived value and repurchase intentions. Table 17 reveals that 36.55% of the variance in the repurchase intentions is being explained by this model ($R^2 = 0.3655$, $F(3, 204) = 39.1779$, $p < .0001$). The results demonstrated that perceived value has a large positive effect on the repurchase intentions with a coefficient of 1.0168 ($p < .0001$). which means that a rise in the perceived value caused a growth in Repurchase intentions. Next, the product type too exhibited a significant positive impact (coefficient = 0.2279, $p = .0101$), which indicated that the differences in the

product type also contributed positively towards the repurchase intentions. Next, the Interaction term between Perceived value and Product type showed a coefficient of -0.2518, and a p-value of .0435, it showed that there is a statistically significant moderation effect of product type between both variables. This moderation was supported by the R² change of 0.0128 ($F(1, 204) = 4.1290$, $p = .0435$), it showed that the inclusion of the interaction term added a small but meaningful improvement to the model's explanatory power. Lastly, significance of slope was to check the conditional impact. it revealed that the effect of perceived value on repurchase intention was significantly higher for Electronics & Home Appliances (Pro_T = 1.0000, effect = 0.7650, $p < .0001$, CI [0.5666, 0.9634]) compared with Clothing & Apparel (Pro_T = 2.0000, effect = 0.5131, $p < .0001$, CI [0.3705, 0.6558]). Looking at the figure 2, the subgroup Electronics & Home Appliances (Pro_T = 1.00) showed a steeper slope, which indicated that as the perceived value grows, the growth in intention to repurchase is seen to rise more rapidly. On the other hand, the subgroup Clothing & Apparel (Pro_T = 2.00) showed relatively a flatter slope, pointing out the weaker positive value impact on repurchase intentions. From this information, we can conclude that the hypothesis H13 is approved.

Table 17

Moderation of Product type on Perceived value and Repurchase intentions relationship

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6046	.3655	.3568	39.1779	3.0000	204.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.7858	.1518	24.9389	.0000	3.4865	4.0851
P.Val_M	1.0168	.2139	4.7544	.0000	.5951	1.4385
Pro_T	.2279	.0878	2.5973	.0101	.0549	.4010
Int_1	-.2518	.1239	-2.0320	.0435	-.4962	-.0075

Product terms key:

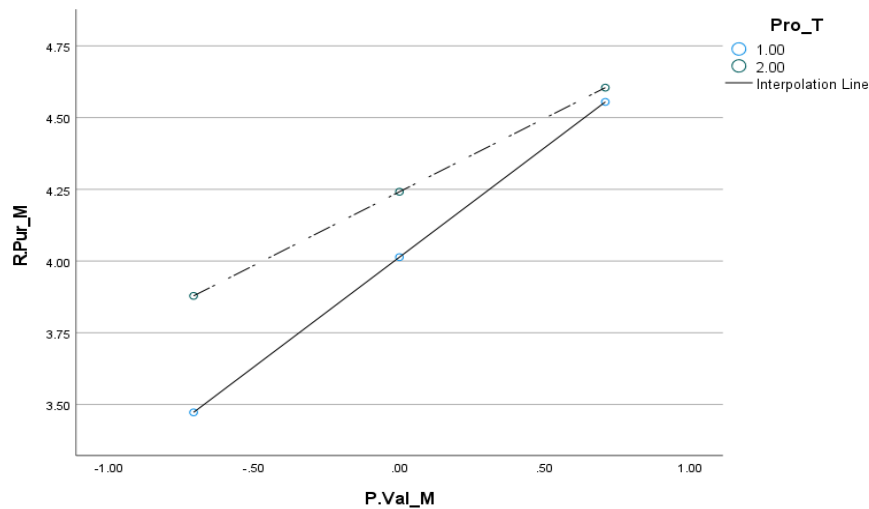
Int_1 : P.Val_M x Pro_T

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0128	4.1290	1.0000	204.0000	.0435

Figure 2

Moderation of Product type on Perceived value and Repurchase intentions relationship



Next, to analyse *H14: Product type moderates the positive relationship between Satisfaction and repurchase intentions*. Moderation analyses were performed to check the effect of Product type on the relationship between Satisfaction and repurchase intentions. Table 18 shows that 38.2% of the variance in the repurchase intentions is being explained by this model ($R^2 = 0.3820$, $F(3, 204) = 42.0255$, $p < .0001$). It showed that the Satisfaction has a significant positive effect on the repurchase intentions with a coefficient of 1.1477 ($p < .0001$), which means that an increase in the Satisfaction caused a rise in Repurchase intentions. On the other hand, the product type also exhibited a positive effect (coefficient = 0.1652, $p = .0246$) but it did not reach statistical significance. Next, the Interaction term between Satisfaction and product type showed a coefficient of -0.3233, with a p-value of 0.0092, showed that there is a statistically significant moderation effect of product type between Satisfaction and repurchase intentions. This moderation was further supported by the R^2 change of 0.0210 ($F(1, 204) = 6.9161$, $p = .0092$), it showed that the inclusion of the interaction term added a small but meaningful improvement to the model's explanatory power. Lastly, significance of slope was to check the conditional impact. it revealed that the effect of Satisfaction on repurchase intention was significantly higher for Electronics & Home Appliances (Pro_T = 1.0000, effect = 0.8244, $p < .0001$, CI [0.6358, 1.0130]) compared with Clothing & Apparel (Pro_T = 2.0000, effect = 0.5011, $p < .0001$, CI [0.3488, 0.6533]). Looking at the figure 3, the subgroup Electronics & Home Appliances (Pro_T = 1.00) showed a steeper slope, which indicated that as the Satisfaction grows, the growth in intention to repurchase is seen to rise more rapidly. On the other hand, the subgroup Clothing & Apparel (Pro_T = 2.00) showed relatively a flatter slope, pointing out the weaker positive value impact on

repurchase intentions. From this information, we can conclude that the hypothesis H14 is approved.

Table 18

Moderation of Product type on Satisfaction and Repurchase intentions relationship

OUTCOME VARIABLE:
R.Pur_M

Model Summary						
	R	R-sq	MSE	F	df1	df2
	.6180	.3820	.3476	42.0255	3.0000	204.0000

Model		coeff	se	t	p	LLCI	ULCI
constant		3.9204	.1511	25.9455	.0000	3.6225	4.2184
Sat_M		1.1477	.2063	5.5631	.0000	.7409	1.5544
Pro_T		.1521	.0872	1.7429	.0829	-.0200	.3241
Int_l		-.3233	.1229	-2.6298	.0092	-.5657	-.0809

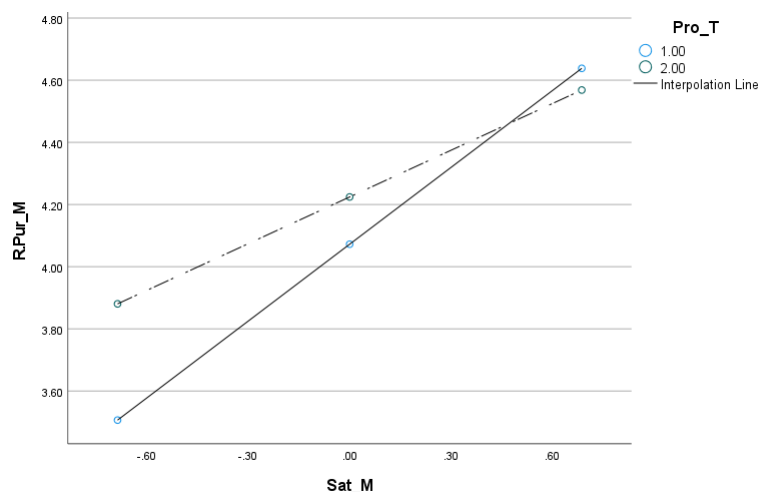
Product terms key:
Int_l : Sat_M x Pro_T

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0210	6.9161	1.0000	204.0000	.0092

Figure 3

Moderation of Product type on Satisfaction and Repurchase intentions relationship



Further, to analyse H15: *Product type moderates the positive relationship between trust and repurchase intentions*. Moderation analyses were performed to check the effect of Product type on the relationship between the Trust and repurchase intentions. Table 19 shows that 56.47% of the variance in the repurchase intentions is being explained by this model ($R^2 = 0.5647$, $F(3,$

204) = 88.2018, $p < .0001$). It showed that the Trust has a significant positive effect on the repurchase intentions with a coefficient of 0.8509 ($p < .0001$), which means that an increase in the Trust caused a rise in Repurchase intentions. On the other hand, the product type also exhibited a significant positive effect (coefficient = 0.1652, $p = .0246$), which indicated that the differences in the product type also contributed positively towards the repurchase intentions. Next, the Interaction term between Trust and product type showed a coefficient of -0.2154, with a p-value of 0.0015, showed that there is a statistically significant moderation effect of product type between perceived value and repurchase intentions. This moderation was further supported by the R^2 change of 0.0221 ($F(1, 204) = 10.3634$, $p = .0015$), it showed that the inclusion of the interaction term added a small but meaningful improvement to the model's explanatory power. Lastly, significance of slope was to check the conditional impact. it revealed that the effect of trust on repurchase intention was significantly higher for Electronics & Home Appliances (Pro_T = 1.0000, effect = 0.6355, $p < .0001$, CI [0.5296, 0.7414]) compared with Clothing & Apparel (Pro_T = 2.0000, effect = 0.4201, $p < .0001$, CI [0.3414, 0.4987]). Looking at the figure 4, the subgroup Electronics & Home Appliances (Pro_T = 1.00) showed a steeper slope, which indicated that as the Trust grows, the growth in intention to repurchase is seen to rise more rapidly. On the other hand, the subgroup Clothing & Apparel (Pro_T = 2.00) showed relatively a flatter slope, pointing out the weaker positive value impact on repurchase intentions. From this information, we can conclude that the hypothesis H15 is approved.

Table 19

Moderation of Product type on Trust and Repurchase intentions relationship

OUTCOME VARIABLE:						
R.Pur_M						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.7514	.5647	.2448	88.2018	3.0000	204.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	3.8956	.1263	30.8509	.0000	3.6467	4.1446
Trust_M	.8509	.1146	7.4244	.0000	.6249	1.0769
Pro_T	.1652	.0729	2.2646	.0246	.0214	.3090
Int_1	-.2154	.0669	-3.2192	.0015	-.3473	-.0835
Product terms key:						
Int_1	:	Trust_M	x	Pro_T		
Test(s) of highest order unconditional interaction(s):						
R2-chng	F	df1	df2	p		
X*W	.0221	10.3634	1.0000	204.0000	.0015	

Figure 4

Moderation of Product type on Trust and Repurchase intentions relationship

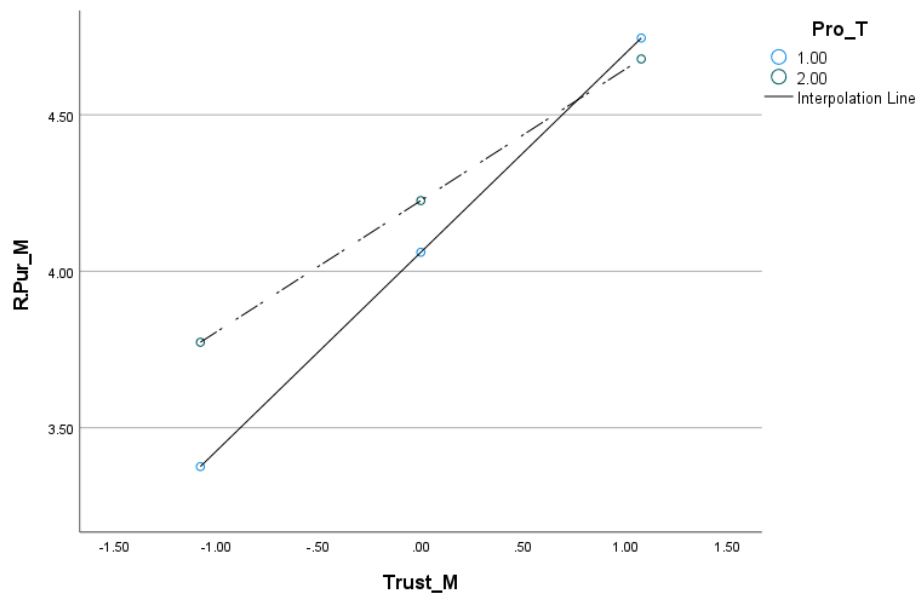


Table 20

Hypotheses analysis results

Hypothesis	Results
H1: Brand Images impact positively on perceived value.	Approved
H2: Security has a positive effect on satisfaction in online platforms.	Approved
H3: Security Positively Influences customer's Trust in an online store.	Approved
H4: The website's quality positively influences e-customer satisfaction.	Approved
H5: lenient return policies have a positive relationship with satisfaction.	Approved
H6: Return policy leniency is positively associated with perceived convenience.	Approved
H7: Perceived value is positively related to satisfaction in online store.	Approved
H8: Perceived convenience in online stores is positively related to customer satisfaction.	Approved
H9: There is a positive relationship between perceived convenience and repurchase intentions.	Approved
H10: Customer satisfaction has a positive effect on repurchase intention.	Approved
H11: Trust is positively related to repurchase intentions in online store.	Approved
H12: Perceived value is positively related to repurchase intentions in online store.	Approved

Continuation of Table 20

H13: Product type moderates the positive relationship between perceived value and repurchase intentions.	Approved
H14: Product type moderates the positive relationship between Satisfaction and repurchase intentions.	Approved
H15: Product type moderates the positive relationship between trust and repurchase intentions.	Approved

b) Additional Analysis to check the Direct/Indirect impact of brand image, Security, Website Quality, Perceived Value, Perceived Convenience and Return policies on Repurchase Intentions.

To explore the impact of Variables Directly/Indirectly on the repurchase intentions. A mediating analysis method was performed using SPSS Process Macro. Firstly, the Mediating analysis was performed to analyse the impact of Brand image on Repurchase intentions, where Perceived value acted as a mediating variable. Firstly, the Direct effect of Brand image on Perceived value was analysed. Table 21a in Annex 2 showed that ($R = .5055$, $R^2 = .2555$, $F(1, 247) = 84.78$, $p < .000$), Brand image has a highly significant and positive impact on Perceived Value with a coefficient of 0.4757. This suggested that the Brand Image explains 25.55% of the variance in Perceived Value. Secondly, the impact of Brand image and Perceived value on Repurchase intentions was analysed. The Results ($R = .7108$, $R^2 = .5053$, $F(2, 246) = 125.61$, $p < .000$) showed that both Brand image and Perceived value have a highly significant and positive impact on Repurchase intentions, with a coefficient of 0.3628. The results of the total effect ($b = .6358$, $SE = .0479$, $t = 13.26$, $p < .0001$) showed that the effects of Brand image on Repurchase intentions are significant, indicating that higher Brand Image is associated with increased Repurchase intentions. Finally, Table 21 shows the direct effect of Brand image on Repurchase intentions ($b=0.4632$, $p<0.0001$) with a confidence interval (LLCI = 0.3623, ULCI = 0.5642) that doesn't cross zero and is significant. The indirect effect of the Brand image via Perceived value on Repurchase intentions ($b=0.1726$, LLCI = 0.0993, ULCI = 0.2566) that doesn't cross zero is significant. This confirmed that Brand Image has both a strong direct impact on Repurchase Intention and an indirect impact via Perceived value.

Table 21

Direct impact of brand image on Repurchase intentions and indirect impact via Perceived value

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****					
Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.6358	.0479	13.2638	.0000	.5414	.7303
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.4632	.0512	9.0406	.0000	.3623	.5642
Indirect effect(s) of X on Y:					
	Effect	BootSE	BootLLCI	BootULCI	
P.Val_M	.1726	.0404	.0962	.2568	

Next, the mediating analysis was performed to analyse the impact of Security on Repurchase intentions, with Trust serving as a mediating variable. Firstly, the Direct relationship of Security at Trust was analysed. The table 22a in annex 2 showed that, ($R = .5373$, $R^2 = .2887$, $F(1, 247) = 100.27$, $p < .000$) the coefficient for Security was 0.5197 and had a statistically significant and positive impact on Trust. This result suggests that Security accounts for 28.87% of the variance in Trust. Secondly, the impact of Security and Trust on Repurchase Intentions was analysed. The Results ($R = .7316$, $R^2 = .5352$, $F(2, 246) = 141.64$, $p < .000$) showed that Security and Trust were significant positive predictors of Repurchase Intentions positive impact on Repurchase intentions. Specifically, Security showed a coefficient of 0.0953, while Trust had a coefficient of 0.4411. The total effect ($b = .3245$, $SE = .0367$, $t = 8.84$, $p < .0001$) indicated that Security notably contributes to higher Repurchase Intentions. Lastly, Table 22 detailed the direct effect of Security on Repurchase Intentions ($b = 0.0953$, $p = 0.0056$) within a confidence interval (LLCI = 0.0281, ULCI = 0.1626), confirming significance. Furthermore, the indirect effect of Security via Trust ($b = 0.2292$, LLCI = 0.1766, ULCI = 0.2908) was also significant. This indicates that Security exerts a direct influence on Repurchase Intentions while simultaneously having a meaningful indirect effect through Trust.

Table 22

Direct impact of Security on Repurchase intentions and indirect impact via Trust

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****					
Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.3245	.0367	8.8351	.0000	.2522	.3969
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.0953	.0341	2.7927	.0056	.0281	.1626
Indirect effect(s) of X on Y:					
	Effect	BootSE	BootLLCI	BootULCI	
Trust_M	.2292	.0294	.1766	.2908	

Further, the mediating analysis was performed to analyse the impact of Security on Repurchase intentions, where Satisfaction acted as a mediating variable. Firstly, the Direct effect of Security on Satisfaction was analysed. Table 23a in Annex 2 showed that ($R = .5284$, $R^2 = .2792$, $F(1, 247) = 95.66$, $p < .000$), Security has a highly significant and positive impact on Satisfaction with a coefficient of 0.3162. This suggested that the Security explains 27.92% of the variance in Satisfaction. Secondly, the impact of Security and Satisfaction on Repurchase Intentions was analysed. The Results ($R = .6203$, $R^2 = .3848$, $F(2, 246) = 76.92$, $p < .000$) showed that both Security and Satisfaction have a highly significant and positive impact on Repurchase intentions. Security had a coefficient of 0.1678, and Satisfaction had a coefficient of 0.4956. The results of the total effect ($b = .3245$, $SE = .0367$, $t = 8.84$, $p < .0001$) showed that the effects of Security on Repurchase intentions are significant, indicating that higher Security is associated with increased Repurchase intentions. Finally, Table 23 shows the direct effect of Security on Repurchase intentions ($b = 0.1678$, $p < 0.0001$) with a confidence interval ($LLCI = 0.0910$, $ULCI = 0.2446$) that doesn't cross zero and is significant. The indirect effect of the Security via Satisfaction on Repurchase intentions ($b = 0.1567$, $LLCI = 0.0910$, $ULCI = 0.2205$) that doesn't cross zero is significant. This confirmed that Security has both a strong direct impact on Repurchase Intention and a significant indirect impact via Satisfaction.

Table 23

Direct impact of Security on Repurchase intentions and indirect impact via Satisfaction

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****					
Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.3245	.0367	8.8351	.0000	.2522	.3969
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.1678	.0390	4.3015	.0000	.0910	.2446
Indirect effect(s) of X on Y:					
Effect	BootSE	BootLLCI	BootULCI		
Sat_M	.1567	.0328	.0910	.2205	

Next, the mediating analysis was performed to analyse the impact of Website Quality on Repurchase intentions, where Satisfaction acted as a mediating variable. Firstly, the Direct effect of Website Quality on Satisfaction was analysed. Table 24a in Annex 2 showed that ($R = .6850$, $R^2 = .4692$, $F(1, 247) = 218.33$, $p < .000$), Website Quality has a highly significant and positive impact on Satisfaction with a coefficient of 0.6844. This suggested that the Website Quality explains 46.92% of the variance in Satisfaction. Secondly, the impact of Website Quality and Satisfaction on Repurchase Intentions was analysed. The Results ($R = .6057$, $R^2 = .3669$, $F(2, 246) = 71.29$, $p < .000$) showed that both Website Quality and Satisfaction have a highly significant and positive impact on Repurchase intentions. Website Quality had a coefficient of 0.2559, and Satisfaction had a coefficient of 0.4683. The results of the total effect ($b = .5764$, $SE = .0600$, $t = 9.60$, $p < .0001$) showed that the effects of Website Quality on Repurchase intentions are significant, indicating that higher Website Quality is associated with increased Repurchase intentions. Finally, Table 24 shows the direct effect of Website Quality on Repurchase intentions ($b = 0.2559$, $p < 0.0001$) with a confidence interval ($LLCI = 0.1043$, $ULCI = 0.4075$) that doesn't cross zero and is significant. The indirect effect of the Website Quality via Satisfaction on Repurchase intentions ($b = 0.3205$, $LLCI = 0.1491$, $ULCI = 0.4816$) that doesn't cross zero is significant. This confirmed that Website Quality has both a strong direct impact on Repurchase Intention and a significant indirect impact via Satisfaction.

Table 24

Direct impact of Website Quality on Repurchase intentions and indirect impact via Satisfaction

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****					
Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.5764	.0600	9.6027	.0000	.4582	.6947
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.2559	.0770	3.3245	.0010	.1043	.4075
Indirect effect(s) of X on Y:					
Effect	BootSE	BootLLCI	BootULCI		
Sat_M	.3205	.0844	.1491	.4816	

Next, the mediating analysis was performed to analyse the impact of the Return Policy on Repurchase intentions, where Satisfaction acted as a mediating variable. Firstly, the Direct effect of Return Policy on Satisfaction was analysed. The table 25a in annex 2 showed that, ($R = .4429$, $R^2 = .1962$, $F(1, 247) = 60.29$, $p < .000$) Return Policy has a highly significant and positive impact on Satisfaction with a coefficient of 0.2513. This suggested that the security explains 19.62% of the variance in Satisfaction. Secondly, the impact of Return Policy and Satisfaction on Repurchase Intentions was analysed. The Results ($R = .6088$, $R^2 = .3707$, $F(2, 246) = 72.44$, $p < .000$) showed that both Return Policy and Satisfaction have a highly significant and positive impact on Repurchase intentions. Return Policy had a coefficient of 0.1256 and Satisfaction had a coefficient of 0.5457. The results of the total effect ($b = .2627$, $SE = .0363$, $t = 7.24$, $p < .0001$) showed that the effects of Return Policy on Repurchase intentions are significant, indicating that higher Return Policy is associated with increased repurchase intentions. Finally, Table 25 shows the direct effect of Return Policy on repurchase intentions ($b=0.1256$, $p<0.0001$) with a confidence interval (LLCI = 0.0559, ULCI = 0.1954) that doesn't cross zero is significant. The indirect effect of the Return Policy via Satisfaction on repurchase intentions ($b=0.1371$, LLCI = 0.0840, ULCI = 0.1880) that doesn't cross zero is significant. This confirmed that Return Policy has both a strong direct impact on Repurchase Intention and a significant indirect impact via Satisfaction.

Table 25

Direct impact of Return Policy on Repurchase intentions and indirect impact via Satisfaction

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****					
Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.2627	.0363	7.2426	.0000	.1913	.3342
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.1256	.0354	3.5468	.0005	.0559	.1954
Indirect effect(s) of X on Y:					
Effect	BootSE	BootLLCI	BootULCI		
Sat_M	.1371	.0266	.0840	.1880	

Next, the mediating analysis was performed to analyse the impact of Return Policy on Repurchase intentions, where Perceived Convenience acted as a mediating variable. Firstly, the Direct effect of Return Policy on Perceived Convenience was analysed. Table 26a in Annex 2 showed that ($R = .3838$, $R^2 = .1473$, $F(1, 247) = 42.66$, $p < .000$), Return Policy has a highly significant and positive impact on Perceived Convenience with a coefficient of 0.3523. This suggested that the Return Policy explains 14.73% of the variance in Perceived Convenience. Secondly, the impact of Return Policy and Perceived Convenience on Repurchase Intentions was analysed. The Results ($R = .4567$, $R^2 = .2086$, $F(2, 246) = 32.41$, $p < .000$) showed that both Return Policy and Perceived Convenience have a highly significant and positive impact on Repurchase intentions. Return Policy had a coefficient of 0.2151, and Perceived Convenience had a coefficient of 0.1353. The results of the total effect ($b = .2627$, $SE = .0363$, $t = 7.24$, $p < .0001$) showed that the effects of Return Policy on Repurchase intentions are significant, indicating that higher Return Policy is associated with increased Repurchase intentions. Finally, Table 26 shows the direct effect of Return Policy on Repurchase intentions ($b = 0.2151$, $p < 0.0001$) with a confidence interval ($LLCI = 0.1391$, $ULCI = 0.2910$) that doesn't cross zero and is significant. The indirect effect of the Return Policy via Perceived Convenience on Repurchase intentions ($b = 0.0477$, $LLCI = 0.0068$, $ULCI = 0.1020$) that doesn't cross zero is significant. This confirmed that Return Policy has both a strong direct impact on Repurchase Intention and a significant indirect impact via Perceived Convenience.

Table 26

Direct impact of Return Policy on Repurchase intentions and indirect impact via Perceived Convenience

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2627	.0363	7.2426	.0000	.1913	.3342

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2151	.0386	5.5776	.0000	.1391	.2910

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
P.Con_M	.0477	.0244	.0068	.1020

Further, the mediating analysis was performed to analyse the impact of Perceived Value on Repurchase intentions, where Satisfaction acted as a mediating variable. Firstly, the Direct effect of Perceived Value on Satisfaction was analysed. Table 27a in Annex 2 showed that ($R = .6969$, $R^2 = .4857$, $F(1, 247) = 233.23$, $p < .000$), Perceived Value has a highly significant and positive impact on Satisfaction with a coefficient of 0.6598. This suggested that the Perceived Value explains 48.57% of the variance in Satisfaction. Secondly, the impact of Perceived Value and Satisfaction on Repurchase Intentions was analysed. The Results ($R = .6327$, $R^2 = .4004$, $F(2, 246) = 82.13$, $p < .000$) showed that both Perceived Value and Satisfaction have a highly significant and positive impact on Repurchase intentions. Perceived Value had a coefficient of 0.3634, and Satisfaction had a coefficient of 0.3763. The results of the total effect ($b = .6116$, $SE = .0541$, $t = 11.30$, $p < .0001$) showed that the effects of Perceived Value on Repurchase Intentions are significant, indicating that higher Perceived Value is associated with increased Repurchase intentions. Finally, Table 27 shows the direct effect of Perceived Value on Repurchase intentions ($b = 0.3634$, $p < 0.0001$) with a confidence interval (LLCI = 0.2213, ULCI = 0.5054) that doesn't cross zero and is significant. The indirect effect of the Perceived Value via Satisfaction on Repurchase intentions ($b = 0.2483$, LLCI = 0.0774, ULCI = 0.4250) that doesn't cross zero is significant. This confirmed that Perceived Value has both a strong direct impact on Repurchase Intention and a significant indirect impact via Satisfaction.

Table 27

Direct impact of Perceived Value on Repurchase intentions and indirect impact via Satisfaction

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
.6116	.0541	11.3027	.0000	.5051	.7182

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.3634	.0721	5.0389	.0000	.2213	.5054

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Sat_M	.2483	.0875	.0774	.4250

Lastly, the mediating analysis was performed to analyse the impact of the Perceived Convenience on Repurchase intentions, where Satisfaction acted as a mediating variable. Firstly, the Direct effect of Perceived Convenience on Satisfaction was analysed. The table 28a in annex 2 showed that, ($R = .474$, $R^2 = .2212$, $F(1, 247) = 70.17$, $p < .000$) Perceived Convenience has a highly significant and positive impact on Satisfaction with a coefficient of 0.2907. This suggested that the Perceived Convenience explains 22.12% of the variance in Satisfaction. Secondly, the impact of Perceived Convenience and Satisfaction on Repurchase Intentions was analysed. The Results ($R = .5852$, $R^2 = .3425$, $F(2, 246) = 64.06$, $p < .000$) showed that Satisfaction has a highly significant and positive impact on Repurchase intentions ($b = 0.6066$, $p < 0.000$). whereas, Perceived Convenience didn't show any direct significant impact on Repurchase intentions ($b = 0.0489$, $p = .2234$). The results of the total effect ($b = .2252$, $SE = .0411$, $t = 5.48$, $p < .0001$) showed that the effects of Perceived Convenience on Repurchase Intentions are significant, indicating that higher Perceived Convenience is associated with increased repurchase intentions. Finally, Table 28 shows the direct effect of Perceived Convenience on repurchase intentions ($b=0.0489$, $p=0.2234$) with a confidence interval (LLCI = -0.0300, ULCI = 0.1278) that crossed zero is not significant. The indirect effect of the Perceived Convenience via Satisfaction on repurchase intentions ($b=0.1763$, LLCI = 0.1077, ULCI = 0.2538) that doesn't cross zero is significant. This confirmed that Perceived Convenience has no significant direct impact on Repurchase Intentions but has a significant indirect impact via Satisfaction.

Table 28

Direct impact of Perceived Convenience on Repurchase intentions and indirect impact via Satisfaction

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****					
Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.2252	.0411	5.4818	.0000	.1443	.3061
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.0489	.0401	1.2205	.2234	-.0300	.1278
Indirect effect(s) of X on Y:					
Effect	BootSE	BootLLCI	BootULCI		
Sat_M	.1763	.0374	.1076	.2559	

c) *Additional Multiple regression analyses to analyse the overall impact on Repurchase intentions and satisfaction.*

To begin with, first the impact of Trust, Satisfaction, Perceived value and Perceived convenience on repurchase intentions was analysed using a multiple regression model in SPSS. According to the model summary in table 29a in annex 2, the R square value of the regression model was (0.572) and it showed that 57.2% variance in the Repurchase intentions was explained by these four direct variables. Further, the adjusted R Square value was (0.565), which further showed that demonstrated that this model is reliable and it successfully explained the sizeable amount of variation in the repurchase intentions. Table 29b in annex 2, the results of ANOVA confirmed that the regression model is statistically significant, with an (F-statistic of 81.613) and a (p-value < 0.001), and it showed that variables significantly predict Repurchase intentions. In residuals statistics table 29c in annex 2 the Cooks Distance value was (0.009), this showed that the regression model was stable and both the overall fit and the predictions of the model are not affected by any significant influential observation. In coefficient table 29, Collinearity Diagnostics the VIF value of all variables were below than 2, which confirmed that there is no issue of multicollinearity in the overall model and all Dependent variables had contributed independently to the Repurchase intentions. Further, the histogram in Figure 5 and normal P-P plots in Figure 6 of residuals also confirmed that all residuals are almost normally distributed and this fulfilled the key assumption in the regression model. The scatterplot further supported the reliability of the model as it didn't show any signs of heteroscedasticity.

First, the impact of Trust on Repurchase intentions was analysed, and the results showed that among all directly impacting variables trust emerged as the most strongest predictor of repurchase intentions. In Table 29, Trust has a positive unstandardised coefficient ($B = 0.369$) which means that one unit increase in Trust will lead to an increase of 0.369 units in Repurchase Intentions. The value of ($\beta = 0.539$) indicated that the higher level of Trust in an online store had a positive impact on the repurchase intentions. This relationship is highly significant as per both the t-statistic (9.895) and p-value (<0.001). Secondly, after Trust the satisfaction emerged as the strongest predictor of the repurchase intentions. Satisfaction has a positive unstandardised coefficient ($B = 0.222$) which means that one unit increase in Trust will lead to an increase of 0.222 units in Repurchase Intentions. The value of ($\beta = 0.201$) indicated that the higher level of Satisfaction in an online store had a positive impact on the repurchase intentions. As per both the t-statistic (3.289) and p-value (<0.001) the relationship proved to be highly significant. Moving further, Perceived Value has a positive unstandardised coefficient ($B = 0.133$) which means that one unit increase in Trust will lead to an increase of 0.133 units in Repurchase Intentions. The Value of ($\beta = 0.127$) indicated that the higher level of perceived value in an online store had a positive impact on the repurchase intentions. However the values of both t-statistic (1.935) and p-value (<0.539) show that the relationship proved to be marginally significant. Lastly, Perceived convenience has a negative unstandardised coefficient ($B = -0.016$), the value of ($\beta = -.023$), the t-statistic (-.457) and p-value (<0.648) confirmed that Perceived convenience doesn't have a positive impact on the repurchase intentions.

In combined effect of all variables, Trust emerged as the strongest predictor of repurchase intentions, followed by the satisfaction. Perceived value also showed the positive relationship but it is marginally significant. More interesting, however, was the outcome that Perceived Convenience had no effect with regard to customers' repurchases within online stores.

Table 29

Trust, Perceived Value, Perceived Convenience and Satisfaction impact on Repurchase intentions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.725	.223		3.246	.001		
	Trust	.369	.037	.539	9.895	<.001	.591	1.693
	Perceived Value	.133	.069	.127	1.935	.054	.406	2.461
	Satisfaction	.222	.067	.201	3.289	.001	.472	2.121
	Perceived Convenience	-.016	.034	-.023	-.457	.648	.701	1.427

a. Dependent Variable: Repurchase Intentions

Now moving further, the impact of Security, Website Quality, Return Policies, Perceived value and Perceived convenience on Satisfaction was analysed using a multiple regression model in SPSS. According to the model summary table 30a in annex 2, the R square value of the regression model was (0.600) and it showed that a 60% variance in Satisfaction was explained by these six variables. Further, the adjusted R Square value was (0.592), which further showed that this model is reliable, and it successfully explained the sizeable amount of variation in the Satisfaction. Table 30b in annex 2, The results of ANOVA confirmed that the regression model is statistically significant, with an (F-statistic of 72.861) and a (p-value < 0.001), and it showed that variables significantly predict Satisfaction. In residuals statistics table 30c in annex 2 the Cooks Distance value was (0.006), this showed that the regression model was stable and both the overall fit and the predictions of the model are not affected by any significant influential observation. In coefficient table 30, Collinearity Diagnostics the VIF value of all variables were below than 2.2, which confirmed that there is no issue of multicollinearity in the overall model and all Dependent variables had contributed independently to the Satisfaction. Further, In the histogram Figure 7 and normal P-P plots Figure 8 of residuals also confirmed that all residuals are almost normally distributed and this fulfilled the key assumption in the regression model. The scatterplot further supported the reliability of the model as it didn't show any signs of heteroscedasticity.

First, the impact of Perceived Value on Satisfaction was analysed, and the results showed that among all directly impacting variables Perceived Value emerged as the most strongest predictor of Satisfaction. In Table 30, Perceived Value has a positive unstandardised coefficient ($B = 0.371$) which means that one unit increase in Perceived Value will lead to an increase of 0.371 units in Satisfaction. The value of ($\beta = 0.392$) indicated that the higher level of Perceived Value in an online store had a positive impact on the Satisfaction. This relationship is highly significant as per both the t-statistic (6.897) and p-value (<0.001). Secondly, after Perceived value, the Website Quality emerged as the strongest predictor of the Satisfaction. Website Quality has a positive unstandardised coefficient ($B = 0.377$) which means that one unit increase in Website Quality will lead to an increase of 0.377 units in Satisfaction. The value of ($\beta = 0.377$) indicated that the higher level of Satisfaction in an online store had a positive impact on the repurchase intentions. As per both the t-statistic (6.398) and p-value (<0.001) the relationship proved to be highly significant. Thirdly, after Website quality, the Security emerged as the strongest predictor of the Satisfaction. Security has a positive unstandardised coefficient ($B = 0.074$) which means that one unit increase in Security will lead to an increase of 0.074 units in Satisfaction. The value of ($\beta = 0.123$) indicated that the higher level of Security in an online store had a positive impact on the Satisfaction. As per both the t-statistic (2.386) and p-value (<0.018) the relationship proved to be highly significant.

Moving further, Return Policies have a positive unstandardised coefficient ($B = 0.030$) which means that one unit increase in Return Policies will lead to an increase of 0.030 units in Satisfaction. However, The Values of ($\beta = 0.052$), t-statistic (1.079) and p-value (<0.282) show that the relationship proved to be not significant. Lastly, Perceived convenience has a negative unstandardised coefficient ($B = -0.025$), the value of ($\beta = -.041$), t-statistic (-.768) and p-value (<0.443) confirmed that Perceived convenience doesn't have a positive impact on the Satisfaction.

In the combined effect of all variables, Perceived Value emerged as the strongest predictor of Satisfaction, followed by the Website quality. Security also showed a positive relationship but its influence was less pronounced. More interesting, however, was the outcome that Perceived Convenience and return Policies had no effect with regard to customers' repurchases within online stores.

Table 30

Security, Website Quality, Return policies, Perceived value and Perceived convenience on Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.809	.191		4.225	<.001		
	Perceived Value	.371	.054	.392	6.897	<.001	.511	1.958
	Perceived Convenience	-.025	.033	-.041	-.768	.443	.580	1.724
	Security	.074	.031	.123	2.386	.018	.619	1.615
	Website Quality	.377	.059	.377	6.398	<.001	.474	2.108
	Return Policies	.030	.027	.052	1.079	.282	.708	1.413

a. Dependent Variable: Satisfaction

4.3 Discussion

The purpose of this study was to investigate the impact of trust, satisfaction, perceived convenience and perceived value on repurchase intention in online stores by type of product, and the moderating role of product type in these relationships. The overall study found that the product types and factors affecting the repurchase intentions in online stores are not significantly different.

In this regard, the hypotheses for this study were developed to not only reflect the objectives of this study but also the findings that have been obtained from other related research. Firstly, in H1 it was observed that brand image effects positively the perceived value in an online store. This result supported the previous studies (Lien et al., 2015; Jeng, 2016) and underscored the importance of brand building for online retailers. Strong brand images act like signals of quality and trustworthiness, hence customers will perceive more value in the products or services offered.

The perceived value increase may justify premium pricing and a greater level of loyalty among customers. Further, in H2 it was discovered that the website security has a positive impact on the satisfaction. This validated the previous studies (Trivedi & Yadav, 2018, 2020; Dewi et al., 2020) and showed that by removing the risks associated with the online transactions, strong security measures enhance a sense of confidence and peace in customers. Which results in higher levels of satisfaction. Next, in H3 the current study analysed and found that the website Security Positively Influences customer's Trust in an online store. It match with prior studies (Zhu et al., 2019; Larasetiati & Ali, 2019), which also predicted that Security plays an important role in the mitigation of risk and enhances the trust level in the customers of an online store. Higher security levels and businesses that effectively communicate their commitment to secure transactions enhance customer trust.

Next, in H4 the effect of website quality on the online line customer satisfaction is measured. Current research found that the website quality positively impacts on the Repurchase intentions of an online store. It is aligned with the previous studies (Shin et al., 2013; Zhou & Jia, 2017) stressing the need for critical attention to the role of design and functionality of a website in enhancing customers' experiences. The user-friendly, appealing site becomes easy to navigate and ensure seamless online transactions, as operationalized by (Hult et al; 2019). The evidence above once more justifies the contention of Aggarwal and Sharma (2018) to the effect that the quality of a website matters in determining first impressions and thereby in promoting customer allegiance. High-quality websites not only satisfy customers' needs but also compel them to revisit and remain loyal for a long time. In H5 and H6, the effect return policies on the satisfaction and Perceived Convenience is measured. The current findings found that there is a positive connection between the Return polices of an online store and the satisfaction level of customers, aligning with prior research. Rintamäki et al. (2021) also found that easy return processes enhance customer satisfaction, while Jones et al. (2023) noted that restrictive policies negatively affect satisfaction. Furthermore, Current study also found that there is a positive connection between return policies and perceived convenience. And it is also aligned with the finding of the former research by Ahmed et al. (2023) who stressed the importance of return policy convenience in driving repurchase intentions, especially in young customers. He showed that lenient return policies are associated with higher satisfaction and convenience.

Moving further, in H7 the influence of perceived value on the satisfaction is measured. Current research found that the Perceived value has a positive effect on the customers satisfaction levels in an online store. This compliments the previous studies, that there is a direct and positive impact of perceived value on the customers satisfaction levels (Calabuig et al., 2014; García-Fernández et al., 2018; Tuncer et al., 2021). Next, in H8 the relationship of perceived convenience

in online stores with customers satisfaction is measured. Current study found that both Perceived convenience and satisfaction are positively connected and perceived convenience has a positive effect on satisfaction. This finding is in linked with former studies that Kaura et al. (2014), established that saving time and effort results in satisfaction, a notion that gained further insight with multiple dimensions of buying convenience by Duarte et al. (2018). They all found that convenience improves satisfaction cited by Dixon et al. (2010), who emphasized that one of the positive effects was reduced effort in acquisition. Studies, including those of Sahai et al. (2020) and Tomar (2024), have supported this notion further by establishing that in a specific context, such as teleshopping and online grocery shopping, convenience significantly influences satisfaction. Moving Forward, the connection between perceived convenience and repurchase intentions is measured. This study found that there is a significant relationship between perceived convenience and repurchase intentions. These outcomes align with the previous study by Pham et al. (2018) which revealed that Multiple dimensions of online shopping convenience directly and positively impact repurchase intention. This finding is further echoed by Zeqiri et al. (2023), accessing that an online shopping environment with convenience induces more repeat purchases. The current research is an addition to these in light of finding that this perceived convenience significantly affects repurchase intentions.

In H10, the influence of customer satisfaction on repurchase intentions is analysed. Current study found that Satisfaction has a significant impact on the repurchase intentions of an online store. Previous studies by Roy Dholakia and Zhao (2010) and Bulut (2015) explored the same behaviour, they found a strong link between both variables. In more recent studies by Pandiangan et al. (2021) and Ginting et al. (2023), this relationship was confirmed once again, demonstrating a direct link between a higher incidence of customers satisfied and the possibility of repurchasing in the future. Further, in H11 the effect of trust on the repurchase intentions is analysed. In this study it was found that Customers trust has a positive influence on the Repurchase intentions in an online store. Trust was first evidenced to affect repurchase behaviour by repeat customers through Jia et al. (2014) and further through Sullivan and Kim (2018), who emphasized trust as one major factor in determining repurchase in e-commerce. The relationship has been tested across different online platforms, including such like Airbnb (Liang et al., 2018) and Shopee (Nabila et al., 2023), signifying the prevailing manner in which trust influences decisions to visit a specific online vendor. Further, in H12 the influence of perceived value and repurchase intentions is analysed. Current study strengthens the argument regarding the fact that perceived value leads to the repurchase intention of the customers of same or similar online stores. Other research by Wu et al. (2014) have shown that perceived value is a determinant which influences the repurchase decision, supported by Hsu et al. (2015), who point to this in the context of online group buying.

Sullivan and Kim (2018) found further confirmation of perceived value as an important predictor of repurchase intention in e-commerce, which was also indicated by Kumar and Kashyap (2022) for online repurchase.

Further, in H13 the influence of Product type as a moderator was analysed on the relationship between perceived value and repurchase intentions. Current study found that the product type has a moderating role, along with the perceived value on the intentions to repurchase products, which is consistent with past study focusing on product type. Xu et al. (2022) showed the similar moderating roles of product type on the connection between both variables. The Current study adds to this knowledge with the finding that positive perception value contributes more to repurchase intention in the case of Electronics & Home Appliances than Clothing & Apparel. Thus, consumers repurchase decisions on electronics and home appliances are more influenced by perceived value than those according to clothing and apparel. Next, in H14 the influence of Product type as a moderator was analysed on the connection between Satisfaction and repurchase intentions. Current study found that the product type has a moderating role, along with the Satisfaction on the intentions to repurchase products, which is consistent with past study focusing on product type. Rezaei et al. (2016) also proved that product type does moderate the relationship between satisfaction and repurchase intention, with experienced goods having a higher moderating effect than search goods. Evidently, this study supports these findings because it shows that the modification of satisfaction into repurchase intention is stronger in the direction of Electronics & Home Appliances as compared to the Clothing & Apparel ones. Lastly, in H15 the influence of Product type as a moderator was analysed on the relationship between Trust and repurchase intentions. Current study found that the product type has a moderating role, along with the Trust on the intentions to repurchase products, which is consistent with past study focusing on product type. In Singh & Srivastava (2018) a stronger moderating condition is considered compared with fashion items when related to durable goods such as electronics, while Rezaei et al. (2016) have established that this moderating aspect varies over intensity among categories of products and most pronounced for search goods.

CONCLUSIONS, SUGGESTIONS AND PRACTICAL IMPLICATIONS OF THE STUDY BASED ON THE ANALYSIS OF RESEARCHED FACTORS

This study has comprehensively examined factors affecting repurchase intentions in an online shopping context with an understanding that it is conative loyalty. This loyalty refers to the mental attitude of a customer towards making another trip to the same store, before actual behaviour. The study reveals trust, satisfaction, and perceived value as the cardinal dimensions and website quality, security and return policies as peripheral dimensions of online buying. The application of a product-type moderation framework enables the authors to provide a more granular view of how these factors differ in strength between product types.

Trust was identified as the most important driver and was found to be the base for all the other identified drivers, contributing extensively to the formation of repurchase intentions. Trust is especially important in online shopping because consumers do not have an option of inspecting the product first-hand, and this is why they turn to website's credibility and legitimacy. Concerns regarding data security, transparent privacy policies and secure payment systems; greatly increasing both trust and satisfaction with reduced likelihood of repeat purchase. This Study further finds that trust matters a lot in product categories such as electronics and home appliances, where customers consider reliability and security due to the high cost and complexity of purchases. Unlike clothing, the trust component for apparel and clothing is more overshadowed but trust is still important.

Further, satisfaction has a direct influence on repurchase intentions. Several factors influence it, and the most important factors are perceived value, website quality and security. The study also determined that perceived value was the strongest predictor of satisfaction, and they all influence the repurchase intentions indirectly, meaning that customers are very happy when they believe they receive more benefits than they pay for. The importance of having competitive price and high quality product to gain customer satisfaction is highlighted by this finding. Furthermore, website quality was found to be one of the most important drivers, as user friendly, pleasing to the eye and functional websites have a major impact in increasing user satisfaction. Security also, has a slightly lower impact, but still plays a role in the satisfaction of the consumers by addressing issues of the safety of the transactions and privacy of information.

Perceived value & perceived convenience influence the repurchase intentions but there influence magnitude varies. In terms of perceived value, it has both direct and indirect influences on the repurchase intentions, but the indirect effect via satisfaction is particularly significant. The customers that receive high value from their purchases are more satisfied, which increases the probability that they will repurchase. However, perceived convenience takes a more underplayed

role. It increases satisfaction but has a limited direct impact on repurchase intentions as compared to trust and satisfaction. Although, it's part of the overall customer experience and indirectly generates repurchase intentions.

The product type domain plays a significant moderating role on the nature and strengths of the relationships between perceived value, satisfaction, trust, and repurchase intentions. Empirical results show that product types significantly moderate all these relationships. The results show that the impact of these factors varies significantly between both Clothing & Apparel and Electronics & Home Appliances product categories. Here, Electronics & Home Appliances shares the aspects of search products, as it is more associated with the functional and rational factors, where the customer can evaluate many attributes (specifications, price, features, reviews) before making a purchase. Clothing and Apparel is associated with experience products, which highlights that emotional and experiential factors play a significant role in the shaping of repurchase intentions of the customers, where customers often need to try, touch, or use the product to fully assess its suitability.

The moderation effect is most prominent in the trust-repurchase intentions relationship. The reason behind that is because trust displays the most differentiation between both product types. Trust becomes a very important factor in nurturing loyalty with respect to Electronics and Home Appliances, as customers usually prioritize security, reliability, and authenticity for high-cost and complex purchases. In contrast, trust still matters for Clothing & Apparels, though not that much, since the style and emotional needs could easily fill the small gap created by less trust. In case of satisfaction-repurchase intentions relationship. Satisfaction's effect on repurchase intentions was more pronounced for Electronics & Home Appliances, areas where reliability and service quality played a decisive role. On the contrary, for Clothing & Apparel, the role has been undercut by personal preferences and trends, which makes the moderation effect between satisfaction and repurchase intentions noticeable but still not as strong as trust. Lastly, in case of perceived value-repurchase intention relationship. Perceived value is an important factor influencing repurchase intentions for Electronics & Home Appliances but tends to be weaker for Clothing & Apparel where experiential and aesthetic factors will usually prevail over the economic and functional ones. Still, in that regard, the distinction between product types is so minor compared to that involving trust and satisfaction.

The analysis revealed that among both direct and indirect influences of various factors on repurchase intentions. Brand image emerged as the most significant direct driver, underlining the importance of a strong brand in fostering loyalty. Website quality and perceived value, while having moderate direct effects, demonstrated a more substantial indirect impact through their influence on satisfaction. Security also exhibited a similar pattern, where its direct impact on

repurchase intentions was moderate, but its role in enhancing trust and satisfaction made it a vital indirect contributor. Perceived convenience played a lesser but notable role. While its direct influence on repurchase intentions was limited, it contributed to the overall customer experience and indirectly influenced repurchase behaviour through satisfaction and other mediating factors.

Recommendations

For the online retailers, this research provides a roadmap of how they can develop customer loyalty. First, the most important issue is to focus on trust and security, especially for the companies which sell valuable or special goods, like electronics, home appliances and so on. This includes increasing security, adopting clear and comprehensible privacy policies as well as offering dependable services to gain the trust of the customers in order to encourage repeat business. Since trust is the strongest predictor of repurchase intentions, these investments will lead to changes in customer loyalty.

Secondly, increasing the customer satisfaction should be a key focus. This can be done by the retailers by providing the consumer a value proposition which is hard to resist; that is the consumer gets the impression that the price they are paying is worth the value they are getting. It is also important to invest in high quality and easy to navigate websites with good aesthetic appeal because quality of the website has a direct impact on satisfaction and indirectly leads to repurchase intentions.

Third, splitting the strategies by the product category is crucial. When it comes to electronics and home appliances, it will be more effective to focus on the functional and rational factors such as trust, perceived value, and reliability. On the other hand, the low involvement products like clothing and apparel should focus on the non-rational factors like emotional and experiential factors including personalization, trends and styles to satisfy the customer needs.

Fourthly creating a robust brand image has direct impact on elements such as perceived value and repurchase intentions. Therefore, retailers should invest a lot in branding initiatives that signal quality and reliability. Lenient return policies further enhance satisfaction and perceived convenience whilst reducing the perceived risks of purchases online. therefore, this thesis offers a clear guide for online retailers to highlighted how trust, satisfaction, perceived value and convenience can be managed and how strategies can be adapted for different product categories to help online retailers succeed in the market.

In future it is recommended to continue doing similar research in order to find more factors which impacts the repurchase intentions in the online store and explore the role of other product types in terms of moderation.

Limitations and future research directions

This research has several limitations, the first is related with the scope of product types. This study only incorporates two categories of products, Electronics & Home Appliances and Clothing & Apparel. Although the current analysis is providing useful insight, still there is a limit of broader applicability on the other product categories, such as grocery products, cosmetics and beauty products, or books may produce difference dynamics in terms of decision-making process and consumer behaviour. Secondly, even though study have examined multiple key factors which contribute towards the repurchase intentions, but it didn't include all possible factors, such as the promotional activities, social influence or type of online stores.

Further, the study has some limitations in terms of data collection, it was on shot case study. This put a limit to the ability to infer the relationship between variables and their long-term effects on the repurchase intentions of an online store. This issue can be catered by using a longitudinal approach by tracking the changes in the consumer behaviour over the time. It can provide more deep understanding of how the key variables like trust, satisfaction and perceived value can evolve and impact the repurchase intentions. Lastly, this study can be affected by biases like social desirability or recall bias as it is totally based on the self-reported data. There is a possibility that respondents may overestimates their trust or satisfaction levels. These potential biases can be removed by the use of objective data, such as actual purchase behaviour, which can complement the self-reported data.

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Tiesioginių ir netiesioginių veiksnių įtaka ketinimui pakartotinai pirkti skirtingų tipų produktus internetinėje parduotuvėje

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SANTRAUKA

123 puslapiai, 30 lentelių, 4 paveikslai, 161 literatūros šaltiniai.

Pagrindinis šio magistro darbo tikslas – ištirti tiesioginių ir netiesioginių veiksnių įtaką klientų ketinimams pakartotinai pirkti internetu ir įvertinti šių veiksnių variaciją skirtingose produktų kategorijose. Be to, tyrimas siekia pateikti praktinių įžvalgų interneto mažmenininkams, kurie nori pagerinti klientų išlaikymo strategijas.

Magistro darbas suskirstytas į tris pagrindinius komponentus: literatūros analizę, tyrimo metodiką ir jos rezultatus bei baigiamąją dalį, apimančią praktines rekomendacijas. Literatūros analizėje nagrinėjamas ryšys tarp pagrindinių konstrukcijų, tokių kaip pasitikėjimas, pasitenkinimas, suvokiamas patogumas ir suvokiamo vertės bei pakartotinio pirkimo ketinimų, remiantis Lūkesčių patvirtinimo teorija (Expectancy-Confirmation Theory, ECT). ECT tarnauja kaip pagrindinė perspektyva, padedanti suprasti, kaip išankstinių lūkesčių patvirtinimas daro įtaką pasitenkinimui ir vėlesniam pakartotiniam pirkimo elgesiui. Be to, analizėje nagrinėjami netiesioginiai veiksniai, darantys įtaką klientų pakartotinio pirkimo ketinimams, tokie kaip prekės ženklo įvaizdis, svetainės saugumas, grąžinimo politika ir svetainės kokybė. Taip pat literatūroje atsižvelgiama į moderuojantį produktų tipų poveikį jų vartojimo internete elgsenai – pavyzdžiui, lyginant Elektronikos ir buitinės technikos prekes su Drabužiais ir apranga.

Atlikus literatūros apžvalgą, autorius tyrė veiksnius, lemiančius ketinimus pakartotinai pirkti, bei jų ryšį su produktų tipais. Šie duomenys buvo renkama per struktūrizuotą anketą, išplatintą internetiniams pirkėjams. Gautos atsakymus buvo atlikta statistinė analizė, kurios metu atliktas patikimumo vertinimas ir hipotezių testavimas. Naudotos tokios technikos kaip Cronbacho Alfa, siekiant įvertinti Likerto skalės elementų vidinį nuoseklumą, užtikrinant patikimumą, viršijant nustatytą 0,7 ribą. Be to, buvo analizuojamas produktų tipo moderuojantis vaidmuo, tiriant elgesio

skirtumus tarp paieškos prekių (pavyzdžiui, elektronikos) ir patirties prekių (pavyzdžiui, drabužių).

Tyrimas parodė, kad pasitikėjimas, pasitenkinimas, suvokiamas patogumas ir suvokiamas vertė turi didelę įtaką ketinimams pakartotinai pirkti internetu. Šių veiksnių sąveiką moderuoja produktų kategorija, išskiriant elektroniką ir buitinę techniką nuo drabužių ir aprangos. Elektronikai ir buitei technikai didelę įtaką turi pasitikėjimas ir pasitenkinimas, nes jos yra susijusios su didesne suvokiama rizika ir didesniu patikimumo poreikiu. Drabužiams ir aprangai pasitikėjimas išlieka svarbus, tačiau asmeninis stilius ir pasirinkimai turi didesnę įtaką ketinimams pakartotinai pirkti. Suvokiamas vertė taip pat priklauso nuo produkto tipo; jis vaidina svarbesnį vaidmenį drabužiams ir aprangai dėl pridėtinės emocinės ir socialinės vertės, susijusios su šiais produktais.

Išvadas ir rekomendacijas apibendrinanti dalis apžvelgia pagrindinius tyrimo rezultatus ir pateikia praktines strategijas internetiniams mažmenininkams. Tai apima svetainės naudojimo patogumo gerinimą, saugumo stiprinimą ir metodų pritaikymą pagal produkto tipą, kad būtų pasiekti maksimalūs klientų ketinimai pakartotinai pirkti. Autorius mano, kad šio tyrimo rezultatai gali būti svarbūs elektroninės komercijos platformoms, siekiančioms išlaikyti vartotojus ir palaikyti augimą. Pagrindinis šio magistro darbo tikslas yra ištirti tiesioginių ir netiesioginių veiksnių įtaką klientų ketinimams pakartotinai pirkti internetu ir analizuoti, kaip šie veiksniai skiriasi priklausomai nuo produktų kategorijos. Be to, tyrimas siekia pateikti praktines rekomendacijas, padedančias interneto mažmenininkams pagerinti klientų išlaikymo strategijas.

INFLUENCE OF DIRECT AND INDIRECT DRIVERS ON INTENTION TO REPURCHASE PRODUCTS OF DIFFERENT TYPES AT ONLINE STORE.

Umar FAROOQ

Master Thesis

Marketing and integrated Communications Master Programme

Faculty of Economics and Business Administration, Vilnius University

Supervisor prof. Prof. Dr. V. Dikčius , Vilnius, 2025

SUMMARY

123 pages, 30 tables, 4 figures, 161 references.

The primary objective of this master's thesis is to investigate the influence of direct and indirect factors on customer repurchase intentions within the context of online retail, and to assess the variance of these effects across diverse product categories. Furthermore, the study aims to furnish practical insights for online retailers seeking to enhance customer retention.

The master's thesis is structured into three principal components: a literature analysis, the research methodology and its resultant findings, and a concluding section encompassing practical recommendations. The literature analysis explores the relationship between core constructs such as trust, satisfaction, perceived convenience, and perceived value and repurchase intentions, all within the framework of Expectancy-Confirmation Theory (ECT). ECT serves as a foundational lens to understand how the confirmation of pre-purchase expectations influences satisfaction and subsequent repurchase behaviour. Apart from that, the analysis incorporates indirect elements affecting customer repurchase intentions such as the image of the brand, website security, return policies, and quality of the website. Furthermore, the literature considers the moderating effects of types of products on their online consuming behaviour-for example, between Electronics & Home Appliances and Clothing & Apparel.

After carrying out the literature survey, the author researched the factors determining repurchase intentions as well as their relationship with product types. This data will be collected through a structured questionnaire distributed to online shoppers. The responses thus obtained underwent statistical analysis whereby reliability assessment and hypothesis testing were then used on the data derived. Techniques such as Cronbach's Alpha were utilized to evaluate the internal consistency of Likert-scale items, ensuring reliability above the established threshold of 0.7.

Moreover, the moderating role of product type was analysed, investigating behavioural differences between search goods (for instance, electronics) and experience goods (for instance, clothing).

The study showed that trust, satisfaction, perceived convenience, and perceived value significantly affect online repurchase intentions. The interaction of these factors is moderated by product category, distinguishing Electronics & Home Appliances from Clothing & Apparel. Electronics & Home Appliances are significantly influenced by trust and satisfaction because they feature more perceived risk and are extensively dependent on reliability. For Clothing & Apparel, trust remains important, but personal style and preferences have a larger influence on repurchase intentions. Perceived value is also influenced by product type; it plays a more significant role in Clothing & Apparel due to the added emotional and social value attached to these items.

The conclusions and recommendations section synthesizes the key findings of the research and offers practical strategies for online retailers. These include improving the usability of the website, improving the security, and adjusting the method for the type of the product for the maximum customer repurchase intention. The author believes that the findings from this study can prove to be important for e-commerce platforms in consumer retention and sustain the growth. The primary objective of this master's thesis is to investigate the influence of both direct and indirect factors on customers' intentions to repurchase products from online retailers and to analyse how these effects vary across different product categories. Furthermore, the study seeks to offer practical recommendations to assist online retailers in enhancing customer retention strategies.

ANNEXES

Annex 1

Questionnaire Development

My name is Umar Farooq, I am a Marketing and integrated communication Master's programme Student at Vilnius University. Through this research, I aim to analyse the impact of Product types on Repurchase intentions for my Master's Thesis. The questionnaire contains 11 Question blocks and will take 12-14 minutes to complete. I value your valuable input to me considerably and immensely. I guarantee that the data collected, and the results obtained, will be used only for research. I shall respect your privacy and follow high standards of research ethics. If you are feeling any concern, you can contact me Via email:

umar.farooq@evaf.stud.vu.lt

Thank you for your participation and input in my research

1. Have you ever purchased product from online store?
 - Yes
 - No (If no then kindly quit the survey)
2. Which category of products do you prefer to buy most often from online stores?
 - Home appliances
 - Electronics (Mobile Phones, Tablets etc.)
 - Clothing and Apparel
 - Bakery and Food Items
 - Grocery Products
 - Footwears
 - Fashion Products
 - Others
3. Choose one answer option that best describes your behaviour when buying products of the selected category in online stores.
 - I always buy products in this category only from one and the same online store.
 - I usually buy products in this category only from one online store, but there are times when I have to buy from other online stores as well.
 - I buy products in this category from 2-3 online stores.
 - I buy products in this category from 4 or more online stores.
4. Please write the name of the online store you prefer for making purchases. _____

5. Rate your level of agreement with the statements regarding the Convenience you perceive in your preferred Online Store, where 1 – Strongly disagree, 7 – Strongly agree:

7-point Likert type scale; reference - Saha et al., (2022)

	1- Strongly Disagree	2	3	4	5	6	7- Strongly Agree
It was easy to navigate the online store website.							
I could find what I wanted at the online store without having to look elsewhere.							
The online store website provided useful information.							
It was easy to get the information at the online store that I needed to make my purchase decision.							

6. Rate your level of agreement with the statements regarding the Return Policies of your preferred Online Store, where 1 – Strongly disagree, 7 – Strongly agree:

7-point Likert type scale; reference - Shao et al., (2021)

	1- Strongly Disagree	2	3	4	5	6	7- Strongly Agree
Compared with the return policies of other online stores, this online store return policy is very lenient.							
Compared with the return policies of other online stores, this online store return policy is less restrictive.							
The return policy at the online store has a very							

long time before deadline for returns.							
The online store return policy makes me feel very convenient.							
The online store return policy makes reasonable charge for return cost.							

7. Rate your level of agreement with the statements regarding the Security of your preferred Online Store, where 1 – Strongly disagree, 7 – Strongly agree:

7-point Likert type scale; reference – Bonsón Ponte et al., (2015)

	1- Strongly Disagree	2	3	4	5	6	7- Strongly Agree
The online store website implements security measures to protect users.							
The online store website usually ensures that transactional information is protected from accidentally being altered or destroyed during a transmission on the Internet.							
I feel secure about the electronic payment system of the online store website.							
I am willing to use my credit card on the online store website to make a purchase.							
I feel safe in making transactions on the online store website.							

8. Rate your level of agreement with the statements regarding the website quality of your preferred Online Store, where 1 – Strongly disagree, 5 – Strongly agree:

5-point Likert type scale; reference – Mao (2010)

	1- Strongly Disagree	2	3	4	5- Strongly Agree
Overall, the online store website works very well technically.					

Visually, the online store website resembles other websites I think highly of.					
The online store website is simple to navigate.					
On the online store website, it is easy for me to find the information I want.					
The online store website clearly shows how I can contact or communicate with the company.					

9. Rate your level of agreement with the statements regarding your Satisfaction with your preferred Online Store, where 1 – completely disagree, 5 – completely agree:

5-point Likert type scale; reference – DAM et al., (2021)

	1- Completely Disagree	2	3	4	5- Completely Agree
Compared to other online stores, I am happy with this online store.					
The overall feeling I received from the online store was satisfied.					
My purchase choice at this online store is the right one.					
This online store meets my expectations					

10. Rate your level of agreement with the statements regarding the Value you perceive in your preferred Online Store, where 1 – Strongly disagree, 5 – Strongly agree:

5-point Likert type scale; reference – Graciola et al., (2020)

	1- Strongly Disagree	2	3	4	5- Strongly Agree
The money I spend at online store is well spent.					
The old saying: “you get what you pay for” is true for online store.					
The set of benefits in online store is compatible with the set of sacrifices/costs incurred.					
The price at online store is adequate to what I get for my money.					

I consider that the prices at online store expresses the real value of the competing market.					
--	--	--	--	--	--

11. Rate your level of agreement with the statements regarding the Brand Image of your preferred Online Store, where 1 – Strongly disagree, 5 – Strongly agree:

5-point Likert type scale; reference –Lien et al., (2015)

	1- Strongly Disagree	2	3	4	5- Strongly Agree
The online store brand is reliable.					
The online store brand is attractive.					
The online store brand is pleasing.					
The online store brand is a social status symbol.					
The online store brand has a good reputation.					

12. Rate your level of agreement with the statements regarding the Trust on your preferred Online Store, where 1 – Strongly disagree, 7 – Strongly agree:

5-point Likert type scale; reference – Chiu et al., (2013)

	1- Strongly Disagree	2	3	4	5	6	7- Strongly Agree
Based on my experience with the online store in the past, I know it is honest.							
Based on my experience with the online store in the past, I know it cares about buyers.							
Based on my experience with the online store in the past, I know it is not opportunistic.							
Based on my experience with the online store in the past, I know it provides good service.							

13. Rate your level of agreement with the statements regarding the intention to repurchase on your preferred Online Store, where 1 – Strongly disagree, 5 – Strongly agree:

5-point Likert type scale; reference – Kim et al., (2012)

	1- Strongly Disagree	2	3	4	5- Strongly Agree
I intend to continue to purchase goods from the online store website that I regularly use					
I intend to acquire product information from the online store that I regularly use					
I intend to recommend the online store that I regularly use to people around me					
I intend to use the online store that I regularly use as the priority online store for future purchases					
Except for any unanticipated reasons, I intend to continue to use the online store shopping site that I regularly use					

14. Please choose your gender

- Female
- Male

15. Please write your Age: _____

16. Please write your Nationality: _____

17. Please choose one answer that best describes your average monthly income after taxes.

- Much lower than average in my country
- Lower than average in my country
- Slightly lower than average in my country
- My incomes correspond to the average in my country
- Slightly higher than average in my country
- Higher than average in my country
- Much higher than average in my country

Annex 2

Additional Tables and Figures

Table 5a

Brand Image impact on perceived value

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 ^a	.256	.253	.6018

a. Predictors: (Constant), Brand image

Table 5b

Brand Image impact on perceived value

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.703	1	30.703	84.786	<.001 ^b
	Residual	89.443	247	.362		
	Total	120.146	248			

a. Dependent Variable: Perceived Value

b. Predictors: (Constant), Brand image

Table 6a

Security impact on satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.279	.276	.5606

a. Predictors: (Constant), Security

Table 6b

Security impact on satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.063	1	30.063	95.662	<.001 ^b
	Residual	77.623	247	.314		
	Total	107.686	248			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Security

Table 7a

Security impact on Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537 ^a	.289	.286	.8998

a. Predictors: (Constant), Security

Table 7b

Security impact on Trust

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.191	1	81.191	100.270	<.001 ^b
	Residual	200.001	247	.810		
	Total	281.191	248			

a. Dependent Variable: Trust

b. Predictors: (Constant), Security

Table 8a

Website Quality impact on Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.469	.467	.4811

a. Predictors: (Constant), Website Quality

Table 8b

Website Quality impact on Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.525	1	50.525	218.329	<.001 ^b
	Residual	57.160	247	.231		
	Total	107.686	248			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Website Quality

Table 9a

Return Police's impact on Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.443 ^a	.196	.193	.5920

a. Predictors: (Constant), Return Polices

Table 9b

Return Police's impact on Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.127	1	21.127	60.288	<.001 ^b
	Residual	86.558	247	.350		
	Total	107.686	248			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Return Polices

Table 10a

Return Police's impact on perceived convenience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384 ^a	.147	.144	.9867

a. Predictors: (Constant), Return Polices

Table 10b

Return Police's impact on perceived convenience

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.533	1	41.533	42.662	<.001 ^b
	Residual	240.466	247	.974		
	Total	281.999	248			

a. Dependent Variable: Perceived Convenience

b. Predictors: (Constant), Return Polices

Table 11a

Perceived value impact on Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.486	.484	.4735

a. Predictors: (Constant), Perceived Value

Table 11b

Perceived value impact on Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.298	1	52.298	233.225	<.001 ^b
	Residual	55.387	247	.224		
	Total	107.686	248			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Perceived Value

Table 12a

Perceived Convenience Impact on Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.470 ^a	.221	.218	.5827

a. Predictors: (Constant), Perceived Convenience

Table 12b

Perceived Convenience Impact on Satisfaction

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.824	1	23.824	70.171	<.001 ^b
	Residual	83.861	247	.340		
	Total	107.686	248			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Perceived Convenience

Table 13a

Perceived Convenience Impact on Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 ^a	.108	.105	.6899

a. Predictors: (Constant), Perceived Convenience

Table 13b

Perceived Convenience Impact on Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.301	1	14.301	30.050	<.001 ^b
	Residual	117.552	247	.476		
	Total	131.853	248			

a. Dependent Variable: Repurchase Intentions

b. Predictors: (Constant), Perceived Convenience

Table 14a

Perceived Convenience Impact on Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 ^a	.338	.336	.5942

a. Predictors: (Constant), Satisfaction

Table 14b

Perceived Convenience Impact on Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.629	1	44.629	126.382	<.001 ^b
	Residual	87.224	247	.353		
	Total	131.853	248			

a. Dependent Variable: Repurchase Intentions

b. Predictors: (Constant), Satisfaction

Table 15a

Perceived Convenience Impact on Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.520	.519	.5059

a. Predictors: (Constant), Trust

Table 15b

Perceived Convenience Impact on Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.627	1	68.627	268.098	<.001 ^b
	Residual	63.226	247	.256		
	Total	131.853	248			

a. Dependent Variable: Repurchase Intentions
b. Predictors: (Constant), Trust

Table 16a

Perceived Convenience Impact on Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.341	.338	.5932

a. Predictors: (Constant), Perceived Value

Table 16b

Perceived Convenience Impact on Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.948	1	44.948	127.751	<.001 ^b
	Residual	86.905	247	.352		
	Total	131.853	248			

a. Dependent Variable: Repurchase Intentions
b. Predictors: (Constant), Perceived Value

Table 21a

Direct impact of brand image on Repurchase intentions and indirect impact via Perceived value

OUTCOME VARIABLE:

P.Val_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5055	.2555	.3621	84.7861	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.1655	.2113	10.2472	.0000	1.7493	2.5818
B.Img_M	.4757	.0517	9.2079	.0000	.3740	.5775

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7108	.5053	.2652	125.6190	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8457	.2159	3.9175	.0001	.4205	1.2709
B.Img_M	.4632	.0512	9.0406	.0000	.3623	.5642
P.Val_M	.3628	.0544	6.6633	.0000	.2556	.4701

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6450	.4160	.3118	175.9273	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.6314	.1961	8.3198	.0000	1.2452	2.0176
B.Img_M	.6358	.0479	13.2638	.0000	.5414	.7303

Table 22a

Direct impact of Security on Repurchase intentions and indirect impact via Trust

OUTCOME VARIABLE:

Trust_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5373	.2887	.8097	100.2702	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.6208	.2993	8.7555	.0000	2.0312	3.2104
Secu_M	.5197	.0519	10.0135	.0000	.4175	.6219

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7316	.5352	.2491	141.6385	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.1961	.1901	6.2934	.0000	.8218	1.5705
Secu_M	.0953	.0341	2.7927	.0056	.0281	.1626
Trust_M	.4411	.0353	12.4971	.0000	.3715	.5106

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4900	.2401	.4056	78.0591	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.3520	.2119	11.1018	.0000	1.9347	2.7693
Secu_M	.3245	.0367	8.8351	.0000	.2522	.3969

Table 23a

Direct impact of Security on Repurchase intentions and indirect impact via Satisfaction

OUTCOME VARIABLE:

Sat_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5284	.2792	.3143	95.6623	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.5268	.1865	13.5498	.0000	2.1595	2.8941
Secu_M	.3162	.0323	9.7807	.0000	.2526	.3799

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6203	.3848	.3298	76.9203	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0997	.2522	4.3601	.0000	.6029	1.5965
Secu_M	.1678	.0390	4.3015	.0000	.0910	.2446
Sat_M	.4956	.0652	7.6042	.0000	.3673	.6240

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4900	.2401	.4056	78.0591	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.3520	.2119	11.1018	.0000	1.9347	2.7693
Secu_M	.3245	.0367	8.8351	.0000	.2522	.3969

Table 24a

Direct impact of Website Quality on Repurchase intentions and indirect impact via Satisfaction

OUTCOME VARIABLE:

Sat_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6850	.4692	.2314	218.3294	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.4583	.1959	7.4448	.0000	1.0725	1.8441
W.Qlt_M	.6844	.0463	14.7760	.0000	.5932	.7756

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6057	.3669	.3393	71.2886	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0986	.2625	4.1859	.0000	.5817	1.6155
W.Qlt_M	.2559	.0770	3.3245	.0010	.1043	.4075
Sat_M	.4683	.0770	6.0783	.0000	.3166	.6201

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5214	.2718	.3887	92.2120	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.7815	.2539	7.0178	.0000	1.2815	2.2815
W.Qlt_M	.5764	.0600	9.6027	.0000	.4582	.6947

Table 25a

Direct impact of Return Policy on Repurchase intentions and indirect impact via Satisfaction

OUTCOME VARIABLE:

Sat_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4429	.1962	.3504	60.2885	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.0306	.1699	17.8379	.0000	2.6960	3.3653
R.Poli_M	.2513	.0324	7.7646	.0000	.1875	.3150

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6088	.3707	.3373	72.4430	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.1905	.2521	4.7214	.0000	.6938	1.6871
R.Poli_M	.1256	.0354	3.5468	.0005	.0559	.1954
Sat_M	.5457	.0624	8.7415	.0000	.4227	.6687

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4185	.1752	.4403	52.4557	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.8443	.1904	14.9352	.0000	2.4692	3.2194
R.Poli_M	.2627	.0363	7.2426	.0000	.1913	.3342

Table 26a

Direct impact of Return Policy on Repurchase intentions and indirect impact via Perceived Convenience

OUTCOME VARIABLE:

P.Con_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3838	.1473	.9735	42.6615	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.9480	.2832	13.9418	.0000	3.3903	4.5058
R.Poli_M	.3523	.0539	6.5316	.0000	.2461	.4585

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4567	.2086	.4242	32.4113	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.3102	.2499	9.2451	.0000	1.8180	2.8023
R.Poli_M	.2151	.0386	5.5776	.0000	.1391	.2910
P.Con_M	.1353	.0420	3.2211	.0014	.0526	.2180

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4185	.1752	.4403	52.4557	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.8443	.1904	14.9352	.0000	2.4692	3.2194
R.Poli_M	.2627	.0363	7.2426	.0000	.1913	.3342

Table 27a

Direct impact of Perceived Value on Repurchase intentions and indirect impact via Satisfaction

OUTCOME VARIABLE:

Sat_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6969	.4857	.2242	233.2254	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.6257	.1788	9.0935	.0000	1.2736	1.9779
P.Val_M	.6598	.0432	15.2717	.0000	.5747	.7449

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6327	.4004	.3214	82.1262	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0826	.2473	4.3781	.0000	.5956	1.5697
P.Val_M	.3634	.0721	5.0389	.0000	.2213	.5054
Sat_M	.3763	.0762	4.9396	.0000	.2262	.5263

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5839	.3409	.3518	127.7507	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.6943	.2239	7.5659	.0000	1.2533	2.1354
P.Val_M	.6116	.0541	11.3027	.0000	.5051	.7182

Table 28a

Direct impact of Perceived Convenience on Repurchase intentions and indirect impact via Satisfaction

OUTCOME VARIABLE:

Sat_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4704	.2212	.3395	70.1713	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.6454	.2030	13.0332	.0000	2.2456	3.0452
P.Con_M	.2907	.0347	8.3768	.0000	.2223	.3590

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5852	.3425	.3524	64.0609	2.0000	246.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.2897	.2687	4.8005	.0000	.7605	1.8188
P.Con_M	.0489	.0401	1.2205	.2234	-.0300	.1278
Sat_M	.6066	.0648	9.3565	.0000	.4789	.7342

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

R.Pur_M

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3293	.1085	.4759	30.0496	1.0000	247.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.8942	.2403	12.0438	.0000	2.4209	3.3675
P.Con_M	.2252	.0411	5.4818	.0000	.1443	.3061

Table 29a

Trust, Perceived Value, Perceived Convenience and Satisfaction impact on Repurchase intentions

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.572	.565	.4808

a. Predictors: (Constant), Perceived Convenience, Trust, Satisfaction, Perceived Value

b. Dependent Variable: Repurchase Intentions

Table 29b

Trust, Perceived Value, Perceived Convenience and Satisfaction impact on Repurchase intentions

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.455	4	18.864	81.613	<.001 ^b
	Residual	56.397	244	.231		
	Total	131.853	248			

a. Dependent Variable: Repurchase Intentions

b. Predictors: (Constant), Perceived Convenience, Trust, Satisfaction, Perceived Value

Table 29c

Trust, Perceived Value, Perceived Convenience and Satisfaction impact on Repurchase intentions

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.092	5.042	4.190	.5516	249
Std. Predicted Value	-3.803	1.545	.000	1.000	249
Standard Error of Predicted Value	.032	.196	.063	.026	249
Adjusted Predicted Value	2.172	5.050	4.189	.5542	249
Residual	-1.8592	1.8715	.0000	.4769	249
Std. Residual	-3.867	3.893	.000	.992	249
Stud. Residual	-3.963	4.262	.000	1.012	249
Deleted Residual	-1.9528	2.2429	.0004	.4966	249
Stud. Deleted Residual	-4.089	4.421	-.001	1.023	249
Mahal. Distance	.096	40.075	3.984	5.456	249
Cook's Distance	.000	.721	.009	.049	249
Centered Leverage Value	.000	.162	.016	.022	249

a. Dependent Variable: Repurchase Intentions

Figure 5

Trust, Perceived Value, Perceived Convenience and Satisfaction impact on Repurchase intentions

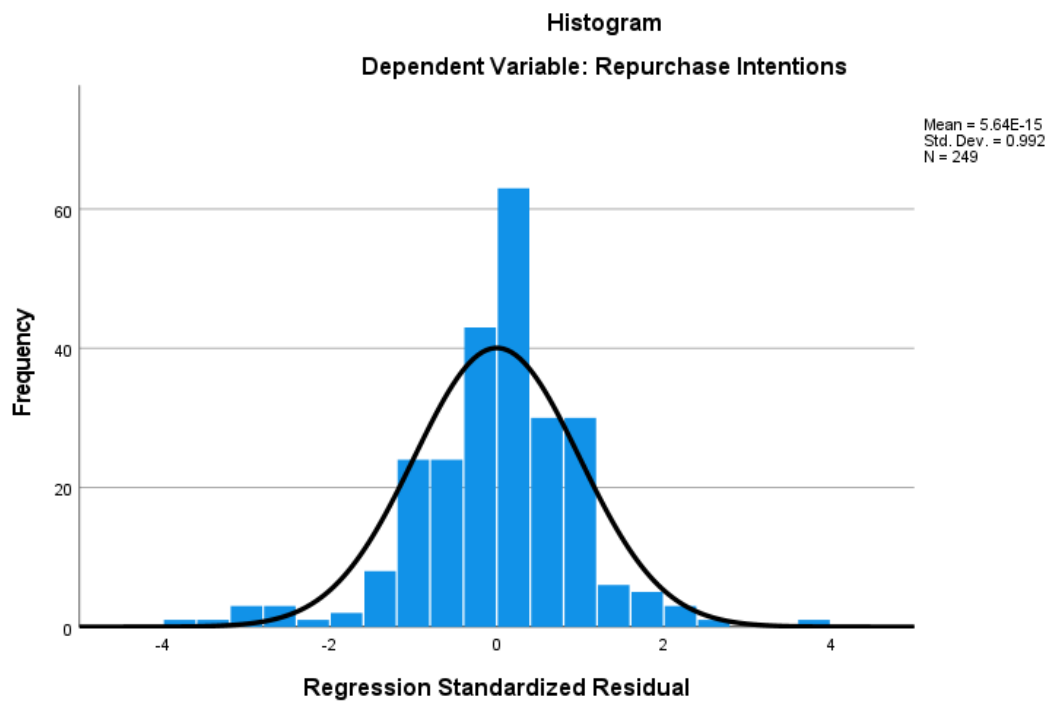


Figure 6

Trust, Perceived Value, Perceived Convenience and Satisfaction impact on Repurchase intentions

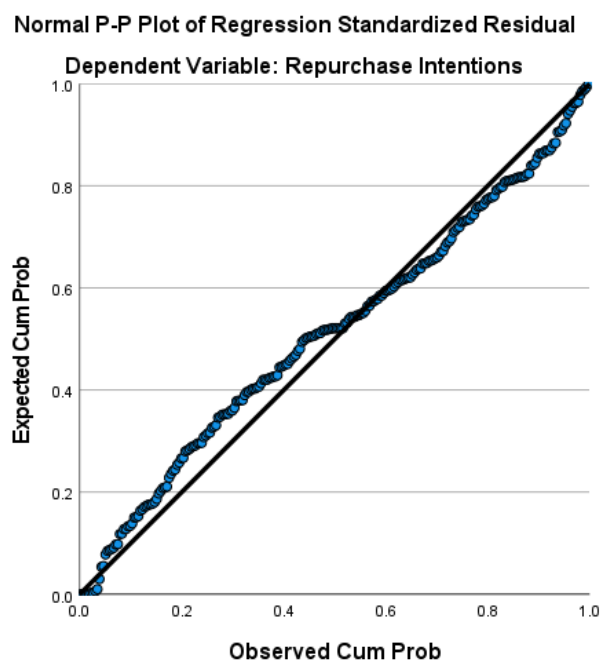


Table 30a

Security, Website Quality, Return policies, Perceived value and Perceived convenience on Satisfaction

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 ^a	.600	.592	.4211

a. Predictors: (Constant), Security, Return Policies, Perceived Convenience, Perceived Value, Website Quality

b. Dependent Variable: Satisfaction

Table 30b

Security, Website Quality, Return policies, Perceived value and Perceived convenience on Satisfaction

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.597	5	12.919	72.861	<.001 ^b
	Residual	43.088	243	.177		
	Total	107.686	248			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Security, Return Policies, Perceived Convenience, Perceived Value, Website Quality

Table 30c

Security, Website Quality, Return policies, Perceived value and Perceived convenience on Satisfaction

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.954	5.123	4.317	.5104	249
Std. Predicted Value	-4.630	1.579	.000	1.000	249
Standard Error of Predicted Value	.029	.176	.061	.023	249
Adjusted Predicted Value	2.066	5.127	4.316	.5104	249
Residual	-2.3580	1.6505	.0000	.4168	249
Std. Residual	-5.600	3.919	.000	.990	249
Stud. Residual	-5.698	3.983	.002	1.006	249
Deleted Residual	-2.4415	1.7041	.0017	.4306	249
Stud. Deleted Residual	-6.109	4.111	.001	1.021	249
Mahal. Distance	.205	42.394	4.980	5.556	249
Cook's Distance	.000	.192	.006	.017	249
Centered Leverage Value	.001	.171	.020	.022	249

a. Dependent Variable: Satisfaction

Figure 7

Security, Website Quality, Return policies, Perceived value and Perceived convenience on Satisfaction

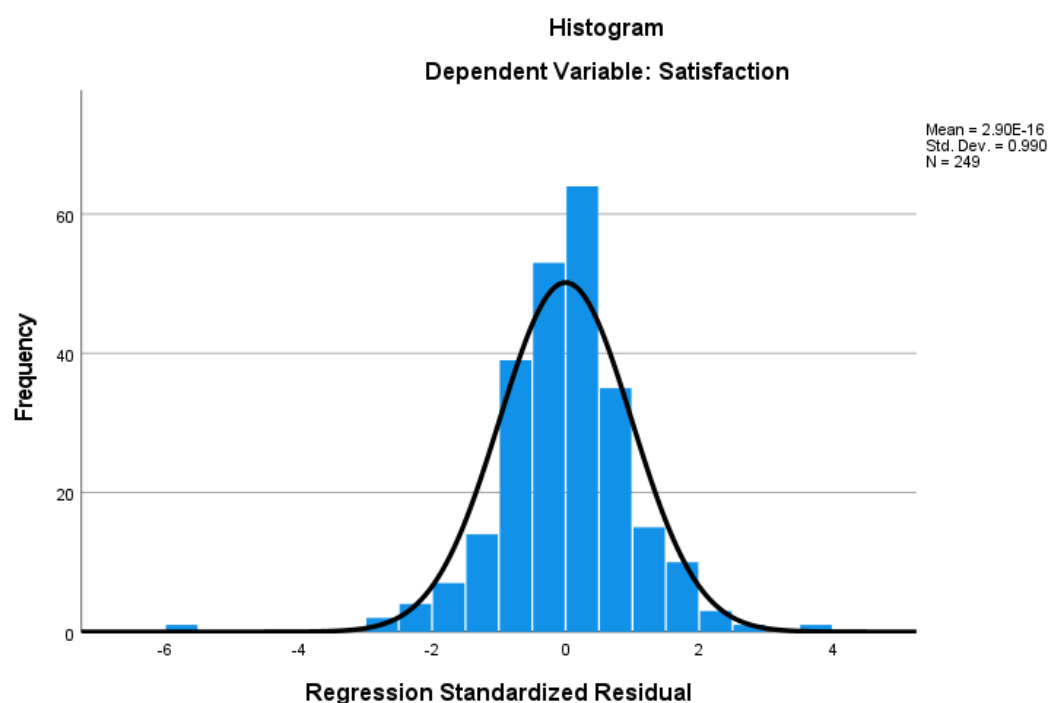


Figure 8

Security, Website Quality, Return policies, Perceived value and Perceived convenience on Satisfaction

