

The Impact of Website Quality on Repurchase Intentions: An Attempt to Explore the Factors Affecting the Repurchase Intentions among Young Adults (18-35 Years of Age) in Pakistan

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Website Quality, Website Design, Shopping convenience, Customer Satisfaction, Repurchase Intentions.

ABSTRACT

The shopping trend is shifting from the classic brick and mortar to online globally and Pakistan is amongst the countries where the boom of digital and online shopping is creating the differentiating advantage for the brands and online stores. The phenomenon still being in the developing phase in the countries both the brands and intermediaries are concerned about customer development and primarily customer retention, which is the result of customer satisfaction lead loyalty. This paper is an attempt to gauge and understand the importance of website quality on customer satisfaction that leads to customers' trust and commitment to generate repurchase. The data has been collected from 341 young adults from all across Pakistan. Our results revealed interesting findings, primary factors being the website design, relevance of available information/information usefulness, customer friendliness, and convenience, and payment security that leads to customer satisfaction and further to purchase and repurchase intentions. The secondary being customer commitment and loyalty and which significantly support repurchases intention. Whereas, the openness of customer communication/feedback and reviews leads to repurchase but not to a very significant level as compared to other developed countries. Moreover, it confirms the importance of having a quality website as the key factor in fostering the repurchase intention of a customer.

INTRODUCTION

The impacts of the internet can be observed on every aspect of the business from finance to procurement, from demand planning to research and development but most prominently the sales and marketing functions. It has become cost-effective and convenient for the marketers to reach, attract and interact with their target customers and similarly the customers enjoy the ease of online purchase backed by acquiring product information, selection between options at best prices with minimal time investment but on the other hand, the customer now has the access to a wider choice of alternates and switches between the

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brands during a very short period (Horppu, Kuivalainen, Tarkiainen, & Ellonen, 2008). Therefore, there falls a huge responsibility on the marketers to understand the reasons and the impacts of factors that attract a customer for a first-time purchase. Due to new developments and cutthroat competition the overall dimension of online shopping has been changed (Shin, Chung, Oh, & Lee, 2013), earlier it was all about attracting the customer, engagement with the product features, and convincing them to purchase. Whereas, now the online stores and websites are more focused on building long-term relationships with the customer precisely in the form of repurchase. In pursuit to understand those factors, the scholars, research firms as well as professionals have developed and used various strategies, methodologies, and techniques to gauge customer satisfaction (Lee, Choi, & Kang, 2009), the overall quality of website as the front line attraction for the customers (Hausman & Siekpe, 2009). Whereas the foundation factors lie in customer loyalty, the customer trusts commitment towards a particular website. Researchers have usually been drawing a conclusion based on experience and the utility-derived purchase (Shierly & Sihombing, 2015).

Research Objective

This research paper is an attempt to observe and measure the factors that play a vital role in not just attracting the customer for online purchase from a website and rather considered crucial in convincing them to repurchase among the young adults of ages (18-35) in Pakistan.

Research Questions

Since this research is focused on gauging the factors considered for repurchase intentions in online/website shopping. The following questions are being adopted from the available questionnaire (Shin et al., 2013).

- 1- Does the website quality (website design, information usefulness, shopping convenience, payment security, and Communication) have a positive impact on customer satisfaction?
- 2 - Does customer satisfaction lead to customer trust?
- 3- Does customer satisfaction lead to customer commitment?
- 4- Does customer satisfaction have a positive impact on repurchase intention?
- 5- Does customer trust have a positive impact on repurchase intention?
- 6- Does customer commitment have a positive impact on repurchase intention?

Problem Statement

Pakistan is a developing economy and on the rise of digital expansion from last decade, some numerous online stores and websites have been flourished and are enjoying their stake until the recent boom in online shopping avenues that have made a shift in the website dynamics rather than just being attractive to be equipped with the retainable features. This study is focused to analyze the important factors that underlie the tactful art of generating customer loyalty that convinces him to repurchase from a website.

LITERATURE REVIEW

Website Quality

The vital determinants of shopping whether online or offline have always been the price, variety, and service (Park, Kim, Funches, & Foxx, 2012). With the recent development and rising competition, the sellers are derived to consider other important factors in determining their success and unique proposition of having a quality website that comprises of various factors (Shin et al., 2013). A website serving both the purpose of a physical store and human interaction one expects in brick and mortar shopping therefore these factors (not limited to) but based on globally accepted and observed practice primarily comprise of certain features that ensure availability of required and useful information, attractiveness, interactivity, pleasure, convenience supported by securing customers information both personal as well as financial (Loiacono, Watson, & Goodhue, 2002). The available studies show that the website incorporated with detailing to customer experiences and information usefulness tends to retain the visitor sessions for a longer and a repeated time compared to the website that provide not so user friendly interface and require customer going through a lot of searching for the relevant information (Ali, 2016). A widely used and accepted theory in marketing is TRA the Theory of Reasoned Action (Ajzen and Fishbein 1980) which discusses based on the consequences of a particular experience tend to perform in a particular predictable manner that is aligned with their evaluation of the past experiences. Though a general theory, the TRA also states that an individual's behavior is the reflection of his beliefs and intentions and has helped observe customers' behavioral patterns about shopping, lifestyle, and food. By further building upon TRA and applying it on computer users, ("davis1989.pdf," n.d.) formulated TAM Technology acceptance model, a very useful and widely accepted theory of MIS research (Venkatesh & Davis, 2000) states that perceived ease of use and perceived usefulness are the two key factors when assessing the behavior of computer technology users.

Customer Satisfaction

Numerous attempts have been made to explore the mix of factors that determine the level of customer e-satisfaction, IS researchers have investigated e-satisfaction. From the user satisfaction perspective (Lee et al., 2009). (Fazal-e-Hasan, Ahmadi, Kelly, & Lings, 2018) examined the factors forming e-satisfaction based on the DeLone and McLean IS success model (DeLone & McLean, 1992), and the instrument for measuring web customer satisfaction has been developed and validated (Wang & Tang, 2004; Wang, Tang, & Tang, 2001). From the technology acceptance perspective, IS researchers have explored e-satisfaction as an antecedent to the continuous intention of e-commerce services (Sharma & Lijuan, 2015) Similarly, the marketers have also examined e-satisfaction factors aligned with the IS Success model. A key factor assuring customer satisfaction is the post-purchase attributes, the after-sale services, and features offered by the website (Cao, Gruca, & Klemz, 2003).

Customer Trust

Trust, generally considered a set of beliefs based on certain perceptions about one’s attributes. It is the relationship a customer develops with a supplier based on his experience which tends to become stronger every time a repeat transaction is made and similarly once the trust is lost it becomes almost impossible to bring back the same customer. Customer trust plays a vital role in creating customer loyalty (Fang et al., 2014). The online customer's trust can be explained in three stages; i) the exploratory stage where the customer has heard about the website but yet has not had the experience of using/buying for that particular website. This phase is overcome by acquiring the relevant information on and about the website, the reviews, testimonials, etc. As this stage is crossed and the customer has gained enough confidence to proceed further, it has entered the “commitment stage” where the actual purchase decision is made and the trust is tested at all the levels i.e. the product features as mention in the details, the swift and secure payment option, service delivery ass committed (Flavián, Guinalú, & Gurrea, 2006).

Customer Loyalty and Commitment

Organization globally tends to adhere deep importance and spend a hefty share of resources on acquiring and maintaining customer loyalty, the key factor behind flourishing businesses (Poddar, Donthu, & Wei, 2009). Similarly, customer loyalty in an e-commerce environment refers to the expectation of a similar behavioral attribute that affirms the revisit and repurchase from a tested and trusted site when exposed to the multi-options. The loyal customer tend to prefer the same website over others based on their beliefs derived from the website attributes ensuring similar service quality and usefulness as gained from the past experiences (Lin & Wang, 2006)

Repurchase Intention

In marketing prospect, the repurchase intention defines a customer’s willingness to re-buy from the same store(Fang et al., 2014). Similarly, in online purchase the intention to repurchase is directed towards having a repeat purchase from an existing customer. The repurchase intention is heavily backed by the satisfaction and trust a customer has built from his experiences and it leads to multifold sales not just by himself but rather also the word of mouth and experiential sharing (Hsu, Chang, Chu, & Lee, 2014).

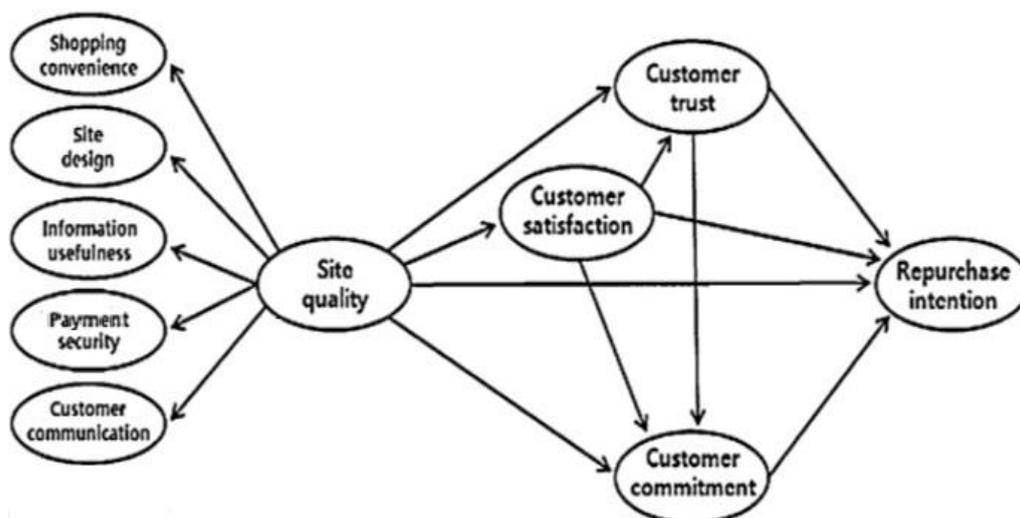


Figure 1: Conceptual Framework, as adopted from (Shin et al., 2013)

RESEARCH METHODOLOGY

Research design

It is crucial to have ground support based on literature review for the conducted research, therefore; a combination of primary as well as secondary research has been adopted following the above-mentioned conceptual framework. The primary researches support the adopted variable and the secondary testifies their acceptability in our target market for which a sample has been chosen at random as our questionnaire after minor changes are also adopted from (Shin et al., 2013).

The questionnaire has 9 constructs each gauged upon 3-4 relevant items measures with the help of a 7-point Likert scale (where 1 denotes strongly disagree and 7 means strongly agree). The first five namely; (Convenience, Site Design, Information Usefulness, Payment Security, and Customer Communication) combines to make up the website Quality, the sixth covers Customer Satisfaction as derived from the website quality, seventh covers customers trust, eighth gauges customers commitment and the ninth gauges the repurchase intention from a website.

Population and Sampling

355 respondents filled this questionnaire but 14 responses were ignored as they did not fulfill the age criteria. 341 responses of young adults of ages between 18-35 from all over the Pakistan have been taken into consideration. For data collection facilities and the questionnaires were spread through Google document. The respondents included 198 females i.e. $198/341 = 58\%$ and the remaining 143 were male i.e. $143/341 = 41.9\%$. Profession-wise; 162 of the total responses i.e. $132/341 = 38.7\%$ were given by the professionals and the remaining 209 respondents i.e. $209/341 = 61.2\%$ were the responses of students.

Measurement and Scales

Shopping Convenience

The variable has been taken from (Srinivansan et al., 2002; Szymanski & Hise, 2000). The previous studies have shown its reliability ranging from 0.81 - 0.84. It carries 4 items and they are all gauged through a Likert scale having 7 levels reflecting (1 = strongly disagree and 7 = strongly agree).

Web Site Design

It has 4 items and all gauged through a 7-point Likert scale. Adopted from (Cristobal et al., 2007; Kim, Kim, et al., 2009). The relevant previous studies suggest its reliability range to be ideally around 0.67 - 0.71

Information Usefulness

It is based on 4 items all being gauged through a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree), adopted from (Bansal et al., 2004; Tam, 2002) where their reliability range is suggested to be around 0.77 – 0.81.

Transaction Security

Comprising of 3 questions all being gauged on a 7 point Likert scale. The construct is taken from (Li, Browne, & Wetherbe, 2006), (Park & Kim, 2003). The relevant paper suggests that the reliability should ideally be ranging between 0.67 – 0.73.

Customer Communication

Having 4 items the construct for customer communication has been adopted from (Ha, 2002; Kim, Jin, et al., 2009) and the reliability range is suggested to be around 0.71 – 0.75.

Customer Satisfaction

Having 3 items the construct for customer satisfaction has been adopted from (Ha & Fanda, 2008; Sahadev & Purani, 2008), and the reliability range is suggested to be around 0.74 – 0.79.

Customer Trust

Having 3 items the construct for customer satisfaction has been adopted from (Mukherjee & Nath, 2007; Wong & Sohal, 2006; Wu, 2012). The suggested validity range is set to be 0.69-0.73.

Customer Commitment

Having 4 items the construct for customer satisfaction has been adopted from (Lee et al., 2006; Mukherjee & Nath, 2007) with a validity range of 0.72-0.77.

Repurchase Intentions

Variable is adopted from (Park et al. 2010; Wang et al., 2012; Zhang et al., 2011) 3 items having reliability ranging between 0.67 - 0.75.

RESULTS

In this part of the paper, the obtained data will be analyzed using regression analysis.

Respondents' Profile

The questionnaires were distributed online via google document to the young adults of ages 18-35 residents of Pakistan.

Table 1

Respondents' Profile

| Variable | | Number | Percentage |
|----------------------------|----------------|--------|------------|
| Age | Below 21 | 74 | 21.7 |
| | 21 to 30 Years | 148 | 43.4 |
| | 31 to 40 Years | 119 | 34.9 |
| Occupation | Student | 209 | 61.2 |
| | Professional | 132 | 38.7 |
| Gender | M | 143 | 38.8 |
| | F | 198 | 61.2 |
| Purchased from a website | Y | 310 | 90.9 |
| | N | 31 | 19.1 |
| Repurchased from a website | Y | 287 | 84.18 |
| | N | 44 | 15.8 |
| Total | | 341 | 100 |

Table 2

Descriptive Analysis

| | Mean | Std. Dev. | Skewness | Kurtosis |
|------------------------|------|-----------|----------|----------|
| Shopping convenience | 6.19 | 1.13 | -1.25 | 0.316 |
| Website Design | 5.81 | 1.41 | -1.23 | 0.90 |
| Information Usefulness | 6.31 | 0.89 | -0.25 | -0.72 |
| Transaction Security | 5.12 | 1.60 | -0.54 | -0.61 |
| Customer Communication | 4.78 | 1.27 | -1.14 | -0.59 |
| Customer Satisfaction | 5.84 | 1.31 | -1.37 | 0.81 |
| Customer Trust | 5.92 | 1.35 | -1.15 | 0.79 |
| Customer Commitment | 6.01 | 1.04 | -1.03 | 0.84 |
| Repurchase Intentions | 6.20 | 0.87 | -0.54 | -0.17 |

In Table 2, customer satisfaction (Mean= 5.84, SD= 1.31) has the lowest skewness (-1.37), and Information Usefulness (Mean = 6.31, SD=0.89) with highest skewness (-0.25). The Kurtosis results are positive for 4 items whereas the other four have a negative kurtosis, website design having (Mean = 5.81, SD= 1.41) has the highest kurtosis 0.90 while shopping convenience having (Mean= 4.36, SD= 1.70) has the lowest Kurtosis -0.316. If all the constructs fall within the ± 3.5 range, the data can be considered to have a normal tendency (Hair, Black, Babin, Anderson, & Tatham, 2006).

Reliability of the constructs

We have adopted an instrument for this research study having constructs that have been tested in the past and their validities were also established (Shin et al., 2013) However, for the present research and respondents the reliabilities have been re-established. Table 3 below shows the test findings in a summarized manner.

Table 3

Reliability of the Constructs

| Constructs | Cronbach's Alpha | No of items | Mean | SD |
|------------------------|------------------|-------------|------|------|
| Shopping convenience | 0.69 | 04 | 6.19 | 1.13 |
| Website Design | 0.71 | 04 | 5.81 | 1.41 |
| Information Usefulness | 0.70 | 03 | 6.31 | 0.89 |
| Transaction Security | 0.75 | 04 | 5.12 | 1.60 |
| Customer Communication | 0.68 | 04 | 4.78 | 1.27 |
| Customer Satisfaction | 0.64 | 03 | 5.84 | 1.31 |
| Customer Trust | 0.80 | 04 | 5.92 | 1.35 |
| Customer Commitment | 0.61 | 04 | 6.01 | 1.04 |
| Repurchase Intentions | 0.67 | 03 | 6.20 | 0.87 |

Table 3 shows that customers trust has the highest reliability ($\alpha=0.80$, $M=5.92$, $SD=1.35$) whereas customer commitment has the lowest reliability ($\alpha=.61$, $M=6.01$, $SD=1.04$). While all our constructs have reliabilities at least 0.6 or higher which falls within the acceptable range indicating that their internal consistency and reliability are reasonable (Shannon & Mandhachitara, 2008).

Exploratory Factor Analysis (EFA)

Table 4 below shows the summarized results of Exploratory Factor Analysis as it provides the dormant variables and their relationships with the used constructs.

Table 4

EFA for the constructs

| Construct | Original Items | Kaiser-Meyer-Olkin | Barley Test of Sphercity (P<0.05) | Cumulative Factor loading | Item Retained |
|------------------------|----------------|--------------------|-----------------------------------|---------------------------|---------------|
| Shopping convenience | 04 | 0.63 | 398 | 65% | 04 |
| Website Design | 04 | 0.69 | 445 | 71% | 04 |
| Information Usefulness | 03 | 0.76 | 441 | 61% | 03 |
| Transaction Security | 04 | 0.71 | 357 | 64% | 04 |
| Customer Communication | 04 | 0.67 | 529 | 77% | 04 |
| Customer Satisfaction | 03 | 0.73 | 512 | 71% | 03 |
| Customer Trust | 04 | 0.71 | 478 | 68% | 04 |
| Customer Commitment | 04 | 0.68 | 452 | 72% | 03 |
| Repurchase Intentions | 03 | 0.71 | 501 | 78% | 03 |

We have applied Principal Factor along with Varimax Rotation on the constructs. The assumptions required for the moderate correlations, independent sampling, and linear relationships were achieved. Only one item from customer commitment has been dropped whereas Kaiser-Meyer-Olkin (KMO) results for all the constructs are greater than 0.6 which falls in the acceptable range (Hair et al., 2006). For all the factors; The Barley Test of Spehercity resulted in significant $P < .05$.

Correlation

Correlation analysis helps to identify and verify the existence of or non-existence of Multicollinearity and to ensure the presence of a relationship between the variables (Khalid, Abdullah, & Kumar M, 2012).

For conducting the regression analysis, the correlation check is a must, and further as highlighted by Khalid; the acceptable range of correlation amongst the constructs should be 0.20-0.90. Similarly, the correlation results below the lower range i.e. 0.20 the item should be dropped and if the result is higher than 0.90 it should also be dropped (Khalid et al., 2012)

The test findings are presented in Table 5 below.

Table 5

Summarized Correlation Results

| Construct | SC | WD | IU | TS | CC | CS | CT | C.Commit | RI |
|------------------------|-----|-----|-----|-----|-----|-----|-----|----------|----|
| Shopping convenience | 1 | - | - | - | - | - | | | |
| Website Design | .47 | 1 | - | | | | | | |
| Information Usefulness | .59 | .49 | 1 | | | | | | |
| Transaction Security | .52 | .64 | .62 | 1 | | | | | |
| Customer Communication | .40 | .27 | .33 | .37 | 1 | | | | |
| Customer Satisfaction | .72 | .71 | .67 | .81 | .21 | 1 | | | |
| Customer Trust | .54 | .61 | .51 | .69 | .55 | .42 | 1 | | |
| Customer Commitment | .67 | .57 | .48 | .63 | .39 | .56 | .62 | 1 | |
| Repurchase Intentions | .70 | .66 | .79 | .65 | .26 | .61 | .68 | .83 | 1 |

Table 5 shows the inter-relationships amongst the constructs at significance level 0.01 (2-tailed) other than the relationship between Customer Satisfaction (M=5.84, SD = 1.31, N = 341) and Customer Communication (M=4.78, SD=1.27, N=341) is the weakest with $r=.21, p=0.0 < 0.01$. The correlation of Customer Commitment (M = 6.01, SD = 1.04, N = 341) and Repurchase Intention (M = 6.20, SD = 0.87, N = 341) is the highest with $r=.83, p = 0.0 < 0.01$. This is followed by Customer Satisfaction (M=5.84, SD=1.31, N=341) and Transaction Security (M=5.12, SD=1.6, N=341) is the second highest with $r=.81, p=0.0 < 0.01$, further followed by Repurchase Intentions (M=6.20, SD =0.87, N = 341) and Information Usefulness (M=6.31, SD=0.89, N=341) with $r=.79, p=0.0 < 0.01$, Customer Satisfaction (M=5.84, SD=1.31, N=341) and Shopping Convenience (M = 6.19, SD = 1.13, N = 341) with $r=.71, p=0.0 < 0.01$, Repurchase Intentions (M=6.20, SD=0.87, N=341) and Shopping Convenience (M = 6.19, SD = 1.13, N = 341), with $r=.70, p=0.0 < 0.01$, followed by Customer Trust (M=5.92, SD=1.35, N =341) and Transaction Security (M=5.12, SD=1.6, N=341), with $r=.69, p=0.0 < 0.01$. This is followed Repurchase Intentions (M=6.2, SD=0.85, N=329) and Customer Trust (M=5.92, SD=1.35, N=329), with $r=.68, p=0.0 < 0.01$, further followed by Customer Commitment (M=6.01, SD=1.04, N=341) and Shopping Convenience (M = 6.19, SD = 1.13, N = 341) with $r=.67, p=0.0 < 0.01$, followed by Repurchase Intentions (M = 6.2, SD = 0.87, N = 341) and Website Design (M = 5.81, SD = 1.41, N = 341) with $r=.66, p=0.0 < 0.01$, followed by Repurchase Intentions (M = 6.2, SD = 1.13, N = 341) and Transaction Security (M=5.12, SD=1.35,

N=341), with $r=65$, $p=0.0<0.01$, followed by Transaction Security (M=5.12, SD=1.35, N=341) and Website Design (M=5.81, SD=1.41, N=341), with $r=64$, $p=0.0<0.01$ as this further followed by Non Information Usefulness (M=6.31, SD=0.89, N=341) and Shopping Convenience (M = 6.19, SD = 1.13, N = 341) with $r=59$, $p=0.0<0.01$. Followed by Customer Commitment (M=6.01, SD =1.04, N = 341) and Website Design (M =5.81, SD=1.41, N=341) with $r=57$. Followed by Customer Trust (M=5.92, SD =1.35, N = 341) and Customer Communication (M=4.87, SD=1.28, N=341) with $r=55$. Followed by Customer Trust (M=5.92, SD =1.35, N = 341) and Shopping Convenience (M=6.19, SD=1.13, N=341) with $r=54$. Followed by Transaction Security (M=5.12, SD=1.35, N=341) and Shopping convenience (M=6.19, SD=1.13, N=341) with $r=52$. Followed by Information Usefulness (M=6.31, SD =0.89, N = 341) and Website Design (M=5.81, SD=1.41, N=341) with $r=49$. Followed by Customer Commitment (M=6.01, SD =1.04, N = 341) and Information Usefulness (M=6.31, SD=0.89, N=341) with $r=48$. Followed by Website Design (M=5.81, SD =1.41, N = 341) and Shopping convenience (M=6.19, SD=1.13, N=341) with $r=47$. Followed by Customer Commitment (M=6.01, SD =1.04, N = 341) and Customer Communication (M=4.87, SD=1.28, N=341) with $r=39$. Followed by Customer Communication (M=4.87, SD =1.28, N = 341) and Transaction Security (M=5.12, SD=1.35, N=341) with $r=37$ and finally, by Customer communication (M=4.87, SD =1.28, N = 341) and Information Usefulness (M=6.31, SD=0.89, N=341) with $r=33$.

Construct validity

Generally, the questionnaire carrying constructs are adopted belonging to other regions, time zones, and having different customer attributes therefore; it is advisable to check the construct validity to ensure the right direction and results. "Construct validity" is gauged through convergent validity which assesses the means and confirms the attributes of the constructs (Peter, 1981).

Convergent Validity

As per (Peter, 1981), convergent validity should fall under the prescribed parameters which permits the value to be above 0.70 and the percentage of explained variation of every individual construct should be above 0.40.

Summarized results of the findings are shown below.

Table 6

Convergent Validity

| | Mean | Std. Dev. | Reliability | Variance Exp |
|------------------------|------|-----------|-------------|--------------|
| Shopping convenience | 6.19 | 1.13 | 0.71 | 71% |
| Website Design | 5.81 | 1.41 | 0.63 | 63% |
| Information Usefulness | 6.31 | 0.89 | 0.65 | 65% |
| Transaction Security | 5.12 | 1.60 | 0.78 | 78% |
| Customer Communication | 4.78 | 1.27 | 0.60 | 60% |
| Customer Satisfaction | 5.84 | 1.31 | 0.75 | 75% |
| Customer Trust | 5.92 | 1.35 | 0.69 | 69% |
| Customer Commitment | 6.01 | 1.04 | 0.81 | 81% |
| Repurchase Intentions | 6.20 | 0.87 | 0.76 | 72% |

Customer Commitment (Mean=6.01, SD=1.04) has the highest reliability ($\alpha=81$) and explained Variance 81%, followed by Transaction Security (Mean=5.12,SD=1.60)has the reliability ($\alpha=78$), Repurchase Intentions (Mean=6.2 SD=0.87) has reliability ($\alpha=76$), followed by Customer Satisfaction (Mean=5.84, SD=1.31) has reliability ($\alpha=75$), followed by Shopping Convenience (Mean = 6.19, SD = 1.13) has reliability ($\alpha=71$) followed by Customer Trust (Mean=5.92 SD=1.35) has reliability($\alpha=69$), Followed by Information Usefulness (Mean=6.31 SD=0.89) has reliability ($\alpha=65$), followed by Website Design (Mean=5.81 SD=1.41) has reliability ($\alpha= 63$) and Customer Communication (Mean=4.78 SD=1.27) has the least reliability ($\alpha= 60$). All the variables explained are above 0.40 and reflecting reliability as 0.60 or above which falls in the acceptable range (Peter, 1981).

Testing of Overall Model***Hypothesis 1: Website Quality and Customer Satisfaction***

Below are the results of regression analysis applied on gauging the impact of Website Quality (a combination of shopping convenience, website design, information usefulness, transaction security, and customer communication) on Customer Satisfaction:

Table 7

Summarized Regression Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | .641 | .241 | | 2.91 | .028 |
| | WQ_CS | .781 | .064 | .781 | 17.91 | .000 |

R²=

0.76, Adjusted R²=0.754, F (1,341) = 0.731, p< 0.05

The regression results show that the independent variable Website Quality explains 76% of the variance (R²=0.76, F (1,341) = 1.612, p<.05). It also indicates that Website Quality ($\beta = 0.781$, p<.05) significantly impacts and leads to customer satisfaction.

Hypotheses 2: Customer Satisfaction and Customer Trust

Below are the computed results of gauging the impact of customer satisfaction that leads to customer trust.

Table 8

Summarized Regression Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 1.39 | .487 | | 2.21 | .017 |
| | CS_CT | .617 | .075 | .671 | 21.72 | .000 |

Dependent Variable: Customer Trust, R²= 0.64, Adjusted R²=0.637, F (1,341) = 1.105, p < 0.05

The finding of the regression shows that the independent variable customer satisfaction explains 64% of the variance (R²=0.64, F (1,341) = 1.105, p<.05). Further, customer satisfaction ($\beta = 0.671$, p<.05) has a significant impact on customer trust.

Hypotheses 3: Customer Satisfaction and Customer Commitment

Below are the results of the third hypothesis applied to gauge the impact of customer satisfaction in building customer commitment in table 9:

Table 9

Summarized Regression Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | |
|-------|--|-----------------------------|------------|---------------------------|---|
| | | B | Std. Error | Beta | T |

| | | B | Std. Error | Beta | | |
|---|-------------|------|------------|------|-------|------|
| 1 | (Constant) | .093 | .391 | | 2.36 | .022 |
| | CS_C.Commit | .719 | .081 | .601 | 16.42 | .000 |

Dependent Variable: Customer Commitment, $R^2 = 0.66$, Adjusted $R^2 = 0.657$, $F(1,341) = .626$, $p < 0.05$

The finding of the regression shows that the independent variable Customer Satisfaction explains 66% of the variance ($R^2 = 0.66$, $F(1,329) = 0.648$, $p < .05$). It was also found that customer satisfaction ($\beta = 0.601$, $p < .05$) significantly impact Cunsomer's Commitment.

Hypotheses 4: Customer Satisfaction and Repurchase Intentions

Table 10 below shows the results of the hypothesis applied to gauge the impact of Customer Satisfaction on Repurchase intention.

Table 10

Summarized Regression Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.39 | .487 | | 2.21 | .017 |
| | CS_CT | .617 | .075 | .671 | 21.72 | .000 |

Dependent Variable: Repurchase Intention, $R^2 = 0.817$, Adjusted $R^2 = 0.809$, $F(1,341) = 2.191$, $p < 0.05$

The result shows that the independent variable Customer satisfaction explains 81% of the variance ($R^2 = 0.817$, $F(1,341) = 2.191$, $p < .05$). It also shows that Customer Satisfaction ($\beta = 0.843$, $p < .05$) has a very significant impact on Repurchase Intentions.

Hypotheses 5: Customer Trust and Repurchase Intentions

Table 11 below shows the regression results of the hypothesis applied to verify the impact of customer trust on repurchase intentions:

Table 11

Summarized Regression Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.16 | 0.41 | | 2.84 | .019 |
| | CT_RI | 0.028 | 0.21 | 0.77 | 0.20 | .002 |

Dependent Variable: Repurchase Intention, $R^2 = 0.671$, Adjusted $R^2 = 0.668$, $F(1,341) = 1.831$, $p < 0.05$.

The regression results shows that our independent variable Customer Trust explains 67% of the variance

($R^2 = 0.671$, $F(1,341) = 1.831$, $p < .05$). It also reflected that found that customer trust ($\beta = 0.77$, $p < .05$) has a very significant impact on repurchase intentions.

Hypotheses 6: Customer Commitment and Repurchase Intentions

Table 12 below reflects the regression results of the hypothesis applied to verify the impact of customer commitment on repurchase intentions:

Table 12

Summarized Regression Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|-------|-------------|-----------------------------|------------|---------------------------|------|------|
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 1.98 | 0.34 | | 2.46 | .023 |
| | C.Commit_RI | 0.041 | 0.26 | 0.73 | 0.28 | .001 |

Dependent Variable: Repurchase Intention, $R^2 = 0.687$, Adjusted $R^2 = 0.674$, $F(1, 341) = 1.912$, $p < 0.05$

The regression results shows that our independent variable Customer Commitment explains 69% of the variance ($R^2 = 0.687$, $F(1,341) = 1.912$, $p < .05$). It also reflected that found that customer trust ($\beta = 0.73$, $p < .05$) has a significant impact on repurchase intentions.

RESULTS AND DISCUSSION

The hypotheses results are in contrast with the relevant studies, we have tested 6 hypotheses which are all reflecting similar results except for the customer commitment that showed lower impact compared to the previous; studies. Similarly, customer communication (a component of website design) does not seem to be adding much to customer satisfaction as the responses were not highly significant.

Hypothesis: H1

The first hypothesis is based on the impact of Website Quality (website design, information usefulness, shopping convenience, payment security, and Communication) on Customers Satisfaction is significant. The finding of the regression shows that the independent variable site Quality explains 76% of the variance ($R^2 = 0.76$, $F(1,341) = 1.612$, $p < .05$). It also indicates that Website Quality ($\beta = 0.781$, $p < .05$) significantly impacts and leads to customer satisfaction.

Website quality is a vital feature for any successful website, our results added that in our market the customer communication aspect is not yet being considered to that extent whereas the overall customer satisfaction based on the site quality is a combination of (site design, information usefulness, shopping convenience, payment security, and customer communication).

Hypothesis: H2

The second hypothesis is to measure the impact of Customer Satisfaction on Customer Trust. The results reveal that the independent variable customer satisfaction explains 64% of the variance ($R^2=0.64$, $F(1,341) = 1.105$, $p<.05$). Further, customer satisfaction ($\beta = 0.671$, $p<.05$) has a significant impact on customer trust. The findings are aligned with the prevailing studies that customer satisfaction has a significant impact on customer's trust

The websites/online stores providing a high quality of services in terms (site design, information usefulness, shopping convenience, payment security, and customer communication) tend to have a higher number of satisfied customers who have greater trust in your products, services, and overall model.

Hypothesis: H3

Our third hypothesis is to test the impact of Customer Satisfaction on Customer Commitment. The Independent variable Customer Satisfaction explains 66% of the variance ($R^2=0.66$ $F(1,329) = 0.648$, $p<.05$). It was also found that customer satisfaction ($\beta = 0.601$, $p<.05$) significantly impact Customer's Commitment. The results indicate that satisfied customers tend to commit to online stores and websites. Similarly, they are easier to reach lower marketing costs and tend to visit the website more often for updates and deals.

Hypothesis: H4

This hypothesis is applied to gauge if Customer Satisfaction leads to Repurchase Intentions? The result shows that the independent variable Customer satisfaction explains 81% of the variance ($R^2=0.817$, $F(1,341) = 2.191$, $p<.05$). It also shows that Customer Satisfaction ($\beta = 0.843$, $p<.05$) has a very significant impact on Repurchase Intentions. The results are very much in contrast with the already conducted researches that customer satisfaction is the key behind regular and repeat sales therefore the focus from being a product-oriented supplier to a customer-oriented vendor has been observed globally.

Hypothesis: H5

The fifth hypothesis, that Customer Trust leads to Repurchase intentions. The regression results shows that our independent variable Customer Trust explains 67% of the variance ($R^2= 0.671$, $F(1,341) = 1.831$, $p<.05$). It also reflected that found that customer trust ($\beta = 0.77$, $p<.05$) has a very significant impact on repurchase intentions. Our findings are very much aligned with the available literature and studies that the customers having trust in a brand and store tends to prefer purchasing from the same vendor to avoid the hassle of exploring new ventures and exposing themselves to an unexpected level of service and quality.

LIMITATIONS AND FUTURE DIRECTIONS

The topic is not new as any researches have already been conduct on the topic but it is relatively an emerging concern in Pakistan. Since this research was aim as partial research for the completion of an Advance Marketing Strategy subject at M.Phil level, having limited time and resources. Although our sample included responses from all over Pakistan but not specific to any industry and gives a holistic

view. For future studies, it would be suggest confining a similar study of selected industry or even a comparative study within an industry would help the marketer and developers to address the concerns in a more specialized way providing the cutting edge to the supplier and new businesses.

Summary

The results show that this model is also applicable in Pakistan (with minor tweaking) as the customer attributes are pretty much the same of the developed countries due to readily available information from various electronic and digital forums that affect lifestyles globally. Further, this study shows that customer communication (reviews and feedbacks) does affect customer satisfaction but not to a very significant level which is not in contrast with the cited studies and available literature.

As mentioned above, these findings can further be built upon and focused on specific industries that can lead to beneficial insights on developing and managing a website /online store in a more lucrative way and managing a healthy and loyal customer base in Pakistan.

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