

**REPUBLIC OF TURKEY  
ISTANBUL GELISIM UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**

Department of Business Administration

**THE IMPACT OF PERCEIVED VALUE, EQUITY AND  
QUALITY ON ONLINE REPURCHASE INTENTION, E-  
WOM AND LOYALTY IN E-BAY ONLINE SHOPPING  
STORE**

Master Thesis

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## **DECLARATION**

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

Mohammed Dawood SALMAN

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The thesis study of Business titled as THE IMPACT OF PERCEIVED VALUE, EQUITY AND QUALITY ON ONLINE REPURCHASE INTENTION, E- WOM AND LOYALTY IN E-BAY ONLINE SHOPPING STORE has been accepted as MASTER THESIS in the department of Business Administration by out jury

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## SUMMARY

The goal of this thesis is to configure the impact of perceived value, equity and quality on online repurchase intention, E- WOM and loyalty in online shopping store (E-bay Iraq application). The questionnaire has been applied in this thesis and to evaluate interrelationships between variables by correlation and regression analyses.

According to the results of the analyses of the study, perceived quality and equity by consumers positively impact their repurchase intention. Perceived value has a nonsignificant impact on consumers' repurchase intention. Repurchase intention of online shoppers affect loyalty and online word of mouth significantly. In addition, favorable influence of online word of mouth communications on loyalty was concluded. Not only loyalty variable has a partial mediation effect on the relationship between electronic word of mouth and repurchase intention, but electronic word of mouth variable also has a partial mediation effect on the relationship between repurchase intention and loyalty.

**Key words:** Perceived quality, perceived equity, E- WOM, perceived value, repurchase intention.

## ÖZET

Bu tezin amacı, çevrimiçi alışveriş mağazasında (E-bay Irak uygulaması) algılanan değer, eşitlik ve kalitenin çevrimiçi yeniden satın alma niyeti, çevrimiçi ağızdan ağıza iletişim ve sadakat üzerindeki etkisini değerlendirmektir. Bu tezde anket uygulanarak elde edilen sonuçlara göre hipotezler test edilmiştir. Çalışma modelinde olan değişkenler arasındaki ilişkileri incelemek için korelasyon ve regresyon analizleri yapılmıştır.

Analizler sonucunda tüketiciler tarafından algılanan kalite ve eşitliğin onların tekrar satın alma niyetini olumlu yönde etkilemektedir. Algılanan değer, çevrimiçi alışveriş yapanların tekrar satın alma niyetleri üzerinde etkisi yoktur. Çevrimiçi alışveriş yapanların tekrar satın alma niyeti, sadakat ve çevrimiçi ağızdan ağıza iletişimi olumlu yönde etkilemektedir. Ayrıca, çevrimiçi ağızdan ağıza iletişimin sadakati olumlu bir şekilde etkilediği sonucuna varılmıştır. Diğer taraftan, çevrimiçi ağızdan ağıza iletişim ve tekrar satın alma niyeti arasındaki ilişkide sadakat değişkeni kısmi aracılık etkiye sahip olup ve çevrimiçi ağızdan ağıza iletişim değişkeni sadakat ve tekrar satın alma niyeti arasındaki ilişkide kısmi aracılık etkisi vardır.

**Anahtar kelimeler:** Algılanan kalite, algılanan eşitlik, çevrimiçi ağızdan ağıza iletişim, algılanan değer, tekrar satın alma niyeti.



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# INTRODUCTION

The internet became more widely used in everyday life in the early 2000s, and online shops emerged as new sectors of consumption. The internet has grown into a vital commercial platform for marketers and customers to trade, distribute, sell, and advertise things or services. E-trade (trade) refers to any kind of business transaction that related to the transfer of data via the internet in its most basic form. Zhang, Fang, Wei, Ramsey, & Chen, (2011), define e-trade as the marketing shopping, and selling of goods, services, and/or information using E- means such as the social networks and other computer networks (Wang, Yu, & Wei, 2012).

This progress has resulted in numerous breakthroughs in many industries, as well as a new turning point in customers' lives and the introduction of new types of retail transactions, one of which is online shopping. Furthermore, online customers have easier access to information and a wider range of items and services to choose from competitive costs thanks to the internet (Park, Kim, & Koh, 2010).

Buying from the internet and shopping through the use of websites has many advantages such as searching, comparing the cheapest prices and products in terms of quality, reviews, delivery, spread, availability and popularity among users, this condition creates a once-in-a-lifetime opportunity for online businesses. On the other hand, consumers benefit from online shopping as they do not have to deal with sellers directly, have access to a large range of products, have no time or space constraints, don't have to wait in lines, and don't have to spend time going to physical stores. As a result, it provides customers with a measure of autonomy. Since then, they've been allowed to shop whenever they please (Jiang and Rosenbloom, 2005). To put it another way, the internet has altered the way consumers and advertisers interact (Wang et al., 2012). E-bay and other online merchants face fierce competition from customers who purchase there intentionally and deliberately. Firms have been working hard to improve the services they provide online in order to maintain customers. Internet purchasing offers several benefits in terms of comprehending and matching customer wants. However, there are several elements that impact customers' online buy and repurchase intents, and identifying these aspects is difficult (Zhang et al., 2011).

The impact of perceived benefits including convenience, cost control effectiveness, and variety, as well as perceived risks and trust, on the online shopping environment

has lately been investigated (Scarpi, Pizzi, & Visentin, 2014). Some research has concentrated on countries with less developed internet trade, allowing for a more comprehensive, diverse, and contextualized understanding of the problem (Park et al., 2010).

This study employs a similar technique and concentrates on Iraq, which has shown moderate increase in online purchases in recent years when compared to other countries. The study goes a step further by looking at how perceived quality, value, and equity affect repurchase intent. As a result, each of these aspects should be studied at the same time (Zhang et al., 2011).

This study also tries to configure out the relation between online repurchase intention with E- WOM and loyalty. Furthermore, it tries to configure out the relation between E- WOM and loyalty. The purpose of this study is to demonstrate how perceptions of quality, value, and equity influence repurchase intent, online word of mouth, and loyalty. During my investigation into the influence of online word of mouth on consumer loyalty, the research methodology of the study is described, followed by the research results and their analysis. Finally, some suggestions are offered (Zeglat, Shrafat, & Al-Smadi, 2016).

# CHAPTER ONE

## LITERATURE REVIEW

### 1.1. E-Trade and Online Shopping

Online trade (e- trade) is a new concept, a growing, and continually evolving field of organization management and information technology." E-trade has received a lot of attention and discussion all over the world, and it continues to do so. Books, researches, conferences, and papers on the subject abound in library catalogs and shelves. However, there is still a sense of apprehension, skepticism, and ignorance about the subject, which has been increased by the various settings in which online trade is utilized and how it could be utilized, as well as the numerous buzzwords and acronyms associated with this subject (Wang et al., 2012).

According to Kotler, (2010), online trade comprises sharing commercial information, improving business contacts, and completing commercial transactions over telecommunications networks.

1. Online trade has been around for nearly 40 years, beginning with the online transmission of messages during the Berlin airlift in 1948.
2. Online information interchange was the next stage in the evolution of online-trade.

Work on national Online Data Interchange standards did not begin until the late 1970s, and progressed well into the early 1990s. Online data exchange refers to the online transmission of a standardized commercial from a sender to a receiver computer or other online device across a private or value-added network.

The two sides must use the same software, and the data would have to be in a certain format. In industries such as retail, automotive, military manufacturing, and other heavy manufacturing, online data exchange was developed to integrate data across larger parts of firm's value chain from building to maintenance so that designer could share processed data with designers, maintenance, other partners, managers, and stakeholders. Prior to the broad acceptance and commercial usage of the internet, the online data exchange system was too expensive and required a lot of equipment to run due to the high cost of private networks. As a result, adoption has mostly been confined to cash-rich multinational firms leveraging their financial might to compel and

persuade smaller suppliers to use online data exchange platforms (Kuo, Wu, & Deng, 2009).

Only 50,000 organizations in Europe and 44,000 in the United States used online data interchange in 1996, accounting for less than 1% of each continent's total number of businesses. According to Kuo et al., (2009), the internet's dynamics have re-defined online business, and traditional e-trade is swiftly shifting to the internet. With the advent of the internet, the word "e-trade" evolved to mean online trade of physical things and intangibles like information.

Aspects of trade include online advertising, payment processing, and delivery assistance. Inter-company collaboration can benefit from online help, such as collaborative on-line building and engineering teams or virtual business consultancy teams. Some of the definitions of e-trade that are commonly discussed and seen in periodicals and the media are as follows: Online trade is the process of conducting business using telecommunications networks, most notably the internet (EC). The purchasing and selling of products, services, and information using computer networks such as the internet is known as online trade. "Online trade" refers to the act of conducting business on the internet (Kuo et al., 2009).

The online conduct of a financial transaction is referred to as e- trade, or online trade. The vast range of business operations linked with e-trade has spawned a slew of new terms and phrases to describe the internet phenomenon to people in other fields. Some of them are designed specifically for online shopping. The World Wide Web and the internet are used to perform transactions. Despite the fact that I-trade and even Web-trade have been proposed, they are now being utilized infrequently. E-tailing, virtual storefronts and cyber-stores are all terms used to describe online retail transactions (Turel and Serenko, 2006).

A collection of these virtual stores is known as a 'virtual mall,' sometimes known as a 'cybermall.' The terms e-trade and online shopping are sometimes used interchangeably. Nonetheless, they are two separate concepts. According to Razi and Lajevaerdi, (2016), entrepreneur in chicago, e-trade refers to all aspects of beginning a business online, whereas online shopping indicates that the online sale and purchase of products and services. E-trade has transformed the industry by making it easy to locate and purchase things from anywhere on the planet. In reality, e-trade has established a global market that would not have been conceivable through traditional retail. Year after year, e-trade revenues are expected to grow at a fast pace, reaching



\$27 trillion by 2020. Online purchasing, from the other side, is an e-trade activity that comprises placing an order on a seller's website using a credit or debit card and contains the item delivered to your home Razi and Lajevaerdi, (2016), completing online research and doing web searches for items are also part of the online purchase process. Customers may purchase things from anywhere in the globe via a digital platform using online shopping or purchase stores. The main advantage of internet purchasing is having access to a worldwide shopping everywhere in easy way. For individuals who wish to avoid storefronts and lengthy lines and face to face shopping, as well as those who are too busy to purchase in traditional brick and mortar retail establishments, online shopping is a terrific option. A product may be dispatched to your home in as little as one day after you place an order online. Many shops are starting to shift more of their inventory to an online-only model. Amazon, one of the largest businesses in the world, is only online (Wolfenbarger and Gilly, 2003).

## **1.2. Antecedents of The Online Shopping**

The method of Michael Aldrich involved connecting a customized family TV to a real-time transaction processing computer through a domestic telephone line. For transaction processing, e-messaging, and information retrieval and distribution, 'closed' corporate information systems might be opened to 'outside' correspondents. Later on, the term "e-business" was coined. His word "participative" for the new mass communication medium was a significant divergence from past perspectives on media and mass communication, and it was a forerunner to social networking on the internet. Aldrich created, sold, installed, ran, and supported a variety of online retail systems using video text technology in the 1980s (Yang, Shi, Wang, & Yan, 2014).

These technologies predate the internet and the World Wide Web, which also included voice response and handprint processing. In 1990, Tim Berners-Lee created the first World Wide Web server and browser, which went on sale in 1991. Following that, in 1994, more technological breakthroughs were made. Pizza Hut (1992), Amazon.com (1994), and e-Bay (1995), were the first companies in the United States to provide online shopping. On the other hand, the bulk of the companies that pioneered the online shopping were not well-known industrial behemoths. In 2003 and 2004, low-cost airlines such as Air Deccan and SpiceJet were inspired by IRCTC's enormous success. People in the nation began to adopt e-trade on a significant scale, resulting in the advent of online shoppers like Flipkart in 2007. Other websites, such as Amazon,

Jabong, Snapdeal, and others, soon followed suit (Park et al., 2010), several studies after 2007 and until now have been carried out to show the benefits of e-trade online shopping for both consumers and online marketers like the study of (Tianxiang and Chunlin, 2010).

According to them online shopping benefit reflects from a number of variables, including the ability to reach and target a large number of individuals all over the world at the same time targeting individuals with varied demographic profiles, and increasing organizational efficiency and effectiveness. E-consumers benefit from online shopping because they have quick access to a wide range of products, services, and information. As one of the most convenient ways to purchase, online shopping has both functional and practical benefits. Consumers assume that buying goods and services through the internet allows to receive them at a less price than at a physical location (Kim, Park & Jeong, 2004).

The fact that internet sellers have lower expenses than traditional brick and mortar businesses supports this theory (Barrett, Mesquita, Ochsner, & Cross, 2007). Customers may also benefit from online shopping since it allows them to immediately satisfy their emotional and hedonistic requirements. Some people just shop online for the sake of pleasure, pleasure, and pleasure. The amount of money made through online sales in the region of Middle East has been gradually increasing. In 2017, revenue was \$23 billion, up from \$18 billion the previous year by 24.4 percent increase. From 2016 to 2021, the market is predicted to increase at a compound annual growth rate of 16.9%, reaching US\$ 50 billion. The UAE in the middle east is expected to top the market, closely followed by Saudi Arabia and Qatar. These countries are expected to provide more than half of the anticipated income in 2021 (Kurtuluş, Yaraş, & Yeniçeri, 2005).

The environment for e-trade growth in Iraq is generally weak, and there are various challenges to overcome. Inadequate computer equipment's, transportation, and logistics infrastructure, as well as poor and slow internet connections mixed with high price, are all key barriers. There is a paucity of regulation covering e-trade and associated services. and incentives to stimulate e-trade investment, cumbersome postal customs-transport operations, prohibitions on money and profit transfer, a lack of digital economy knowledge and skills, online privacy concerns, and a lack of user confidence in online transactions (Xia and Monroe, 2010).

### **1.3. Components of Online Shopping**

Clients must have good internet connection and a valid payment way like visa in order to do an online purchase. Higher levels of education and personal income are linked to more positive attitudes towards online shopping. Increased technology exposure also increases the possibility of new retail channels eliciting pleasant feelings. The most important components of online shopping customers are (Santoso and Aprianingsih, 2017):

- **Product determination**

Consumers find a product of interest by visiting the store's website or using a shopping search engine to find alternatives to the retailer's website; in our study, we picked the E-bay online store. Most online vendors use shopping cart software, which allows them to add multiple goods and change quantities in the same way they would in a physical store. After that, if necessary, a checkout procedure takes payment and shipping information. Customers can create a permanent online account with a component store after discovering a product they want on a seller's website. This allows them to submit any or all of this information only once. When a transaction is completed, the customer usually receives an e-mail confirmation. Customers with less sophisticated storefronts may be able to place orders by phone or e-mail; however, for security reasons, full credit card numbers, expiration dates, and card security codes, as well as bank account and routing information, should not be accepted via e-mail (Kotler, 2010).

- **Payment way**

Online shoppers frequently use a credit card or a PayPal account to make purchases. Customers can open accounts and pay using a variety of ways, including mobile phone billing, cash on delivery, cheque, debit card, net banking like paypal, gift cards, postal money orders, and Bitcoin or other crypto-currencies, according to certain systems.

- **Product Delivery method**

The products or services may be supplied in one of the following ways after payment has been received. For tangible things, the goods are delivered to the address provided by the client. Retail packages are typically delivered through the public postal system or a retail courier. Drop shipping is the practice of sending an order to a manufacturer or third-party distributor, who then distributes the items directly to the customer, saving time, money, and space by avoiding the retailer's physical presence (Razi and Lajevaerdi, 2016).

- Pick-up in-store

The customer uses locator software to find a nearby store where they may pick up the delivered item. For digital objects or tickets, use the following format: Downloading/distribution of digital content: This is the most popular way to share digital media including software, music, movies, and photos. The tickets, codes, or coupons may be redeemed at the appropriate physical or online location, and the validity of the content of the tickets, codes, or discounts can be checked. Design process.

Customers are lured to online shopping not just because it is easy, but also because it provides a larger selection of items, lower costs, and more information. Businesses want to provide online shopping not just because it is less expensive than traveling to a store, but also because it is more convenient. As well as online shopping provides access to a global market (Bulut, 2015).

#### -Consumer Needs and Expectations

A successful web store is more than simply a nice-looking, dynamic website. Many search engines place a premium on technological advantages, but it's also about building a relationship with customers and making money. Businesses typically attempt to implement online purchasing tactics without first gaining a thorough understanding of them and/or having a sound business plan in place.

In user-centered design, it's critical to understand the customer's demands. The distinction between desires and necessities is critical. Keeping the company's promises brings rewards. Customers will return if you offer them a cause to do so, and if you satisfy their expectations, they will remain. It's critical that the website conveys how much the product costs (Bulut, 2015).

### **1.4. Customer Repurchase Intention**

Customers repurchase intentions are impacted by the value they obtained from previous transactions. "Knowledge of the customer group to be served, their needs and wishes, and how to do it better and faster than competitors become a vital job to carry out". Beldad, De Jong, & Steehouder, (2010) states customers evaluate their future shopping and repurchase based on the value from current interactions, with relationship advantages acting as a proxy for future benefit expectations. Existing

customers' inclination to buy the same brand, product/service, and company again is frequently evaluated via polls of existing customers (Kotler, 2010).

"Behavioral intents" and "repurchase intention" were deemed comparable concepts and future behavioral intentions, as defined by Ford and Honan, (2017), is the possibility of a customer continuing or staying with their service provider in the future, however other academics have used the term "customer retention" to express the construct with this meaning. Repurchase intention refers to an individual's decision to buy from the same company or online store again (Wang, Chen, & Jiang, 2009).

Customers choose the same service provider and purchase the same service because of their positive prior experiences. Repurchasing a product or service is based on an individual's evaluation of a similar business that matches their demands, as well as an evaluation of the present service scenario (Ford and Honan, 2017).

From 2002 until the present, a thorough review of past literature on customer retention tactics in service-oriented businesses was done. Customer happiness, switching hurdles, pricing perception, customer loyalty, perceived service quality, and client service are all elements in customer retention tactics. Customer retention methods are frequently evaluated using repeat purchases and favorable word of mouth. Furthermore, as a result of the firm's customer retention strategy, non-financial variables were identified as the most important measurements for analyzing the firm's success online. Customer retention is a subject in which practitioners and academics invest a great deal of time and effort since it has been proven to help a firm succeed (Kotler, 2010).

According to De Chernatony and Drury, (2006), a company's performance may be enhanced by employing effective marketing strategies that increase customer spending and, as a result, sales volume. Customer retention is described as a customer's loyalty to a company and its products over time as seen by repeat purchases and a proclivity to promote positive word of mouth among their social circle. The customer's choice to repurchase a chosen service from the same service provider, taking into account the customer's current status and other prospective events, is referred to as repeat buy intention. Repeat purchase intentions are usually influenced by a customer's emotional tie to a service provider, such as loyalty and commitment (Kotler and Keller, 2012).

According to research, satisfied customers who have had a positive experience are more likely to purchase again, increasing the firm's success. It implies that the services provided to clients have an indirect influence on their intents to make repeat purchases,

resulting in favorable experiences for them. Kotler and Keller, (2012), believe that organizations need to monitor and increase the degree of customer satisfaction. Here are four facts to consider:

1. The expenses of acquiring new consumers might be 4 to 10 times higher than the expenses of pleasing and maintaining existing consumers.
2. Each year, the average firm loses between 15% and 35% of its clients.
3. Depending on the industry, a 6% reduction in customer defection can increase profits by 30 to 85 percent.
4. Over the life of a maintained client, the customer profit rate tends to rise.

Many factors contribute to the repurchase intention of online customers, consumer trust and satisfaction being the most important antecedents of continued purchase. According to Erlangga, (2014), online trade is fast transforming the way individuals do business all around the world. In the business-to-consumer category, online sales have expanded considerably in recent years. Customers, who come from both developed and developing nations, are growing acclimated to the new shopping channel. In a world where customer loyalty is crucial, researchers and practitioners alike must understand the factors that influence intention, adoption, and repurchase (Kotler and Keller, 2012).

According to Kotler and Keller, (2012), there are many factors that influence the outcome. For many years, people's intentions to buy things online have been studied. The subject of what keeps online customers repurchasing over the internet, on the other hand, has received less attention. This work intends to create a theoretical model that may assist technological, commercial, and consumer challenges associated in online repurchasing by expanding the existing customer satisfaction/continuance model based on the expectation-confirmation theory.

According to the results of an online survey of 1215 Japanese online customers, customer loyalty, as well as basic factors like confirmation, satisfaction, responsiveness, perceived usefulness, after-sales service, product reviews, and perceived incentives, have a significant impact on online customers' intention to repeat purchases.

In online shopping malls, Tianxiang and Chunlin, (2010), studied the influence of 15 parameters on consumer satisfaction and repurchase intentions. Because the value of loyal consumers is unbelievably high in e-trade, customer loyalty is critical to the success of shopping malls. In this thesis, a customer is defined as someone who has

made at least one purchase from an online shopping mall. Demographics, product reviews, client service, perceived benefits of use, site appearance, promotion, perceived consumer risk, personal qualities, and internet communication settings are some of the research components (Tianxiang and Chunlin, 2010).

This study findings are as follows: All other factors - product perceptions, customer service, and perceived ease of use, site appearance, promotion, and communications settings – had a negative connection with repurchase intention. The customer's self-reported likelihood of participating in subsequent repurchase behavior is referred to as repurchase inclination (Kotler and Keller, 2012).

Based on the theory of reasoned action (TRA) of consumer behavior, the technology adoption model was created with the idea that technology adoption and usage can be explained in terms of a user's internal belief, attitudes, and intents (Tianxiang and Chunlin, 2010).

The proliferation of e-trade activities, according to Pauwels and Neslin, (2015), necessitated businesses and academics to identify the major factors of customers online repurchase intention. They create an integrated model by looking at how utilitarian elements (reported ease of use and usefulness), and the hedonic element (pleasure) interact (perceived enjoyment), in the context of online purchasing, social/psychological elements (responsiveness, confirmation, contentment, and trust) directly or indirectly affected consumers' propensity to purchase again.

Both utilitarian and hedonic variables provide statistically significant explanations of variance in customer's online repurchase intention, according to confirmatory factor analysis and structural equation model analysis. In forecasting consumer online repurchase intention after a purchase, utilitarian considerations are more relevant than hedonic considerations. 63 percent of the variances in online repurchase intention may be explained by the full theoretical framework. Wang et al., (2012). provides a model to evaluate the effects of many aspects of perceived value (monetary, convenience, emotional, and social value), as well as perceived sacrifices, on customer satisfaction, as well as the effects of customer satisfaction on trust and repurchase intention (Pauwels and Neslin, 2015).

The authors looked at 635 clients of travel businesses who booked vacations in Iran using the internet. According to the study, monetary value (0.28), convenience value (0.25), emotional value (0.23), and social value (0.23), are the factors that have the greatest influence on customer satisfaction (0.20). Consumer pleasure diminishes as a

result of perceived compromises, according to the study (-0.17). Aside from that, this study demonstrates that customer satisfaction has the greatest influence on trust (0.33) and repurchases intention (0.32). (0.29). Repurchase intent is also influenced by trust (0.35).

According to Park et al., (2010), past study has looked into characteristics that influence repurchases intention. However, individuals who purchase online are more inclined to buy again, according to the report. An empirical study was conducted in order to investigate and determine the key factors that impact customers' desire to repurchase via online shopping. The authors analyzed some of the theories that have been used to study repurchase intentions and suggested a new framework and assumptions. Customers repurchase intentions are influenced by two major factors: performance expectations and favorable conditions, according to the findings. Wang et al., (2012). analyzed the recurrent purchase intention of experienced online shoppers by concentrating on online retailers. Prior research on online behavior persistence models identified usefulness, trust, satisfaction, product reviews, and perceived value as the most important determinants of continued adoption or loyalty, ignoring the crucial role of habit (Wang et al., 2012).

Using previous work in other disciplines as a spring board, in the context of online shopping, the authors define habit as the degree to which buyers shop online instinctively as a result of their education. They developed a model that implies that repeat purchase intention is influenced by current research on the ongoing use of information systems and repeat purchase, as well as trust and switching costs. but also, a matter of habit. By combining previous research on habit, information system continuity, and repeat buy, the authors propose how antecedents of repeat buy intention link to habitualization drivers. The findings demonstrate that having a greater level of habit reduces the impact of trust on recurrent purchase intent. The findings also demonstrate that contentment and familiarity are important factors in habit building, which is important in the context of online recurrent purchases (Yang et al., 2014).

The repurchase intention of Thai consumers is investigated in Patricia, (2001) study people working in three of Bangkok's most prestigious commercial districts are the target audience. With perceived usefulness, trust, privacy, perceived engagement, and customer happiness as independent components and repurchase intention as the dependent variable, an alternative repurchase intention model was developed. According to the research, the perceived utility of a website is determined by its



credibility. Furthermore, while customer happiness, perceived usefulness, perceived engagement, and trust all have a direct impact on repurchase intent, the link between privacy and trust has an indirect impact (Wang et al., 2012).

Barrett et al., (2007), conducted an internet-based survey with a convenience sample of 300 Malaysian respondents was used to collect data for the study. The findings show a positive relationship between perceived utility and trust, as well as a positive relationship between continuous intention to buy online and perceived usefulness. Between perceived usefulness and continuing intention, the partial mediation effect of the subjective norm is further found. It is also known that both men and women consider the utility of a website to be a significant element in their decision to buy anything online again (Barrett et al., 2007).

## **1.5. Determinants of Customer Repurchase Intention**

Depending on the first experience in online shopping from the E- stores where many people can find the opportunity to evaluate the purchase process and decide if they will repeat their experience or not, actually for costumers this decision is related with many determinants like customer satisfaction, cost, promotion perceived value, equity... etc. We will in this section discuss only the most important determinates of costumer repurchase intention as follows:

### **1.5.1. Perceived Quality**

When compared to competing alternatives, perceived quality may be defined as a customer's overall impression of a product's or service's similar performance. To put it another way, perceived quality refers to the recognition of a product's ability to provide consumer satisfaction in contrast to rival items. As a result, Baldauf, Cravens, & Binder, (2003) believe that high product quality may provide firms a competitive edge and is a crucial source of revenue. Furthermore, excellent product quality allows the company to demand a greater price than the market rate, resulting in a significant profit margin. Superior quality, on the other hand, is not a core skill in many markets, yet it is required to compete (Urde, 1994). According to De Chernatony and Drury, (2006), brand image is influenced by perceived brand quality.

Perceived quality, according to Nunnally, Bernstein, & Berge, (1994), is "the customer's view of a product's quality." It represents "consumers' overall assessment of a product's quality". In this study, the four factors of dependability, reliability,

superiority, and consistency proposed by Patricia, (2001) are used to assess perceived quality. These four aspects may be used to gauge a product or service's overall quality. Customers' perceived quality is a key aspect in customer satisfaction, and the better their perceived quality, the higher their buy intention. Perceived quality and purchase intention are linked, suggesting that perceived quality might be used to predict purchase intent (Nunnally et al.,1994).

Superiority or excellence is two terms that can be used to describe quality. "Perceived quality" indicates that a customer's evaluation of a product's overall excellence or superiority. According to Zeithaml, (1988), there are two types of quality: objective quality and perceived quality. The technical superiority or perfection of the items is referred to as the objective quality of the products. Using a predetermined quantifiable ideal standard or standards, objective quality may be certified in this way. Because academics and experts cannot agree on what the ideal standard or standards should be, there is worry regarding the selection of features and weights to determine objective quality. According to Maynes, (1976) and Zeithaml, (1988), there is no such thing as objective quality, and all quality evaluation is subjective. This argument is in favor of the second type of quality, perceived quality, which is a consumer's evaluation of a product's overall excellence or superiority (Meyer and Johnson, 1995).

As a result, in this study, "quality" refers to "perceived quality." The term "perceived quality" refers to a quantitative and declared expression of opinion or performance aspect. Customers' perceptions of quality are defined and measured by the quality in the eyes of the beholder characteristic in performance assessments, which is related to three different brands in this study. The authors looked at positive and negative relationships with quality in pilot research with 40 people. A pleasant aroma, a sweet taste, and well-organized packaging are all indicators of high quality. Low quality, on the other hand, is linked with a foul odor, a harsh taste, and filthy packaging. The terrible fragrance/nice scent, bitter taste/sweet taste, and dirty packaging/clean packaging anchors are used to score all of the goods on a seven-point semantic differential scale (Nunnally et al., 1994). Researchers define perceived quality as a cognitive reaction to a product that impacts product purchasing in the cognitive-affective paradigm (Kumar, 2009).

Perceived quality has long been recognized as a crucial influencer of purchase intent in the marketing world (Jacoby, Olson, & Haddock, 1971). Consumer's value perceived quality because it provides them a reason to buy and sets the brand apart

from competition. Internal (performance and durability) and external (customer feedback) variables influence consumers' opinions of a brand's overall awesomeness (brand name).

Quality may be defined as the moment at which a customer obtains information or cues regarding a product's features while purchasing for or eating it. It also implies that customers' perceptions of quality vary based on a variety of conditions, such as when they buy or eat a product and where they buy or eat it. When it comes to purchasing decisions, the assumed quality of a brand takes precedence above price. Product-specific qualities, such as perceived purity in consumables and quality in durables, are likely to have a significant influence on product bias. To evaluate Russian consumers' imported vs indigenous product prejudice, Hasanov and Khalid, (2015), looked at product preferences depending on ethnocentrism degrees and product attributes. They came to the conclusion that product features, rather than client ethnocentrism levels, may impact product selection (domestic versus imported). Consumers in developing countries will be drawn to non-local products since they are often thought to be of high quality (Hasanov and Khalid, 2015).

Product quality and client attitudes about non-local goods are related. There is a significant positive link between these two elements. The products of economically developed nations are distinguished not only by their appearance, but also by their fine craftsmanship and technological excellence. Customers in developing countries, despite their low incomes, are becoming increasingly aware of the greater quality of goods available to consumers in developed countries, owing to television, the internet, and generally improved worldwide connections, and they want the same.

According to Wixom and Todd, (2005), service quality is a level of perfection expected in regulating the aforementioned excellence in order to meet customer needs. Excellent service delivery is a strategic resource in the restaurant industry that may be utilized to achieve continuing competitive excellence. The following five characteristics can be used to measure the grade of service quality, (Kotler and Keller, 2012).

- a) Reliability refers to a company's ability to offer proper service at a certain moment.
- b) Responsiveness: an employee's willingness and ability to serve customers and respond to their demands.
- c) Ensure; this also implies that employees always act professionally and have the required knowledge and ability to address each customer's question or issue.

d) Empathy: demonstrates that the company understands the customer's position and acts in the customer's best interests.

g) Physical Proof: the completeness of tools/equipment, as well as the look of the employee.

### **1.5.2. Perceived Value**

Customers want to get the most bang for their buck. Value refers to the sum of all subjective and objective, qualitative and quantitative factors that make up a complete purchasing experience. The term "value" refers to an assessment of a product's or service's benefits and drawbacks. Zeithaml, (1988), defined perceived value from the perspective of consumers as the net balance of what customers feel they have given up (perceived sacrifice) versus what they have received (perceived benefit) by acquiring items or services. It's not just about the money. According to Zeithaml, (1988), perceived value is linked to not only price but also product quality and customers' propensity to buy again. These results back up the theory that perceived value influences buying intent. As a result, we've come up with a hypothesis. Perceived value, according to Kotler and Keller, (2012), is "the gap between the customer's judgment of all of a product's advantages and expenses, as well as the perceived alternatives." (Gruen, Osmonbekov, & Czaplewski, 2006).

### **1.5.3. Perceived Equity**

According to De Chernatony and Drury, (2006), the whole lifetime worth of all customers in developing a systematically subscribed customer asset through value equity is referred to as customer equity (an objective customer perception of quality, price, and convenience), retention equities and brand equity (an emotional subjective appraisal of what the firm delivers). Customer equity, according to Lovelock, (1983), is the sum of all corporate customers' discounted customer lifetime value, or, to put it another way, all current customers' potential to profit today and in the future (De Chernatony and Drury, 2006).

According to Aaker and Lee, (2001), customer equity management is critical because the value of a company's overall customer can be considered a corporate asset. Recent studies have shown that past contributions to consumer loyalty do not always reflect future benefits, so customer equity management is critical. As a result, a technology that can objectively assess each customer's benefits to the company is necessary.

- a. Value equity is the customer's objective appraisal of the bid's usefulness based on advantages, price to quality, price to convenience, and defensibility value.
- b. Brand equity: Customers are highly emotional, and subjective evaluations of a company's offerings trump rational logic. Consumers who are familiar with a product or service's brand
- c. Customer retention equity (client retention equity) aims to maintain customers by meeting their service expectations, as it is easier to keep customers than to acquire new ones, and the maintenance of customer relationships becomes the reason customers relate to the company.

The elements underlying the considerations in this study, according to the researchers, are elements that are relevant to the problems of sharia bank customer behavior (Gruen et al., 2006). Elements of value equity, brand equity, and retention equity are the appropriate dimensions to measure the customers' equity. Brand equity is a collection of brand assets and liabilities associated with a brand, its name, and its symbols that add or detract value offered by an item or service to a business or corporate client, according to Aaker and Lee, (2001), "Brand equity," is the value of a brand that produces high brand recognition and a strong, pleasant, and maybe distinctive brand link that people recall for a certain brand. Customer equity, according to Kotler and Keller, (2012), consists of:

- a. Brand loyalty, which is defined as a measure of consumer closeness to a brand. This metric reflects whether a customer is likely to transfer to a different brand, particularly if the brand's pricing or other qualities change. Despite the fact that there are numerous rival brand product alternatives that provide greater product features, loyal customers will typically continue to use the brand.
- b. Customer Awareness is a buyer's capacity to recognize or recall that a brand belongs to a certain product category.
- c. A consumer's perception of a product or service's overall quality or superiority in terms of the consumer's stated purpose is referred to as perceived quality. The total quality of a product or service determines its value, and this quality has a direct influence on buying decisions and brand loyalty.
- d. A brand association is any impression that develops from a consumer's recall of a particular brand. The image of a brand in connection to cultures, lifestyles, perks, qualities, goods, regions, pricing, rivals, celebrities, and others is referred to as brand association. When backed by a strong connection, an established brand will

undoubtedly have a more prominent position than a rival. The complete customer time life equity of all corporate customers was systematically done in creating customer assets, based on the aforementioned understandings (Hasanov and Khalid, 2015).

#### **1.5.4. Online Word of Mouth (E- WOM)**

Online word of mouth (E- WOM) is defined by Zhang et al., (2011), as an internet forum where existing users and future buyers can give positive or negative comments. Because it is the act of passing on one's thoughts and opinions from one person to the next. Word of mouth is one of the most effective ways for people to share knowledge. Personal relationships and assessments of a company or its product are frequently related with word of mouth (Zhang et al., 2011).

Word of mouth influences client purchasing decisions because it provides a conduit for customers to convey their ideas, opinions, or remarks about organizations, products, or services. This idea is supported by a Nielsen survey from 2007, which indicated that 78 percent of customers make decisions based on suggestions from online word of mouth (Bilgihan, 2016).

E- WOM, which is defined as any good or negative remarks made about a product or company by prospective, current, or former consumers, is accessible to anybody with an internet connection. In the tourist context, Bilgihan, (2016), defined E- WOM as any internet-based communication on the use or quality of anything (products, services or a company).

Litvin, Goldsmith, & Pan, (2008), used the term "E- WOM," which refers to any informal online communications made by Traveloka customers regarding the use or advantages of reserving lodging. Word-of-mouth on the internet is merely an extension of conventional WOM.

In a variety of ways, E- WOM behaviors differ from those in the real world. WOM communication is defined as oral, person-to-person communication about a brand, a product, a service, or a provider between a receiver and a communicator whom the receiver perceives as noncommercial in the marketing literature. E- WOM is an internet-based form of communication that is not face-to-face or oral. The advent and spread of the internet have broadened the scope of consumer feedback and offered customers the opportunity of submitting their own consumption-related ideas via

online word-of-mouth. E- WOM was described in six dimensions by Casal, Flavi, & Guinal, (2011), Positive self-improvement, social benefits, aiding the company, seeking assistance, caring about other consumers, and expressing disagreeable feelings are all part of this dimension (Casal et al., 2011).

### **1.5.5. Customer Loyalty**

A brand, product, organization, or service outlet might be the loyal object. Much of the research on consumer loyalty, however, has focused on brand loyalty. According to Dharmmesta, (1999), a brand is frequently seen as a loyal object since it symbolizes a product or business identity that is easily recognized by customers. In this context, the terms "customer loyalty" and "brand loyalty" in this article have no meaning and can be used interchangeably. It's far simpler to say than to do when it comes to defining loyalty. There are three main ways of assessing loyalty in general: There are three types of measurements: behavioral, attitude, and composite. Consistent, repetitive purchasing behavior is used as a predictor of loyalty in the behavioral assessment. One issue with behavioral measurements is that recurrent purchases aren't always the consequence of emotional attachment to the brand. As a result, recurring purchases may not always imply dedication. Attitudinal data is used to show the emotional and psychological attachment that comes with loyalty. The sense of loyalty, involvement, and allegiance is measured in the attitudinal assessment (Casal et al., 2011).

The third technique, composite loyalty measurement, combines the first two and assesses customer loyalty based on product preferences, switching propensity, frequency of purchase, most recent purchase, and total amount spent. The predictive power of loyalty is considerably boosted when both attitudinal and behavioral data are combined to define loyalty. Brand loyalty is characterized as recurring purchases prompted by a strong favorable attitude and devotion to the brand, according to Anuwichanont and Mechinda, (2009), Oliver defines brand loyalty as a strong desire to repurchase or patronize a favorite product or service, despite the possibility of situational effects and marketing efforts driving switching behavior, resulting in recurring same-brand or same-brand-set purchases (Anuwichanont and Mechinda, 2009).

The strength of the relationship between an individual's relative attitude and recurring patronage is described by Dick and Basu, (1994). Not only does the relative attitude include feelings about the brand, but it also includes feelings about alternatives. Not

just pleasure, but also preference indications are included. The hypothesis states that the stronger the relative attitude between choices, the more likely it is to influence behavior. According to Dick and Basu (1994), the form of relative attitude is more likely to give a greater predictor of recurrent patronage than attitude toward a single brand. They claim that when a potential consumer is in the process of forming an opinion about a brand, she always undertakes a comparative evaluation. Loyalty. Loyalty is defined and assessed by attitudinal and behavioral aspects. Commitment and intention are used to assess the attitude dimension, whereas purchase frequency and percentage are used to examine the behavioral dimension. Attitude dimension, relative attitude and behavioral dimension are based on Lau and Lee, (1999), while the other two are based on Pritchard, Havitz, & Howard, (1999). A seven-point interval scale is used to assess all of the elements (Nunnally et al., 1994).

According to Dick and Basu, (1994), brand loyalty is a term that has been explored several times but has yet to demonstrate a clear capacity to simplify the results acquired. Furthermore, the authors argue that loyalty may be defined in two ways: first, some academics and practitioners view loyalty to be driven by behavior, and behavioral loyalty is defined by a customer's purchasing habits or repurchases. Second, some experts feel that adherence to one's attitude and attitude-behavior drives loyalty. According to Jensen and Hansen, (2006), throughout the previous several decades, when loyalty has been a key focus for academics, much emphasis has been paid to the attitudinal element, when it became clear that behavioral brand loyalty alone did not help to knowledge of loyalty.

Furthermore, according to Dick and Basu, (1994), distinguishing loyalty from repurchase has proven difficult; with most academics claiming that it is a mix of repurchase behavior and loyalty. Brand loyalty, according to Bilgihan, (2016), component of brand equity is defined as a positive mentality associated with a certain brand that leads to recurrent purchases over time. Furthermore, the article notes that while establishing a brand's worth, it's crucial to remember that loyalty converts to profits because it's a key aspect in determining a brand's worth. Brand loyalty is described as a client that buys the same brand on a frequent basis over the course of a year (Gruen et al., 2006).

A deeply held commitment to re-buy or repatronize a preferred product or service consistently in the future, causing repetitive same brand or same brand-set purchasing despite situational influences and marketing efforts that have the potential to cause



switching behavior. According to Lam, Ahearne, & Schillewaert, (2010). Because brand loyalty is so important to a company's worth. Zhang et al., (2011) found that it has the potential to influence recurrent purchases of the same product while also preventing switching to competitor products. According to Zhang et al., (2011) the tendency to create and keep customer loyalty may affect the wealth of the majority of firms since selling to existing customers is more cost efficient than influencing new consumers.

## **1.6. Ebay Online Shopping Store**

EBay was one of the original online shopping businesses, launched in 1995 in the United States, and it has been a key participant ever since. Despite the fact that Amazon has around three times the yearly gross sales volume, eBay is still the second most popular shopping site in the United States and globally.

In contrast to Amazon, eBay was designed to function as a real peer-to-peer internet shopping. With its auction-style postings it aimed to bring together potential buyers with online dealers of secondhand or valuable things at first (Kuo et al., 2009).

The majority of eBay's sales now come with fixed-price option "buy it now". Every kind of item is available for sale on eBay, from baseball cards to brand-new automobiles. Online shopping is expected to account for 40% of the global online retail industry by 2022, according to researchers in this field. 18 percent of customers polled in 2020 claim they shop on eBay once or more a week. When it comes to Christmas shopping in 2020, eBay had more than 140 million unique visits. In the past year, eBay generated over \$25 billion in revenue. The bulk of things posted on eBay nowadays are brand new.

Large and small companies alike create eBay shops to capitalize on the shopping's huge traffic, about 4 billion daily transactions on the eBay online shopping store. 34–65-year-olds make up 72% of eBay's audience according to statistics announced by the store itself. This generation of young people hasn't flocked to eBay in the same numbers as those who remember when it first started and became wildly popular.

### **1.6.1. EBay online shopping store benefits based on value and quality**

Though specialized marketers have the de facto 'monopoly', the difficulty is that the pie is considerably smaller. Thanks to the internet, however, the niche market may extend the client base and consequently gain enough consumers to attain economies

of scale. Greater firms may also disseminate their products more quickly using eBay, which reduces competition. On the subject of increasing rivalry among suppliers, the internet also allows customers to expand their supplier base, which in turn raises competition among suppliers. As an example, a client may utilize multiple internet sites (such as computershopper.com and pricescan.com) to rapidly check computer equipment prices (Jiang and Rosenbloom, 2005).

Particularly if the product is a well-known brand and the price is all that separates them. Internet buyer-seller matching services are expected to grow rapidly in the next years, helping buyers to expand their supplier base and sellers to expand their client base.

The emergence and effect of this worldwide shopping for buyers and sellers, eBay, should present a plethora of study subjects. They argue that social behavior may be seen as a collection of individual decision-making, according to Plessis, (2011), Let's take a look at a really easy buy. If the advantages of a product surpass its cost, we will buy it.

E-trade may have the following effects on value evaluation. As a result, decisions may be made considerably more quickly, and the perceived value, quality, and loyalty of a product may be raised. "Better" knowledge may lead to more obsessive purchases, but it also allows for more accurate assessments of other goods' benefits as well. A 'better' decision might yet be taken.

To determine the Net Present Value of a transaction, salvage value is always considered. Products of poor resale value, or those that are difficult to sell, may not be acquired (Plessis, 2011).

A company may have a flexible return policy in order to decrease the trouble of returning a product and encourage customers to buy it. In the case of eBay, e-trade may make the process of reselling a product easier. This is because the resale value will grow as a result of eBay's large client base. This might enhance the product's appeal. For those of us who live in a "throw-away" society, the trouble (cost) of reselling those things in the garage exceeds the potential money. As the resale price drops, perhaps more objects can be recovered from attics and garages and put to good use (Plessis, 2011).

### **1.6.2. EBay repurchases tools and incentives**

Sellers on eBay have access to a wide range of tools that can make the process easier and more efficient and incentives the repurchase from the customer. On eBay or through third parties, you can use the following tools: Sellers may use PayPal without having to create a business credit card account, which makes it easier to accept credit card payments. Particularly for infrequent sellers, this removes a lot of hassle. Sellers have the option of reversing charges if a sale falls through. To pay for shipping and handling, sellers can also utilize their PayPal debit account. Using a credit card, customers may also pay with ease and security.

For individuals buying expensive products, Escrow.com offers an escrow account. Because the customer may pay into the account where the money is kept until the quality of the commodity can be verified, there is less risk of distrust. When a contract falls through, escrow.com reimburses the buyer. If the buyer pays by credit card, the charge is 2 percent to 4 percent of the escrowed value (Santoso and Aprianingsih, 2017).

The eBay and USPS agreement allows eBay buyers to determine shipping charges by entering their zip code on the eBay site's website. Buyers pay a delivery cost when they purchase an item from the seller. Shipping labels are printed and paid for using PayPal. An additional connection allows sellers to have their Priority Mail and Express Mail goods picked up for free the following day, saving them the trip to the Post Office. Both USPS and UPS provide additional incentives if the shipper prints out the shipping label online (Barrett et al., 2007).

Products may be listed on eBay more easily with Turbo Lister's help. Creating an eBay listing begins with creating a title, then selecting the proper eBay category, writing a description, uploading images, and formatting the listing. Listings may be laid up more easily with the use of templates that can be customized. Sellers have the option to preview their listings before they are made public. In addition, customers have the option of scheduling their listings to begin at any time they want. Additionally, eBay listings may be imported into (Turbo Lister) in order to speed up the listing process. Bulk editing allows you to make changes to numerous items at the same time (Scarpi et al., 2014).

In order to achieve their goals and incentives the repurchasing, eBay sellers use sales reports to keep tabs on important performance parameters.

Aside from that, they assist sellers in understanding their business, identifying places to improve, discovering new possibilities, and refining their business plans. A small fee is charged for the expanded Sales Reports Plus; however, it's waived for those who have an eBay store. The basic Sales Reports are free.

They make e-Bayers' lives a little simpler while also generating more cash to support these new industries. Macromedia, for example, realized this potential and decided to take use of it by developing contribute 3 for eBay. PayPal now accepts non-eBay cash transactions as well as PayPal cash transactions.

### **1.6.3. eBay strategies to rising costumers perceived value, equity, quality and loyalty**

Usually, firms focus on the difference between the cost of production and the price they charge for their products. But eBay also pays attention to the perceived value gap between your price and the perceived value buyers attribute to your product besides the perceived equity, quality, and loyalty.

Often, companies think that if sales are slow, they must lower pricing. The difference between price and perceived value is either too small or non-existent. Every note is attempting to measure the disparity. As of right now, the company's premium accounts cost \$5 per month. As part of his research, Libin has been evaluating the cost of Evernote in various nations to see if it is inexpensive or costly compared to its perceived value. In certain nations, such as Iraq, India, or China, \$5 a month might be too costly (Baldauf et al., 2003). For the United States or Japan, \$10 a month may still be affordable." Increase perceived value by improving your marketing efforts. In the early days of eBay, for example, users who sold items on the site might add a photo to their listings for 25 cents. As Dearing points out, it wasn't used much (Scarpi et al., 2014).

Selling with photos generated greater click rates and a higher price tag. Along with the function, eBay began to sell this data. As a result of the sales data, eBay's sellers realized that the photos solved an issue, and their perceived worth increased as a result of this. When eBay stopped charging 25 cents to host an image, it made hundreds of millions of dollars a year in pure profits, Dearing adds.

#### **1- Trading assistants**

Companies and individuals are increasingly using e-business as a method of outsourcing. There are 300 new shops in the outside of the United States, and one of

them is an eBay trading assistant. For a charge, generally a percentage of the sale price, customers can drop off their things for sale on eBay at trading assistants. This service allows some individuals to utilize eBay instead of garage sales, despite the consignment charge being as high as 50% (not including eBay fees). One of these trade aids, EZ-Bayer, is positioned adjacent to a coin and collectible store. As a result, that increase the customer's loyalty and incentive them to repeat purchase process (Zeglat et al., 2016).

## 2- A new method of franchising

Although most of the "affordable" eBay businesses are actually separate manufacturer's sites, there is no indication that any of these eBay companies employ this strategy. The 'drop shipment' approach, for example, is promoted by Megastar distributors. Most sellers simply choose things from distributor catalogs, offer them on their own eBay sites, and place orders with the distributor. Distributors provide items straight to customers. Although eBay acts as an intermediary between customers and sellers in this strategy, the manufacturers/distributors provide e-Buyers with cheaper processing fees. In this strategy, manufacturers/distributors offer e-Buyers lower processing charges. With this new division of labor, all parties may maximize their potential by specializing (Zeglat et al., 2016).

## 3- A new international distribution model

eBay is being used by international e-trade to distribute items through a direct route, and it's growing in popularity. One firm situated just outside of Houston imports string and brass instruments from China and sells them on eBay, while another buys them straight from the manufacturer. Violin king and maestro case have separate websites, yet all correspondence points to the same address. Each of these sites has over 2500 feedbacks in the last year, indicating that they have made at least that many sales on eBay through each site in that time period. However, they do not use the eBay shop service. From China or Hong Kong, there are a plethora of vendors of knock-off (i.e., non-brand) goods. In most cases, it takes a little longer for the things to arrive, but the shipping costs are fair depending on the product. Designer apparel is available on eBay in Houston from one retailer, however the costs are in euros. For obvious reasons, we must presume that foreign markets are a priority for this firm. The proprietor did not respond to the e-mail interview request (Bulut, 2015).

## CHAPTER TWO

### RESEARCH MODEL AND HYPOTHESIS

In this chapter we will explain the aims of the research, the research questions, hypothesis development and the research model.

#### 2.1. Aim of the Study

The aim of this research is to show how perceived quality, value, and equity affect repurchase intent, electronic word of mouth, and loyalty and to show what is the mediation effect of “Loyalty” on the relationship between online repurchases intention and E- WOM and what is the mediation effect of “E- WOM” on the relationship between repurchases intention and loyalty.

#### 2.2. Research Question

RQ1: Does perceived value, quality and equity effect on online repurchases intention?

RQ2: Does electronic word of mouth, and loyalty effect on online repurchases intention?

RQ3: Is a mediation effect of “Loyalty” on the relationship between online repurchases intention and E- WOM?

RQ4: Is a mediation effect of “E- WOM” on the relationship between repurchases intention and loyalty?

#### 2.3. Hypothesis Development

In this section it was tried to build the research model comprised of six hypotheses to give an answer to the research questions.

According to Ford and Honan, (2017), repurchase intentions had a positive and significant relationship with brand quality perception. Customers who feel a brand is of excellent quality are more inclined to buy or repurchase it. Perceived brand quality is an important factor to examine since it is all about the customer's overall evaluation of brand features and attributes on the brand's ability to meet a need. Perceived quality has a significant influence on purchase intentions. Perceived quality and customer happiness had a good impact on brand choice, and brand preference had a positive impact on repurchase interest. As a person's perceived quality improves, so does their chance of purchasing. Ford and Honan, (2017). utilized the variable of perceived quality and buy intention in a study on carbonated drinks in Bogor, and came to various results, one of which is that perceived quality in Coca-Cola and Big Cola carbonated beverages has a substantial influence on repurchase intention (Ford and Honan, 2017).

Consumers' perceptions of overall quality or perfection of a product or service that serves the same goal as the intended purpose. One of the most important aspects of brand equity is quality perception. Consumers' desire to buy and the price they will pay are both affected by perceived quality (Santoso and Aprianingsih, 2017).

As a result, a good perception of quality will influence a product's purchasing choice and may even lead to product loyalty. This is because consumers' perceptions of quality are important since, if the perception of quality is bad, the product will not be appreciated and will not survive in the market. The product, on the other hand, will be appreciated if the sense of quality is good.

Repurchase intention and perceived quality “A customer's desire to purchase and the price they would pay are both affected by perceived quality”. Furthermore, a single customer's judgment of brand quality is the ultimate decider. Furthermore, it has been claimed that quality and value are inextricably linked, and that a product's perceived worth is proportional to its perceived quality. Perceived quality of a product differs from its value since perceived quality is influenced by the consumer and does not reflect the product's real worth. Based on several studies in this research the following hypothesis is proposed.

***H<sub>1</sub>***: Perceived quality has a positive impact on online repurchase intention.

By examining the successes and failures of firms, we may explore whether there should be a limit to what can be promoted, the obligations of a company that promotes internationally, and if it is vital for a company to be able to deliver on the promises it makes through advertising.

Perceived value importance for a firm or business and marketing to determine how consumers repurchase intentions in terms of behavior are evaluated. What gives a customer the right to buy a product or a brand again? Customers have the right to repurchase a product or a brand as long as they use it, or they can switch to another product or brand that will better satisfy them, which might impact their repurchase intention (Xia and Monroe, 2010). In this research the following hypothesis is proposed.

***H<sub>2</sub>***: Perceived value has a positive impact on online repurchase intention.

According to De Chernatony and Drury, (2006), the whole lifetime worth of all customers in developing a systematically subscribed customer asset through value

equity is referred to as customer equity. Customer equity is critical because the value of a company's overall customer can be considered a corporate asset. Recent studies have shown that past contributions to consumer loyalty do not always reflect future benefits, so customer equity management is critical, especially when we are searching the relation between perceived equity and online repurchase intention. As a result, there are many dimensions of the perceived equity that could influence the customer decision by purchasing again from the same online shopping store.

According to Gruen et al., (2006), these elements (value equity, brand equity, and retention equity) are the appropriate dimensions to measure the customer's repurchase future decision.

Distinction between value and equity is that equity theory is founded on the assumption that customers will compare their output to input ratio to the vendor's ratio. From the buyer's perspective, value is only determined by the ratio of benefits to disadvantages. However, it has yet to be determined how much these two ideas overlap and how they relate to pleasure when they are both antecedents. Equity appears to be the customer's assessment of what is fair, right, or merited, and it is regarded the distributive dimension of perceived justice on this premise. However, because equity theory suggests that purchasers will compare their output to input ratio with the vendor's ratio, and since benefits and sacrifices are only evaluated from the buyers' perspective in this study, value was investigated as an antecedent of pleasure (Overby and Lee, 2006). Based on several studies in this research the following hypothesis is proposed.

**H<sub>3</sub>:** Perceived equity has a positive impact on online repurchase intention.

Word of mouth influences client purchasing decisions because it provides a conduit for customers to convey their ideas, opinions, or remarks about organizations, products, or services. E- WOM, which is defined as any good or negative remarks made about a product or company by prospective, current, or former consumers, is accessible to anybody with an internet connection. In the tourist context, E- WOM means internet-based communication on the use or quality of anything (products, services or a company).

In a variety of ways, E- WOM behaviors differ from those in the real world. WOM communication is defined as oral, person-to-person communication about a brand, a product, a service, or a provider between a receiver and a communicator whom the



receiver perceives as noncommercial in the marketing literature. E- WOM is an internet-based form of communication that is not face-to-face or oral. The advent and spread of the internet have broadened the scope of consumer feedback and offered customers the opportunity of submitting their own consumption-related ideas via online word-of-mouth. E- WOM was described in six dimensions by Casal et al., (2011), Positive self-improvement, social benefits, aiding the company, seeking assistance, caring about other consumers, and expressing disagreeable feelings are all part of this dimension (Casal et al., 2011).

E- WOM is a remark made by a current, potential, or past consumer based on their good, negative, or neutral experience with a product, service, brand, or company, where all information is available to everyone and institutions across the internet network. E- WOM is a dynamic (ever-changing) conceptualization in which a problem has the potential to lead to an unanticipated information sharing process, and they think it is a dynamic and continuous information exchange process. Because E- WOM is an extended WOM, it is fundamentally comparable to WOM theory (Xia and Monroe, 2010).

The primary distinction between the two may be observed in the kind of media employed. WOM is generally restricted to face-to-face communication, but E- WOM uses internet-based media. As a result, E- WOM is a new type of WOM that has evolved as a result of developments in information technology. The difference between WOM and E- WOM will be significant as a result of this media shift. There are several distinctions between E- WOM and WOM since E- WOM is done through online media. Because E- WOM is done through the internet, it has a higher degree of information distribution than E- WOM. Because of its vast dissemination rate, E- WOM is thought to have a significant influence on the firms, brands, and goods that are discussed in E- WOM. Furthermore, due of the nature of the internet, which might contain persons who are unsure of their identity, E- WOM is particularly vulnerable to fraud. The internet is an anonymous channel that is frequently used by vendors to undermine trust and usefulness of E- WOM among backers (Gruen et al., 2006).

Wixom, and Todd, (2005), combined the reasons for conventional WOM into the motives for doing E- WOM in their pioneering study of E- WOM motivation, establishing eight prevalent motives for E- WOM activity utilizing online samples of roughly 2000 web-based opinion platform users: (1) platform assistance, (2) negative

emotion venting, (3) customer care, (4) positive extraversion and self-improvement, and (5) social advantages positive and negative E- WOM motivations, on the other hand, are frequently coupled. For example, E- WOM's motivating elements like altruism include positive and negative items (for example, "I want to stop others from having the same bad experience as me," "In my view, an excellent hotel should be encouraged"). As previously established, the valence of a customer's consuming experience influences online comments. As a result, the motivation for performing or disseminating good E- WOM differs from that for disseminating negative E- WOM. This motivating distribution between positive and negative E- WOM behavior might aid in clarifying and focusing the findings of E- WOM behavior study (Gruen et al., 2006).

According to Kim, Ferrin, & Rao, (2009), E- WOM negative motivation includes:

(1) Releasing unpleasant emotions. When someone has a terrible encounter with internet purchases at the market, unpleasant sentiments will arise. Customers would experience emotions such as wrath, retribution, and frustration, as well as psychological stress, in the context of hotel hospitality and bad travel services. Customers use E- WOM on online platforms to minimize consumer bad sentiments and restore psychological equilibrium to a balanced condition (Pauwels and Neslin, 2015).

(2) Generosity (negative). When it comes to online purchases, people's motive for submitting negative E- WOM is to ensure that the bad experience they had does not happen to others. In the context of medical and travel services, altruism indicates that the statement at E- WOM is to avoid others from suffering the same difficulty, also aids businesses in improving service quality. When compared to positive altruism, this is distinct. According to Yang et al., (2014), positive altruism seeks to share positive experiences and support businesses. Altruism refers to the desire to help other consumers have the positive experience that they have and to assist businesses in increasing sales.

(3) Financial incentives (negative). Economic incentives are one of the reasons why people use E- WOM to share their shopping experiences. Customers are more likely to write E- WOM about their experiences when hotels or online platforms give monetary or non-monetary economic incentives, such as point awards and discounts, economic incentives, on the other hand, are an extrinsic reason for sending E- WOM, thus the authors leave them out of the debate. Based on their degree of satisfaction,

there are many reasons for consumers to implement E- WOM. First, if a product's performance or service surpasses expectations, consumers will be driven to tell others about it. Second, if consumer expectations are not met, discontent will result, prompting customers to engage in E- WOM as a means of coping with and expressing their negative feelings. Based on several studies in this research the following hypothesis is proposed:

**H<sub>4</sub>:** Online repurchase intention has a positive impact on online word of mouth.

A brand, product, organization, or service outlet might be the loyal object. Much of the research on consumer loyalty, however, has focused on brand loyalty. Brand is frequently seen as a loyal object since it symbolizes a product or business identity that is easily recognized by customers. In this context, the terms "customer loyalty" and "brand loyalty" in this article have no meaning and can be used interchangeably. It's far simpler to say than to do when it comes to defining loyalty. There are three main ways of assessing loyalty in general: behavioral, attitude, and composite. Consistent, repetitive purchasing behavior is used as a predictor of loyalty in the behavioral assessment. One issue with behavioral measurements is that recurrent purchases aren't always the consequence of emotional attachment to the brand. As a result, recurring purchases may not always imply dedication. Attitudinal data is used to show the emotional and psychological attachment that comes with loyalty. The sense of loyalty, involvement, and allegiance is measured in the attitudinal assessment (Casal et al., 2011).

The third technique, composite loyalty measurement, combines the first two and assesses customer loyalty based on product preferences, switching propensity, frequency of purchase, most recent purchase, and total amount spent. The predictive power of loyalty is considerably boosted when both attitudinal and behavioral data are combined to define loyalty. According to Anuwichanont and Mechinda, (2009) brand loyalty is characterized as recurring purchases prompted by a strong favorable attitude and devotion to the brand. They define brand loyalty as a strong desire to repurchase or patronize a favorite product or service, despite the possibility of situational effects and marketing efforts driving switching behavior, resulting in recurring same-brand or same-brand-set purchases.

The strength of the relationship between an individual's relative attitude and recurring patronage is described by Nunnally et al., (1994), Not only does the relative attitude

include feelings about the brand, but it also includes feelings about alternatives. Not just pleasure, but also preference indications are included. The hypothesis states that the stronger the relative attitude between choices, the more likely it is to influence behavior. According to Nunnally et al., (1994), the form of relative attitude is more likely to give a greater predictor of recurrent patronage than attitude toward a single brand. They claim that when a potential consumer is in the process of forming an opinion about a brand, she always undertakes a comparative evaluation. Loyalty. Loyalty is defined and assessed by attitudinal and behavioral aspects. Commitment and intention are used to assess the attitude dimension, whereas purchase frequency and percentage are used to examine the behavioral dimension (Nunnally et al., 1994). According to Nunnally et al., (1994), brand loyalty is a term that has been explored several times but has yet to demonstrate a clear capacity to simplify the results acquired. Furthermore, the authors argue that loyalty may be defined in two ways: first, some academics and practitioners view loyalty to be driven by behavior, and behavioral loyalty is defined by a customer's purchasing habits or repurchases. Second, some experts feel that adherence to one's attitude and attitude-behavior drives loyalty. According to Jensen and Hansen, (2006), throughout the previous several decades, when loyalty has been a key focus for academics, much emphasis has been paid to the attitudinal element, when it became clear that behavioral brand loyalty alone did not help to knowledge of loyalty.

A deeply held commitment to re-buy or repatronize a preferred product or service consistently in the future, causing repetitive same brand or same brand-set purchasing despite situational influences and marketing efforts that have the potential to cause switching behavior, because brand loyalty is so important to a company's worth. Zhang et al., (2011) found that it has the potential to influence recurrent purchases of the same product while also preventing switching to competitor products. According to Zhang et al., (2011), the tendency to create and keep customer loyalty may affect the wealth of the majority of firms since selling to existing customers is more cost efficient than influencing new consumers.

This metric can help determine whether or not a customer will transfer to a competitor's brand, especially if the brand is determined to be a change in terms of pricing or other qualities. Brand loyalty, according to Munusamy, Chelliah, & Mandari, (2011), is a reflection of the company's and brands long-term profitability. When quality is experienced, brand loyalty develops, and the better the quality, the greater the impact

on brand. It demonstrates that customers who are loyal to a brand are more confidence in their decisions. A brand-loyal customer will not readily switch from one brand to another, regardless of what happens to that brand. When consumers become more devoted to a brand, they become less vulnerable to threats and attacks from rival product brands. As a result, brand loyalty is one of the most important indications of brand equity that is linked to sales prospects, as well as a guarantee of future profit for the firm. We offered the following fourth hypothesis based on the preceding explanation (Munusamy et al., 2011).

Customers benefit from better product knowledge and a wide range of options, as competition is strong and new products are introduced on a regular basis. As a result of this logic, increased brand loyalty can lead to continuous purchasing of a brand, and therefore repurchase intention. There is a link between brand loyalty and customer repurchases intentions. This study concludes that brand loyalty impacts repurchase intention in South Africa, based on empirical data and Aaker's brand equity model (Hasanov and Khalid, 2015). Based on several studies in this research the following hypothesis is proposed:

**H<sub>5</sub>:** Online repurchase intention has a positive impact on loyalty.

Revealed that brand loyalty is critical for a company's ability to grow volume, earn premium rates, and retain rather than seek customers. Because replication buy relates to purchasing a brand on a recurring basis, and loyalty refers to the consequence of actions, there is a significant difference between the two. When a client is delighted with a product, repurchase intention increases brand loyalty. Client loyalty will help the company since they will ultimately agree to pay a greater price and may even propose new clients to the organization (Pauwels, and Neslin, 2015).

Brand loyalty is a repurchase vow, which states that a consumer will repurchase his or her devotion regardless of the circumstances. Furthermore, other research claims that customers must have good sentiments toward brands in order to purchase them. Relationship managers are especially interested in the loyalty intentions of consumers who have been effectively attracted to the firm's product, according to Gruen et al., (2006). The repurchase of the firm's offering and the resulting WOM are examples of loyalty intents. According to the studies mentioned above, brand loyalty has an effect on repurchase intent.

Loyalty-Repurchase the concept of repurchase and the factors that impact it have been studied by a number of scholars (Meyer and Johnson, 1995). The word "repurchase" refers to a customer's actual behavior that leads to repeated purchases of the same goods or services. The majority of consumer purchases will almost certainly be repeated (Kotler and Keller, 2012). Customers frequently purchase similar things from similar businesses, and most transactions are part of a series rather than a single transaction.

The intention to repurchase and the intention to engage in great word-of-mouth and recommendation (referral) are the two types of repurchase intents. There has been discussion in the marketing research literature over whether purchase intentions and prior purchasing activity are connected to future consumer behavior. To put it another way, does repurchase intent result in repurchase? Both loyalty and repurchase are commonly misunderstood ideas. This might be owing to the multifaceted character of loyalty, as well as the many different meanings of the word.

Any explanation of any relationship among variables may be derived from the preceding explanation. Consumers intended to utilize the following information sources (friends, salespeople) for their next durable product purchase, friends, and salespeople. While much is known about customers' readiness to accept suggestions throughout the decision-making process, less is known about how recommendations impact consumer purchase decisions, particularly in an online-mediated setting.

Furthermore, consumer satisfaction has an increasing additive effect on brand loyalty. The finding also supports the Linear relationship in the model. Brand loyalty is verified to be influenced by community involvement in a linear and beneficial way. In the media business, online communities are continuing to develop. Brand loyalty may be built through online brand communities. Brand loyalty is multi-step processes that begins with brand attachment to the community's favorite brand and ends with repurchase intent and good word of mouth. Another aspect, community identification, has been shown to be a precursor to community commitment and to have an indirect impact on brand attachment through a psychological feeling of brand community. Advertising has become a critical component in building brand loyalty (Casal et al., 2011). According to Chinomona and Dubihlela, (2014), the internet allows emarketers to improve sales by using brand loyalists of other businesses by advertising and establishing relationships on other loyalist eccentric websites. According to the studies

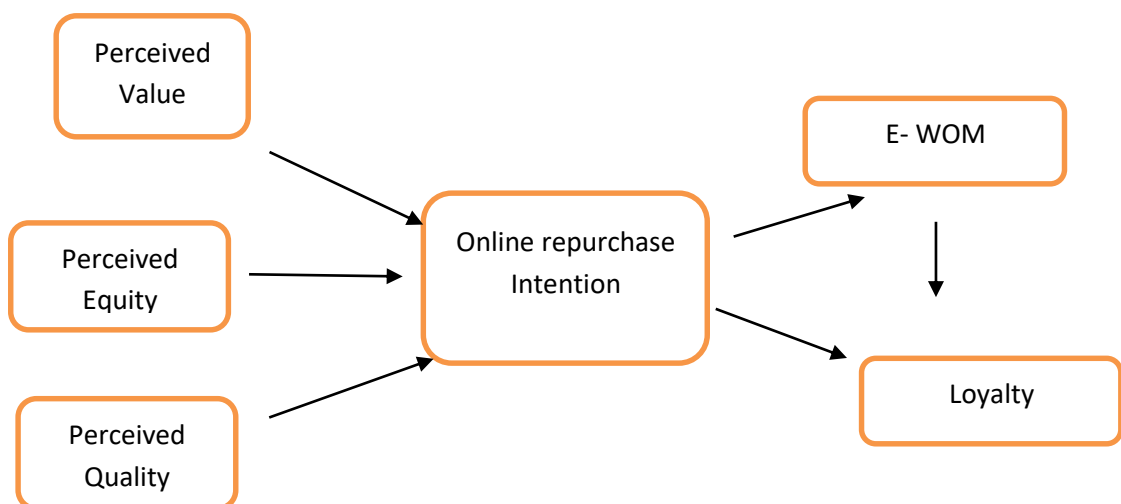
mentioned above, E- WOM has an effect on brand loyalty (Chinomona and Dubihlela, 2014).

The impact of online word of mouth on brand loyalty may be produced using the preceding explanation. Consumers intended to utilize the following information sources for their next durable product purchase, friends, salespeople, and periodicals. However, while much is known about consumers' willingness to accept suggestions throughout the decision-making process, little is known about how recommendations, particularly in a computer-mediated environment, influence consumer product selections. Brand Loyalty was shown to be positively associated to E- WOM. In addition, contentment has a rising additive influence on brand loyalty. The finding also supports the relationship in the model (Ford and Honan, 2017). Based on several studies in this research the following hypothesis is proposed:

**H<sub>6</sub>**: Online word of mouth has a positive impact on loyalty.

#### 2.4. Research Model

A modified conceptual framework integrating the elements determining repurchase intention was established based on the principles discussed in this study:



**Figure 1: Model of The Research**

## **CHAPTER THREE**

### **RESEARCH METHOD**

#### **3.1. Sample and Data Collection**

A total of 487 questionnaires were distributed, with 55 instances being eliminated due to wrong responses. As a result, data analysis was limited to 432 replies. The focus of this study is on the E-BAY online retail site. In order to achieve the objectives and improve the accuracy of the study, all respondents must meet a few criteria. Respondents must be of Iraqi nationality, between the ages of 18 and 65, and have past online purchasing experience in the E-BAY online shop. As a result, an online survey was used to ensure that all prospective respondents had internet connection, improving the likelihood of reaching the target respondents. The population of this study represents the entire online Iraqi customer which bought a product from e-bay online shopping store for one time or more.

This study's questionnaire is broken down into seven sections: Social-demographic questions were included in section of the questionnaire. Section b of the questionnaire asked about perceived value, section c of the questionnaire asked about perceived equity, section d of the questionnaire asked about perceived quality, section e of the questionnaire asked about online repurchase intention, section (f) of the questionnaire asked about E- WOM, and section g of the questionnaire asked about loyalty.

All of the measuring items were adapted from earlier studies linked to this topic in order to ensure that the content of the questionnaire is reliable and valid. Items modified from a study done by Ho and chung, (2020). Were used to evaluate customer equity and online repurchase intention. E- WOM and loyalty were tested with items derived from research done by Serra-Cantalops, Ramon-Cardona, and Salvi, (2018), while perceived value was measured with items adapted from research conducted by (Wu, Chen, Chen, & Cheng, 2014).

The scales were assessed using a Likert scale, with indicating complete disagreement and 5 indicating complete agreement. Three items were included in section e of the questionnaire to assess present and future intentions to purchase over the internet, as well as willingness to suggest online purchases to others.



Respondents are issued questionnaires based on stratified random selection. Initially, convenience sampling was chosen because it is the greatest methodology for getting the maximum response rate when distributing to friends and family, and it is a quick and inexpensive way to gather respondents' opinion. Self-administered online surveys are delivered to first responders using social media platforms for convenience sampling. The surveys would be completed based on the availability of the respondents. Respondents are obliged to submit the questionnaire to the researcher once it has been completed.

According to the studies mentioned above, brand loyalty has an effect on repurchase intent.

As I will work with finite population, I can use Yamane's Sample Calculation Formula (Sekaran & Roger, 2016).

$$n = \frac{N}{(1+Ne^2)}$$

n: Sample Size

N: Population Size: according to this equation from approximately 43000 online costumers according to the e-bay online shopping store statistics.

e: Level of Precision/Sampling of Error "the level of repeatability of measurements": 0.05 (Sekaran and Roger, 2016).

According to this Formula I will study with 432 people.

### 3.2. Analyses Findings

**Table 1.** Demographic summary of survey responses

Variable	Classification	Frequency	Percent %
Gender	Male	230	53.2
	Female	202	46.8
	Total	432	100
Education level	less than College	154	35.6
	College	113	26.1
	Bachelor's degrees	97	22.4
	postgraduate degrees	87	15.9
	total	432	100
Age	18-24	63	14.5
	25-34	145	33.6
	35-44	104	24
	45-54	78	18
	55-65	42	9.9
	Total	432	100

We can notice by looking to the table 1. That explains the demographic analyses that the percent of the female in the sample is 46.8% and male 53.2%, and more than 35% from the respondents have less than the college degree and approximately 26% have college degree, by looking to the education level variable we can see that 35.6 of the respondents have less than College degree, 26.1

Have college degree and about 22.4% from the respondents have Bachelor's degrees, also we can see from the table 1 that the big percent about 40% from the respondents their age between 18 and 35 years old and 24% from the respondents their age between 35-44 years old.

**Table 2.** Mean, std. deviation, skewness and kurtosis analyze

Perceived value	Mean	Std. Deviation	Skewness	Kurtosis
pv1	3.7431	.98537	-.782	.446
pv2	3.6458	.93005	-.596	.275
pv3	3.6713	1.05016	-.652	-.122
pv4	3.5532	1.02268	-.641	.192
pv5	3.5208	1.03064	-.522	-.149
Perceived quality				
pq1	3.7494	.97758	-.771	.440
pq2	3.6473	.93061	-.600	.278
pq3	3.6775	1.04344	-.645	-.125
pq4	3.5545	1.02352	-.645	.192
pq5	3.5220	1.03153	-.526	-.150
pq6	1.5824	.49374	-.335	-1.896
Perceived equity				
pr1	3.2645	.49374	-.335	-1.896
pr2	3.7620	.96607	-.541	-.684
pr3	2.5424	.94350	.558	-.255
pr4	3.8323	.97758	-.771	.440
pr5	3.8713	.93061	-.600	.278
Repurchase intention				
ri1	3.6775	1.04344	-.645	-.125
ri2	3.5545	1.02352	-.645	.192
ri3	3.5220	1.03153	-.526	-.150
E- WOM				
wo1	3.7146	.96677	-.488	-.175
wo2	3.7123	.91540	-.678	.625
wo3	3.6613	.99129	-.734	.352
wo4	3.6079	.96537	-.550	.159
wo5	3.5522	1.03494	-.526	-.167
Loyalty				
L1	2.8561	1.15445	.056	-.929
L2	3.5916	1.01858	-.668	.051
L3	3.5081	.99968	-.605	.096

The table 2 shows mean, Std. Deviation, Skewness and Kurtosis analyzes, the normal value for the skewness and kurtosis are between -3 and +3 and by looking to table 2 we can notice that all the question items' values are between -3 and +3, so data are normal and suitable to analyses.

**Table 3:** Factor loading and Cronbach's reliability analyzes

Factor's Name	Variables	Factor Loading	Eigen-value	Variance Explained	KMO	Cronbach's Reliability Coefficients
Perceived value	pv1	.971	2.562	51.233	0.764	0.76
	pv2	.976				
	pv3	.971				
	pv4	.994				
	pv5	.971				
Perceived quality	pq1	.980	2.556	51.110	0.793	0.760
	pq2	.977				
	pq3	.986				
	pq4	.994				
	pq5	.985				
	pq6	.367				
Perceived equity	pr1	.967	1.664	55.482	0.614	0.70
	pr2	.630				
	pr3	.420				
	pr4	.980				
	pr5	.977				
Repurchase intention	ri1	.986	1.888	62.946	0.660	0.705
	ri2	.994				
	ri3	.985				
E- WOM	wo1	.547	2.597	51.944	0.757	0.762
	wo2	.571				
	wo3	.638				
	wo4	.602				
	wo5	.566				
Loyalty	L1	.428	1.465	73.243	0.501	0.730
	L2	.592				
	L3	.540				

Analyze of factors for validity the 23 items were subjected to an exploratory factor analysis using SPSS. To enhance the reliability of a scale, exploratory factor analysis identifies unsuitable items Pq6 (low factor loading), pr3 (2 groups and low variance), pr2 (low factor loading), L1 (low factor loading) have been eliminated, and it examines the presence of links between constructs by looking for correlations between items and factors when dimensionality is restricted.

The Kaiser-Meyer Olkin Measure verified the sampling adequacy for the analysis, KMO is more than the 0.5 for all the factors. Six factors had eigenvalues greater than one, the percentages explained by each factor were more than 50 % as it is illustrated in table 3.

Moreover, from the obtained results we notice that the reliability between items in each factor based on the results of Cronbach's Reliability Coefficients is good (more than 70 %)

**Table 4:** Survey questions and references

Factor's Name	Variables	questions	References
Perceived value	pv1	<i>The eBay online buying business provides good value for money.</i>	(Wu, Chen, Chen, Cheng, 2014)
	pv2	<i>The product/service I bought from the eBay online store was a good buy.</i>	
	pv3	<i>When I buy something from the eBay online store, I save time.</i>	
	pv4	<i>In the eBay online purchasing store, searching for a product or service is simple.</i>	
	pv5	<i>The amount of work required to purchase from eBay online shopping store is little, and eBay permits order adjustments and cancellations.</i>	
Perceived quality	pq1	<i>The eBay online buying business provides good value for money.</i>	(Singh and Chaudhuri, 2018)
	pq2	<i>EBay online shopping store enables me to order the product in a way that meets my needs</i>	
	pq4	<i>EBay online shopping store makes products available for delivery within a suitable timeframe</i>	
	pq5	<i>EBay online shopping store protects information about my online shopping behavior</i>	
Perceived equity	pr1	<i>In eBay online shopping store, I may make friends with people who share same interests with me, and purchasing from eBay online shopping store helps me deepen my ties with other members.</i>	(Ho and chung, 2020)
	pr2	<i>Participating in the eBay online purchasing store allows me to broaden my social network.</i>	
	pr3	<i>I may engage with other members of the eBay online shopping store in a close and intensive manner.</i>	
	pr4	<i>I am capable of assisting other members in eBay's online shopping store operations.</i>	
	pr5	<i>I am a frequent eBay online shopping store user, and I consider myself a committed eBay online shopping store customer.</i>	
Repurchase intention	ri1	<i>In eBay online shopping store, I may make friends with people who share same interests with me, and purchasing from eBay online shopping store helps me deepen my ties with other members.</i>	(Ho and chung, 2020)
	ri2	<i>I can widen my social network by participating in the eBay online purchasing store.</i>	
	ri3	<i>If I had to do it all over again, I would shop from the eBay online store.</i>	
E- WOM	wo1	<i>I'm happy to announce that I'm a member of the eBay online shopping store on social media.</i>	

	wo2	<i>On social media, I have posted nice comments about the EBay online purchasing site.</i>	(Serra-Cantallops, Ramon-Cardona, & Salvi, 2018)
	wo3	<i>I have shared good EBay online buying store evaluations on social media.</i>	
	wo4	<i>I shared photographs and/or videos from my EBay online purchasing experience on social media.</i>	
	wo5	<i>On social media, I became a fan of the chain's profile. On social media, I became a fan of EBay's online shopping store profile.</i>	
	L2	<i>I consider this brand my first choice when selecting an online shopping store</i>	
	L3	<i>I have recommended EBay online shopping store to family and friends</i>	

In table 4 we explained about the question items for each factor and its source.

**Table 5:** Mean, std. deviation and correlations between factors

	Mean	Std. Deviation	value	quality	equity	repurchase	ewom	loyalty
Value	3.6269	.71809	1					
Quality	3.6301	.71479	.996**	1				
Equity	2.9938	.61137	.803**	.809**	1			
Repurchase	3.5841	.81815	.805**	.810**	.543**	1		
E- WOM	3.6481	.69796	.375**	.372**	.286**	.379**	1	
Loyalty	3.5509	.86284	.585**	.590**	.629**	.464**	.378**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

The correlation value between two variables has to be less than 0.85, by looking to the results in the table 5 we can see that the correlation values between all two variables are less than 0.85 and acceptable, but the correlation value between perceived quality and perceived value is not acceptable. In other words, there is not a correlation between perceived quality and perceived value.

**Table 6:** Regression analyze results

Dependent Variables	Independent Variables	$\beta$	t	P Değeri	$R^2$	F
Online Repurchase Intention	(Constant)	.127	3.679	.000	0.973	5209.255
	Value	-.047	-.489	.625		
	Quality	1.650	16.874	.000		
	Equity	-.790	-43.904	.000		
E WOM	(Constant)	2.489	17.785	.000	0.144	72.197
	Repurchase Intention	.379	8.497	.000		
Loyalty	(Constant)	1.069	5.053	.000	0.263	76.694
	Repurchase Intention	.395	8.374	.000		
	E - WOM	.292	5.268	.000		

With respect to the effects of perceived value, quality and equity on shoppers repurchase intention ( $p < 0,05$ ), H1, H2 and H3 respectively, the results support hypothesis H2 and H3. Thus, the higher perceived quality and equity the higher online repurchase intentions are likely to be. One of the more noteworthy findings is the failure to support hypotheses H1. Contrary to expectations, perceived value has insignificant impact on shoppers online repurchase intentions ( $p > 0,05$ ). Perceived value by online shoppers doesn't have any effect on shoppers repurchase intention. Therefore, hypothesis H1 is not supported. And with respect to the effects of shoppers repurchase intention on loyalty and E - WOM ( $p < 0,05$ ) H4 and H5 respectively, the results support hypothesis H4 and H5. Thus, the higher online repurchase intentions the higher loyalty and E - WOM are likely to be. And the results support the support hypothesis H6. Thus, the higher E - WOM the higher loyalty is likely to be.

Consumers on eBay appear to have larger families than non-consumers on eBay (eBay annual report from (2015 to 2020)). This means that Consumers with larger families have higher household expenditures and must spend more money on clothing and other necessities for their families and they give more attention to the quality and value of products which they buy. Depending on the results in our study eBay allows order changes and cancellations , enables met order the product in a way that meets the costumers needs and quality, understands their specific needs and protects information about costumers online shopping behavior , costumers will intend to repurchase the products from the site in the future , they will became a fan of EBay online shopping store profile and they will consider the e-store' brand their first choice when selecting an online shopping store.

Consumers with larger families may find eBay to be a time-saving resource, but in the same time they have a positive attitude toward the relations with other people when they think about buying products.

On eBay, it's simple to compare pricing, sellers and items, and then figure out how much one is willing to spend for that item. eBay users have a higher favorable opinion of the site. eBay customers are experiencing positive experiences that are improving their perceptions of the site. The results in table 6 of our study support the study of Hossain and Morgan, (2006), where online costumers like making friends and shared information about online shopping store with other people who have the same interests and expand their social network that helps strengthen their connections with other members in the online shopping store so that can motivate costumers to repurchase products from the same site in the future

**Table 7:** Mediation Effect Of “Loyalty” On the Relationship Between Repurchases Intention And E- WOM.

	Model	Standardized Beta	t	P	R <sup>2</sup>
E - WOM	(Constant)		17.785	.000	0.144
1	repurchases intention	.379	8.497	.000	
E - WOM	(Constant)		13.802	.000	0.196
2	repurchases intention	.260	5.308	.000	
	Loyalty Ort	.258	5.268	.000	

According to regression analysis results in mediation effect of loyalty on the relationship between online word of mouth and repurchase intention, in first model repurchase intention has a significant positive influence on online word of mouth ( $p < 0,05$ ,  $\beta = 0.379$ ). In second model loyalty variable has been added to the model. Although in second model both loyalty and repurchase intention have significant positive influence on online word of mouth ( $p < 0,05$ ), the effect of repurchase intention has been reduced ( $\beta = 0.260$ ). Therefore, loyalty variable has a partial mediation influence on the relationship between online word of mouth and repurchase intention.

Depending on the results in table 7 we can say that if the customers become satisfied from the online shopping stores' brand, they will choice and recommend this brand to family and friends to make repurchase from the same site in the future and they will



be excited to comment positive and posting positive reviews about this online shopping stores' brand on the social networks.

**Table 8:** Mediation effect of “E- WOM” on the relationship between repurchases intention and loyalty.

Model		Standardized Beta	t	P	R <sup>2</sup>
Loyalty	(Constant)		10.843	.000	0.216
1	repurchases intention	.464	10.875	.000	
Loyalty	(Constant)		5.053	.000	0.263
2	repurchases intention	.375	8.374	.000	
	EWOMOrt	.236	5.268	.000	

According to regression analysis results in mediation effect of E- WOM on the relationship between loyalty and repurchase intention, in first model repurchase intention has a significant positive influence on loyalty ( $p < 0,05$ ,  $\beta = 0.464$ ). In second model E- WOM variable has been added to the model. Although in second model both E- WOM and repurchase intention have significant positive influence on online loyalty ( $p < 0,05$ ), the effect of repurchase intention has been reduced ( $\beta = 0.375$ ). Therefore, E- WOM variable has a partial mediation influence on the relationship between loyalties and repurchase intention.

Depending on the results in the table 8 we can say that the costumers' loyalty about online shopping store will make them consider it their first choice when selecting an online shopping store and recommend it to others and that will give them the motivation to write excited and positive comments about it on social networks.

## CHAPTER FOUR

### CONCLUSION

The current study investigated the correlations between perceived quality, perceived equity, perceived value, and repurchase intention. The study investigated the impacts of repurchase intention on loyalty, and positive electronic word of mouth on online shopping platforms. Furthermore, the study analyzed the mediating role of loyalty on the relation between E- WOM and repurchases intention and the mediating role of E- WOM variable on the relation between loyalty and repurchase intention.

**Table 9.** Structural model results

<b>Hypotheses</b>	<b>The Direction of Relationship Between Variables</b>	<b>Condition</b>
<i>H<sub>1</sub></i>	Perceived Quality → Repurchase Intention	<b>Supported</b>
<i>H<sub>2</sub></i>	Perceived Value → Repurchase Intention	<b>Not Supported</b>
<i>H<sub>3</sub></i>	Perceived Equity → Repurchase Intention	<b>Supported</b>
<i>H<sub>4</sub></i>	Repurchase Intention → E- WOM	<b>Supported</b>
<i>H<sub>5</sub></i>	Repurchase Intention → Loyalty	<b>Supported</b>
<i>H<sub>6</sub></i>	E- WOM → Loyalty	<b>Supported</b>

#### 4.1. Discussion

By reviewing the results obtained from this study we found that our model supports previous research findings (Ho and Chung, 2020). And we can conclude:

Yang et al., (2014) found that repurchase intentions had a positive and significant relationship with quality perception. Customers who feel a product or service are of excellent quality are more inclined to buy or repurchase it. Wu et al., (2014); Tianxiang and Chunlin, (2010), supported the positive relationship between repurchase intention and perceived quality as the results of our study. Customers can repurchase a product or brands as many times as they want as long as they continue to use it, or they can shift to another product or brands that will better please them (Zeglat et al., 2016).

The results in our study support the literature and the positive relationship between perceived equity and repurchase intention. Relationship equity is crucial when firms have the opportunity to create learning ties with customers. Firms and consumers may cooperate to create new goods, services, business models, and values by getting

visibility and improving customer connections through social media platforms through mobile applications, thanks to the advantages of precision marketing.

Serra-Cantalops, Cardona, & Salvi, (2018), discovered a favorable relationship between E- WOM and Brand Loyalty. Furthermore, customer happiness has a growing additive influence on brand loyalty. This finding also supports the relationship in our model.

#### **4.2. Limitation**

This study does not include the two other dimension to equity (value equity and brand equity) it only studied the relation between relationship equity with repurchase intention and other factors in our study. This study only contained data from a small sample of Iraqi consumers. A more well-rounded and well-representative sample can help generalize the findings. We in this thesis didn't use the demographic and socio-psychographic factors to assess the connections between variables and their relevance in the online shopping sector with regard to repurchase intention. This research focuses on eBay, a well-known international online shopping site.

In developing countries like Iraq young and rich individuals are more used to the online shopping especially from famous, international and big online shopping stores like eBay, which may affect the results and make it unable to generalize for the Iraqi community and other communities.

Contrary to expectations, perceived value has insignificant impact on shoppers online repurchase intentions ( $p>0.05$ ). Perceived value by online shoppers doesn't have any effect on shoppers repurchase intention.

#### **4.3. Further Recommendation**

The suggestions are:

According to our research results we can notice that the perceived value has insignificant impact on shoppers online repurchase intentions. As a result, eBay online shopping store should focus more on the perceived equity and quality so it can enhance the repurchase intention on the online costumers and it can do that by increasing eBay online shopping store reputation in the eyes of the public, attracting more shoppers to make purchases of eBay online shopping store products and eBay online shopping store must be more innovative and creative in order to create a product with the highest

value to influence online costumers and this is something that eBay online shopping business should think about in order to boost its marketing.

(1) Furthermore, because the participants in this study were eBay Iraqi customers, the findings of this study cannot be utilized to accurately predict the repurchase intentions of consumers in other nations or areas with different perspectives and lifestyles. Customers from different countries should be included in future studies.

(2) Furthermore, because this study focused exclusively on customers who had prior eBay buying experience, the variables utilized in this study were chosen to correspond with the study's goal. The factors used to predict repurchase intention in this study (perceived value, quality, equity) may not be appropriate for a comparable study of other online shopping web sites or different target groups. In order to create relevant results, future research should include variables based on the study's aims.

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