

**REPUBLIC OF TURKEY  
ISTANBUL GELISIM UNIVERSITY  
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Department of Business Administration

**THE EFFECT OF PERCEIVED EQUITY AND  
PERCIVED VALUE ON ONLINE PURCHASE  
INTENTION IN AMAZON: A CASE OF IRAQI  
CUSTOMERS**

Master Thesis

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Supervisor

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## **DECLARATION**

I declare that scientific ethical rules have been followed while preparation of this thesis, that the studies of other researchers were referenced in accordance with scientific rules if they were used, and that no section of the thesis was submitted to this university or other university as another thesis.

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2022



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The thesis study of Aymen RAHEEM NAEEM NAEEM titled as The Effect of Perceived Equity and Percived Value On Online Purchase Intention in Amazon: A Case of Iraqi Customers 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 show how perceived value and equity affect repurchase intention, while researching the impact of customer equity customer repurchase intention. This research is specifically targeted at the *AMAZON online shopping* store. Questionnaires have been sent to Iraqi respondents in Nasiriyah city in Iraq (population of about 400 thousand) using stratified random sampling the researcher chose this city because there are no such related studies about this city in the concept of online shopping. Reliability, factor, and linear regression have been used to meet the thesis's aims and increase its accuracy. As a consequence, an online survey was employed to guarantee that all potential respondents had access to the internet, increasing the chances of reaching the intended audience. The findings of this thesis revealed that perceived equity through its three dimensions and perceived value had a positive and substantial influence on online repurchase intention.

**Key Words:** perceived value, perceived equity , brand equity, relationship equity, and repurchase intention

## ÖZET

Bu Yüksek lisans Tezinin amacı, müşteri sermayesi müşteri yeniden satın alma niyetinin etkisini araştırırken, algılanan değerin ve eşitliğin yeniden satın alma niyetini nasıl etkilediğini göstermektir. Bu çalışmanın organizasyonu şu şekildedir: ilk olarak literatürün bir incelemesi sunulmaktadır. Daha sonra çalışmanın araştırma tekniği sunulur, ardından araştırma bulguları ve yorumlar sunulur. Son olarak bazı önerilerde bulunulacaktır.

Bu araştırma özellikle AMAZON online alışveriş mağazasını hedef almaktadır. Anketler Irak'ın Nasiriyah şehrinde (yaklaşık 400 bin nüfuslu) tabakalı tesadüfi örnekleme kullanılarak Iraklı katılımcılara gönderilmiştir.

Hedeflere ulaşmak ve araştırmanın doğruluğunu artırmak için tüm katılımcılar birkaç kriteri yerine getirmelidir. Bu nedenle, tüm potansiyel katılımcıların internete erişmesini sağlamak ve böylece hedef katılımcılara ulaşma şansını artırmak için çevrimiçi anket seçilmiştir.

Bu tezin sonuçları, çevrimiçi yeniden satın alma niyeti üzerinde algılanan değerin (değer denkliği, marka denkliği ve ilişki denkliği) ve algılanan değerin pozitif ve anlamlı bir etkisinin olduğunu göstermiştir.

**Anahtar Kelimeler:** algılanan değer, algılanan değer, marka değeri, ilişki değeri ve yeniden satın alma niyeti.



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## INTRODUCTION

The internet is becoming widely used in everyday life in the early 2000s, and online shops emerged as a new sector of consumption. The online purchase increased massively from the later part of 2019 until date due to the Covid 19 Pandemic. The Internet has developed into online shopping stores for exchanging, distributing, selling, and publicizing goods and services both between and among businesses and between businesses and consumers (Wenyu Zang, Yuhao Qian & Hemin Song, 2022).

In its most basic form, e-commerce refers to any sort of business or commercial transaction that involves the transmission of data over the Internet. E-commerce is described by Van Vliet and Pota (2001) as the marketing, purchasing, and selling of products, services, and/or information using electronic methods such as the Internet and other computer networks.

The internet buying method has several advantages, including the fact that customers quickly adapt to the usage of internet gadgets and can afford them. As consumers commit less time to shopping, instantly accessible shopping platforms are becoming increasingly vital. Consumers, on the other hand, gain from shopping on the internet since they don't have to deal with crowds, 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 et al., 2013).

In other words, the internet has altered the way consumers and advertisers interact (Wang et al., 2012). Online shopping stores have been working hard to improve the services they provide online to maintain and retain customers (Jun et al., 2004). Internet purchasing offers several benefits in terms of comprehending and matching customer wants. However, several factors influence customers' intention to buy and repurchase online, and pinpointing these factors requires extensive research. (Ajeng Aquinia & Euis Soliha, 2020).

Depending on the customer equity theory, people who believe they have been unfairly under- or over-rewarded would feel distressed, and this distress will motivate them to want to make things right. The main goal is to ascertain if the allocation of resources is equitable to all partners. Customer perceived equity includes three main dimensions, brand equity, value equity, and relationship equity. It can be said that establishing a brand and relationship equity is the most crucial step in remaining competitive for the online shopping store. Because a brand and relationship with customers are the market's key markers for differentiating one product from another, consumers prioritize brands over the desire to repurchase a product (Wang, & Liu, 2020).

Additionally, customer equity serves important purposes for online shopping stores. To make the customer happy and satisfied it should develop a sense of loyalty to be able to buy the goods again from the online shopping store, the equity also denotes a specific degree of quality. A customer's eagerness to participate in their next purchasing activity is known as their repurchase intention. Because the brand and relationship exceeded their expectations, they are prepared to make more purchases from it (Pitaloka & Gumanti 2019). When an online shopping store makes a promise to its customers, one of the roles played by the brand is to meet those expectations. As a result, it is clear that customer equity help to build emotional connections between customers and businesses (Carlos Correa, David Alarcón, & Ignacio Cepeda , 2021).

A customer's opinion of the merits or attractiveness of a good or service, particularly in comparison to that of a rival, is known as perceived value. The cost that consumers are prepared to pay for a commodity or service serves as a proxy for perceived value. The benefit that a client associate with an online shopping store's offering is known as perceived value. This view may be the outcome of fewer sacrifices, the existence of rewards, or any weighted mix of advantages and sacrifices (Woodall, 2003).

In models of perceived values, behavioral intentions are frequently included as an outcome variable. However, behavioral intentions typically expressed as repurchase intention, word of mouth or loyalty appear to be handled in a one-dimensional manner (Choi et al., 2004; Chen, 2008; Ryu, Han, and Kim, 2008). The use of the repurchase intentions construct is often seen as constrained, neglecting all feasible behavioral intents that may pursue the evaluation of perceived value. In light of this, it could be noticed that there is a need to study the relationship between the perceived value and repurchase intentions (Asif Ali, & Jaya Bhasin 2019).

According to the theory of perceived value, a customer's assessment of the usefulness of a good or service is dependent on how important they believe its benefits. Consumption is heavily influenced by perceived functional value, which captures customers' subjective assessment of a good or service's primary purposes, usefulness, or physical characteristics (Carlos Correa, et al,2021). Sports venues' perceived functional value by customers plays a valuable part in the customer experience, and service quality has a significant influence on customers' perceived value, attitude, and conduct. Commercial ice rinks' functional value is seen by customers in terms of things like hardware features, coach resources, and service diversity. Consumer satisfaction is improved by excellent functional value perception, which has a beneficial effect on customers' intentions to repurchase the good or service compared to the cost of doing so (Miao Miao, Tariq Jalees, & Muhammad Javed ,2021).

Customers who now rate how likely they are to buy the same brand, product/service, from the same online shopping store, are used to determine the amount of repurchase intention. The customer's decision to stick with the same service provider and purchase the same service is influenced by previous experiences. perceived value has a positive impact on the intention to repurchase, according to (Deonir De Toni et al., 2017). This might be read as meaning that customers who have a higher value or have a good perceived value towards a given product will tend to repurchase that same product (Ajeng Aquinia & Euis Soliha 2020).

This thesis focuses on Iraq, which has had moderate growth in internet purchases in recent years when compared to other nations. The thesis goes a step further by examining the impact of perceived value, and equity on repurchase intention taking the amazon online shopping store as a case study. The goal of this research is to show how perceived value and equity through its three dimensions (brand, value, and relationship) affect repurchase intention,

The structure of this thesis is as follows: In the first chapter the introduction was presented, in the second chapter the literature review was discussed, the research methodology in the third chapter, in chapter four the results, analysis and findings were presented, and finally in the chapter five the discussion, limitation, and recommendation were presented.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

In this chapter, the literature review is presented. First, the concepts of the e-commerce and online shopping is presented then the independent variables (perceived equity and perceived value), as well as the dependent variable (repurchase intention), will be explained and then the relationship between perceived equity, perceived value, and repurchase intention in the frame of earlier studies will be introduced.

#### **2.1. Online Shopping**

Online shopping, sometimes known as e-shopping, is the process of looking for and buying products and services using a computer browser. The fundamental draw of internet shopping is that customers can locate and buy the products they need without ever leaving the house (and have them delivered to their front door). Even after the so-called dot com/internet revolution, online shopping (online shopping) is still fairly young, emerging, and constantly evolving subject in business management and information technology. The goal of this study is to bring together essential concepts that have emerged from the ever-evolving field of online shopping, as well as to give insight into its quality and significance to repurchase intention elements. Understanding the various vocabulary employed, as well as their history and usage, is critical to appreciating the concept of online purchasing (Chung, Ding, & Ma, 2019).

The information must be in a certain format, and both parties must have the same software. Online data transfer was formed with study and results all over large parts of a company's supply chain from arrangement to properly maintain in industries like retail, motorcars, military manufacturing, and other heavy manufacturing so that car manufacturers could share information with developers, repairers, other

member companies, supervisors, and decision-makers (Parasuraman, Zeithaml, & Malhotra, 2005). Clients sometimes want to shop for themselves to make an experience of online shopping or purchasing, especially in foreign online shopping stores. The most important benefit of online purchasing is having fast access to the global online shopping stores and markets from any location in the world. (Jang & Namkung, 2009).

### **2.1.1. The History of Online Shopping**

In 1979, an English businessman named Michael Aldrich pioneered internet commerce. His solution involves using a local product connection to link a customized family TV to a real-time online payment device. Amazon, Jabong, Snapdeal, and a bevy of other online marketplaces rapidly followed suit (Assocham, 2014). Since 2007, several studies have been conducted to demonstrate the advantages of e-shopping for both customers and online retailers. Marketers, according to them, benefit from several factors, including the capacity to reach and target a large number of people all over the world while also targeting people with a variety of demographic profiles, as well as increased organizational efficiency and effectiveness. According to Kim, Ferrin, and Rao (2009), online shopping has become an important aspect of many people's lives. The popularity of online shopping has risen steadily over time and shows no sign of slowing down. According to Jang and Namkung (2009), the popularity of internet shopping is due to the many benefits it provides to customers. It's about more than simply shopping; it's about bringing a whole new way of life to the neighborhood, with a connection to entertainment, data, and more. There are several reasons why students and professionals choose to purchase online.

Customers observed that benefit perception, which includes convenience, selection flexibility, information availability, homepage design, and brand name familiarity, has a significant association with attitude toward online purchasing. Online

purchasing is primarily motivated by the fact that it is more accessible than shopping in stores. In other words, convenience is the most important feature that encourages individuals to purchase online, followed by ease of search; excellent pricing, good selection, accessibility, fund desire, customer service, and store selection are some of the reasons why people shop online (Overby, & Lee, 2006). Iraq's online shopping environment is weak, with many difficulties that can not be overcome. With poor computer technology, bad transportation, and weak logistical facilities; besides, the technological environment in Iraq is insufficient and the internet connections are weak and expensive. Furthermore, there are no rules in Iraq to organize online shopping and related services (Hasanov & Khalid, 2015).

## **2.2. Online Shopping Requirements**

There are many requirements to make online shopping successful. These requirements are so difficult to cover in Iraq. For example, customers must have a fast and good internet connection service and a valid and trustworthy online payment method, such as Visa. More positive opinions which are related to internet shopping are connected with higher levels of education and personal income. The following are the most crucial characteristics of online shopping requirements:

### **2.2.1. Determination of the product:**

While choosing the correct items is important for establishing a successful and lucrative marketplace, the criteria for selling offline, or even on an online brand platform, may not apply. The basic issue is that there are fees associated with selling on a marketplace. Large sales volumes, good margins, positive feedback from customers, low return rates, and cross-selling possibilities all assist in counteracting this and are all important factors to consider when choosing products. Even with the increased emphasis on online shopping, some things, such as make-up and commodities that customers need to test or see in person, do not sell well online (Moriuchi, & Takahashi, 2016). The material used to sell a product has an impact on how appealing and visible it is to potential consumers and whether or not they

choose it over another option. However, creating strong sales collateral takes time and effort; reusing what is already available and has been proven to work makes the most efficient use of restricted resources. It's also a good technique to prioritize what should be in the marketplace (Katsileas, Morgan, Leonidou, &Hult, 2016). Returns are a costly bugaboo for every business, so choosing the appropriate items to offer in the marketplace is critical (Aaker, 1991).

### **2.2.2 Payment and product distribution Method**

Digital payments come in a variety of forms and mechanisms. Debit/credit cards, online banking, mobile wallets, digital payment applications, the Unified Transactions Interface (UPI) service, Framing Members Service Data (USSD), bank prepaid cards, and mobile banking are just a few examples .

The problem here is that many developing countries, such as Iraq, do not have the mechanisms of working on the Internet or the technology needed to pay on the Internet, in addition to the inefficiency of the human element which necessary to operate these technologies and benefit from them.

Supporting services such as online payment and delivery have gotten more sophisticated as online shopping becomes more widespread. Online payment and payment on delivery are the two most common methods of payment (POD). In 2010, 68.6% of online customers reported using online payment, while 42.6 percent reported using point-of-sale (POS). Third-party payment gateways are utilized by the majority of third-party shopping platforms and standalone websites. for example, uses the AliPay platform, whereas EachNet.com uses the Escrow platform. 360buy.com and EachNet.com both require customers to first fund their AliPay or Escrow accounts. The product ordered is communicated to the seller. The customer certifies that the goods are received after the transaction, and then authorizes AliPay or Escrow to pay the merchant. However, employing a third-

party payment platform has the disadvantage of creating a distinct platform between the buyer and the seller where the payment's security cannot be ensured unless a supervisory organization is involved (Jin, Park & Kim, 2008). Methods of payment are also available on several online shopping sites. Using this procedure, the courier business would bring the merchandise to the stated address, where the customer could inspect it before paying. Cash or credit cards are acceptable payment options. However, the courier provider will charge an extra percentage as a handling fee. For example, Taobao.com's third-party courier business charges a handling fee of 1% of the transaction value (Patricia, 2001).

## **2.2.Factors that Motivate the Use of Online shopping**

The use of technology in online shopping results in the automation of corporate processes and operations. As a result, businesses may increase earnings more effectively and efficiently. There are four sorts of online shopping that businesses may use. Consumer-to-consumer (C-to-C), business-to-consumer (B-to-C), daily deal, and marketplace C-to-B-to-C business models are the most basic types (C-to-B-to-C). The growth of the people's economy, which is the foundation of the national economy, has outstanding potential in the marketplace (C-to-B-to-C). In the age of internet markets, local producers may exist because of the marketplace's strategic location (Hollebeek, & Macky, 2019).

Like most growing markets, Iraq confronts difficulties with the acceptance and use of new technologies as well as with the rapid expansion of its infrastructure. Iraqi customers are also growing more educated and aware of more organic ways to purchase and select companies online. Marketers provide services, whereas consumers purchase or use products or services. Why customers choose to make a purchase or not is the hardest question for marketers to answer. Such information is crucial for marketers because it enables them to explain to customers what they need and identify influential factors that affect their purchasing decisions. The variables that affect consumers' purchase decisions are quite intricate. This is based

on the buyer's sociology and a little bit of psychology (Gunawan Bata, & Perdana Kusuma, 2020), Numerous elements, including cultural, societal, personal, and psychological elements, have an impact on how consumers make decisions. The most ubiquitous and powerful influences on consumer behavior are cultural elements.. It frequently stands for trust. The decision-making process involved in consumer purchases and the elements that affect the purchasing process is two useful insights that may be gained from this process (Khoa, Nguyen, & Nguyen, 2020). The buying process for consumers may be broken down into personal, psychological, social, and cultural components. Small consumer groups, families, group norms, roles, and social status are examples of social elements that might affect consumer behavior. Age, stage in life's cycle, occupation, level of education, and financial position are all personal aspects. In addition to motivation, perception, learning, beliefs, and personality traits, psychological elements also have a big impact on how consumers make decisions (Sherly & Keni, 2021).

Purchasing online may be influenced by several circumstances. 1) The convenience factor encourages people to shop online. According to Duarte et al. (2018), one aspect of convenience is the capacity to meet someone's comfort demands and assist their regular needs. According to Sherly and Keni (2021), perceived support or perceived convenience includes one's degree of comfort when doing transactions. 2) The trust element affects decision-making while purchasing online. According to Kim, & Yang, (2020), a trust factor is one's belief in an activity's dependability and cost-efficiency. The degree of the organizer's integrity also affects mistrust. 3) The risk element has an impact on one's plans to purchase online. Someone unwilling to accept the danger of loss may find it difficult to purchase online due to the risk factor. Risk is defined by Yang et al. (2020) as something that customers feel to a variable extent.

Consumers run a substantial risk when making indirect purchases, including those made through online retailers. According to Dabbous, and Barakat, (2020), a perceived risk factor is the impression of loss linked to time, security, money,

relationships, and performance. 4) The amount of effort required influences the desire to buy online. Online shopping makes the purchasing process easier for customers. These users may find it useful in locating the required things for this reason. According to Dabbous, and Barakat, (2020), the degree of system usability is a determinant of effort expectancy, which is the belief that online shopping would make it easier for users to complete their tasks. 5) The habit factor influences one's intent to purchase online. New users have not yet developed the habit of purchasing online, so they may encounter issues since they are not yet accustomed to it. Because new users are not accustomed to performing the activity, this is connected to the difficulty aspect. According to Kim, & Yang, (2020), habit refers to a person's propensity to repeat a behavior. 6) The social environment affects consumers' propensity to purchase online. This is a social issue where the social environment affects whether or not people purchase online. Wu, Wu, and Schlegelmilch, (2020) claim that social influence, influences the usage of the system since doing so helps the user feel as though he has a better image, which is referred to as social influence.

### **2.3.Perceived Value Meaning And Theory**

Value is determined by the perceived worth of items or services in terms of quality and price, the emotional value of sentiments, and the social value from self-experiences and other possibilities. The price the general public is willing to pay for a commodity or service is what determines its perceived value. Even a quick selection in the middle of a retail aisle includes comparing a product's capacity to satisfy demand and meet expectations to similar items sold under various brands. The goal of a marketing specialist is to change consumer perceptions of the brand they are promoting (Ho, & Chung, 2020). Perceived value is taken into account when setting prices for goods. In certain instances, a product or service's pricing

may have less to do with the real cost of manufacturing and more to do with the emotional appeal of the offering.

Even a quick choice in the middle of a retail aisle requires consideration of a product's alleged capacity to satisfy demand. The purpose of a company's brand is to convey a set of expectations related to its goods and services. Because of this, a well-known brand might fetch a greater price than its generic alternatives. Ibuprofen is included in both Advil and Motrin, but the cost of both products is more than that of generic ibuprofen. However, the addition of prestige to luxury products elevates the impression of worth to a new level. The ultimate value of luxury items is not based on their practicality, but rather on the prestige that comes with possessing and utilizing them. A Rolex watch's perceived value is not dependent on its functioning, but rather on its status as a symbol of high status and sophisticated taste (Carlson, Rahman, Taylor, & Voola, 2019).

On the other hand, certain companies are promoted as wise deals. When compared to rival products of comparable quality, a product's cheap price may be regarded to have value. A multidimensional model to conceptualize perceived value was unanimously endorsed as perceived value has drawn increasing attention. Scholars have been interested in the multidimensional structure of perceived worth, although there is no agreement in the literature about the number of pertinent dimensions. The theory of perceived value, introduced in the current study, divides perceived value into five categories: functional, emotional, social, epistemological, and conditional value (Chen, & Lin, 2019). Because these categories are thorough and reflect the viewpoint of the customer, the perceived value theory is commonly employed. Epistemic value is one of them and is described as "the perceived usefulness received from a product or service to inspire interest (Sun, & Ding, 2020). The epistemic value is not taken into account since customers are already quite familiar with home appliances and the items are unable to pique their curiosity. According to prior research of Chen, & Lin, (2019) other dimensions may be swapped for or added in the meantime, depending on the situation. Unlike



regular items, energy-saving ones have the unique quality of protecting the environment.

According to Bagozzi's (1992) the theory of value when a person's needs are not fulfilled, their resultant desires will clash; if their needs are met, their outcome desires will be satisfied. These desired outcomes will elicit either favorable or negative emotional reactions. While the negative response will have the behavioral purpose of lessening the conflict, the good response will have the behavioral intention to increase this outcome. According to this theory, researchers have discovered that perceived worth is directly tied to cognitive assessments. As a result, it causes an emotional reaction that, in turn, causes behavioral intention (a coping response) to occur. Customers are more readily pleased when they view a product as having greater value, and happy customers are more likely to purchase the item (Lee, Goh, & Noor, 2019).

### **2.3.1. The Importance of Customer Perceived Value**

Bowen and Shoemaker (2003) found that satisfied customers will give them the motivation to return to the online shopping store or company and will spread positive word-of-mouth advertising to their relatives or friends. According to Woodruff (1997), customer satisfaction assessment without fulfillment of consumer perceived value cannot genuinely match the customer's expectations. It implies that one of a company's key responsibilities should be to provide tangible value to consumers. As a consequence, giving customers more value helps organizations achieve a competitive edge (Ulaga & Chacour, 2001; Lee & Overby, 2004). In several situations, past research has proven the importance of perceived value as an antecedent of consumer pleasure (Woodruff, 1997; Hur et al., 2013; Jiang et al., 2019). Various value dimensions play various roles in user decisions (Deng et al., 2010). According to the first section of the theory of appraisal-

emotional response-coping, satisfactions (certain emotions) are produced depending on various perceived values (evaluations). Functional value is thought to be the primary factor influencing customer choice (Wang et al., 2018d). The perceived usefulness obtained from the unique characteristics of products, such as service life, price, and quality, is what is referred to as the functional value of energy-saving products. Consumers carefully weigh price and quality when selecting whether to buy energy-saving goods (Mansur, Sule, & Chamidah, 2019). According to studies by Sheth et al. (1991) and Bei and Simpson (1995), consumers' decisions to purchase energy-saving products are mostly influenced by quality and price. Even if the cost of selling energy-saving items is higher than that of standard products, the usage of these products saves more energy. They are both affordable and economical in the long term, as well as being of high quality. Customers will be happy with the appliances and be more likely to buy them if they believe that they are of excellent quality and are affordable (i.e., cost-effective).

#### **2.4. Customer Equity**

Although the marketing idea has represented a customer-centered approach since the 1960s, marketing theory and practice have evolved over the past 40 years to become more customer-centered. For instance, marketing has shifted its emphasis from short-term transactions to long-term consumer relationships. The principles and indicators that underpin marketing management reflect a focus on the customer, including customer satisfaction, market orientation, and customer value. Customer lifetime value (CLV) and its ramifications have drawn more attention recently (Lee, Goh, & Noor, 2019; Curina, Francioni, Hegner, & Cioppi, 2020). For instance, the customer-centered idea of customer equity has put the traditionally product-centered idea of brand equity to the test. For the sake of this study, we define customer equity as the sum of the deferred lifetime values over all of the firm's present and future customers, broadly following Gunawan Bata, and

PerdanaKusuma, (2020), but also taking into account the possibility of new customers.

Although existing management practices and measures may not yet completely reflect this trend, our definition implies that many organizations place a greater emphasis on their customers and customer equity than they do on their brands and brand equity. An associated transition from product-based strategy to customer-based strategy is implied by the move from product-centered thinking to client-centered thinking. Customer equity management is the key since the total worth of a company's customers might be considered as a corporate asset. As per the current study, historical efforts towards client loyalty may not always imply future benefits, necessitating the use of customer equity administration (Dabbous, & Barakat, 2020). As a result, technology that can objectively quantify each customer's commercial benefits is necessary. As per Maas and Judith (2000), the following elements contribute to consumer equity :

- a. Value equity: the client's goal evaluation of the bid's utility depends on factors like benefits, the cost to quality, price to availability, and wanted value.
- b. Brand equity: Consumers are price-sensitive and subjective towards an organization's products. Customers who are enthusiastic about a product or service.
- c. Customer retention equity (CRE): This is involved with keeping clients by satisfying their service requirements.

There are three basic dimensions of perceived equity; they are value equity, relationship equity, and brand equity.

#### **2.4.1. Value Equity**

The word "value" refers to calculating the advantages and disadvantages of production outcomes. As per Dodds, Monroe, and Grewal (1991), the perceived value idiom represents the difference between the customer's perception of the product and what the product is when they buy it. Customers' outcomes or advantages with total expenses, which include the amount paid plus any extra

expenditures involved with the transaction, The benefits the customer gets with total costs, which include the payments made plus other costs related to the purchase, customer value is defined by Sherly and Keni (2021) as the benefits or results customers obtain for the entire expenses, which include the amount paid plus extra expenditures associated with the transaction. Customers could receive the value they desire, which is one of the advantages. The options include financial and non-financial sacrifices, such as giving up time, choosing different products or brands, and having one's own experiences (Sherly & Keni , 2021). Equity should be seen as a valuable asset. Value equity is a user's objective evaluation of a brand's usage depending on their knowledge of what is sacrificed in exchange for what is gained. On the other hand, brand equity is more subjective and emotive. It has a significant connection to a brand's intangible appraisal, which extends beyond its scientifically measured value. Perceived value equity, which is defined as the perceived ratio between something acquired and what must be sacrificed, is the fundamental motivator of loyalty. The three criteria that determine value equity are quality, price, and convenience. According to studies, a customer's shifting propensity, a metric connected to pleasure and loyalty intentions, is influenced by value equity (Lemon et al., 2000).

#### **2.4.2. Relationship Equity**

According to Simon and Sullivan (1993), relationship equity is a client's inclination to stick with a firm, despite objective and subjective judgments. It arose as a result of the components that correlate a customer to a brand or an organization. If the perceived relationship equity is strong, customers will be delighted and will repurchase. Customers will feel well-served and treated with additional care if there is a strong sense of relationship equity. According to the equity theory, people who believe they put a lot into relationships but receive little in return would experience resentment and anger, while those who receive more advantages from relationships than they put into them will feel guilt and shame. Equity theory examines how

resources are shared between related parties. It considers, for instance, if what the participants to a relationship get out of it is greater than or equivalent to what they put into it (Moriuchi, & Takahashi, 2016). This idea holds that relationships with balance are more attractive, hence relationship equity is important. They feel bad about it if they receive more than they contribute. They could feel used if they offer more than they receive. Equity theorists contend that since time, effort, talent, zeal, trust, etc. are "investments" with value and a cost to you, you should naturally anticipate a return when you put them in others (Mansur, et al., 2019).

Availability of information, communities, people, or markets can be a kind of connection equity in the commercial world. The rewards from your investment in relationships could also take the shape of recommendations, insights or expertise, financial investments, or other kinds of returns. This is why recommendations are more effective than cold calls on a smaller scale. On a bigger scale, it might imply that your community ties are a type of upfront investment that could pay off in the shape of future revenue (Hollebeek, & Macky, 2019).

### **2.4.3.Brand equity**

According to Brand Equity, brand reputation is the differential effect that brand knowledge has on customer response to that brand's marketing. When this effect is paired with the brand stimulus, a significant brand of preference emerges. Brand equity can also affect consumer perceptions of brand expansion (Aaker, 1991) and price sensitivity. Various scholars have different ideas on how to dissect the concept of brand equity. Some scholars attempt to explain it by examining it from a financial perspective and evaluating the profit margin generated by the brand. On the other hand, other researchers look at customer perceptions of value. Customers' biased opinions toward brands, according to this theory, are caused by their products. According to Keller (2001), having a thorough grasp of a brand leads to more favorable responses to marketing activities. As brand equity rises, customer perceptions of the brand change for the better, resulting in consumer preferences

and purchasing intentions for the brand. "Brand equity" refers to the value of a company's brand. Brand equity is now defined in two ways by academics in the United States and abroad: To describe brand equity, one must consider a company's financial revenue or market share, as well as the client's views toward the brand or the relationship between brands and consumers (Moriuchi, & Takahashi, 2016). The first sort of research looks at the financial advantages that a company's image as an intangible asset may bring to its operations, as well as the financial cost that competitors in the same industry must bear if they copy the brand. The second point of view looks at brand equity through the eyes of a customer, concentrating on how purchasing behavior affects brand equity value (Benoit, Kienzler, & Kowalkowski, 2020).

The influence of user satisfaction on brand equity is studied in this article, primarily from the customer's cognitive standpoint. Brand equity, according to Aaker (1991), is the ability to raise or lower the value of goods and services offered to businesses and their consumers. Brand equity is worth a brand in the eyes of target groups from the customer's standpoint. He proposed a five-star model of brand equity based on the aforementioned judgments, which include: 1) brand loyalty; 2) brand recognition; 3) perceived quality; 4) perceived brand, and 5) extra brand equity. A methodology Aker's brand value appraisal and brand equity assessment, as well as brand equity component modularization, are all taken into account by Aker. Understanding and implementing these five aspects will have a direct impact on corporate brand equity and production efficiency (Ho, & Chung, 2020).

Consumers' perceptions of brand value are influenced by how to improve the favorable image of constituent attributes. Keller coined the term "customer-based brand equity," which he defines as a psychological differentiator in corporate brand marketing that arises from consumer brand recognition. According to him, clients' brand image and company identity, as well as generic brand qualities such as product-related and non-product-related elements, have two dimensions. Brands benefit customers on three levels: operational, scientific, and symbolic (Arora,

Hofstede, & Mahajan, 2017). Non-product characteristics, users and uses, sentiments and ideas, perceived brands, and symbolic interests have all been introduced earlier, demonstrating the potential for social connection, Requirements for self-expression and connection, as well as self-esteem. Keller's brand personality idea stresses components of brand equity from the consumer point of view, conducts a thorough and scientific analysis of the linkages between the theoretical model's parts, and provides a rigorous method for testing the theory's application. It also gives theoretical direction on how to effectively develop and manage brand equity in practice, ensuring that the conceptual model is logical and rigorous as a whole. The following are the perspectives of domestic brand equity investigators: Brand equity, as per Fan Xiucheng (2002), is the added value of goods and services delivered by businesses during prior brand marketing campaigns. At the same time, he examined brand equity from three perspectives: money, customers, and additional benefits. Subdivision is currently in progress. Zhou (2004) focused on brand equity appraisal and analyzed the main quantitative assessment methodologies utilized at home and overseas. For the first time, Wei Haiying and Wang Guiming (2011) looked into brand equity features and established the five most essential brand equity traits. The most essential quantitative components of brand equity are brand status and customer value direction, and varieties of brand equity are determined by the fundamental variables of brand equity (Ho, & Chung, 2020).

Experts disagree on some of the claims made concerning brand equity, but they all agree on three points: 1) brand equity is an intangible property; 2) brand equity is earned with the brand, and 3) brand equity benefits the rights holder through consumer influence. Brand equity research is currently mostly focused on assessing brand equity with customers as the primary focus, as well as exploring its components. Customer-based brand equity can reveal the underlying variables that drive brand equity's economic worth. This has far-reaching implications for judgments on business brand management. A comparable ideal study on the

constituent parts of both has been based primarily on the research on brand equity and customer perceived value, but no clear investigation into the relationship between every feature and causation to expound on matching conclusions has yet been done (Ho, & Chung, 2020). Brand equity is the value premium that a business receives from a product with a well-known brand as compared to a generic alternative. Making items unique, recognizable and superior in quality, and dependable help businesses build brand equity for their goods. Campaigns for mass marketing can aid in building brand equity (Boateng, 2019). Customers would happily pay a premium price for a company's products when it has strong brand equity, even when they could buy the same thing for less from a rival. Customers essentially pay a higher price to work with a company they trust and respect. Because a firm with strong brand equity does not spend more than its rivals to make goods and promote them, the price difference is a result of margin (Safia, Chai, Frimpong, & Akram, 2019). Consumer perception, adverse or beneficial consequences, and the consequent value make up the three main parts of brand equity. Brand equity is primarily created through customer perception, which involves both knowledge of and experience with a brand and its goods. Positive or negative impacts are directly related to how a customer group perceives a brand. The company, its goods, and its finances may all gain from strong brand equity. The reverse is true if brand equity is low (Lee, et al, 2019).

Finally, these outcomes can develop into either monetary or non-monetary value. Intangible value is realized through marketing as awareness or goodwill, while tangible value is realized as gains in revenue or profits if the effect is positive. Detrimental impacts harm both tangible and intangible value. For instance, a brand is considered to have negative brand equity if buyers are willing to pay more for a generic product than for a brand one. This may occur if a business has a significant product recall or brings about a highly publicized environmental catastrophe. When compared to a generic alternative, a product with a well-known brand may command a higher price. This is known as brand equity. Consumer perception,



adverse or beneficial consequences, and the consequent value make up the three main parts of brand equity (Curina, et al ,2020).

Often, companies in the same industry or sector compete on brand equity. A general example of a situation where brand equity is important is when a company wants to expand its product line. If the brand's equity is positive, the company can increase the likelihood that customers might buy its new product by associating the new product with an existing, successful brand. For example, if Campbell's releases a new soup, the company is likely to keep it under the same brand name rather than invent a new brand. The positive associations that customers already have with Campbell's make the new product more enticing than if the soup had an unfamiliar brand name (Gunawan Bata, &PerdanaKusuma, 2020).

## **2.5. The Concept of Customer Repurchase Intention**

Lawrence and Tar define repurchase intention as the desire to buy a thing twice or more (2010). When consumers wish to buy a product again, the firm or product supplier must meet their expectations. As opposed to unhappy customers, satisfied customers are more likely to make repeat purchases. Consumers' desire to repurchase in the form of products or services for which they have previously experienced the advantages and quality is referred to as "repurchase intention." Customer values are how customers evaluate the benefits and drawbacks of a product or service before purchasing it. This notion was articulated by Parasuraman et al. (2005) in terms of evolving consumer values. Customer values, in his perspective, refer to consumers' contentment with a product's qualities and auxiliary functions as a result of their preferences. According to Wixom and Todd (2005), customers gain from a business that engages in their consuming behavior by controlling them. As a result, the customer value theory, which goes beyond customer-guided marketing, provides the foundation for increasing customer pleasure and loyalty. Customer value management, according to Casal (2011), is primarily concerned with how to develop a long-term interest connection with

customers, and customers' perceived values are the key to increased competitive advantages. To achieve this aim, businesses must develop their services and resources, as well as give high-quality products or services to consumers, to sustain such value (Casal, 2011).

Online retail chains are rushing and thinking seriously about how to win, sustain, and keep their customers, always fearing that the seamless nature of browsing from one website to another on the internet will cause marketing to lose a hard-earned customer in a matter of seconds. As online businesses have found, customers' contentment may no longer be enough to maintain them. And that there has to be more to keep online clients not only pleased but also loyal to one and only one online provider. Relationship marketing, defined as "all marketing actions directed at creating, developing, and sustaining successful relational exchanges," has long been hailed as the most effective method for retaining clients. Relationship marketing tactics are one of the greatest approaches to shaping a dynamic and robust client relationship. There was formerly a market-oriented marketing technique known as the 4Ps (product, price, location, and promotion (Khoa, et al ,2020).

Then came the 4Cs, in which the marketer's primary focus was on the client. There was nothing wrong with holding consumers in mind and focusing on how to best serve them while marketers sought methods to keep them. But, as if the 4Cs weren't enough, the 4Rs of advertising came along, which is a challenging sort of marketing process that focuses on the vendor-vendee relationship to find a win-win solution for both parties. Trust, on the other hand, has been extensively researched in the domains of organizational behavior, economics, and even marketing in the past (Khoa, et AL ,2020). Furthermore, trust was described as "a confident hope that trusted parties would conduct themselves in line with the trusting party's confident assumptions by demonstrating ability, honesty, and compassion." Given the nature of online exchanges, where the prospective buyer has no way to meet the holder, salesman, or any other member of the vendor company's staff in person, one must

wonder how one, albeit a prospective client, could put their trust in a website to execute their transaction, especially if the online vendor requires you to just provide your credit card information first before your payment can proceed and be completed (Mohammed /&Aidatu2022).

For the potential consumer to place his finger on the "go" button, either trust or, dare I say, risky activity will be required. In addition to trust, there is other research on repurchase intentions in the literature today (Gruen et al.,2006). "A commitment by the consumer to acquire additional goods and services from the company, as well as to encourage favorable word-of-mouth recommendations," says customer repurchase intentions. In other words, clients who plan to buy from the same firm again are more likely to spend more and spread favorable word of mouth. As a result, merchants profit from greater sales and lower client acquisition expenses, as well as cost savings from serving recurring clients. Overall, the seller's profitability improves (Kim et al., 2009). Various concepts with connotations akin to those of repurchase intents have frequently been employed in earlier research; the most prevalent of them is buyback intention. Other names include customer loyalty, brand loyalty, intention-based loyalty, purposeful loyalty, shopping loyalty, and online loyalty. According to several studies, consumer loyalty and repurchase intentions are closely associated (Lee et al., 2011).

Repurchase intentions are a sign of a devoted consumer (Zhang et al., 2011). The long-term viability of the business depends on consumer loyalty. The tendency of a customer to visit a website, contemplate buying goods or services from the same online store, and then commit to the online store is known as the "repurchase intention" in the context of online transactions. This desire to repurchase is a way of thinking and acting that will help the business avoid the negative effects of making more purchases in the future. Customer loyalty is realized through recurring purchases, and this is the same for both physical (conventional) retailers and online stores. Due to the high cost of client acquisition in online retailers, the importance of customer loyalty in online distribution channels cannot be overstated (Khoa, et

AL ,2020). In the context of online transactions, repurchase intention refers to the propensity of customers to visit the website, contemplate purchasing goods or services from the same online retailer, and have a commitment to the online retailer. This goal is a way of thinking and acting that will benefit the business from the effects of ongoing purchases in the future. Customer loyalty in the form of repeat purchases serves as a similar performance indicator for both physical (conventional) retailers and online stores. Because it may be quite expensive to acquire clients for online retailers, the importance of customer loyalty in online distribution channels cannot be overstated (Jiang & Rosenbloom, 2005). Customer satisfaction with the transaction experience in online stores, consumer appraisal of website quality, and customer confidence in online retailers are some of the antecedents involved in boosting repurchase intention at online stores. According to Lee et al. (2011), customer trust has a considerable impact on online repurchase intention.

## **2.6. Factors Affecting Repurchase Intention**

Many of the processes of the Internet media business have evolved, and practically all online enterprises have expanded into new markets and businesses as a result of their acceptability in the field of international commerce. According to the World Internet site in 2013, the Internet speed in Iraq is not particularly fast. By the end of 2012, Iraq had a population of almost 42 million people, placing it first in the Middle East and fourth in Asia. Globally, there are more than two billion users, with 800 million in the Asia-Pacific region. Iraq is regarded as an interactive channel for producers, consumers, and owners of small and big enterprises because it has one-twentieth of extremely good Asian users to study and utilize the Internet. As a result, it forces suppliers, marketers, and company owners to seek ways to enhance consumer confidence to lure them to their platform to make better use of the platform and get the most out of the market. Given the requirement for expanding markets to wow more customers, this patchwork of customer trust is more important than ever to do such research (Bilgihan, 2016). One of the purchase

features that facilitate the process of buying for the channel's customers is To put it another way, the consumer simply cannot be physically there to check out the numerous things due to the greater variety of products available, and in this regard, this is merely one of the advantages of the online platform, which is to fill this vacuum. It is always a problem for academics to analyze the factors impacting the adoption of information technology facilities in third-world nations, so any other delay is acceptable. Consumer confidence is a key component in terms of uncertainty and risk in these nations due to a lack of appropriate stability.

The basic principles of online marketing are founded on the notion that this practice will persist and that clients will express devotion to online activities by purchasing through these channels. Customers' purchasing behavior, or their desire to buy, is extremely valuable to online businesses. Repurchase has been correlated with customer loyalty in several studies, and many of the characteristics that lead to consumer loyalty have been uncovered in comprehensive investigations and testing (Dehkordi, Shahnazari, & Noroozi, 2011). Relationship marketing is one of the most key aspects of marketing because of its perceived intrinsic worth. Satisfaction is directly proportional to perceived value. Customers may perceive, observe, and obtain what they gain (benefit) and what they waste (costs) to access particular services that are linked with one another. Furthermore, perceived value is a key indicator of repurchase desire and intention. If a purchase provides high levels of value, the consumer will return and buy again, and he will likely increase in the future. Environmental cues impact the perceptions of the prices of goods and services in intermediary retailers and stores that are likely to reinforce the store's selection criteria. Erlangga (2014) discovered evidence that the effects of perceived value on customer loyalty are effective. As a result of the foregoing, the first hypothesis is formed: The technology acceptance model's perceived ease of use and perceived usefulness aspects are important. The importance of these forms in data systems is explored by Ndubisi (2005), and it is discovered that the two structures are quite valuable and efficient. The extent to which a client feels that online

purchasing is free of effort is referred to as the perceived ease of use of online shopping (Baldauf et al., 2003).

There are many websites and users of all skill levels, so what motivates our clients to pick a website over others might be related to perceived simplicity of use. If a user considers a site to be confusing, unable to locate their desired goods, or unable to comprehend what exactly a site offers, the user is likely to abandon the site in both circumstances. Quality web design is critical to the success of online retailers since it has a big influence on consumers' perceived ease of use. The impact of web design variables in determining the quality of customer predictions is significant; it is a satisfaction and loyalty issue. According to Kim et al. (2009), elements unique to the online arena, such as online buyers' positive sentiments regarding the Internet, have a significant influence. Kim et al. (2009) discovered that retail websites with customer-friendly characteristics should have increased yearly sales and gained market share. Wixom and Todd (2005) used an interfering variable to investigate the influence of site quality on the propensity to repurchase in internet shopping. The goal of this research was to see how it would affect the quality of the site they wanted to buy in the future. To aid the questionnaire stage, 230 Korean students were evaluated to provide relevant comparisons.

The empirical investigation indicated that the site's quality may be defined as a mix of the following six dimensions: ease of purchase; website design; information usefulness; security; operation; payment; and customer interaction. Second, the website's quality has a beneficial impact on consumer happiness and trust, but not on customer participation or readiness to repurchase. Finally, via consumer happiness, commitment, trust, and impact in online transactions, the quality of the website can improve or diminish the inclination to repurchase (Chae&Ko, 2016). Zhang, Fang, and Chen (2011) did a study titled "Suggestions of Want to Maintain the Connection in Internet Purchasing." The goal of this study was to explain theoretical concerns and discover characteristics that may be used to analyze and explain the link, such as Internet shopping. There were 465 products in the sample,

including 70% of women and 30% of men. Perceived utility, enjoyment, and subjective standards have all been found as drivers of online purchasing persistence. According to the research, usefulness and subjective standards are partially shared desires to maintain the connection, but enjoyment will lead to larger degrees of these inclinations. The fact that online methods can impact repurchase desire directly or indirectly overlooks these aspects (Zhang et al., 2011).

## **2.7. Dimensions of Customer Re-purchase Intention**

Many people have the opportunity to analyze the purchase process and decide whether or not they would repeat their experience depending on their first online buying experience from E-shops, and this decision is impacted by several variables.

1- Customer satisfaction is explained as the number of buyers, or a rate of total buyers, who evaluated their experience with an online shopping store, and its goods.

A customer happiness indicator, as per 68% of the over 170 marketing executives polled, is highly valuable in controlling and monitoring businesses. According to Pauwels and Neslin (2015), customer happiness is a key indicator of client loyalty and repurchases intentions. Customer satisfaction is one of the most often collected market image metrics. Internal data collection, analysis, and distribution remind customers of the importance of paying close attention to them (Zhang et al., 2011). Early attempts by an advertiser to influence a target audience's views and behavior are referred to as promotion. Branding, promotions, direct marketing, personal selling, and online sales are the most common types of promotions. Personal selling, public affairs, product promotion, and advertising are all ways to entice people to buy a product or service.

2- Website quality and proficiency: as the number of online apps grows, there is a greater need to analyze them, resulting in useful works such as the Online-QEM (Web Quality Evaluation Method), which attempts to objectively evaluate web applications; however, website evaluation is entirely subjective, relying primarily

on expert judgments. The term "quality" is a complicated concept that refers to how closely an item adheres to a set of guidelines. According to this viewpoint, quality is defined as the amount to which an item (i.e., a product, a good, or a service) satisfies the wants or expectations of customers. Similarly, the efficacy and efficiency of consumers' online purchases are referred to as the quality of an electronic service environment. This means that web-quality refers to the ability of websites to allow online customers to make purchases at their leisure and comfort (Overby & Lee, 2006). According to Overby and Lee (2006), website quality may boost not only the appeal, hit rate, client retention, and good word of mouth, but also the online competitive advantages of online shopping. As a result, the quality of e-services has become one of the most important factors of an online shop's success. Furthermore, the majority of online service providers' difficulties and challenges with website quality are related to the service providers' lack of expertise with recent obstacles and their insufficient understanding of online consumers' usage patterns. Professionals and academicians alike are keen to assess website quality to better understand its key antecedents and implications, as well as to develop techniques for increasing quality to gain a competitive edge and increase customer satisfaction.

3-Product quality (service): e-service quality is the distinction between customers' perceptions of service performance during service encounters and their demands for service performance leading up to the product offering. Both directly and indirectly, e-service quality has a positive impact on satisfaction as well as three behavioral intentions: repeat purchase, word of mouth, and site revisit. To explore the impact of service quality on consumer satisfaction in online shopping, the following hypothesis is proposed (Urde, 1994). From numerous disciplines, service quality is becoming a significant field of research. SERVQUAL is a groundbreaking methodology that measures 10 service quality dimensions: timeliness, competence, access, politeness, communication, creditability, safety, comprehension of the client, and tangibles. Improved the concept, simplifying it



into five main dimensions: dependability, reassurance, tangible things, empathy, and reactivity. Even though this model is one of the oldest in terms of assessing service quality, it has been embraced by many academics in a variety of fields (Tain-Fung Wu and Munkh-UlziiBatmunkh, 2010).

Because of the current circumstances, it is vital to maintain the quality of e-services as more services are moved online in response to huge growth and demand from service consumers. Various academics have proposed methods for assessing quality in a variety of applications. SITEQUAL was created to assess the perceived quality of online purchasing sites. On the other hand, Kincaid and Busser (2009) claimed that quality may be measured on a larger scale, proposing 15 categories of e-service quality: performance, features, structure, esthetics, dependability, storage capacity, and so on. Trust, availability, efficient services, Web shop policy, reputation, certainty, and empathy are all factors to consider (Hasanov & Khalid, 2015).

4-Customer alternatives: Customers are loyal to organizations that provide exceptional service and have a high level of attractiveness among alternatives. Strong obstacles to quitting are more likely to be recognized if clients believe a competing organization has similar traits. According to Hasanov & Khalid (2015), when the attractiveness of competing alternatives decreases, the link between core-service happiness and repurchase intentions will degrade. Clients may stay in an unpleasant relationship because they are either unaware of appealing alternatives or do not believe they are any more desirable than the existing one. Clients who are unhappy with a service provider may continue with it because there are few other options, but they are less likely to advise or suggest the company to others. (Hasanov& Khalid, 2015). A competitive position is achieved by significant brand awareness, which may be achieved in a variety of ways. Product line innovation and design of public relations and marketing positioning of a competitive brand strategy for delivery of differentiating product qualities such as product offerings, quality, choice, price, and availability led to the development of a pricing strategy.

From manufacturing to point of sale, competitive brand positioning may be built by addressing each stage of the value chain (Gupta, 2013).

5-Product dependability: The chance of a malfunctioning product determines the product's dependability. "This automobile is under guarantee for 40,000 miles or 3 years, whichever comes first," is a common example of a product dependability statement or guarantee. This mower comes with a lifetime warranty. The more dependable a product is, the more likely a company's reputation will be positive. Customer satisfaction is a term used to describe how satisfied a customer is with a product. While a dependable product may not have a significant positive impact on consumer satisfaction, an unreliable product will have a significant negative impact (Kim et al., 2009).

6-The cost of purchasing a product online: Both the store and the consumer benefit from online purchasing since it reduces costs. One of the reasons for the growth of internet shopping may be the cost disparity. When customers choose a single delivery or pick-up location (such as a convenience shop in Japan), they can save money on delivery. As a result, online shopping shops should explicitly state the delivery charge, which is separate from the item price, as well as the option of introducing slower delivery. As a result, parcel delivery companies should create more delivery alternatives that are in line with actual costs. Consumers can pay as much as the cost of the service they want to obtain if they can pick their delivery time based on the delivery price, and surplus truck transportation can be eliminated. It's critical to keep delivery charges separate from item prices that reflect real costs. The visualization of the relationship between delivery charges and services may have an impact on other services (Jang & Namkung, 2009). Currently, Amazon delivery providers offer time-frame delivery as a standard service, but they also offer re-delivery at no additional cost. As a result, it is recommended that customers waive the delivery fee if they select a delivery window and complete the delivery successfully. On the other hand, if customers specify a time frame but fail to show

up, resulting in re-delivery, they should be charged an additional delivery fee as a penalty. (Kottler et al., 2008).

7-Pricing: Online shopping, or online marketing and selling to customers, presents several pricing issues for businesses. The manufacturers' suggested retail price impacts the user's perception of the brand and the level of trust it expresses. And, although price strategy is one of the key cornerstones of every online company, consistency and honesty are much more crucial, if achievable. Customers are more inclined to try new goods and make purchases more rapidly when prices are reduced. For clients with a higher price perception, the level of funding to spend is the most crucial factor in their decision-making process (Meyer & Johnson, 1995).

8-Customer emotions: The vast majority of purchasing decisions are based on emotion rather than logic. As a result, customer purchases might be influenced by emotions. According to behavioral economics, the customer is not a particularly rational actor who weighs costs and rewards carefully. According to Overby and Lee (2006), emotions have a significant impact on the purchase process.

9-Switching costs: The financial costs experienced by a consumer when switching brands, goods, services, or suppliers are known as switching costs. It is crucial to emphasize, however, that such prices also include non-financial expenses. Emotional, time-based, and effort-based expenses are examples of additional costs./Consider the case of a person who now pays \$50 per month on her product bill. The individual sees that a different service provider offers the identical product package for \$45 per month (Dabbous, &Barakat, 2020). If the person in the case above changes product plans, she will save \$5. There are, however, a variety of costs to consider, including:

**Time costs:** whether switching product plans will take a substantial amount of time (i.e., driving to the store)

**Psychological Costs:** Is the new product plan better than the current product plan?

**Effort-based costs:** Moving costs are the costs a customer pays as a result of switching brands or goods, regardless of whether the individual needs to expend substantial effort to switch product plans (i.e., if a lot of paperwork must be done). Financial, psychological, effort-based, and time-based switching costs are all possible. High switching costs and low switching costs are two types of switching costs (Parasuraman, et al., 2005). The three categories of switching costs identified by Burnham et al. (2003) are procedural, pecuniary, and relational switching costs. The authors put their idea to the test by observing the behavior of a group of business-to-business clients. Because of the firm's excellent communication skills and the variety of services supplied, customers' switching costs will grow, strengthening the present firm's retention strategy. Procedures that are equal to perceived switching costs, according to Burnham et al. (2003), have a positive influence on intentions to stay with a service provider. According to Pauwels, & Neslin, (2015), 'Switching costs are commonly produced and may diminish the relative effect of customer-perceived customer perceived value on repurchase intentions.

## **2.8.Hypothesis Development**

In this section of the chapter two the relationship between the variables of the thesis first the relationship between perceived equity and online repurchase intention , then the relationship between perceived value and online repurchase intention has been investigated and then the hypotheses according to the relationship between the variables has been introduced.

### **2.8.1. Relationship between perceived equity and online repurchase intention**

In comparison to the competition, brand equity is regarded a differentiating feature of a product's or company's success. From a supply standpoint, the development of strong brands and the enhancement of their equity is currently a top goal for

businesses, since it is an intangible asset that generates more revenue and boosts sales. As a result, those factors are critical for commercial management, particularly during the development of a new project, because every time a product is made, the road to building a brand that customers can trust is built as well (Praja, Setiyo, & Lutfiyati, 2018).

It is vital to learn to establish, preserve, and manage brand equity during innovation systems, that is, during the discovery of possibilities and the creation of organizations to grasp them. Even once a strong brand has been formed, tactics must be implemented to ensure that it retains its value for both consumers and other market participants. Chocoramo in the sweets area, Alpina in the dairy category, and Tutto in the briefcases and backpacks category, among others, are examples of Colombian brands that have succeeded to exist over time and for multiple generations (Wixom, & Todd, 2005).

According to some experts, these benefits are attained when people choose one brand over the competition's. The purchase intention is followed by strong brand equity in the consumers' minds; similarly, when the same product is preferred again, loyalty to the brand develops. As a result, brand loyalty develops a good attitude about the brand and a strong desire to repurchase (Rosdiana, Suharno, & Kulsum, 2020).

The researchers suggest the following theory based on many investigations.

H1: Brand equity has a positive impact on online repurchase intention.

H2: Relationship equity value has a positive impact on online repurchase intention.

H3: There is appositive impact of value equity on the online repurchase intention.

### 2.8.2. Relationship between perceived value and online repurchase intention

Perceived value has a considerable positive influence on rebuying intention, according to Pham et al. (2019). Consumers who have already realized that online shopping offers better value will choose to shop online again, whether on a previously visited website or a new one.

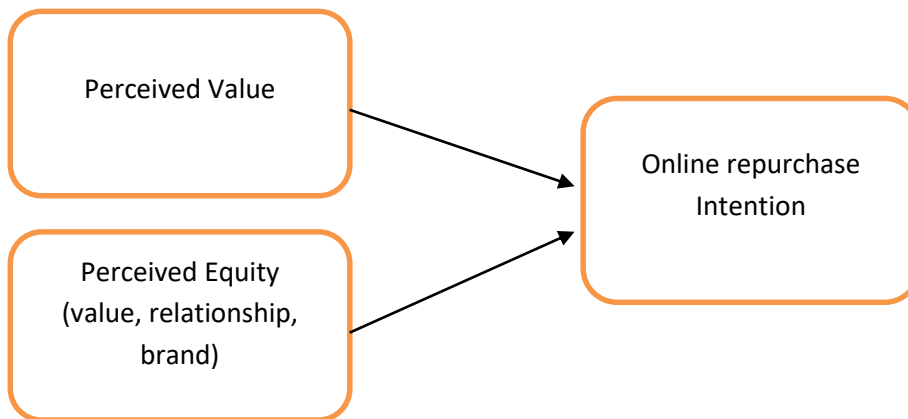
Therefore, consumers' perceived value is likely to affect online repurchasing intention.

H4: There is a positive impact of perceived value on the online repurchase intention.

### Model of the Study

The research model was created according to the literature on the independent variable (Perceived Value, Perceived Equity) and the dependent variable (Online repurchase Intention).

Figure 1. Model of the study



## **CHAPTER THREE**

### **METHODOLOGY**

In this chapter the population characteristics, sample and sample size, data collection method and the finally the results have been presented.

#### **3.1. Population Characteristics**

This thesis has been employed on the online shoppers in Iraq. The e-commerce in Iraq has been developed in the recent years. The benefits of e-commerce are already being realized in several nations. These nations are now in a position to compare their economies to those of their international counterparts. They claim that the Arab world nations have been separated from global web trade for many years, which has influenced their economic growth and development, and that there are still doubts about the value of e-commerce among clients in developing countries and the Arab world (including Iraq.) As a result, the advantages and usage of the internet in these nations have not been fully realized. According to conducted studies, approximately 80% of the surveyed Arab consumers have positive intentions to e-shop soon, approximately 67 percent believe that e-shopping is an easy way to use/carry out tasks, and approximately 65 percent are fully satisfied with the idea of purchasing products and services online (Lawrence, J & Tar, U,2010).

##### **3.1.1. Online shopping in Iraq**

This section provide the basic information about the online shopping in Iraq with shedding lights on the main basics related to the online shopping in Iraq like (Technical Issues, Issues of Social and Cultural Importance).

#### **Technical Issues**

Lack of credit cards and simple payment methods, inadequate distribution logistics, a lack of specialized, trustworthy online merchants of respectable size, and

inefficient regulatory system, and a lack of large-scale telecommunication transmission capacity are only a few of the challenges.

Information and Communication Technology (ICT) is a more precise term that highlights the role of systems integration and the assimilation of telecoms (teleproduct lines and wireless signals), computer systems, and required enterprise software, development tools, storage, and audio and visual systems, which allow users to access, store, transmit and manipulate data.

Information technology infrastructure is still underdeveloped in most parts of the country, and Information technology access is limited and unreliable. Printed materials are still frequently used in education. Information and Communication Technology can boost productivity, employment, human resources, skills, and capacities, as well as a knowledge-based economy, all of which contribute to economic development. Despite recent increases in demand for Information and Communication Technology, the Arab area has a small market, limited supply, and modest investments concerning the global total. The Arab region's Information and Communication Technology diffusion is defined by market concentration in the Arab Gulf nations, as well as a supply, demand, pricing, and intensity of service disparity between the Gulf countries and other Arab countries. Iraq lacks a solid Information and Communication Technology infrastructure to support e-commerce activities, and according to, the country's Information and Communication Technology facilities and applications are very inadequate, since most teachers have either very little or no Information and Communication Technology literacy, making them unfit to assist build a new generation of Information and Communication Technology literate pupils. Furthermore, just 12% of the population owns a personal computer.

The reasons for the small market and poor pace of Information and Communication Technology dissemination in the Arab world are explained by Ref (including Iraq). Inadequate investment and a lack of infrastructure are two of these issues.



Inadequate understanding of the role of Information and Communication Technology in the modern economy. Inadequate research and development (R&D) activities in Information and Communication Technology-related topics. Defective services as a result of limited bandwidth or disconnection. The lack of a network system reduces the services' efficiency advantage. Consumer demand is low as a consequence of restricted capacity/availability, limited efficiency of the services, or excessive pricing. On the supply side, there is uncertainty/risk aversion due to insufficient and restricted demand, which discourages investments and service extension. Poverty in several of the region's countries limits demand. Both demand and supply are stifled by higher service prices. Language barriers result from a predilection for Arabic or a lack of acquaintance with other languages, limiting the maximum advantage derived from the internet, particularly when it comes to websites in other languages.

The success of e-commerce is heavily reliant on a variety of technological infrastructures. To link distinct locations within a country and between countries, telecommunication infrastructure is essential. The expected benefits of using e-commerce may become disadvantages in the lack of suitable fundamental infrastructure. The teleproduct network is made up of fixed teleproduct lines that link a subscriber's terminal equipment to the public switched teleproduct network and terminate at a teleproduct exchange. Digital network channels and fixed wireless customers are included in the integrated services package. In 2017, the number of teleproduct lines in Iraq was reported to be 1900000. Unreliable teleproduct connections may result in numerous ISPs offering restricted bandwidths, resulting in poor connections. In addition, the total number of mobile and fixed-line teleproduct users in Iraq was 28611300 in 2018. (Total teleproduct subscribers are defined as fixed-line plus mobile customers). Iraq is a post-conflict society with internet access. In metropolitan regions, younger people use the internet and mobile products extensively, but these technologies have yet to penetrate the rest of the economy. Since 1995, Iraq has been investing in its

communications infrastructure and embracing the internet as a critical instrument for growth. However, before achieving the present level of internet performance in industrialized nations, Iraq must make significant improvements in its fundamental internet capabilities (Abdulsatar Sultan, SarinaMuhamad Noor,2019).

In most situations, the Iraqi governments attempt to develop a monopoly in the ISP industry by blocking new businesses from joining the market for political reasons. Another reason for the high cost of internet access and slow connection speeds in Arab nations is that internet service providers are not permitted to operate their international gateways. In Iraq, internet connectivity is still incredibly sluggish and costly. It is also unreliable due to weak teleproduct lines and insufficient power supply, since Iraq's total electricity production in 2016 was 68.96 billion kWh, compared to 73.66 billion kWh of consumption, with approximately 5 billion kWh imported from neighboring countries.

In 2010, there were 800,000 internet users in Iraq or 325.000 users. The number increased to 12.311.860 in June 2019. Iraq's international internet bandwidth (in megabits per second) was 120 in 2018. The contractual capacity of international connections between nations for transferring internet traffic is known as international internet bandwidth. Consumers with better internet knowledge, such as internet usage abilities, search functionality, and search competence, are more likely to participate in online transactions. Users who spend more time on the internet are also more likely to get a better comprehension of the online systems. The bulk of internet users in the Arab world is concentrated in the Gulf nations, which account for just 11% of the overall population of the area ( Abdulsatar Sultan, &Muhamad,2019 ).

The following is a summary of the internet obstacles in Iraq:

The failure to make this critical projects a priority.

The Iraqi incapacity to commence internet access distribution and encourage widespread usage; the lack of mutual strategic collaboration to develop internet use in Iraq. Even partially paying their portion to cover internet expenses is tough for Iraq the Ministry of Education and the Ministry of Higher Education give less attention to teacher training programs on how to utilize the internet.

The lack of effective laws and regulations governing the use of the internet and e-commerce. Inadequate rewards are given to organizations or individuals who express an interest in providing internet services. The question of whether or not a new technology will be accepted by its users is still questionable. Although internet access costs are a major driver of consumer and company internet and e-commerce usage. The number of internet hosts is often higher in countries with lower connection fees. Consumers' decisions to embrace e-commerce may be influenced by the availability of a wide selection of internet connections and other communication services at cheap costs, which allows users to choose diverse and relevant services based on their unique needs. In Iraq, the cost of internet connectivity renders it unavailable to the majority of users, as the monthly connection fee is a financial hardship for a substantial percentage of the population (Dehkordi, Shahnazari, & Noroozi, 2011). The highest ADSL fees are in Iraq and Lebanon, while the lowest rates are in Morocco and Egypt. According to, the cost of the internet (6 Mbps, unlimited data, Cable/ADSL) in Iraq is around \$50.76.

- A broadband connection is a critical component in the development, acceptance, and usage of Information and Communication Technology. It boosts Information and Communication Technology s' contribution to economic development, encourages innovation, and boosts efficiency. In 2010, there were just 77 fixed broadband internet customers in Iraq, according to a report released in 2017. (Fixed

broadband internet. Subscribers are the number of broadband subscribers with a digital subscriber line, cable modem, or other high-speed technology).

## **Issues of Social and Cultural Importance**

The social and cultural traits of Iraqis, as well as the notions connected with online transactions, provide a far higher barrier and operate as a substantial hindrance to e-commerce acceptance and spread. Doing business in many nations (particularly in Iraq) is heavily reliant on the quality and quantity of personal ties. As a result, a typical corporation is often both a purely economic and a socio-economic component. A strong interpersonal relationship and long-term relationship between the parties foster a feeling of community, which eventually leads to economic participation. Language has been cited as a socio-cultural hindrance to both information and internet access, as well as involvement in e-commerce. A huge majority of Iraq's population is illiterate, and ignorant individuals have restricted access to information on the internet because most material is written in a language. The languages used to convey information on the internet are incomprehensible to the less educated and ignorant. The topic of language is significant because it serves as a conduit for the movement of information and knowledge in the digital world. In many Western nations where new technology emerges, English is the predominant language spoken.

It is the most widely used language for information technology and e-commerce development, as well as the primary language on the internet. 82 percent of websites are in English, which presents a significant challenge for Arabic natives who can only write and read Arabic. Basic English knowledge is determined to be necessary for utilizing the internet. This barrier, along with a lack of Arabic software, leads to Arab customers' skepticism. In Iraq, persons who speak English (as a second language) account for around 55 percent of the population, in 2018 (Dehkordi, Shahnazari, & Noroozi, 2011). Even among educated professionals and professors, the degree of English language abilities is poor. Some pupils have personal

computers and internet connection at home. However, their limited English language abilities prevent them from using English-language websites and services. At the university level, English language teaching and training is improving, but it is hampered by insufficient training, huge class numbers, outmoded teaching approaches, and a shortage of competency among teaching professionals.

- Because e-commerce relies on certain rather expensive technical infrastructures, Iraq's participation in e-commerce is doubtful under the existing conditions. The Gross Domestic Product (GDP) and per capita income are prominent indices of a country's economic status. For example, Iraq's unemployment rate in 2018 was 19%, inflation was 9% by 2018, industrial output growth was 6.8 percent in 2018, total foreign debt was \$37.19 billion in 2018, and the population below the poverty line in 2008 was 25%. Although the cost of internet connectivity has decreased in recent years, it continues to be a substantial impediment to e-commerce adoption. The poor quality of Iraq's educational system is considered a barrier to e-commerce adoption, with an adult literacy rate of 78.06 percent in 2019. It implies that one in every five Iraqis aged 10 to 49 is unable to read or write a basic statement. In the 1980s, Iraq had a record low illiteracy rate for the Middle East, but by 2018 it had risen to at least 34%. Furthermore, illiteracy among women in Iraq is more than double that of men, at 24%. (11 percent ) Books, journals, and magazines are highly valued and respected. For students in that field, each college at a university has its library. There are no lending libraries on campus, and most students can't get to the materials that are offered, which are mostly old and obsolete. Universities have limited internet bandwidth, and the majority of university staff do not have regular access to computers at work; computer laboratories for student usage are insufficient and frequently non-functional. Many university professors and staff members lack basic computer skills and expertise with the internet. Many professors and students outside of big metropolitan hubs do not have email accounts.

The absence of Information technology and business expertise is a major roadblock to efficient e-commerce adoption. The potential usefulness of computers and the internet as a way of participating in e-commerce is not realized due to a lack of sufficient information technology education, according to some. In most cases, computer instruction is not part of the educational curriculum. Early computer education is required so that students may become computer literate in school. Before people could profit from the advantages given by the internet and e-commerce, they would need to be schooled and educated. The effectiveness of the payment system may either aid or hinder the growth of e-commerce. To boost e-commerce, a strong electronic payments infrastructure is required. This reveals a crucial relationship between e-commerce and the economy's financial base. Cash is still the preferred means of payment in many underdeveloped nations, not just for security reasons, but also for the sake of anonymity, which is beneficial for tax evasion or keeping hidden what a person's money is spent on.

Few Iraqis have credit cards because most banks lack a national clearing system, and potential clients are wary about being duped. Rapid authorization, payments, and account settlement are required for full efficiency and exploitation of the benefits of e-commerce. In the Iraqi economy, credit cards are not yet widely used. These are mostly used by individuals to make payments while traveling overseas. The Iraqi market is dominated by cash transactions (Dehkordi, et al, 2011). Hard currency transfers are still restricted in countries like Yemen and Iraq, making it difficult for customers to complete deals and make payments online. The Iraqi credit card industry's poor growth rate can be ascribed to the following factors. The lack of appropriate infrastructures, such as point-of-sale terminals and internet access. Only a limited percentage of Iraqi residents have access to credit card goods. E-commerce is heavily reliant on a country's transportation network. Inadequacies in critical services such as postal service and delivery, both of which are necessary for foreign transactions, might demoralize the transaction's success. One of the most significant aspects of e-commerce is speed. The absence of strong

transportation and postal infrastructure, as well as poor distribution and cumbersome delivery methods, are the key barriers to the expansion of e-commerce in Iraq (Lawrence, & Tar, 2010).

## **Social and Psychiatric Problems**

- Change Resistance

One of the most common challenges in any endeavor to bring about technical change, such as e-commerce, is resistance to change. Corporate executives are accustomed to doing business in a specific manner and are unwilling to adapt, which is a substantial barrier in and of itself. The majority of corporate executives engage in territorial conduct, which means they wish to maintain control over their company domain. They worry that if they enter the e-commerce market, they would lose control of the company's assets. Because they were not raised in the digital era, many firm executives do not use e-mail. This is compounded by their aversion to investing in Information technology and their inability to see the added benefit.

## **Legal and political issues**

The adoption of e-commerce and other Information and Communication Technology, in general, relies heavily on government initiatives. In the absence of defined policies and their resolute application, no progress can be made. The lack of a policy to govern the spread of e-commerce in Iraq is a key impediment to its acceptance. Other concerns that are considered roadblocks to e-commerce development include free trade agreements. Import duties on information technology equipment such as hardware and software, as well as the monopoly that national governments have on national telecommunications. Changes in government policy are seen to be critical in fostering an environment conducive to widespread internet use in many sectors of developing countries. One of the most significant impediments to e-commerce is the complexity and ambiguity of business rules, which exist in Iraq and many developing nations. The government

should work to encourage consumers and businesses by establishing a set of clear, consistent guidelines (Lawrence, & Tar, 2010).

### **Consumer education**

A phrase used to indicate a potential or present buyer's awareness of a product or firm is consumer awareness. Consumer awareness can range from a shopper recalling a television advertisement to a buyer researching the production origins of a particular product.

### **Organizational awareness**

On a corporate level, the situation is similar to that of consumers; the private sector continues to overlook the significance of this issue. The governmental sector dominates Iraq's economy, with the private sector playing a minor part. About 95% of foreign exchange profits come from the oil sector. At the consumer-to-consumer level, two well-known local websites dedicated to electronic commerce can be found: hrej3 and mredy4, which provide producer to producer services such as selling/renting automobiles, residences, electronic equipment, and other items.

### **3.2. Sample of the Study**

This research focuses on the AMAZON online buying site. All responders must fulfill a few requirements to meet the study's objectives and increase its accuracy. The following are the requirements: Respondents must be between the ages of 18 and 65, and must have previously made an online purchase at the AMAZON online shop in Nasiriyah, Iraq (which has a population of thousands). As a consequence, an online survey was employed to empathies that all potential participants had access to the internet, increasing the chances of reaching the intended audience.



### 2.2.1. Sample size

Questionnaires have been sent to Iraqi respondents in Nasiriyah city in Iraq (population of about 400 thousand) using stratified random sampling the researcher chose this city because there are no such related studies about this city in the concept of online shopping. Convenience sampling has been utilized to get the highest response rate. For convenience sampling, self-administered online surveys are distributed to the first respondents using social media sites. The surveys will be conducted dependent on the respondents' availability. These equations are used to compute the sample size.

$$n = \frac{z^2 pq}{e^2}$$
$$e = z \sqrt{\frac{p(1 - P)}{n}}$$

Where,

$n$  is the estimated sample size.

$z$  is the value to chosen alpha level for .05 this is 1.96

$p$  is the estimated proportion of the population. This is 0.5 generally

$q$  is 1-p

$e$  is the margin of error.

### 3. 3. Study Tools and Data Collection Methods

In this study, the researcher collected data and information related to the study through two sources: Primary Sources: A questionnaire related to the study hypotheses and the research model was used in this study. Customers were polled for information in this study using a questionnaire. A total of 490 questionnaires

have been sent out, with 6 of them being illuminated owing to incorrect replies. As a result, the number of responses received was limited to 484. In this study, there are three parts to the questionnaire: Section one of the survey comprised social-demographic questions. To guarantee the content of the survey is accurate and have the reliability, all measuring question items will be modified from earlier researches linked to this topic. The questionnaire's part b had questions on perceived worth, while section c contained questions about perceived equity (relationship equity, brand equity, and value equity).

The Perceived value adopted from the study of Lei-Yu ,et al (2014) with five question items includes (For example, Amazon introduce a suitable and accurate value, The product which I have bought from Amazon is good).

Value equity (VE), Brand equity (BE), and Relationship equity (RE) adopted from the study of Mia Hsiao-Wen Ho, Henry F.L. Chung,(2020) with fifteen question items includes (For example, Amazon online shopping store give me the opportunity to make a better understanding of specific products or their usage, Amazon online shopping store assists me in resolving issues related to product use, Amazon online shopping store assists me in gaining a better understanding of specific products, accessories, components, and technical development of the Products)

Repurchase Intention (RI) is a four-question survey developed by Antoni Serra-Cantalops, José Ramon-Cardona, and FabianaSalvi (2017). (For instance, I plan to let purchasing Amazon internet shopping store's products, and I recommend Amazon online shopping store's products, to clients.)

The variables of the thesis were measured using a five-point scale to assess the connection between customer equity, perceived value, and repurchase intention in online shopping among Iraqi (Nasiriyah) customers. A Likert scale was used to describe the features of the sample and the respondent in the surveys in adding to the independent and dependent variables. The sample and the responder to the

questionnaires were subjected to reliability and validity studies, and descriptive statistical analysis will be used to characterize the characteristics of the respondents and the participants to the surveys. A person correlation and multiple regression analysis were used to test the study hypotheses the researcher used these analyses as a best way to configure out the relationship between the variables of the study according.



## **CHAPTER FOUR**

### **ANALYSIS AND FINDINGS**

In this section, the analytical technique which was used to test the hypotheses and the results that we obtained from the analysis that we have done has been described. This study used a descriptive-analytical technique to generate acceptable and accurate findings in order to meet the study's objectives.

As follows:

1. Relying on the descriptive approach to describe the independent study variables, customer equity, perceived value, and the dependent variable repurchase intention.
2. Relying on the analytical approach to analyze and evaluate the effect of customer equity, and perceived value on repurchase intention: An empirical study of amazon online shopping store

The variables of the thesis were evaluated on a five-point scale to study the links between customer equity, perceived value, and repurchase intention. Demographic studies, factor analyses, reliability and validity analyses, as well as the independent and dependent variables, were conducted, and descriptive analysis was used to identify the characteristics of the respondents.. Correlation and multiple regression analysis were also utilized to examine the study hypotheses. The researcher has been chosen the correlation and regression analysis to test the relationships between variables because it is a simple method to configure out the relationship between the variables and to see how the independent variables effect and interpret the dependent variables besides, these analysis was done in accordance with other studies like (Mia Hsiao-Wen Hoa , Henry F.L. Chung, 2020 and Tain-Fung Wu & Munkh-Ulzii Batmunkh,2010 ).

#### 4.1. Findings

Table 1. Demographic Analysis

Variable	Item	Frequency	%
Gender	Male	264	54.5
	Female	220	45.5
	total	484	100
Education level	less than College	24	5
	College	122	25.2
	Bachelor's degrees	242	50
	postgraduate degrees	96	19.8
	total	484	100
Age	18-24	24	5
	25-34	216	44.6
	35-44	73	15.1
	45-54	99	20.5
	55-65	72	14.9
	total	484	100

By looking at table 1, it explains the demographic analyses, which show that 45.5 percent of the respondents are female and 54.5 percent are male and that approximately 5% of the respondents have less than a college degree and more than 25 percent have a college degree, and that approximately 50 percent of the respondents have Bachelor's degrees, indicating that less educated people use international online shopping stores like AMAZON online shopping store.

**Table 2.** Skewness And Kurtosis Analysis

Perceived value (PV)	Mean	Std. Deviation	Skewness	Kurtosis
Q1	3.4331	.87637	-.542	-1.168
Q2	3.7458	.38505	-.246	-1.256
Q3	3.3453	1.43516	-.132	-.768
Q4	3.2532	1.13268	-.231	-1.123
Q5	3.7228	1.11364	-.162	-.818
Value equity (VE)				

Q1	3.1426	1.18231		-.983
Q2	3.1983	1.24691	-.263	-.914
Q3	3.0455	1.11734	-.535	-1.004
Q4	3.2996	1.22733	-.304	-.923
Q5	3.6529	1.23751	-.425	-.869
Relationship equity (RE)				
Q1	3.0950	1.37233	-.056	-1.300
Q2	3.4050	1.31611	-.515	-1.117
Q3	3.5021	1.31954	-.591	-.953
Q4	3.3554	1.23684	-.371	-.811
Q5	3.3450	1.52643	-.430	-1.366
Brand equity (BE)				
Q1	3.0496	1.35958	-.452	-.789
Q2	3.0558	1.28657	-.233	-.776
Q3	3.4050	1.23997	-.485	-.993
Q4	3.3450	1.38715	-.410	.097
Q5	3.4938	1.28455	-.557	-.864
Repurchase intention (RI)				
Q1	3.1921	1.29110	-.507	-1.133
Q2	2.8905	1.30233	-.078	-1.210
Q3	2.8946	1.41101	-.137	-1.510
Q4	2.9876	1.58403	-.064	-1.551
Q5	3.1384	1.29318	-.415	-1.137

Table 2 shows the mean, standard deviation, skewness, and kurtosis studies. Skewness is a measure of a variable's asymmetry in its distribution. The skew value of a normal distribution is between -1 and +1, suggesting that it is symmetric. The right-hand tail is longer than the left-hand tail, suggesting that the majority of the values are located to the left of the mean. Furthermore, A negative skew value means that the left-hand tail of the distribution is longer than the right-hand tail and that the majority of the values are to the right of the mean. According to West et al. (1996), a significant deviation from normalcy is defined as an actual skew value > 2.

The measure kurtosis is used to determine how peaked distribution is. West et al. (1996) advocated an absolute kurtosis (proper) value  $> 7$  as a measure of extreme departure from normality. Most statistical software, such as SPSS, calculates 'excess' kurtosis by subtracting 3 from the kurtosis (proper).

**Table 3.** Factor Loading Variance Explained And KMO Analysis

Factor's Name	Items	Factor Loading	Eigen-value	Variance Explained	KMO	Cronbach's Alpha
Perceived value	Q1	.803	2.514	50.274	.674	.733
	Q2	.971				
	Q3	.880				
	Q4	.786				
	Q5	.909				
Value equity (VE)	Q1	.819	3.322	66.441	.773	.871
	Q2	.886				
	Q3	.872				
	Q4	.878				
	Q5	.820				
Relationship equity (RE)	Q1	.912	3.201	64.016	.763	.854
	Q2	.849				
	Q3	.934				
	Q4	.810				
	Q5	.898				
Brand equity (BE)	Q1	.707	3.240	64.803	.731	.864
	Q2	.909				
	Q3	.872				
	Q4	.830				
	Q5	.958				
Repurchase Intention (RI)	Q1	.897	2.873	57.450	.779	.730
	Q2	.901				
	Q3	.858				
	Q4	.947				
	Q5	.783				

Cronbach's Reliability Coefficients for all items = .947

Factor loading test has been employed on the 25 items using SPSS statistical program to check for internal consistency between the items of the study. All the factor loading values are more than 0.5, which is sufficient and suitable for the analysis.

The Kaiser-Meyer Olkin Measure (KMO), values are greater than 0.5 for all variables, that mean that there are a good studies' sampling adequacy. As seen in table 3, six elements had eigenvalues greater than one, meaning that each factor accounted more than half of the variation. Cronbach's Reliability is a measure of how reliable something is. According to our findings, the study's coefficient values are good and acceptable, with each factor exceeding 0.7 and all items equaling .947.

**Table 4.**Correlation Analyzes

	VE	RE	BE	PV	RI
VE	1				
RE	.623(**)	1			
BE	.653(**)	.736(**)	1		
PV	.665(**)	.809(**)	.939(**)	1	
RI	.710(**)	.478(**)	.736(**)	.668(**)	1

\*\* Correlation is significant at the 0.01 level (2-tailed).  
a Listwise N=484

Where: VE means value equity ,RE relationship equity , BE brand equity , PV perceived value, RI repurchase intention

The coefficient value of correlation analysis must be less than 0.80, as shown in table 4. It could be notice that the pearson correlation value between repurchase intention and value equity is .710(\*\*)with relationship equity is .478(\*\*), and with brand equity is .736(\*\*) and the relationship value between perceived value and repurchase intention is .668(\*\*) . Furthermore, the strongest relationship value between variables according to the table 4 is between brand equity and repurchase intention .736(\*\*), that is indicate how much the brand is important in the repurchase intention. While all of the correlation values are less than 0.80, and based on the analysis results that has been showed in the table above it can be said that there is a positive and significant correlation between all the variables of the thesis.



**Table 5.** Regression Analyze Results

<i>Dependent Variables</i>	<i>Independent Variables</i>	$\beta$	<i>t</i>	<i>P value</i>	$R^2$	<i>F</i>
<i>Online Repurchase Intention</i>	(Constant)		-.009	.000	.669	322.739
	VE	.473	13.086	.000		
	RE	.287	7.108	.000		
	BE	.639	15.312	.000		

Where: VE means value equity ,RE relationship equity , BE brand equity

Regression analysis is a method for identifying the variables that affect a particular problem. It can properly determine which aspects should be taken into account, which ones may be disregarded, and how these factors interact using regression analysis. . It is sometimes referred to as the coefficient of determination or the coefficient of multiple determination for multiple regressions. A model is considered to be perfect if it completely captures the variance in response data surrounding its mean (David ,2009).

To see if there is an effect of the perceived equity dimensions (value equity, relationship equity, and brand equity) on customers' repurchase intention and to investigate the hypotheses of the thesis the regression analysis was done . based on the obtained results H1, H2, and H3 are all supported by the findings where the p value is less than 0.05 and R square equals 0.669 . As a result, the larger the brand equity, connection equity, and value equity, the higher of online repurchase intentions.

**Table 6** Regression Analyze Results

<i>Dependent Variables</i>	<i>Independen Variables</i>	$\beta$	<i>t</i>	<i>P value</i>	$R^2$	<i>F</i>
<i>Online Repurchase Intention</i>	(Constant)		9.851	.000	.447	389.351
	PV	.606	19.732	.030		

Where: PV means perceived value

To investigate if there is effect of perceived value on shoppers' repurchase intention (p 0,05) the regression analysis also was done, the results showed that the higher perceived value the higher repurchase intention were p value is less than 0.05 and R square equals 0.447.

Based on these results :

Relationship	p	Result
Value equity -Online Repurchase Intention	.000	H1 Supported
Relationship equity -Online Repurchase Intention	.000	H2 Supported
Brand equity -Online Repurchase Intention	.000	H3 Supported
Percieved value - Online Repurchase Intention	.030	H4 Supported

## **CHAPTER FIVE**

### **DISCUSSION**

This chapter has discussed the results that were reached in the previous chapter within the framework of the concepts of perceived value and equity. It also presented a set of important recommendations after mentioning the difficulties and limitations that the researcher faced during the preparation of the study.

#### **5.1. Discussion**

This thesis enhanced the understanding of the online repurchase intention of the Iraqi customers and to show how perceived value and equity (brand equity, relationship equity, and value equity) affect repurchase intention. Specifically, this study targeted on AMAZON online shopping store and employed a quantitative method to study.

The Arab market is generally considered as non-competitive market in terms of quality of the products that are purchased through online shopping stores that are used by the Arab citizen in Iraq and other countries. The Amazon online store is considered one of the trusted online shopping stores for the Arab consumer, as it offers high quality products and a competitive price which satisfying the desires and needs of the Arab consumer.

By reviewing the results in chapter four it can be concluded that there is an effect of perceived equity with its three dimensions on the based internet repurchase intention. At first, by looking at the value equity dimension we can notice according to the answers of the Iraqi customers that Amazon allows Iraqi customers to enhance their knowledge about the products, helps them to solve problems related to the products, increase their knowledge about the products and their components, and technical improvements of the Products and contents of Amazon online shopping store give them product/ service information that is relevant to my needs.

Secondly, the dimension of relationship equity based on the opinions of the respondents demonstrated that Iraqi customers love to make friends with people which have common interests with them in Amazon. Amazon online shopping store give supports to make connections stronger with other members.

Lastly, the dimension of brand equity according to the results showed that the Iraqi customers recognize Amazon online shopping store as the leading brand in online shopping, recognize Amazon online shopping store brand has its personality

Also By reviewing the results in chapter four, we can find that there is a positive and significant effect of perceived value on the online repurchase intention and that means that for the Iraqi customers that Amazon online shopping store gives a good economic value to the buyers, the product that the clients buying from Amazon online shopping store is good. The findings of this thesis support the previous results (e.g. Patricia, 2001; Parasuraman, Zeithaml, and Malhotra, 2005; Jang, and Namkung, 2009; Zhang, Fang, & Chen, 2011; Pauwels, & Neslin, 2015; Ford, & Honan, 2017).

## **5.2 Limitation, and Recommendation for Further Study**

This study does not include the other factors that affect the repurchase intention of the customers like perceived quality, risk, and motivations, this thesis only focused on the relationship between perceived equity and value with repurchase intention.

This thesis only collected data from a small sample of Iraqi consumers in Nasiriyah city in Iraq (population of about 400 thousand). A more researches and representative sample could be a benefit to generalizing the conclusion. The link between variables and their importance in the online repurchase intention is not assessed or further understood in this thesis since demographic and socio-psychographic components are not included. The results of this thesis are restricted

in application to other online shopping sites with equivalent functionalities due to the nature of the chosen website.

On the other hand, the obtained results in the chapter four and five the researcher suggests that:

- To pay more attention to the economic value of the products from the producers so it can enhance the good experience from the customers and motivate them to repurchase from the shopping store.
- The positive opinion of the Iraqi customers that buy from the online shopping stores must lead the decision-makers of any company to support their online sites and make them more interactive with a good quality of the site and services.
- The brand of the shopping store has a big impact on the purchase and repurchase decisions that the customers take so these shopping stores and of course all the companies must work to build their innovative brand.
- The buyer from the online shopping stores like the buyers from the traditional stores can influence his relatives and friends to buy from the store that he recognizes as a good store, so the sellers must focus on the relationship equity by the customers to increase their profit.

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## APPENDIX

### QUESTIONNAIRE

#### Declaration

Dear Sir / Madam

Dear respondents I am student of business administration. As part of master my thesis I am required to do a questionnaire on costumer equity, percieved value and repurchase intention in online shopping among Iraqi consumers: an empirical study of amazon online shopping store. All responses given by you will be strictly kept confidential and used for academic purpose only.

#### **PARTA**

##### **1. Gender**

- a) Male [ ]
- b) Female [ ]

##### **2. Education**

- a) Less than College [ ]
- b) College [ ]
- c) bachelor degrees [ ]
- d) Postgraduate degrees [ ]

##### **3.Age**

- a) 18-24 [ ]
- b) 25-34 [ ]
- c) 35-44 [ ]
- d) 45-54 [ ]
- e) 55-65 [ ]

**PART B**

(Please choose as appropriate)

	STATEMENT	SCALE				
		Absolutely I disagree (1)	I disagree (2)	I am undecided (3)	I agree (4)	Absolutely I agree (5)
	<b>Customer Equity (value, relationship, brand)</b>					
	Value equity (VE)					
	Amazon online shopping store allows me to increase my knowledge about particular products or usage of the products.					
	Amazon online shopping store helps me solve problems associated with product use.					
	Amazon online shopping store helps increase my understanding of particular products, accessories, components, and technical development of the Products.					
	The contents of Amazon online shopping store give me product/ service information that is relevant to my needs.					

The contents of Amazon online shopping store help me make good purchase decisions.					
Relationship equity (RE)					
I can make friends with people sharing common interests with me in Amazon online shopping store.					
Amazon online shopping store helps strengthen my connections with other members.					
I can expand my social network through participation in Amazon online shopping store.					
I can have close and intensive interactions with other members of Amazon online shopping store.					
I am able to assist other members in Amazon online shopping store					
Brand equity (BE)					
I recognize Amazon is the leading brand in Online shopping.					

I recognize Amazon online shopping store brand has its personality.					
I have a clear image of the type of customers who would purchase Amazon's products.					
I know what Amazon brand stands for.					
Amazon is my preferred brand.					
Perceived value					
Amazon online shopping store offers a good economic value					
The product/service I purchased from Amazon online shopping store is a good buy					
When I make a purchase from Amazon online shopping store, I save time					
It is easy to shop for product/service in Amazon online shopping store					

The effort that I must make to purchase from Amazon online shopping store is low					
Repurchase intention					
I intend to continue purchasing Amazon online shopping store's products, accessories, and components in the future.					
I would like to recommend Amazon online shopping store's products, accessories, and components to others, even if they are the existing customers					
I look forward to the new product launches by Amazon online shopping store and its associated suppliers.					
I would like to have the first-hand information about Amazon online shopping store's new products, accessories, and components.					