

Understanding Factors Influencing Repurchase Intention of Generation Y Online Shopping

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Abstract

Many previous researchers have validated the significant relationships between factors and customer purchase intention. However, there is a limited study on customer repurchase intention exclusively among Generation Y, even though this group is actively involved in online purchases. This research aims to study factors such as the relationship between perceived ease of use and usefulness with Generation Y repurchase intention. A quantitative approach is adopted using a questionnaire (online and offline) as the primary instrument for data collection. A total of 382 Generation Y respondents in Batu Pahat, Johor, were chosen using mall intercept at selected malls in Batu Pahat during the weekend and an online survey through Google Documents. Multiple regression was used to analyze the relationship of variables using SPSS software version 20. This study found that perceived ease of use and usefulness positively and significantly influenced customer repurchase intention in online shopping among Generation Y. This study provided a better understanding to researchers, industry and government on factors affecting customer repurchase intention in online shopping.

1. Introduction

In recent years, online businesses have changed how people use technology for shopping. Online shopping is the easiest way for customers to purchase without going to physical stores. Customers can purchase online through various devices, such as smartphones, tablets, and laptops. There are plenty of online stores where customers can make online purchases, such as Lazada.com.my, fashionvalet.com.my, and Zalora.com.my. The advances in mobile technology and customers' excellent adoption have forced online shops to redesign their interactions with consumers and service features to maximize online user experiences (Bilgihan et al., 2016).

A satisfied customer is more likely to return (Ilias et al., 2013; Chang et al., 2014; Hu et al., 2016). Furthermore, customer satisfaction with online purchasing essentially drives repeat purchases through the internet. (Bijmolt, Huizingh, & Krawczyk, 2014) Thus, customers who have shopped online are more likely to repurchase. Repurchase intention can be defined as the individual's judgement about buying a designated service from the same company again, considering their current situation and likely circumstances. (Syafiah et al., 2014). However, understanding repurchase intention among Generation Y is a new research area that is important to study. Hence, this study investigates the factors affecting customer repurchase intention in online shopping among Generation Y.

The emergence of the Internet has created opportunities for online shop operators to stay competitive by providing customers with a convenient, faster and cheaper way to make purchases. (Chai, Uchenna, & Nelson, 2011). In this new era, it is observed that Generation Y is constantly using technology, even to make a purchase. (Muda, Mohd, & Hassan, 2016). This will generate customers' repurchase intentions in online shopping. The intention of the repurchasing is for the customer to repeat their buying after having a positive experience and being satisfied with the services provided (Lin & Lekhawipat, 2014). This topic lacks research, especially on Generation Y's repurchase intention. As of today, a limited study has been focused on online repurchase intention. (Syafiah et al., (2014). It is observed that purchasing technological products among Generation Y is less researched in the literature. (Jambulingam, Sorooshian, & Selvarajah, 2016) Because there is a different perception of the influence of the technology acceptance model variables among different groups (Chiu et al., (2009).

Chiu et al. (2009) showed essential factors in customer repurchase intentions, such as perceived ease of use, usefulness, trust, and enjoyment. There are relationships between perceived ease of use, perceived usefulness, trust and enjoyment with customer repurchase intention. However, prior research from Chai, Uchenna, and Nelson (2011) indicated that consumers' perceptions of privacy positively and significantly affect their trust in the online vendor. This is because many buyers appear to be afraid to purchase products and services or provide personal information online due to fears of a lack of privacy and the possibility that online retailers will misuse their personal information. Therefore, a new dimension in the model was developed by Chiu et al. (2009). It is essential for the buyer-seller relationship, as it indicates customer repurchase intention, such as privacy. Therefore, this study will examine the relationship between privacy and customers' repurchase intention to improve the model developed by Chiu et al. (2009).

The objectives of this study are as follows:

1. To understand the influence of perceived ease of use on customer repurchase intention among Generation Y
2. To examine the influence of perceived usefulness on customer repurchase intention among Generation Y

This study was conducted in Batu Pahat Johor and focused on Generation Y. Literature defined Generation Y as those born between 1980 and 1999 (Manimekalai et al., 2016). This study used questionnaires (online and offline) that were distributed among Generation Y using mall intercept at selected malls in Batu Pahat during the weekend and an online survey through Google Documents. The mall intercept is used in this study because it is where many people of different cultural backgrounds patronise the premises, especially on weekends.

This study provided a better understanding to researchers, industry and government on factors influencing customer repurchase intention in online shopping. For researchers, it helps them understand repurchase intention among Generation Y and their online shopping behaviour. For industry, this study helps companies involved in online business to understand what factors may influence their customer repurchase intention. Lastly, this study helps the government formulate the best and appropriate strategy or campaign for online businesses to ease and safeguard customer purchases online.

2. Literature Review

2.1 Repurchase Intention

Previous research has widely explored the concept of customer repurchase intention. Repurchase intention is when customers repurchase a product or service from the same company. (Rezaei, Amin, & Wan Khairuzzaman, 2014). Customers repeat purchases from the same service and product provider because of their previous experience. (Ariffin et al., 2016). Next, repurchase intention can also refer to the probability that an individual will continue to purchase products from the online vendor or store in the future. (Chiu et al., 2009). In this study, online repurchase intention is defined as a consumer's willingness to repurchase offerings on a particular website, which is in line with the definition given by Ha, Muthaly, & Akamavi (2010).

2.2 Perceived Ease of Use

Perceived ease of use refers to how consumers think that retail websites can help them search for more information with less effort and ease to use the website to make a purchase. (Liat & Shi Wuan, 2014). Both perceived ease of use and usefulness of online websites have significantly impacted consumer intention to shop online (Honarbakhsh et al., 2013). However, a study by Har & Eze (2011) identified that if consumers perceive a site as helpful and user-friendly, they are more likely to search for information from that website.

Perceived ease of use, in this study, is defined as an essential effect on perceived usefulness when consumers find it easy to interact with e-commercial websites, search for product information, and pay online, which is in line with the definition given by Wen et al., (2011).

2.3 Perceived Usefulness

In previous research in Malaysia, perceived usefulness is defined as the extent to which a consumer believes online shopping will enhance his or her transaction performance. (Chiu et al., 2009). All online shopping users want more productivity and feel useful by moving from market space to marketplace. (Rezaei & Amin, 2013) This will indicate them to repurchase. In addition, perceived usefulness has been explained as the degree to which one believes using the technology will enhance user performance (Peng et al., 2008). Besides that, a study by Liat and Shi Wuan (2014) justified that perceived usefulness is the degree to which a consumer believes using an Internet system will enhance his/her purchasing performance.

In this study, perceived usefulness is defined as when customers who have accomplished the shopping for the product in an efficient method will be more likely to exhibit stronger repurchase intentions, which is in line with the definition given by Chiu et al. (2009).

2.4 Relationship Between Perceived Ease of Use and Repurchase Intention

Prior research has indicated that customer-centred online features impact online shoppers' positive attitudes toward the internet. (Chai et al., 2011). There is a significant correlation between perceived ease of use and repurchase intention. (Aren et al., 2013). Based on studies (Har & Eze, 2011), there are 348 questionnaires to be distributed to young adults in Malaysia to collect data for studies on factors influencing customer repurchase intention. Therefore, perceived ease of use tends to influence customers' repurchase intention. When consumers perceive a website to be easy to use, it will affect their intentions to repurchase in future. (Chai et al., 2011). According to studies by Rezaei and Amin (2013), perceived ease of use was a positively significant factor in predicting repurchase intention. Other than that, studies by Chiu et al. (2009) Found that perceived ease of use is a significant positive predictor of customer repurchase intention.

In conclusion, consistent findings indicate a positive and significant relationship between perceived ease of use and repurchase intention. Therefore, it is hypothesised that:

H₁: Perceived ease of use has a significant favourable influence on customer repurchase intention among Generation Y.

2.5 Relationship Between Perceived Usefulness and Repurchase Intention

Lu et al. (2011) have supported the moderating effect of online shopping experience on the relationships between PEOU, PU and attitude towards websites. Users with more internet experience are usually exposed to more websites and are more willing to experience different web services than inexperienced users. A study by Chui et al. (2005) found that when a consumer perceives a particular online store that brings usefulness to them, their online purchase intention might increase. Based on studies (2013), 318 questionnaires were distributed to university students in Malaysia to explore online repurchase behaviour among university students. The result has indicated that there are positively significant factors between perceived usefulness and repurchase intention. A study by Chiu et al. (2009) has found that perceived usefulness is a significant positive predictor of customer repurchase intention.

In summary, consistent findings indicate the positive and significant factors between perceived usefulness and repurchase intention. Therefore, it is hypothesised that:

H₂: Perceived usefulness has a significant positive influence on customer repurchase intention among Generation Y.

3. Methodology

This study aimed to obtain the information needed to determine what can be measured and to identify the factors influencing perceived ease of use and perceived usefulness in customer repurchase intention in online shopping among Generation Y. This study involved data collection and analysis in statistical or numeric descriptive data. Hence, a quantitative research design was selected. The population for this study is 79457 Generation Y in Batu Pahat, Johor. According to Krejcie and Morgan (1970), for a population of more than 75000, the appropriate sample for this study is 382 respondents. Therefore, the information was collected from 382 Generation Y respondents using mall intercept at the three most popular malls in Batu Pahat: Square One Mall, Batu Pahat Mall and Summit Mall, and online surveys (Google document). All the data will be recorded by using SPSS. The data collected from the survey was analysed by the Statistical Package for Social Sciences (SPSS) in version 20.0 software. The data was analysed using exploratory factor analysis, reliability analysis, descriptive analysis, correlation analysis, and multiple regression analysis.

4. Research Findings

4.1 Profile of Respondent

A total of 200 sets of questionnaires were received in this study. The demographic profile of the respondents in this study is shown in Table 1 below. The analysis of the respondents' information reveals that 71.0 per cent were female, and only 29.0 per cent for male respondents. 11.0 per cent of respondents were aged between 18-21 years old, 80.0 per cent were aged between 22-25 years old, 6.5 per cent were aged between 26-30 years old, 2.0 per cent were aged between 31-34 years old, and 0.5 per cent were aged between 35-37 years old.

The respondents' race shows that Malay races were 96.5 per cent, Chinese were 2.5 per cent, and other races were 1.0 per cent. As for the education level, the highest amount of 81.5 per cent of respondents had obtained a degree, 11.0 per cent had obtained a diploma, 5.0 per cent had obtained SPM/STPM, and 2.5 per cent had obtained a master/PhD.

As for the occupation background, 81.0 per cent were students, 10.5 per cent were working in the private sector, 4.5 per cent respondents were unemployed, and 4.0 per cent were working in the government sector. For the monthly income of respondents, 80.5 per cent were below RM1,000. 12.5 per cent of respondents' monthly income was between RM1,001 - RM3,000. 4.0 per cent of respondents' monthly income was RM3,001 -RM5,000. 3.0 per cent of respondents' monthly income was above RM5,001.

Table 1 Demographic profile

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	58	29.0
	Female	142	71.0
Age	18-21	22	11.0
	22-25	160	80.0
	26-30	13	6.5
	31-34	4	2.0
	35-37	1	0.5
Races	Malay	193	96.5
	Chinese	5	2.5
	Indian	0	0.0
	Others	2	1.0
Education Level	SPM/STPM	10	5.0
	Diploma	22	11.0
	Degree	163	81.5
	Master/PhD	5	2.5
Occupation	Private Sector	21	10.5
	Government Sector	8	4.0
	Student	162	81.0
	Unemployed	9	4.5
Monthly Income	< RM1,000	161	80.5
	RM1,001-RM3,000	25	12.5
	RM3,001-RM5,000	8	4.0
	>RM5,001	6	3.0

4.2 Factor Analysis

Factor Analysis of Factors (Perceived ease of use, Perceived Usefulness)

Table 2 below shows the results of factor analysis on factors. The final run (3rd run) of factor analysis produced three components of factors with eigenvalues more than one, which explained 72.036 per cent of the total variance. The Kaiser-Meyer-Olkin value was 0.896, and the Bartlett Test of Sphericity was significant at 0.000. The anti-image correlation of the remaining 15 items of factors exceeded 0.50. The commonalities of the 15 items ranged from 0.685 to 0.863.

Table 2 Factor analysis

No	Item	F1	F2	F3
Factor 1: Perceived Ease of Use				
1	It is easy to become skilful at using the website.	.799		
2	The website is easy to use	.788		
3	My interaction with the website is understandable.	.786		
4	Learning to operate the website is easy.	.758		
5	The website is flexible to interact with	.713		
Factor 2: Perceived usefulness				
1	This website makes it easy to search for products.		.845	
2	This website makes it easy to purchase the products.		.790	
3	The website helps me search for the information I need to purchase.		.769	
4	This website enhances my ability to buy products.		.740	
5	Using the Internet to shop helps me to make better purchases.		.685	
Customer Repurchase Intention				
1	I will likely continue to purchase products from the websites in the future			.863
2	I intend to continue purchasing products from the website in the future			.856
3	If I could, I would like to continue using the websites to purchase product			.818
4	I intend to continue using online shopping rather than discontinue its use			.817
5	I intend to continue using online shopping rather than traditional shopping			.732
	Eigen Value	8.966	2.584	1.951
	% of Variance	38.98	11.23	8.484
		2	4	
	Total Variance Explained	72.036		
	Measure of Sampling Adequacy	.896		
	Bartlett's Test of Sphericity	3107.527		
	Significant	.000		

4.3 Reliability Analysis

Table 3 Reliability analysis

No	Variables	No. of Items	Cronbach's Alpha
1	Perceived ease of use	5	.897
2	Perceived usefulness	5	.878
3	Repurchase Intention in Online Shopping	5	.869

Based on Table 3 above, Cronbach's Alpha ranged between 0.869 and 0.897. According to Pallant (2005: 90), Cronbach's alpha should be above 0.7, yet the values are pretty sensitive to the number of items in the scale, and the reliability of a scale can vary depending on the sample used in the study. In this study, all the variables had the Cronbach's alpha above 0.7.

4.4 Descriptive Analysis

Table 4 Descriptive analysis

Variables	Mean	Std. Deviation
Perceived ease of use	4.065	.672
Perceived usefulness	4.009	.665
Repurchase Intention in Online Shopping	3.734	.722

Results show that the mean scores for each of the three items of factors varied from 3.473 to 4.065, indicating that respondents tend to agree with all the statements of factors in the questionnaire. The standard deviation for these components ranged from 0.665 to 0.722. On the other hand, repurchase intention in online shopping had a mean value of 3.734, indicating that respondents tend to agree with the statement in the questionnaire and a standard deviation of 0.722. In summary, the mean for perceived ease of use and usefulness and repurchase intention in online shopping in the study were average, while perceived ease of use has a high mean value.

4.5 Multiple Regression Analysis

Table 5 Multiple regression analysis

Dependent Variable	Independent Variable	Std. Coefficient Beta (β)
Repurchase Intention in Online Shopping	Factors:	
	Perceived ease of use	.134**
	Perceived usefulness	.253**
	R ²	.472
	Adjust R ²	.458
	Sig. F	34.634**

Note: Significant levels: **p<0.01, *p<0.05

Results in Table 5 above showed that 47 per cent variances in customer repurchase intention could be explained by factors ($R^2 = 0.472$, $p < 0.01$). The analysis found that two dimensions in factors, which are perceived ease of use ($\beta = .134$, $p < 0.01$) and perceived usefulness ($\beta = .253$, $p < 0.01$), have a direct and positive effect on customer repurchase intention. Therefore, all the hypotheses H_1 and H_2 are supported.

5. Discussion and Conclusions

5.1 Discussion

This section elaborates on the findings of the relationship between factors (perceived ease of use, perceived usefulness) and customer repurchase intention in online shopping. Based on the findings from data analysis, perceived ease of use was found to have a positive and significant relationship with customer repurchase intention. The finding was consistent with the study of Aren et al. (2013), which showed that perceived ease of use has a significant relationship with customer repurchase intention. When consumers perceive a website to be easy to use, it will affect their intentions to repurchase in future. (Chai et al., 2011).

Also, perceived usefulness is significantly related to customer repurchase intention. This finding aligns with a study by Chiu et al. (2009), who explained that all online shopping users want more productivity and feel useful by moving from market space to marketplace. This will, in return, motivate them to repurchase (Rezaei & Amin, 2013). In addition, a study by Chui et al. (2005) found that when a consumer perceives a particular online store that brings them usefulness, their online purchase intention in the future might increase.

5.2 Conclusion

Online shopping in Malaysia has been accepted because of the changes in people's lifestyles, which have led to the use of technology. Previous research found that the vast customer segment who purchased goods and services online in Malaysia in 2010 is Generation Y (21.2 per cent of them are aged between 18 and 29, which is Generation Y) (Ying et al., 2015). Moreover, previous research has indicated that a satisfied customer is more likely to return (Ilias et al., 2013; Chang et al., 2014; Hu et al., 2016).

This study has three variables: perceived ease of use, perceived usefulness, and customer repurchase intention. Two research objectives and hypotheses have been developed to achieve the aim of the study. Due to time constraints and cost, this study focused on the Generation Y population in Batu Pahat, Johor. All the hypotheses were found to be supported. This study was done to help online retailers understand the factors that might contribute to the success of their business and could increase their future sales.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

*The authors confirm contribution to the paper as follows: **study conception and design:** Amran Harun, Annis Najwa Mohd Nazir, Noor Aslinda Abu Seman, Arifha Mohammad, Shafie Mohammad Zabri; **data collection:** Annis Najwa Mohd Nazir; **analysis and interpretation of results:** Amran Harun, Annis Najwa Mohd Nazir; **draft manuscript preparation:** Noor Aslinda Abu Seman, Arifha Mohammad, Shafie Mohammad Zabri. All authors reviewed the results and approved the final version of the manuscript.*

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