



# Online repatronage intention: an empirical study among Malaysian experienced online shoppers

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## Abstract

**Purpose** – Prior studies mostly investigate initial shopping intention in developed countries. The purpose of this paper is to sketch and determine the impact of perceived usefulness (PU), perceived ease of use (PEOU), perceived value (PV), trust (TRT), perceived risk (PR), privacy concern (PC), internet literacy (IL), satisfaction (SAT) on online repatronage intention (ORI) among Malaysian experienced online shoppers.

**Design/methodology/approach** – A total of 219 valid questionnaires were collected via an online survey among experienced online shoppers across young and old students aged 18-31. Subsequently, the two-step structural equation modelling (SEM) technique was employed to empirically examine the proposed integrative theoretical research framework and model fit with maximum likelihood estimation.

**Findings** – The statistical analyses support the relationships between PU, PV, TRT and SAT with ORI while the relationships between PEOU, PR, PC and IL with ORI were rejected in which all the factors affecting ORI occur similarly across the study sample. The behaviour of experienced online shoppers was found to be different from findings of previous literature that examined initial adoption and intention. Due to the lack of distinction in the literature concerning experienced and inexperienced shoppers, our results show inconsistencies with prior research in examining ORI.

**Research limitations/implications** – The paper suggests that future research consider multicultural analysis, atmosphere design, developing internet methodology and the role of flow experience in determining ORI. The research limitations and implications are also discussed.

**Practical implications** – By realizing the differences between inexperienced shoppers and experienced shoppers, online retailers should segment these groups more effectively and should implement a different marketing strategy to target the right segment, right shoppers along with the right marketing tactic. The antecedents of future intention of online shopping are influenced by various variables because the human behaviour is sophisticated in nature. Thus, academicians and practitioners should realize the implications of examining their target population/market based on an assessment of different antecedents.

**Originality/value** – This study is among the few attempts to examine attitudes and behaviour of Malaysian experienced online shoppers who have formed relevant experiences and skills in online shopping. Additionally, the paper empirically examine and distinct user perception of online retail attributes (including PU, PEOU, PV and PR), pre-purchase user attitudes (including TRT, PC, IL) and post-purchase users attitudes (including SAT) in forming ORI simultaneously.

**Keywords** Malaysia, Online retailing, Experienced online shoppers, Online repatronage intention (ORI)

**Paper type** Research paper



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## 1. Introduction

Most businesses acknowledge the importance of online marketing for cost saving and other strategic reasons. Despite financial crisis has reduced consumer confidence and shopping budgets and subsequently reduce the expansion of retailing, evidence shows that online retailing continue to be a highly viable alternative or complement to traditional retailing (Celik, 2011; Coker *et al.*, 2011). In the area of tough competition in the global economy with the recent crisis all businesses are looking to expand their channel internationally. Porter (2008, p. 36) argues that “the Internet would break a pattern that had held since Edison invented the phonograph”. This raises concerns about the knowledge of international retailing through the digital channel (Alexander and Doherty, 2010) which affect consumer decision-making patterns and experiences. The internet technology, together with a reduction in political and economic barriers encourages globalization, which relatively encourages online retailing (Myers and Alexander, 2007; Reynolds *et al.*, 2012; Liu and Forsythe, 2010) and created a competitive business landscape that provides opportunities, threats and challenges (Lee *et al.*, 2011; Chiu *et al.*, 2012; Hong and Cho, 2011).

Traditionally, about one in five consumers had dissatisfaction experience with purchases that they made (Estelami, 2003) and a challenge for marketing research was of “experienced shoppers” to guide marketing decisions (Frevert, 1967). In addition, the most effective strategies in acquiring new customers may not be the most effective in retaining experienced customers (Sirohi *et al.*, 1998). Surprisingly, less attention has been given to the experienced online shopper’s intention and their real interaction with online retail (Rose *et al.*, 2012), specifically online repatronage intention (ORI) (Appendix depicts the research construct’s definitions, acronym and measurements). Achrol and Kotler (2012) state that consumer experience has significantly changed the marketing tactics. The prior repatronage intentions is likely to be very strong in making repatronage decisions (Bolton *et al.*, 2000) indicating that managing customer relationships for retention of higher-value customers is becoming a strategic focus (Ball *et al.*, 2004; Blery *et al.*, 2009) specifically in post-purchase evolution (Oliver and Swan, 1989). Online marketing aims to produce online income and profit by understanding customer needs, and meeting such an objective requires knowledge of the behaviour and attitude (Kwan *et al.*, 2005) pertaining to how the customers’ online movements change from awareness of products to the exploration of options, and, further, to repatronage intention (Zhang *et al.*, 2011). Consequently, the online marketing is so broad and marketing is dramatically changing in both research and practice (Heinemann and Schwarzl, 2010; Ball *et al.*, 2004; Slater *et al.*, 2010; Taylor and Strutton, 2010).

Although online retailing is still in its infancy (Ahrholdt, 2011), its expansion requires industry and academia to understand the key determinants of consumer attitudes, behaviour (Puccinelli *et al.*, 2009) and ORI (Wen *et al.*, 2011) in the “experience economy” (Pine and Gilmore, 1998, 1999). The growth of online shopping in the retail sector is a matter of concern for those involved in the development and management of shopping centres (McClatchey *et al.*, 2007) as these are affected by the online trading (Messeghem and Fourquet-Courbet, 2013). The change in consumers’ lifestyles and lack of time make it more difficult for consumers to shop at physical locations, such as shopping malls, making the option of online shopping a viable alternative (Chang and Samuel, 2004). Consumers now have various online and offline options from which to choose, and without a compelling reason to choose one retailer over another, they experiment or rotate purchases among multiple firms. Thus, with the development of

online commerce and business, the online retailing efforts become more critical to marketers.

In the context of Malaysia, there have been some changes in consumer behaviour and the interest on determining the driver for ORI is growing. Recent decades have witnessed the beginning of a major directional change in online shopping behaviour especially by the younger generation (Ling *et al.*, 2011). In addition, Malaysian retailers are still reluctant to use online retailing as a channel because the attitude and behaviour of their target market through the internet is still unknown and uncertain (Cheng and Ken, 2010). Further, Tong (2010) claims that most consumer behaviour constructs and theories have been developed and tested exclusively in developed countries, thus, it is crucial to identify the determinants of consumer ORI in Malaysian context (Ling *et al.*, 2010; Lee *et al.*, 2011). According to a survey conducted by Malaysian Communications And Multimedia Commission (Skmm.gov.my, 2013), 10.4 per cent of the internet users aimed to purchasing, ordering goods or services online, 2.0 per cent finding information about goods and services, 1 per cent e-mail, 2.8 per cent chat rooms, 4.3 per cent getting information and interacting with government agencies, 3.2 per cent reading or downloading online newspapers, news or magazines, 3.3 per cent playing and downloading games, music, software, 6.0 per cent entertainment and pleasure, 4.4 per cent online banking and financial activities, 1.7 per cent educations and research activities and 14.2 per cent other activities. Therefore, there is an opportunity for business to expand their activities and use online as a channel to target their customers.

Online purchase intention has also received considerable attention from researchers. "The online shopping process involves an exchange of time, effort and money for the receipt of products or services in a virtual store" (Wu, 2013, p. 167). "The online purchase intention reflects the desire of individuals to make a purchase through the Internet" (Chen *et al.*, 2010, p. 1008) and defined as a situation in which consumer intends to purchase via the internet medium (Pavlou, 2003) and repurchase intention as "the subjective probability that a customer (i.e. experienced customers) will continue to purchase a product from the same online seller" (Chiu *et al.*, 2012, p. 5) or buying product/services again from same company (Hellier *et al.*, 2003). Further, Reynolds *et al.* (2012) used the word "repatronage intentions" to refer to the probability that customers will return to the online retailer in the future. In fact, repatronage intentions reflect the probability that a customer will shop at a retail store again, while loyalty is customer deeply held commitment to a specific brand or a particular retailer (Jones *et al.*, 2006; Oliver, 1999). Accordingly, post-adoption intention formed based on user's past experience while pre-purchase adoption are formed primarily based on user's indirect experience with retail (Karahanna *et al.*, 1999). Thus, the focus in this study is on experienced online shoppers who are using online retailing web sites as a regular technique to examine their repatronage intentions toward online retail.

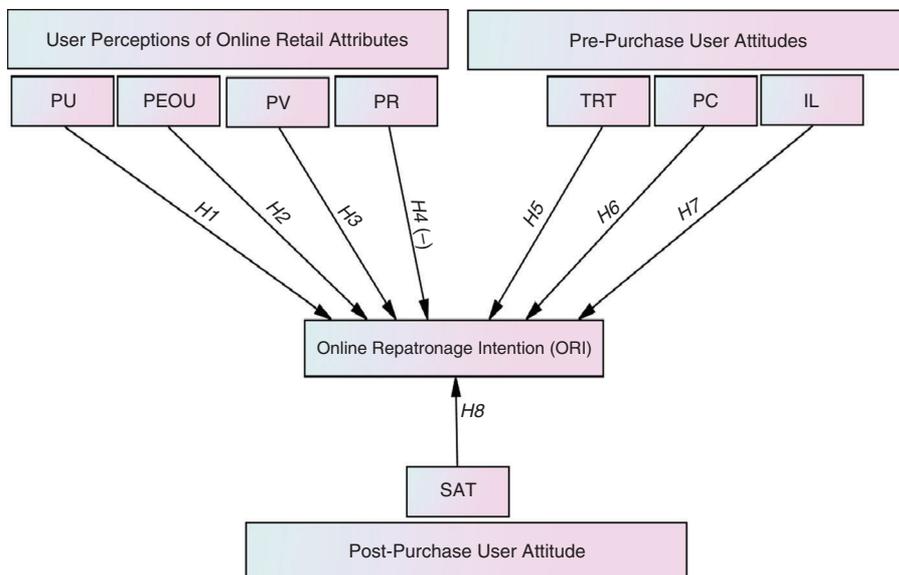
Specifically, the aim of the study is to examine user perception of online retail attributes (including perceived usefulness (PU), perceived ease of use (PEOU), perceived value (PV), perceived risk (PR)), pre-purchase user attitudes (including: trust (TRT), privacy concern (PC), internet literacy (IL)) and post-purchase users attitudes (includes: satisfaction (SAT)) of experienced online shoppers in forming ORI. We focus on user's perception of online retail attributes, user's attitudes and post-purchase attitude simultaneously to examine experienced online shopper. The study is organized as follows. First, the research gap in online retailing and the research objectives are discussed in the introduction. Second, based on the research

gap and previous literature, we propose an integrative theoretical research framework and developed relevant hypotheses followed by the discussion on research of the study. Finally, discussion and contribution of the findings, managerial implications and direction for future research are presented.

## 2. Theoretical background and hypotheses development

Laroche (2010) proposes that there is need for modelling internet consumer behaviour for development in several disciplines such as marketing, psychology and economics. Han and Ryu (2012) argue that a theory and model are lacking in explaining repurchase and repatronage intention. Of all the theories, the Technology Acceptance Model (TAM) (Davis, 1989) which was built on the Theory of Reasoned Action (TRA) (Ajzen, 1991; Fishbein and Ajzen, 1975) is considered the most influential and commonly employed theory in understanding electronic commerce (Tong, 2010) and general adoption of information system (Lau and Woods, 2009; Celik, 2011). TAM has its origins in the TRA of Ajzen and Fishbein (1980) and built upon PU and PEOU. According to Ballantine (2005) the TAM components of PU and PEOU are important factors in forming consumer attitude and SAT in online retail channels. Much of the online shopping research using TAM has assuming that shopping online is a goal-oriented activity and is more likely to be motivated by functional benefits (Kim and Forsythe, 2007; Taylor and Strutton, 2010). This study is an attempt to extend TAM beyond functional benefits, acceptance and adoption while focusing on experienced online shoppers to determine ORI. Figure 1 depicts the theoretical research framework.

TAM has been replicated, applied and validated across a broad range of research settings on various products, services and environments in the information system context (Celik, 2011). Roca *et al.* (2009) suggests that PU and PEOU are important antecedents of the intentions of online investors' behavioural intention to use online dealers' and stockbrokers' services. By adopting TAM, Smith *et al.* (2011) examine the role of culture in influencing online shopping use. The meta-analysis by Taylor and



**Figure 1.**  
Theoretical research  
framework

Strutton (2010) also found that PU and PEOU continue to influence purchasing intentions in the post-adoption online context. Kim and Forsythe (2007) extend the TAM by adding innovativeness and technology anxiety to examine the process of product virtualization technology acceptance. Whereas TAM initially focused on technology usage in the workplace, it has been found to be an appropriate theoretical foundation for explaining responses to web sites (Lee *et al.*, 2006). However, the literature notes the parsimony of TAM as a key limitation (Tong, 2010). Therefore, we extend TAM with inclusion of PV, PR, TRT, PC, IL and SAT constructs (see Figure 1) to examine ORI which is more complex than consumer initial adoption of technology since the use's attitudes such as TRT may have formed. The next section will look further into user perceptions of online retail attributes followed by development of the hypotheses.

### *2.1 User perceptions of online retail attributes*

In traditional retail context, Stoel *et al.* (2004) argue that positive beliefs about "shopping mall attributes" play a role in repatronage intention. User perceptions of attributes are those factors that are managed and manipulated by online retail. Importantly, customer value creation is referred to firm side activity (Lindman, 2010), thus, it refer to online retail attribute. Taylor and Strutton (2010) are among the few scholars that distinguish between pre-purchase user perception of attributes (PU, PEOU, PV and PR), pre-purchase user attitude (TRT, PC and IL) and post-purchase user attitude (SAT). In this study we define user perception of attributes as those online retail attributes which are managed and manipulated by online retail include PU, PEOU, PV and PR. It has been further argued that the make-up of the shopping experience is directly affected by several retail attributes. In the following subsections we present user perception of online retail attributes, pre-purchase user attitudes and post-purchase user attitudes in relation with ORI.

*2.1.1 PU, PEOU and ORI.* Pre-adoption attitude found to build upon PU and PEOU (Karahanna *et al.*, 1999). As highlighted by many empirical studies, a system's usefulness is the dominant factor significantly affecting adoption by individuals (Celik, 2011). PU refers to individual total view that online retailing will improve the result of shopping (Dennis *et al.*, 2009). PU has been found to be the strongest predictor of intention in TAM and continues to be the strongest predictor of ORI (Al-Maghrabi *et al.*, 2011). It has also been found to influence attitude towards an online retailer (Lee *et al.*, 2006), online stock trading (Ramayah *et al.*, 2009) and ORI (Zhang *et al.*, 2011). PU represents the user's assessment about the utilitarian benefits of system utilization, such as the system's facilitation of effectiveness and efficiency in the accomplishment of a specific task (Celik, 2011). Online shoppers may not be impressed with the conventional web site features and that they may be impressed by complex and high verbal complexity (Chang, 2011). On the other hand, Tong (2010) found that PU in online shopping has an invariant effect on consumers' online purchase intentions. The relationship between PU and behavioural intent should become stronger as individuals gain direct experience with the information technology (Gefen, *et al.*, 2003). Thus, we propose that PU impact consumer's post-adoption expectations and attitudes towards online retailing.

While PU looks at the outcome of the total shopping experience, PEOU, on the other hand, refers to the process outcome (Childers *et al.*, 2001). It is the user's assessment of the extent to which understanding, learning and operating a specific system or technology would be free of the physical and mental effort (Davis, 1989). Similarly, Davis and Lang (2012) found that ease of use is an important determinant of the use of

technology or system. In general, technology adoption behaviour suggests that customer perception of effortlessness in using a web site influences their evaluation of the web site (Jaiswal *et al.*, 2010). According to Falk *et al.* (1994), retailers need to make it easy for consumers to conduct business online and to obtain desired information. As repeated use increases user familiarity with a system, the ease of use perception should increase because of the increased understanding of the interface. At the same time, the perception of usefulness should become an increasingly important determinant of behavioural intent as the potential benefits from the system become more obvious with experience (Gefen *et al.*, 2003). According to Herrmann *et al.* (2013) simplicity would lead to actual spending. On the other hand, Hernandez *et al.* (2009) argue that the impact of PEOU is only important in the short term and the influence on future purchase is not significant, especially among the youth. PEOU economically maximizes the cognitive efforts of the customer and thus increases SAT with specific service encounters (Jaiswal *et al.*, 2010). The literature demonstrates that PEOU directly and positively influences shopper behavioural intention to use, and that intentions are also influenced indirectly through PU (Roca *et al.*, 2009). Thus, we hypothesize:

H1. There is a positive relationship between PU and ORI.

H2. There is a positive relationship between PEOU and ORI.

*2.1.2 PV and ORI.* Value has direct links to consumer's behavioural intentions and satisfaction (Ness *et al.*, 2010; Lam *et al.*, 2004) and a critical predictor of purchase intention (Shun and Yunjie, 2011). The TAM framework suggests that value determinants strongly affect consumer intention to use a new technology or system (Tong, 2010). For this, TAM has been criticized because of its extrinsic focus or utilitarian value approach (Celik, 2011). While researchers have acknowledged that consumers may receive utilitarian and/or hedonic value from a given shopping experience, research continues to focus primarily on SAT as an overall outcome (Jones and Reynolds, 2006). Like brick-and-mortar shopping environments, the motivation to engage in the internet shopping is both functional and hedonic (Kim and Forsythe, 2007; Jones *et al.*, 2006). Furthermore, there is a need to develop models that go deeper into PV, taking an overall perspective of the consumer experience that seeks to address both the consumption of the product or service and also the purchasing process (Sabiote *et al.*, 2012). Consumer value is a key concept in the marketing discipline (Overby *et al.*, 2004; Dodds *et al.*, 1991). Although PV has been widely discussed at a generic level (Sweeney and Soutar, 2001; Sarabia-Sanchez *et al.*, 2012) and explained in terms of customer needs and what is desirable (Bevan and Murphy, 2001). The values have been conceptualized "as the enduring beliefs people hold about specific modes of conduct they believe are important and as the guiding principles in a person's life" (Limon *et al.*, 2009, p. 33).

The concept of value and its important implications are becoming an issue for online marketers with the expansion of online activities and is a blueprint of the behaviour and choices made by individuals (Vadi and Jaakson, 2011). Previously, Grace and O'Cass (2005) and Blodgett *et al.* (1993) argue that value has a significant positive effect on repatronage intention and repeat purchase intention (Parasuraman and Grewal, 2000). Customers perception of value could be the crucial in their decision to choose the online store to purchase goods from retail (Lee *et al.*, 2011), and further attitudes and behaviours of experienced online shoppers. During this purchasing process, consumers want product attribute-value information and recommendations

from various information sources, irrespective of whether it is in the marketplace or marketspace (Lee *et al.*, 2008). Ball *et al.* (2004) found that PV has a direct impact on SAT while Bolton *et al.* (2003) found value mediates the effects of both SAT and behavioural intentions in the B2B context. In addition, Wu *et al.* (2014) found PV is positively related to the ORI while Wang (2013) hypothesised that PV positively influences brand preference, and in return, purchase intention (Zeithaml, 1988), key retail outcome (Jones *et al.*, 2006), online shopping continuance intention (Al-Maghrabi *et al.*, 2011) and store loyalty (Sirohi *et al.*, 1998). Therefore, we hypothesize that:

*H3.* There is a positive relationship between PV and ORI.

*2.1.3 PR and ORI.* Risk is important in understanding initial purchase intention and repeat purchase intention (Chiu *et al.*, 2012). PR first attracted researchers' attention in the 1960s and has been examined in information systems adoption (Lu *et al.*, 2011) sought to explore the impact of PR on online consumer behaviour (Martin *et al.*, 2011). PR defined "as the subjectively determined expectation of loss by an Internet shopper in contemplating a particular online purchase" (Forsythe and Shi, 2003, p. 869) and as the consumer's perceived uncertainty (Im *et al.*, 2008). Online shopping has been associated with carrying risk (Tong, 2010). Users would perform purchase from an online retailer if he or she perceives "low-risk", even if the shopper's PU and PEOU are relatively low (Kamarulzaman, 2007). While online shopping is assumed to have a higher level of risk than in the traditional shopping (Kim and Forsythe, 2007; Martin *et al.*, 2011; Chiu *et al.*, 2012), Sim and Koi (2002) found that non-online shoppers were more conservative and less risk taking. Thus, PR during the purchase decision process is a crucial construct studying online consumer behaviour (Coker *et al.*, 2011). The aspects relating to the security and privacy of the internet include personal data being transferred to others without permission, insecure transactions and personal information being stolen by hackers (Lu *et al.*, 2011), thus, users would PR (Rotem-Mindali, 2010; Hsinking *et al.*, 2012) and actual purchase of goods would change (Sim and Koi, 2002).

Many researchers (e.g. Aghekyan-Simonian *et al.*, 2012; Joo *et al.*, 2011; Karahanna and Straub, 1999; Amoako-Gyampah, 2007; Purnawirawan *et al.*, 2012; Lin, 2008; Forsythe and Shi, 2003; Ling *et al.*, 2011; Pantano *et al.*, 2013; Im *et al.*, 2008) have suggested that PR is a factor affecting user's behaviour. Customers no longer required to interact with a salesperson in the online shopping context and must rely on electronic payment methods and this might increase PR (Chang and Chen, 2009). The influence of PR on online purchase behaviour might be affected by a range of variables, such as frequency of purchase, SAT with previous purchase experience or the level of involvement in the purchase decision (Martin *et al.*, 2011; Choi and Lee, 2003). According to Coker *et al.* (2011), people's beliefs in their ability to perform a given behaviour may influence their perceptions of risk towards online purchasing decisions. Foscht *et al.* (2013) found that "risk avoidance" is critical for occasional shoppers, Lu *et al.* (2011) show that and Chiu *et al.* (2012) hypothesize that PR negatively impacts on the online purchase and repurchase intention. Thus, we hypothesize that:

*H4.* There is a negative relationship between PR and ORI.

### *2.2 Pre-purchase user attitudes*

In this stage, users involve in activities to perform a better purchase decisions (Keaveney *et al.*, 2007). Pre-purchase user attitudes include TRT, PC and IL which are

shopper's pre-existing motives toward online shopping activities. Taylor and Strutton (2010, p. 952) defined pre-purchase user attitudes as "pre-existing user attitudes toward online purchases in general or toward the online retailer" and it is different from user's perception of online retail attributes. In fact, the pre-purchase user attitudes are those factors that are exist in the mind of customer regardless of specific online retail attributes. Accordingly, shoppers' pre-existing motives affect their revisit of the store in the future (Jin and Kim, 2003). The overall behaviour of consumers in the marketplace and marketspace tends to be influenced by their attitude towards a certain brand or the overall process of shopping. In the following subsections pre-purchase user attitudes are discussed in relational with ORI.

*2.2.1 TRT and ORI.* The critical importance of TRT in organizational success (Morgan and Hunt, 1994; Mayer *et al.*, 1995), on the one hand, and the TAM antecedents of IT acceptance of a web site, on the other, represent two inseparable, yet complementary, aspects of an online vendor's web site (Gefen *et al.*, 2003). TRT is "a willingness to rely on an exchange partner in whom one has confidence is central to online shopping intention" (Dennis *et al.*, 2009, p. 1124) which refer to positive prospect towards another party (Zhou, 2011b). Mayer *et al.*, (1995, p. 712) defined TRT as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party". A substantial body of recent research (Dinev and Hart, 2005; Roca *et al.*, 2009; Wang and Chiang, 2009) shows that TRT is a very important factor influencing ORI and will increase among the users gradually (McKnight *et al.*, 1998). Those who are not willing to initially trust a vendor in a competitive marketplace are unlikely to be a loyal customer (Ball *et al.*, 2004). This is obvious when the customer cannot rely on the web site to make any purchase. Rotem-Mindali (2010) declares that TRT is the most significant long-term barrier for realizing the potential of electronic commerce. As a result, TRT plays a central role in governing transactions (Wu and Chang, 2006).

It is necessary to go beyond the antecedents to initiate TRT and examine the causes of continuance intention of online customers (Wang and Chiang, 2009). TRT has been discussed as a factor that affects the usage intention (Zhou, 2011a) purchase intention (McKnight *et al.*, 2002b; McKnight *et al.*, 2002a), user's SAT (Wu, 2013) and positively related to repatronage intentions (Baker and Meyer, 2012). Andaleeb (1995) examines how the behavioural intentions of channel members are likely to be moderated by TRT perceptions when dependence is high or low. Relatively, a lack of TRT prevents buyers from engaging in online shopping because they are unlikely to transact with a vendor who fails to convey a sense of trustworthiness, mainly because of fears of seller opportunism (Al-Maghrabi *et al.*, 2011). That is why most online retailing research considers TRT as developing between parties for whom experience has already ensued (Eastlick and Lotz, 2011). Most studies of TRT in online business models have tended to focus on TRT as an antecedent to initial web usage or acceptance (Avnet *et al.*, 2012), and dedicated modest attention in continued usage paradigm (Wang and Chiang, 2009). According to the study of Kim *et al.* (2011) and Dagger and O'Brien (2010), TRT influences customer loyalty and retention. Thus, we hypothesize that:

*H5.* There is a positive relationship between TRT and ORI.

*2.2.2 PC and ORI.* PC is important in determining online consumer behaviour affected by internet experience (Li, 2014b) and usage intention (Zhou, 2011b; Ruiz-Martinez,

2012; Li, 2012; Sheehan and Hoy, 1999). The first step in an online transaction is to ask the customer to provide some information. PC refer to “the likelihood that online retailers collect data about online shoppers and misuse those information” (Roca *et al.*, 2009). Dinev and Hart (2005) state that it is difficult to find a generally accepted definition that may be operable across studies conducted by researchers in different disciplines. PC is related to the topic of TRT (Kamarulzaman, 2007) and is generally defined “as individual ability to control acquisition and use of his/her personal information” (Eastlick and Lotz, 2011, p. 240). In Malaysia, many buyers are afraid to purchase products and services online or to provide personal information online due to the lack of privacy and possibility of retailers misusing their personal information (Lee *et al.*, 2011). Privacy protection may be an important antecedent to build TRT; a customer must first believe that an online transaction will occur in a manner consistent with his or her expectations (Liu *et al.*, 2005).

A user’s intention to disclose information in online context is highly affected by PC (Li, 2012; Preibusch, 2013). The use of increasingly sophisticated databases and online innovations by online retailers has served to enhance consumers’ uncertainties about the privacy of their personal information online (Eastlick and Lotz, 2011). According to Eastlick and Lotz (2011) the mechanism by which PC impacts online purchasing behaviour is not well understood. PC for B2C electronic commerce became an important issue because of the direct involvement of customers and the organization’s potential ability to access, store and share this personal information. It is also possible that the online environment could decrease satisfaction because of the perceived lack of privacy and financial security (Shankar *et al.*, 2003). While many customers benefit from the online information gathered about them, concerns about privacy have become an important issue and potential obstacle for online retailers to retain targeted customers (Liu *et al.*, 2005). Prior research on the online retailing context indicates that consumers’ perceptions of privacy have a significant and positive effect on the success of online vendors (Lee *et al.*, 2011; Li, 2014a). Therefore, we hypothesize that:

*H6.* There is a positive relationship between PC and ORI.

*2.2.3 IL and ORI.* Perceptions of privacy, which are socially constructed through communication and transactions with social entities over a networked environment (as discussed in the previous part), is a process that involves a certain level of technical skill and literacy (Dinev and Hart, 2005). While IT literacy is an important factor in digital divide research, and studies examine user characteristics with respect to IT literacy, few studies include the process of basic IL as a research agenda (Ferro *et al.*, 2011). IL could be defined as “the ability to use an Internet-connected computer and Internet applications to accomplish practical tasks” (Dinev and Hart, 2005, p. 9). The growth of interest in the internet as a shopping tool and purchasing medium is fascinating for both practitioners and researchers (Butler and Peppard, 1998). Since the change of interests can be analysed, it is important to understand the user interest and skills towards web features in the context of online shopping behaviour. Jones and Reynolds (2006) state that consumers often switch brands due to boredom despite being highly satisfied, and that this problem is especially true in retailing.

The more individuals are literate, the possibility for repatronage intention is more substantial and viable. Novak *et al.* (2000) proposed that the internet skill positively influence flow experience during online navigation process. In online service paradigm, the user’s skill level in manipulating the prevailing technology affects experience and

ultimately intention (Udo *et al.*, 2010) and individual performance (van Deursen and van Dijk, 2011). IL is a basic skill needed by a user wanting to use online shopping facilities (Sim and Koi, 2002). In addition, online skills is also closely related to IL, which is now of great importance in everyday life (Dinev and Hart, 2005) and determine user's intention (Zhou, 2011b). The customer also desires to learn more and interact with the retailer as a result of the interest (Jones and Reynolds, 2006). Sim and Koi (2002) argue that IL among the population is difficult to measure as there is no benchmark to ascertain how much knowledge one must have in order to purchase on the internet. Therefore, we hypothesize:

*H7.* There is a positive relationship between IL and ORI.

### *2.3 Post-purchase user attitude*

Another important notion mentioned in the literature that impact on ORI is post-purchase customer attitudes which occurs in SAT judgement (Westbrook and Oliver, 1991). SAT is an issue to be understood both for offline and online ventures. A substantial body of research (e.g. Ching *et al.*, 2012; Chen, 2012; Forsythe *et al.*, 2006; Johnson, 2008; Gardial *et al.*, 1994; Shankar *et al.*, 2011; Oliver, 1993; Mano and Oliver, 1993; Swan and Oliver, 1989) emphasize the critical importance of understanding post-adoption behaviour. Post-purchase users attitudes defined as “user's assessment of the purchasing experience which conceptualized as satisfaction or dissatisfaction” (Taylor and Strutton, 2010, p. 952). Nonetheless, there is little certainty concerning the direction and strength of SAT and repatronage intention relationships (Curtis *et al.*, 2011). Importantly, the consumer's assessment of purchase experience conceptualize and lead to satisfaction or dissatisfaction (Taylor and Strutton, 2010). Interestingly, the concept of SAT is built around post-purchase evaluation of customer experience. Relatively, when a customer purchases a product from a specific retailer, the evaluation would occur in the post-purchase stage, which impacts future ORI which occur after the initial adoption (Liu and Forsythe, 2010).

*2.3.1 SAT and ORI.* The success of any retail activity may depend on a consumer's level of SAT with the interface provided by retailers (Ballantine, 2005). The antecedents and consequences of SAT are well established in the traditional retail literature, and recent researchers have also started to investigate how the characteristics of a web site can influence consumers' evaluation of SAT (Ballantine, 2005; Reynolds *et al.*, 2012). SAT is the most critical factor to the explanation of customer retention and loyalty (Ball *et al.*, 2004), key causal agent of experience-based attitude change (Westbrook and Oliver, 1991), fundamental indicator of the companies' overall performance (Anderson *et al.*, 1997), companies' profit (Anderson and Sullivan, 1993; Arnold *et al.*, 2005) and indicates potential sale in the future (Hauser *et al.*, 1994). Loyalty and SAT are not a substitute for each other, i.e. loyal customers are not necessarily satisfied customers, but satisfied customers tend to be loyal customers (Chang and Chen, 2008). SAT is an “attitude” but loyalty is the “deeply held commitment to repurchase a particular brand or to re-patronize a particular retailer or service provider” (Jones and Reynolds, 2006, p. 976).

SAT of experienced consumers appear to be a requirement for continued usage intention (Oliver, 1993). Shin *et al.* (2013) found that SAT has no positive effect on ORI while Chang and Chen (2008) demonstrated that SAT is an antecedent of online loyalty, with increased SAT leading to increased retention. Shankar *et al.* (2003) found that loyalty and SAT positively reinforces the other, and this relationship strengthened online shopping. Kim *et al.* (2011) found that retention is the central driver of

purchasing intention and closely related to SAT while Caruana and Ewing (2010) assume that an understanding of loyalty antecedents will assist online retailers to formulate and implement better customer retention strategies. Although, SAT is positively related to various aspects of customer loyalty and retention (Anderson and Sullivan, 1993; Finn *et al.*, 2009; Reynolds *et al.*, 2012) and repatronage intention (Grace and O’Cass, 2005), and it does not certainly build customer loyalty (Oliver, 1999; Chang and Chen, 2008). Customers are satisfied when the company successfully avoid problems but to retain customers companies must do more (Baker, 2006) to induce repatronage intention (Di Muro and Murray, 2012). SAT captures the post-decision evaluation of a product or experience used by customers and such evaluations drive repeated choice and thus affect a company’s long-term profitability (Diehl and Poynor, 2010). Herrmann *et al.* (2007) propose that SAT with one stage of purchase process have a direct influence on the SAT with other stages. Thus, based on the above discussion we hypothesize:

*H8.* There is a positive relationship between SAT and ORI.

### 3. Research methodology

The target population of this research was university students in Malaysia, from both gender aged between 18 and 31 years old who regularly use online retailing for shopping purpose. To understand the repurchase of experienced online shoppers, the target population of study was divided into two groups. Table I depicts summary of demographic characteristics of respondents. The first group included males and females between 18 and 24 years old (undergraduate students) and the second group between 25 and 31 years old (postgraduate students). In this study, data were collected from five universities (UTM, UKM, UPM, MMU, and Limkokwing University) using an online questionnaire. We employed a self-administered online survey technique to acquire consumer’s responses to the questionnaire. Online market research using internet technology has been recommended by previous studies (Wiley *et al.*, 2009; Sethuraman *et al.*, 2005; Stieger and Reips, 2010).

	Demographic profile	Frequency	Distribution (%)
1	Gender	Male	55.7
		Female	44.3
2	Age	18-24	77.6
		25-31	22.4
3	Marital statues	Single	72.1
		Married	27.9
4	Race/nationality	Malay, Chinese	43.8
		Bumiputra	38.4
		Malay, Indian	17.8
5	Town/city	Klang Valley	38.2
		Outside Klang Valley	61.8
6	University	MMU	25.6
		UTM	24.2
		UKM	24.7
		UPM	22.4
		Limkokwing University	3.2
7	Education level	Undergraduate	70.3
		Postgraduate	29.7

**Table I.**  
Demographic  
characteristics  
of respondents

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Martin and Dirk (2009) highly recommended the use of list-based invitation scheme to generate probabilistic samples for online surveys. Accordingly, invitation e-mails were sent to the e-mail addresses of students of four public and private universities in Malaysia, and, within each e-mail invitation, the URL of the online survey was embedded there by enabling the recipient to go directly from the e-mail to the survey page with a single click. A review of the literature indicates that the specific attitudes of business students was a rather neglected area of research (Piotrowski and Guyette, 2011). To examine the ORI of experienced online customers, the respondents in this study were Malaysian university students who purchased products more than once from online store. Therefore, we first asked respondents whether or not they have purchased anything through the internet in the last 12 months. Only if their response was yes will they proceed to the next section (the detailed procedure for capturing experienced online shoppers is described in Section 4). This study collected 219 valid questionnaires from experienced online shoppers.

### 3.1 Instruments

The questionnaire and its scales were adapted based on validated existing empirical studies carried out by various scholars (See Appendix). To measure PEOU, three items were taken from Chiu *et al.* (2009). The same number of items were used to measure PU (Hausman and Siekpe, 2009), SAT (Chang and Chen, 2009), TRT, (Chiu *et al.*, 2009) and PC (Chen and Barnes, 2007). Five items were adopted from Lee *et al.* (2011) to measure PV while four items were adopted from Martin and Camarero (2009) to measure PR. To measure IL, two questions were adopted from Dinev and Hart (2005) and to measure ORI, three questions were adopted from Reynolds *et al.* (2012) and Chiu *et al.* (2009). Appendix presents the questionnaire items. A five-point Likert scale with the score of “1” indicating “strongly disagree” and “5” indicating strongly agree was employed.

## 4. Results

The online questionnaires were distributed via e-mail to students from five universities, as mentioned above. A total of 290 e-mails were sent to respondents from which 180 valid questionnaires were collected. In addition to the e-mail survey, an online questionnaire was embedded in Facebook for those who did not receive the survey via e-mail. A total of 39 valid questionnaires were collected through Facebook. Hence, the overall sample size was 219 respondents from whom questionnaires were collected within 31 days. In the first section of the online survey the respondents were asked to provide some demographic information about their gender, age, marital status, current town/city, and university and education level. Table I shows a summary of the demographic characteristics of respondents.

### 4.1 Measurement model

A two step structural equation modelling (SEM) (Measurement Model and Structural Model) using AMOS 7.0 software is employed to empirically assess the proposed research model (Figure 1) with the most common SEM estimation procedure which is maximum likelihood estimation. To analyse the reliability of research items, the first step of the SEM was conducted to assess the measurement model. A confirmatory factor analysis was employed to specify the pattern by which each measure loads on a particular factor in this study (Anderson and Gerbing, 1988; Byrne, 2001; Hair *et al.*, 2010; Hair *et al.*, 2006). Table II shows the factor loadings, composite reliability, and average variance extracted (AVE) for PU, PEOU, PV, PR, TRT, PC, IL, SAT and ORI.

Construct	Factor loading	AVE <sup>a</sup>	CR <sup>b</sup>
<i>Perceived usefulness (PU)</i>		0.884	0.958
PU1	0.941		
PU2	0.953		
PU3	0.926		
<i>Perceived ease of use (PEOU)</i>		0.874	0.954
PEOU1	0.956		
PEOU2	0.930		
PEOU3	0.918		
<i>Perceived value (PV)</i>		0.778	0.946
PV1	0.916		
PV2	0.859		
PV3	0.885		
PV4	0.891		
PV5	0.858		
<i>Perceived risk (PR)</i>		0.761	0.927
PR1	0.892		
PR2	0.866		
PR3	0.859		
PR4	0.873		
<i>Trust (TRT)</i>		0.866	0.963
TRT1	0.948		
TRT2	0.939		
TRT3	0.897		
TRT4	0.938		
<i>Privacy concern (PC)</i>		0.852	0.945
PC1	0.953		
PC2	0.912		
PC3	0.903		
<i>Internet literacy (IL)</i>		0.760	0.863
IL1	0.810		
IL2	0.929		
<i>Satisfaction (SAT)</i>		0.826	0.934
SAT1	0.927		
SAT2	0.873		
SAT3	0.926		
<i>Online repatronage ntention (ORI)</i>		0.864	0.950
ORI1	0.893		
ORI2	0.953		
ORI3	0.941		

**Notes:** <sup>a</sup>Average variance extracted (AVE)=(summation of the square of the factor loadings)/(summation of the square of the factor loadings) + (summation of the error variances); <sup>b</sup>Composite reliability (CR)=(square of the summation of the factor loadings)/(square of the summation of the factor loadings) + (square of the summation of the error variances)

**Table II.**  
Construct validity

To assess the convergent validity for each construct, the standardized factor loadings were used to determine the validity of the research constructs (Anderson and Gerbing, 1988). The findings indicate that each factor loading of the reflective indicators ranged from 0.810 to 0.953 and exceeded the recommendation level of 0.50. As each factor loading on each construct was more than 0.50, the convergent validity for each construct was established, thereby providing evidence of construct validity for all the constructs in this study. In addition, the AVE was calculated for assessing discriminant

validity for the research variables (Hair *et al.*, 2006), in which the AVE ranged from 0.761 to 0.884 (Anderson and Gerbing, 1988; Hair *et al.*, 2006).

Table III shows the discriminant validity of the construct; since the square root of the AVE between each pair of factors is higher than the correlation estimated between factors, its discriminant validity is ratified (Bagozzi and Yi, 1988; Hair *et al.*, 2006).

#### 4.2 Structural model

SEM is used in business and marketing studies to empirically test the complex models (Martínez-López *et al.*, 2013). After the measurement model was assessed, we proceed for the second step which is structural model. Table IV shows that the research model indicates the acceptable goodness-of-fit indices (GFI) model. The  $\chi^2$  is significant ( $\chi^2 = 590.627$ ,  $\chi^2/\text{degree of freedom}$  ( $\chi^2/\text{df}$  275) ratio 1.583,  $p = 0.001$ ). The  $\chi^2$  value has a fundamental problem from the perspective of validity and is sensitive to the sample size (Sharma, 1996). As the GFI and comparative fit index (CFI) values are not affected by the sample size, the GFI and CFI indicators become the criteria of the fit model (Burton *et al.*, 1998). The two fit indices for CFI and Tucker-Lewis index are  $> 0.90$  threshold for acceptability, and the GFI value of 0.850 is lower than the commonly cited

Construct	PU	PEOU	PV	PR	TRT	PC	IL	SAT	ORI
PU	<i>0.958</i>								
PEOU	0.432	<i>0.954</i>							
PV	0.501	0.490	<i>0.946</i>						
PR	0.582	0.567	0.498	<i>0.927</i>					
TRT	0.381	0.438	0.501	0.455	<i>0.963</i>				
PC	0.346	0.234	0.605	0.678	0.454	<i>0.945</i>			
IL	0.435	0.567	0.486	0.345	0.456	0.506	<i>0.963</i>		
SAT	0.334	0.345	0.398	0.543	0.309	0.345	0.432	<i>0.934</i>	
ORI	0.423	0.456	0.559	0.454	0.501	0.421	0.412	0.503	<i>0.950</i>

**Notes:** Diagonals (numbers in italic) represent the average variance extracted (AVE) while the other entries represent the squared correlations. The off-diagonal values in the above matrix are the correlations between the latent constructs

**Table III.**  
Discriminant validity

Path	Hypothesis	Estimate	<i>p</i> -value	<i>t</i> -value	Decision
PU → ORI	<i>H1</i>	0.600	0.000*	5.481**	Supported
PEOU → ORI	<i>H2</i>	0.014	0.878	0.158	Rejected
PV → ORI	<i>H3</i>	0.549	0.000*	4.493**	Supported
PR → ORI	<i>H4</i>	0.051	0.435	0.821	Rejected
TRT → ORI	<i>H5</i>	0.489	0.001*	3.224**	Supported
PC → ORI	<i>H6</i>	0.046	0.452	0.791	Rejected
IL → ORI	<i>H7</i>	0.040	0.447	0.899	Rejected
SAT → ORI	<i>H8</i>	0.572	0.002*	2.870**	Supported
$R^2 = 0.57$					

**Notes:**  $\chi^2 = 590.627$ , CMIN/DF = 1.583, GFI = 0.850, CFI = 0.974; root mean square error (RMSEA) = 0.05. \*Significant level at  $p < 0.05$ ; \*\**t*-values for two-tailed test: 2.58, sig. level = 1 per cent

**Table IV.**  
Hypothesis testing and structural model

threshold of 0.90, however, this value is in the range of the recommended levels (Hair *et al.*, 2006). Table IV shows the structural model, the effect of PU, PEOU, PV, PR, TRT, PC, IL and SAT on ORI. Moreover, the  $R^2$  uses to assess the percentage of the variance of exogenous construct (PU, PEOU, PV, PR, TRT, PC, IL and SAT) over the endogens construct (ORI). Therefore, the  $R^2$  shows that 0.57 per cent variance in ORI was predicted by PU, PEOU, PV, PR, TRT, PC, IL and SAT.

Moreover, the structural results (Table IV) show that the exogenous constructs including PU ( $b = 0.600$ ,  $p$ -value  $< 0.000$ ,  $t$ -value  $> 0.01$ ), PV ( $b = 0.549$ ,  $p < 0.05$ ,  $t$ -value  $> 0.01$ ), TRT ( $b = 0.489$ ,  $p < 0.007$ ,  $t$ -value  $> 0.01$ ) and SAT ( $b = 0.572$ ,  $p < 0.000$ ,  $t$ -value  $> 0.01$ ) have a positive relationship with endogenous construct (ORI); thus,  $H1$ ,  $H3$ ,  $H5$  and  $H8$  are statically and empirically supported (we compare  $t$ -statistics over  $p$ -value). In contrast, PEOU ( $b = 0.014$ ,  $p > 0.05$ ,  $t$ -value  $< 0.01$ ), PR ( $b = 0.051$ ,  $p < 0.05$ ,  $t$ -value  $< 0.01$ ), PC ( $b = 0.046$ ,  $p < 0.05$ ) and IL ( $b = 0.040$ ,  $p < 0.05$ ,  $t$ -value  $< 0.01$ ) have no significant relationship with ORI, thus  $H2$ ,  $H4$ ,  $H6$  and  $H7$  were rejected. In the next section we present the implications of the statistical findings of the above discussion.

## 5. Discussion of findings

The focus of this study was to determine factors influencing ORI to set and discover strategic competitiveness for online retailers. This paper provides preliminary evidence suggesting that ORI is determined by different factors specifically to firms with an established customer base. It is important to understand the factors that influence individuals' post-adoption behaviour and attitudes, in respect of the significant influence of continued usage on the long-term viability and profitability of online retail. Furthermore, for a newly established online venture, it is important to track attitude and behaviour of experienced customers in order to retain its customers. This study is among the few attempts to examine attitudes and behaviour of experienced online shoppers who shop online and have formed relevant experiences and skills rather than initial shopping in a Malaysia context. In addition, we empirically examine and distinct user perception of online retail attributes (PU, PEOU, PV and PR), pre-purchase user attitudes (TRT, PC, IL) and post-purchase users attitudes (SAT) of experienced online shoppers in forming ORI simultaneously. Due to the lack of clear distinction in the literature concerning experienced and inexperienced shoppers and broad sample as the target population, our results show inconsistencies with prior research in examining ORI. Some of the research hypotheses were supported while others were rejected in which all the factors affecting ORI occur similarly across the study sample. Our findings indicate that the behaviour of experienced online shoppers was found to be different from previous literature that examined initial adoption and intention. Our findings contribute to the literature in several ways. Factors that influence experienced online shoppers should be distinct from initial shoppers. On the other hand, the antecedents of future intention of online shopping are influenced by various variables because the human behaviour is sophisticated in nature. This implies that the human attitudes and behaviour could be affected by several elements which need to develop a multivariable model in theoretical understanding of consumers. Thus, academicians and practitioners should realize the implications of examining their target population/market based on an assessment of different antecedents and not rely on a single construct. In the following subsections these factors are discussed accordingly.

### 5.1 User perception of online retail attributes and ORI

In this study, among user perception of online retail attribute dimensions, our statistical result support the  $H1$  (PU  $\rightarrow$  ORI) and  $H3$  (PV  $\rightarrow$  ORI) while  $H2$  (PEOU  $\rightarrow$  ORI) and

*H3* (PR → ORI) were rejected. For online experienced customers who regularly make online purchase, their main concern is not the convenience of the online merchandise and perception of web site risk while PU and PV matters. This study indicates that there is a positive relation between PU and ORI. PEOU was not found to be significant in predicting the post-adoption behaviour because the process issues require less cognitive effort to overcome the increased system experience, which increases the perception of the system's instrumental value (Celik, 2011). Joo *et al.* (2011) found that PU and PEOU are both important predictors of learner satisfaction in the educational setting. It is evident from this study that in order to convert internet browsers into online shoppers, the usefulness of online shopping rather than convenience should be enhanced (Kamarulzaman, 2007). In contrast, our findings do not confirm the relationship between PEOU and ORI or confirm the result of Rose *et al.* (2012). The consumer behaviour literature also recognizes that some consumers are more prone to hedonic experiences while others are more functional in their shopping motivation (Kim and Forsythe, 2007). Therefore, we suggest that in the minds of Malaysian university students who are experienced online shoppers, the usability of the web site has greater impact than convenience.

Across our study sample, we found that PU and PV a strong predictor of ORI. We found that PV is a strong predictor of ORI in explaining value and the hedonic behaviour of individual shoppers. In addition, we found that PR is not significantly related to ORI. For initial shoppers, the convenience and risk is important but not for experienced online shoppers. This has important implications for internet retailers as they need to differentiate between initial adoption behaviour, adopted behaviour and post-adopted behaviour of online shoppers. We suggest that experienced online shoppers and the younger generation aged 18-31 are more likely to take risks and conclude that Malaysian young online consumers are not risk-averse rather they are risk takers.

### 5.2 Pre-purchase user attitudes and ORI

Among pre-purchase user attitude dimensions (TRT, PC and IL), only TRT → ORI was supported and indicating a significant predictor of ORI. The path PC → ORI and IL → ORI were not supported predictor of ORI across the study sample. Our findings confirm those of McKnight *et al.* (2002a), and Rose *et al.* (2012) who suggest that TRT plays a significant role in consumer perception in the electronic commerce setting. We suggest that the experienced online customers are not concerned about their privacy and the ability to manage and cope with online firm web site functions when it comes to ORI. Meanwhile, online retailers should enhance the trustworthiness of firms. Notwithstanding the fact that the respondents of this study had experience with online vendors, TRT still plays an important role in their attitudes and behaviour. This is consistent with previous studies on online retailing by Ahrholdt (2011) and Shin *et al.* (2013). A recent study by Hung *et al.* (2012) found that because online shopping does not allow immediate enjoyment of purchases as that of an offline shop, capturing customers' trust in online businesses is especially important in attracting repeat purchase process. TRT is the cornerstone for a successful and lasting relationship with the customer, thus, it largely determines the customer's repatronage intention towards an online retail. Dinev and Hart (2005) found that the less IL users have the more concerned about privacy, because they will feel incompetent to protect their computers from intrusive technologies gathering personal data. Recent studies found that TRT can be related to feeling (Avnet *et al.*, 2012) and experience. Chen *et al.* (2010) found a positive relation between computer expertise and literacy with intention,

which is inconsistent with our results. The results of Cases *et al.* (2010), Zhang *et al.* (2011) and Spake *et al.* (2011) which revealed that PC did not directly impact the intention to return to a web site were consistent with our findings. Conversely, Lu *et al.* (2013) found a positive relationship between privacy and intention, which is inconsistent with our results.

### 5.3 Post-purchase user attitudes

The results of this study reveal that the post-purchase user attitudes (i.e. SAT) of experienced online shoppers determine ORI, thus, the path SAT → ORI statistically and significantly supported. Consumer satisfaction is a key factor for establishing a long-term relationship and acquiring their repurchase intention. We confirm that post-adoption actual use behaviour is the most robust predictor of channel-loyal shopping behaviour; therefore, focusing solely on improving online shoppers' favourable perceptions or positive attitudes towards shopping online might not be an effective approach. The findings of this study are inconsistent with previous studies (Kumar *et al.*, 2013), which shows a small variance of satisfaction that explains loyalty and ORI. A study (Tsai and Huang, 2007) among Taiwanese online customers found that there is a positive relationship between online user satisfaction and ORI. Our study is consistent with Liu and Forsythe (2010), Han and Ryu (2012), Kim *et al.* (2012) and Rose *et al.* (2012). The practical implications of these finding are discussed in the next section.

## 6. Managerial implication

By realizing the differences between inexperienced shoppers, adopted shoppers and post-adopted shoppers, online retailers should segment these groups more effectively and should implement a different marketing strategy to target the right segment, right shopper along with the right marketing tactic. We conclude that the success of online retail depends more on post-adoption use of the channel for purchasing rather than on the initial decision to use the channel. Drawing upon the findings of this study and the study by O'Cass and Fenech (2003), online retailers need to focus on the internet user's online purchasing intention as a strong mechanism to attract them. This is imperative for internet retailers to consider in formulating their business strategies, in general, and their retailing strategies in particular. For the managers of online stores the critical issue remains that of experienced shoppers (Zhu *et al.*, 2010). In practice, firms commonly emphasize SAT, and assess their ability to deliver it, and believe it to be the best solution to ensure customer retention (Voss *et al.*, 2010).

In managing user's perception of online retail attributes we suggest that online retail managers should reboots performance and productivity of web site in order to enhance the PU. This implies that online experience shoppers are concerned about PU of online retail rather than its clarity, understandability and flexibility to interact with online retail. Additionally, the online experienced consumers would be attracted and continue purchasing products online if they feel that the products have tangible values, offer good value for money, provide value-added services and offer a refund or an exchange policy. PV for time used on online shopping also plays a major role in enhancing the value perception of online users. Experienced online shoppers are not concerned whether their online spending is worthwhile or whether they are wasting time buying online. They are not concerned about obtaining the desired results or fear that the product/service bought online will not be as they want. In fact, there is no negative relationship between PR and ORI. Therefore, repatronage intention to continue purchasing products from the web site in the future is highly related to

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PU and PV rather than PEOU and PR in managing user's perception of online retail attributes.

In order to manage experienced online shoppers pre-purchase attitudes and post-purchase attitudes, online retail should be perceived as being honest and trustworthy. It should show concern about its customers and keep its promises to enhance users' TRT. Experienced online shoppers recognise that their personal information is secured, their bank account information is well protected and that their personal information will not be shared with others. This is because they are adapted to online shopping activities. Similarly, experienced online shoppers are able to identify and delete a program which is intrusive (spyware) can avoid virus attacks by using antivirus software. Therefore, they would be satisfied with their decision to purchase from this web site and conclude that their purchase was a wise decision.

The important managerial implications of this study are the time frame and the target population. We conducted this study at a time of economic recession where there was stiff competition among rivals in the market. Marketing managers should realize that during this time, customers will cut their spending, and, relatively, companies will reduce their marketing budgets (Kotler and Caslione, 2009). We found that PU, PV, TRT and SAT are important for experienced customers and shape ORI. The marketers should implement company strategies based on the mentioned dimensions; therefore, cutting the marketing budget would not impact on the marketing effectiveness. We found that the generation Yers (18-31) participated in this study made more than three purchases via the internet and that they tends to stay loyal to a business. This generation constitute a major element among professionals who can pay for purchases at a premium price and that they are more dominant and savvy with respect to the internet. A study by Dennis *et al.* (2010) warned all business sectors, particularly in mature and saturated markets or retail marketing industry that they might miss out sections of young consumers who have either been ignored or who are bypassed by traditional modes of offline marketing. Although the application of the above discussions focused on B2C online ventures, it might be helpful for B2B, C2B and other business models too.

## 7. Limitations and direction for future research

This study has some limitations and provides some suggestions for future researchers. First, the results of the study could be interpreted based on different cultural groups. Malaysia is a country with a diversified culture in which there is an opportunity to conduct a research regarding the ORI. Few studies have explored the impact of cultural differences on ORI (Toufaily *et al.*, 2012; Smith *et al.*, 2011; Henderson *et al.*, 2011). Thus, future studies should explore the role of culture on ORI in the context of internet retailing. Second, future research should adopt the proposed research model (Figure 1) to assess online store interface and overall ORI. According to Kotler (1973) the design of the store atmosphere is an important and highly relevant factor for retailing. In the brick-and-mortar context, McDonalds and Starbucks are the best exponents of using store atmosphere in their marketing strategy in marketplace. Since human behaviour is complicated in nature, relying solely on the attitudes of consumers would not lead to strategic competitiveness. The online store interface aimed at representing products online is, therefore, the most direct tool designers and retailers have to manage effectively (Fiore and Kelly, 2007).

Third, we used five-point Likert as our measurement scale. Piotrowski and Guyette (2010) found that the semantic differential should be considered as a viable and

rigorous method in the assessment of attitudes relating to business issues. We suggest that future researchers examine the ORI by applying the semantic differential scale proposed by Osgood *et al.* (1957). Moreover, due to the lack of research on the appropriate approach to undertake in online retailing, future research should aim at finding a suitable research methodology in internet marketing. Lastly, this study as well as many previous studies in online consumer and information system is based on TAM. Few studies have examined the impact of flow experience on ORI (Toufaily *et al.*, 2012) to explain ORI. Therefore, we suggest that TAM constructs with the combination of flow theory would be a unique mechanism towards understanding ORI.

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Research construct/term	Acronym	Definition	Measurement items <sup>a</sup>
1 Online repatronage intention	ORI	The probability in which an online shopper would continue purchase at a online retail store again (Jones <i>et al.</i> , 2006; Oliver, 1999)	Based on my experience with the online store in the past: ORI1 I would like to continue using the web site to purchase products ORI2 I will continue to purchase products from the web site in the future ORI3 I intend to continue purchasing products from the web site in the future. Item source: Reynolds <i>et al.</i> (2012) and Chiu <i>et al.</i> (2009) na
2 User perceptions of online retail attributes	-	Key attributes of the online retail that consumers consider in their assessment of the web site of each transaction (Taylor and Stratton, 2010, p. 952)	
2.1 Perceived usefulness	PU	The extent in which online shopper perceived that performing an online transaction would improve shopping activities (Venkatesh and Goyal, 2010; Hausman and Siekpe, 2009)	Based on my experience with the online store in the past: PU1 using this online shopping web site can improve my shopping performance PU2 using this online shopping web site can increase my shopping productivity PU3 I find using this online shopping web site useful. Item source: Hausman and Siekpe (2009)
2.2 Perceived ease of use	PEOU	The extent in which online shopper perceived that performing an online transaction will be free of effort (Venkatesh and Goyal, 2010; Hausman and Siekpe, 2009)	Based on my experience with the online store in the past: PEOU1 the online shopping web site is flexible to interact with PEOU2 my interaction with the online shopping web site is clear and understandable PEOU3 the online shopping web site is easy to use. Item source: Chiu <i>et al.</i> (2009)
2.3 Perceived risk	PR	“As the subjectively determined expectation of loss by an Internet shopper in contemplating a	Based on my experience with the online store in the past: RR1 if I want to buy a product/service online, I fear that the expenditure is worthwhile RR2 I am worried about wasting time buying online

(continued)

**Table AI.**  
Research acronyms,  
definitions and  
measurement items

Research construct/term	Acronym	Definition	Measurement items <sup>a</sup>
2.4 Perceived value	PV	<p>particular online purchase" (Forsythe and Shi, 2003, p. 869)</p> <p>"Interactive relativistic preference experience of online shoppers" (Holbrook <i>et al.</i>, 1984, p. 728)</p>	<p>RR3 I want to buy a product/service online I fear not obtaining the desired results</p> <p>RR4 I fear that the product/service bought online will not be as I want. Item source: Martin and Camarero (2009)</p> <p>Based on my experience with the online store in the past:</p> <p>PV1 I will be attracted to repurchase a product online, if I experience tangible values</p> <p>PV2 I will repurchase online provided the web site offers good value for money</p> <p>PV3 perceive value for time used online will attract me to repurchase a product and service online</p> <p>PV4 greater value-added services provided on the web site would attract me to shop online</p> <p>PV5 I will repurchase online if the online store provides a promise to refund, or an exchange policy. Item source: Lee <i>et al.</i> (2011)</p> <p>na</p>
3 Pre-purchase user attitudes	-	<p>"Online shoppers pre-existing attitudes toward online-purchases in general or toward the online retailer" (Taylor and Strutton, 2010, p. 952)</p> <p>"As a willingness to rely on an online retail in which shoppers has enough confidence to perform the online transaction" (Morgan and Hunt, 1994, p. 20)</p>	<p>Based on my experience with the online store in the past:</p> <p>TRT1 I know it is honest</p> <p>TRT2 I know it cares about its customers</p> <p>TRT3 I know it keeps its promises to its customers</p> <p>TRT4 I know it is trustworthy. Item source: Chiu <i>et al.</i> (2009)</p> <p>na</p>
3.1 Trust	TRT		
3.2 Privacy concern	PC	"As online shoppers ability to control acquisition and use of his/	<p>Based on my experience with the online store in the past:</p> <p>PC1 the personal information that I provide on this web</p>

(continued)

Research construct/term	Acronym	Definition	Measurement items <sup>a</sup>
		her personal information in online shopping activities" (Eastlick and Lotz, 2011, p. 240)	site is secure PC2 the monetary information that I provide on this web site is well protected PC3 this web site does not apply my personal information for other purposes. Item source: (Chen and Barnes, 2007)
3.3 Internet literacy	IL	Online shoppers abilities and capabilities in performing online transaction within retail's web site (Dinev and Hart, 2005)	Rate the extent to which you are able to do the following tasks: IL1 identify and delete a programme which you consider intrusive (spyware) and which was installed through the internet without your knowledge and permission IL2 manage virus attacks by using antivirus software. Item source: Dinev and Hart (2005)
4 Post-purchase user attitude	-	"User's assessment of the purchasing experience which conceptualized as satisfaction or dissatisfaction" (Taylor and Strutton, 2010, p. 952)	na
4.1 Satisfaction	SAT	"An overall evaluation of a product or retailer based on all previous encounters" (Jones and Reynolds, 2006, pp. 115-126)	Based on my experience with the online store in the past: SAT1 I am satisfied with my decision to purchase from this web site SAT2 if I had to purchase again, I would feel differently about buying from online store SAT3 my choice to purchase from this online store was wise choice. Item source: Chang and Chen (2009)

**Note:** <sup>a</sup>Five-point Likert scales with the score of "1" indicating "strongly disagree" to "5" strongly agree

Table AI.