

# Factors Influencing Repurchase Intention: A Case Study of Xyz.Com Online Shopping Website in Myanmar

Sai Tip Kyauk, and Sirion Chaipoopirutana

**Abstract**—This research aimed to study the factors which were related to repurchase intention towards xyz.com online shopping website in Myanmar. It also tested the relationship between factors affecting trust (in terms of fulfilment, privacy, system availability, responsiveness and contact), trust, customer satisfaction and repurchase intention. The target population was members of xyz.com who had an experience in purchasing products/services in Myanmar by this online website. A total of 400 data was tested which were collected from the target respondents by using closed-ended online questionnaires. The Pearson's Correlation Coefficient was used to test the hypotheses. The results indicate that factors affecting trust (in terms of fulfilment, privacy, system availability, responsiveness and contact) have a positive and significant relationship with trust, trust has a positively significant relationship with customer satisfaction and repurchase intention and customer satisfaction also has a positively significant relationship with repurchase intention towards xyz.com online shopping website in Myanmar.

**Keywords**—Online Shopping Website in Myanmar, Repurchase Intention, Satisfaction, Trust

## I. INTRODUCTION

Nowadays, the internet usage rate is growing rapidly worldwide and the highest internet usage rate region is Asia. Due to the growth of internet usage rate, countries in the Asian region are increasing business-to-consumer (B2C) e-commerce sales; so, the B2C e-commerce or online shopping market is growing speedily in the Asian countries including Myanmar, developing country.

According to the previous literature, there are a lot of significant factors affecting the intention to repurchase in online shopping. Customer satisfaction and trust in the online vendor are the main factors to build customer loyalty (in terms of repurchase intention) and maintaining a continuous buyer-seller relationship, as [1]. E-core service quality scale (E-S-QUAL) consists of four dimensions, such as efficiency, fulfilment, system availability and privacy and e-recovery service quality scale (E-RecS-QUAL) which consists of three dimensions, such as responsiveness, compensation and contact, as [2]. Moreover, reference [3] states that the

dimensions of e-service quality (E-S-QUAL and E-RecS-QUAL) can be considered as website-related factors of trust and little research had been done to examine the relative effects of the dimensions of e-service quality on trust (in terms of factors affecting trust) in the online vendor.

This research will emphasize on the relationship between factors affecting trust (in terms of fulfilment, privacy, system availability, responsiveness and contact), customer satisfaction and trust towards repurchase intention towards an online shopping website in Myanmar.

## II. LITERATURE REVIEW

Reference [4] defines repurchase intention is an individual's judgment of repurchasing specified products or services from the same business, taking into account his or her current position and probably consideration. Also, repurchase intention will prove the possibility of customers' behavior to continuously repurchase in the future, as [5]. Satisfaction is a critical factor affecting repurchase intention of the customers, as [6]. According to reference [7], customer satisfaction as the extent to which a product's perceived performance matches a buyer's expectation. If the product performance was lower than the expectations, the buyer was dissatisfied. Furthermore, a direct positive relationship between customer satisfaction and repurchase intention is sustained by a wide variety of researches of product and service, as [8], [9]. These researches constitute overall customer satisfaction with a service which is strongly significant with the behavioral intention to return to the same service provider.

Trust in the online seller is a critical factor to build customer loyalty (in terms of repurchase intention) and maintaining continuity in buyer-seller relationship, as [1]. Based on reference [10], trust is a psychological component, which integrities the two constructs of cognitive and affective trust. An individual has cognitive trust when he or she has good reasonable components in the aim of trust or affective trust when he or she is influenced by strong positive feelings for trust, as [11]. Reference [12] defines holding customer loyalty (in terms of repurchase intention) is critical to make internet users visit online shopping websites again. Also, the researcher found that trust and low transaction costs help to increase customer loyalty (in terms of repurchase intention). Previous

Sai Tip Kyauk is with the Graduate School of Business, Assumption University, Bangkok, Thailand (corresponding author's e-mail: saitipkyauk.87@gmail.com).

Sirion Chaipoopirutana is with the Graduate School of Business, Assumption University, Bangkok, Thailand (e-mail: sirionc@gmail.com).

researches show that trust performs an essential role in driving repurchase intention, as [13].

Reference [14] analyzes customer satisfaction is intimately related to interpersonal trust and is regarded an antecedent of trust, as [15]. Satisfaction and trust are strongly related constructs and formulation of trust even includes satisfaction as a factor of trust, as [16]. In addition, e-service quality is an important determining factor of online trust for high-engagement, as [3]. According to reference [2] defines as e-service quality consists of two scales categories, e-core service quality and r-recovery service quality scales. E-core service quality scale (E-S-QUAL) consists of four dimensions, such as efficiency, fulfilment, system availability and privacy and e-recovery service quality scale (E-RecS-QUAL) which consists of three dimensions, such as responsiveness, compensation and contact. "Fulfilment" refers to the extent to which the online seller predicts about order delivery being fulfilled. "Privacy" refers to the degree to which an online shopping website is safe and protects the customers' information. "System availability" refers to the right technical functioning of the online shopping website. "Responsiveness" refers to the ability to provide appropriate problem solving information to customers, having mechanisms for handling returns and providing online guarantees. "Contact" refers to the availability of help through telephone or online representatives.

### III. RESEARCH FRAMEWORK AND HYPOTHESES

The conceptual framework (see Fig. 1) is modified from references [17]-[20].

As shown in Figure 1, the independent and intervening variables in this research were factors affecting trust (in terms of fulfilment, privacy, system availability, responsiveness and contact), customer satisfaction and trust; the dependent variable was repurchase intention; and the independent and intervening variables which also had an effect on the dependent variable towards xyz.com online shopping website in Myanmar.

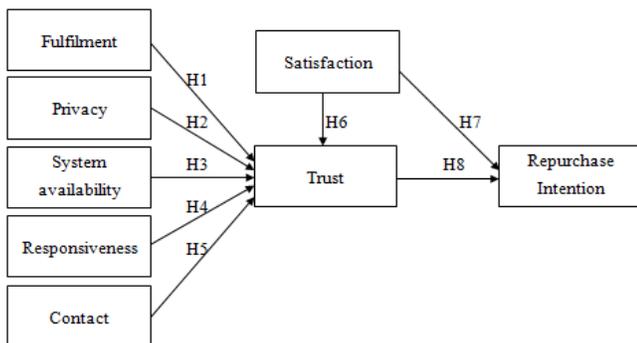


Fig. 1 Conceptual Framework of Repurchase Intention

### IV. HYPOTHESES

Eight null-hypotheses were formulated as follows:

H1o: There is no relationship between customer's fulfilment and trust towards xyz.com.

H2o: There is no relationship between customer's privacy and trust towards xyz.com.

H3o: There is no relationship between customer's system availability and trust towards xyz.com.

H4o: There is no relationship between customer's responsiveness and trust towards xyz.com.

H5o: There is no relationship between customer's contact and trust towards xyz.com.

H6o: There is no relationship between customer satisfaction and trust towards xyz.com.

H7o: There is no relationship between customer satisfaction and repurchase intention towards xyz.com.

H8o: There is no relationship between customer's trust and repurchase intention towards xyz.com.

### V. RESEARCH METHODOLOGY

The target population in this research is members of xyz.com website, who had an experience in purchasing products/services in Myanmar by using this online website. It is unknown population. Reference [21] analyzes as a sample size was affected by similar previous studies' average sample size because the experienced researchers have determined these sample size. This can be viewed as a suitable guideline particularly for the research using the non-probability sampling method. Hence, the number of samples in this research is 400 samples, based by similar previous studies' average sample size.

This research used online survey; the online survey questionnaires were developed and post onto an online shopping website, xyz.com which was selected to survey by using judgment sampling; data information was collected from its customers who were available, felt free and comfortable to answer by using convenience sampling.

#### A. Questionnaires

The online questionnaires were divided into six parts. Part one was screening questions; part two, three, four and five asked about factors affecting trust, customer satisfaction, trust and repurchase intention, respectively by using five-point Likert scale; and the last part, demographic information of the respondents.

#### B. Methods of Analysis

In this research, descriptive analysis was used to analyze demographic information; and the Pearson Correlation Coefficient was used to test the eight null-hypotheses.

### VI. FINDING RESULTS

In this research, Pearson Correlation Coefficient statistical tool was used to investigate the relationship between independent, intervening and dependent variables. The results are summarized as follows:

*Results:*

TABLE 1  
SUMMARY OF THE NULL-HYPOTHESES TESTING RESULTS

Null-hypotheses	Statistical Test	Significant Value	Correlation Coefficient	Results
H1o: There is no relationship between customer's fulfilment and trust towards xyz.com.	Pearson Correlation	0.000	0.472**	Reject H1o
H2o: There is no relationship between customer's privacy and trust towards xyz.com.	Pearson Correlation	0.000	0.434**	Reject H2o
H3o: There is no relationship between customer's system availability and trust towards xyz.com.	Pearson Correlation	0.000	0.361**	Reject H3o
H4o: There is no relationship between customer's responsiveness and trust towards xyz.com.	Pearson Correlation	0.000	0.429**	Reject H4o
H5o: There is no relationship between customer's contact and trust towards xyz.com.	Pearson Correlation	0.000	0.479**	Reject H5o
H6o: There is no relationship between customer satisfaction and trust towards xyz.com.	Pearson Correlation	0.000	0.497**	Reject H6o
H7o: There is no relationship between customer satisfaction and repurchase intention towards xyz.com.	Pearson Correlation	0.000	0.484**	Reject H7o
H8o: There is no relationship between customer's trust and repurchase intention towards xyz.com.	Pearson Correlation	0.000	0.574**	Reject H8o

## VII. SUMMARY AND CONCLUSION

As shown in Table 1, the results of all null-hypotheses from the Pearson Correlation Coefficient analysis show that the significant value is 0.000. It means that all null-hypotheses, H1o, H2o, H3o, H4o, H5o, H6o, H7o and H8o, were rejected. It can be concluded that all eight hypotheses in this research have positively significant relationship.

Therefore, the factors affecting trust (in terms of fulfilment, privacy, system availability, responsiveness and contact) have a positive and significant relationship with trust, trust has a positively significant relationship with customer satisfaction and repurchase intention and customer satisfaction also has a positively significant relationship with repurchase intention towards xyz.com online shopping website in Myanmar.

## VIII. RECOMMENDATIONS

From the findings, "Contact" factor was found as a major problem of xyz.com. This online shopping website does not have online employees who can always give information and solve the problems for their customers. Then, xyz.com should employ online employees; call center employees and online chat employees to always give information and solve the problems when their customers need; should also have a system of sending e-mails on interesting announcements or advertisements to their customers for showing that xyz.com always cares for their customers and is available to help their customers when they need; it can rebuild customer's trust in using this online shopping website.

Also, the researchers found that xyz.com online shopping website does not have an online payment system currently, because of the country's development, starting the online business firms, incomplete of e-payment policy; so, the payment system was modified paying by cash on delivery or transferring money to the merchant's bank account. When xyz.com completes the e-payment system in the future, the

management team should use the policy in fill the credit card information and using a one-time password (OTP) for every transaction time. It means that the website never saves the credit card numbers and password for every transaction of customers; they will feel safe when they are using online shopping and their credit card information is not stolen, it will make them trust the privacy of xyz.com online shopping website. According to previous researches, privacy protection was widely considered as one of the most important factors in building trust in e-commerce, as [22], [23].

Satisfaction of products/services from the customer will make them believe in using the products/services in online shopping business, which means that the online shopping business needs to show the ability to offer service quality and products quality for making their customers satisfied and trust using their online shopping website; xyz.com should have the employees who have ability to solve the problems; such as delivery problems, privacy problems, system availability problems, responsiveness problems and contact channel problems for offering the best products/services qualities to their customers.

Selling products which are appropriate with the prices, having promotions, discounts, reward points in buying, and having the employees who are trained and had the ability to solve the problem show the ability of xyz.com in offering the service quality and product quality to make their customers satisfied and back to re-buy the products/services from this website.

According to the previous empirical researches, which were defined as customer's trust played a key role in the success of any online business or e-commerce, as [24]. To make the customer trust and repurchase products/services from this website, xyz.com online shopping website needs to develop the best service quality to their customers and sell great products to attract their customers.

## IX. FURTHER RESEARCH

Because of the limitations, this research focuses on the relationship among factors affecting trust (in terms of fulfillment, privacy, system availability, responsiveness and contact), customer satisfaction, trust and repurchase intention towards xyz.com website with its members who had an experience in purchasing products/services in Myanmar by using this online website.

Further research should add other major variables to get better and different results. Based on the previous research of reference [25] supported the relationship between customer satisfaction, trust, commitment, word of mouth and repurchase intention; future research should study the relationship between customer satisfaction, trust, commitment, word of mouth and repurchase intention towards online shopping website.

Also, further research will focus on the online repurchasing behavior of xyz.com's members who had an experience in purchasing products/services from this website and staying/living outside Myanmar. A study on the different region of customers would further explain the culture, lifestyle and repurchasing behavior for the online shopping business. Thus, the researcher may get the different customer perspective results which are caused from different regions, culture, lifestyle and repurchasing behavior that influences the online shopping business firms.

## ACKNOWLEDGMENT

I would like to acknowledge and express my deepest appreciation and gratitude to all the people that contributed to the completion of this dissertation. Firstly, special thanks to my thesis advisor, Asst.Prof.Dr. Sirion Chaipoopirutana, for her vital encouragement, guidance, helpfulness and supporting; Assumption University, Bangkok, Thailand, for all of its faculty and teachers for their pursuit of parting knowledge; importantly, my beloved family, for their ever-present love, unconditional support and encouragement to pursue my interest and also believing in me.

## REFERENCES

- [1] Anderson, E., & Weitz, B. A. (1989). Determinants of continuity in conventional industrial channel dyads. *Marketing Science*, 8 (4), 310-323.  
<http://dx.doi.org/10.1287/mksc.8.4.310>
- [2] Parasuraman, A., Zeithmal, V. A., & Malhotra, A. (2005). E-S-Qual, A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7 (3), 213-233.  
<http://dx.doi.org/10.1177/1094670504271156>
- [3] Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing*, 69 (4), 133-152.  
<http://dx.doi.org/10.1509/jmkg.2005.69.4.133>
- [4] Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37 (11/12), 1762-1800.  
<http://dx.doi.org/10.1108/03090560310495456>
- [5] Serders, K., Voss, G. B., Grewal, D., & Godfrey, A. L. (2005). Do satisfied customers buy more? Examining moderating influences in a retailing context. *Journal of Marketing*, 69 (4), 26-43.  
<http://dx.doi.org/10.1509/jmkg.2005.69.4.26>
- [6] Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25, 351-367.  
<http://dx.doi.org/10.2307/3250921>
- [7] Kotler, P., & Armstrong, G. (1996). *Principles of marketing* (7th ed.). London: Prentice-Hall International.
- [8] Bolton, R. N. (1998). A dynamic model of the duration of the customer's relationship with a continuous service provider: the role of satisfaction. *Marketing Science*, 17 (1), 45-65.  
<http://dx.doi.org/10.1287/mksc.17.1.45>
- [9] Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12 (2), 125-143.  
<http://dx.doi.org/10.1287/mksc.12.2.125>
- [10] Johnson, D., & Grayson, K. (2005). Cognitive and affective trust in service relationships. *Journal of Business Research*, 58 (4), 500-507.  
[http://dx.doi.org/10.1016/S0148-2963\(03\)00140-1](http://dx.doi.org/10.1016/S0148-2963(03)00140-1)
- [11] Corritore, C. L., Kracher, B., & Wiedenbeck, S. (2003). On-line trust: concepts, evolving themes, a model. *International Journal of Human-Computer Studies*, 58 (6), 737-758.  
[http://dx.doi.org/10.1016/S1071-5819\(03\)00041-7](http://dx.doi.org/10.1016/S1071-5819(03)00041-7)
- [12] Lee, J., Kim, J., & Moon, J. Y. (2000). What makes internet users visit cyber stores again? Key design factors for customer loyalty. *CHI Letters*, 2 (1), 305-312.
- [13] Zboja, J. J., & Voorhees, C. M. (2006). An empirical examination of the impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Service Marketing*, 20 (5), 381-390.  
<http://dx.doi.org/10.1108/08876040610691275>
- [14] Geyskens, I., Steenkamp, J. -B., Scheer, L. K., & Kumar, N. (1996). The effects of trust and interdependence on relationship commitment: a trans-Atlantic study. *International Journal of Research in Marketing*, 13 (4), 303-317.  
[http://dx.doi.org/10.1016/S0167-8116\(96\)00006-7](http://dx.doi.org/10.1016/S0167-8116(96)00006-7)
- [15] Garbarino, E., & Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in consumer relationships. *Journal of Marketing*, 63 (2), 70-87.  
<http://dx.doi.org/10.2307/1251946>
- [16] Sahadev, S., & Purani, K. (2008). Modeling the consequences of e-service quality. *Marketing Intelligence and Planning*, 26 (6), 606-620.  
<http://dx.doi.org/10.1108/02634500810902857>
- [17] Fang, Y. H., Chiu, C. M., & Wang, E. T. (2011). Understanding customers' satisfaction and repurchase intention. *Internet Research*, 21 (4), 479-503.  
<http://dx.doi.org/10.1108/10662241111158335>
- [18] Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33 (4), 761-784.  
<http://dx.doi.org/10.1108/14684520910985710>
- [19] Chung, K. H., & Shin, J. I. (2010). *The antecedents and consequents of relationship quality in internet shopping* (Vol. 22)
- [20] Kassim, N., & Abdullah, N. A. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust and loyalty in e-commerce setting: A cross cultural analysis. *Asia Pacific Journal of Marketing and Logistics*, 22 (3), 351-371  
<http://dx.doi.org/10.1108/13555851011062269>
- [21] Malhotra, N. K. (2004). *Marketing Research: An applied Orientation*. Pearson Prentice Hall.
- [22] Hoffman, D. L., Novak, T. P., & Perla, M. (1999). Building consumer trust online. *Communications of the ACM*, 42 (2), 50-56.
- [23] Shankar, V., Urban, G. L., & Sultan, F. (2002). On-line trust: A stakeholder perspective, concepts, implications, and future directions. *Journal of Strategic Information System*, 11 (3-4), 325-344.  
[http://dx.doi.org/10.1016/S0963-8687\(02\)00022-7](http://dx.doi.org/10.1016/S0963-8687(02)00022-7)
- [24] Rios, R. E., & Riquelme, H. E. (2008). Brand equity for online companies. *Marketing Intelligence and Planning*, 26 (7), 719-742.  
<http://dx.doi.org/10.1108/02634500810916681>
- [25] Pratningsih, S. A., Lipuringtyas, C., & Rimenta, T. (2013). Factors influencing customer loyalty toward online shopping. *International Journal of Trade, Economics and Finance*, 4 (3), 104-110.  
<http://dx.doi.org/10.7763/IJTEF.2013.V4.268>