Study of Consumer Online Repurchase Behavior

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ABSTRACT

The e-commerce market in China is changing rapidly, and new generations of consumers are rising. Companies urgently need to update their consumer data. This study attempts to establish a model to predict what affects consumer repurchase behavior. By using PLS to analyze 500 questionnaires, we conclude the following statements: First, online reviews and online advertising have a significant impact on consumer repurchase. Second, there is no relationship between their own experience and their purchase decisions. Third, satisfaction positively influences the consumers repurchase behavior.  

INTRODUCTION

According to data from CNNIC (China Internet Network Information Center), the sales volume of China’s online shopping market reached 7.18 trillion CNY in 2017, with an increase of 32.2% over the previous year. Among categories, the online retail sales of physical goods was 5.4806 trillion CNY, increasing 28.0% compared to the previous year. It accounts for the proportion of 15.0% of the total retail sales of consumer goods, increasing 2.4 percentage over the previous year.

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LITERATURE REVIEW

Online Review

Hennig-Thurau et al. [1] believe that online commentary is to consume or use the Internet to publish their own subjective information about products and sellers. Park and Lee [2] believe that online reviews are positive or negative evaluations made by consumers after they purchase goods. Mudambi and Schuff [3] believe that online reviews are opinions on products and services published by consumers on retailer websites or third-party Internet platforms. Liang [4] believes that the quantity, quality, and potency of online reviews are significantly related to consumers' purchase intentions.

Personal Experience

The consumer's own experiences are the shopping experiences accumulated by consumers in the online shopping process. Bucklin, and Sismeiro [5] believes that consumers' online shopping experience will increase consumers' information consulting ability and influence consumers' subsequent purchase behaviors.

Online Promotion

The online shopping market has a wide range of products and consumers are free to choose. Since consumers have multiple choices, in order to win consumers, we first need to attract consumers and inform them about our products and services. The so-called online promotion uses online shopping platforms and social platforms to convey information about our own products and services to consumers through video advertisements, pictures, and texts. Yin, Zhul, and Cheng [6] concluded that advertising campaigns have a very positive effect on consumers' purchase of tourism products through analysis of tourism products.

RESEARCH MODEL AND HYPOTHESIS

Research Model

This article integrates the previous research results, and summarizes the model as Figure 1 shows, that online reviews, consumers’ own experience, online promotion affect consumer expectations, and that consumers’ expectations will influence consumers’ purchasing decisions and consumer satisfaction after online shopping can further promote consumer repurchase behaviors.
Hypothesis

The uncertainty of the online shopping market and the development of the Internet make information search easier, and the value of online reviews becomes more prominent. Therefore, this paper proposes H1. H1: Online reviews influence the expectation of consumers.

An online shopping experience makes consumers familiar with the shopping process and gain the ability to search for information. Consumers' experience in online shopping will reduce their time cost and make them more familiar with the basic information of online shopping. Therefore, this article proposes H2. H2: Personal experiences influence pre-purchase expectation of consumers.

Advertising is undoubtedly a good tool for stimulating consumers when they do not yet have a desire to buy, and motivating them to make purchases. Therefore, this paper proposes hypothesis H3.

H3: Online promotion positively influences the expectation of consumers’ online shopping.

Consumers will generate preconceived guesses about sellers and goods before they shop online. If you buy clothes in the online shopping market, consumers can only imagine clothes on themselves. This paper proposes hypothesis H4. H4: Expectation positively influences the consumers purchase decisions.

Consumers will have satisfaction and dissatisfaction whether they purchase goods in physical stores or in an online market. If the consumer purchases the same product as he expected, the consumer will be satisfied. Therefore, this article proposes hypothesis H5. H5: Consumers achieve satisfaction after shopping once.

After consumers are satisfied with a purchase, they are more willing to buy again. Therefore, the hypothesis H6 is proposed in this paper. H6: Satisfaction positively affects consumers repurchase behaviors.

MODEL HYPOTHESIS TEST

This article uses PLS to test the path assumptions in the research model. When the T value is higher than 1.96, it indicates that the value has reached the 0.05 level, which is denoted by *. When the T value is higher than 2.58, it indicates that the value has reached 0.01 level, which is represented by **. When the T value is higher...
than 3.29, it indicates that the value has reached 0.001 level. Indicated by ***, From Figure 2, we can see that the hypothesis of this study is that the T values are: 6.283, 1.843, 10.824, 24.058, 46.054, and 17.910. Therefore, it can be seen that other assumptions are true except that the hypothesis H2 has a T value of 1.843<1.96, which is not significant.

![Figure 2. Model Hypothesis Test Result.](image)

**CONCLUSIONS**

This paper uses survey questionnaires to collect first-hand data from consumers and then uses PLS software for data analysis, to study the factors that influence consumers to make purchase decisions, and further to improve marketing strategies to encourage consumers to make purchase decisions.

**REFERENCES**