

A Review of the Literature on Consumer Online Repurchase Intentions

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Abstract

The rapid advancement of information technology (IT) has made internet shopping broadly available to customers. If online merchants hope to keep every single customer, they need to have a firm understanding of the pre-, during-, and post-purchase behavior of their customers. This paper's primary goal is to conduct a thorough literature analysis in order to present current, updated insights into research trends and concerns in the study of consumer online repurchase intentions. To develop combined effects, a total of 60 recent, closely linked empirical research that were published in reputable, indexed international journals over the previous ten years, between 2014 and 2024, were used. According to the study's findings, the main variables influencing consumers' intentions to make another online purchase are trust, perceived purchasing value, perceived utility, ease, and e-service quality. Next, in order to create a thorough agenda for further study, we determined any gaps in the existing literature. These results serve as a basis for further study and assist practitioners in online retail strategy development.

Keywords

Online consumer, Repurchase intention, Online Shopping

INTRODUCTION

The field of information technology (IT) has advanced significantly in the last few years. This kind of growth has fundamentally changed how businesses run. These days, the global rate of internet usage is rising quickly. Owing to this expansion, business-to-consumer (B2C) e-commerce sales are rising in emerging nations in Africa and Asia. Online shopping and B2C e-commerce have produced online consumers that are impacted by a number of variables. (Farida KomalasariFollow, Antonny ChristiantoFollow et al. 2021) found that perceived advantage, brand image, and trust are powerful predictors of buy intention, which influences purchase choice. By controlling such factors, e-commerce businesses may create methods to boost client purchase decisions. Le-Hoang (2020) highlighted that six helpful factors—convenience, trust, behavior control knowledge, business competency, and reference group opinion—are positively correlated with the desire to make an online purchase. Online shoppers may be influenced by these and several more variables. Repurchases, as opposed to one-time purchases, can be more necessary for firms to succeed. Repurchase refers to a repeat buy made by an existing consumer. (Yulin Fang, Israr Qureshi et al. 2014) Put another way, during the past ten years, internet commerce has expanded quickly around the world and developed competitively; as a result, it is critical to figure out how to keep current consumers coming back for more. According to the Expectancy Confirmation Theory (ECT), consumers' happiness with a product's previous use largely determines their decision to repurchase it or continue using it.

On post-purchase behavior, several research and systematic reviews have been carried out. The majority of them provide recommendations for more research on a range of subjects, including variables influencing the desire to repurchase (Yam B. Limbu and Huhmann 2024) focused on factors that affect customers' intentions and actions while making online drug purchases. While the majority of the English-language literature on consumers' intentions and behaviors related to online medication purchases is covered by this scoping review, there is a growing body of research on the topic, with several new studies published annually. Their study encouraged more research and more reviews to provide insights into the research trends and issues in the studies of Repurchase Intention. Thus, after enough research has been published, it should be possible to undertake a systematic review or meta-analysis within the following ten years that includes the post-2023 findings. (Muhammad Amfahtori Wijarnoko, Edwin Pramana et al. 2023) suggested future research directions that there is great potential for finding more moderating elements in the repurchase intention area. Simultaneously, the scientific community is motivated to investigate other approaches for evaluating repurchase intention, which will eventually enhance the depth and scope of knowledge in this crucial area.

Kandarp Singh and Basu (2023) highlighted the necessity of looking at the desire to revisit and loyalty for online customer behavior. Meta-analysis is essential for coordinating study results. (Wencan ZhuangXiaoguang Luo, Xiaoguang Luo et al. 2021) outlined the advantages of the meta-analysis approach, how to get over the restrictions on sample size and sampling error in a single study, and resolved conflicting findings in the investigation of the variables impacting consumers' intentions to make online repurchases.

Cristina Zerbini, Tammo H.A. Bijmolt et al. (2022) showed that the degree of consumer experience could be used as a moderator variable on the relationships between drivers and outcome variables—purchase intention, purchase behavior, and continuance intention—in empirical studies due to the relevance of prior experience on purchase behavior in the online context.

Additionally, because online purchasing behavior is changing so quickly—largely as a result of the rapid advancement of digital marketing technology—factors found in a single research conducted in a given location over a certain length of time would not be sufficient for generalization and application. A decade is a long time, and a lot has happened. In addition to evaluations by experts, further analysis of the variables impacting online consumers' repurchases is necessary. (Akar, Ezgi et al. 2015), This illustrated the elements influencing customers' intents to make online purchases using 100 pertinent articles published between 2000 and 2014.

Zerbini, Cristina et al. (2022), A meta-analysis used data from 266 studies and 224 articles published between 1999 and 2020 to identify the variables influencing customers' online buying decisions. They examine a conceptual framework with four categories of drivers—consumer-channel interactions, website features, social impact, and consumer attributes—using structural equation modeling, (Muhammad Amfahtori Wijarnoko, Edwin Pramana et al. 2023), Researchers looked through journals published between 2018 and 2023 and found 50 publications to utilize in the study. They found that price, word-of-mouth, perceived value, satisfaction, and trust were the main factors influencing sales growth. In addition, 14 moderating variables were found, the most significant of which was age. (Yam B. Limbu and Huhmann 2024), Using the 48 identified eligible studies, research was conducted on consumer purchase intentions and behavior connected to online pharmacies. Not every review provides the best value.

By conducting a thorough analysis of 60 recent relevant articles published in reputable indexed international journals within the last ten years, from 2014 to 2024, the primary goal of this paper is to provide current updated insights into the research trends and issues in the studies of Repurchase Intention to depict the forces that have an impact on it. The following is a list of the study's precise objectives: Based on earlier research in the literature, the goals are to: (1) identify the factors influencing online consumers' repurchase intentions and behavior; (2) classify these factors to create a thorough framework for online consumer repurchase intentions; and (3) identify areas in which further research is needed. This study is organized as follows: introduction, literature review, theoretical framework, method, results, conclusion.

As the researcher did in the previous chapter, identifying the research topic is the first step that has to be taken in a Systematic Literature Review. The next stage is to look up prior studies by choosing the right database and applying relevant keywords to papers that match. Data gathering and search procedures will be used in this phase to link all of the journals that were found. Developing inclusion and exclusion criteria to filter journals is the next stage. Finally, look over the article and provide the findings of the study.

METHODOLOGY

This section provides direction for the research and outlines the methodology to be used. Based on a review and synthesis of the body of literature already in existence, this study will employ a particular review methodology that includes inclusion and exclusion criteria, article search and selection, and review processes.

Review Structure and Approach

Article selection shall be carried out in three steps: Assembling, Arranging and Assessing. Shown in the Fig. 1 below.

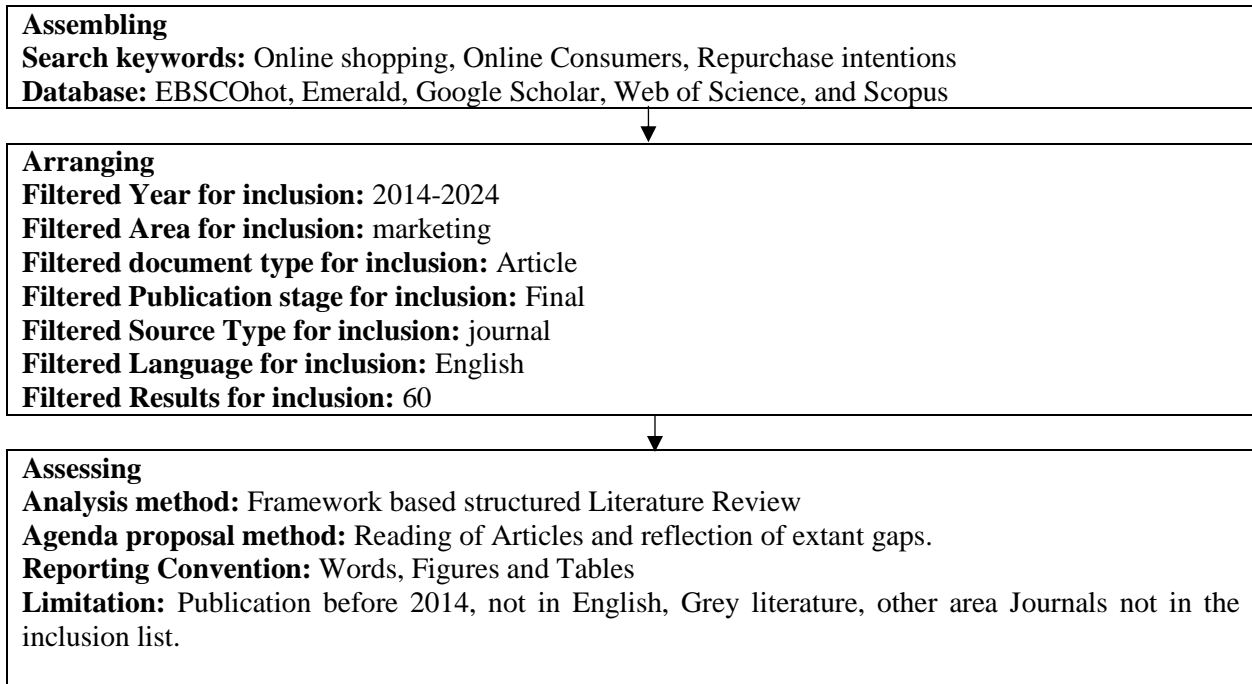


Fig. 1 Review Structure
Source: Author Own Construction

Article Selection

Out of the 100 papers that were found, only 60 of them satisfied the requirements for inclusion and were included in the analysis. An electronic search was carried out, and many academic journal index databases were examined, in order to find pertinent papers. After that, the study titles and abstracts were examined to find additional pertinent and appropriate works in the subject of online repurchase. The databases Ebscohost, EBSCOhost, Emerald, Google Scholar, Web of Science, and Scopus were all included in our meta-analysis. Online shopping, internet shopping, online consumers, online buying and purchasing behavior, online consumer behavior, repurchase intention, and e-consumer behavior were among the terms and phrases utilized in the literature study. From 2014 to June 2024, the top 60 articles were determined to be most pertinent. Conceptual papers and articles utilizing other research techniques are beyond the purview of this study since the publications are restricted to those that used an empirical research approach and primarily examined online customer repurchase intention.

RESULTS

In this section, the selected Articles are tabulated, analyzed to make sense out of it, the research Questions are then answered and finally the Review findings are summarized.

The Research Questions (RQ) were formulated in Table 1 as follows:

Table 1 Review questions

ID	Research Question
RQ1	Identify countries that most frequently research Online repurchase intentions
RQ2	What is the most widely used Theories in the consumer online repurchase intention?
RQ3	What factors are most influence consumer online repurchase intentions?

Source: Author own Construction

Countries of publication

Countries investigated in studies on consumer online repurchase intentions

Table 2 Countries of Publication

Country	No. of Publication
Australia	1
China	9
Spain	1
Greece	1
South Korea	1
Malta	1
Myanmar	2
Canada and the United States	1
India	6
Indonesia	10
Ghana	1

Vietnam	3
Turkey	3
Malaysia	3
Pakistan	1
Taiwan	8
Thailand	3
Oman	1
Not specified	4
Total	60

Source: Author own Construction.

Indonesia published more articles about consumer online repurchase intention with more numbers of articles ten, followed by China nine, Taiwan eight, India six, Thailand, Vietnam, Malaysia Turkey each published three, four articles were not specified, then the remaining countries each published one article as seen in the table above.

Theoretical Framework

The Article reviewed were hinged on various theories as summarized in table

Table 3 Theories anchoring the study

Author's Name	Year	Theory
Muhammad Ashfaq, Jiang Yun, Muhammad Farrukh	2019	Expectation-Confirmation Model (ECM)
Mananchaya Kitjaroenchai and Sirion Chaipooiratana	2022	Technology Acceptance Model, Theory of Planned Behavior,
Sajjad Nazir, Sahar Khadim, Muhammad Ali Asadullah, Nausheen Syed	2023	The SOR model as a theoretical lens
Muslim Amin, Sajad Rezae, Firouzeh Shajari Tavana	2015	Technology acceptance model (TA M) and trust model
Zeki Atıl Bulut, Ali Naci Karabulut	2018	Trust theory, which focuses on the belief in the reliability and credibility of information sources. Loyalty theory, which emphasizes the repeat purchase behavior and commitment of customers to a brand or retailer.
Edward Shih-Tse Wang, Nicole Pei-Yu Chou	2014	Technology acceptance model Social exchange theory.
Shih-Wei Chou , Chia-Shiang Hsu	2015	IS use theory
Dam Tri Cuong	2023	The theories of Technology acceptance model and expectation- confirmation model.
Bing Zhu, Suwanna Kowatthanakul and Punnaluck Satanasavapak	2019	Stimuli-Organism-Response (SOR) model.
Chinho Lin Watcharee Lekhawipat ,	2014	expectancy-disconfirmation paradigm
George Kofi Amoako, Joshua Kofi Doe, Emmanuel Kotey Neequaye.	2023	Technology adoption model
Diep T. Ngoc Nguyen, Sinh Duc Hoang, Miloslava Chovancová, Khang Hoang Tran	2022	Generational Cohort Theory
Bireswar Dutta	2016	Expectation Confirmation Theory (ECT) Technology acceptance model (TAM) expanded
Jiaming Fang, Benjamin George, Yunfei Shao , Chao Wen	2016	-Means-end chain theory -Feelings-as-information theory,

Ir. Jagjeet Singh Sarban Singh, Omkar Dastane, Herman Fassou Haba	2022	Expectation confirmation theory, Social Exchange Theory.
Meng-Hsiang Hsu, Chun-Ming Chang, Kuo-Kuang Chu, Yi-Jung Lee	2014	DeLone & McLean IS success model
Kumari Anshu, Loveleen Gaur, Gurmeet Singh	2022	Multi Attribute Utility Theory (MAUT), ABC Theory,
Artha Sejati Ananda, Hanny Hanny, Ángel Hernández-García, Prita Prasetya	2023	grounded theory on servicescapes,
Gam Hpung LAMAI, Jakkrit THAVORN, Worasak KLONGTHONG, Chittipa NGAMKROECKJOTI	2020	theory of reasoned action (TRA).
Lena Jingen Liang, HS Chris Choi & Marion Joppe	2018	–end chain (MEC) theory
Chinho Lina, Yu-Huei Weib and Watcharee Lekhawipat	2018	Expectation disconfirmation theory, And Cognitive model
Cheng-Ju Liu, Tien-Shou Huang, Ping-Tsan Ho, Jui-Chan Huang, Ching Tang Hsieh	2020	linear model logistic regression and decision tree based XGBoost model
Volkan Aydođdu	2023	Attitude Theory
Weiwei ZhangID, Mingyan Wang	2021	The deep forest model, The ET model and XGBoost model
Baodeng LinID, Yongyi Chen, Liping Zhang	2022	The customer value theory
Jian Mou, Jason Cohen, Yongxiang Dou, Bo Zhang	2019	Valence theory
Minqin Yi, Ming Chen & Jilang Yang	FEB 2024	Confirmation theory -Theory of reasoned action
Larry Sau Kei Leung	2020	self-congruency theory
Helen S. Du, Jiahong Xu, Heng Tang & Ruixin Jiang	2022	1.Information systems (IS) success model. 2. social identity theory. 3.Expectation-confirmation theory
Ilias O. Pappas and Adamantia G. Pateli, Michail N. Giannakos, Michail N. Giannakos, Vassilios Chrissikopoulos,	2014	.Theory of reasoned action (TRA). . Theory of planned behaviour (TPB). . Expectation confirmation theory (ECT). . Social cognitive theory (SCT). The unified theory of acceptance and use of technology (UTAUT),
Jengchung V. Chen, David C. Yen, Wan-Ru Kuo, Erik Paolo S. Capistrano	2015	Expectation confirmation theory
Fazal-E-Hasan, Syed, Ahmadi, Hormoz, Kelly, Louise, & Lings, Ian	2019	Appraisal theory,

Source: Author Own Construction

The most used theory in the study of factors influencing consumer online repurchase intention is the Expectation confirmation theory (E.C.T). It anchored eight studies, (Jengchung V. Chen, David C. Yen et al. 2015), (Ilias O. Pappas

and Adamantia G. Pateli, Michail N. Giannakos et al. 2014), (Helen S. Du, Jiahong Xu et al. 2022), (Minqin Yi, Ming Chen et al. 2024), (Dutta 2016), (Dam Tri Cuong 2023), and Muhammad Ashfaq, Jiang (Muhammad Ashfaq, Jiang Yun et al. 2019).

The second most used theory was Technology acceptance model (T.A.M), this anchored six studies by: (Dam Tri Cuong 2023), (Bireswar Dutta 2016), (George Kofi Amoako, Joshua Kofi Doe et al. 2023), (Edward Shih-Tse Wang and Chou 2014), (Muslim Amin, Sajad Rezaei et al. 2015), and Mananchaya Kitjaroenchai and (Mananchaya Kitjaroenchai and Chaipoo Piratana 2022).

The third theory to anchor three reviewed studies Theory of reasoned action (TRA) and the Information systems (IS) success model, each anchored three studies, whereas, Social Cognitive theory (SCT), Theory of planned behaviour (TPB), XGBoost model, Expectation disconfirmation theory (E.D.T), chain (MEC) theory, Stimuli-Organism-Response (SOR) model, and Social Exchange Theory (S.E.T) each anchored two studies. The rest of the studies each was used in one study.

Factors influencing Consumer Online Repurchase Intentions

Trust, satisfaction, perceived usefulness, convenience, website design quality, value, service quality, platform brand awareness, experience, eWOM, effectiveness of information content, and expected return convenience are the main factors that influence consumers' intentions to repurchase from online retailers, according to a review that identified sixteen such factors.

A small number of research on brand awareness, pricing perception, and how differing prices from online retailers affect customer behavior were attempted to illustrate these points. Consumers compared many websites to find the greatest deals.

Satisfaction. Majority of the reviewed articles revealed satisfaction is a key factor of influencing consumer online repurchase intention. (Camilleri and Filieri 2023). Satisfaction is where a product/seller performance is in according to consumer expectations. (Chinho Lin and Lekhawipat 2014), (Zhuyao Zhang and Nuangjamnong 2023), (Artha Sejati Ananda, Hanny Hanny et al. 2023). (Meng-Hsiang Hsu, Chun-Ming Chang et al. 2014). (Dutta 2016). (BULUT 2015), (Muhammad Ashfaq, Jiang Yun et al. 2019). Albert Jing-Fuh Yang, Shih-Hao Wu, Pei-Yu W 2019 (Albert Jing-Fuh Yang, Shih-Hao Wu et al. 2017), (Nofrialdi Reski and Melli 2021).

According to varied studies, trust is the customer's belief leading to confidence in the website, product and in the online retailer, (Wencan Zhuang Xiaoguang Luo, Xiaoguang Luo et al. 2021), (Fazal-E-Hasan, Syed et al. 2019). (Fazal-E-Hasan, Syed et al. 2019), (Suyono Saputra and Thai 2022). Sai Tip Kyauk, and Sirion Chaipoo Piratana 2014

Customer convenience in obtaining the product online as well as convenience in product return. (Ardiyanto Maksimilianus Gai, Muhammad Zakaria et al. 2024), (Mananchaya Kitjaroenchai and Chaipoo Piratana 2022). Convenience of completing purchases quickly through mobile applications without needing to visit physical store shown that online shopping is faster and more convenient than traditional shopping

eWoM is electronic word of mouth, consumers share experiences. This is a dependable source of facts that can benefit or kill the business (Nofrialdi Reski and Melli 2021; Zeki Atil Bulut and Karabulut 2018). --eWOM quantity

Price is the monetary value of the product and after the first purchase, if consumer see value in the product, then high chances of repurchase. (Nofrialdi Reski and Melli 2021), (Siew Chein Teo, Tze Wei Liew et al. 2024), (Dam Tri Cuong 2023). all agree on price being a determinant factor.

A good quality product is able to meet consumer requirements, the repurchase tendency emerge. (Nofrialdi Reski and Melli 2021), (Sylvia Samuela and Anitab 2023), (Siew Chein Teo, Tze Wei Liew et al. 2024). (Akar, Ezgi et al. 2015, Jiaming Fang, Benjamin George et al. 2016).

Here researchers have tried to understand how these advanced technologies adopted by retailers make an impact on online consumer behaviour. That is why many studies have concentrated on website quality, (Nofrialdi Reski and Melli 2021). (Ardiyanto Maksimilianus Gai, Muhammad Zakaria et al. 2024), (Dam Tri Cuong 2023), (Meng-Hsiang Hsu, Chun-Ming Chang et al. 2014). All these agree that website quality highly influence repurchase intentions.

Delivery experience and Customer Experience with the product engagement. (Kumari Anshu, Loveleen Gaur et al. 2022), (Diep T. Ngoc Nguyen, Sinh Duc Hoang et al. 2022). Consumers monitor the lead time and this has an impact on the subsequent purchases.

Effectiveness of information content has a great impact on consumers. What is posted online must not be disappointing. (Ardiyanto Maksimilianus Gai, Muhammad Zakaria et al. 2024).

DISCUSSIONS, CONCLUSION AND IMPLICATION

This section presents the discussion of review findings and managerial implications as well as implications to Research practitioners/ Academicians

This study investigated the determinants of consumers' desire to make another online purchase using a meta-analysis. The analysis of 60 studies' worth of data revealed that consumers are aware of current trends and that the majority of the elements influencing their decision to keep making purchases from the same online retailers are focused on the needs of the individual customer. The following examples of user behavior include: intention to repurchase, actual repurchase, attitude about the purchase, shopping experience, adoption behavior, amount of time spent online by customers, and decision-making by technology intentions.

Such research are prevalent since the issue is tied to technology. Here, experts have attempted to comprehend how the cutting-edge technology that shops have embraced affect online customer behavior.

One of the most significant ramifications is that businesses need to stay up to date, monitor technology trends, and be ready for any shifts in the market. Businesses need to understand how social media is growing. Customers certainly express their ideas on social networks, which are quite active venues.

Customer retention tactics can be informed by an understanding of how customers interact with a brand following a purchase. Through the identification of chances to augment customer happiness and loyalty, enterprises may devise focused retention campaigns aimed at cultivating enduring connections with their clientele.

Patterns and trends in consumer preferences, such as typical post-purchase behaviors (such as writing reviews or contacting customer service) and the effect of marketing tactics on recurring purchases, may be found through research into post-shopping behavior.

Out of the wide range of variables involved, it is clear that a group of sixteen variables are critical for increasing sales, with the elements that are most important being Satisfaction, Trust, Perceived Value, Price, and eWord of Mouth.

We urge that companies carefully consider the vital elements mentioned above in order to guarantee that customers will continue to be interested in their offerings.

FUTURE RESEARCH AGENDA

This draws attention to the unexplored regions that researchers might use to expand on, enhance, or discover new topics for investigation in the future. The publications from 2023 and 2024 would give a current agenda for future study, taking into account the years of publication (Sajjad Nazir, Sahar Khadim et al. 2023). Future study on variables that may affect consumers' intents to make online repurchases, such as brand name, self-efficacy, and star rating on social media, is suggested.

The study suggested doing a longterm study to retest the presented model in order to examine customer repurchase intention. Dam Tri Cuong (2023) suggests other theories may be used in subsequent research to evaluate online consumer satisfaction and repurchase intention.

Instead of using SmartPLS software, future study could use another program to examine the variables influencing online consumer happiness and repurchase intention (Zhuyao Zhang and Nuangjamnong 2023), (Artha Sejati Ananda, Hanny Hanny et al. 2023), (Sarah S. Al Hamli and Sobaih 2023). Future study can take into account the impact that various shopping experiences and values on e-commerce platforms have on consumers' intentions to make more purchases. (Ilias O. Pappas and Adamantia G. Pateli, Michail N. Giannakos et al. 2014, Fihartini Yuniarti, Helmi R. Arief et al. 2022).

George Kofi Amoako, Joshua Kofi Doe et al. (2023) urges further research on the topic to look at it from the perspectives of managers and other stakeholders in order to have a comprehensive understanding (Fazal-E-Hasan, Syed et al. 2019). For comparison's sake, the study may be carried out in other African nations. Future research will examine the impact of each service quality dimension on customers using the dimensions (Anne-Madeleine Kranzbühler, Mirella H.P. Kleijnen et al. 2018).

Future research should examine the impact of additional factors on repurchase intention, such as dissatisfaction, distrust, and brand hatred (Farida Komalasari Follow, Antonny Christiano Follow et al. 2021, Ana Fitriyatul Bilgies, Muhamad Risal Tawil et al. 2023, Aydoğdu 2023; Ardiyanto Maksimilianus Gai, Muhammad Zakaria et al. 2024). Future research should take into account variables that might also affect consumer happiness, such as personal preferences or environmental circumstances (Albert Jing-Fuh Yang, Shih-Hao Wu et al. 2017, Diep T. Ngoc Nguyen, Sinh Duc Hoang et al. 2022). Few research from Africa and developed nations. Examine further articles from Europe and the USA.

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DECLARATION OF CONFLICT

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper

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