The Factors Influencing Consumers’ Online Repurchase Intention

Chun-Chun Lin, Instructor, Department of Creative Product Design and Management, Far East University

Abstract

In recent years, many e-commerce firms have paid much attention to customer retention as a vital factor in the success of their Internet businesses. The primary objective of the present study was to explore the factors that affect consumers’ online repurchase intention in Taiwan. In the research model, information quality, system quality, service quality, product quality, delivery quality and site awareness have been identified as the determinants of consumers’ online repurchase intention.

A survey was conducted with 400 Taiwan’s university undergraduates who had online purchasing experience. Four incomplete questionnaires were discarded. Multiple regression techniques were used to verify the overall model fit and to illustrate online consumers’ repurchase intention. The results showed that system quality and Website awareness ($p<0.001$), information quality, product quality, and delivery quality ($p<0.01$ level), and service quality ($p<0.05$) significantly influenced consumers’ online repurchase intention in a positive direction. Moreover, system quality was the most important factor, followed by site awareness. The evidence generated in the present study suggests that e-commerce operators should pay more attention to making the e-commerce system user friendly and easy to use while increasing the media exposure in order to increase the site’s popularity. The implications of this finding, among others, are thoroughly discussed in the concluding section.

Keywords: online repurchase intention, information quality, system quality, service quality, product quality, deliver quality, website awareness.