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# **Empirical Research on Online Repurchase Intention: An Assessment of Ease of Use, Security, Private Concern, Trust, and E-satisfaction towards Online Shoppers in China**

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## **ABSTRACT**

Nowadays, e-commerce becomes more and more popular, and has become an indispensable part of people's daily life. With the enormous growth of Chinese online users, the e-commerce platform is also overgrowing. This study focuses on five factors (including security, ease of use, privacy concern, trust and e-satisfaction) to find their effect on repurchase intention. In addition, this study focuses on Chinese online shopping platform and online shopping users. The researchers collected 389 questionnaires through online. Descriptive and inferential analyses were applied to analyze the data, and the researchers applied five point Likert scales for the research instrument. In this study, the researchers applied Simple Linear Regression and Multiple Linear Regression to test all the hypotheses. The results of this study showed that "security" and "privacy concern" have great influence on trust and e-satisfaction. Ease of use has an important impact on customers' e-satisfaction. At the same time, online security, e-satisfaction and trust have an important impact on customer repurchase intention.

**Keywords:** online shopping, online repurchase intention, online trust, e-satisfaction

## **Introduction**

Nowadays, the development of globalization provides opportunities and challenges for an online shopping e-commerce platform. All the online companies try to attract people's attention to e-commerce platform and increase electronic

satisfaction. The repurchase is essential and extremely desirable because of the massive cost of acquiring new customers and the economic value of trusted, loyal customers (Reichheld and Schefer , 2000). Mostly, companies should emphasize retaining existing customers or

triggering them to repurchase, rather than relying on acquiring new customers and increasing market share to win the market in competition (Ajzen and Fishbein, 1977). Furthermore, most enterprises need to attract their customers in order to successfully win competitive markets worldwide (Cronin et al., 2000). Generally, customers' repurchase intention is the main factor of defensive marketing strategy and successful business (Bartlett, 2007). Chinese e-commerce platform of Pinduoduo has become one of the leading enterprises in a short time in China. Chinese e-commerce platform of Jingdong and Taobao have spent more than ten years to become industry leaders and market leaders, while Pinduoduo has become the third largest e-commerce platform in China during past three years. This study mainly analyzes the influence of security, privacy concern, ease of use, trust and e-satisfaction on repurchase intention of Pinduoduo e-commerce platform.

### **Research objectives**

1. To test the influence of security, ease of use, privacy concern on trust.
2. To analyze the influence of security, ease of use, privacy concern on e-satisfaction.
3. To analyze the influence of security, ease of use, privacy concern on repurchase intention.
4. To study the influence of trust, e-satisfaction on repurchase intention.
5. To study the influence of trust on e-satisfaction.

### **Literature review**

#### **Security**

Security is one of the main factors considered in online shopping. It is also one of the primary concerns of consumers because of the fraudulent activities that are conducted online, such as the interception of personal and financial information (Turban and Lee, 2001). As an important factor in online repurchase intention, security concerns depend upon various online technical components, including cryptography, digital signatures, and certificates that aim to protect consumers from some of the fraudulent activities they might experience online, such as hacking and phishing (Kim et al., 2008). In the process of online shopping, if customer information is leaked or hacked, customers would have a sense of self-protection, and stay away from that e-commerce platform shopping. In the process of online shopping, consumers would not consider the objectivity of website security, but would consider the subjectivity of safe consumption. Customers would stop trading when they are aware of insecurity. (Grabner-Krauter and Kaluscha, 2003).

#### **Ease of use**

Ease of use has a significant impact on customer behavior and attitude; this is the mediating effect of perceived usefulness on consumers' repurchase intention (Davis et al., 1989). People will tend to solve problems in a convenient and quick way, and yearn for high technology. Ease of use is defined as "the

degree to which an individual believes that by using a particular technology would be free of effort” (Davis, 1989, p. 320). If the e-commerce platform is convenient to use, people are more likely to accept the e-commerce platform. At the same time, there is a significant relationship between perceived risk and online shopping. If perceived risk increases, consumers' demand for online shopping would be increased (Liu et al., 2004)

### **Privacy concern**

Online consumers believe that personal information is at risk because of improper information collection and illegal use of personal information on e-commerce platforms (Jarvenpaa and Todd, 1996). In the process of online shopping, due to the lack of transparency in the use of customer information in online shopping platforms, customers are reluctant to disclose personal and financial information (Lim and Benbasat, 2006). Online consumers pay great attention to their personal privacy. E-commerce platforms need to protect consumers' privacy and improve consumers' trust in e-commerce platforms. Cranor et al. (2000) proposed that consumers should first pay attention to the data collection process of the organization, and then pay attention to the improper behavior in the use of information and financial information.

Privacy can be understood as "consumers are willing to share information through the Internet to complete a purchase transaction" (Belanger et al., 2002). Privacy usually involves

personal information about online shopping. Therefore, in order to solve the privacy problem, online retailers can formulate privacy policies based on the concerns, disclosure and preferences / consent of online consumers (Bart et al., 2005). Cronin et al. (2000) believed that some privacy issues, such as the requirements for secure authentication through a third party or the rules and regulations created by an effective e-commerce infrastructure, may win the trust of consumers in the online market.

### **Trust**

Trust is the willingness of a party to be vulnerable to the act that the other party expects that a particular operation that is important to the principal, regardless of the ability to monitor or control the other party (Mayer et al., 1995). Trust is considered to be a key element in the dynamics of buyers and sellers (Poon, 2007). It is understandable that people are reluctant to buy goods online, and they lack confidence in the website (Chen and Lin, 2010). The Pavlou and Chellappa (2001) explained that trust is to be confident and willing to accept with others.

### **E-satisfaction**

Satisfaction is defined as a psychological state. Consumers get a subjective evaluation of satisfaction or dissatisfaction by comparing their expectations of products or services with their actual experience (Punyatoya, 2019). Consumer satisfaction refers to consumer's sense of achievement, therefore is a judgment of satisfaction, involving at least two stimuli: a result and a comparative reference (Oliver,

1999). E-satisfaction is defined as "the customer's satisfaction with his or her previous purchasing experience with a given e-commerce company" (Anderson and Srinivasan, 2003). The experience may come from two sources: the website service and the website itself. And satisfaction can be defined as the overall evaluation of the relationship between website users and e-retailers (Smith, 1998). E-satisfaction actually goes beyond the buyer's perception of products and services (Van La, 2005).

### **Repurchase intention**

Repurchase intention is defined as the judgment that an individual purchases designated services from the same company again after considering his current situation and possible situation (Marinkovic et al., 2014). Liu (2004) found out repurchase intention refers to the degree to which customers are willing to purchase the same service or product. It can be regarded as a simple, objective and observable prediction of consumers' future purchase behavior (Sari and Kusuma, 2014). Customer online repurchase is the key factor for the success of e-commerce platform. Moreover, customers who complete their shopping tasks in an effective way are more likely to show strong repurchase intention (Giovanis et al., 2013).

At the same time, Zeithaml (1996) pointed out that there are two forms of repurchase intention: repurchase intention and positive recommendation intention. In addition, buyback is a repetitive process of purchasing products

and services from a specific store (Hellier et al., 2003). Creswell (1994) defined repurchase intention as the subjective tendency of consumers who prefer a particular service or product. This tendency can be used to study and predict the future purchase behavior of consumers.

### **Related review literature**

#### **Ease of use and online repurchase intention**

Chong (2013) found that the repurchase intention of customers is closely related to the ease of use, which directly affects the repurchase intention of online shopping customers. Taylor and Todd (1995) found that it is easy to use and has the advantage that customers decide how to buy. Bilgihan et al. (2016) believed that the ease of use of applications and websites is one of the factors directly related to online shopping and online customer experience. At the same time, Akhlaq and Ahmed (2015) studied the factors related to Pakistan's online shopping intention, and believed that ease of use provided support and had a positive impact on Pakistan's online shopping experience. Sekaran and Bougie (2010) pointed out that perceived ease of use also affects purchase intention of online shopping.

#### **Privacy and online repurchase intention.**

Chiu et al. (2009) pointed out that customers' perception of privacy has an important impact on online shopping trust, and improving the protection of customer privacy

can increase the trust of customers' online suppliers. Flavián and Guinalú (2006) proposed that protecting customer privacy is one of the most concerned issues for online buyers. They also propose that if customers are not sure that the supplier will not disclose or sell financial information and other privacy protection behaviors, they are not willing to conduct online repurchase. However, if online providers can ensure privacy and provide clear privacy protection rules and policies to customers, customers will be more willing to repurchase.

#### **Security and online repurchase intention.**

Based on Shrawan Kumar Trivedi and Mohit Yadav (2019) found that the bias-corrected estimate of the indirect effect of security concerns on repurchase intention was found to be significant and the direct effect of security concerns on repurchase intention was found to be positive. Like Liu et al. (2004), the study identified that security and privacy issues have an important impact on predicting the repurchase intention of the sample population, which confirms that secure and trusted websites have successfully established trust with customers (Kuchinskas, 1999). These results showed that online suppliers should provide effective security mechanisms and user-friendly technical features to enable consumers to obtain the best electronic satisfaction, so as to encourage them to repurchase from their websites.

#### **E-satisfaction and repurchase intention.**

A large number of previous product and service studies support the positive impact of customer satisfaction on online repurchase intention. These studies pointed out that customer satisfaction will directly affect the repurchase intention of online shopping. Therefore, e-commerce platform can improve customer repurchase intention by improving customer satisfaction. Many studies have verified the positive correlation between customer satisfactions and repurchase intention of online shopping (Brady et al, 2001; Chanda et al, 2009; Johnson & Kaya, 2009). At the same time, customers with high satisfaction may tend to repeat purchase or recommend the same brand to others (Zeithaml et al., 1996). In other words, by increasing customer satisfaction the likelihood of a brand re-purchase also would increase. Current studies conducted in e-retailing and online shopping has had similar results (Chung and Law, 2003; Lee et al., 2011).

#### **Trust and repurchase intention**

Chang and Chen (2008) pointed out that trust has an important impact on consumers online repurchase intention. The research results showed that customer trust is an intermediate factor between website quality and website brand about purchase intention. Lee et al. (2011) found that trust is the most important factor affecting consumers' decision-making and purchase intention in online shopping. At the same time, when customers have trust in the

website, they will buy products repeatedly. When online shopping can enhance the purchase of the same product or service, and effectively improve the shopping performance of online suppliers, they will think that trust is useful for online shopping (Gefen et al., 2003). However, the lack of trust will affect customers' online shopping behavior, because customers will feel insecure about untrusted websites and will not trade with untrusted online suppliers (Hoffman et al., 1999). In a word, trust is an important reason for customers' repurchases intention, especially when shopping online, online stores can more easily carry out opportunistic behavior, so the degree of trust is improved.

### **Trust and customer satisfaction**

From the beginning, trust is considered to be an important element of building and improving customer satisfaction. According to Fang et al. (Fang et al., 2010), who studies understanding of customer satisfaction and repurchase intention, trust has a great impact on customer satisfaction. Punyatoya (2019) pointed out that trust plays a key role in driving customer satisfaction. According to Chiu (2009), trusted customers will ask for higher requirements. They are more satisfied with online shopping than those who don't trust online shopping. In the case of online shopping, trust can predict satisfaction (Chiu et al., 2009). At the same time, trust can be the satisfaction of strong customer intention. In particular, customers with higher trust and satisfaction

with service providers will increase their purchase intention.

### **Security, ease of use, privacy concern and trust on online shopping.**

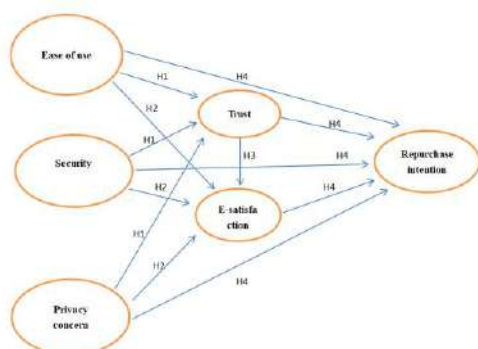
The belief of trust determines consumers' attitude towards online companies. Security is the key concern of consumers in making a purchase online; they look for an authentication mechanism used by an e-business as a measure of trust (Bart et al., 2005). Therefore, when security and the explicit disclosure of privacy policies has increased consumer trust, which in turn enables online transactions (Chellappa and Pavlou, 2002). Other empirical studies showed that perceived privacy is the key factor for consumers to accept online services (Hoffman et al., 1999; Doolin et al., 2005; Poon, 2007). Based on the article "the importance of perceived trust, security and privacy in online trading systems" showed that security, ease of use and privacy concern are important factors affecting trust in online trading systems (Kuchinskas, 1999). The survey results showed that online financial dealers and stockbrokers must improve the security of online systems, because e-investors form perceived security about it. When these perceptions are confirmed, their trust will be enhanced.

### **Security, ease of use, privacy concern and e-satisfaction on online shopping.**

According to Van der Heijden et al. (2003) and Ma'ruf (2006), there is negative and important relationship between perceived risk

and customers' -attitude towards online shopping; this means that with the increase of perceived risk, consumers' enthusiasm for online attitude shopping will decrease, and e-satisfaction will also decrease. Trivedi and Yadav (2018) shown that security, trust, EOU and privacy are the most influential factors on consumers' purchase behavior. In terms of repurchase intention, for generation Y consumers, strong security features, easy-to-use interface, reliable privacy policy and trust building are needed. In addition, it may be useful to observe electronic satisfaction because of the mediators in identifying potential problems, online satisfaction is very important for this group, and the results show that it affects repurchase intention and other repurchase relationships. The literature shows that security, privacy concerns, trust and EOU may lead to e-satisfaction for consumers, and hence, repurchase intention may be increased (Palvia, 2009; Ismail and Safa, 2014).

**Research framework**



**Figure1:** Conceptual framework

The conceptual framework of this study is mainly about six variables that are security, ease of use, privacy concern, trust, e-satisfaction and repurchase intention. The research objective is to study the influences of these variables, and find out which variable has an impact on repurchase intention. The conceptual framework is showed as follows:

**Research Hypothesis**

H1<sub>o</sub>: Ease of use, security and privacy concern are no statistic significant influence on trust towards online shopping.

H1<sub>a</sub>: Ease of use, security and privacy concern are statistical influence on trust towards online shopping.

H2<sub>o</sub>: Ease of use, security and privacy concern are no statistical significant influence on E-satisfaction towards online shopping.

H2<sub>a</sub>: Ease of use, security and privacy concern are statistical influence on E-satisfaction towards online shopping.

H3<sub>o</sub>: There is no significant influence on trust and E-satisfaction.

H3<sub>a</sub>: There is a significant influence on trust and E-satisfaction.

H4<sub>o</sub>: Ease of use, security, privacy concern, trust and E-satisfaction are no statistical

significant influence on repurchase intention towards online shopping.

H4<sub>a</sub>: Ease of use, security, privacy concern, Trust and E-satisfaction are statistical significant influence on repurchase intention towards online shopping.

### **Methods of Research**

Sekaran et al. (2013) defined research as the exploration of a specific problem with the purpose of finding the right solution. In order to study the factors that influence the online repurchase intention of customers towards Pinduoduo, a Chinese e-commerce website, the researchers adopt descriptive research method. Zikmund et al. (2013) pointed out that the purpose of goal descriptive research is to describe the characteristics of objects, people, groups and organizations, and solve environmental problems by solving who, what, when, where and how questions. At the same time, descriptive studies can be used to assess the population in proportion to the population and show specific populations in some ways (Collis and Hussey, 2014).

Furthermore, the researchers distributed questionnaires to the respondents and collected data from them. Zikmund (2003) pointed out that the survey is a study technique for collecting data by using questionnaires as a research tool. Sekaran and Bougie (2010) pointed out that this method enables researchers to collect a large number of information about the target population from different locations. And in this study, the target population is Chinese users who have experience in repurchaseing from Pinduoduo e-commerce

platform. In addition, Hair et al. (2003) also pointed out that online survey is an effective method to investigate all kinds of variables, and can save a lot of cost and time.

### **Data collection**

In this study, the target population is Chinese users who have repurchased from Pinduoduo e-commerce platform, aged between 20 and 50 years old. The researchers collected questionnaires through the Wenjuanxing platform, which support to produce an electronic questionnaire and publish it on major social media in China, such as Wechat and Microblog, so that the respondents can fill the questionnaire anytime and anywhere. And the researchers applied five points Likert scales, asking respondents to tick in the box from strongly disagree to agree to answer the following questions: 1 = totally disagree, 2 = disagree, 3 = moderate / neither disagree or disagree, 4 = agree, 5 = strongly agree to measure respondents' opinions. Finally, the researchers distributed questionnaires to 400 respondents who repurchase on Pinduoduo in China and received 389 valid data to analyze. The data collection period is from September 2, 2020 to September 28, 2020.

### **Finding**

#### **Summary of General Information**

The survey questions consist of five demographic factors such as gender, age, educational level, income and profession. Based on table 1, the researchers found that among the 389 respondents, the highest percentage of



gender is female, with 60.9 percentage or 175 respondents. Moreover, the highest percentage of age level is between 21 to 30 years with 40.7 percentage or 283 respondents. For the education level, most of the respondents has Bachelor's degree with 42.4 percentage or 187

respondents. Additionally, the highest percentage of income is between 5100 CNY-8000CNY with 37.3 percentage or 145 respondents. For the profession, most of the respondents are general staff with 47 percentage or 183 respondents.

Simple linear regression. The results of five hypotheses are summarized as follows:

**Table 1:** Summary of General Information

General Information	Characteristics	Frequency (f)	Percentage (%)
Gender	Female	237	60.9
Age	21 to 30 years	283	40.7
Level of Education	Bachelor	187	42.4
Income	5100 - 8000CNY	145	37.3
Profession	general staff	183	47

**Table2:** Summary of hypotheses testing

Hypotheses	Statistical treatment	Significant value	Beta Coefficient values	Results
H1 <sub>0</sub> : Ease of use, security and privacy concern are no statistical significant influence on trust towards online shopping.	Multiple Linear Regression			
-Ease of use		.152	.071	failed to reject H1 <sub>0</sub>
-Security		.000	.220	rejected H1 <sub>0</sub>
-Privacy concern		.000	.217	rejected H1 <sub>0</sub>

### Hypotheses Testing

Four hypotheses were developed to investigate based on the objectives of the research. In this study, the researchers applied Simple Linear Regression and Multiple Linear Regression for inferential analysis of all the hypotheses. Multiple Linear Regression is applied for hypothesis 1, hypothesis 2 and hypothesis 4. The hypothesis 3 is applied with

Hypotheses	Statistical treatment	Significant value	Beta Coefficient values	Results
H2 <sub>0</sub> : Ease of use, security and privacy concern are no statistical significant influence on E-satisfaction towards online shopping.	Multiple Linear Regression			
-Ease of use		.000	.168	Rejected H2 <sub>0</sub>
-Security		.000	.308	Rejected H2 <sub>0</sub>
-Privacy concern		.007	.144	Rejected H2 <sub>0</sub>

Hypotheses	Statistical treatment	Significant value	Beta Coefficient values	Results
H3 <sub>0</sub> : There is no significant relationship between trust and E-satisfaction.	Simple linear regression			
-Trust		.000	0.539	Rejected H3 <sub>0</sub>

Hypotheses	Statistical treatment	Significant value	Beta Coefficient values	Results
H1 <sub>0</sub> : Ease of use, security and privacy concern are no statistical significant influence on trust towards online shopping.	Multiple Linear Regression			
-Ease of use		.152	.071	failed to reject H1 <sub>0</sub>
-Security		.000	.220	rejected H1 <sub>0</sub>
-Privacy concern		.000	.217	rejected H1 <sub>0</sub>

## Conclusion

Since the emergence of e-commerce platform, it has become a part of daily life. The number of users using e-commerce platform is increasing at an alarming rate. How to attract consumers and increase the repurchase rate is a huge problem for e-commerce platform. The purpose of this study is to find out the relationship between security, ease of use, privacy concern, trust, e-satisfaction and repurchase intention. The researchers collected the data from 389 respondents who used Pinduoduo e-commerce platform to shop in China.

For the demographic factors of the study, the results showed that most consumers of Pinduoduo are female, with 60.9 percentage or 175 respondents, aged between 21 and 30, with a bachelor's degree, and most of their income is 5100 CNY-8000CNY with 37.3 percentage or 145 respondents. For the profession, most of the respondents are general staff with 47 percentage or 183 respondents. In other words, the customers who use Pinduoduo online shopping platform are mainly educated female adults with relatively stable work and free time. Pinduoduo e-commerce platform manager needs to focus on this part of the target customers and improve the repurchase intention of online shopping.

According to the hypothesis analysis, by using Simple Linear Regression and Multiple Linear Regression, two out of four hypotheses rejected null hypotheses, while two hypotheses failed to reject the null hypothesis. Hypothesis 1 shows that security and privacy concern obviously affect trust, but ease of use has no effect on trust. In Hypothesis 2, ease of use, security, and privacy concern have an important effects on e-satisfaction. In hypothesis 3, trust has an important effect on electronic satisfaction. In Hypothesis 4, it is shown that security, e-satisfaction and trust have an important impact on repurchase intention, but there are two variables, namely, ease of use and privacy concern, which have no impact on repurchase intention.

## Recommendations

The analysis of this study is based on the collected data and research results, to find repurchase intention towards Pinduoduo, an online shopping platform in China, In this study, descriptive analysis and inferential analysis were used. Descriptive analysis was used for demographic factors and



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inferential analysis for hypothesis testing. Moreover, multiple hypotheses were tested by using Simple Linear Regression and Multiple Linear Regression.

According to the hypotheses analysis, security has great influence on trust, e-satisfaction and repurchase intention. And privacy concern has great influence on trust, e-satisfaction and repurchase intention. Pinduoduo e-commerce platform should improve the security of the platform, strengthen the protection of customer privacy, add website security protection terms, and protect customer privacy in the form of laws and regulations. At the same time, it should strengthen the scientific and technological construction of the website to reduce the risk of hacker attacks on customers. Most of the time, the user's sense of security is subjective when using the product. Pinduoduo e-commerce platform can improve product page design, improve product experience, and convey a sense of security to users.

According to hypothesis 2, it can be concluded that ease of use of website has an important impact on customers' e-satisfaction. Ease of use can help the customers to save time, understand and use efficiently. Pinduoduo e-commerce platform improves customer experience and customer satisfaction through smooth product operation, loading speed and server stability.

According to hypothesis 3 and Hypothesis 4, it can be concluded that trust has an important impact on customer e-satisfaction and repurchase intention. Pinduoduo e-commerce platform needs to improve customer trust, shape the platform image, create brand security and improve trust. News release is a form of content marketing, an indispensable part of the whole product marketing strategy, and plays an important role in brand communication. For the selection of news release platform, it is better to choose portal websites such as Sohu, Tencent, Netease, etc. These large platforms have authority, and users' recognition and higher trust. Pinduoduo e-commerce platform can find celebrities to promote e-commerce platform. Whether at the beginning of the platform's launch or at the development stage, it has a good effect on the brand image, and the fan effect brought by celebrity endorsement is very strong.

According to Hypothesis 4, it can be concluded that e-satisfaction has an important impact on

customer repurchase intention. Improving customer satisfaction can increase customer repurchase rate. Pinduoduo can improve customer satisfaction by improving service quality. In e-commerce, the biggest advantage of network is to provide comprehensive product information. In website service, Pinduoduo can provide network quality service automatically and comprehensively according to customer service demand through online automatic service system, and can establish a fast and timely information release system. At the same time, the e-commerce should establish a real-time information communication system to strengthen the cultural and emotional communication of consumers, and collect and sort out consumers' opinions and suggestions. Social media has become the preferred shopping channel for consumers, so Pinduoduo needs to establish social identity from customers and other brands through social media. If consumers refer to the product content of e-commerce platform or upload the product image of e-commerce platform on social media, this is very effective for tangible products that consumers want to see in "real life". In addition to displaying stylized pictures of products, consumers can produce more real feelings through realistic product pictures or videos, which can improve customer trust and satisfaction.

### **Further Studies**

This study focuses on the influence of security, ease of use, privacy concern, trust and e-satisfaction on online repurchase intention. In order to apply research framework, many other related fields can also be studied. Even if this research provides some useful information to e-commerce platform managers, this topic can still be enhanced through further research. The following suggestions are helpful for researchers to expand into related fields. First of all, demographic characteristics should be studied more specifically in order to obtain more accurate customer behavior intentions from different groups of people. The main target group of this study is the people who repurchase from Pinduoduo e-commerce platform. Different target groups can be considered for further research. Secondly, the focus of this study is to find influence of related variables on repurchase intention towards Pinduoduo, so as to better understand the purchasing characteristics of online shopping in China. However, different



geographical regions may have different views and user behaviors; therefore, further research is needed. Other countries or cities, such as Southern China and Northern China, can be investigated, and comparative studies can be conducted to find out the differences, and the geographical location of purchase can be found out

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