IS HABIT INFLUENCED CONSTRUCT FOR ONLINE REPURCHASE INTENTION?

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ABSTRACT

Purpose: Habit is treated as a construct of marginal focus on attitude, and in particular on the expectancy-value perspective, as antecedents of behavior. In online business context, repeat purchase behavior of customers is critical for the prosperity and survival of online stores; the habitual behavior may be reinforced as a moderator of repurchase intention and adjusted expectations when used by satisfied customers. The purpose of this paper is to investigate the moderating role of online shopping habit on the relationship between customer satisfaction and online repurchase intention, and between customer satisfaction and adjusted expectations.

Design/methodology/approach: In this paper, we develop an analytical model that examines the impact of online shopping habit on online repurchase intention and adjusted expectations. The model was tested using structural equation modeling for data collected from 204 respondents.

Findings: Our empirical results indicate that online shopping habit is not significant driving forces of online repurchase intention and adjusted expectations, but it has indirect effect through customer satisfaction. In fact, customer satisfaction has a positive effect on online repurchase intention, and adjusted expectations.

Originality/Value: Our findings suggest that online shopping habit is necessary but not influence on driving forces of online shopping behavior. In term of post-satisfaction, adjusted expectations have a significant mediating influence on the link of customer satisfaction and online repurchase intention.

Keywords: Online shopping habit, Customer satisfaction, Adjusted expectations, Online repurchase intention
Paper type: Research paper

INTRODUCTION

In today's competitive market as a consequence of the Internet's significant, online shopping business has transformed from a trendy emerging shopping channel and also become a supplementary shopping channel (Limayem and Hirt, 2003). Recent survey research reveals that critical factor to the success and profitability of online business is customers' repurchasing and loyalty (Chiu et al., 2009). Customers' repurchasing is challenging in context of online shopping. Especially in the current competitive in online business where the

majority of online retail is to drive online buying intention. Therefore, the important to identify the significant determinants of online repurchase intention (Khalifa and Liu, 2007).

The critical factor for a strong bond with customers' online repurchase intention is customer satisfaction (Wen, 2012, Lin et al., 2010, Wen, 2009, Anderson and Srinivasan, 2003). While many researches use satisfaction as an indicator of repurchase (Anderson and Srinivasan, 2003), that is an emotional reaction which influences attitude and provides a pleasurable level of consumption related fulfillment (Oliver, 1997a). Although numerous of prior researches propose that satisfaction serve as the underlying determinant of repurchase intentions (Lin et al., 2010), it is still necessary to examine the customer satisfaction and repurchase intention on online business environments (Ha et al., 2010). In online context, the link between customer satisfaction and repurchase intention seems to be more complicated (Anderson and Srinivasan, 2003, Hennig- Thurau and Klee, 1998) and our understanding of mediating roles between customer satisfaction and repurchase intention, which is also for shopping behavior, is much more limited (Kaveh et al., 2012).

In prior research about repeated behaviors, habits as the role in explaining repurchase intention (Gefen et al., 2003, Limayem and Hirt, 2003) when behavior is repeated and becomes habitual, it considered by automated cognitive processes in which a habit is practiced (Khare and Inman, 2005). Some researchers suggest that a weak habit may lower the sensitivity of consumer retention to satisfaction (Anderson and Srinivasan, 2003), the habit construct is also of appeal to practitioners. Thus, examining the effect of habit on online repurchase intention can improve our understanding of online business.

To fill this knowledge void, this research attempts to examine how adjusted expectations mediate the impact of customer satisfaction on online repurchase intention link in a post-purchase. Specifically, we adopt a contingency approach to examine whether online shopping habit moderates the relationships among customer satisfaction, adjusted expectation and online repurchase intention.

In the next sections, we provide a description of the background theory about this research and develop a series of hypotheses. We describe our research method in section 3. Then, the last two section present data analysis and results, followed by a discussion of the research implication, and limitation and future research.

THEORETICAL BACKGROUND AND HYPOTHESIS

The last decade has seen an increasing body of theory-based research on online shopping intention. While online retailers often face a challenge about how to acquire and retain customers (Tsai and Huang, 2007, Chen and Hitt, 2002, Keaveney and Parthasarathy, 2001, Bolton et al., 2000), and drawn from psychology, expectancy disconfirmation theory, attitude-behavior model and a contingency theory to develop the model; fig.1 presents our conceptual research model; the development of this model is established in online customer retention. This study extends prior research models with applying expectancy disconfirmation which more detailed analyses the relationships between customer satisfaction and repeat purchase in online environment. In addition to, we apply the adjusted expectations, which are expectations updated on online post-purchase (Yi and La, 2004) as the link between customer satisfaction and online repurchase intention. In this research model, we recognize the

complicated online consumer behavior phenomenon (Darley et al., 2010), and customers focus on the satisfaction rather than emphasis on technology (Porter, 2001, Wind and Mahajan, 2002, Grant et al., 2007). Following a contingency theory and attitude-behavior model, we extend Khalifa and Liu (2007) the model by capturing the moderated effects of online shopping habit.
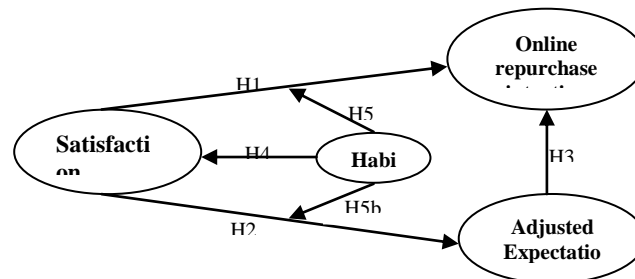

Figure1: Research model

1. Customer satisfaction and online repurchase intention

It is important for retailers to understand customer's repurchase intention and the factors that influence repurchase intention (Patterson et al., 1997) because increased repurchased encourage profitability and achieve customer loyalty. Repurchase is also significant to continue the flow of the company's profitability (Hansemark and Albinsson, 2004). Prior research literatures have yielded several key antecedents as influencing a customer's intent to repurchase (Petrick et al., 2006, Tam, 2004, Eggert and Ulaga, 2002) such as customer satisfaction, service quality, perceive value, past experience/behavior, etc.

A number of researchers have stated that traditionally customer satisfaction is proposed as the most significant factor leading to the firm's profit and repurchase intent (SurabayaUniversity, 2012). Martínez Caro and Martinez Garcia (2007) indicate that customer satisfaction has been driven by cognitive and affective beings, where some comparison standard is compared to the actually perceived performance (Homburg and Giering, 2001).

Based on online environment, Customer satisfaction is one of the key criteria that is significant for online shopping operators (Mihelis et al., 2001), it has been used to increase profitability and long-term growth of any online retailers and strongly related to identifying future intention. Improving customer satisfaction is essential for increasing customer revisits, and crucial for repurchase intention (Gupta and Kim, 2010). Hence, the understanding of factors affecting to online customer satisfaction is important to online retailers for predicting customer behavior or behavioral intention and to respond the need for explaining the post adoption behavioral decision and provide a view of customer satisfaction in online shopping. Therefore, we propose the following hypothesis.

H1. Customer satisfaction has a positive effect on online repurchase intention.

2. Customer satisfaction and adjusted expectations

Yi and La (2004) have defined adjusted expectations, which are updated from the initial expectations as new information is acquired or expectations updated through accumulated consumption experiences as "post-purchase satisfaction." From expectancy-disconfirmation theory is that expectations are understood as an antecedent of customer satisfaction and it acts as the standards in evaluating satisfaction on consumption experience (Oliver, 1980, Yi, 1993), whereas adjusted expectations play the role of post-satisfaction judgments that are the expectations adjust over time through accumulated or current consumption experiences (Jones and Sasser, 1995, Yi and La, 2004).

The basis of the preceding discussion, we focus on conceptualize adjusted expectations that affected by customer satisfaction. Therefore, we propose following hypothesis.

H2. Customer satisfaction has a positive effect on adjusted expectations.

3. Adjusted expectations and online repurchase intention

There is at present little online shopping research that using of adjusted expectations (Ha et al., 2010) to illustrate consumer behavior instead of initial expectations is relevant given the similarity ways in which both types establish their causal relationship with satisfaction and repurchase intention. In the marketing area, the individuals' expectations change quickly (Johnson et al., 1995), so a revision of individual expectations can occur even during consumption (Oliver, 1997b).

Especially in online environment, retailers need to enhance consumers' expectations in order to lead them to repurchase, the more customers have good experiences and feelings, and the higher expectations are adjusted according to the increasing repurchase expectations from the great expectation of customer (Rust and Oliver, 2000, Szymanski and Hise, 2000). Therefore, we propose following hypothesis.

H3. Adjusted expectation has a positive effect on online repurchase intention.

4.Online shopping habit and customer satisfaction

The concept of habit has been studied in various disciplines, such as psychology, social psychology, consumer behavior, organizational behavior and information systems (Limayem et al., 2007). (Limayem and Hirt, 2003). In the previous research, Limayem and Hirt (2003) proposed that habit is major driver of affect. Affect represents to emotions, feelings, moods and attitudes of customer (Chen and Cheng, 2012). It suggests that customer satisfaction is affecting (Bhattacherjee, 2001). By increasing a favorable feeling towards a behavior (Triandis, 1971), habit affects satisfaction directly (Limayem and Hirt, 2003).

Habit also has been used to predict consumption behavior in online context. For example, Liao et al. (2006) showed that consumers' intention to continue using a B2C web site is determined by its perceived usefulness, trust and habit. In online shopping, individual with online shopping habit would turn to the behavior response instead of a physical outlet automatically without further consideration when they feel shopping needs (Khalifa and Liu,

2007). In this study, online shopping habit can be viewed as an automatic behavioral response as it has become spontaneous in online shopping due to the learned association between the shopping behavior and satisfactory results (Aarts et al., 1998, Wood and Neal, 2007, Verplanken, 2006). Therefore, the following hypothesis is proposed.

H4.Online shopping habit has a positive effect on Customer satisfaction.

5. Moderating roles of online shopping habit

Prior research has explored the moderating role of habit. For instance, Khalifa and Liu (2007) examined the moderating role that habit plays between satisfaction and online repeat purchase intention. They suggested that satisfaction may not necessarily lead to an intention to return to an online store in the absence of habit. The influence of the determinants of online repeat purchase intention may be contingent upon the development of the habit of using the online channel (Chiu et al., 2012), and thus the importance of customer satisfaction will increase. In other word, online shopping habit positively moderates the relationship between customer satisfaction and online repurchase intention.

H5a. Online shopping habit positively moderates the relationship between customer satisfaction and online repurchase intention.

There is at present no online shopping research that testing of the role of habit on relationship between customer satisfaction and adjusted expectations. In cognitive judgment process expectations are understood as an antecedent of customer satisfaction, whereas adjusted expectations which are advocated a new paradigm of post-satisfaction judgments that customer expectations adjust over time through accumulated and current consumption experiences (Johnson et al., 1995). When once a behavior has become a habit, it implies a well-practiced behavior (Ouellette and Wood, 1998). Customer satisfaction is influenced from prior experiences (Lee et al., 2008, Jang and Namkung, 2009). Therefore, habit should be included as a potential moderating effect. Consequently, this study argues that online shopping habit positively moderates the relationship between customer satisfaction and adjusted expectations. Thus, we propose following hypothesis.

H5b. Online shopping habit positively moderates the relationship between customer satisfaction and adjusted expectations.

RESEARCH MEDTHOD

This section describes the research methodology employed to test the conceptual model of this study is shown in Figure1, Online shopping survey and structural equation modeling (SEM) were exploited to test the model. The concept model for this study is first described, followed by description of the measurement development and data collection respectively.

1. Measurement development

The research model contains 4 constructs including a moderator – online shopping habit. In order to measure online shopping customer perceptions, the questionnaires were formulated based on relevant literature to obtain validity. The key constructs of the research model

namely, online shopping habit, customer satisfaction, adjusted expectations, and online repurchase intention. The respondents were asked to think of a specific online store from which they had previously shopped.

To measure the various constructs, validated items were adapted from extant studies and revalidated for this study. All the focal constructs of the model were measured using reflective constructs that were adapted from the literature and designed using a seven-point Likert scale to facilitate measurement, with a rating scale from (1) "strongly disagree" to (7) "strongly agree."

The measurement for online repurchase intention was draw from Limayem et al. (2000) and Khalifa and Liu (2007); it was measured the future propensity of a customer to repeat purchase intention at a specific intention online store from which he/she had extant shopped by using three items that have been common to measure future intention as indicators of actual behavior. The scale for measurement online shopping habit was draw from Khalifa and Liu (2007), Triandis (1979) indicated that habits can be measured by the automatic behavior tendencies developed during the past history of individual and it also has and interactive effect.

Customer satisfaction construct was defined as a cognitive and affective response to the consumptions experience. The four-item for this construct were adapted from the satisfaction measure developed by Bhattacherjee (2001), these were designed to assess users' attitude with the evaluate product. Another scale to measure for adjusted expectations construct that the literature showed a considerable controversy concerning certain relationships that were established in cognitive-affective models of consumer behavior. With eight-item adapted from Bhattacherjee (2001), these were measured the updated expectations of prior expectations after the consumption experience. Detailed descriptions of actual wording and response scales are given in Appendix A.

2. Data collection

The information and data for this study is general Taiwanese customers who had shopping experience through Internet shopping. The online shopping has been an expansion and explosive growth of online shopping malls (Chen et al., 2009, Kwon and Chung, 2010). Purchasing a product through an online channel is popular in Taiwan, and the approximate number of people involved in online shopping exceeded 3.285 million in one month during 2009 (Chen, 2012). According to the report of the Marketing Intelligence Center (MIC) showed that the B2C e-commerce market value of Taiwan in 2011 was estimated to reach NTD 250 billion (US$8.33 billion) in 2011 (Li, 2011).

Due to this research focuses on the cumulative customer satisfaction construct and the purpose of this study was to examine the effect of purchase importance on satisfaction, post-purchase evaluation in adjusted expectations and the effect of online shopping habit in the repurchase intention. Therefore, our research respondents from the survey composed of 204 Taiwan online customers who had previously shopped at least four times in buying products or services from a specific online store. They came from various demographic areas of Taiwan and consisted of 129 females and 75 males. The respondents are relatively young: about 96 percent of all are lower 35 years old and quite experienced in Internet usage, with 97

percent of more than 4 years of Internet experience. About 62 percent online shoppers have a few times of online shopping in a months.

ANALYSIS RESULTS

This analysis of the data was analyzed by partial least square (PLS), a structural equation modeling (SEM) technique. The PLS procedure (Wold, 1989) has gained interest and use among researchers in recent years because of its ability to model latent constructs under conditions of non-normality and small to medium sample size (Chin and Gopal, 1995, Chin, 1998b). It allows the researchers to explain the relationship within a model (Fornell and Bookstein, 1982) and assesses the relationship between constructs and between the constructs and their measurement items; it also enables a simultaneous analysis of whether the hypothesized relationships at the theoretical level are empirically confirmed (Liu and Khalifa, 2003). This ability to include multiple measures for each construct also provides more accurate estimates of the path among constructs are provided typically biased downward by measurement error when using techniques such as multiple regression (Limayem et al., 2001). Furthermore, PLS can accommodate the presence of moderating effects, SmartPLS 2.0 M3 was used for our analysis. The bootstrap resampling method (500 resamples) was employed to determine the significance of the path within the structural model.

1. Measurement validation

We used PLS method to assess the psychometric properties of all scales used in this study. A set of deliberation in PLS methods was to evaluate on the criteria of reliability, convergent validity and discriminant validity (Fornell and Larcker, 1981, Chin, 1998a, Hulland, 1999) using composite reliability, factor loading, and average variance extracted (AVE).

The research model consisted of four latent variables which they employed reflective measurement model and performed on each of the multiple-item scales. For the measurement model, the adequacy of the measures can be determined by examining the individual item reliabilities, which is represented by the loading to the respective construct. The standardized loadings of each item should be greater than 0.7 (Chin, 1998b). Table 3 shows the item loadings obtained the model with all constructs. The results show that all items are reliable with loading over 0.7.

In evaluation of the internal consistency, which is an indicator of reliability of the combined test items used to measure each specific construct. The composite reliability (CR) scores clearly indices exceeded the recommended value of 0.70 which demonstrating adequate internal consistency of the scales (Chin, 1998a). From table 2 below, it shows the result of all constructs are of very high degree of reliabilities (all of them are above 0.90) and internal consistency. The convergent validity of the scales was assessed by two criteria (Fornell and Larcker, 1981): (1) all indicator loadings should be significant and exceed 0.7 and (2) the average variance extracted (AVE) by each construct should exceed the variance due to the measurement error for the construct (i.e., AVE should exceed 0.50). Table 2 shows that all of the items exhibit a loading higher 0.7 on their respective constructs, and the AVEs range from 0.70 to 0.92. Thus, these data allowed the conclusion that the constructs had appropriate reliability and convergent validity.

To ensure the discriminant validity, we examined by using the following two tests. First, the cross-factor loadings indicate good discriminant validity because the loading of each measurement item on its assigned latent variable is larger than its loading on any other construct (Chin, 1998a). Second, the square root of the AVE from the construct should be greater than the correlation between the construct and all other constructs. The correlations between the relevant constructs are significant lower than the square root of the average variance extracted. Therefore, the discriminant validity of the constructs is well established.

2. Testing the structure model

The standardized PLS path coefficient and R^2 value, which are differently estimated without the moderating effects of online shopping habit, are denoted in parentheses.

As predicted, the estimates obtained using the structural model support the view that customer satisfaction ($\beta = 0.493$, $p < 0.001$) significantly influence online repurchase intention, and it ($\beta = 0.746$, $p < 0.001$) significantly influence adjusted expectations, which accounts for 65.8% and 64% of the variance respectively. Therefore, customer satisfaction had positive effect on online repurchase intention and adjusted expectations to recommend support H1 and H2. Furthermore, online repurchase intention is significantly influenced by adjusted expectations ($\beta = 0.335$, $p < 0.01$), which accounts for 65.8% of the dependent variable's variance, which to recommend support H3.
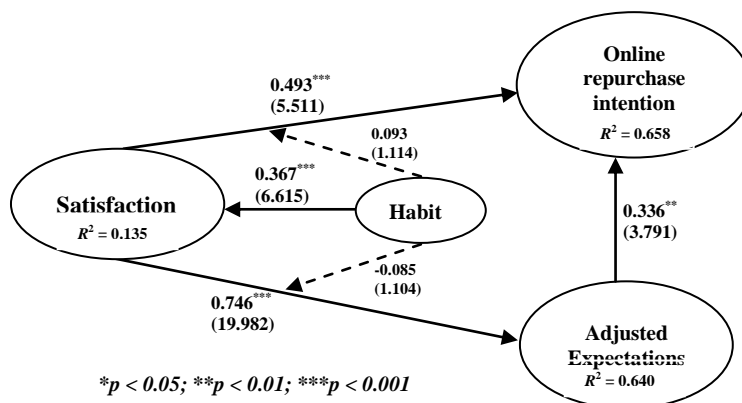

Figure2: PLS results for proposed research model

Further, we also examine the effect the online shopping habit on customer satisfaction. Online shopping habit significantly influence customer satisfaction ($\beta = 0.367$, $p < 0.001$), accounting for 13.5% of the variance. Finally, all interaction indicators were computed in order to reflect the latent interaction variables (Chin et al., 2003). For example, because four indicators represent customer satisfaction and three indicators represent online shopping habit in our measurement model, the procedures will generate twelve indicators reflecting the interaction term, i.e. online shopping habit x customer satisfaction. The moderating roles of online shopping habit were not supported. Online shopping habit insignificantly reinforces the positive impact of customer satisfaction on online repurchase intention ($\beta = 0.093$) and adjusted expectations ($\beta = -0.085$) respectively.

DISCUSSION

The paper employs contingency approach and synthesizes other prior research on online post-purchase regarding online shopping habit that moderates the relationship between customer satisfaction and adjusted expectations with regard to their individual effect on online repurchase intention. The findings suggest that customer satisfaction plays key roles both in direct and indirect effect on online repurchase intention. Furthermore, online shopping habit moderator is found to be insignificant.

The results provide empirical support for previous studies. Customer satisfaction has a positive effect on online repurchase intention, implying that customer satisfaction is primary driver of repurchase intention; it also has an indirect effect on online repurchase intention through adjusted expectations. We proved our expectation that adjusted expectations have a positive effect on online repurchase intention. this finding is supported by Yi and La (2004) and Ha et al. (2010). Adjusted expectations are considered to be an essential driver of repurchase intention; therefore, it is imperative for online retailers provide to view adjusted expectations as the updated from the initial expectations. In addition to this, our findings confirmed adjusted expectations as mediator between customer satisfaction and online repurchase intention. Due to comsumers' expectations are constantly changing; adjusting to the information they gradually acquire (Sánchez- García et al., 2012). In this context, ther adjusted expectations are updated from the initial expectations as new information is acquired, and are influenced by customer satisfaction (Yi and La, 2004).

IMPLICATIONS

1. Theoretical implications

This study makes three contributions to our understanding of online repurchase intention. The first contribution is the importance of examining customer satisfactions from general attitude prospective. We know that customer satisfaction vary over time, it is well recognized both the cognitive and affective element that response to a product/service stimulus mold consumers' evaluative judgment. Customer satisfaction has a direct positive effect on repurchase intention, where the level of affective exerts a stronger than cognitive. This means that retailers not only should offer a high quality in product/service, but they should also stimulate the emotions to enhance arousal of the customers. Furthermore, satisfaction also has an indirect influence on repurchase intention through adjusted expectations as does expectancy-disconfirmation, which expectations updated through cumulated or current consumption experiences. Transactional customer satisfaction as well as cumulative satisfaction can influence future expectations and thus repurchase intention.

2. Practical implications

Results of this study offer useful implications for practitioners interested in enhancing the value of their offerings by encouraging satisfied customers to engage in repurchase intention.

Customer satisfaction factor drives online repurchase intention. Hence, customers may be segmented into two groups. The first group is satisfied customers and the other group is unsatisfied customers, each of groups should be assigned different marketing objectives and

priority of repurchase efforts. For the satisfied customers group, the primary marketing objective should be continue the customer loyalty by stimulating the emotions of the customers, adding elements of excitement and surprise in order to enhance the arousal of the customers. For unsatisfied customers group, practitioner may enhance the development of specific habit with particular online shop by contributing cognitive and affective beings. To contribute cognitive being, considering that cognitive evaluations of perceived quality are the basis of expectancy-disconfirmation, this means that practitioners should make an effort a high quality service so as to get a more favorable expectancy-disconfirmation, and demonstrated that quality evaluations are positively related to repurchase intention. Additionally, to improve customers' affective state via a function of the level of pleasure and arousal that positively emotions influence on satisfaction.

LIMITATIONS

This study and their results have several limitations and also indicated direction for future research. First, as the scope of our research is based on one Internet shopping website, participants' feedback is only for that specific shopping mall. Thus it is recommended that the sampling frame be expanded to general online shoppers and a wide range of samples and products. A second consideration concerns a possible response consistency bias online that response to one measure in a questionnaire may have a tendency to respond to later measures in a manner they believe to consistent. Such a bias could result in stronger relationship among variables than might actually exist. Third, in this study uses self-reported measures, which may not be the most accurate way to assess affect or future behavior. In addition to, the data are cross-sectional and not longitudinal; the posited causal relationship could only be inferred rather than proven. Fourth, the role of online shopping habit in enhancing repurchase intention may vary across industry contexts, and it may not be as it does in contexts where online shopping remains in its infancy stage.

CONCLUSION

In conclusion, our study examine emphasizes the importance of the roles of adjusted expectations and online shopping habit in the achievement of online repurchase intention. As verified by our data, adjusted expectations mediate the impact of customer satisfaction on online repurchase intention link in a post purchase, whereas online shopping habit is not significant driving forces of online shopping behavior.

Appendix A. Questionnaire items

Online Shopping Habit (HA)
HA1 Shopping online has become a natural act for me.
HA2 Whenever I think of shopping, the Internet comes to my mind.
HA3 Online Shopping has become spontaneous for me.

Customer Satisfaction (CS)
How do you feel about your overall experience of this purchase?
CS1 Dissatisfied to satisfied
CS2 Displeased to pleased
CS3 Frustrated to contented

CS4 Terrible to delight

Adjusted Expectations (AE)
AE1 I now expect this Internet store will provide good after-sale service.
AE2 I now expect this Internet store will provide very efficient transaction processing (e.g., fast retrieval of information, ordering, payment processing and scheduling delivery).
AE3 I now expect this Internet store will be very convenient.
AE4 I now expect the design of this Internet store's website will allow easy navigation.
AE5 I now expect the products offered by this Internet store to be what I will seek.
AE6 I now expect this Internet store to provide descriptions of the products that are very informative.
AE7 I now expect buying online from this store will be a good decision.
AE8 I now expect this website will be an overall pleasing shopping experience.

Online Repurchase Intention (RI)
RI1 I anticipate to repurchase from this Internet store in the near future.
RI2 It is likely that I will repurchase from this Internet in the near future.
RI3 I expect to repurchase from this Internet store in the near future.

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