

# Welcome back: Repurchase intention of Brazilian customers on e-commerce websites

## *Bem-vindo de volta: intenção de recompra entre consumidores brasileiros nos sites de compras on-line*

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## ■ ABSTRACT

The present study aimed to analyze the relationship between the website information quality, privacy, security and trust, as well as its influence on Brazilians consumers intention to buy back online. To reach this objective, a theoretical model was elaborated, followed by a survey with a sample composed of more than four hundred consumers who have already made purchases online, and the data were statistically tested through the Structural Equations Modeling. From the analysis of the results, it was evidenced that the website information quality and the perceived privacy positively affect the perceived security, and that the security, in turn, positively impacts trust shown to the website. In addition, it has been proven that the consumers repurchase intention in online shopping environment is strongly affected trust shown to the website.

**Key-words:** Repurchase Intention; E-commerce; Websites.

## ■ RESUMO

O presente estudo teve como objetivo analisar as relações entre a qualidade das informações do site, a privacidade, a segurança e a confiança, bem como sua influência na intenção de recompra entre consumidores on-line brasileiros. Para atingir este objetivo, elaborou-se um modelo teórico, seguido de uma survey com uma amostra composta por mais de quatrocentos consumidores que já realizaram compras on-line, sendo os dados testados estatisticamente através da Modelagem de Equações Estruturais. A partir da análise dos resultados, ficou evidenciado que a qualidade das informações do site e a privacidade percebida afetam positivamente a segurança percebida, e que a segurança, por sua vez, impacta positivamente confiança depositada no site. Além disso, comprovou-se que a intenção de recompra dos consumidores no ambiente de compras on-line é fortemente afetada confiança depositada no site.

**Palavras-Chave:** Intenção de Recompra; Compras On-line; Sites de Internet.

## 32 INTRODUCTION

For many centuries, marketing products format between sellers and buyers has occurred through traditional commerce, in other words, through a human relationship with sellers and physical contact with the product being purchased (Venkatesh, 1998). However, between late 1990s and early 2000s, as a result of the increased internet access by the population, a new way of trading through this channel has emerged in the world economy as an option to buy and sell products in a virtual environment directly to consumer (Vaithianathan, 2010).

The companies and consumers that opted to perform their operations in this new format started to have a faster purchase channel, interacting without geographic restrictions (Adnan, 2014). Worldwide, B2C (Business-to-Consumer) online shopping has grown quickly, increasing its retail market share (Raffaele & Orlando, 2014).

Due to this increasement, sellers found it necessary to direct their efforts towards this channel, and realized that, among many aspects, the website information quality (Bai, Law, Wen, & Dedeker, 2016), the consumer data privacy (Guo, 2012), the risks on data transmission security (Roca, García, & Vega, 2009) and the trust shown to website (Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, 2015) may interfere with purchasing decision.

If such issues are perceived positively by consumers, the intention to return to the same website to buy new products will be enhanced (Fang et al., 2014). However, even if we know that the repurchase intention is influenced by these and other different factors, there is always room for more elucidative studies (Gefen, Benbasat, & Pavlou, 2008), since they are often analyzed in isolation, not caring about the environment in which the surveys were carried out, nor about the profile of the consumers surveyed (Ha, Janda, & Muthaly, 2010).

In addition, it is necessary to consider the geographic question, considering consumers cultural and socioeconomic characteristics, this being another aspect that justifies the realization of the present research in Brazilian context, since there is still little research on the subject carried out in developing countries (Adnan, 2014) or in Latin America (Bianchi

& Andrews, 2012). Therefore, the present research aimed to analyze the relationship between information quality, privacy, security and trust, as well as its influence on the repurchase intention among Brazilian online consumers.

## 33 LITERATURE REVIEW AND RESEARCH HYPOTHESES

### 33.1 Online Security Perception

Information security is a key issue in online shopping context, as there is a latent danger that both personal and financial data and information may be intercepted by third parties and used for fraudulent purposes (Roca, García, & Vega, 2009). That is, when the consumer purchases products online there is always a certain risk level involved, and this makes perceived security an essential element (Salisbury et al., 2001).

Thus, perceived security is defined as the subjective likelihood that consumers believe that their data and personal information will not be viewed, stored or manipulated in an unethical manner or for other purposes, either while they are being transmitted during the operation, or in the storage. Any improper operation, from any party, may affect the operation safety and the data and information involved (Salisbury et al., 2001; Flavián & Guinalú, 2006).

Website security is a critical issue that involves both buyers and sellers, especially considering that sellers always seek to maximize the online transactions potential (Hartono et al., 2014). It is true that when a consumer performs an operation over the internet, he needs to be sure and assured that no one besides him and the seller from anywhere in the world can be able to access the data and information that are being sent (Suh & Han, 2003).

The security threat in virtual environment may be any circumstance, condition or event with the potential to cause economic loss, or consumer exposure through improper access to personal information, by disclosure, content change, fraud or abuse (Chou, Chen, & Lin, 2015). To meet e-commerce security requirements, technologies and protocols must be used to make operations safer. Minimizing risks involved

in these operations and the consequent increase in security can be provided by encryption, certification and digital signatures (Garfield & Mckeown, 1997).

### 33.2 Website quality and perceived security

Online shopping website quality influences consumer purchase decision (Shchiglik & Barnes, 2004) and its willingness to trade with a company (Park, Lee, & Widdows, 2004), including in a systematic way (Huang, 2008). As a result, e-commerce companies' success is strongly associated with their website quality (Mckinney, Yoon, & Zahedi, 2002; Delone & Mclean, 2003; Kaya, 2010).

When addressing the websites quality, it is necessary to consider that it is extremely complex (Aladwani & Palvia, 2002). In order to verify the website quality, the consumer generally relies on the available information quality, configuring itself as the general consumers perception on website information integrity and accuracy, regarding both offers and procedures to accomplish an online purchase operation (Kim, Ferrin, & Rao, 2008).

In relation to online shopping website quality, previous studies suggest that it has a relation with perceived security, especially when it comes from ease of navigation (Salisbury et al., 2001), trust (Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, 2015) and website design (Huizingh, 2000). Thus, the first research hypothesis was formulated:

**H1:** *Information quality perceived by consumers positively influences perceived security on online shopping website.*

Privacy protection, in turn, is another very relevant factor for companies that operate in e-commerce (Guo, 2012). Consumer privacy includes concern about collecting data and information process, and these contents' possible inappropriate use (Castañeda, Montoso, & Luque, 2007). Perceived privacy, then, is the ability of consumers to control the presence of other persons or agents intervening in virtual environment during a certain transaction, having the exact notion about the disclosure of these contents to third parties (Meziane & Kasiran, 2008; Antoniou & Batten, 2011).

In online shopping, privacy is directed to the concern with information, that is generated as the result of consumer actions. It deals with consumers online activities and consists of data and information collection, their sharing, use or reuse, and proper storage related to carried out transactions (Alharbi, Zyngier, & Hodkinson, 2013; Dinev, 2014).

It is possible to perceive the existence of a relation between the privacy perceptions and security. Some researchers have studied these two factors, relating them to the risk involved in online operations (D'alesandro, Girardi, & Tiangsoongnern, 2012) and marketing practices transparency (Pan & Zinkhan, 2006). Therefore, the second research hypothesis emerges:

**H2:** *Privacy perceived by consumers positively influences perceived security on online shopping website.*

### 33.3 Trust shown to the website

Historical evolution has made trust have different concepts. However, two approaches permeated research and thinking about trust. It implies risk-taking and some kind of trust is inherent in all relationships (Sheppard & Sherman, 1998). This is a positive expectation in a future risk situation, in which the vulnerabilities of one party will not be exploited by the other party (Corritore, Kracher, & Wiedenbeck, 2003).

Trust is considered an essential element in online shopping context (Gao et al., 2002). Reliance on online environment is required when personal data and financial information are shared when effecting the transaction (Eggert, 2006). In a more extreme view, it can be affirmed that online shopping effectiveness depends on the consumer's trust in relation to the company or its website (Wang & Emurian, 2005).

Trust in e-commerce environment has been researched on a recurring basis (Urban, Amyx, & Lorenzon, 2009). When studied combined with security, it is recognized as a variable resulting from this relationship (Ray, Ow, & Kim, 2011; Panda & Panda, 2012). In addition, online safety control requirements have been identified as consumer trust trainers (Bansal & Zahedi, 2014), and security assurances provided by online retailers are a way of stimulating initial

consumer trust (Schlosser, White, & Lloyd, 2006). Thus, the third research hypothesis is presented:

**H3:** *Security perceived by consumers positively influences the trust shown to online shopping website.*

### 33.4 Repurchase Intention

Purchases repetition by consumers is the main source of support for a good turnover for companies (Gupta & Kim, 2007; Lu, Lu, & Wang, 2012), because the net income on investments is much higher for retention strategies than for attracting or attracting new customers (Bojei et al., 2013). Therefore, repeat shopping, directly linked to customer retention, has become a key issue for online sellers (Shin et al., 2013, Tsao, 2013).

Repurchase intention is the consumer probability to engage in future purchases repetitive behavior (Vallejo, Redondo, & Acerete, 2015) and, in online purchases, it refers to subjective likelihood that an individual will continue to buy products from the same website (Chiu et al., 2009; Lin & Wang, 2015).

Previous studies have related repurchase intent with trust shown to the website. There is evidence that trust is a repurchase intention precedent (Qureshi et al., 2009; Chiu et al., 2014), having a positive effect on it. Similar results were found by Chiu et al. (2009) and Hsu, Chang and Chuang (2015), who found evidence that trust is a predictor of consumer repurchase intentions on online shopping websites. Thus, the fourth research hypothesis was elaborated:

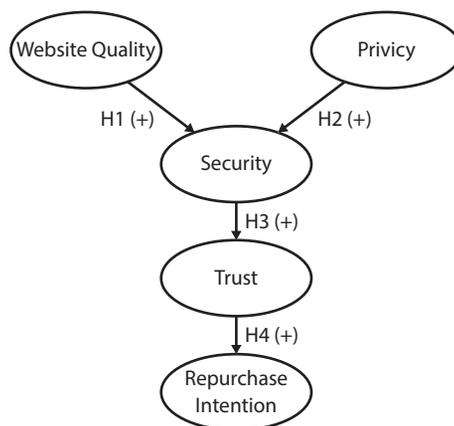
**H4:** *Consumer trust positively influences its repurchase intent on online shopping website.*

## 34 METHODOLOGICAL ASPECTS

To reach the research objective, a cross-sectional survey was conducted with 432 consumers who had already made online purchasing. For that, a survey questionnaire was elaborated that served as instrument for data collection. A seven-point Likert-type interval scale was used to measure the constructs

(“1. Strongly Disagree” to “7. Strongly Agree”). The proposed Theoretical Model, as presented in Figure 1, was elaborated from the four hypotheses previously raised.

**Figure 1** Proposed Theoretical Model



For constructs operation, the following scales were used: Website Information Quality, seven items scale (Kuan, Bock, & Vathanophas, 2008); Website Privacy, seven items scale (Flavián & Guinalú, 2006); Website Security, five items scale (Escobar-Rodríguez & Carvajal-Trujillo, 2014); Trust in the Website, six items scale (Chang & Chen, 2008); Repurchase Intention, three items scale (Hsu, Chang, & Chuang, 2015).

Once the questionnaire was structured, the face validation was performed, submitting it to three researchers with area expertise and, shortly after, to their pre-test, with twenty respondents with similar profile to target population. These questionnaires were not incorporated into final sample. The actual data collection for research development comprised the questionnaires delivery directly by the researchers to possible respondents, all university students, waiting to be filled and after collecting them.

Typing was performed as these questionnaires were applied. Each questionnaire received a code, being inspected and tabulated in database. Data analysis was performed using multivariate data statistics, using the Structural Equation Modeling technique.

Data collected corresponded to data normality, homoscedasticity, linearity and multicollinearity assumptions and, after the treatment of univariate / multivariate missing data and outliers (Hair Jr. et al., 2009), a final sample of 410 cases was obtained. The

data entry matrix chosen was the covariance matrix and the Maximum Likelihood estimation method (Kline, 2011).

### 35 RESEARCH RESULTS

#### 35.1 Sample Profile

Regarding the sample profile, 252 (61.5%) of the respondents were female and 158 (38.5%) were male, 132 (32.2%) of them were 17 to 21 years old, 192 (46.8%) were between 22 to 26 years old and 86 (21.0%) were between 27 to 49 years old. Most of them (384, or 93.7%) have individual monthly incomes up to US\$ 1,125.00, spend annually between US\$ 30 to US\$ 570 (301, or 73.4%), with 3 to 6 annual purchases (241 or 58.8%). The most purchased products are clothing and footwear, electronic equipment, books and magazines.

#### 35.2 Individual construct validation

For unidimensional analysis, the Exploratory Factor Analysis was performed by the main components' method through the orthogonal Varimax rotation for each construct, by maximizing the variance of the squared factors loadings (Malhotra, Birks, & Wills, 2012). Very good factors loadings were found in almost all variables, in other words, above 0.5. The exception was two variables that presented lower loadings than the others, but are considered acceptable (Hair Jr. et al., 2009).

In addition, the Bartlett and Kaiser-Meyer-Olkin sphericity tests (KMO) were performed. The first one indicated that the correlations were significant at 0.000 level and the other one reached a value of 0.948. The results adhere to recommendations (Hair Jr. et al., 2009; Malhotra, Birks, & Wills, 2012). The reliability was verified by the Cronbach's Alpha, indicating that all are above the recommended values, and the explained variances, which were above 0.5, which is the recommended minimum value (Hair Jr. et al., 2009). Table 1 summarizes these results.

In terms of convergent validity, the composite reliability and the variance extracted from each of the constructs were evaluated (Fornell & Larcker, 1981).

In both, the values for all constructs are acceptable, that is, they are all higher than the recommended ones (Hair Jr. et al., 2009; Malhotra, Birks, & Wills, 2012).

Finally, the discriminant validity between the constructs was analyzed by the Fornell and Larcker (1981) procedure, whereby the variances extracted from the constructs are compared with shared variances, obtained from the correlations between high squared constructs. In the comparisons, it was verified that there is discriminant validity.

#### 35.3 Theoretical Model Validation

The Theoretical Model validation was performed initially by the quality analysis of adjustment measures for the model, which results are shown in Table 2.

**Table 2** Adjustment measures for the Theoretical Model

Adjustment Measures	Recommended	Values
GFI	> 0,90	0,871
AGFI	> 0,90	0,837
RMSEA	> 0,05 e < 0,08	0,062
CFI	> 0,90	0,937
TLI	> 0,90	0,926
NFI	> 0,90	0,902

It is noticed that results were satisfactory (Byrne, 2010; Kline, 2011). Only two indices were below the recommended level in the literature (GFI, 0.871 and AGFI, 0.837). However, GFI and AGFI values may vary greatly depending on sample size, and simulations indicate that such indexes do not present values as significant as values found in other measures (Bagozzi & Yi, 2012; Nunkoo, Ramkissoon, & Gursoy, 2013); which obtained satisfactory results for the model tested.

Continuing Theoretical Model validation, the hypothesis test was performed, examining the estimated regression coefficients significance and magnitude (Table 3).

Thus, all four hypotheses were statistically supported: H1 ( $\beta = 0.580, p < 0.001$ ), H2 ( $\beta = 0.605,$

**Table 1** Factor loadings, explained variance and Cronbach's Alpha

Constructs	Variables	Factor Loadings	Explained Variance	Cronbach's Alpha
Security	SEC_1	0,721	60,30%	0,820
	SEC_2	0,701		
	SEC_3	0,714		
	SEC_4	0,573		
	SEC_5	0,665		
Privacy	PRI_1	0,654	57,40%	0,843
	PRI_2	0,602		
	PRI_3	0,678		
	PRI_4	0,753		
	PRI_5	0,755		
	PRI_6	0,754		
	PRI_7	0,449*		
Website Quality	QUA_1	0,777	61,07%	0,866
	QUA_2	0,777		
	QUA_3	0,775		
	QUA_4	0,723		
	QUA_5	0,696		
	QUA_6	0,391*		
	QUA_7	0,567		
Trust	TRU_1	0,541	74,17%	0,930
	TRU_2	0,664		
	TRU_3	0,611		
	TRU_4	0,646		
	TRU_5	0,682		
	TRU_6	0,690		
Repurchase Intention	REP_1	0,760	89,43%	0,940
	REP_2	0,785		
	REP_3	0,744		

**Table 3** Hypothesis Test

H	Path	Coefficient (B)	Standard Error	Standard Coefficient (B)	T-Values	P	Result
H1	QUA → SEC	0,533	0,055	0,580	9,645	p < 0,001	Supported
H2	PRI → SEC	0,512	0,054	0,605	9,447	p < 0,001	Supported
H3	SEC → TRU	0,821	0,066	0,817	12,373	p < 0,001	Supported
H4	TRU → REP	0,758	0,050	0,743	15,117	p < 0,001	Supported

$p < 0.001$ ), H3 ( $\beta = 0.817$ ,  $p < 0.001$ ) and H4 ( $\beta = 0.743$ ,  $p < 0.001$ ). In addition, another way of verifying the effectiveness of hypothesis test is by the Coefficients of Determination ( $R^2$ ), which results are presented in Table 4.

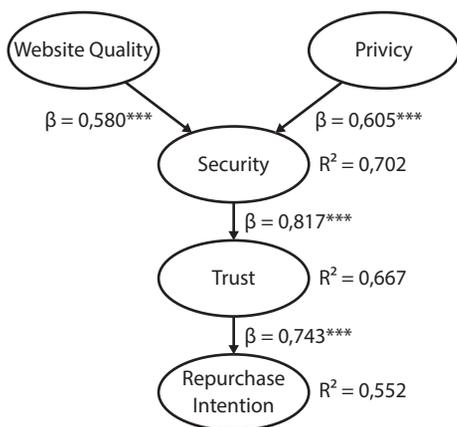
**Table 4** Coefficients of Determination

Constructs	R <sup>2</sup>
Security	0,702
Trust	0,667
Repurchase Intention	0,552

In this case, the greater the regression equation explanatory power, the better the dependent variable prediction (Hair Jr. et al., 2009). It was verified that 55.2% of repurchase intention variance ( $R^2 = 0.552$ ) is explained by its antecedents, contemplated in Theoretical Model.

Thus, from the found results, the Theoretical Model was validated. To facilitate the visualization and understanding, it is presented Figure 2 that contemplates the values calculated statistically.

**Figure 2** Structural Equations Modeling Result



### 36 FINAL CONSIDERATIONS

From the internet onset and its effective popularization in mid-1990s, several changes in the behavior and attitudes of individuals began to occur, reflecting, consequently, the organizational con-

text. One of the phenomena perceived in this new environment is a modification in the way business operations are carried out, with many traditional enterprises also operating in online environment. It should be noted that, as in traditional context, on-line shopping depends on perceptions and attitudes that make consumers realize their purchases in this environment, and that they are also willing to repeat these operations.

This possible repetition, treated by marketing literature as a repurchase intention, is a critical success factor for organizations, being the main source of support for a good turnover and profitability for them. Moreover, evidence suggests that it is more advantageous for companies to focus on customer retention strategies than on client search strategies, since the net income on retention investments is much higher compared to investments in attracting new ones.

It is important to point out that the repurchase intention is an issue that has already been addressed in several other studies, especially when it comes to consumer behavior. Although most of these surveys have been carried out in traditional context, there are already several studies that have addressed such a construct in online shopping environment. However, analyzing researches already carried out, it is noticed that there are still many research opportunities to better understand the relation between repurchase intention and other constructs present in online environment.

From this, the present research considered the future researches propositions and indications from studies related to online environment, seeking explanations about repurchase intention antecedents, considering as determinants website information quality, website perceived privacy, website perceived security and trust show to online shopping website.

Based on the literature review and results of previous research, it was possible to verify that the relationship between these constructs, at least to the extent known, had not previously been tested in any model, simultaneously, what was proposed and tested in the present study. From the empirical studies that related the mentioned constructs, a new Theoretical Model was proposed, which was later tested and statistically validated. In this sense, it is possible to infer

that a greater knowledge about these constructs, and their relations, can result in more profitability, rentability and competitiveness for companies involved in online purchases context.

Based on found results, it is possible to reflect and explain some relevant contributions of the present research, being that the main results from the study, besides its theoretical and management implications, are presented in the sequence. In the end, we present the research limitations and suggestions for future studies development.

### 36.1 Theoretical and management implications

In relation to the Theoretical Model, it is important to emphasize that the starting point was a search for the understanding about the antecedents of repurchase intention in online environment. This model was elaborated from research gaps suggested by previous studies, hypothesizing relations between some common constructs in this context. Regarding the construct's validation and their respective measurement scales, it should be emphasized that all were identified in the literature and have already been developed and validated in previous studies.

In relation to the structural model, the Structural Equation Modeling (SEM) technique was used to verify each of proposed relationships (Byrne, 2010; Kline, 2011). Regarding the research four hypothesis, concerning the proposed Theoretical Model, all of them were statistically validated. From these considerations and the found results, we present following a series of contributions originated from the present study.

The present research first contribution is about constructs inserted in the proposed Theoretical Model, in an attempt to better understand the antecedents of repurchase intention in online purchases context, which was indicated as priority of research by marketing area representative organs (MSI – Marketing Science Institute, 2015; AMA - American Marketing Association, 2015), especially if such studies are carried out in Latin American countries (Bianchi & Andrews, 2012; Adnan, 2014).

The second contribution refers to the explanatory power of the previous constructs of proposed re-

purchase intention ( $R^2 = 0.552$ ). The results indicate that more than half of their variance can be explained by website information quality, website perceived privacy, website perceived security and trust shown to online shopping website.

The third contribution, in turn, is H1 confirmation, that information quality perceived by consumers positively influences perceived security on online shopping website. Thus, it has been proven that by the time consumers realize that online shopping website content is made up of high-quality information, they feel safer, leading them to a decision to complete a purchase in online environment.

The fourth major contribution is H2 confirmation, that is, the privacy perceived by consumers positively influences the perceived safety of online shopping website. When websites express a concern about consumer privacy, there is a consumer greater security behavior in relation to making purchases online. Making the privacy statement available on website, for example, may raise the perception that website offers a high privacy degree, increasing the consumers perceived safety.

Then, as a fifth contribution, H3 confirmation, that the perceived security by consumers positively influences the trust shown to online shopping website. It has become evident that the security aspects perceived by the consumers who buy in online environment are related in a solid way with their expectations of trust in companies' websites that operate in virtual environment. One possible explanation for this may be related to the increasingly recurrent news about personal and financial information interception by third parties and their use for fraudulent purposes. The result of this is a consumer growing concern, who buy in online environment, about website security issue, which, if perceived, increases confidence in this website and the consequent increase in the possibility of realizing the intended purchase.

The sixth contribution refers to H4 confirmation. Such hypothesis holds that consumer confidence positively influences their repurchase intent on online shopping website. It is therefore evident that trust in online shopping website is an essential element for maintaining the continuity of relations with consumers who carry out their operations in this environment. It has been proven that trust in

online shopping website is a factor that influences positively consumer behavior, more specifically in their attitude of repeating their purchases, in other words, in repurchase intention.

In terms of management implications, it is imperative that companies managers operating in online environment, and who aspire to business success, should show their differentials through a website that offers their customers high quality information about the products or services commercialized, the maximum security during and after the purchase process, guaranteeing sent information privacy, being essential the provision of a website privacy policy. This will reinforce the confidence that consumers place on this online platform, positively reflecting the possibility that customers buy on its website and feel prone and instigated to repeat their purchases on this website.

### 36.2 Research limitations and future studies suggestions

As for methodological limitations, it is important to note that cross-sectional studies, as in this study, do not allow changes in consumers perception over time verification. Thus, longitudinal studies involving tested constructs are suggested. Another limitation is the fact that the research used a non-probabilistic sample. Although, a reasonable number of valid cases have been achieved, this type of sample is a barrier to results generalization. As the survey geographical scope was restricted to individuals living in the same region, this may have entailed some bias. Conducting research with broader probabilistic samples could be a way of alleviating these two limitations and may bring different results.

It is pointed out the possibility of including moderation effect tests, verifying different consumer behaviors between more or less complex purchases, the perceived risk and their involvement level; as well as mediation analyzes with both used constructs and other constructs, such as convenience, brand strength and perceived price. Finally, it should be noted that the proposed Theoretical Model, even though it has presented satisfactory adjustments, should not have its validation considered as definitive. It is opportune

to stimulate its refinement, replication and comparison with alternative models such as nested or rivals.

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