

A study of Factors Affecting Customer's Revisit Intention and Repurchase Intention towards Jingdong's online shopping in Nanjing, China

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ABSTRACT

The propose of this study is to examine the effects of trust, customer satisfaction and attitude towards the website on customers' revisit intentions and repurchase intentions towards Jingdong's online shopping. The research model was tested with data from 420 of Jingdong's customers in Nanjing, China. The author tested the hypotheses through simple regression analysis and multiple regression analysis based on the survey. Data were collected using convenience approach. Data collected from 420 valid respondents provided support for all hypotheses. The results show that trust, customer satisfaction and attitude towards the website have positive impacts on revisit intention and repurchase intention. Trust was positively related to customer satisfaction and attitude towards the website.

This research suggests that online vendors should invest in methods that strengthen trust, customer satisfaction and attitude towards the website such as Jingdong should make an appropriate introduction of products and Jingdong should differentiate their products and services from other online business companies.

Keywords Online shopping, Trust, Customer satisfaction, Attitude towards website, Revisit intention, Repurchase intention, China

1. INTRODUCTION

E-commerce are playing a more and more important role in today's world of business. China is potentially the biggest market for virtual goods and e-commerce is no exception. E-commerce give opportunities to companies if they pay close attention to the quickly evolving marketplace. In the year 2014, China's e-commerce sales totaled RMB 2.8 trillion. The figure is expected to grow at a rate of 27 percent per year in the coming years (<http://www.chinabgao.com/stat/stats/40801.html>, accessed on 16/05/2015).

Revisit intention and repurchase intention are two important consumer behaviors in the context of online business. The low cost of e-commerce gives both business and consumers a new and powerful channel for information and communication. On the business side, the internet is changing the way retailers present, advertise, sell and communicate with