

ABSTRACT

Online repurchase intention among present customers has been considered as a vital factor for the expansion and growth of e-commerce. Online shopping is a form of electronic commerce which allows consumers to directly buy goods from a seller over the internet. Online shops will also let consumer to view and order products online from any part of the world. In today's world it is impossible to not to think shopping at convenience and ease considering busy schedules of the people. It is very important for the consumers to be satisfied with the services provided by online shops in order to continue to repurchase. Knowing the importance of this topic, this research paper aims at investigating the relationship between the independent variables such as media richness, ease of use, usefulness, attitude, security and trust aspects and demographic variables with dependent variable online repurchase intention among customers of Chaldal.com in Dhaka, Bangladesh.

This study exclusively made use of survey methods to collect the data from 400 respondents and analyzed using statistical software. The target populations of the study are the present customers of Chaldal.com. Questionnaires were distributed Descriptive statistics were used in describing parameters of the respondents and inferential statistics were used to test hypotheses. Multiple Linear Regression, Independent t-test and ANOVA were used find out the significance of independent variables with online repurchase intention.

The results of Multiple Linear Regression and ANOVA have shown that some of the independent variables such as media richness, ease of use, usefulness, attitude, security and trust aspects have statistical significant influence on online repurchase intention among present customers of Chaldal.com in Dhaka, Bangladesh. Regression showed that usefulness, attitude trust has better influence on online repurchase intention among present customers of Chaldal.com in Dhaka. However, only demographic variables using independent t-test and ANOVA showed that there is no statistical deference in online repurchase intention among consumers.

The result of this study will be beneficial for the organization and managers or anyone who is related with online shopping platform to understand the factors affecting online repurchase intention and also their behavior pattern. This research will also help to understand

the differences of western and Asian culture. It would help them to develop website, allocate products and marketing strategies to facilitate more sales and hold strong customer base for growth of the organization. This also will be beneficial for the future researchers.

