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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