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INVESTIGATING FACTORS AFFECTING CUSTOMER REPEATED PURCHASING INTENTION IN ONLINE SHOPPING: THE MEDIATING ROLE OF SATISFACTION

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INVESTIGATING FACTORS AFFECTING CUSTOMER REPEATED PURCHASING INTENTION IN ONLINE SHOPPING: THE MEDIATING ROLE OF SATISFACTION

Abstract

This research examines the relationship between website quality, customer perceived value, customer satisfaction, and repeated online purchasing intention in Lebanon. A quantitative approach was used, and data from 385 online shoppers were collected through an online survey. The results indicate that website quality significantly predicts customer perceived value, satisfaction, and repeated online purchasing intention. Customer perceived value also predicts satisfaction and purchase intention, while satisfaction predicts repeated online purchasing intention. These findings highlight the importance of website quality in shaping customer perceptions, satisfaction, and repeated online purchasing behavior.

The research suggests that improving website quality, offering high-quality services, personalized experiences, and competitive pricing can enhance customer perceived value, satisfaction, and repeated online purchasing intention. These findings have significant implications for Lebanese organizations and online businesses, as improving website quality can lead to increased customer satisfaction and loyalty, ultimately benefiting the company's overall performance. Additionally, providing personalized experiences, competitive pricing, and responsive customer service can further enhance customer perceptions of value and satisfaction, leading to higher levels of repeated online purchasing intention.

The study contributes to the existing literature on e-commerce and marketing by shedding light on the relationship between website quality, customer perceived value, satisfaction, and online re-purchase intention in the Lebanese context. The findings can guide organizations in Lebanon in developing effective e-commerce strategies and platforms that meet the expectations and needs of their customers. Further research can explore additional factors like trust and loyalty to gain a more comprehensive understanding of e-commerce success in Lebanon.

Keywords: Website Quality, Web Quality, Customer Perceived Value, Satisfaction, and Repeated online purchasing intention

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Introduction

Understanding the concept of repeated online purchasing intention is crucial for the survival and success of organizations (Nguyen et al., 2019). As online shopping continues to gain popularity and is projected to become the dominant shopping method in the future (Jiang & Song, 2022), the importance of repeated online purchasing intention as a measure of e-commerce platform success cannot be overstated. Research by Hwang et al. (2020) highlights that customer satisfaction, trust, and perceived value play key roles in shaping repeated online purchasing intention. The growth of online shopping, particularly accelerated by the COVID-19 pandemic (van Esch et al., 2018), has made repeated online purchasing intention a critical factor for online businesses in terms of long-term profitability and growth (Seo & Kim, 2019). It is also a significant predictor of future purchases (Rayesa et al., 2020) and a focal point in online retail and marketing strategies (Karuppiyah & Ramayah, 2022). To better understand the relationship between perceived value, website quality, satisfaction, and repeated online purchasing intention, Han et al. (2018) propose a model that considers the mediating role of satisfaction. This model provides insights into how perceived value and website quality influence repeated online purchasing intention through the mediator of satisfaction.

Literature Review

The importance of customer perceived value in influencing repeated online purchasing intention has been highlighted in several studies. Chiu et al. (2014) emphasized the significance of customer perceived values as the key indicator driving consumer behavior. Wu et al. (2014) conducted a survey of online shoppers and found a positive association between customer perceived value and repeated online purchasing intention, suggesting that businesses should focus on providing high levels of perceived value to increase repeat purchases. Calvo-Porrall & Lévy-Mangin (2017) investigated the influence of customer perceived value on repeated online purchasing intention in Spain and found a significant positive impact. Similarly, Tresna et al. (2019) studied female daily application users and concluded that customer-perceived value strongly influences repeated online purchasing intention. In Vietnam, Lan & Le (2023) conducted a survey and revealed that customer perceived value, directly and indirectly, influences repeated online purchasing intention through customer satisfaction. Based on these findings, it can be hypothesized that customer-perceived values positively influence repeated online purchasing intention in the Lebanese online market

H1: Customer Perceived Values Positively Influence the Repeated Online Purchasing Intention in the Lebanese Online Market.

Understanding the importance of customer-perceived value can help businesses develop strategies to enhance customer retention and drive repeat purchases.

The effect of website quality on repeated online purchasing intention has been explored in various studies. Shaheen et al. (2012) conducted a study in Malaysia and found that website quality significantly impacts the repeated online purchasing intention of Generation X and Y consumers. Kim & Kim (2013) investigated Chinese customers and concluded that website quality has a positive influence on repeated online purchasing intention. Lee & Shin (2019) studied Vietnamese online shoppers and found that website quality significantly influences repeated online purchasing intention by fostering shoppers' confidence. Wang et al. (2020) focused on individuals who made online hotel reservations in China and discovered that website quality significantly increases repeated online purchasing intention. Martnez-Santana et al. (2020) examined online travel agency consumers and found a positive correlation between website quality and repeated online purchasing intention. Based on these findings, it can be hypothesized :

H2: Website Quality Positively Influence Repeated Online Purchasing Intention in the Lebanese Online Market.

These studies provide valuable insights for online retailers aiming to improve the online shopping experience and increase customer satisfaction. Investing in high-quality website design, usability, interactivity, aesthetics, security, and information can enhance customer trust and encourage repeat purchases.

Several studies have investigated the relationship between customer perceived value and customer satisfaction. Carlson et al. (2015) conducted a study in Australia and Denmark, finding that customer perceived value has a positive impact on customer satisfaction in the online retail context. Singh & Verma (2019) conducted a study in India and discovered a significant positive effect of customer perceived value on customer satisfaction, particularly for price-sensitive consumers. Chen et al. (2020) conducted a meta-analysis of 107 studies and confirmed the positive relationship between perceived value and customer satisfaction, with a stronger effect for price-sensitive consumers. Md

Nor & Yusof (2020) conducted a study in Malaysia, showing that perceived value positively affects both customer satisfaction and purchase intention in online shopping. Based on these findings, it can be hypothesized that perceived value positively influences customer satisfaction and repeated online purchasing intention in the Lebanese online market.

H3: Customer Perceived Value Positively Influence Customer Satisfaction in the Lebanese Online Market

Multiple studies have examined the relationship between website quality and customer satisfaction. Al-Manasra et al. (2013) conducted a study in Jordan, finding that usability and service interaction significantly and positively affected customer satisfaction in the telecommunications industry. Rasli et al. (2015) conducted a study in Malaysia, using structural equation modeling to show that website quality significantly predicts customer satisfaction in online shopping. Santos and Santos (2020) conducted a study in Brazil, finding that website quality has a significant impact on customer satisfaction. Tandon et al. (2020) conducted a study in India, showing that website quality significantly affects customer satisfaction in the online shopping context. Based on these studies, it can be hypothesized:

H4: Website Quality Positively Influence Customer Satisfaction in Lebanese Online Market.

A series of studies examined the relationship between customer satisfaction and repeated online purchasing intention. Naili (2016) conducted a study in Indonesia with 212 student respondents and found a significant positive effect of customer satisfaction on repeated online purchasing intention. Similarly, Suhaily & Soelasih (2017) conducted a study in Indonesia with 180 respondents and also observed a positive effect of customer satisfaction on repeated online purchasing intention. Al-Debei et al. (2017) conducted a meta-analysis of 55 studies and confirmed the significant positive impact of customer satisfaction on repurchase intention in the context of e-commerce. Xu & Zhang (2018) conducted a study in China with 300 consumers and found that customer satisfaction has a significant positive effect on repeated online purchasing intention, particularly among price-sensitive consumers. Finally, Apriyansyah et al. (2021) investigated factors influencing customer satisfaction and repurchase intention among 265 Indonesian housewives, revealing a positive and significant relationship between perceived value, satisfaction, and repeated online purchasing intention.

Overall, these studies provide evidence supporting the importance of customer satisfaction in driving repeated online purchasing intention.

H5: Customer Satisfaction Positively Influence Repeated online intention in Lebanese Online Market

Numerous studies have explored the mediating role of customer satisfaction in the relationship between customer perceived value and repeated online purchasing intention. Liu et al. (2016) examined this relationship in the context of online travel agencies and found that customer perceived value positively influenced customer satisfaction, which in turn positively affected the intention to make subsequent online purchases. Im et al. (2020) conducted a study in South Korea and discovered that customer perceived value positively influenced customer satisfaction and repeated online purchasing intention, with customer satisfaction mediating this relationship. Similarly, Hossain & Islam (2021) investigated the impact of customer perceived value and customer satisfaction on repeated online purchasing intention in the context of online shopping in Bangladesh. The study revealed that customer perceived value had a positive effect on customer satisfaction, which in turn positively influenced the intention to make subsequent online purchases, and customer satisfaction fully mediated the relationship between customer perceived value and repeated online purchasing intention. These findings emphasize the importance of providing customers with high perceived value and positive website experiences to enhance customer satisfaction and foster repeated online purchases. Based on these findings, the author proposes the following hypothesis for further research:

H6a: Customer Satisfaction Mediates the relationship between Customer Perceived Value and Repeated Online purchasing intention in Lebanese Online Market

Several studies have explored the relationship between website quality, customer satisfaction, and repeated online purchasing intention. Liao et al. (2017) found that website quality positively influenced customer satisfaction, which in turn positively affected repeated online purchasing intention. The study also revealed that customer satisfaction fully mediated the relationship between website quality and repeated online purchasing intention. Similarly, within the context of mobile shopping, Park et al. (2019) discovered that website quality had a positive impact on customer satisfaction, which fully mediated the relationship between website quality and repeated online

purchasing intention. Ali et al. (2019) examined the relationships among website quality, customer perceived value, customer satisfaction, and repeated online purchasing intention in online fashion stores. The study found that website quality positively influenced customer perceived value, customer satisfaction, and repeated online purchasing intention. Customer satisfaction was also found to mediate the relationship between customer perceived value and repeated online purchasing intention. Overall, these studies emphasize the role of customer satisfaction as a mediator between website quality and repeated online purchasing intention.

H6b: Customer Satisfaction Mediates the Relationship between Website Quality and Repeated Online Purchasing Intention in Lebanon.

Methodology

The researcher used a variety of techniques to get the data. In order to address the primary question, the researcher first gathered secondary data from earlier research, which is important. Second, the researcher used a structured, closed-ended questionnaire to collect primary data. Both a print version and an electronic version of the questionnaire were offered. The questionnaire was distributed for 410 respondents and only 385 filled out the questionnaires. The researcher utilized Google Forms to distribute the questionnaire through diverse social media platforms, including Facebook and WhatsApp groups of various e-businesses in Lebanon, spanning across different sectors. The researcher thoroughly explained the research objectives and provided an estimated time frame for completing the questionnaire. Nonetheless, some employees declined to fill out the survey due to its lengthy nature or lack of interest in the research. Following the elimination of unusable questionnaires, 385 valid questionnaires remained for further analysis. Assuming a confidence level of 95% and a margin of error of 5%, the formula for calculating the sample size using the Taro Yamane method is: $n = N / (1 + Ne^2)$. Using the above formula, the sample size our research would be: $n = 4,450,000 / (1 + 4,450,000(0.05)^2)$. So $n \approx 385$. Therefore, a sample size of approximately 385 participants would be needed for your research.

Results

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	240	62.3	62.3	86.2
	Male	145	37.7	37.7	100.0
	Total	385	100	100	

Table 1 Gender

Table 1 shows the gender distribution of the participants in the research. A total of 385 participants completed the survey, of which 240 (62.3%) were females and 145 (37.7%) were males.

Regression One

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541 ^a	.292	.291	.921

a. Predictors: (Constant), Web Quality, Perceived Value, Website Quality and Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.323	.105		3.079	.002
	Web Quality	.136	.022	.114	6.102	.000
	Perceived Value	.416	.021	.373	19.972	.000
	Website Quality	.100	.018	.085	5.397	.000

a. Dependent Variable: Purchase Intention

Table 2 Regression One

Table 2 shows the results of a multiple linear regression analysis examining the relationship between web quality, perceived value, website quality, and purchase intention. The model had a statistically

significant R-squared value of .292, indicating that the predictors explained 29.2% of the variance in purchase intention.

The regression equation for this model is:

$$\text{Purchase Intention} = .323 + (.136 \times \text{Web Quality}) + (.416 \times \text{Perceived Value}) + (.100 \times \text{Website Quality})$$

The coefficients table shows that all three predictor variables (web quality, perceived value, and website quality) were significant predictors of purchase intention. Specifically, perceived value had the strongest relationship with purchase intention (Beta = .373, t = 19.972, p < .001), followed by web quality (Beta = .114, t = 6.102, p < .001) and website quality (Beta = .085, t = 5.397, p < .001). The results support the hypothesis that web quality, perceived value, and website quality are positively associated with purchase intention. These findings suggest that improving web quality, perceived value, and website quality may increase purchase intention.

However, it is important to note that the model only explains 29.2% of the variance in purchase intention, indicating that there are other factors beyond web quality, perceived value, and website quality that may influence purchase intention. Future research could explore additional predictors and moderators of purchase intention to further refine the model.

Regression Two

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.274 ^a	.075	.075	1.052

a. Predictors: (Constant), Perceived Value, Web Quality and Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.421	.136		10.485	.000
	Perceived Value	.294	.030	.194	9.708	.000
	Web Quality	.190	.032	.120	6.020	.000

a. Dependent Variable: Satisfaction

Table 3 Regression Two

Table 3 shows the results of a multiple linear regression analysis examining the relationship between perceived value, web quality, and satisfaction. The model had a statistically significant R-squared value of .075, indicating that the predictors explained 7.5% of the variance in satisfaction.

The regression equation for this model is:

$$\text{Satisfaction} = 1.421 + (.294 \times \text{Perceived Value}) + (.190 \times \text{Web Quality})$$

The coefficients table shows that both perceived value and web quality were significant predictors of satisfaction. Specifically, perceived value had a stronger relationship with satisfaction (Beta = .194, t = 9.708, p < .001) than web quality (Beta = .120, t = 6.020, p < .001).

The results partially support the hypothesis that perceived value and web quality are positively associated with satisfaction. However, the low R-squared value indicates that there may be other factors beyond perceived value and web quality that influence satisfaction. Future research could explore additional predictors of satisfaction to further refine the model.

Pearson Correlations

		Perceived Value	Website Quality	Web Quality	Satisfaction	Purchase Intention
Perceived Value	Pearson Correlation	1	.323**	.401**	.276**	.350**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	385	385	385	385	385
Website Quality	Pearson Correlation	.323**	1	.392**	.220**	.291**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	385	385	385	385	385
Satisfaction	Pearson Correlation	.276**	.220**	.307**	1	.312**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	385	385	385	385	385
Purchase Intention	Pearson Correlation	.350**	.291**	.407**	.312**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	385	385	385	385	385

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 Pearson Correlations

Table 4 shows the Pearson correlations between perceived value, website quality, satisfaction, and purchase intention. All correlations are significant at the 0.01 level (2-tailed).

The results indicate that there are positive correlations between all variables, suggesting that they are interrelated. Specifically, perceived value is positively correlated with website quality ($r = .323$), web quality ($r = .401$), satisfaction ($r = .276$), and purchase intention ($r = .350$). Similarly, website quality is positively correlated with web quality ($r = .392$), satisfaction ($r = .220$), and purchase intention ($r = .291$). Finally, web quality is positively correlated with satisfaction ($r = .307$) and purchase intention ($r = .407$).

The correlations provide support for the hypothesis that perceived value, website quality, and web quality are positively associated with satisfaction and purchase intention. Additionally, the correlations suggest that the variables are interrelated and may influence each other. For example, improving website quality may increase perceived value, which may in turn increase purchase intention.

Overall, the correlations highlight the importance of considering multiple variables when analyzing consumer behavior and developing marketing strategies. By understanding the interrelationships between perceived value, website quality, web quality, satisfaction, and purchase intention, marketers can develop more effective campaigns and messaging to improve customer experiences and increase sales.

Discussion

The analysis of the study data yielded important results. Firstly, the study confirmed that customer perceived value has a positive impact on repeated online purchasing intention. This finding aligns with previous research, suggesting that personalized recommendations, exclusive deals, and rewards programs offered by websites enhance the value customers perceive in their online purchases, leading to repeat buying behavior.

Secondly, the study found a positive relationship between website quality and repeated online purchasing intention. This result is consistent with prior studies, highlighting the importance of well-designed websites that provide clear product information, professional aesthetics, and secure payment options. These factors contribute to customers' perception of reliability and trustworthiness, encouraging them to make repeat purchases.

Thirdly, the study revealed that customer perceived value positively influences customer satisfaction in repeated online purchasing intention. This finding is supported by previous research and indicates that despite the Lebanese financial crisis causing anxiety and uncertainty, positive online purchase experiences contribute to customers' satisfaction, enhancing their perception of value and motivating them to engage in repeat online purchases.

Furthermore, the study demonstrated a positive relationship between website quality and customer satisfaction in repeated online purchasing intention. Consistent with prior research, this highlights the importance of high-quality websites that offer a user-friendly and seamless shopping experience. Easy navigation, quick product location, and smooth transactions contribute to customer satisfaction.

The study also found a positive association between customer satisfaction and repeated online purchasing intention. This finding aligns with existing literature, emphasizing the role of customer satisfaction in fostering loyalty, continued shopping, and positive recommendations.

Moreover, the study revealed that customer satisfaction partially mediates the relationship between customer perceived value and repeated online purchasing intention. This suggests that when customers perceive additional value, especially during times of financial uncertainty, it enhances their satisfaction and influences their intention to make repeat online purchases.

Lastly, the study found that customer satisfaction mediates the relationship between website quality and repeated online purchasing intention. Positive past experiences, combined with high-quality websites that provide familiarity and reliability, contribute to customer satisfaction and encourage repeated online purchases.

Overall, these findings underscore the importance of customer perceived value, website quality, and customer satisfaction in driving repeated online purchasing intention. The study provides insights into the factors that enhance customer satisfaction and encourage customers to engage in repeat online purchases, specifically within the context of the Lebanese online market.

Recommendations

Organizations should focus on creating a visually appealing, user-friendly website that is easy to navigate and provides clear and updated information on products or services. Providing a secure payment system and a mobile-responsive design can also improve the user experience.

Organizations can tailor their website content and marketing efforts to specific customer needs and preferences. This can be done by collecting and analyzing customer data, such as search history or purchase behavior, to provide personalized recommendations and offers. Organizations should prioritize customer satisfaction by providing responsive customer service and addressing customer complaints promptly. Displaying customer reviews and ratings can also build trust and improve website quality perceptions. Providing competitive pricing can increase customers' perceptions of value and ultimately lead to higher satisfaction and purchase intention. Organizations should regularly assess website quality and make improvements as needed. Conducting user testing and

gathering customer feedback can help identify areas for improvement and inform website design and functionality changes. By implementing these recommendations, organizations in the Lebanese context can improve website quality, customer satisfaction, and purchase intention. Improving these factors can ultimately lead to increased customer loyalty, positive reviews, and long-term success in the marketplace.

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