

Predicting the Purchase Intention in M Shopping Behaviour - Factors Influencing the Recurring Purchases in Online Retail Platforms

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ARTICLE INFO	ABSTRACT
Received:29 Oct 2024	Purchase intention is a stage just before the purchase decision. The purchase intention is influenced by the attitude and perception of the customers and is influenced by subjective norms. Population of this study is online retail application users and the data was collected using a standardised questionnaire. Sample size is 486. The results shows that the factors that influence the re-use of a retail application include, design, easiness to use, quality, safety , and information while the repurchase of products from a retail apps include, quality, price, refund and return facility, delivery schedule and tracking and customer care features. Keywords: Emotional Intelligence, Purchase intention, personality traits, satisfaction
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Purchase intention

Intention precedes action, providing clarity on what to do. It can be direct or indirect, clarifying what, why, how, when, and where to execute an action. In a purchase decision, the buyer notices the product or service, understands its utility and benefits, assesses the cost, and evaluates both short-term and long-term advantages.

Different intentions in business management includes, buying intention, selling intentions, use intentions, investment intentions, etc. All these intentions are evolved from three awareness, cost, utility and return. The three stages of evolving intentions are goal intention, implementation intention and execution intention. The three stage of successful intention are deliberate (thoughtful) planning, executing and evaluation. In every business, clarity in intentions helps in planning the process effectively.

This paper analyses the factors that influence purchase intentions in online retail platforms. The purchase intentions is initiated from the personal need and then influenced by the subjective norms (Nessel, Kościółek, & Leśniak, 2024). Perceived behavioural control is the cognitive response how to manage purchase (Yanuar & Arifin, 2022).

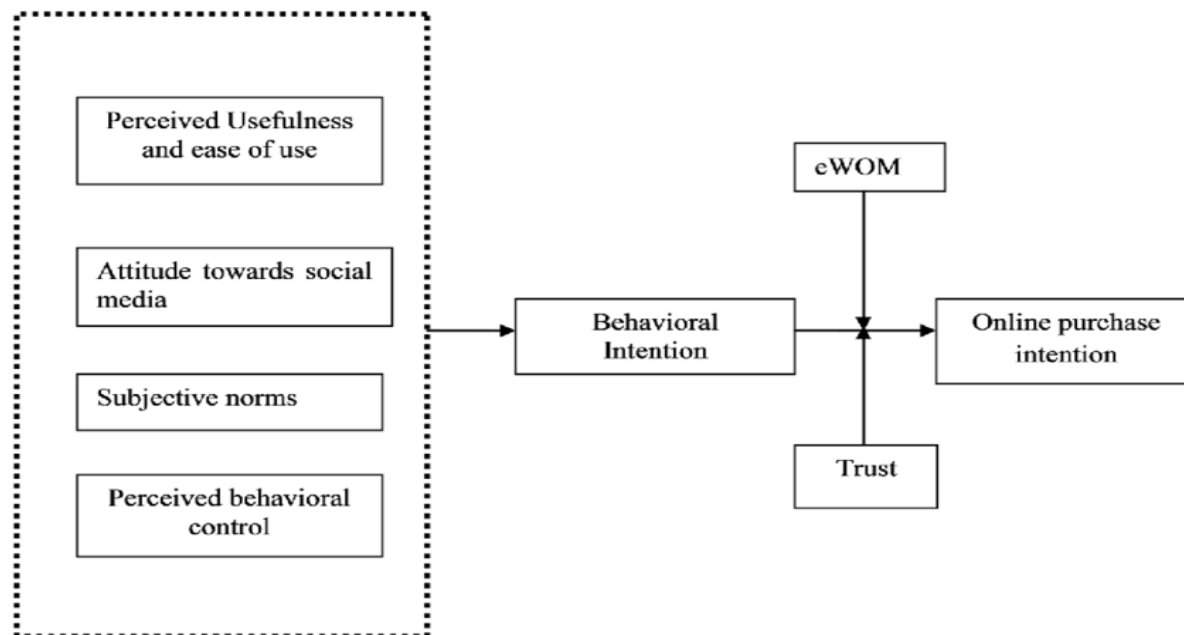
Purchase Intention

Figure1: Components of Purchase intention (Virgilio & Antonelli, 2017)

Purchase intention is a psychological situation that predicts the factors that influence the purchase decision. These factors include consumer's needs, attitudes and perceptions.

Factors that influence purchase intention are product information, trust, perceived quality, perceived risk, cultural differences, and corporate image.

Purchase intention is a function of awareness, perception, subjective norms, and perceived behavioural control. Awareness on any product or service is important to trust a product or not. Perception on a product arise from the perceived use and value generation. Subjective norms is the perception on perception of others on a product or service. Perceived behavioural control is the trust on own ability to perform. In brief, these four components are the cognitive components in the consumer itself. The purchase intention is formed on awareness of the consumer about that product, perceived benefits of the products, perception on perception of others about the user as the consumer of that product or service and perception on own ability to do the task. This create the perceived intention, which in turn become behavioural intention. Trust and word of mouth leads to shaping of behavioural intention (Phu, et al., 2024).

Planned Behaviour

The fundamental block of purchase intention is planned behaviour and the fundamental block of planned behaviour are, attitude, subjective norms and planned behavioural control. The planned behaviour initiate from the generation of the product and it starts from the information one gain about a product (Archie, Hayward, Yoshinobu, & Laursen, 2022). Every need is an intended solution to a problem and the purchase intention is generated when the utility of the product or service meets the characteristics of the problem. When the congruence of problem and solution increases, the purchase intention will be strengthened. In other words, awareness and perception on benefits of the product create the embryo of purchase intention. In the second stage, the subjective norms influence the development of purchase intention (AJZEN, 1991).

Role of Influencers

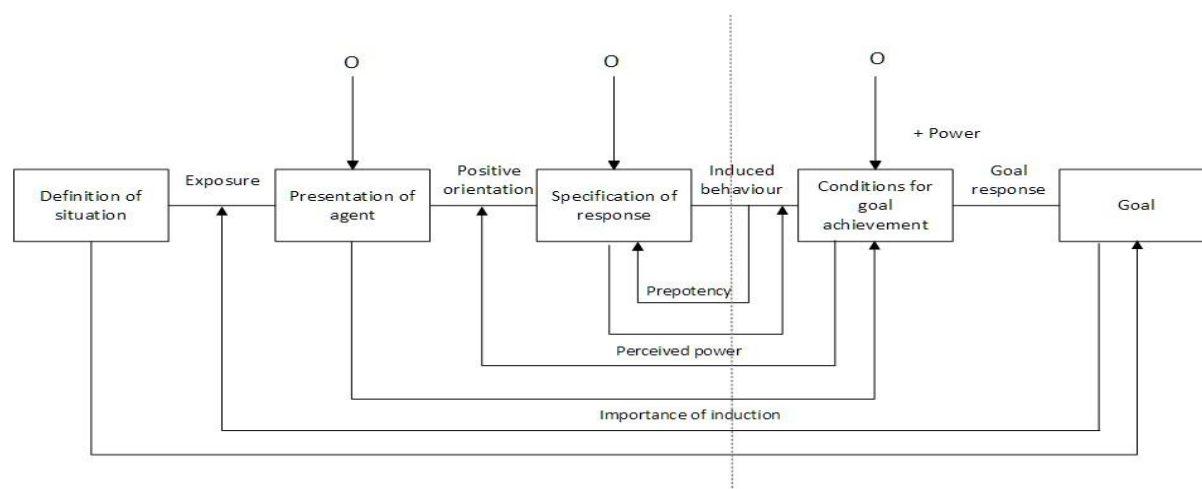


Figure2: Role of Influencers

Subjective norms is the perceiving the perception of others on our purchase intention. It is an analysis of what they perceive on a specific product or service. Subjective norms depends on social presence, social status, and social influence. Herbert Kelman (1953) proposed social influence theory with the following attributes and they are, attitude influenced by social values and conventions, differential impact of social influence on people's acceptance, influencing person's position, and characteristics. The influencers shapes the perception of the people focussing on the benefits the user will have. The retailers play a role of influencers.

There are two types of customers – existing users or new users. Experience is the influencing factor in the existing customers and satisfaction is the motivating factor. In the case of new customers, advertisements, influencers, reviews and tools used for virtually or really experiencing the product or service

The social influence theory was explained using a diagram by Herbert Kelman (1953). It starting with a block named, 'defining situation'. Every influence becomes effective depends on 'situation'. Exposure is the level in which one initiate to gather more information on the product or service. This is the point where influence intervene the process of development of purchase. In the case of repeated purchase, the experience and happiness influence (Darkhabani, 2023) while if it is fresh purchase, suggestions of peers, friends, reviews, promotional videos, influencer vlogs etc. influence the purchase decision (Hieu & Minh, 2020)

Factors influence formation of Purchase intention

The purchase intention is a pre-decision stage in which the customer justifies the purchase decision. The first factor is the feel of need arising from a problem that the customer experiences. Hence, the product fit is the first stage and it is the ability of a product to solve the problem. Second factor is the product attributes, price, quality, features, brand image, packaging and availability. Third factor is the consumer factors, which includes personal needs, life styles, demographic variables and affordability. The fourth factor is marketing factors, which further include Advertising, promotions, customer service, social media influence. The fifth factor is situational factors: Shopping environment, availability, urgency.

Effect of Emotional Intelligence and Personality Traits on Purchase Intention

Emotional Intelligence has five components and they are self-awareness, self-regulation, self-motivation, empathy and social skills (GOLEMAN:, 2017). Self-awareness is a cognitive factor that influence the choice of a product. The demographic variables have a significant effect in shaping the purchase intention. Age divide the consumers based on the life span of the consumers (Slabá, 2019). Gender influence the purchase intentions. We can divide the products as gender specific and general. The gender specific products are those items, which are designed and produced to meet the requirements. This difference are visible in apparels and dress, beauty care products, footwear, contraceptives, etc. On the other hand, both male and female consumers use general products equally (Pirlympou, 2017). Educational qualification, income, location, language etc. also influence in a general way. Self-awareness will influence the consumers in choosing their preference based on their income, social status, and life style. Social status and affordability influence the purchase decision based on their occupation, living environment etc. Hence, the consumers prefer the products that boost their personality and social relevance (Min & Waksalak, 2022). The self-regulation play an important role in choosing the right product or service by accepting the useful and relevant and reject all other options. It helps to choose what is good and avoid what is bad. This acceptance depends on three aspects, usefulness, cost effectiveness and convenience. The habitual consumptions like alcohol, cigarette etc... are not self-regulatory. In impulse buying, the attraction to a product or service weakens the self-regulation and purchase it. In other words, the self-regulation is cognitive ability to choose the right product or service (Xia & Ha, 2023). The spending regulation may help the consumers to use economical products and compromise expensive products or brands. Self-regulation is used to avoid cheap and low prices items thanking that only established brands deliver expected results (FABER & VOHS, 2010). Self-motivation is an important factor that helps to understand a product or service and to introduce them to meet the new expectations. New products and improvisations in existing products come from motivated innovators. Similarly, passion to try new products, give suggestions to improve and services, giving reviews etc. are the outcomes of self-motivation (WON & KIM, 2020). Empathy provides strength in the supplier customer relationship. Ensuring the quality, high-level customer services, interest in giving true feedback or review and maintaining a healthy customer supplier's relationship are important in developing customer satisfaction and loyalty. (Yang & Yen, 2018). Social interaction is an important tool in creative and effective communication with customers that may create purchase intention. The role of influencers is a part of social interaction. Product reviews, Unboxing the products, illustrations on how to use a product etc, are a part of social interaction (YinXicheng, WangHongwei, WangQiangwei, & Gu, 2019)

Personality trait is a mapping of one person's behaviour with general perception of expected behaviour. Extraverts are more active and interested in public appearance. They have a social image and interested to create social presence using their skills or any unique attributes. Their purchase behaviour will be high and intended to buy any product introduced in the market first itself and even they publish their views in social media. But introverts prefer to lead a controlled life and avoid public presence. They consume less (Raj & Bhanu, 2024).

Conscious people plan purchasing based on need, utilization and cost. Hence, their purchase intention will be need based. Quality consciousness, value consciousness, service consciousness etc play a role in developing purchase intention.

Agreeableness a symbol of a larger social acceptance and they wish to maintain a unique standard. This will increase purchase intention. Neuroticism may lead to high quantity of products fearing a stock out or increase in value.

Openness is the personality trait that influence the purchase intention as this trait persuade to buy the products without any presumptions (Campos, Costa, & Costa, 2023)

Given that purchase intention is a key factor influencing consumer behavior, this research aims to examine the relationship between the antecedents of consumer innovativeness and self-confidence—both personality traits—and consumer spending self-control, which is a rational variable, with the purchase.

Factors influencing purchase intention in online retail formats

The antecedents that influence the purchase intention are self-confidence and innovativeness while self-regulation control the spending behaviour. The factors influence purchase intention are, Perceived Usefulness and Ease of Use, quality and trust of website, security and privacy, social influence and word of mouth, promotional contents, price and quality of the products, delivery of products (Phetnoi, Siripipatthanakul, & Phayaphrom, 2021).

Design, organization of the website, product presentation, videos /pictures of products offered, specifications, reviews, discount offers and hassle payment gateways are important factors that influence the purchase intention (Hafez, Moni, Tabassum, Monira, & Mamataz, 2023).

Repurchase depends on two factors, repeated use of retail application and repeated purchase of products from that site or application. The repeated visiting of the site depends on the quality of information and convenience of the user to use it. Repeated purchase of the products depends on quality of products, price and service offered (Jahidul & Sunil, 2023)

Effect of product life span and repeated purchase

Every product has an economic performance period in which it can give maximum output for the least cost. After that, it may fail or cost of operation increases. The life cycle reduces when advance products enters the market and old models dis appear. In the case of online retail websites, latest design products appears fast and the old models disappears fast. Average life span of home appliance is large and hence the repurchase of the old model may not happen, as the latest models are available. However, in the case of products with short life span like perishable products, the repeated purchase may happen based on the experience and satisfaction of the product and the brand (Kamthe & Verma, 2013)

Statement of Problem

Online retail sector is an oligopoly market in which the number retail in each segment is less and the number of users is increasing. Still, only a few retail websites succeed to attract the visitors. For example Amazon or Flipkart. This is due to a psychological likeness or cognitive resonance to that site. This paper analyses the factors that Indian customers find important in choosing a retail website.

Objectives

- To understand the factors that influence the repeated purchase in online retail applications

Research Methodology

The data was collected using a structured questionnaire using google form from the regular users of online retail applications in selected cities in Karnataka, India. Sample size of this study is 486 and the Crombach alpha is more than .87.

Data analysis and interpretation

Table 1: Response profile

Demographic variables	Mean	Percentage
Gender	1.47	Male : 53.2 : Female: 46.8
Age in years	2	< 20 years : 39.4% 20-40 years : 30.9% 40-60 years :16.4% 60 years < : 13.3%
Marital status	1.7	Unmarried : 29.9% Married: 70.1%
Occupation	2.22	Student : 25.3% Salaried: 30.9% Business:22.8% Pensioner: 16.6% Home Maker : 4.3%
Education	2.42	Schooling : 12% Graduation : 28% Post Graduation: 38% vocational :22%
Income per month	3.29	<Rs 20000 : 18% Rs 20000-40000: 28% Rs 40000 – 60000: 22% Rs 60000- 80000: 18% Rs 80000- 100000: 8% Rs 100000< : 4%
Influence of brand on purchase	1.6	No : 42% Yes : 58%

Factors decide the purchase decision	Attributes	Mean	
	Price	4.2	
	Performance	3.2	
	Quality	3.8	
	Design	3.9	
	Operate Platform / system	4	
	Brand Value	3.8	
	Get used to /Habit	4.1	
	Reputation	3.9	
	Services	2.8	
	Word of mouth	2.3	

The data shows that 25.3% of the mobile users in this survey is students while 30.9% of them are salaried. A 22.8% of the respondents are business. A 22% of the respondents have vocational education while 28% are graduates and 38% are post graduates. In the case of Income, respondents mainly fall in three categories ,20000-40000 (28%), Rs 40000 – 60000 (22%) and Rs 60000- 80000: (18%). The factors that influence purchase decision are, Quality (3.8), Design (3.9), Operate Platform / system (4) , Brand Value (3.8) Get used to /Habits (4.1) Reputation (3.9)

Table 2: Source of Information

Variable 1	Age		Education		Income	
	Chi Square	Sig	Chi Square	Sig	Chi Square	Sig
Social media	3.23	0.236	4.562	0.145	11.812	0.091
Newspaper	2.01	0.145	4.231	0.097	5.362	0.081
Electronic billboard	29.23	0.023	27.12	0.013	24.123	0.012
Television	11.12	0.098	11.63	0.078	14.23	0.089
Radio/FM	13.231	0.189	13.236	0.089	15.236	0.085
Search engine	36.236	0.012	39.651	0.023	36.231	0.018

The results indicate no significant demographic variation for social media, newspapers, television, and radio FM as common sources among customers, supporting the null hypothesis. However, the alternate hypothesis is accepted for electronic billboards and search engines.

H_0 : There is no significant effect of demographical variables on media use to promote brand information

Social media effect

Social media platforms like Facebook, Instagram, LinkedIn, WhatsApp, Quora, Twitter, and YouTube have become common places for people to share views and ideas. These platforms influence buying behavior and consumption patterns, leading to discussions about product ideas. Connecting online retail with social media promotes products through sponsored links and ads.

Table 3: Social media effect

	Age		education		Income	
Variable 1	Chi Square	Sig	Chi Square	Sig	Chi Square	Sig
You Tube	4.531	0.236	4.936	0.145	4.785	0.091
Facebook	4.896	0.145	4.231	0.097	5.362	0.081
WhatsApp	4.236	0.123	4.652	0.131	5.561	0.123
Instagram	36.236	0.012	31.236	0.012	30.123	0.045
Quora	28.123	0.009	31.236	0.023	29.123	0.023
Linked in	31.21	0.012	39.651	0.023	36.231	0.018
Twitter	34.121	0.012	31.236	0.012	32.12	0.012

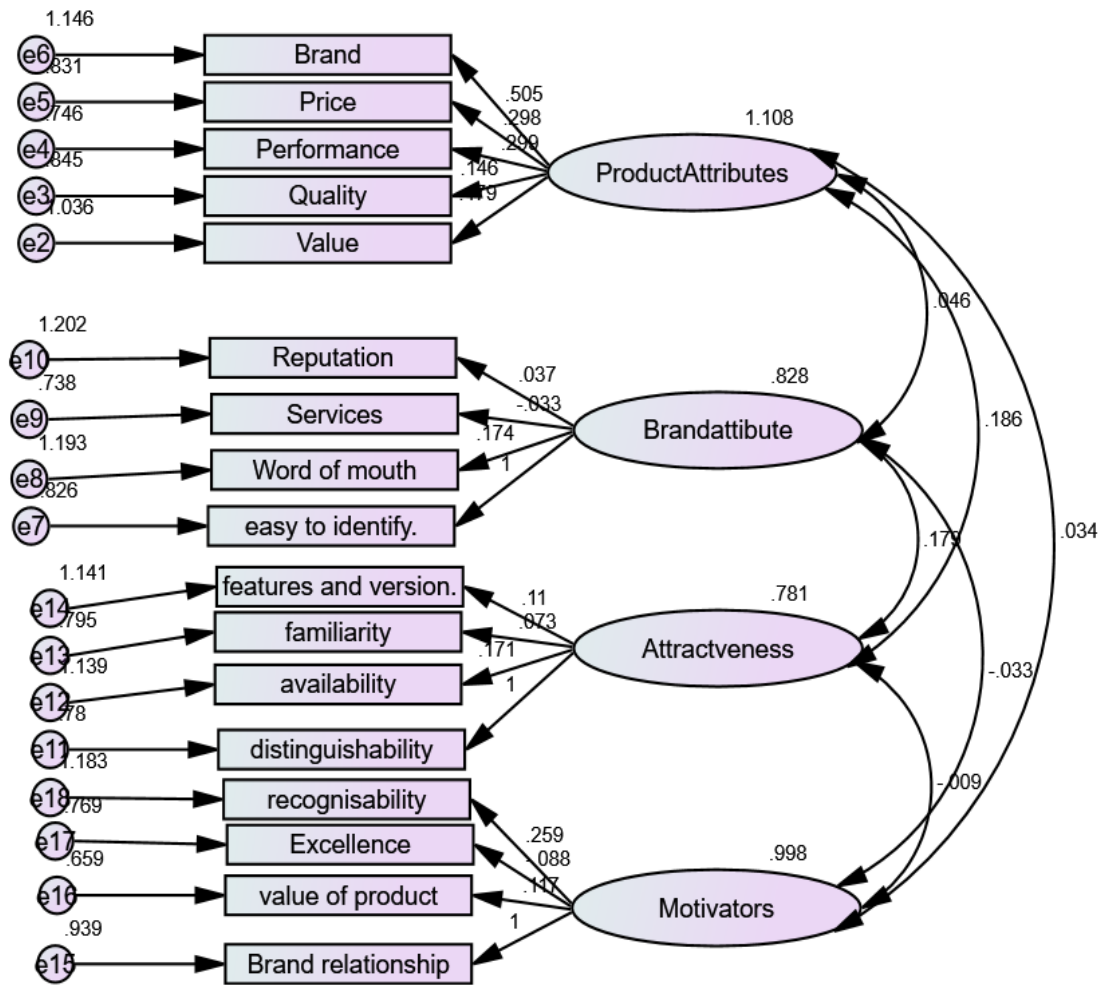
According to the results of the mean and the cross tab, YouTube, Facebook, and WhatsApp are the three social media platforms that influence brand awareness. Videos and information posted by customers play a significant role in promoting a brand on social media.

	Age		Education		Income	
Variable 1	Chi Square	Sig	Chi Square	Sig	Chi Square	Sig
Flipkart	4.531	0.236	4.936	0.145	4.785	0.091
Amazon	4.896	0.145	4.231	0.097	5.362	0.081
Reliance Digital	36.236	0.012	31.236	0.012	30.123	0.045
Tata Clic	31.21	0.012	39.651	0.023	36.231	0.018
Gadgets now	24.531	0.01	24.936	0.045	34.785	0.031

vlebazaar	24.896	0.012	24.231	0.037	25.362	0.041
croma	24.236	0.013	24.652	0.031	25.561	0.023
Shop the world	36.236	0.032	31.236	0.012	30.123	0.045
JioMart	28.123	0.033	31.236	0.023	29.123	0.023
Mi.Com	31.236	0.018	28.456	0.042	31.236	0.036
Hi-laptop	30.124	.019	24.562	0.035	33.452	0.035

Combining both the mean and chi-square results, it is evident that Flipkart and Amazon are the two platforms most frequently used by customers. Other online retail platforms are not as commonly used, leading to high variability in responses. Therefore, the null hypothesis is accepted for Amazon and Flipkart.

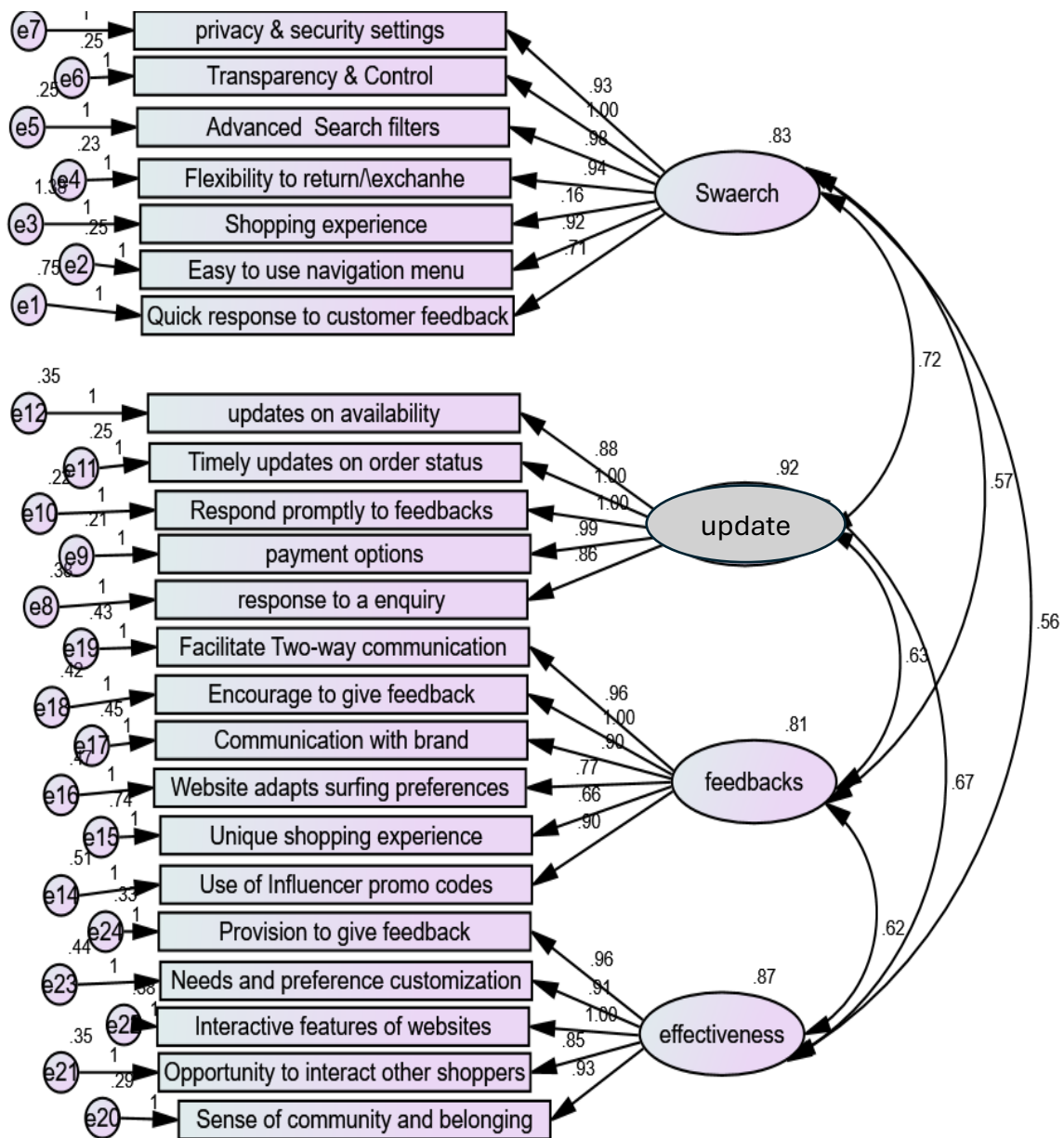
Confirmatory factor Model of factors influence Online retail applications



The model shows that all the components of products are statistically significant. A few variables are

not statistically significant and they are reputation in brand attribute, familiarity in attractiveness and excellence in motivators. The mean of these variables in a five-point scale is more than 3.4. This shows that the variation in dependent variables due to these variables are less as all follows these variables. The covariance of product with attractiveness, brand attitude with attractiveness are statistically significant.

In brief, the variables that influence repeated use depends on the product and easiness to use site.



Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Quick response to customer feedback	<---	Search	.706	.047	14.934	***
Easy to navigate on menu	<---	Search	.923	.035	26.349	***
Shopping Experience	<---	Search	.156	.059	2.628	.009
Flexibility to return	<---	Search	.944	.035	27.228	***
Advanced search filters	<---	Search	.978	.036	27.216	***
Transparency and control	<---	Search	1.000			
Privacy & Security	<---	Search	.934	.036	26.175	***
Updates on availability	<---	updates	.858	.036	23.623	***
Updates on order status	<---	updates	.993	.033	30.019	***
Payment options	<---	updates	.995	.033	29.810	***
Timely order status	<---	updates	1.000			
Response to enquiry	<---	updates	.885	.036	24.721	***
Facilitate two way communication	<---	feedbacks	.903	.050	18.220	***
Encourage to give feedback	<---	feedbacks	.660	.051	13.003	***
Website adapt surfing notes	<---	feedbacks	.770	.045	17.053	***
Communication with brand	<---	feedbacks	.896	.048	18.801	***
Unique shopping experience	<---	feedbacks	1.000			
Use of influencer codes	<---	feedbacks	.965	.049	19.789	***

			Estimate	S.E.	C.R.	P
Provision to give feedback	<---	effectiveness	.929	.040	23.242	***
Needs and preference customization	<---	effectiveness	.847	.040	21.171	***
Interactive features of websites	<---	effectiveness	1.000			
Opportunity to interact with shoppers	<---	effectiveness	.909	.044	20.701	***
Sense of community and belonging	<---	effectiveness	.959	.042	22.792	***

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Swaerch	<-->	updates	.717	.057	12.558	***
updates	<-->	feedbacks	.630	.056	11.281	***
feedbacks	<-->	effectiveness	.625	.056	11.102	***
updates	<-->	effectiveness	.670	.057	11.668	***
Swaerch	<-->	feedbacks	.568	.052	10.890	***
Swaerch	<-->	effectiveness	.564	.052	10.805	***

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Swaerch	.831	.068	12.279	***	
updates	.917	.073	12.514	***	
feedbacks	.807	.076	10.644	***	
effectiveness	.866	.077	11.268	***	

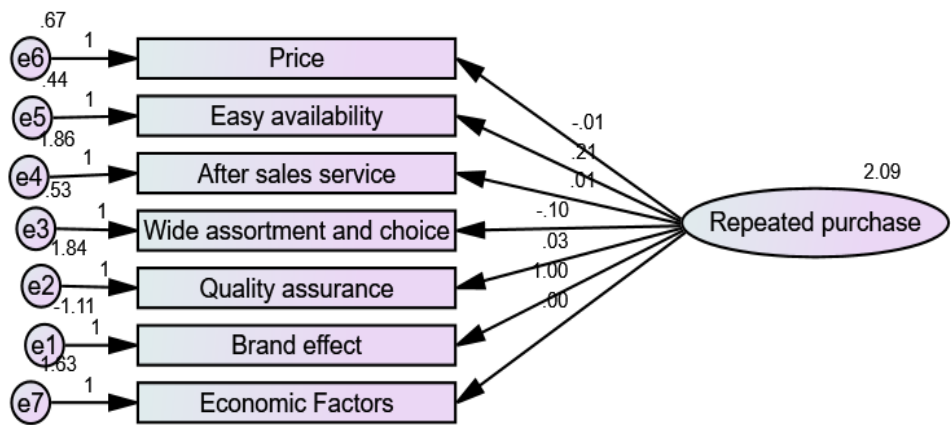
Quick response to customer feedback (.706), Easy to navigate on menu (.923), Shopping Experience (.156), Flexibility to return (.944), Advanced search filters (.978), Transparency and control (1.000),

Privacy & Security (.934) are the variables in the search. The results shows that Advanced search filters (.978) followed by flexibility to return (.944) is the information that most of the respondents searched for.

In updates, Updates on availability (.858), Updates on order status (.993), Payment options (.995), Timely order status (1.000), and Response to enquiry (.885) are the variables identified. The customers expect these variables from the suppliers. These variables cause dissatisfaction.

Facilitate two-way communication (.903), Encourage to give feedback (.660), Website adapt surfing notes (.770), Communication with brand (.896), Unique shopping experience (1.000). and user influencer code (.965).

Regression Model



		Estimate	S.E.	C.R.	P
Brand effect	<--- Repeated Purchase	1.000			
Quality assurance	<--- Repeated Purchase	.028	.029	.974	.330
Wide assortment & choice	<--- Repeated Purchase	-.100	.051	-1.961	.050
Aftersales service	<--- Repeated Purchase	.013	.026	.505	.614
Easy availability	<--- Repeated Purchase	.205	.093	2.209	.027
Price	<--- Repeated Purchase	-.014	.017	-.848	.396
Economic Factors	<--- Repeated Purchase	-.002	.024	-.086	.932

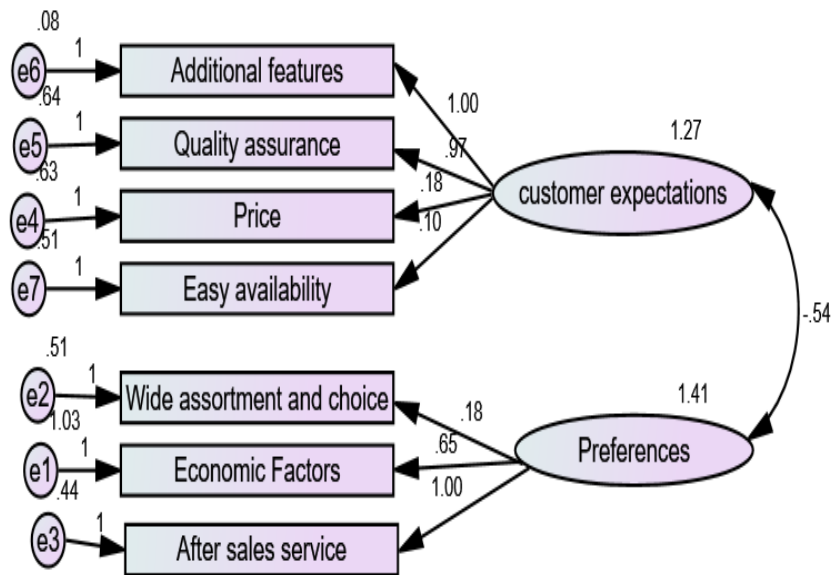
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
F1	2.086	.914	2.283	.022	

There are only two variables statistically significant and they are, wide assortment for choice (-.100)and easy availability (.205). Other variables do not have any effect on repeated purchase. The variance of the observed variable is statistically significant.

Brand effect (1.000),

Wide assortment & choice (-.100), Easy availability (.205) are statistically significant while other variables , Aftersales service (.013), Price (-.014),Economic Factors (-.002), and Quality assurance (.028). These variables do not influence on repeated



Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P
Additional features	<--- Customerexpectations	1.000			
Quality assurance	<--- Customerexpectations	.973	.072	13.579	***
Price	<--- Customerexpectations	.185	.033	5.652	***
After sales service	<--- Preferences	1.000			

			Estimate	S.E.	C.R.	P
Wide assortment service	<---	Preferences	.178	.034	5.301	***
Economic factors	<---	Preferences	.654	.084	7.815	***
Easy availability	<---	Customerexpectations	.101	.029	3.528	***

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Customerexpectations	<-->	Preferences	-.542	.071	-7.672	***	

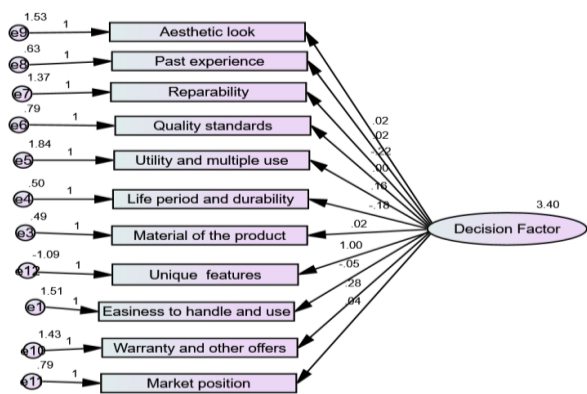
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Customerexpectations	1.265	.116	10.871	***	
Preferences	1.414	.197	7.172	***	

To reduce the customer dissatisfaction the companies have to meet the expectations of the customers. There is a negative covariance between expectations and preferences. Additional features (1.000) is taken as reference with Quality assurance (.973) Price (.185).

After sales service (1.000), Wide assortment service (.178), Economic factors (.654), Easy availability (.101) are the variables in the second component,

There is a covariance of -.542 between two observed variables, between customer preferences and customer expectations.



			Estimate	S.E.	C.R.	P	Label
Easiness to handle and use	<---	Decisionfactor	-.051	.023	-2.222	.026	
Past experience	<---	Decisionfactor	.023	.013	1.786	.074	
Life period and durability	<---	Decisionfactor	-.177	.025	-7.179	***	
Utility and multiple use	<---	Decisionfactor	.165	.032	5.116	***	
Quality standards	<---	Decisionfactor	.001	.016	.057	.955	
Reparability	<---	Decisionfactor	-.217	.034	-6.349	***	
Aesthetic look	<---	Decisionfactor	.018	.014	1.259	.208	
Material of the product	<---	Decisionfactor	.023	.022	1.042	.297	
Warranty & other offers	<---	Decisionfactor	.276	.040	6.960	***	
Market position	<---	Decisionfactor	.042	.017	2.497	.013	
Unique features	<---	Decisionfactor	1.000				

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Decisionfactor	3.401	.374	9.085	***	

Easiness to handle and use (-.051), Life period and durability (-.177), Utility and multiple use (.165), Reparability (-.217), Warranty & other offers (.276), Market position (.042), Unique features (1.000)

Easiness to handle and use (-.051), Past experience (.023), Quality standards

(.001), Aesthetic look (.018), Material of the product (.023), Warranty & other offers (.276), Market position (.042), and Unique features (1.000) do not influence the decision factor.



Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Provision for trial purchase	<---	Purchasedecision	1.000			
Marketing and Promotional Strategies	<---	Purchasedecision	.008	.069	.111	.911
Customer reviews	<---	Purchasedecision	-.862	.134	-6.409	***
Number of suppliers	<---	Purchasedecision	.515	.112	4.583	***
Effectiveness of customer service	<---	Purchasedecision	-.010	.056	-.169	.866
Time saving	<---	Purchasedecision	-.107	.031	-3.439	***
Clarity in control systems	<---	Purchasedecision	-.239	.061	-3.892	***
Safety and security	<---	Purchasedecision	-.073	.078	-.925	.355
Quality of product	<---	Purchasedecision	.156	.052	3.036	.002

Provision for trial purchase (1.000), Marketing and Promotional Strategies (.008)

Customer reviews (-.862), Number of suppliers (.515), Effectiveness of customer service (-.010), Time saving (-.107), Clarity in control systems (-.239), Safety and security (-.073), and Quality of product (.156).

Marketing and Promotional Strategies (.008), , Effectiveness of customer service (-.010), and safety and security (.073) do not cause any change in life.

The model is a valid model and hence, alternate hypothesis accepted.

Discussion

The results show that there are many factors that influence the reuse of the retail application and repurchase of products. The variation in use of online retail applications and social media with age, education and income show that there is a variation in use of online applications and social media apps. Whatsapp and YouTube seemed to be more influential.

The model shows that all the components of products are statistically significant. A few variables are not statistically significant and they are, reputation in brand attribute, familiarity in attractiveness and excellence in motivators. The mean of these variables in a five point scale is more than 3.4. This shows that the variation in dependent variables due to these variables are less as all follows these variables. The covariances of product with attractiveness, brand attitude with attractiveness are statistically significant.

In brief, the variables that influence repeated use depends on the product and easiness to use site. Quick response to customer feedback (.706), Easy to navigate on menu (.923), Shopping Experience (.156), Flexibility to return (.944), Advanced search filters (.978), Transparency and control (1.000), Privacy & Security (.934) are the variables in the search. The results shows that Advanced search filters (.978) followed by flexibility to return (.944) is the information that most of the respondents searched for.

In updates, Updates on availability (.858), Updates on order status (.993), Payment options (.995), Timely order status (1.000), and Response to enquiry (.885) are the variables identified. The customers expect these variables from the suppliers. These variables cause dissatisfaction.

This shows that the post-sales support, product availability, flexibility to return etc play an important effect. The customers are buying the products without physical verification. Hence, product return and refunding are important features to revisit the sites.

Facilitate two-way communication (.903), Encourage to give feedback (.660), Website adapt surfing notes (.770), Communication with brand (.896), Unique shopping experience (1.000) and user influencer code (.965).

To reduce the customer dissatisfaction the companies have to meet the expectations of the customers. There is a negative covariance between expectations and preferences. Additional features (1.000) is taken as reference with Quality assurance (.973) Price (.185).

After sales service (1.000), Wide assortment service (.178), Economic factors (.654), Easy availability (.101) are the variables in the second component,

There is a covariance of -.542 between two observed variables, between customer preferences and customer expectations.

Easiness to handle and use (-.051), Life period and durability (-.177), Utility and multiple use (.165), Repairability (-.217), Warranty & other offers (.276), Market position (.042), Unique features (1.000)

Easiness to handle and use (-.051), Past experience (.023), Quality standards (.001), Aesthetic look (.018), Material of the product (.023), Warranty & other offers (.276), Market position (.042), and unique features (1.000) do not influence the decision factor.

Product quality and price are important along with warranty for repair for home appliances. In online retail sites, almost everything is available. Hence, the home appliances, after sales service is important

Conclusion

The purchase intention is influenced by both the app effectiveness and product sold in that. There are many online retail sites are available with advanced facilities. Hence, the visit of customers depends on experience of the customers. Safety and security of personal information and transaction details are important. The easiness to use the websites and quality of products are the other two factors. Price discounts are also important.

Diversity in the products, models or versions, expiry date and manufacturing date of perishable products, warranty detail, updates on the post purchase detail and easiness to track them are also important.

Effect of personality traits and emotional intelligence on purchase intention depends on the quality and service of application. As an individual, these two factors influence perception and purchase intention

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