

**CAPITAL UNIVERSITY OF SCIENCE AND  
TECHNOLOGY, ISLAMABAD**



**Factors Influencing the Repurchase Decisions of  
Consumers With Mediating Effect of Repurchase  
Intention**

by

**Sana Tabassum**

A thesis submitted in partial fulfillment for the  
degree of Master of Science

in the

**Faculty of Management & Social Sciences**

**Department of Management Sciences**

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*I dedicate my dissertation work to my supervisor, family and many friends. A special feeling of gratitude to my loving parents whose words of encouragement and push for tenacity ring in my ears.*



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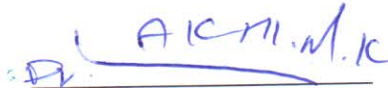
by

Sana Tabassum

(MMS213031)

### THESIS EXAMINING COMMITTEE

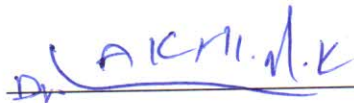
S. No.	Examiner	Name	Organization
(a)	External Examiner	Dr. Farooq Ahmed	FJWU, Rawalpindi
(b)	Internal Examiner	Dr. Ahsan M Ahmed	CUST, Islamabad
(c)	Supervisor	Dr. Lakhi Muhammad	CUST, Islamabad



Dr. Lakhi Muhammad

Thesis Supervisor

November, 2023

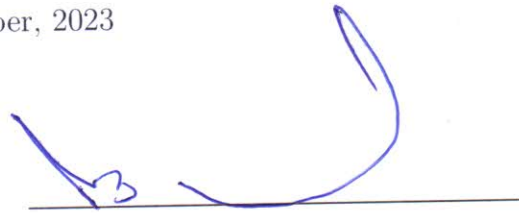


Dr. Lakhi Muhammad

Head

Dept. of Management Sciences

November, 2023



Dr. Arshad Hassan

Dean

Faculty of Management & Social Sci.

November, 2023

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(Sana Tabassum)

## *Abstract*

The relationship between repurchase intention and repurchase decision is well discussed in literature. The aim of this study is to test the mediating impact of repurchase intention between hedonic gratification, privacy concerns and repurchase decision in the context of Pakistan's clothing industry. Structural equation modelling was employed to test the proposed hypotheses by using the data of 213 online customers of clothing industry in Pakistan. Results of the study indicate that repurchase intention mediates the relationship between hedonic gratification and repurchase decision. However, the mediating impact of repurchase intention between privacy concern and repurchase decision was insignificant. Such findings have implications to theory and practice. Theoretically, it proposes and tests novel linkages in consumer behavior. In practice, managers need to consider that not only the privacy concerns but hedonic gratification is also an important predictor of repurchase behavior. This knowledge can be invaluable for businesses seeking to bolster customer retention and loyalty strategies.

**Hedonic Gratification, Privacy Concerns, Repurchase Intention, Repurchase decision**



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# Abbreviations

<b>AVE</b>	Average Variance Extract
<b>CR</b>	Composite Reliability
<b>HG</b>	Hedonic Gratification
<b>PLS</b>	Partial Least Squares
<b>PC</b>	Privacy Concern
<b>RD</b>	Repurchase Decision
<b>RI</b>	Repurchase Intention
<b>TPB</b>	Theory of Planned Behavior

# Chapter 1

## Introduction

### 1.1 Background of the Study

In today's age of digital transformation, businesses find themselves in an unending challenge to understand and anticipate consumer behavior ([Reinartz et al., 2019](#)). Businesses that want to maintain long-term success and build strong customer relationships must thoroughly understand consumer behavior in today's highly competitive business environment.

This challenge becomes more complex in a competitive landscape where long-term success depends on forming and sustaining meaningful customer relationships. At the heart of this journey lies the phenomenon of RD ([Ritonga and Digdowiseiso, 2023](#)). Defined as a customer's choice to buy again from a specific brand or company, RD have been an intriguing concept to marketers and researchers, given their undeniable influence on a company's growth and profitability ([Bupalan et al., 2019](#)).

In the past, gaining market share and acquiring new customers were the primary goals of marketing strategies ([Rosário and Raimundo, 2021](#)). With the expanded contest and client assumptions, organizations have understood the significance of retaining clients and building strong relationships with existing clients. Due to this shift in focus, the underlying mechanisms influencing consumer behavior and the factors influencing repeated purchases have affected interest of consumers ([Srivastava and Sharma, 2013](#)).

Acquiring a new customer typically costs more and takes longer than retaining an existing one, the significance of repeat purchases cannot be overstated ([Chatzoglou et al., 2022](#)). RDs is the concept of RI. These intentions denote a customer's psychological proclivity to continue their purchasing journey with a specific brand. Grounded in the frameworks of rational action and planned behavior, RI posit that attitudes, subjective norms, and perceived behavioral controls steer consumer actions ([Sari and Giantari, 2020](#)).

Factors influencing RI are diverse, with internal elements like product quality, brand trust, and consumer satisfaction playing important roles. Complementing these are external triggers like pricing dynamics, promotional campaigns, and broader societal influences ([Bupalan et al., 2019](#); [Chatzoglou et al., 2022](#)). When customers perceive the product having high quality, they are content with previous purchase, positively associate with the brand, and trust the brand or company so they are more likely to make the repurchase.

While the literature discusses the factors affecting RD, a holistic understanding of how these variables are connected, especially in the realm of digital shopping, remains conspicuously absent. One intriguing aspect, requiring deeper exploration, is the mediating role of RI. Companies can improve customer retention and optimize their marketing strategies by studying the interaction between consumer attitudes, perceptions, and beliefs and the mediated effect of RI ([Guo and Li, 2022](#)).

To address this, our study, anchored in the dynamic digital shopping ecosystem of Pakistan, sets forth a threefold objective. Firstly, this study explores the balance between the gratification from online shopping experiences and the rising concerns over privacy, assessing their collective impact on RDs in Pakistan. Secondly, we intend to explore the bridge that RIs build between consumers' beliefs and their actual buying behaviors.

Lastly, we aim to present insights that resonate with the specific cultural nuances of the digital shopping dynamics in Pakistan. This study aims to add to the existing body of knowledge in various ways. Businesses can tailor marketing efforts to effectively meet the needs and preferences of target customers by identifying and analyzing these factors, thereby increasing customer retention ([Sari and Giantari,](#)



2020). TPB explains that individual actions, such as repurchase decisions, are fueled by intentions (subjective norms), and one's confidence in their ability to perform the action (perceived behavioral control). By applying the TPB theory to the digital shopping context in Pakistan, we aim to gain a richer, more predictive understanding of consumer behaviors and the underlying motivations driving their decisions.

## 1.2 Gap Analysis

The research gap for this study constitutes the need for a thorough investigation of the variables influencing consumers RD and the mediating function of repurchase intention in the consumer decision-making process. Although earlier studies emphasized the importance of repurchase choices for firms' long-term growth and profitability, several undiscovered or understudied areas remain (Guo and Li, 2022).

There is scarce evidence on the variables privacy concerns and gratification that address consumer intention and behavior (Dwivedi et al., 2021). Previous research has found internal and external elements that affect whether a consumer would make a repeat purchase, including product quality, customer loyalty, pricing schemes, and social impact. However, additional, not researched variables may significantly affect consumers' RIs, such as cultural influences, unique personality features, and the results of specific marketing efforts (Alhamad and Donyai, 2021).

Additionally, in the current digital era, the impact of technology and e-commerce on customer behavior is a crucial factor. Companies looking to maximize their digital marketing efforts might benefit from knowing how online platforms and technology improvements affect RIs (Chatzoglou et al., 2022).

While models acknowledge RI and RD, the specific mediatory role of RI in the context of gratification and PC is not clearly conceptualized. There is little research on the dynamic nature of RIs and how they change over various customer journey phases. Companies may create flexible marketing strategies that meet consumers' changing demands by looking at changes in RI brought on by marketing stimuli, rival products, or changes in personal circumstances.

Addressing these research voids will substantially contribute to the body of knowledge and provide valuable implications for companies looking to improve their marketing strategies for long-term sustainable development and profitability (Guo and Li, 2022). The conceptual gap consists of the understanding of combined effect of HG and PC on consumer behavior such as RI and repurchase decision.

Moreover, the mediation of RI in the presence of gratification and PC remains under-explored. By incorporating the TPB to explain the relationship between study variables in online consumers broadens the theoretical lens that considers a different perspective in young consumers where PC are not driving fear but empowerment and control.

### 1.3 Problem Statement

Previous research focusing on consumer buying behavior in relation to HG and PC has been primarily centered on European contexts. This has resulted in an evident research gap concerning these factors' influence on RI and the subsequent RD within the distinctive socio-cultural and economic landscape of Pakistan.

Pakistan's emerging e-commerce market presents unique challenges and opportunities. Its diverse consumer base, with distinct preferences and behaviors shaped by cultural, economic, and technological factors, necessitates a deeper understanding of the nuanced dynamics between HG, PCs, and repurchase behaviors.

This urgency is accentuated by the notable absence of in-depth studies that explore the mediatory role of RIs in the relationship between HG, PCs, and RD in this region. This study aims to address this gap by scrutinizing how HG and PCs mediate the path from RI to RD among Pakistani consumers, particularly within the realm of e-commerce and online shopping.

The objective is not just to contribute to the broader discourse on consumer behavior but to offer actionable insights tailored for the Pakistani market. By discerning the roles of HG and PCs in influencing repurchase decisions, businesses can better strategize their engagement efforts, foster loyalty, and capitalize on the burgeoning e-commerce trend in Pakistan.

## 1.4 Research Questions

This research will answer the following questions:

### **Research Question 1**

What is the effect of Hedonic gratification on consumer's Repurchase decisions?

### **Research Question 2**

What is the effect of privacy concern on consumer's repurchase decisions?

### **Research Question 3**

What is the relationship between Repurchase intention and Repurchase decision?

### **Research Question 4**

Whether the Hedonic gratification and Privacy concerns of consumers is affected by repurchase intention?

### **Research Question 5**

Whether repurchase intention mediates the relation between

(a) hedonic gratification

(b) privacy concern and repurchase decision?

## 1.5 Research Objectives

Objectives of the study are as follows:

### **Research objective 1**

To examine the relationship between hedonic gratification and Repurchase decision.

### **Research objective 2**

To examine the relationship between consumer's Privacy concerns and Repurchase decision.

### **Research objective 3**

To investigate the relationship between Repurchase intention and Repurchase decision.

### **Research objective 4**

To examine the impact of hedonic gratification and Privacy concern on repurchase

intention.

### **Research objective 5**

To examine the mediating role of repurchase intention between

- (a) Hedonic gratification,
- (b) Privacy concern and Repurchase decision.

The study may offer insights into how businesses may interact with their consumers more effectively and promote repeat business by evaluating the interactions between these variables and their impact on repurchase choices.

## **1.6 Significance of study**

This study would help to understand the behavior of consumers and how they influence by factors and tend to make a decision to repurchase and it would help companies to formulate strategies to attract consumers. Which product or service has a tendency to be favored by consumers and companies focus on traits that help to build more effective ways to increase repurchase rates.

It would help companies to sustain the loyalty of consumers and retention them which plays a vital role in the time for companies to grow their businesses. It would help to understand the factors that influence the RD which is critical for companies that want to build a strong relationship with customers and enhance their profitability through repeat purchasing.

RDs are strongly affected by the prediction of RI that builds by trust and loyalty. Satisfaction is the main factor that caused the RDs. This study would deeply explore the Pakistani consumer market because it grows rapidly and helps to businesses to grow healthy competition among competitors. It would discover the factors that influence the RDs among Pakistani consumers. For example, Pakistani consumers are affected by price, brand reputation, and quality of the product to make decisions to repurchase. This study would provide a clear calculated image to enhance the strategies that build strong relation between companies and consumers for repeat purchasing. This would minimize the factors that would impact negatively RD. This study would help to generalize the concept in the context of Pakistan thoroughly. The evolving nature of the Pakistani consumer,

characterized by their sensitivity to price, brand reputation, and product quality, underscores the importance of adaptive and culturally-relevant strategies. By identifying these determinants of RD, businesses can proactively address potential challenges and preemptively devise tactics that resonate with the unique preferences and expectations of Pakistani consumers.

Moreover, as the global marketplace becomes increasingly interconnected, understanding regional nuances, as illuminated by this study, can empower businesses to create tailor-made experiences, thereby fostering long-term relationships and sustained growth in an era where consumer loyalty is both paramount and elusive.

### 1.6.1 Theoretical Significance

Factors that influence the RD play vital role to define consumer's behavior to repurchase again and these factors are includes HG, PC, and RDs which act as vibrant. Consumer perceived inner and mental benefit from product or service by getting HG from it and in the meanwhile, consumers seem fear to leak their data without their consent which drive negative impact on decision to repurchase if suffering this experience these factors means to drive consumer behavior to RIs. There are many studies are conducted before which measure the effect of RD and which factors are responsible for that. HG has optimistic impact on RD while PC has undesirable impact on RD (Kim and Park, 2013; Liang and Turban, 2011). PC has negatively influenced on RDs for online repurchase behavior by mediation of RI.

The theoretical significance of this research roots from its comprehensive approach to understand the complexities surrounding the determinants of repurchase decisions. By examining the direct relationships between HG, consumer privacy concerns, RI, and the eventual repurchase decision (RO1, RO2, and RO3), the study provides deeper insights into the core drivers of consumer loyalty and purchasing behavior.

Further, by investigating the combined impacts of HG and PC on RI (RO4), the study endeavors to enrich the existing body of knowledge on the multifaceted factors that influence a consumer's intention to buy again. Moreover, the exploration

of the mediating role of RI in the connection between HG, PC, and RD (RO5) adds a layer of complexity, allowing for a more nuanced understanding of the consumer decision-making process.

In essence, this research contributes to the theoretical foundations by integrating the pathways through which individual perceptions, feelings, and concerns translate into tangible purchasing actions, especially in an era where emotional and security-based factors are becoming paramount in shaping consumer behaviors.

### 1.6.2 Contextual Significance

In context of Pakistan this study would help to businesses to formulate better strategies regarding e-commerce because Pakistan has huge potential for e-commerce and to maximize the profit businesses has to develop attractive tactics to retain consumers. Consumer's loyalty is positively affected by repurchase and by providing quality products by addressing customer's concerns. RIs is affected positively by HG and showing emotional impact on customer to enhance satisfaction and loyalty.

With a focus on Pakistan—a nation undergoing rapid digital transformation and exploding e-commerce trends—the background of this research is strongly anchored in the changing consumer environment of developing countries. Understanding the dynamics of hedonic pleasure, privacy concerns, and RI becomes crucial in such developing marketplaces. This is particularly true as traditional brick-and-mortar buying practices converge with online purchase habits. Concerns about data privacy and the general online buying experience are growing along with digital platforms, making an analysis of privacy issues more important.

E-commerce in Pakistan is simultaneously being strongly fueled by the appeal of hedonic pleasure in the form of online evaluations, influencer endorsements, or immersive digital experiences.

Therefore, by placing the research in this context, the study offers priceless insights for companies, policymakers, and digital strategists seeking to navigate the specific complexities of the Pakistani consumer market, ensuring not only profitability but also reliability and customer loyalty in a rapidly changing retail environment.

### 1.6.3 Supporting Theory

The Theory of Planned Behavior (TPB), developed by Icek Ajzen, is an extended version of the Theory of Reasoned Action (TRA) which is a well-established psychological model that attempts to predict and explain human behavior in specific contexts (La Barbera and Ajzen, 2021). TRA lacked the consideration of control such that situational factors can prevent the individual from exhibiting a behavior such as weather changes etc. Moreover, TPB can predict behavior in a decision-making model such as consumer behavior (Ajzen, 1980). The theory suggests that behavior is primarily driven by behavioral intentions, which are influenced by attitudes towards the behavior, subjective norms, and perceived behavioral control (Fishbein and Ajzen, 2005). 'Attitudes towards the behavior' refers to an individual's overall evaluation of the behavior (La Barbera and Ajzen, 2021). In this study, HG and PCs are seen as contributing to these attitudes similar to a study by Bashir et al. (2021) who analyzed facebook users information sharing behavior. HG from using a product or service can generate a positive attitude towards repurchasing, increasing the likelihood of forming the intention to repurchase.

In contrast, PCs may create a negative attitude, reducing the likelihood of RI. 'Subjective norms' pertain to perceived peer pressure to perform or not perform the behavior which may play a role in shaping RIs among university students (La Barbera and Ajzen, 2021). 'Perceived behavioral control' is the perceived ease or difficulty of performing the behavior, which can also influence behavioral intentions and lead to the actual behavior (Ajzen, 1991). The current study's model could involve factors like affordability and accessibility of the product or service. TPB therefore provides a robust framework for understanding the role of HG and PCs in influencing RI, which subsequently influences the RD among university students who use social media and shop online. As we delve deeper into the digital era, the behaviors and attitudes of consumers have become a complex series of interactions shaped by various factors, from personal HG derived from a product or service to concerns about privacy in an increasingly interconnected world. When an individual has a positive attitude towards something, he is more inclined to indulge in that behavior (Ajzen, 1991). TPB is highly suitable for supporting and understanding psychological factors' impact on human behavior (Gold, 2011). A

study by [George \(2004\)](#) used TPB to understand the link between beliefs about internet privacy, trustworthiness, behavioral control and online purchasing behavior. Similar studies have used TPB as a dominant theory to explain how external factors can affect online users' shopping behavior ([Peña-García et al., 2020](#)).

## 1.7 Chapter Summary

The chapter begins with a background of the study that describes the changing consumer behaviors in connection to HG, PC, RI, and the final repurchase decision. The rise of e-commerce trends and the background of digital revolutions are particularly highlighted in this context. Even though a lot of research has been done on these issues in European contexts, the gap analysis shows that there is still a clear dearth of knowledge on Pakistan's unique socio-cultural and economic aspects. This brings up the clearly stated problem statement, which emphasizes the need to thoroughly investigate the dynamics of hedonic fulfillment, privacy issues, and repurchase behaviors within the Pakistani market. Aiming to analyze the connections between the components and their impact on consumer purchasing decisions, the chapter proposes research questions based on this framework. These inquiries lead to the research objectives, which are five in number and range from exploring the RI mediating function to looking at the direct correlations between important elements. The study's significance is then outlined, emphasizing its usefulness for both theoretical contribution and practical business insights. The relevance of this research in contributing to the literature is highlighted in the theoretical significance section, which also reveals the complex web of variables that influence consumer behavior. The contextual significance of the research firmly grounds it in the Pakistani context, highlighting its applicability in a country where traditional retail practices and internet adoption are blending in an unusual way. Finally, the chapter presents the supporting theory of TPB, establishing it as the conceptual basis for the investigation. According to this theory, understanding and forecasting consumers' decisions to repurchase becomes extremely important, which emphasizes the importance of personal intentions as a forerunner to actual behavior.



# Chapter 2

## Literature Review

### 2.1 Repurchase Decision

The RD, often known as customer loyalty or repeat buying behavior, refers to a customer's action to buy a product or service again from the same company. Given its significance in maintaining business profitability and customer relationship management, understanding factors influencing RD has been a topic of extensive research. Modern marketers are pivoting their attention towards the evolving consumer responses to eco-friendly products ([Widyastuti and Santoso, 2018](#)). This evolution from skepticism to acceptance underscores the potential role of green marketing in reshaping advertising and pricing approaches to positively influence consumer perceptions and enhance their purchase inclinations toward sustainable products. While environmental concerns of consumers don't always translate to eco-friendly actions, a segment of consumers is increasingly leaning towards eco-responsible products when making purchase choices ([Do Paco and Raposo, 2009](#)).

Incorporating elements of brand character, such as trustworthiness, expertise, and finesse, can impact the inclination of customers towards organic fast-food repurchases. One salient factor affecting consumer choices is the presence of green labels on products. This eco-labeling, indicative of the product's sustainability standards, paired with affordability, can be a significant determinant of purchase decisions ([Widyastuti and Santoso, 2018](#)). However, the distinction becomes truly effective only when the product offers cost savings for the consumer. Moreover,

the ease of accessing such products also holds significant sway over ethical purchase tendencies. There's a clear inclination among certain consumers to favor brands and products that have a reduced environmental impact. This environmentally conscious segment has the potential to influence broader market tendencies (Do Paco and Raposo, 2009). RD means customer is ready and has intention to buy a particular brands product again. Customer repurchasing helps the company to increase their profit and satisfaction of their customers. Repurchasing of people from particular business play a vital role in their performance and it helps to keep their client in touch as well as to compete in the market with other businesses. This literature review highlights the factors which influence the RD on the basis of research done past five years. RD is the dependent variable in this study it highlights the customer's attention to purchasing the product on repeat from the same brand.

There are many techniques used for measuring this study that includes self-reported surveys, analysis of purchase histories, and behavioral observation (Kim and Park, 2013). Branding efforts also contribute significantly to repurchase intentions. A strong, positive brand image can generate loyalty, leading to higher repurchase rates. Brands that invest in creating unique value propositions, ensuring consistent product or service quality, and fostering genuine customer relationships tend to benefit from higher RI. The digital age has introduced new elements to the mix. Online reviews, social media interactions, and influencer endorsements can all influence repurchase intentions. Past literature illustrate that PC associate with some risk (Van Dyke et al., 2007) and it has negative impact on trust (Eastlick et al., 2006; Liu et al., 2005; Van Dyke et al., 2007; Liao et al., 2011; Midha, 2012; Taylor et al., 2009). online buying behavior (Dinev and Hart, 2005).

Buying Act is the key production in digital shopping and it is the outcome of earlier developments (Darley et al., 2010). A singular negative review or a viral negative post about a product can dampen RI, even if the consumer had a positive personal experience. External factors such as economic conditions, cultural shifts, or global events (like a pandemic) can also sway RI. For instance, in a recession, even loyal customers might reconsider their purchasing habits, exploring cheaper alternatives or cutting down on non-essential expenditures. By the mediation of

RIs, this study shows the influence of HG and PCs on RDs for research seekers to explain the relationship between them. This study causes an increase in the number of loyal consumers and retains them by using it and formulating better marketing strategies.

Many studies have been done to integrate the concept of perceived online risk into consumer behavioral studies, many of which are based on TPB and TAM. These studies have shown that perceived risk has a negative impact on attitudes towards online shopping (Crespo et al., 2009), and also intention to online purchase (Li et al., 2011; Liao et al., 2011). The RD is influenced by the customer's pleasure. This is proven by many readings that RDs are positively affected by customer satisfaction (Zhang et al., 2020). If the customer is happy with purchasing a product or service so he repurchases again therefore companies are focusing on being pleased to be a customer with better quality and post-selling service of goods and services.

## 2.2 Repurchase Intention

Intention to repurchase means consumer aim to make repeat purchase the product. Past experience of pleasure and the positive image of the product's company affect the customer to build their intention to makes repurchases. Past research indicates that intention to repurchase plays a vital role as a mediating the relationship between the dependent and independent variables. Therefore, Merchant must ensure to develop the intention to purchases by developing the feeling of pleasure and building trust in the mind of their targeted audience.

For businesses, cultivating high RI among consumers can lead to consistent revenue streams, reduce customer acquisition costs, and enhance overall profitability. In marketing, RI is considered a pivotal post-purchase metric, helping brands gauge the success of their product or service beyond just the first sale. With the surge in digital shopping and online reviews, RI are no longer solely dictated by personal experiences. Digital word-of-mouth, including online reviews, influencer endorsements, and social media interactions, plays an increasingly crucial role in shaping RI. Online purchase intention is a buyer's ability to fulfill their intention, which

indicates their buying behavior when using the Internet (Leiss et al., 2013). Moreover, modern consumers value transparency, ethical practices, and sustainability, which can also influence their decision to repurchase.

Repurchasers, as opposed to potential customers, have a more thorough awareness of a seller's goods or services because of their prior purchases, are better able to assess the details and qualities of sellers and goods, and may make repurchase decisions (Lee and Charles, 2021). The reason for making a second purchase is also distinct from the reason for making the first one. Website and product features, such as website usability, service quality, product price, and merchant reputation, are essential in determining first purchase intent, claim Liao et al. (2017). However, because consumers desire to get more utilitarian value and hedonic value while creating repurchase intentions, their significance to repurchase is greatly reduced (Meilatinova, 2021).

Additionally, these values are the main objectives that shoppers seek to fulfil and are also the decisive elements in a successful transaction (Alzayat and Lee, 2021). Perceived value in social commerce refers to how consumers judge the usefulness and pleasurableness of a product or service based on a variety of qualities, including interactivity, recommendations, and feedback. Additionally, Kim and Gupta (2009) discovered that consumers' intentions to repurchase products online are highly influenced by perceived value. We can hypothesize that,

**H1: Repurchase intention has a positive influence on the Repurchase decision.**

There are many studies have been conducted on this effect which depicts the positive relationship between RI and RD. All the social pressure to repurchase, positive attitude towards a product, and capacity to repurchase all these things contribute to the decision to repurchase (Ajzen, 1980). The RD is pointedly affected by RI (Homburg and Giering, 2001). Repurchase behavior is predicted by RI of Korean consumers towards coffee shops (Kim and Gupta, 2009). Repurchase behavior is strongly affected by RI when consumer had more experience with product (Zha et al., 2018). There are many techniques used for measuring this study that includes self-reported surveys, analysis of purchase histories, and behavioral observation (Kim and Park, 2013). The intent has a straight outcome

on the performance and act of humans (Venkatesh et al., 2003). There are many techniques used for measuring this study that includes self-reported surveys, analysis of purchase histories, and behavioral observation (Kim and Park, 2013). This literature review highlights the factors which influence the RD on the basis of research done past five years. RD is the dependent variable in this study it highlights the customer's attention to purchasing the product on repeat from the same brand.

There's a strong positive link between RI and repurchase decision (Trivedi and Yadav, 2020). When consumers express a strong intention to repurchase, it's likely that they have already weighed the pros and cons, factored in their past experiences, and considered their loyalty to the brand. This cognitive process sets a predisposition that often culminates in an actual RI. People like to be consistent in their actions and emotions. If they've formed a positive emotional bond with a brand or rationalized that a certain product offers good value, they're more likely to align their future purchasing decisions with these feelings and beliefs. Repurchase intention often stems from trust in a product or brand and familiarity with its features or benefits. Once trust is established, consumers are more inclined to stick with what they know, facilitating a swift transition from intention to actual decision.

## 2.3 Hedonic Gratification

The word "HG" indicates the happiness that customer demands are fulfilled. the emotional and pleasurable satisfaction derived from the consumption of goods and services. Unlike utilitarian aspects, which relate to the functional or practical benefits of a product, hedonic gratification is about the joy, pleasure, and experiential delight a product or service provides.

Customer's decision to make repeat purchases is linked with the experience customer shared in past and the value they get in respect of the product they buy. Increase in the level of satisfied services helps to increasing the chances of customers to visit more same the brand in near future. Customer's feeling of HG could be measured by the services they received from the business in past (Oliver,

1996). Research discovered that products related behavior of satisfaction also established under certain consideration like by their packaging, usability and past experiences of the customers (Huang et al., 2021). These elements are essential in determining how clients are treated and how satisfied they are with a good or service.

Hedonic consumption is driven by aspects such as aesthetics, fun, fantasy, and sensuality. For instance, purchasing a luxury watch isn't just about telling time (which many affordable watches or even smartphones can do) but about the pleasure, prestige, and emotional satisfaction that comes with wearing a luxury brand. Hedonic gratification can be a significant predictor of RI. If a product or experience provides immense pleasure or emotional satisfaction, it can prompt a desire to revisit or repurchase.

Think about why people might visit theme parks multiple times; the rides (utilitarian aspect) might be the same, but the joy and thrill (hedonic gratification) derived can prompt multiple visits. While utilitarian benefits (like durability, functionality, or cost-effectiveness) can be major drivers for purchase decisions, HG is what often drives loyalty and emotional attachment to brands. For example, there might be many shoes that are comfortable and durable (utilitarian), but a particular brand might evoke feelings of trendiness or sophistication (hedonic), leading to a preference for that brand.

HG is often the driving force behind the consumption of luxury or premium products and services. These items often go beyond basic functionality to offer sensory pleasure, emotional resonance, or a sense of belonging or status. The digital landscape, especially social media, has amplified the role of HG. Sharing experiences, showcasing purchased products, or even the dopamine rush from likes and comments can be traced back to hedonic pleasures.

Customers explore the different social media accounts to satisfying their need from different platforms which provides them products they need and also using them to gain knowledge about the products or services through reviews and ratings, also get informed about performance by listening past experiences of the consumers. Past researches discovered that people use various social media platform for different perspective to fulfill their needs and wants or connecting with others (Kreling

[et al., 2022](#)). Consumers online surfing on the internet helps the companies to stay in the mind of their targeted customers and indirectly push them to make repeat purchases from the same brand again.

Companies have opportunity to engage their customers via use of the social media platform ([Dwivedi et al., 2021](#)). When consumers derive pleasure from a product, they naturally form a more positive memory associated with it. These positive memories and emotions become anchors, driving consumers to return to that product in pursuit of replicating or even enhancing that pleasurable experience.

Over time, this emotional pull can be powerful, even overshadowing other rational considerations. In today's socially connected world, HG also has a communal dimension. Sharing pleasurable experiences, showcasing luxury items, or even discussing a delightful product experience on social media amplifies the hedonic value. When individuals see peers deriving hedonic pleasure from a product, they too are influenced, potentially bolstering their own repurchase intentions. We can hypothesize that,

**H2: Hedonic gratification has positive influence on the consumer's repurchase decision.**

There is not satisfaction factor that affect the consumer behavior but HG also effect the consumer behavior which is known by recent studies. There is a key factor of customer satisfaction that determined the consumer purchasing behavior. There is HG which can drive the satisfaction level of the consumer and enhance the level of enjoyment, loyalty and RI ([Westbrook and Oliver, 1991](#)). In context of mobile application RI mediate between HG and RD. In context of online shopping RI partially mediate between HG and purchase decision ([Guo and Li, 2022](#)).

When consumers experience pleasure or find emotional satisfaction from a product, it isn't just the product they remember but the feeling associated with it. This emotional memory acts as a catalyst. When faced with a plethora of choices, consumers are naturally inclined to revisit products or services that have previously offered them a sense of HG, thus strengthening their repurchase intention.

Loyalty isn't just built on how well a product function, but also on how it makes a consumer feel. The emotional high, the luxury sensation, or even the simple joy

derived from a product can significantly influence a consumer's loyalty towards a brand. This loyalty, rooted in hedonic experiences, often translates into strong repurchase intentions. In today's market, where many products offer similar functionalities, hedonic differentiators become even more crucial.

For instance, why do people opt for a specific brand of chocolate, coffee, or even tech gadgets when there are cheaper or functionally similar alternatives? Often, the answer lies in the hedonic gratification—be it the rich taste, the ambiance of a coffee shop, or the sleek design and interface of a gadget—that pushes the intention to repurchase.

In the age of social media, hedonic aspects have taken on a communal dimension. Sharing joyous experiences, showcasing purchases, or engaging in brand-centric communities amplifies the hedonic value. When consumers see peers relishing in hedonic pleasures associated with a product, it subtly reinforces their own repurchase intentions. We can hypothesize that,

**H3: Hedonic gratification has a positive significant relation with repurchase intention.**

Hedonic gratification is the emotional and sensory pleasures consumers derive from a product or service, extending beyond mere functionality. In today's experiential shopping landscape, this form of gratification has gained prominence. A product, such as a scented candle, might not only serve its primary function of providing light but also delivers ambiance and mood-setting attributes.

As brands increasingly lean into experience-driven marketing strategies, understanding hedonic gratifications becomes important. Repurchase intention acts as a cognitive bridge to actual buying behavior. This intention signifies a consumer's readiness to revisit a purchasing decision based on previous experiences. When those experiences are steeped in hedonic gratification, the intention to repurchase often strengthens.

However, it's worth noting that while intention signals a disposition, it isn't a guaranteed predictor of final action. Transitioning from repurchase intention to an actual repurchase decision might seem linear, but various external and internal factors can influence this transition. For instance, even if a consumer has a strong



intent to repurchase a product due to its hedonic value, external factors like market changes, compelling offerings from competitors, or personal economic situations can disrupt this flow.

There are many studies shows the impact of HG on repurchase behavior. In context of mobile game application HG has positive impact in RI. In context of cosmetic product HG has significant positive effect on brand loyalty (Kim et al., 2019). HG impact on RI by moderating way and with perceived risk that associated with purchase. Significant positive effect on the consumer's intention to purchase luxury goods (Hsieh and Li, 2008). HG had a significant positive effect on the consumer's intention to purchase mobile phones.

Relationship between HG and repurchase a decision with empirical evidence supporting a positive impact of HG on repurchase behavior. Significant positive effect on the consumer's intention to purchase luxury goods (Hsieh and Li, 2008). HG had a significant positive effect on the consumer's intention to purchase mobile phones. The relationship between HG and RI was moderated by the level of perceived risk associated with the purchase.

A consumer who buys a luxury handbag (a hedonically gratifying purchase) the joy and status it brings lead to a high level of satisfaction, translating into a strong intention to buy from the same brand again. Now, when the consumer actually contemplates another luxury purchase, this positive repurchase intention acts as a bridge, guiding the consumer toward making a repurchase decision. The link between hedonic satisfaction and repurchase is mediated by repeat intention. Understanding this interaction can help organizations develop marketing strategies that focus on hedonic satisfaction.

HG fosters a positive sentiment towards a product or brand, it's the repurchase intention that channels this sentiment into an actionable decision-making pathway. Without this intention, the emotional satisfaction derived from HG might remain just that—a pleasant memory. But with a strong repurchase intention, this gratification nudges the consumer closer to a concrete repurchase decision. We can hypothesize that,

**H4: Repurchase intention mediates the relationship between hedonic gratification and repurchase decision.**

## 2.4 Privacy Concern

PC is an important element while making decision to purchase the product again. people are concerned about their personal privacy while using the services of business. Business that are not able to satisfying their customer's need towards privacy are less likely that their customer to come back for make purchases again. The privacy of individual info is familiar as a central refrain in marketing prose in both offline (Jones, 1991) and digital frameworks (Miyazaki and Fernandez, 2000).

PC is the concerned of customers about the leakage of their personal data without their permission with others, sharing personal information with public (Dinev and Hart, 2005). Satisfaction about using the brands services may also help businesses to gain trust of their customer and consumers who feel satisfied with any brand will easily agree to provide their personal information and makes repurchase.

With the proliferation of digital platforms and devices, the ease of data collection has grown. Consequently, the apprehension over who accesses this data, and for what purpose, has surged. Websites, applications, smart devices, and even home appliances now gather vast amounts of user data, often leading to increased user skepticism. For consumers, PC can significantly influence online behavior.

These concerns might lead to reluctance in sharing personal information, using certain apps or platforms, or engaging in online shopping. Some consumers resort to using VPNs, ad-blockers, or private browsing modes to protect their data. For businesses operating digitally, addressing PC is crucial. A breach or even the perception of mishandling customer data can result in lost trust, brand damage, and in some cases, legal repercussions. Conversely, companies that prioritize and communicate their commitment to data privacy can gain a competitive edge.

Brand image and the structure of privacy policy that company undertaken has a major impact on the mind of their customer's (Kim et al., 2020). Companies can enjoy the repeat purchases from the same customers by providing them satisfaction through their services. People who feel freely to share their information with the brands are more chances to shop their products again.

Sharing customer's personal information on the online platform is not an easy task for people there is always a risk attached with their decision to share data

with unknown party (Paluch and Wunderlich, 2016). Strategies and the favorable pricing structure adapted by the companies also influenced the buying behavior of customer. As data becomes even more integral to businesses and everyday life, the dialogue around PC is expected to intensify.

The balance between personalization (which often requires data) and privacy is a delicate one. Companies will need to navigate this balance carefully, always prioritizing the user's right to privacy. PC has a significant positive relationship with the consumer's RD. PC had a significant positive effect on the consumer's intention to purchase online (Liang and Turban, 2011).

PC had a positive effect on the consumer's trust in the online retailer, which in turn influenced their purchase intention (Kim and Park, 2013). The relationship between PC and RI was moderated by the level of perceived control consumers had over their personal information. PC had a stronger positive effect on the RI of younger consumers compared to older consumers. We can hypothesize that,

**H5: Privacy concern has negative influence on the consumer repurchase decision.**

In an era where data breaches and PC regularly make headlines, consumers are becoming progressively vigilant about their personal information. In a landscape where privacy concerns are respected, brands that rise above and prioritize data protection can cement consumer trust and loyalty. Trust is foundational in any consumer-brand relationship. When consumers believe a brand is responsible with their data, addressing their privacy concerns, they're more inclined to have a positive repurchase intention. This trust assures them that future transactions will also respect their privacy needs. In online platforms, previous purchase data often leads to more personalized shopping experiences.

If consumers feel their privacy is upheld while receiving these tailored experiences, it can enhance their intention to repurchase, knowing the experience will be both personalized and secure. When customers decide to repurchase from a platform or brand, it's often because they trust that entity with their data. Their willingness to return and make a subsequent purchase could be a testament to the brand's perceived commitment to data privacy. In essence, the very fact that they're concerned about their privacy means that they value platforms that respect and

protect it. The presence of PC could be an indicator of awareness rather than distrust.

The PCs may actually have a negative and significant relationship with consumers RD. PCs had a negative effect on consumers' trust in online shopping, which in turn impacted their purchase intention. PCs had a positive effect on consumers' RI in the context of online shopping. PCs had a negative effect on RI in the context of mobile payment. In cases where brands suffer data breaches or misuse data, the negative news can spread rapidly, severely impacting repurchase intentions. Conversely, brands known for robust privacy measures can attract consumers, solidifying their repurchase intentions. The negative relationship between privacy concerns and repurchase intention underscores the evolving priorities of modern consumers.

A previous study in the digital shopping framework illustrates that customers' observations of privacy have a noteworthy and optimistic result on their trust in the digital retailer (Bart et al., 2005; Liu et al., 2005). In a data-driven world, brands that prioritize and respect consumer privacy concerns are likely to see a reinforcement in their customers' intentions to repurchase.

Those who are aware of privacy issues may actively seek out platforms/vendors that have strict privacy policies and practices in place. Their intention to repurchase could be a reflection of their satisfaction with the privacy practices of that platform/vendor.

We can hypothesize that,

**H6: Privacy concern has a negative relation with repurchase intention.**

The RI may mediate the relationship between PCs and repurchase behavior. that PCs had a significant negative effect on consumers' trust in online retailers, which in turn affected their intention to purchase. PCs had a negative effect on consumers' attitude towards online shopping, which ultimately impacted their purchase intention. that RI fully mediated the relationship between PCs and repurchase behavior in the context of mobile shopping.

When a consumer has privacy concerns, they will weigh the perceived risks and benefits of sharing their data with a brand. If the brand has proven trustworthy

in the past, these concerns might transition into a positive repurchase intention. Once a repurchase intention is established, other factors come into play before an actual RD. These might include product quality, pricing, and overall experience. Buying can prime to an additional procedure called the post-purchasing method (Deng et al., 2010). However, if the repurchase intention is strong (bolstered by trust in the brand's data privacy measures), it can lead directly to a RD.

Repurchase intention acts as a bridge between PC and the final repurchase action. Consumers evaluate their online repurchase intention in terms of product information, payment method, delivery terms, service offered, risk involved, privacy, security, personalization, visual appeal, navigation, entertainment, and enjoyment. The subjective likelihood that an individual would continue to acquire products from an online vendor or store in the future is referred to as repurchase intention. While PC might create a certain disposition toward a brand, it's the intention to repurchase that channels this disposition into a potential buying action. Initially, a customer's PC—perhaps stemming from how a company handles personal data or their experiences with other businesses—might affect their willingness to consider repurchasing. The mediating element of repurchase intention frequently influences the relationship between privacy concerns and repurchase decisions. Privacy concerns, which represent people's concerns about how their personal information is handled or shared by businesses, have a substantial impact on consumer behavior. When customers are concerned about their privacy, it can impair their propensity to make repeat transactions. Concerns about privacy breaches or data misuse cause hesitation or unwillingness to continue using a particular product or service. However, this doesn't directly lead them to make a repurchase. Instead, these concerns primarily influence their "intention" to repurchase. For businesses operating in the digital age, the mediating role of repurchase intention provides an intriguing framework for strategizing. It means businesses shouldn't solely focus on PC. Enhancing positive repurchase intentions can act as a buffer, even when certain aspects, like PC, might be playing against them.

We can hypothesize that,

**H7: Repurchase intention mediates the relationship between Privacy concern and Repurchase decision.**

TABLE 2.1: Mapping of Research Questions Objectives and Hypothesis

<b>Research Questions</b>	<b>Research Objectives</b>	<b>Hypothesis</b>
Q1: What is the effect of HG on consumer's RDs?	RO1: To examine the relationship between HG and RD.	H2: HG has positive influence on the consumer's RD.
Q2: What is the effect of PC on consumer's RDs?	RO2: To examine the relationship between consumer's PCs and RD.	H5: PC has negative influence on the consumer repurchase
Q3: Whether the RI create RD in consumers?	RO3: To investigate the relationship between RI and RD.	H1: RI has a positive influence on the RD. H3: HG has a positive
Q4: Whether the HG and PCs of consumers is affected by RI?	RO4: To examine the impact of HG and PC on consumers RI.	significant relation with RI. H6: PC has a negative relation with RI.
Q5: Whether RI mediates the relation between (a) HG (b) PC and RD?	RO5: To examine the mediating role of RI between (a) HG, (b) PC and RD.	H4: RI mediates the relationship between HG and RD. H7: RI mediates the relationship between PC and RD.

## 2.5 Theoretical Framework

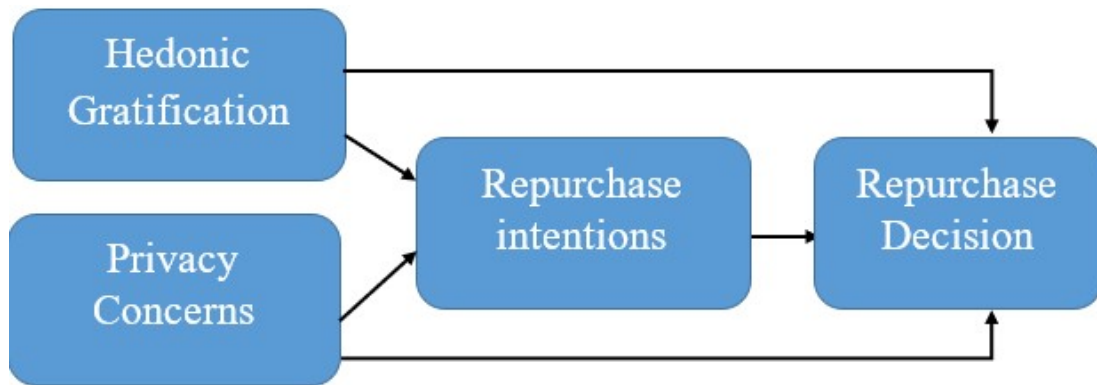


FIGURE 2.1: Theoretical Framework

## 2.6 Chapter Summary

In this chapter, we focused on the dynamics of consumer behavior, exploring the influences of repurchase intention, repurchase decision, privacy concerns, and HG. Drawing from a comprehensive literature review, we elaborated these concepts to build a solid theoretical framework supported by the Theory of Planned Behavior (TBP). There is a thorough exploration of repurchase intention, understanding how consumers form their intentions to repurchase products or services. The concept of repurchase decision is also explored and among these factors, PC emerged as a central theme. We examined how modern consumers' apprehensions about data privacy play a critical role in shaping their purchasing decisions. As digital interactions and data-sharing become more commonplace, understanding the nexus between PC and repurchase decisions is intriguing. Then the chapter highlights the concept of HG and how it impacts the consumers' intention to repurchase. This not only enriched our understanding of the emotional dimensions of consumer behavior but also shed light on the powerful impact of hedonic experiences. In the end of this chapter the research objectives, questions and seven hypotheses are presented simultaneously, and the theoretical framework is illustrated supported by the theory of planned behavior.

# Chapter 3

## Methodology

### 3.1 Research Approach

This section includes events that have been used for the management or direction of research. Research design explain the research strategies to collect, study and evaluate data. All the possible problems are being solved by research design by creating consistent and logical model for data analysis. There are two major types of research design namely qualitative and quantitative. Thus, data analysis and its presentation via chart and graphs are shown by quantitative research which examine the various variables to conduct research. quantitative research explains the data by using statistical tools and focus the different ideas to testify the proposed hypothesis.

Questionnaire is designed to collect data for analysis which is close ended subject matter and depict the fixed design of approach. That is why descriptive and deductive approach are used for this study. Under these approaches research explain theoretical subject matter and hypothesis developed based on past literature. All the variables of theoretical framework are address through descriptive and deductive design. Data analysis of sample from specific population has described by testify of hypothesis.

Mainly factual data is examined by this study gathered by keen observation. This research focuses to explain the effect and relationship among variables. Data has



been collected by survey method through a questionnaire that includes demographic (age, gender, qualification, and monthly income) to extract information from the respondent according to their knowledge, experience, and online shopping experience.

### **3.1.1 Time Horizon**

This study exhibits the cross-sectional impact that reveals the influence of factors affecting the RD of the consumer. Variables have been identified and meticulously chosen to testify these factors, aiming to extract vital information that might influence the RD of consumers specifically on digital platforms. Given the surge in online shopping, individuals who make purchases through digital media are considered as the primary population for this study. While a longitudinal analysis could provide deeper insights into the evolving behaviors and attitudes of these consumers over time, there are palpable constraints of time and resources.

As a result, a cross-sectional study was deemed most appropriate. Such a study design is beneficial as it allows for the examination of the impact of one independent variable on one or more dependent variables at a singular point in time. To gather data, questionnaires were strategically dispersed online over a span of one month, utilizing tools like Google Forms for collection.

The responses, crucial for our analysis, have been diligently stored in an Excel sheet, ensuring a structured approach to subsequent data analysis. This format not only simplifies data interpretation but also ensures that the integrity and accuracy of the collected information remain uncompromised throughout the study.

## **3.2 Population and Sampling Technique**

In research, the population refers to the entire group targeted for study. However, studying the entire group can be challenging due to size or resource constraints. This gives rise to the need for sampling, where a subset of the population is chosen for investigation. The method of selecting this subset is termed as the sampling technique. Different techniques, such as random or stratified sampling, can be

applied depending on the research goals. The choice of technique is vital to ensure the study's accuracy and representativeness.

### **3.2.1 Unit of Analysis**

This part of the research is very important. the unit of analysis may differ from person to person and this study focuses on the influence of HG and PC on RD by using the mediating role of RI in the context of Pakistan. Our research proposes that human behavior factors influence buying behavior and HG plays a positive impact on RD. unit of analysis for our research was respondents because all the possible responses they give via Google form themselves on a personal level.

### **3.2.2 Population**

Due to period and resource limitations, it is necessary to exhibit the sample as a whole population those who are using digital platform for shopping. Sampling is the most important for conducting result because it shows overall result of the research and success rate also depend on it, if all respective group or people are selected for data analysis an if wrong individuals are discarded all the result in the final. The clustering sampling technique is to be used for this research under the probability sampling technique. Entire population is tested under the cluster sampling or it divided in section. The targeted consumer those who use to do shopping online. The unit of analysis for this study is that individuals they buying things from the digital platform. Data collection for this study was beneficial in contrast to the outcome for each variable. This study more focus on examining the influence of factors that affect the RD-making behavior of the consumer. That is why it is imperative to select a suitable population.

### **3.2.3 Sample Size**

The sample size refers to the number of observations or individuals chosen from the larger population for the study. The significance of this number cannot be understated, as it directly impacts the validity and reliability of the research findings.

Choosing an appropriate sample size is a balance between precision, resources, and practicality. A larger sample often provides more accurate results, reducing the error margin and offering a clearer representation of the population. However, larger samples often demand more resources in terms of time, money, and effort. The sample for the current study consists of all individuals who are using digital platform for shopping. Data was collected by virtually distributing the questionnaire to respondents who are used to purchase online. Online Questionnaires were shared using the digital platforms for data collection. To decide on sample size, “G\*Power” calculator was used.

The effect size was kept 0.10,

Power needed was 0.95, and

Maximum number of arrows at an endogenous construct was 3,

The required minimum sample size was 176. Study considered to collect more data than 176. Calculating sample size, by this method is gaining importance in literature. Total of 258 questionnaire were shared, out of them 230 questionnaires were received. 17 incomplete filtered questionnaires were screen out. Remaining 213 responses were used for data analysis.

### **3.2.4 Sampling Approach**

The data was collected by using a cluster sampling approach under probability sampling technique. sample size is selected by randomly to pursue this study. Demographic information helped to identified cluster to get data for analysis. This research makes sure that respondents that provide responses bind to be kept secret. They agree to provide correct data without any hurry and avoid giving false information. So that this study is able to get accurate results from this information. All the information gathered for this study is merely for academic purposes to get buying behavior to make a decision to repurchase. Following filtered question was add in questionnaire to ensure that data is calculated through friendly manner from the people who are doing shopping from digital platform.

- How often do you buy online?

TABLE 3.1: Demographics

<b>Geographic Country Demographic</b>	<b>Pakistan</b>
	Below 18
	18-25
	26-33
<b>Age in years</b>	34-41
	42-49
	50 or above
<b>Gender</b>	Male
	Female
	Below Matriculation
	Matriculation
<b>Education</b>	Intermediate
	Bachelor's Degree
	Master's or Higher degree
	Below 20,000
	21,000-30,000
	31,000-40,000
<b>Monthly Income (Rs)</b>	41,000-50,000
	51,000 or above
	student/ not earning

### 3.3 Data Collection Technique

Data collection refers to the systematic approach researchers use to gather relevant information from sources to answer research questions, test hypotheses, or evaluate outcomes. The technique chosen plays a pivotal role in the reliability, validity, and generalizability of the study's results. There are various techniques available to researchers, and the choice often hinges on the research objectives, the nature of the data required, and the available resources.

The data collection technique is fundamental in shaping the research. It not only influences the type and quality of data gathered but also impacts the potential insights derived from it. Choosing the right technique ensures that the data is relevant, accurate, and a true representation of the population under study. Such as surveys or questionnaires, interviews, observations, and experiments.

### **3.3.1 Data Collection**

The data was collected via google forms. To get the research objectives close-ended questionnaire is used to collect responses from the respondents. For this study, a 5-point Likert scale is used to collect data that all have been filled in by respondents. The research subject includes demographic which consists of gender, age, education, and income. A total of 230 responses have been collected and 17 are discarded out of them. So, a total of 213 responses has been considered for performing the final analysis.

## **3.4 Data Analysis Technique**

Once data is collected, the next pivotal step in research is data analysis. Data analysis encompasses a range of techniques and methods used to process, interpret, and present information, helping researchers draw meaningful conclusions from their collected data. The chosen analysis technique can significantly influence the insights gleaned and the subsequent interpretations made. There are numerous techniques available, and the selection often depends on the nature of the data collected and the research objectives. Such as qualitative, quantitative or mixed methods approach. Data analysis techniques are integral to transforming raw data into meaningful results. They act as a bridge between the data collected and the conclusions drawn, ensuring that research findings are both accurate and relevant.

### **3.4.1 Data Analysis**

PLS-SEM software is used to run tests and perform analysis. Collected data is examined for the investigation of the correlation and regression, whereas the

correlation is performed to inspect and analyze how the independent variable is related to the dependent variable, and regression analysis is used to determine how much change in the independent variable causes the change independent variable. Below mentioned are the following test which has been performed:

### **3.4.2 Descriptive Analysis**

Descriptive analysis is a statistical toll that help out to summarize and describe the data in constructive way. It is one of the foundational pillars of data interpretation in research. It focuses on summarizing and illustrating the main features of a dataset in a comprehensible manner, providing an insightful snapshot of its main characteristics without delving into deeper causal interpretations. Descriptive analysis deals primarily with measures that provide a sense of the "center," "spread," and "shape" of the data. Visual aids like graphs, tables, and charts often accompany descriptive statistics to provide a clear, visual summary of the data's characteristics.

It may give patterns such that complete the data requirement. It is a very significant method for showing statistical analysis. It gives you assumption of the distribution of your data, helps you detect errors and outliers, and enables you to identify similarities among variables, thus making you ready for conducting further statistical analyses. Reliability analysis lets you study the properties of measurement scales and the items that compose the scales.

### **3.4.3 Reliability Analysis**

Reliability analysis tests the consistency of a measurement instrument or method over time, ensuring that repeated measurements under consistent conditions produce similar results. Reliability evaluation allows you to study the houses of dimension scales and the objects that compose the scales. Internal consistency, often measured using Cronbach's alpha, examines how closely related a set of items function as a group, especially in multi-item scales like questionnaires. The Reliability analysis process calculates a number of commonly used measures of scale

reliability and also affords facts approximately the relationships between individual objects in the scale. Intraclass correlation coefficients can be used to compute inter-rater reliability estimates.

Descriptive for every variable and for the size, precise information across items, inter-item correlations and covariances, reliability estimates, intraclass coefficients, Mostly Alpha model is used and it is a version of inner consistency, based totally on the common inter-object correlation.

### **3.4.4 Mediation Analysis**

Mediation analysis is a statistical method designed to understand the process by which one variable influence another. Instead of solely focusing on the direct relationship between an independent and dependent variable, this analysis seeks to determine if a third variable, termed the 'mediator', serves as a bridge in this relationship. In essence, it addresses the question of 'how' or 'through what mechanism' the independent variable affects the dependent variable, enhancing our comprehension of the underlying processes in observed associations.

In the current study, 5-point Likert scale is used for all four variables where the scales range from strongly disagree to strongly agree, (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree). Each response is commonly assigned a numerical value, enabling a quantitative analysis of qualitative data.

## **3.5 Research Instrument**

The research instrument is defined as the item scale that is adopted to make a questionnaire. current study used 5-point "Likert scale" for all four variables i.e. HG, PC, RI and RD. These instruments are tools or mechanisms employed by researchers to collect, measure, and analyze data systematically. Close-ended questionnaire is used to perform the analysis on four variables referred to as scale from 'Strongly Disagree to Strongly agree (1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree).

### 3.5.1 Repurchase Decision

The three items were used in this study and were adopted from (Chen et al., 2015) from the article A retentive consumer behavior assessment model of the online purchase decision-making process (Lee and Charles, 2021). In this study element find the behavior about RD of the consumers.

### 3.5.2 Repurchase Intention

The three-item scale would use for the measurement which is adapted from (Parasuraman et al., 2005; Pavlou and Fygenon, 2006). From the article Determinants of customer RI in online shopping (Chiu et al., 2009). This scale would measure the purchasing behavior of consumer from internet.

### 3.5.3 Hedonic Gratification

The four-item scale would adapted for the study of measurement (Ma, 2023). From the article of Effects of interactivity affordance on user stickiness in livestream shopping identification and HG as mediators (Ma, 2023). This scale would help to measure the pleasure of use and think about to retain on the product.

### 3.5.4 Privacy concern

The four-item scale would use for this element that would adapted from (Dinev and Hart, 2005). From the article Privacy concerns and online purchasing behavior: Towards an integrated model by (Fortes and Rita, 2016). Respondent would ask about their PC information and would measure the required perception.

TABLE 3.2: Scales

Construct	Item	Source
Hedonic Gratification	4	Ma (2023)
Privacy concern	4	Dinev and Hart (2006)
Repurchase Intention	3	Pavlou and Fygenon (2006)
Repurchase decision	3	Chen et al. (2015)



## **3.6 Chapter Summary**

In the methodology chapter, the blueprint of our research was carefully laid out. Employing a quantitative approach, we sought structured and statistically grounded insights using a questionnaire as our primary tool. This study was rooted in a cross-sectional time horizon, capturing a specific moment's snapshot. A clustered sampling technique was chosen, offering both efficiency and a representative glimpse of our defined population. Data collection was facilitated through Google Forms, with participants expressing their views on a 5-point Likert scale. Out of the pool, 213 responses were analyzed using PLS, which allowed for a comprehensive descriptive overview, reliability verification, and intricate examinations through regression, correlation, and mediation.

The chapter explained the specific research tools designed for each of the study's four distinct variables, ensuring precision and validity in our measurements. This methodology enhanced the integrity of our findings, paving the way for meaningful conclusions and insights.

# Chapter 4

## Results

### 4.1 Data Analysis

This chapter provides a thorough explanation of the findings of data collected to study the influence of HG and PCs on the RD through RI of consumers. The study was conducted on university students that use social media mostly. The data was screened to remove any missing data ambiguities then the demographic analysis was conducted based on the gender, age, education level and income level of the respondents. The descriptive analysis allow understanding of the data without considering every data point separately using measures like mean, standard deviation, skewness and kurtosis. The chapter also focuses on the reliability and validity of the instruments used to measure the study variables. The main part of confirmatory factor analysis consists of factor loadings of items which shows that each value is acceptable in this studies analysis. The discriminant validity is also checked through HTMT and Fornell-Larcker Criterion. Lastly, the chapter discusses the findings of direct and indirect relationships between the study variables. The statistical tests and procedures were carried out utilizing the Smart PLS software. Lastly, the findings are comprehensively presented towards the conclusion of this chapter. The process of analyzing, cleaning, managing and interpreting data to obtain useful information, make informed decisions and look for patterns or patterns is called data analysis. It requires the use of various methods, statistical methods and tools to analyze big data to find hidden information, relationships and connections.

## 4.2 Response Rate

The target sample for the study was 300 social media users from universities in Islamabad and Rawalpindi. Through convenience sampling randomly selected respondents filled the survey questionnaire so 258 questionnaires were floated online and administered physically as well. There were only 230 questionnaires returned out of which 213 were usable for conducting data analysis. Due to missing values, 17 questionnaires were not used. The response rate was calculated to be 89.14% with a usable response rate of 82.55%. Table 4.1 shows the response rate for the data collected to analyze.

TABLE 4.1: Response Rate

Questionnaire Circulated	Questionnaire Returned	Questionnaire Usable	Response Rate%	Response Usable	Response Rate %
258	230	213	89.14%		82.55%

## 4.3 Demographic

There are four demographics in the questionnaire such as gender, age, education and income of the respondents who are university students and social media users. Sample characteristics are given below:

The gender component is mandatory to evaluate to understand the gender equality in the study. As it categorizes into male and female participants in a population, this is the most important demographic characteristic in any research. The first question the respondents were required to answer was regarding their gender. The two options to choose from were male and female.

Table 4.2 shows the gender distribution of the study where majority of the respondents were 161 females with a percentage of 75.6%. Remaining 52 respondents were male which was 24.4% of the sample population. Figure 4.1 shows the histogram for gender distribution which is skewed towards female participants.

Each age bracket has different experiences and exposure in life. Hence, individuals belonging to the same age group have somewhat similar characteristics, which is

TABLE 4.2: Gender Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	52	24.4	24.4	24.4
Female	161	75.6	75.6	100.0
Total	213	100.0	100.0	

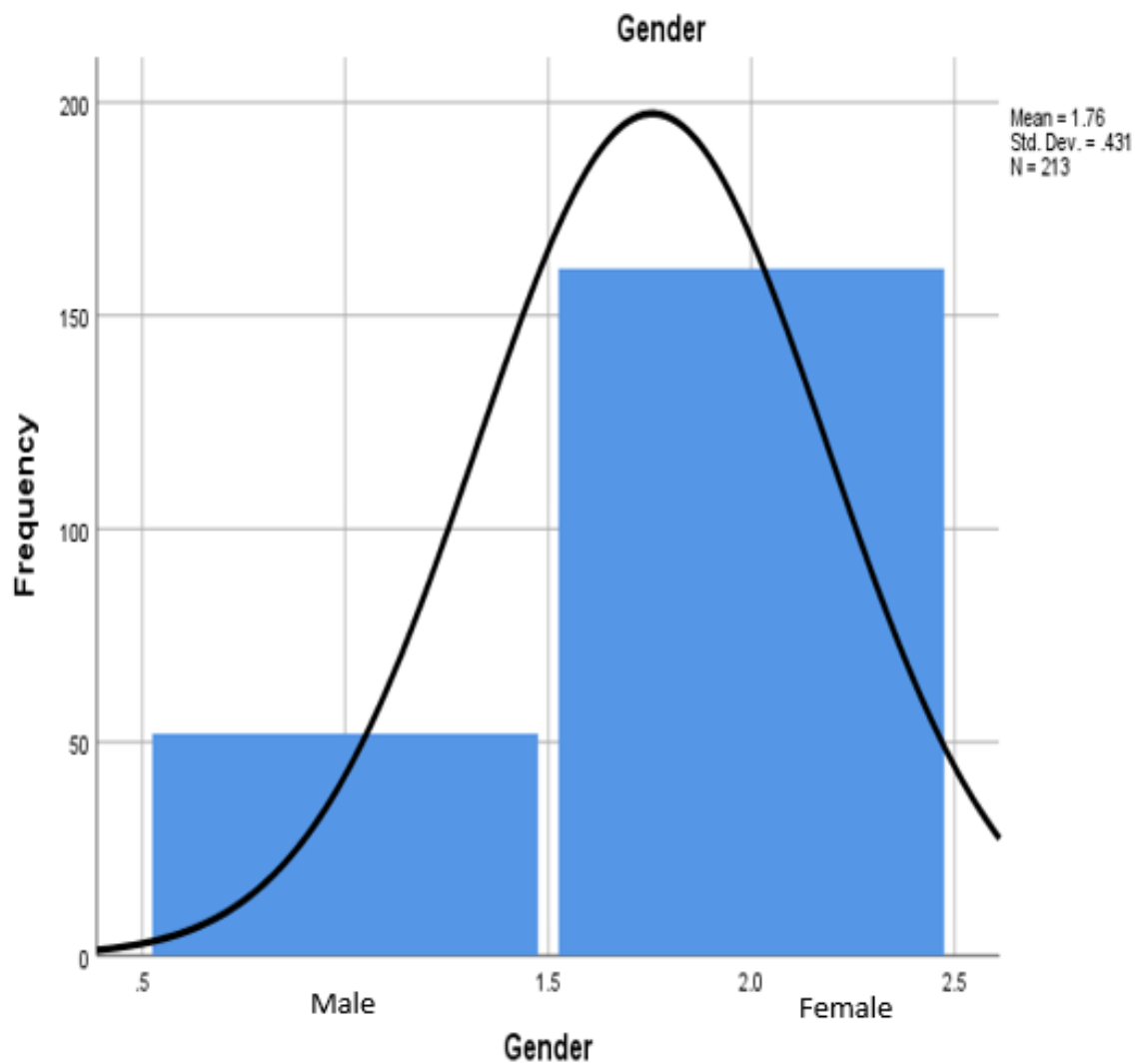


FIGURE 4.1: Gender Distribution

why age is another important demographic characteristic. The study used six age brackets included in the questionnaire: below 18 years, 18-25 years, 26-33 years, 34-41 years, 42-49 years and 50 or above years of age.

Table 4.3 shows the age distribution for respondents. Majority of the respondents

fall in the category of 18-25 which is 138 respondents and 64.8% of the respondents. 50 respondents belong to the age bracket of 26-33 which is 23.5% of the data. Remaining 15 belonged to 34-41 bracket which is only 7% of respondents. Only 8 participants picked below 18 and the least frequency of 2 responses were of 42-49 range. Meanwhile no participants belonged to 50 years of age or above.

TABLE 4.3: Age Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Below 18</b>	8	3.8	3.8	3.8
<b>18-25</b>	138	64.8	64.8	68.5
<b>26-33</b>	50	23.5	23.5	92.0
<b>34-41</b>	15	7.0	7.0	99.1
<b>42-49</b>	2	.9	.9	100.0
<b>Total</b>	213	100.0	100.0	

Figure 4.2 shows the second bar being the highest and data is skewed towards 18-25 years of age bracket. The results are in line with the studies approach of targetting the university students whose consumer behavior largely depends on social media usage.

As the study respondents are students it is imperative to study the demographic of their education level. The questionnaire consisted of five categories for education: below matriculation, matriculation, intermediate, bachelors, and masters or above. The results in table 4.4 show that majority of the respondents chose bachelors degree which were 114 out of 213 and 76.5% of the data. 50 respondents were from masters or higher degree category which was 23.5% of the total responses. There were 17.4% respondents that picked intermediate which means 37 of the responses. Remaining 11 respondents (5.2%) and 1 respondent (0.5%) picked matriculation and below matriculation, respectively.

Figure 4.3 shows that the fourth category of bachelors degree had the highest number of responses and data is skewed towards it expressing that the sample population has a greater number of undergraduates.

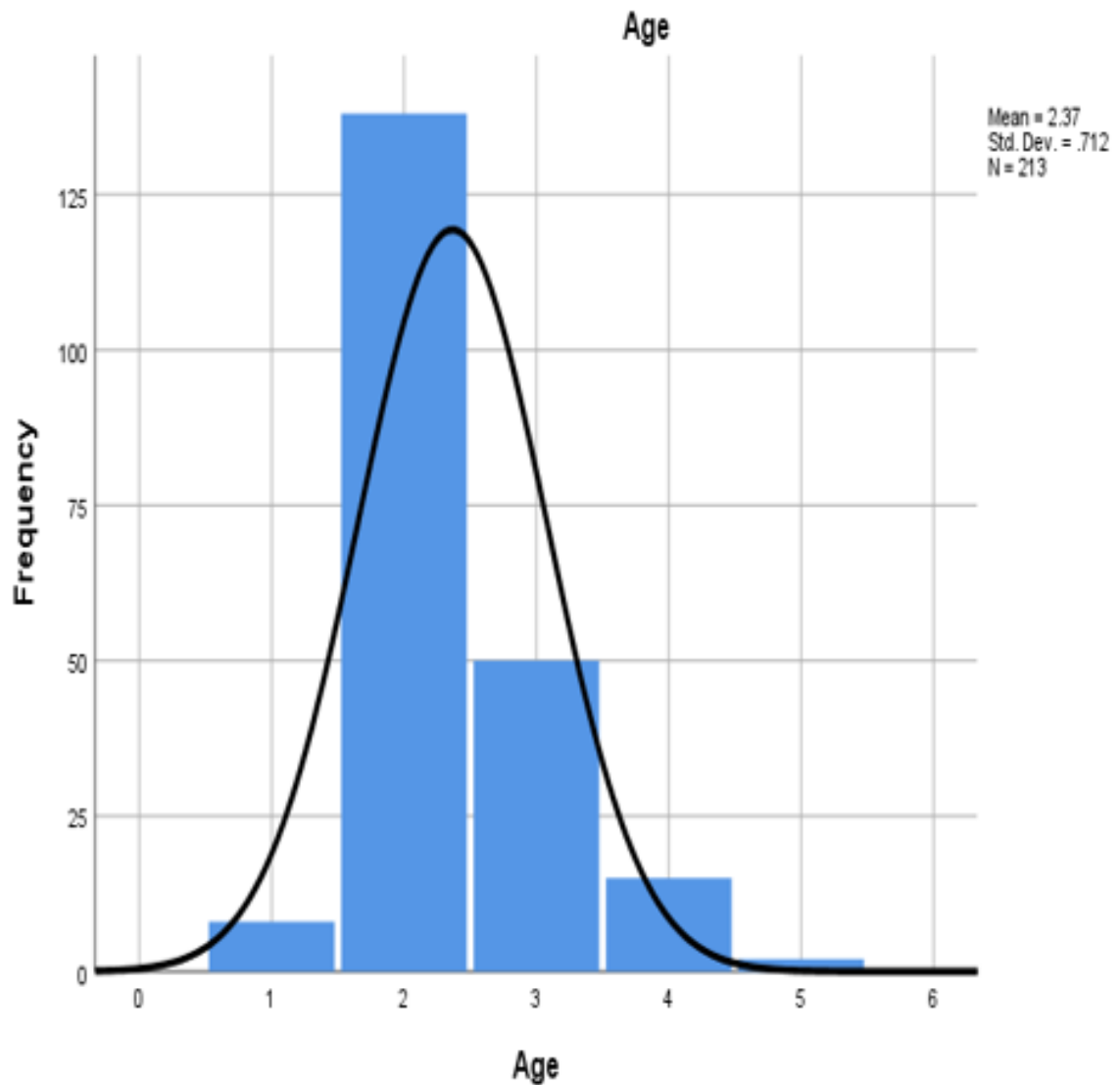


FIGURE 4.2: Age Distribution

TABLE 4.4: Education Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Below Matriculation	1	.5	.5	.5
Matriculation	11	5.2	5.2	5.6
Intermediate	37	17.4	17.4	23.0
Bachelors degree	114	53.5	53.5	76.5
Masters or higher degree	50	23.5	23.5	100.0
<b>Total</b>	<b>213</b>	<b>100.0</b>	<b>100.0</b>	

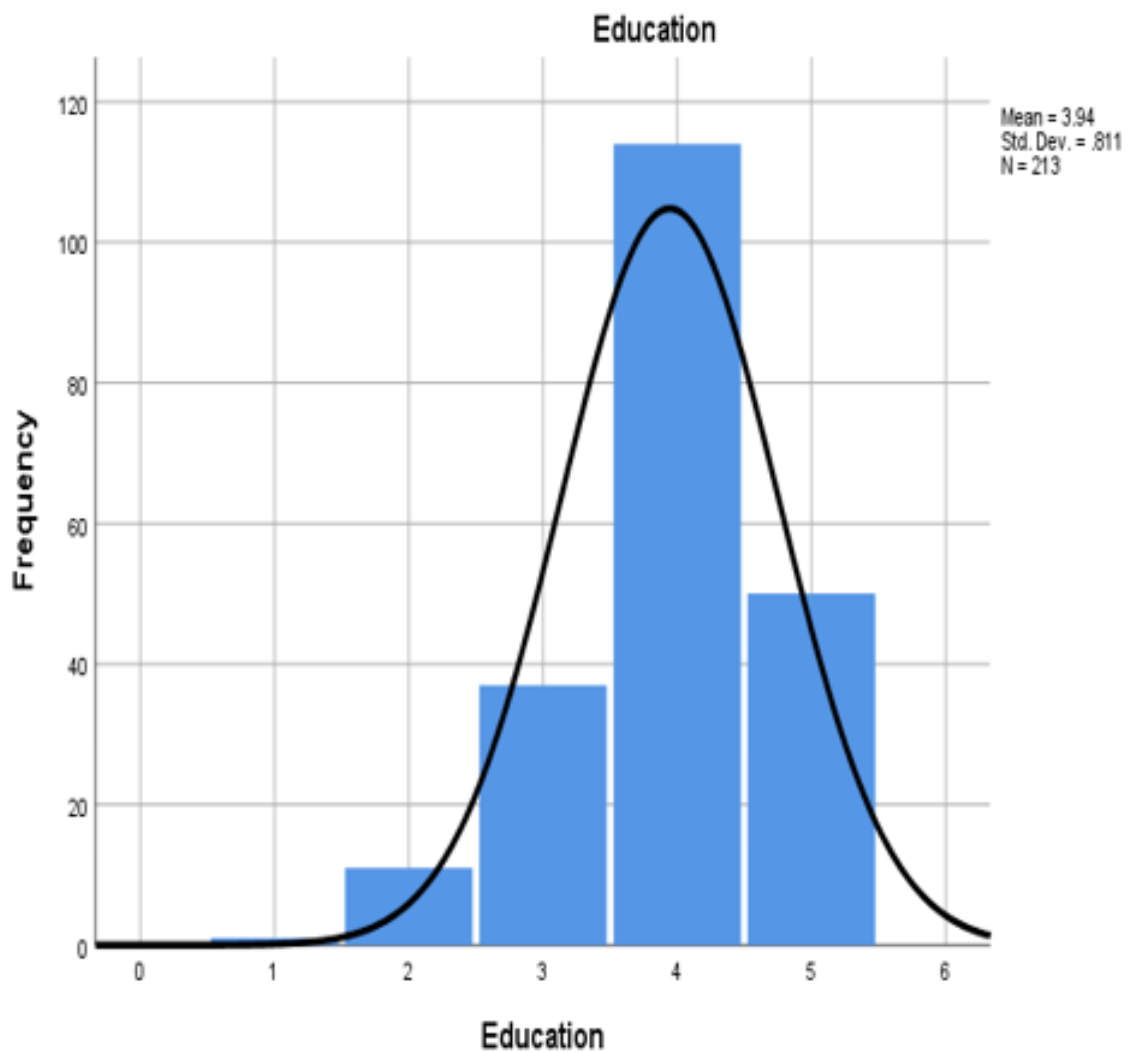


FIGURE 4.3: Education Distribution

The last demographic characteristic is concerned with the monthly income of respondents and categories include six options in Pakistani Rupees: below 20,000, 21,000-30,000, 31,000-40,000, 41,000-50,000, 51,000 or above, and student or not earning. It is found that a great portion of the sample earns between 21,000 to 30,000 per month which is 138 out of 213 respondents (64.8%).

50 respondents (23.5%) have income between 31,000 to 40,000 and 15 respondents (7%) have income between 41,000 to 50,000.

Remaining 8 respondents (3.8%) have below 20,000 income per month and only 2 respondents (0.9%) have 51,000 or above monthly income. No responses were regarding unemployed students. Figure 4.4 shows a normal curve of income distribution of the data.

TABLE 4.5: Income Distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
below 20,000	8	3.8	3.8	3.8
21,000-30,000	138	64.8	64.8	68.5
31,000-40,000	50	23.5	23.5	92.0
41,000-50,000	15	7.0	7.0	99.1
51,000 or above	2	.9	.9	100.0
<b>Total</b>	<b>213</b>	<b>100.0</b>	<b>100.0</b>	

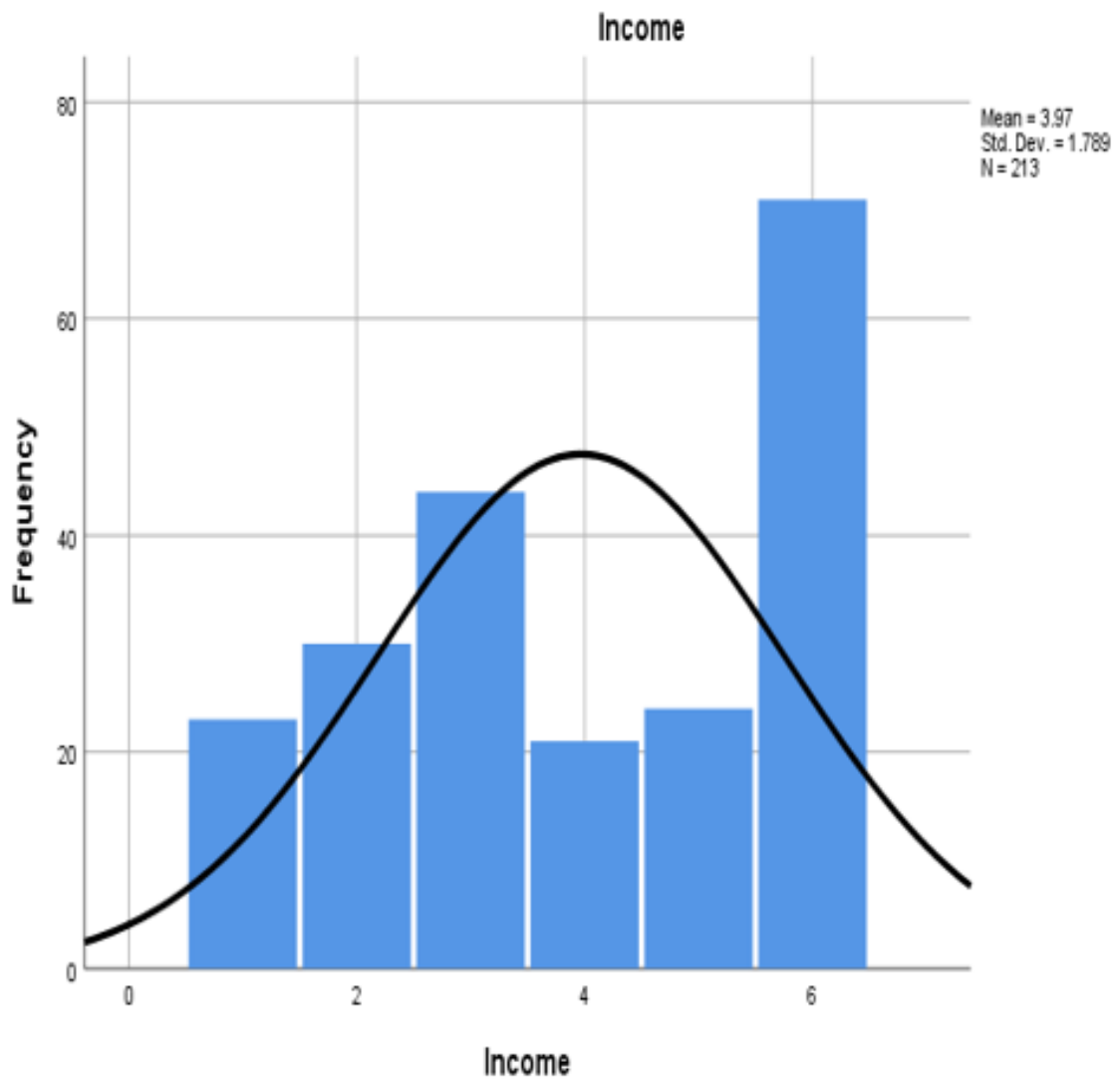


FIGURE 4.4: Income Distribution



TABLE 4.6: Descriptive Statistics

	N	Statistic Mean	Statistic Std. Deviation	Statistic	Skewness	Statistic	Kurtosis	
					Statistic	Std. Error	Statistic	Std. Error
<b>PC</b>	213	3.3110	1.06112		-.315	.167	-.768	.332
<b>HG</b>	213	3.6831	.99760		-.944	.167	.616	.332
<b>RI</b>	213	3.1362	1.03540		-.131	.167	-1.062	.332
<b>RD</b>	213	3.1690	1.05042		-.251	.167	-1.004	.332
<b>Valid N (listwise)</b>	213							

Descriptive statistics provide a concise summary of the data which represents the whole data set. It consists of values for mean, standard deviation and data distribution statistics of skewness and kurtosis. Mean is the average of responses against each variable and standard deviation shows how farther data is from mean values. The descriptive analysis helps find out if the responses are unique and not redundant. Table 4.6 shows the results where N means the size of the sample and total respondents are 213. As the STDEV values are high, the data is farther from the mean. The mean values range from 3.13 to 3.68 which means the responses are more inclined towards the 3rd likert scale (nor agree neither disagree) and standard deviation values range from 0.99 to 1.06. The distribution for data is known as normality and to measure this skewness and kurtosis are used in the study. The data is negatively skewed if the values are less than -1 and acceptable if it falls between +1 and -1 which is fulfilled in the results shown in table below. Kurtosis measures the peakedness or flatness of the distribution and values should fall between +1 and -1. The data is mostly platykurtic which means there are fewer extreme values in the distribution.

## 4.4 PLS-SEM Results

SEM is a second-generation analysis technique that explains the model regardless of how simple or complex it is without normality issues (Hair et al., 2014). PLS-SEM is an exploratory approach that prioritizes prediction over model fit. Unlike CB-SEM (Covariance-based Structural Equation Modeling), which focuses on theory testing and model fit, PLS-SEM focuses on explaining variance. PLS-SEM uses a component-based approach to estimation. This method is different from the matrix-based approach used in CB-SEM. Bootstrapping is a resampling technique used in PLS-SEM to estimate the precision of the estimates. It allows for the calculation of confidence intervals and significance tests. When the model is complex and the focus is on prediction of relationships among study constructs it is best to use PLS-SEM. PLS-SEM is used to assess two models such as measurement model which is the outer model and the structural model which is the inner model.

#### 4.4.1 Measurement Model

The outer model is assessed in the measurement model which focuses on the analysis between data and study variables. Simply put, this model plays a vital role in capturing the relationships between latent variables and their indicators. To explain the reliability of the instrument, composite reliability and cronbach's alpha is measured.

The average variance extracted (AVE) values show the convergent validity, HTMT ratio and Fornell-Larcker Criterion measures the discriminant validity. To complete the measures for confirmatory factor analysis, outer loadings are also assessed. This assessment ensures that the latent constructs are accurately represented by their indicators and provides a solid foundation before exploring the relationships between constructs in the structural model.

#### 4.4.2 Cronbach Alpha

Cronbach's Alpha is a measure of internal consistency or reliability in a set of test or survey items. While often employed to ensure the reliability of scales and questionnaires, it's merely the first step in the broader journey of instrument validation, setting the stage for deeper dives into the complexities of measurement. It indicates how closely related a set of items are as a group, with a value ranging from 0 to 1.

Higher values suggest greater reliability and consistency among the items. The value must be greater than 0.7 as per acceptable threshold (Taber, 2018). Table 4.7 shows the cronbach alpha values for study variables HG, PC, RD and RI, ranging from 0.755 to 0.873.

#### 4.4.3 Composite Reliability

Composite reliability, also known as construct reliability, is a measure of the internal consistency or reliability of a set of items that make up a composite scale in a measurement model. It indicates how well the items represent the underlying construct. Values range from 0 to 1, with values closer to 1 indicating greater

TABLE 4.7: Cronbach Alpha

Variables	Cronbach's Alpha Values
HG	0.873
PC	0.863
RD	0.755
RI	0.762

reliability. The value must be greater than 0.7 as per acceptable threshold (Taber, 2018). Table 4.8 shows the cronbach alpha values for study variables HG, PC, RD and RI, ranging from 0.855 to 0.913.

TABLE 4.8: Composite Reliability

Variables	Composite reliability (CR)
HG	0.913
PC	0.900
RD	0.855
RI	0.863

## 4.5 Convergent validity

In convergent validity Average variance extracted and factors loading is tested.

### 4.5.1 Average Variance Extracted

Average Variance Extracted (AVE) is a measure used to assess the convergent validity of a construct. It measures the amount of variance that is caused by a construct relative to the amount due to measurement error.

A higher AVE value, generally above 0.5, indicates good convergent validity, meaning the indicators of a construct are indeed measuring the same underlying phenomenon (Hair et al., 2014). The values range from 0.664 to 0.724 and are acceptable as shown in table 4.9.

TABLE 4.9: Average Variance Extracted

Variables	Average variance extracted (AVE)
HG	0.724
PC	0.694
RD	0.664
RI	0.677

### 4.5.2 Factors Loadings

Factor loadings are coefficients in factor analysis showing how much each item is associated with a latent factor. High absolute values indicate strong influence, while values near zero show weak influence. They help interpret the relationship between items and factors. The threshold value for outer loading should be at least 0.7 or greater than 0.7 (Hair et al., 2014).

The factor loadings range from 0.730 to 0.934 as shown in table 4.10, which means all values fall in the acceptable range and the data is fit for further analysis. Figure 4.5 shows the measurement model.

## 4.6 Discriminant Validity

Discriminant validity is an essential criterion to evaluate the quality of a measurement model in quantitative research. It examines the degree to which a construct is different from other constructs, ensuring that it is not highly correlated with other measures it should theoretically be unconnected to.

Demonstrating discriminant validity is paramount when introducing new measures or scales, as it ensures that the new construct provides novel information, not merely replicating what other instruments already capture. Rigorous establishment of discriminant validity fortifies the argument that an instrument is both

TABLE 4.10: Factor Loading

Items	HG	PC	RD	RI
HG1	0.877			
HG2	0.831			
HG3	0.841			
HG4	0.854			
PC1		0.730		
PC2		0.934		
PC3		0.820		
PC4		0.835		
RD1			0.815	
RD2			0.736	
RD3			0.888	
RI1				0.806
RI2				0.817
RI3				0.844

conceptually and empirically distinct from others. Two common methods to assess discriminant validity are the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker criterion.

#### 4.6.1 Fornell-Larcker Criterion

The Fornell-Larcker criterion is an earlier method for assessing discriminant validity and it has been widely used in many research studies. This criterion suggests that a construct shares more variance with its associated indicators than it does with any other construct.

To fulfill the Fornell-Larcker criterion, the square root of the Average Variance Extracted (AVE) for each construct should be larger than the correlation of that construct with any other construct.

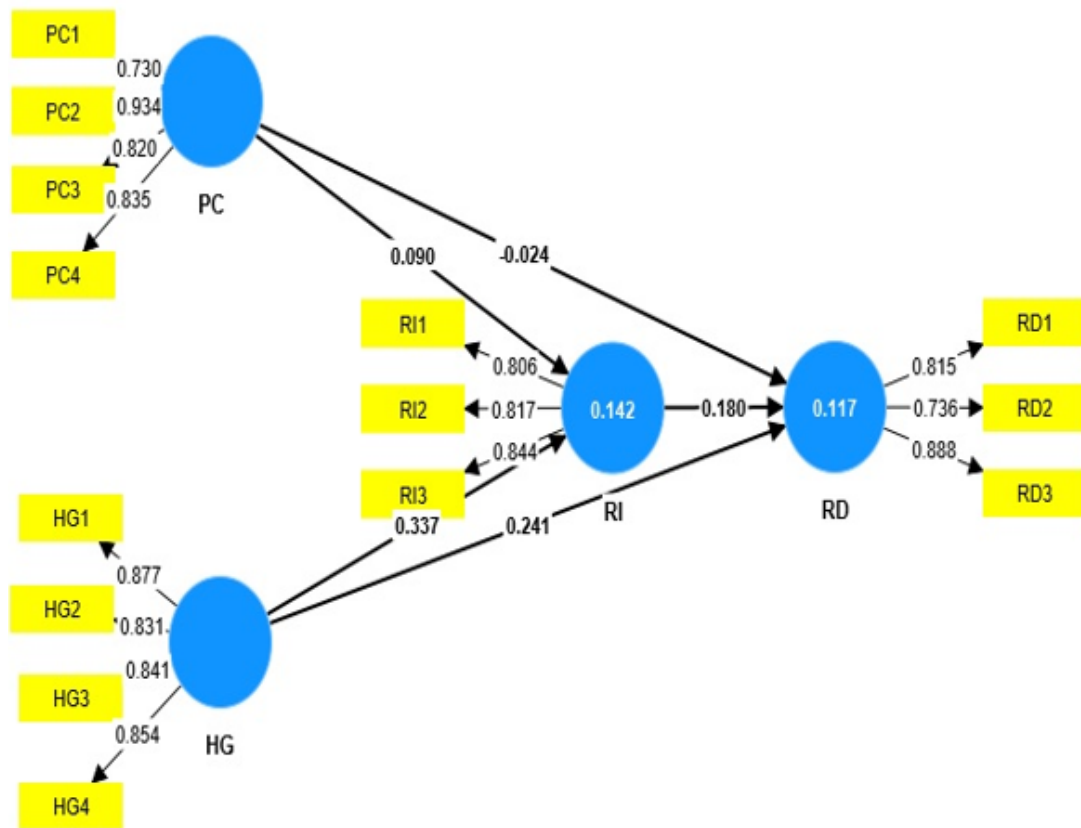


FIGURE 4.5: Measurement Model

In a more tangible sense, when you tabulate the correlations between constructs, the diagonal (representing the square root of the AVE for each construct) should contain values that are greater than the off-diagonal values in the corresponding rows and columns. Table 4.11 shows that the AVE for each construct is greater than its correlations.

TABLE 4.11: Fornell-Larcker Criterion

Variables	HG	PC	RD	RI
<b>HG</b>	0.851			
<b>PC</b>	0.323	0.833		
<b>RD</b>	0.299	0.089	0.815	
<b>RI</b>	0.367	0.200	0.264	0.823

### 4.6.2 Heterotrait-monotrait ratio (HTMT)

The Heterotrait-Monotrait Ratio (HTMT) is a relatively more recent method used for assessing discriminant validity in research. Contrasting with traditional methods, the HTMT quantifies the ratio of between-construct correlations (heterotrait) to within-construct correlations (monotrait).

It compares the correlation of indicators within the same construct against the correlation of indicators across different constructs. According to [Kline \(2015\)](#), if the value of discriminant validity is less than 0.85 or 0.90, then the constructs are distinct, which agrees with the research by [Henseler et al. \(2016\)](#).

The HTMT ratio must be less than 1.00 ([Henseler et al., 2016](#)). Table 4.12 shows that all values are acceptable for discriminant validity.

TABLE 4.12: Heterotrait-Monotrait Ratio (HTMT)

	HG	PC	RD	RI
HG				
PC	0.363			
RD	0.342	0.100		
RI	0.445	0.220	0.336	

## 4.7 Evaluation of Structural Model

While the measurement model deals with relationships between latent variables and their respective indicators, the structural model focuses on the relationships between the latent variables themselves. The structural model is the assessment of the inner model which is related to hypotheses testing.

It attempts to understand the direct and indirect paths between the study variables. Using bootstrap method, path coefficients, t values and p values are used



to find statistical support in favor or against proposed hypotheses of the study. Effect size ( $f^2$ ) shows how much an endogenous variable is affected and HG has the largest effect on RI which is 11%.

According to [Cohen \(1992\)](#),  $f^2$  values of 0.02, 0.15 and 0.35 denote small, medium and large effect sizes in the structural model. The coefficient of determination (R2) explains variance for each dependent variable, and it must be greater than or equal to 0.1 ([Falk and Miller, 1992](#)).

The value of 0.142 means that both PC and HG explained 14.2% variance in RI while 0.117 value means 11.7% variance in RD was explained by PC, HG and RI. Stone-Geisser's Q2 value helps measure the predictive relevance ([Geisser, 1974](#); [Stone, 1977](#)) and the value for latent variables is found by running the blindfolding process in the PLS path model.

For endogeneous variables RI and RD, the values of 0.122 and 0.069 show good predictive relevance as it should be greater than 0 ([Sarstedt et al., 2022](#)).

Table 4.13 shows two hypotheses are rejected as the results are insignificant and effect sizes are zero. HG significantly affects RD ( $\beta = 0.241, t = 3.276, p < .05$ ) so we accept H2. RI significantly affects RD ( $\beta = 0.180, t = 2.140, p < .05$ ) so we accept H1.

HG significantly affects RI ( $\beta = 0.337, t = 5.103, p < .05$ ) so we accept H3. H5 and H6 are both rejected due to insignificant values: PC on RD ( $\beta = -0.024, t = 0.283, p > .05$ ) and PC on RI ( $\beta = 0.090, t = 1.262, p > .05$ ).

TABLE 4.13: Direct Relationships

H	Paths	Original sample	Standard deviation	T Statistics	P-values	$F^2$	Decision	$R^2$	$Q^2$
		(O)	(STDEV)	(O/STDEV)					
H2	$HG \rightarrow RD$	0.241	0.074	3.276	0.001	0.053	Accepted	0.117	0.069
H5	$PC \rightarrow RD$	-0.024	0.087	0.283	0.777	0.001	Rejected		
H1	$RI \rightarrow RD$	0.180	0.084	2.140	0.032	0.032	Accepted		
H3	$HG \rightarrow RI$	0.337	0.066	5.103	0.000	0.119	Accepted	0.142	0.122
H6	$PC \rightarrow RI$	0.090	0.072	1.262	0.207	0.009	Rejected		

## 4.8 Mediation Analysis

Mediation analysis is a statistical method used to understand whether the effect of the independent variable on the dependent variable is explained through the mediator. This helps to study the 'how' and 'why' of a relationship between two variables, providing a deeper understanding of the data.

In essence, mediation analysis examines if and how a third variable (the mediator) serves as a bridge between a predictor (independent variable) and an outcome (dependent variable). The goal is to understand two pathways: one where the independent variable directly impacts the dependent variable without the mediator's influence, called the direct effect.

The other, the indirect effect, measures how much of the independent variables impact on the dependent variable is caused through the mediator. RI acts as a mediator in the model and its effect on the relationship between HG and RD, and PC and RD is shown in table 4.14. Through bootstrap method, the indirect relationships are calculated.

The bootstrapping technique was introduced by [Preacher and Hayes \(2008\)](#) to measure the indirect effects of a mediator. RI has a significant mediating effect on the relationship between HG and RD ( $\beta = 0.061$ ,  $t = 1.981$ ,  $p < .05$ ) so we accept H4. RI has insignificant results that shows it does not mediate the relationship between PC and RD ( $\beta = 0.016$ ,  $t = 1.004$ ,  $p > .05$ ), so we reject H7.

TABLE 4.14: Mediation Analysis

H	Paths	Original	Standard	T	P-values	Confidence		Decision
		Sample	Deviation	Statistics		Interval		
		(O)	(STDEV)	(O/ STDEV)		2.5%	97.5%	
<b>H4</b>	$HG \rightarrow RD$	0.061	0.031	1.981	0.048	0.005	0.125	Accepted
<b>H7</b>	$PC \rightarrow RD$	0.016	0.016	1.004	0.315	-0.011	0.053	Rejected

## 4.9 Summary of Results

This section presents the statistical evaluation of data collected from social media users, analyzed using PLS-SEM. Within this framework, both the measurement and structural models were evaluated. The results derived from this data suggest a significant positive correlation between RI and RD. It also concludes that HG has a positive influence on RI and RD.

There seems to be an insignificant relationship between PC and RI as well as RD. RI has mediating effect on the relationship between HG and RD however, it does not mediate the relationship between PC and RD.

TABLE 4.15: Summary of Results

<b>Hypothesis</b>	<b>Statement</b>	<b>Results</b>
<b>H1</b>	RI has a positive influence on the RD	Accepted
<b>H2</b>	HG has positive influence on the consumer's RD	Accepted
<b>H3</b>	HG has a positive significant relation with RI	Accepted
<b>H4</b>	RI mediates the relationship between HG and RD	Accepted
<b>H5</b>	PC has negative influence on the consumer RD	Rejected
<b>H6</b>	PC has a negative significant relation with RI	Rejected
<b>H7</b>	RI mediates the relationship between PC and RD	Rejected

## 4.10 Chapter Summary

The chapter explains the various stages of data analysis. Employing a diverse set of tools and techniques, the results start with ensuring the quality and reliability of the dataset. This is evidenced by the reliability tests that comprise checks for both validity and factor loadings. The study also ensured discriminant validity through the HTMT and Fornell-Larcker methods, establishing a foundation for hypothesis testing. The response rate was notably high at 89%, which underscores the data's representation and potential for generalization.

A detailed demographic analysis was then provided, which showed the respondent data based on gender, age, education, and income. This offers an understanding of the diverse range of participants that the study included. Subsequently, descriptive statistics of the variables were presented, giving a quantitative overview of the dataset. This set the stage for the more detailed PLS SEM (Partial Least Squares Structural Equation Modeling) results. In the measurement model, several key metrics were assessed.

Cronbach's alpha and composite reliability scores ensured the consistency and reliability of the measures used. The Average Variance Extracted (AVE) and factor loadings further explained that the data was reliable. The discriminant validity of the model was determined using both the Fornell-Larcker criterion and the HTMT ratio, affirming the distinctness of the constructs. The chapter then exhibited the evaluation of the structural model. It is here that the research hypotheses were subjected to statistical testing. Of the five direct relationships posited, three were supported, while two were rejected. In terms of mediation, one out of the two proposed hypotheses were accepted.

# Chapter 5

## Discussion and Conclusion

### 5.1 Discussion

This study's main objective was to investigate the effects of HG and PCs on the RD of online buyers. The indirect effects of these factors through the mediating function of RI were also studied. To address the gap in consumer behavior literature in a developing country such as Pakistan, HG and PCs are important factors for RDs in online buying.

The study's five research objectives led to seven hypotheses to explain the model supported by the TPB. This section provides an in-depth explanation of the results of this study.

#### 5.1.1 Impact of Repurchase Intention on Repurchase Decision

The first hypothesis H1 suggested a positive influence of RI on the RD. The analysis of the collected data has offered substantial support for the hypothesis and we conclude that RI of the young consumers influence their RD positively when indulging in online shopping.

It means the more individuals intend to repurchase a product or service, the higher the chances for them to decide to repurchase it. The finding aligns with previous

studies that highlight the role of RI in determining customer behavior (Oliver, 2014).

This relationship suggests that when customers have a positive purchasing experience, they are more likely to return to the same business for future purchases, indicating the importance of cultivating positive customer experiences and fostering customer loyalty (Bilgihan, 2016; Hellier et al., 2003).

A recent study has found that buying decision is directly linked with RI of consumers (Cuong et al., 2022). The findings underscore the significance of businesses providing high-quality products and services and fostering positive customer interactions and relationships to increase RIs (Fared et al., 2021). Companies could benefit from implementing strategies and efforts to boost customers RIs, which in turn positively influence their RDs (Chen et al., 2015).

### **5.1.2 Impact of Hedonic Gratification on Repurchase Decision**

The second hypothesis H2 stated that HG positively affected consumer's RD, and the statistical analysis supports the hypothesis. When a product or service fulfills the needs and desires of individuals, they are certain to build HG, which means being satisfied with the value they get in return for their money.

Customer satisfaction and convenience are strong predictors of RD of consumers. The study also discusses that this satisfaction is often attributed to its convenience, the extensive product range, and the personalized shopping experiences offered by digital platforms. The ability to easily compare prices and access exclusive online deals further enhances this HG.

Additionally, the interactive nature of online shopping, including customer reviews, online ratings, and detailed product information, aids consumers in making informed decisions, contributing to an overall enjoyable shopping experience.

However, social media greatly affects the repurchase of products and services in this regard and builds a strong image that helps build expectations (Santos Corrada et al., 2020). Seeing other people review the product you want to buy helps form

a realistic expectation which is later met to insinuate HG in the consumer and ultimately lead to a RD.

### 5.1.3 Impact of Hedonic Gratification on Repurchase Intention

The third hypothesis H3 established through study findings that HG positively relates to RI. In continuance of the above discussion that HG has direct and positive effects on RD the important factor between them is RI. A study in Malaysia found that HG of consumers through social media affects the purchase/RI. In young consumers, HG is a trait that results in RI (Kim et al., 2020). HG can include various elements from the ease of navigation on the website to the joy of discovering new products.

A more convenient, comfortable, and smooth online shopping experience makes the consumers repeat their purchase and form RI. Companies have adapted their services to make the experience more impactful for the younger consumers. Still, their preferences change fast so it can be concluded that the respondents seem highly satisfied with their experiences and intend to repurchase.

### 5.1.4 Mediation of Repurchase Intention

The fourth hypothesis H4 suggested that RI mediates the relationship between HG and RD. The above discussion established that RI is a bridge between the positive association between HG and RD. Without the consumer having the RI it is practically impossible to decide to make the repurchase (Trivedi and Yadav, 2020).

The hypothesis is supported in the context of the young consumers in Pakistan which is aligned with the TPB such that HG from online shopping shapes the RI which then influences consumer behavior showing RD. This highlights the importance of creating a gratifying online shopping experience and cultivating strong RIs among consumers. This suggests that a satisfying shopping experience alone may not directly lead to a repurchase. Instead, it primarily influences the consumer's intention to repurchase, influencing the actual decision.



The seventh hypothesis H7 suggested that RI mediated the relationship between PC and RD. Still, the study failed to establish the mediation and the direct relationship between PCs and RD. This intriguing finding can enhance the consumer behavior literature in ecommerce as they might not consider PCs as a significant determinant of their RIs or decisions.

It could be due to their comfort with digital platforms, trust in the online shopping platforms they use, or the possibility that the HG derived from the online shopping experience overshadows potential privacy worries. It emphasizes avoiding a one-size-fits-all approach when understanding and strategizing for different consumer segments.

Irrespective of the lack of a mediating effect of RI on the relationship between PC and RD in this study, online retailers should continue prioritizing privacy and data security. It contributes to overall trust and credibility and caters to other demographics where PCs might play a more pronounced role.

### **5.1.5 Impact of Privacy Concerns on Repurchase Decision**

The fifth hypothesis H5 focused on the negative influence of PC on RD but contrary to expectations, our study found no significant support for the hypothesis among university students in Pakistan. PCs can be a potential barrier to online shopping, with consumers hesitating to engage in transactions where they perceive their personal information might be at risk (Udo, 2001). According to Dinev and Hart (2005) Some studies found that PC has negative influence on the consumers online shopping behavior.

However, our results suggest that PCs did not significantly affect the decision to repurchase in this demographic. This provides an insightful revelation about the attitudes of young, tech-savvy consumers in Pakistan as consumers' PCs have evolved through the years.

These consumers, who are frequent social media users and online shoppers, may be less bothered by PCs compared to other demographics. This could be due to greater comfort and familiarity with technology, or trust in the platforms they use for shopping.

### 5.1.6 Impact of Privacy Concerns on Repurchase Intention

The sixth hypothesis H6 stated a negative relationship between PC and RI, but our study findings were in contrast and the hypothesis was rejected. PCs, particularly in the online shopping, are commonly believed to influence consumer behavior. If consumers are worried about misusing or mishandling their personal information, they might be less likely to intend to repurchase from the platform.

However, our findings indicate this may not be true for all demographics. In the case of our study's demographic - young, tech-savvy university students - it appears that PCs did not significantly impact their RIs. This could be due to a greater level of comfort with technology, a higher level of trust in the platforms they use, or lesser concern about privacy due to their familiarity with online environments.

## 5.2 Theoretical Contribution

The study highlights the central role of RI and HG in consumers' decision-making process. The positive impact of RI on RD, evidenced in this study, aligns with previous findings and focuses on the importance of understanding the psychological underpinnings of consumer repurchase behavior (Cuong et al., 2022). The study also discusses the importance of HG in the online shopping experience, an aspect often overlooked in conventional TPB research. By demonstrating that HG significantly influences RI and decision, the study extends the TPB, suggesting HG as a powerful determinant of consumer behavior. It also highlights RI as a significant mediator in the relationship between HG and RD. This finding enhances our understanding of how HG affects consumer behavior.

Interestingly, the study adds a nuanced dimension to the role of PCs in online shopping behavior. PCs may not significantly influence RI or decision among Pakistani university students while buying online. This finding contrasts with a key component of the TPB - perceived behavioral control, which means there is a potential cultural or demographic variance in the perceptions and effects of PCs. The cultural context of Pakistani university students might influence how they perceive and prioritize online privacy. Additionally, their demographic profile,

being younger and potentially more accustomed to online environments, may result in less perceived risk around privacy. Their familiarity with technology and trust in reputable online shopping platforms can also mitigate PCs so the findings are insightful for Generation Z.

By focusing on a relatively under-researched population - university students in Pakistan - this study also offers valuable insights into consumer behavior patterns in emerging digital markets. The specific cultural, socio-economic, and demographic characteristics of these consumers might influence their online shopping behaviors differently, thereby adding a rich layer of understanding to the extant literature and improving generalizability of findings among developing countries youth.

Lastly, this study highlights the need for further research to understand the intricate dynamics of online consumer behavior. It raises intriguing questions about the role of PCs in online shopping and the specific HGs that drive RD, By elucidating these gaps and inconsistencies, the study paves the way for future research to explore these areas and further enrich the TPB's application to online shopping behavior.

### **5.3 Managerial Implication**

The results of our study have some key implications for businesses in the online retail space. Firstly, it's clear that creating a gratifying shopping experience is necessary to build customer loyalty so the purchase is repetitive. The positive relationship of HG with both RI and RD means that the consumers are not only indulging due to necessity but they find livestream shopping enjoyable, pleasant and fun. It suggests that the online shopping experience is crucial so managers should invest in making the experience more engaging through interactive content, gamification or dynamic livestream session. This involves several factors, from the user-friendliness of the website and the variety of products on offer to the personalization of the shopping experience. Moreover, online shopping serves as entertainment relieving buyers of boredom so partnering with influencers or celebrities can add to the entertaining aspect. This enhanced sense of HG goes a

long way in driving RD. The study variables are linked in that gratifying shopping experience means a satisfied customer is more likely to repurchase a product or service they really liked. Their level of HG is directly proportional to their RI and RD. So, the factor of HG can give a competitive edge to e-commerce while targeting generation Z individuals who readily use internet for every task and are young.

Secondly, the role of RI as a mediator between HG and RD is vital. To capitalize on this, businesses must focus on fostering strong RIs. This can be achieved through targeted marketing strategies, robust loyalty programs, and exceptional customer service. Managers should emphasize strategies that bolster consumers' intention to repurchase on digital/online shopping platforms. This includes improving user experience, offering loyalty programs, or personalized recommendations based on the evident fact that if a customer intends to return, they likely will and make a repurchase.

It is an effortless repurchase process which can be easier through putting options like buy again or periodic reminders about past purchases that can be repurchased. Interestingly, our research also revealed that PCs didn't significantly influence our demographic's RI and RD. While this doesn't negate the importance of maintaining robust privacy measures, it does suggest that different demographics may perceive the importance of privacy differently. The concerns related to misuse of information, fear of what others might do with their information, and potential for others to access private information did not significantly affect repurchase dynamics.

However, it shouldn't be a reason for complacency. Managers should still prioritize user data protection to maintain trust. Transparent and user-friendly data policies can further alleviate these concerns, building a long-term trusting relationship where consumers are confident that their information will remain confidential and will not be used in an unforeseen way. Finally, given the rapid pace of change in online retail, businesses must stay updated with shifting consumer preferences and technology trends. Regular market research can ensure businesses stay ahead of the curve and adapt their strategies to the evolving market conditions. In essence, online businesses can increase customer loyalty and pave the way for long-term

success by enhancing customer HG, understanding RIs, and continually aligning with market trends.

## **5.4 Limitation and Direction for Future Studies**

This study offers valuable insights, but it's important to consider its limitations. The geographical scope was confined to Islamabad and Rawalpindi, potentially limiting the generalizability of findings. The cross-sectional design provides a snapshot of a particular point in time but does not account for changes in consumer behavior over time. With a sample size of 213 participants, there may be constraints in the robustness and generalizability of the findings. Lastly, while effective for analyzing behavior, the quantitative research design might not fully capture the nuances behind consumer attitudes. Potential biases from self-reported data are also a factor to consider.

For future research, it would be beneficial to broaden the geographical scope to increase the generalizability of findings. Utilizing a longitudinal design could provide a more dynamic view of consumer behavior. Increasing the sample size and integrating a mixed-methods approach can also help capture more comprehensive and nuanced insights.

Further exploration of why PCs didn't significantly influence RDs could yield interesting insights, possibly highlighting the role of cultural or demographic factors. Including additional factors such as brand loyalty or perceived value could also provide a more holistic understanding of online consumer behavior.

## **5.5 Conclusion**

The digital age has revolutionized consumer behavior, with online shopping becoming a global phenomenon. This study, conducted among university students in Islamabad and Rawalpindi, Pakistan, delved into the dynamics of RI influenced by HG and PCs. Findings reveal the significant role of RI in causing RDs, emphasizing the critical impact of a gratifying online shopping experience. Interestingly,

the study provides a nuanced perspective on the role of PCs in online shopping behavior. Despite general assumptions, PCs did not significantly influence RI or decisions in this demographic. This highlights the intricate interplay of cultural and demographic variables in online consumer behavior and questions the universal applicability of established theories.

The results serve as a vital resource for online retailers in shaping their strategies, understanding the need to enhance user HG and thoroughly understand RIs. The findings also call for further exploration into the role of PCs, suggesting a re-evaluation of its perceived importance across different consumer segments. In conclusion, this study advocates a refined understanding of online consumer behavior. It emphasizes the intriguing role of HG and RI in shaping online RD. As we look at the digital marketplace's rapid evolution, these insights become insightful and beneficial, shaping more effective and effective online retail strategies.

## **5.6 Chapter Summary**

The chapter begins with a thorough analysis of the findings that explain the hypothesized relationships. Each result is compared to existing literature, using the original insights from the study with a wider web of scholarly conversation. It provides a detailed view of the consumer landscape regarding hedonic gratification, privacy concerns, and repurchase behaviors by discussing the hypothesis' results against statistical analysis. The paper moves on to its theoretical contribution from the findings. Here, the distinctive contributions that this study brings to the academic community are underlined. The study deepens our understanding of consumer behavior in emerging digital marketplaces by investigating the dynamic Pakistani market. It also gives prospective new frameworks and adds to the body of knowledge on existing ideas.

The management implications section turns the findings into actual business strategies for organizations. The section offers advice for businesses wanting to improve client retention, loyalty, and repurchase rates, specifically in the context of Pakistan, by stressing the significance of comprehending both hedonic experiences and privacy issues. Like all studies, this one has certain limits, though. These are

openly discussed to make sure that the findings are regarded with an awareness of their range and any potential limitations. These restrictions flow naturally into the future research section, where potential directions for additional study are suggested, laying the groundwork for deeper insights in the topic.

Finally, the conclusion summarizes the main findings, contributions, and consequences of the research and captures its journey. It acts as a contemplative conclusion, highlighting the importance of the study while also indicating the direction of potential follow-up research.

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# Appendix A

**CAPITAL UNIVERSITY OF SCIENCE & TECHNOLOGY  
ISLAMABAD**

**Dear respondent,**

I am a research degree student, at the Capital University of Science & Technology Islamabad. Currently, I am pursuing research on Factors influencing the repurchase decision of consumers with mediating effect of repurchase intention. This survey takes approximately 10-15 minutes. Please choose the most appropriate option which defines you best. I appreciate your participation and assure you that responses will be kept confidential and will only be used for educational purposes.

Regards,

**Sana Tabassum**

**Department of Management Sciences**

**Gender**

**Male** ( )                      **Female** ( )

**Age In Year**

**Below 18** ( )                      **18-25** ( )                      **26-33** ( )  
**34-41** ( )                      **42-49** ( )                      **50 or above** ( )

**Qualification**

**Below Matriculation** ( )                      **Matriculation** ( )                      **Intermediate** ( )  
**Bachelor's Degree** ( )                      **Master's or higher Degree** ( )

**Monthly Income (Rs)**

**Below 20,000** ( )                      **21,000-30,000** ( )                      **31,000-40,000** ( )  
**41,000-50,000** ( )                      **51,000 or above** ( )  
**Student/ not earning** ( )

**How often do you buy online?**

**Very often** ( )                      **Seldom** ( )                      **Not Often** ( )

**Section 2:**

Kindly respond to what extent you think is agreeable or disagreeable with the following statement.

<b>Privacy Concern</b>
------------------------

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am concerned that the information I submit on the digital platforms could be misused.	1	2	3	4	5
2	I am concerned that a person can find private information about me on the digital platforms.	1	2	3	4	5
3	I am concerned about submitting information on the digital platform, because of what others might do with it.	1	2	3	4	5
4	I am concerned about submitting information on the digital platforms, because it could be used in a way I did not foresee.	1	2	3	4	5

<b>Gratification</b>						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I find digital platform shopping to be very enjoyable.	1	2	3	4	5
2	I find digital platform shopping to be very fun.	1	2	3	4	5
3	I find digital platform shopping to be a good method of relieving boredom.	1	2	3	4	5
4	The actual process of using digital platform shopping services is pleasant.	1	2	3	4	5

<b>Repurchase Intention</b>						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

1	If I could, I would like to continue using the digital platforms to purchase products.	1	2	3	4	5
2	It is likely that I will continue to purchase products from the digital platforms in the future.	1	2	3	4	5
3	I intend to continue purchasing products from the digital platforms in the future.	1	2	3	4	5

<b>Repurchase Decision</b>						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You may repurchase from the online shopping platform.	1	2	3	4	5
2	Repurchase can be done easier with the online shopping platform.	1	2	3	4	5
3	You have repurchased the same product from the online shopping platform.	1	2	3	4	5

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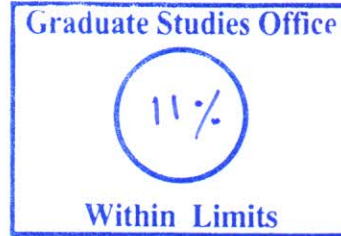


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