

EXPLORING CONSUMERS' REPEAT PURCHASE INTENTIONS IN GREEN ECONOMY

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ABSTRACT

Today, when pollution and other environmental happenings are becoming increasingly hard in the world, the public feel of people that their life are facing dangers from environmental pollution of the earth. Thus, more and more consumers may hope to pay attention to buy green products, such as organic goods/foods and new power for transporting goods/foods or passengers. In the recent years, Owing to the increasing crucial degree of consumer green buying/consumption behavior has become a leading research issue. The green beliefs toward environmental friendly concerns also differ through involving economical and social affairs. Accordingly, this paper focuses on examining consumers' green repeat purchase intention based on the theory of expectation-confirmation theory (ECT) and theory of perceived value as the main core. Simultaneously, the purpose of this study also intends to find factors that influence consumers' intention of buying green products and to prove how perceived value and satisfaction all direct affect consumer repeat purchase intention of buying green products. This research adopted a quantitative approach for the matters of data collection. Using the valid sample of 244 respondents, the questionnaire was developed and conducted in an online shopping website of green products filling out the survey completely. Next, the data was assessed with structural equation modeling (SEM), and confirmatory factor analysis (CFA). All hypotheses were tested by SmartPLS 2.0 if the empirical data conform to the proposed research model. The results find that the correlation among trust, perceived quality, perceived value, satisfaction and consumer repeat purchase intention of buying green products. Moreover, our research model investigates that satisfaction and perceived value play as the key predictor in the impact of repurchase intentions of buying green products. Finally, all the research proposed model findings of this study would give proper comments and suggestions with implications for the academic and practical meanings, including research limitations and future research direction.

INTRODUCTION

Today, when pollution and other environmental happenings are becoming increasingly hard in the world, the public feel of people that their life are facing dangers from environmental pollution of the earth. Global and regional climate changes fact of earth and other popular environmental problems have called attention to the need for people to rethink their way of consumption, particularly in their relationship with the environment. Thus, peoples are made responsible at their best

efforts in guarding the environment behavior. Because of powerful pressures by Western public movements since past 20 years, the issue of green products in a changing marketplace has suggested a better consumption way in reducing harmful environmental effects.

Thus, more and more consumers may hope to pay attention to buy green products, such as organic goods/foods/services and new power for transporting goods/foods or passengers. In the recent years, owing to the increasing crucial degree of consumer green buying/consumption behavior has become a leading research issue. The green beliefs toward environmental friendly concerns also differ through involving economical and social affairs. However, little past literature has been paid attention on relating repeat purchase behavior for buying green product. Therefore, the paper discusses the role of repeat purchase intention for buying green products in reducing harmful environmental effects. Previous literature and scholars' studies thought of the concept of satisfaction as a key factor to affect a successful green repeat purchase intention and behavior. Thus, the purpose of this article is to make an effort to find the repeat purchase decision process of green consumers. This research proposed model wanted to know what factors influenced this repeat purchase decision process and their relationship.

THEORETICAL FOUNDATIONS AND RESEARCH MODEL

Accordingly, this paper focuses on examining consumers' green repeat purchase intention based on the theory of expectation-confirmation and perceived value as the main core. Besides, understanding the correlation among trust, perceived quality, perceived value and satisfaction for green products in determining green product repurchase intention is also discussed in this study. Next, Fig 1 suggests this proposed research model. The dependent variable of this study, the green repeat purchase intention (GRPI), refers to a consumer will continue to purchase green products from the online vendor in the future [1]. This article, following ECT, contends that satisfaction and perceived value are the crucial factors of GPRI [2]. Next, the goal is to analyze the effects of affecting among trust, perceived quality, perceived value, satisfaction, and GPRI. Finally, the remainder of this section defines the essential constructs and developing the proposed hypotheses present in the proposed model.

In the E-commerce context, prior literature indicates that consumers' perceived trust in seller's travel websites will reduce the non-monetary and monetary cost and this will increase the degree of perceived value and consumers' satisfaction in online shopping context [2]. We propose the following research hypotheses as follows:

H1 · Trust has a positive influence on the perceived value.

H2 · Trust has a positive influence on the satisfaction.

In hotel and tourism industry context, previous study indicates that higher perceived quality typically leads to higher perceived value and satisfaction, and the relationship between both concepts is positive. Furthermore, the results from tourism industry studies show that quality is a direct antecedent, as well as the best predictor, of perceived value. Therefore, the study proposes the hypotheses are showed:

H3 · Perceived quality has a positive influence on the perceived value.

H4 · Perceived quality has a positive influence on the satisfaction.

In online shopping context, customers' perceived value is defined as consumers' gain from their consumption behavior; therefore it may be used as a predictor of repeat purchase intention. In other words, consumers are believed to select special products based on their perceived value compared to rivaling products. This study proposes the following hypothesis:

H5 · Perceived value has a positive influence on the consumer green repeat purchase intention.

Moreover, past research has indicated that a better website can make consumer transactions easier and well-being and thus attract consumers to make a repeat purchase and to revisit website in the online shopping context. Therefore, this study proposes the following hypothesis:

H6 · Satisfaction has a positive influence on the consumer green repeat purchase intention.

RESEARCH METHODOLOGY

Each item used a five-point Likert scale ranging from 1 = "strongly disagree" to 5 = "strongly agree". These survey items were adapted from the prior literatures. This questionnaire initially including 18 items was generated, consisting of 4 items for customer trust, 4 items for customer perceived quality, 4 items for perceived value, 3 items for customer satisfaction, 3 items for consumer green repeat purchase intention. This proposed model was investigated with data from 244 members of online shopping website. The research procedure bases on the viewpoints of past literature [3-4].

As for reliability, the composite reliability ranges from 0.85 to 0.93 and Cronbach's α ranges from 0.74 to 0.90. Next, as for validity, the factor loading ranges from 0.73 to 0.94, composite reliabilities ranges from 0.85 to 0.93 and AVE ranged between 0.59 and 0.83. All validity is satisfactory since all factor loadings are significant. These samples indicate the sufficient validity value. Fig 1 summarizes the proposed model and results of the hypotheses support and indicate the analysis of the structural model.

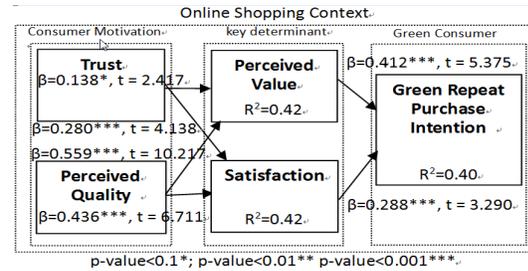


Fig. 1 Proposed Research Model and Model Analysis Results

CONCLUSION AND RESULTS

In this study we found two key determinants of green repeat purchase intention was customer perceived value and customer satisfaction, and two motivation factors and antecedents of customer perceived value and customer satisfaction was customer trust and customer perceived quality that are likely to impact the green consumer repeat purchase intention in the online shopping context. Then we suggested that customer perceived value and customer satisfaction are the most vital constructs influencing green customer repeat purchase intention. These findings are consistent with the past literatures. According to results of this study indicated that all the hypotheses were supported in the online shopping of buying green goods context.

Therefore, the outcomes of this study offer several implications for managers and research increasing intention to repeat purchase in online shopping context. The research model suggested two ways to promote green customer repeat purchase intention. In addition, this study suggested that website design is a crucial perception, because it influences both green customer satisfaction and green consumer perceived value. Therefore online vendors must concern website design by adding abundant green information and green fashion issues, customized design, customized service, customized product, transaction security, and a friendly interface to attract consumer repeat purchasing. In addition, online vendors must set a good channel of communication with their green consumers and pay attention to offer the feeling of reliable services for green consumers. Finally, this study is cross-sectional rather than longitudinal research, whereas consumer perceptions and intentions will change over time. Therefore, in order to capture the variations, it is necessary for them to be measured several times by future researchers.

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