

REPURCHASE INTENTION MODEL FOR MOBILE SHOPPING
APPLICATION USERS IN MALAYSIA

MOHAMMAD OSMANI

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Faculty of Engineering
Universiti Teknologi Malaysia

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DEDICATION

This thesis is dedicated to my late father
who taught me to be an independent and determined person,

and my mother
without whom I would never be able to achieve my objectives and succeed in life.

This thesis is also dedicated to my wife, son and daughter,
who were there for me throughout this process and gave me lots of support.

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ABSTRACT

Mobile shopping applications have become a popular channel to reach the omnipresent consumer of today. However, the market space has become highly competitive and therefore, cultivating repurchase behaviour has become pivotal to retain market share and boost sustainability. While the literature regarding initial purchase via a mobile shopping application is well developed, knowledge on how to foster repurchase behaviour in this context is still scarce. The purpose of this research was to explore the consumers' continuous behavioural intention towards using mobile shopping apps. More specifically, the study investigated to what extent does consumers' continuance behavioural intention to purchase using mobile shopping applications is shaped by various factors. This study employed the Stimulus-Organism-Response (S-O-R) model as the theoretical framework as well as Delone and McLean's Information System success model, Technology Acceptance Model (TAM), Expectation-Confirmation Model (ECM), Flow theory, and mobile featured factors to develop a research model based on a comprehensive literature review. Accordingly, factors of system quality, service quality, information quality, perceived usefulness, perceived ease of use, flow experience, perceived ubiquity, interactivity, perceived enjoyment, visual appeal (as Stimulus factors), satisfaction (as Organism factor), and repurchase intention and WOM intention (as Response factors) were included in the research model. In addition, flow experience was considered as the moderator factor on the relationships towards Response factors. In an attempt to examine the relationships between the dependent and independent variables, this study adopted a quantitative, cross-sectional approach, consistent with the positivist paradigm. A structured survey questionnaire was administered to a total of 240 consumers who had previously shopped via a mobile shopping application, using a non-probability purposive sampling approach. Partial least squares structural equation modelling (PLS-SEM) was used to test cause-effect relationships in the model. The results indicated that consumers' satisfaction with mobile app was significantly explained by the factors of system quality, service quality, visual appeal, perceived ubiquity, perceived ease of use, perceived usefulness, and flow experience. Satisfaction significantly explained consumers repurchase intention and word-of-mouth (WOM) intention. Finally, the moderation analysis revealed that flow experience significantly moderated the relationships towards repurchase intention and WOM intention. This research provides a better insight for future researchers and organizations on continuous usage intention of mobile shopping apps.

ABSTRAK

Aplikasi membeli-belah mudah alih telah menjadi saluran yang digemari untuk dicapai oleh pengguna di mana sahaja mereka berada. Walau bagaimanapun, persekitaran menjadi sangat kompetitif dan oleh itu, memupuk tingkah laku pembelian semula menjadi penting bagi mengekalkan pasaran dan meningkatkan kemapanan. Walaupun kajian sorotan mengenai pembelian awal melalui aplikasi membeli-belah mudah alih dibangunkan dengan baik, pengetahuan tentang bagaimana memupuk tingkah laku pembelian semula dalam konteks ini masih lagi kurang. Tujuan penyelidikan ini adalah untuk meneroka hasrat tingkah laku berterusan pengguna terhadap aplikasi membeli-belah mudah alih. Secara khusus lagi, kajian itu mengkaji sejauh mana niat tingkah laku pengguna untuk terus membeli menggunakan aplikasi membeli-belah mudah alih dibentuk oleh pelbagai faktor. Kajian ini menggunakan model Rangsangan Tindak balas Organisme (SOR) sebagai kerangka teori serta model kejayaan Sistem Maklumat Delone dan McLean, Model Penerimaan Teknologi (TAM), Model Pengesahan Harapan (ECM), Teori Aliran, dan faktor ciri mudah alih untuk membangunkan model kajian berdasarkan tinjauan sorotan yang komprehensif. Sehubungan itu, faktor kualiti sistem, kualiti perkhidmatan, kualiti maklumat, kegunaan yang dirasakan, kemudahan penggunaan yang dirasakan, pengalaman aliran, keberadaan yang dirasakan, interaktiviti, kenikmatan yang dirasakan, daya tarikan visual (sebagai faktor Rangsangan), kepuasan (sebagai faktor Organisme), serta niat membeli semula dan niat WOM (sebagai faktor Respons) dimasukkan dalam model penyelidikan. Di samping itu, pengalaman aliran dianggap sebagai faktor moderator pada hubungan terhadap faktor Respons. Dalam usaha untuk mengkaji hubungan antara pemboleh ubah bersandar dan bebas, kajian ini menggunakan pendekatan keratan rentas kuantitatif, selaras dengan paradigma positivis. Soal selidik tinjauan berstruktur telah diberikan kepada sejumlah 240 pengguna yang pernah berbelanja melalui aplikasi mudah alih menggunakan pendekatan persampelan bertujuan bukan kebarangkalian, Permodelan Persamaan Berstruktur Kuasa Dua Terkecil Separa (PLS-SEM) telah digunakan untuk menguji hubungan sebab-akibat dalam model. Hasil kajian menunjukkan bahawa kepuasan pengguna terhadap aplikasi mudah alih dijelaskan secara signifikan oleh faktor kualiti sistem, kualiti perkhidmatan, daya tarik visual, keberadaan yang dirasakan, kemudahan penggunaan yang dirasakan, kegunaan yang dirasakan, dan pengalaman aliran. Kepuasan jelas menunjukkan, niat pengguna membeli semula dan niat kata dari mulut ke mulut (WOM). Akhirnya, analisis moderasi menjelaskan bahawa pengalaman aliran secara signifikan memoderasi hubungan terhadap niat membeli semula dan niat WOM. Penyelidikan ini memberikan pandangan yang lebih baik kepada penyelidik dan organisasi mengenai niat penggunaan berterusan aplikasi membeli-belah mudah alih.

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LIST OF ABBREVIATIONS

AVE	-	Average Variance Extracted
CR	-	Composite Reliability
CA	-	Cronbach's Alpha
DOI	-	Diffusion on Innovation Theory
IS	-	Information System
IT	-	Information Technology
PLS	-	Partial Least Square
TAM	-	Technology Acceptance Model
SEM	-	Structural Equation Modelling
S-O-R	-	Stimulus-Organism-Response
D&M IS Model	-	DeLone and McLean Information System Success Model
UTAUT	-	Unified Theory of Acceptance and Use of Technology
WOM	-	Word of Mouth
SRT	-	Self-Regulation Theory
TRA	-	Theory of Reasoned Action
TBP	-	Theory of Planned Behavior
FLT	-	Flow Theory
ECM	-	Expectation-Confirmation Model
SERVQUAL	-	Service Quality

LIST OF SYMBOLS

α	-	Cronbach Alpha
Q^2	-	Predictive relevance
f^2	-	Effect sizes
p	-	Significance
β	-	Beta
R^2	-	Coefficient of determination
VIF	-	Variance inflation factor

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CHAPTER 1

INTRODUCTION

1.1 Overview

During the last decade, significant transformations have taken place by the internet as well as electronic commerce or e-commerce, particularly in the area of B2C retails. Given the increasing growth of smartphones which are available for the users along with high speed of connecting to internet, marketing techniques and trading by the use of mobile devices known as mobile commerce or m-commerce have become the center of attention for different business entities (Musa *et al.*, 2016). Given the dramatic advancement of smartphone business, applications related to mobile devices are gaining more popularity in the context of emerging and developing markets (Mehra *et al.*, 2020). Applications or apps can be described as small programs which are implemented on mobile devices and are capable of performing different works at a range of banking to gaming as well as browsing in the web. These applications are provided in a variety of areas, such as gaming, social networking, online shopping, travel planning, mobile wallets, applications for food lovers and also those for navigation and transport. The mobile devices are typically small, and lightweight with the feature of portability which makes it possible to use them on motion. Accordingly, the current study has considered both smartphones and tablets as the mobile devices which fit the above definition. Rapid developments are observed in the area of m-shopping, resulting in considerable interest among academics and industries. The ways through which customers perform shopping are changed by mobile phones, especially smartphones, since new chances to collect information using a variety of sources, investigate accessibility, perform price comparisons, and concentrate on specific products as well as stores are provided through mobile devices and novel supportive ICT infrastructures.

Customers have increasingly become more willing to adopt m-shopping services because they are provided with additional benefits by these devices compared to the wired ones, including mobility, personalization, flexibility, as well as convenience (Bölen & Özen, 2020; Jimenez *et al.*, 2019; Liu *et al.*, 2019b; Tamilmani *et al.*, 2020; Vahdat *et al.*, 2020). Accordingly, customers are capable of browsing, searching, and comparing the prices on different online sites, while moving at the same time, due to the benefits proposed by these mobile devices (Chopdar & Sivakumar, 2019). Mobile phones cannot be regarded only as the connection tools any more (Lee & Kim, 2019). Their function has rather exceeded the primary one-to-one communications, changing to a significant number of different usages (Faulds *et al.*, 2018). Consequently, the revolutionized mobile phone applications have provided new opportunities for the business entities and marketing agents that seek to develop their market reach (Shang & Wu, 2017). Thus, writing mobile applications along with development of innovative payment gateways have allocated considerable part of organizational investments to themselves to make customers capable of experiencing ideal m-shopping (Hubert *et al.*, 2017). The use of m-shopping applications has started in the context of Malaysia and has attracted a lot of customers during the recent years in different areas such as e-commerce, amusement, domestic services, classifieds, food deliveries, m-banking, and so on (Carter & Yeo Amy, 2016; Chopdar *et al.*, 2018; Hew *et al.*, 2015; Keong, 2016).

Malaysia started its internet era in 1995 (Paynter & Lim, 2001), which is very late compared to some other developing Asian countries due to the low speed of internet commercialization, and widespread penetration of the Internet in Malaysia. In 2012, online shopping in Malaysia contributed 5.0% to the country's GDP (gross domestic product), despite it had been started late (National E-Commerce Strategic Roadmap Overview, 2014). In early 2017, the share of e-commerce in Malaysia's GDP increased to 5.8%, which is only 0.6% far from the 2020 target set (Nee, 2018). It is clear that the development of technology has driven the Malaysian digital economy and laid the foundations for the development of e-commerce (Abdulaziz, 2017). However, this growth has occurred gradually during the time in which customers' behaviours have strongly changed due to technology developments. Before m-commerce, the e-commerce which was electronic commerce based on computers became attractive for scholars and professionals. Even though both technologies are

regarded different types of e-business, m-commerce has been distinguished as a different channel for e-commerce (Nandi & Nandi, 2019; Rodríguez-Torraco *et al.*, 2019; Roy & Moorthi, 2017; Tang, 2019).

There are significant differences between experiencing the use of m-shopping applications to shop different products compared to using browsers to purchase with a mobile phone. Different activities such as the ability to purchase products, track the orders, earn rewards along with loyalty points, access saved coupons, browse or search the products and compare them, read others opinions, and so on are possible through shopping applications (Keong, 2016; Sarkar & Khare, 2019). The contexts provided by m-shopping applications are more functional and user-friendly to perform m-commerce (Ariffin, 2019). The applications are usually downloaded by the customers and kept afterwards, providing the retail entities with ready channels to communicate with the customers (Natarajan *et al.*, 2017). However, customers' unwillingness regarding repetition of online shopping through mobile applications indicates existence of specific factors which prevent customers from adopting this technology (Alalwan Ali *et al.*, 2020).

Thus, identifying and analysing the influencing factors on the customers' intentions to repeat their purchase can help businesses frame suitable strategic frameworks which will result in higher rates of m-shopping adoption. The study background is initially elaborated in the current chapter, after which statement of the problem, questions and objectives of the study, its scope and theoretical as well as practical significance will be discussed to emphasize that this topic is important in the context of Malaysia. Eventually, organization of other sections has been illustrated along with providing a summary of the chapter.

1.2 Problem Background

There are significant differences between m-commerce and the available popular e-commerce. The most important distinguishing feature of m-commerce is that it is flexible regarding time and location (Nandi & Nandi, 2019; Yun *et al.*, 2011). Ubiquitous use of mobile devices by the customers is possible due to their special

characteristics. Accordingly, customers are capable of using these devices at any place and time. Moreover, these personal tools enable real-time contact between sellers and customers, while sending personalized information as well (Gao *et al.*, 2015; Liang *et al.*, 2018).

However, several problems are also raised by these unique features for the sellers. M-shoppers experience limitations as well as uncertainties when they use these devices for shopping, because there are obvious differences among them, including screen size, capacity, portability, personal features, and so on (Nilashi *et al.*, 2015; Kunz *et al.*, 2017). Accordingly, previous m-commerce experiences are vital for customers in making decisions to keep on their utilization of the mobile tools for further shopping (Gao *et al.*, 2015; Bölen & Özen, 2020). This may be regarded as a subset of the wide scope of mobile commerce, which is by definition every kind of monetary valued transaction carried out directly or indirectly through wireless telecommunication networks. Based on a recent report, the Asian-Pacific region is experiencing a remarkable increase in the utilization of mobile phones; however, the users still face uncertainties considering the level of convenience in the use of mobile phone for financial transactions (Kumar *et al.*, 2018b).

The continuous success of e-commerce is reliant on maintaining those who prefer online shopping (Wen *et al.*, 2011; Bölen & Özen, 2020). Number of retail options for consumers has expanded, both by the availability of online and offline retail channels. Internet market is full of competitors and very fragmented (Bhattacharjee, 2001). However, retaining consumers is one of the main challenges that shopping application providers face (Sarkar & Khare, 2019). It is important for online vendors to attract new customers and change them into those who repurchase in order to obtain continuous profits (Huang and Yu, 2019; Yang *et al.*, 2019). The high internet level and expanding smartphone occupancy make mobile e-commerce one of Malaysia's critical future contributors to e-commerce. Malaysia has been experiencing steady expansion in the e-commerce market, combined with public sector support. Electronic commerce revenue is projected to increase by 17.6 percent from 2018 to 2022, resulting in an estimated US\$2.6 billion market volume by 2022 by an annual compound rate of growth (CAGR) (Statistica, E-commerce in Malaysia, 2018).

Despite the quick development of m-shopping across the world, there are few studies in this regard (Kim *et al.*, 2020; Tamilmani *et al.*, 2020). Research which has been so far carried out in this area has mainly focused on accepting mobile technologies (Oviedo-Trespacios *et al.*, 2020; Vahdat *et al.*, 2020), the intent and incentives behind m-shopping (Johnson *et al.*, 2020; Marinao-Artigas & Barajas-Portas, 2020), and also customers' perspectives and reactions considering m-marketing (Abdul Aziz *et al.*, 2020; McLean *et al.*, 2020). Furthermore, knowledge on the ways which customers employ their mobile devices for shopping can help vendors keep their clients in crowded markets. Accordingly, research on Information Systems (IS) indicates consensus about the intention to continue as a central factor toward success (Franque *et al.*, 2020; Jaspersen *et al.*, 2005), which is generally considered vital for the survival of different business-to-consumer e-commerce relations (Bhattacharjee, 2001). Several scholars have referred to the important role of intention to continue in other areas such as network services (Gwebu *et al.*, 2014; Ku *et al.*, 2013), games (Chang, 2013; Jolley *et al.*, 2006) or other online services (Lin *et al.*, 2012). However, academic studies in this area have typically concentrated on primary adoption as well as acceptance of m-devices in terms of performing the purchase (Bölen & Özen, 2020; Hahn & Kim, 2013). Even though primary adoption seems essential to diffuse innovations, continuous application is not guaranteed by adoption (Mokhtar *et al.*, 2020; Rodríguez-Torrico *et al.*, 2019; Kim & Malhotra, 2005).

Mobile payment services have attracted a lot of attention and resources from service providers. They will not be able to recoup costs and make a profit if users stop using and buying. Furthermore, mobile vendors have intense competition, with a wide range of remarkably similar mobile shopping sites. As a result, mobile vendors must retain users to maintain a competitive advantage. Furthermore, switching costs for mobile shoppers are relatively low. They can easily switch between mobile shopping sites. As a result, regardless of the amount of money invested, an M-shopping app must regularly be used by its target audience to reap the anticipated benefits. As a result, mobile vendors must keep their customers and make it easy to keep buying.

Increased user satisfaction and continued use are critical to long-term m-commerce's success (Lu, 2014). Post-adoption behaviours, such as satisfaction and the intention to continue are critical for surviving in a competitive markets (I.-L. Wu & Huang, 2015). Customers who are satisfied and loyal are cost-effective. They are able to make opportunities for cross-selling, and act as a powerful channel for advertising through WOM (Bhattacharjee, 2001).

The study of continuance behaviour in the field of m-commerce has caught the interest of researchers. In mobile commerce research, the impact of characteristics such as use cost, social impact, personal innovativeness, trust, perceived service quality, and switching barrier on post-adoption behaviour has been investigated (Zhou & Lu, 2011; Liu *et al.*, 2011; Lu, 2014; Akter *et al.*, 2013; Hsu & Lin, 2015). Despite these research on mobile commerce, there are fewer post-adoption studies on mobile marketing than there are pre-adoption and adoption researches (Bhattacharjee & Lin, 2015; Sarkar & Khare, 2019; Fleischmann *et al.*, 2016). Continued use, rather than initial acceptance, is a key indicator of an information system's long-term success (Ogbanufe & Gerhart, 2018; Halilovic & Cicic, 2013). Bhattacharjee & Lin (2015) define IS continuance as users' active and purposeful behaviour that leads to their continuing use of an IS over time. According to Setterstrom *et al.*, (2013), continuation intention refers to the degree to which someone who is now using new technology, such as a mobile shopping app, has made deliberate plans to use it in the future.

Continuance intention as a behavioural outcome has received a lot of attention in post-adoption research. It is adopted that word of mouth is an important behavioural outcome after adoption. Other outcomes based on consumers' real experience with the IS, such as readiness to pay, inattention to alternatives, and WOM (word of mouth) are more trustworthy. As a result, knowing the antecedents of WOM intention has interesting implications. According to certain studies, consumers' trust and purchase decisions are positively influenced by word of mouth (Awad & Ragowsky, 2008; Lin *et al.*, 2010). Customers who strongly believe in service are more vocal about their experiences than those who do not. The voices of dissatisfied customers will be heard far more loudly than those of satisfied customers. However, customers who are initially dissatisfied with a service may spread positive WOM if they are pleased with the company's redemption process. Due to its critical role in establishing consumers'

trust, WOM had the most significant impact on influencing online buying behaviour compared to advertising and recommendation system quality (Wang & Yu, 2017).

While there is a lot of literature on making an initial purchase through a mobile shopping app, there is not much on encouraging repurchase behaviour in this context (Patel *et al.*, 2020; Fernandes & Barfknecht, 2020). Existing research has focused on examining consumers' initial adoption and acceptance of mobile purchases using technology acceptance-related models (Wong *et al.*, 2014; Chen & Lan, 2014; Yang & Forney, 2013; Chen, 2013; Yang, 2012). While the initial use of mobile purchasing for consumers represents a vital first step towards successful mobile commerce, many scholars suggest the long-term viability and success of the information system depends upon their continued use (Zheng *et al.*, 2013; Bhattacharjee, 2001), which is of particular significance to the success of the mobile sector (San-Martin & López-Catalán, 2013; Hung *et al.*, 2012). However, little attention is paid to the continuous use of mobile shopping behaviour (Fernandes & Barfknecht, 2020; Patel *et al.*, 2020).

Thus, the present study aims at filling the existing gap through identification of the main drivers to continued m-commerce or m-shopping while illustrating their respective effects on customers' intention to continue their purchase (repurchase intentions) and spread word of mouth using mobile devices.

1.3 Problem Statement

The demand for mobile-based online shopping today is growing in society, and Malaysian people are among the most enthusiastic mobile shoppers who have contributed intensively to increasing competitive advantages in the market (Ain Mohd Paiz *et al.*, 2021; Liu *et al.*, 2019; Artigas & Barajas-Portas, 2019; Phong *et al.*, 2018; Ghazali *et al.*, 2018). Mobile shopping is bringing a host of advantages and increasing popularity. The nature of online shopping and the number of online shopping complaints are still exposing consumers to risk. Online shoppers cannot see, touch, or smell the product before deciding to buy it (Al-Dubai *et al.*, 2015). Therefore, they tend to understand a higher level of risk. Then, it is expected that the more consumers

are concerned, the less they intend to shop online (Aziz & Wahid, 2018). Obtaining new customers and promoting mobile purchases are only the first steps for mobile vendors. They also need to keep customers satisfied and make it easy for them to continue buying. It has been found that the cost of retaining an existing customer is one-fifth the cost of acquiring a new customer (Reichheld & Schefter, 2000).

The customers' willingness toward continuous online shopping with the use of m-devices indicates the presence of special determining factors affecting their post-adoption. Thus, identifying and analysing each factor can facilitate and shape suitable strategic frameworks which result in higher levels of mobile shopping post-adoption. A considerable number of studies performed in this regard have concentrated on the technical aspects of m-shopping, and few research works have investigated the behavioural aspects of adoption and the customers' intentions to repeat their purchase using these applications. Consequently, retail businesses have to change the strategies employed according to these circumstances and react based on the demands of mobile shoppers (Ozok & Wei, 2010).

Because mobile commerce is still in its early stages, most studies (Liébana-Cabanillas *et al.*, 2017; Chong, 2013; Al-Louzi & Iss, 2011) have only looked at behavioural intention to adopt rather than post-adoption behaviour. Furthermore, those who have gone further to evaluate m-commerce users' post-adoption behaviour have primarily focused on user behaviour (Zhang *et al.*, 2012) without taking into account other post-adoption behaviours. One of these widely ignored post-adoption behaviours is the desire to recommend mobile commerce applications (word of mouth). The intention of WOM is a valuable post-adoption behaviour that is frequently overlooked by researchers who focus on continuous usage behaviour (Oliveira *et al.*, 2016; Miltgen *et al.*, 2013). Consumer WOM includes a significant commercial benefit in online marketing, as people frequently adopt technologies recommended by their friends and colleagues (Oliveira *et al.*, 2016). As a result, consumer WOM can be useful in increasing m-commerce adoption (Verkijika, 2018).

Mobile shopping apps, on the other hand, receive less attention, particularly in Malaysia. According to the academic literature review, some Malaysian mobile

shopping studies looked at the behavioural intentions of mobile-related services, but not specifically on mobile shopping apps. For example, Leong *et al.*, (2013) looked at young Malaysian consumers' intentions to use mobile entertainment. Jayasingh & Eze (2009), on the other hand, looked at the behavioural intentions of young adult consumers who used mobile coupons. On the other hand, Tang *et al.*, (2014) looked into the intention of acceptance of users to use mobile wallets. Because of the fundamental differences between mobile shopping (or m-commerce) and mobile app shopping, it's debatable whether these findings can be applied to mobile shopping apps. The former covers a broader range of applications and operates on mobile phones via apps and web pages or web apps. Mobile shopping apps, on the other hand, are typically hybrid apps with lower visibility than web apps (Budiu, 2013). Before using shopping apps, people must make an extra effort to find and download them (Budiu, 2013). Before using shopping apps, people must make an extra effort to find and download them. Consumer behaviour may be affected as a result of this fundamental difference. As a result, a separate and focused investigation of mobile shopping apps is required to provide a clearer picture of their impact on consumer behavioural intention (Phang *et al.*, 2018).

Recently, Rodríguez-Torrice *et al.* (2019) identified the drivers that lead m-shoppers to repurchase. Sarkar & Khare (2019) revealed that Confirmation of users' expectations significantly affects the usefulness, user satisfaction and continuous intention of using mobile applications. Bölen & Özen (2020) determined the influencing the intention to continue using m-shopping websites and applications. They integrated the expectation-confirmation model of IS continuance (ECM-IS), Trust, and Flow Theory. More recently, Jain *et al.* (2021) have incorporated both pre-purchase dimensions and post-purchase dimensions for shopping through mobile apps. Previous studies have mainly employed technology-driven factors. However, researchers have suggested examining the factors which study the non-technological aspects and have insisted to explore the role of promotion factors for a deep understanding of mobile shopping adoption (Zhang *et al.*, 2012; Gerpott & Thomas, 2014; Sahu & Deshmukh, 2021). Therefore, identifying the factors that affect the continued purchase behaviour of mobile shoppers, is essential (Ain Mohd Paiz *et al.*, 2021).

1.4 Research Questions

The following main question was raised after the discussions mentioned above: “what are the major factors which affect the customers’ intentions to continue (repurchase and WOM) using m-shopping application?” Accordingly, the following questions were raised to answer the above general question:

- i. What are the influencing factors on the customers’ intention to continue using m-shopping applications?
- ii. What is the relationship between the determining factors that affect the customers’ intention to continue using m-shopping applications?
- iii. Which model can explain the customers’ intention to continue using m-shopping applications?

1.5 Research Objectives

The present study is carried out based on the following objectives:

- i. To identify the influencing factors on the customers’ intention to continue using m-shopping applications;
- ii. To examine the relationships of the determining factors that affect the customers’ intention to continue using m-shopping applications;
- iii. To propose a model for the customers’ intention to continue using m-shopping applications.

1.6 Scope of the Research

The present research has concentrated on customers continuous intentions regarding their usage of mobile applications to perform online shopping. Accordingly, it has exclusively focused on the utilization of mobile shopping applications, and other forms of online shopping have been excluded. The main goal of this study is to

investigate the factors that influence consumers' continuous intention to use mobile shopping apps, as this is a new trend in Malaysia. This research is especially important in developing countries like Malaysia, which has the world's fastest-growing mobile penetration rate (Lim *et al.*, 2020).

Researchers have long considered behavioural intention to be an important part of understanding actual user behaviour when studying the determinants of technology adoption. This is based on growing evidence that behavioural intention is one of the most accurate predictors of actual user behaviour (Zhang *et al.*, 2012; Venkatesh *et al.*, 2012). Therefore, the dependent variable in this study is continuance intention rather than continuance behaviour. In adoption of information technology and post-adoption domain, it usually uses intention as a representative of the behaviour (Nabavi *et al.*, 2016). Thereafter, in this research, like other recent studies (Phuong & Dai Trang, 2018; Phuong & Dat, 2017; Fitzgibbon & White, 2005; Yi & La, 2004), the customer continuous intention is conceptualized based on two aspects, namely the intention to repurchase (re-buy) and the intention to word-of-mouth (recommend to others).

The research employs the stimulus-organism-response (S-O-R) framework consisting of a comprehensive approach, while integrating the concepts of consumers' behaviours, IS, and psychology. This model provides a better understanding of the intentions of mobile shoppers to continue their purchase through identification of the central drivers and the effects they have on the customers' reactions as well as responses. This framework has considerable popularity in the study of motivations towards online shopping (Chang *et al.*, 2011; Chen & Yao, 2018; Jung Chang *et al.*, 2014; Lee & Johnson, 2010). This study combined the IS success model with flow experience perspectives to create an integrated model that will assist in better understanding of customers' continuous intentions using mobile shopping apps. This study also used flow to represent the customer shopping experience.

The rapid growth of e-shopping has led e-commerce platforms such as Lazada Malaysia to change consumers' shopping habits. In Southeast Asia region, most countries have started launching the Lazada shopping platform. Among the Malaysian e-commerce market, Lazada Malaysia selected as a case study, as it has been ranked

first among the top 10 websites visited. In addition, limited field studies have been conducted on Lazada Malaysia. Moreover, Lazada Malaysia has had the most dramatic growth among e-commerce platforms in South Asian context with 100% of sales growth rate in 2016 (see thestar, 2017, page 26, 78). Among the Malaysia's university students, as a major portion of customers, those who used Lazada Malaysia m-shopping application made up the study population. As the study aimed at investigating the customers continuous intentions using the above mentioned application, the study population was chosen from those already experiencing the use of Lazada m-shopping application on their mobile devices, including smartphones as well as tablets.

Data collection was performed using a questionnaire-based survey, after which their analysis was carried out with the use of Partial Least Squares (PLS) in the Structural Equation Modelling (SEM) method. Development of the study model was conducted based on different analysis instruments such as MS Excel 2016, IBM SPSS 22, and SmartPLS 3.0. Software tools were required for the development of the research final model and coming to conclusions on the significant influencing factors on users' intentions. For example, MS Excel was needed for the management of the gathered data, IBM SPSS 22 to carry out data descriptive analyses, data filtering, and identification of outliers. Eventually, SmartPLS software was used for the assessment of the research model, regarding the measurement and structural models.

1.7 Significance of the Study

First of all, the current study can provide valuable insights on the customers continuous intentions among the population of Malaysian online customers on Lazada Malaysia. The website features which contribute to the customers' shopping behaviours can be accordingly highlighted in the context of Malaysia. Furthermore, the study illustrates the features of Lazada Malaysia operating in virtual environment. Thus, the importance of the online platforms through which they interact with their customers will be clear as their single medium to run their business. Using the results of the research, online retailers with mobile shopping applications, can gain

information on the effects of significant determining factors on online shopping regarding website features.

In addition, further insights are proposed for Lazada Malaysia regarding the shopping intentions of Malaysian university students rather than all customers of Lazada Malaysia. In the literature, choosing students as the target respondents to study customer behaviour in online shopping and eWOM is common (Davidow 2003; Sun *et al.* 2006; Mdakane *et al.* 2012; Alexandrov *et al.* 2013; Shang & Wu, 2017) since students constitute a notable portion to vendors (Howard *et al.*, 2001; Fu *et al.*, 2015; Sun *et al.*, 2006; Bölen & Özen, 2020). Malaysia's university students (17.1% of Malaysia's Internet users) spend most of their time on the internet (Anuar *et al.*, 2013; Teong & Ang, 2016; Lee, 2018), and have a positive attitude towards e-shopping (Daud *et al.*, 2016; Bölen & Özen, 2020). As students have also considerable experience in eWOM and its sharing through social media, and online shopping behaviour (Lee & Choi, 2019; Chu & Choi, 2011), this research considers universities' students as the target respondents of the questionnaire survey.

This study provides implications for research on mobile shopping applications and also for e-tailing professionals, sellers, developers and e-stores who want to improve the use of mobile applications and tools regarding mobile commerce. Based on the customers' point of view, the present study enables them to obtain information on various m-commerce marketplaces given the user's opinions on different environmental stimuli associated with m-stores, which may excite the customers to continued shopping through mobile app and recommend it to others. Consequently, the quality of website features can be improved through the insights provided to m-commerce platforms, consisting of visual attraction, private and secure environment, and convenience in the website utilization to supply a pleasant context in which customers experience excitement and pleasure across the process of m-shopping, while they simultaneously experience sufficient protection and security during their online transactions.

1.8 Definition of Terms

- i. **Mobile Commerce:** M-commerce is the use of handheld wireless devices such as tablets and smartphones to conduct online commercial transactions such as product purchases and sales, online banking, and bill payment (Chong, 2013).
- ii. **Mobile shopping app:** A mobile shopping app's interface is an information system that represents the retail store to its online customers. It serves as a link between retailers and customers. Customers use these shopping apps to find, evaluate, and pay for the products and services they want (Marriott *et al.*, 2017).
- iii. **Continuous intention:** It refers the intention of users to continue using the information system such as mobile shopping application (Limayem *et al.*, 2007).
- iv. **Repurchase intention:** Repurchase intention is a psychological behaviour and one of the primary motivators for buyers to keep buying products or services (Hume *et al.*, 2007).
- v. **Word-of-mouth:** An informal communication between customers about the use, ownership, or characteristics of certain services/goods or about their providers/sellers is called word of mouth (Godes & Mayzlin, 2004).

1.9 Structure of the Thesis

The present work aims at providing a critical review of the information associated with the study topic. At first, the background of research, problem statement, questions and objectives of the study were explained. In the following, literature review is presented regarding the topic under examination. Then, the results of literature review are used to propose the research model as the central point of the study. For more examination of the suggested model, discussion of the proper method has been provided along with the approach taken to collect data. Then, application of the suitable data analysis methodology has been considered for the model analysis

using the obtained data. Eventually, the final model for the mobile applications in online shopping in terms of users' perspectives has been obtained after all of the steps are followed during the study. The present study includes five chapters which are organized as follows:

The research field is introduced in the first chapter to elucidate the questions as well as objectives of the research along with providing a background of the problems, the research scope, and finally its significant and important contributions.

Review of the previous studies regarding m-commerce will be provided in the second chapter to illustrate the current research gaps in the area of intentions to continue using m-shopping apps. The influencing factors in the users' intentions to continuous behaviours using m-shopping applications are then investigated from perspective of appropriate theories. The conceptual model of the users' intentions to continuous behaviours has been suggested according to the review of theories, models, as well as relevant factors.

The methods employed in the research will be discussed in the third chapter along with justification of the selection and application of the determined methodological approaches. Chapter 3 begins with defining the study design and continued with the approaches associated with development of instruments and their validity as well as reliability. Discussion of the sampling approach is then provided, after which the pilot tests and ethical issues follow. Then, a discussion on the development of the research measurement model is presented. The objectives of data collection are illustrated along with the approaches for elimination of the common method variance. Assessment of the measurement model's validity and reliability is then provided with the use of content validity and the data gathered during the pilot study.

The main data collection and the analysis approach taken to examine the structural model are presented in Chapter 4, which discusses on the evaluation of the measurement as well as structural models with the use of PLS-SEM approach. This chapter ends with the final model and the major outcomes of the study.

The key findings of the research associated with the objectives provided in the first chapter are highlighted in Chapter 5. Moreover, implications for scholars and professionals are also presented in this chapter. Study limitations are explained and then some suggestions are made for future works in the area under study.

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