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**Krishna C.P**  
Associate Professor of  
Commerce, Government  
Womens College, Maddur,  
Karnataka, India.

## A Study on Repeat Purchase Intention of Electronic Gadgets from E-Commerce Companies

**Krishna C.P**

### Abstract

The study examined the factors influencing the repeat purchase intention of electronic gadgets from 500 valid respondents. Inferential analysis was used to analyse the strength of influence of the independent variables and intervening variable on repeat purchase intention of electronic gadgets through multiple linear regression and simple linear regression. The findings showed that other than perceived ease of use, all other variables, perceived usefulness, satisfaction, perceived website quality, privacy, system availability, trust has statistically significant influence on repeat purchase intention.

**Keywords:** Electronic gadgets, E-Commerce, Repeat purchase, Customer Intention, Customer Satisfaction.

### 1.1 Introduction

In the dynamic business world, technology had brought tremendous changes. Customers are provided with goods or services at their door step. The concept of Market as a place is not relevant today. Several E-commerce companies in India like Flipkart, Amazon.in, IndiaMart, Nykaa, Ajo.in, Meesho.com are popular online stores. Several electronic gadgets like mobile phones, televisions, laptops, computers, tablet PC, smart phones, washing machines, refrigerators, cameras, etc. are sold through online. Online purchase is the order of the day. Shoppers can visit web stores from the comfort of their homes and shop using computers or smart phones (Zuroni and Goh, 2012). The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. However, the first secure retail transaction over the web by internet shopping network happened in 1994 (Jain and Kulhar, 2019). The internet penetration in developing countries is reported at India (34.8%), Iran (48.9%), Thailand (42.7%), Egypt (33%), Sri Lanka (29.3%) and China (52.2%), etc. (Jain and Kulhar, 2019). Online repeat purchase intention has captured the interest also as attention of researchers and its mentioned as a medium of ensuring competitive advantages (Khan et. Al. 2015). Repurchase intention forms another purchase from an equivalent supplier in the future (Chih & Ren, 2020).

### 1.2. Research Objectives

The following are research objectives of this study;

1. To investigate factors that influence the online repeat purchase intention of electronic gadgets.
2. To find out the factors that influence customer online repeat purchase intention.
3. To investigate the influence of satisfaction and privacy on trust towards repeat purchase intention.
4. To study the influence of perceived usefulness, perceived ease of use, perceived website quality and privacy with repurchase intention of electronic gadgets.
5. To examine the influence between trust and repurchase intention of electronic gadgets from online platform.

**Correspondence:**  
**Krishna C.P**  
Associate Professor of  
Commerce, Government  
Womens College, Maddur,  
Karnataka, India.

### 1.3 Research Hypotheses

H1o: Perceived ease of use has no statistically significant influence on repeat purchase intention.

H1a: Perceived ease of use has statistically significant influence on repeat purchase intention.

H2o: Perceived usefulness has no statistically significant influence on repeat purchase intention.

H2a: Perceived usefulness has statistically significant influence on repeat purchase intention.

H3o: Satisfaction has no statistically significant influence on trust.

H3a: Satisfaction has statistically significant influence on trust.

H4o: Privacy has no statistically significant influence on trust.

H4a: Privacy has statistically significant influence on trust.

H5o: Perceived website quality has no statistically significant influence on repeat purchase intention.

H5a: Perceived website quality has statistically significant influence on repeat purchase intention.

H6o: System availability has no statistically significant influence on repeat purchase intention.

H6a: System availability has statistically significant influence on repeat purchase intention.

H7o: Trust has no statistically significant influence on repeat purchase intention.

H7a: Trust has statistically significant influence on repeat purchase intention.

### 1.4 Methods

This study adopts descriptive research. It used tools of survey, which generally includes normative surveys, personal interviews, telephonic surveys and questionnaires. Self-administered questionnaire was made available to respondents. Online platform, that is Google Forms, which is considered as most convenient method to gather raw data was used. Questionnaires were distributed to people who have purchased electronic gadgets from E-commerce companies. Pilot study was conducted to check the reliability of the questionnaire. Reliability was assessed with Cronbach Alpha with the assistance of statistical software.

### 1.5 Respondents

This study considered people who are living in Bangalore city and have purchased electronic gadgets from E-commerce companies. The criteria used to screen respondents were as follows;

- Respondents must be living in Bangalore city.
- Respondents have purchased electronic gadgets from online platform.
- Respondents are interested in participating in this study.

Total of 500 respondents attempted the questionnaire, out of which 460 met the conditions and the results were taken for further analysis.

### 1.6 Sample Design

For selection of respondents' non-probability sampling method was used for this study. A combination of judgement sampling or purposive sampling and convenience sampling was used. Total sample size is 500 Respondents.

### 1.7 Hypothesis Testing

In this research study, 7 hypotheses were analysed from objectives and research questions to study the factors influencing repeat purchase intention of electronic gadgets from E-commerce companies in Bangalore city.

### 1.8 Results and Discussion

According to the outcome of the study, the major group was female 52.7%, followed by male 43.3% and 4% were others. 66.7% of the respondents were single and 33.3% of the respondents were married, 49.2% of the respondents were in the age category of 21-30 years, 27.6% of the respondents were in the age category of 31-40 years, 12.4% of the respondents were in the age category of 41-50 years, 7.6% of the respondents were in the age category of 20 years and below, 3.2% of the respondents were in the age category of above 50 years. 48.8% of the respondent's education is bachelor's degree, 34.1% of the respondent's education is master's degree, 9.1% of the respondent's education is doctoral degree, 8% of the respondent's education is high school. 36% of the respondents was in the income group Rs. 10,000 to 20,000. 30/4% of the respondents was in the income group Rs. 20,000 to 30,000. 18.4% of the respondents was in the income group above Rs. 30,000. 15.2% of the respondents was in the income group below Rs. 10,000. 46.8% of the respondents was employed. 27.8% of the respondents was students. 25.4% of the respondents was self-employed. 46.8% of the respondents made purchase once in a month. 36.5% of the respondents made purchase once in a week. 16.7% of the respondents made purchase once in six months. 41.3% of the respondents spend between 16 to 30 minutes for purchasing their product online. 28.4% of the respondents spend between 5 to 15 minutes for purchasing their product online. 14.7% of the respondents spend between 31 to 45 minutes for purchasing their product online. 9.2% of the respondents spend more than 45 minutes for purchasing their product online. 6.4% of the respondents spend time less than 5 minutes for purchasing their product online. 52.2% of the respondents use 2 platforms while purchasing electronic gadgets from online. 22.1% of the respondents use 1 platform while purchasing electronic gadgets from online. 17.2% of the respondents use 3 platforms while purchasing electronic gadgets from online. 8.5% of the respondents use more than 4 platforms while purchasing electronic gadgets from online.

**Table 1:** The Summary of Hypothesis Test Results.

Hypothesis	Statistical Analysis	Level of Significance	Coefficient Beta	Results P-value < 0.05
H1: Perceived ease of use	Multiple Linear Regression	.012	-.118	Accepted

H2: Perceived usefulness	Multiple Linear Regression	.000	.279	Rejected
H3: Satisfaction	Multiple Linear Regression	.000	.614	Rejected
H4: Privacy	Multiple Linear Regression	.000	.236	Rejected
H5: Perceived website quality	Multiple Linear Regression	.000	.368	Rejected
H6: System availability	Multiple Linear Regression	.000	.286	Rejected
H7: Trust	Simple Linear Regression	.000	.669	Rejected

### 1.9 Conclusion

From the descriptive investigation of demographic factor, it was found that maximum of the respondents was female 52.7% and male 43.3%. While analysing marital status it was found that 66.7% of the respondents were single and 33.3% of the respondents were married. 49.2% of the respondents belong to age group of 21 to 30 years. While analysing education, 48.8% respondent education is bachelor's degree. 36% respondents were in the monthly income category of Rs. 10,000 to 30,000. While analysing job status of respondents, majority of respondents, 46.8% fall in the category of employed. While analysing the time spent on online platform, majority of the respondents, 41.3% fall in the category of 16 to 30 minutes. While analysing the number of platforms used when purchasing electronic gadgets online, it is found that majority of respondents, 52.2% use 2 platforms.

From the descriptive analysis and ranking of the means of the independent variables the variables that most strongly influence the repeat purchase intention of electronic gadgets through online platform in Bangalore city was Privacy 4.0914, Perceived Ease of Use 3.8214, Perceived usefulness 3.8210, Perceived Website Quality 3.7024, Trust 3.7312, Satisfaction 3.7102, System Availability 3.6705.

The result of the Multiple Linear Regression analysis for the inferential analysis revealed that Perceived usefulness, Perceived Website Quality, Trust, Satisfaction, Privacy and System Availability were statistically significant in relation with repeat purchase intention of electronic gadgets from online platform. H1o Perceived Ease of Use was accepted. The factors that most strongly influenced repeat purchase intention of electronic gadgets from online platform in Bangalore city, was Trust (B = .669), Satisfaction (B = .614), followed by Perceived Website Quality (B = .368), followed by System Availability (B = .286), followed by Perceived usefulness (B = .279), followed by Privacy (B = .236), followed by Perceived Ease of Use (B = -.118).

### 1.10 Future Research

This study aimed to examine the factors influencing towards repeat purchase of electronic gadgets from online platform in Bangalore city. To investigate about the change in repeat purchase during cultural differences, further research can extend this business model to countries across the globe. This research used only the survey method as research model for gathering data, future research would apply different research techniques and models such as qualitative approach to examine the factors influencing repeat purchase intention of electronic gadgets from online platform.

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