Online Shopping Convenience and Repurchase Intention of Mudah.My

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Abstract. The rise of online shopping website has prompted many businesses start to promote their products through online. Mudah.my is one of the online marketplaces in Malaysia where people buy and sell a numerous categories of goods, products, and services including vehicles, properties, electronics, home and personal items, leisure and sport, jobs, travels and others such as food and items for swap among Malaysian individuals and business groups all over the world. This study is conducted to review the relationships between online shopping convenience (namely, access convenience, search convenience, evaluation convenience and transaction convenience) and online repurchase intention among online buyers at Mudah.my. The expected findings are significant to online platform operators to increase their customers purchase intention.

INTRODUCTION

The rise of online shopping website has prompted many businesses start to promote their products through online. The web site is being used extensively across industries, education, government, and other institutions. In Malaysia, many online shopping websites are mushrooming such as Shopee, 11street, Lazada, Zalora, Mudah.com, Zalora and many more. Mudah.my is one of the online marketplaces in Malaysia where people buy and sell a numerous categories of goods, products, and services including vehicles, properties, electronics, home and personal items, leisure and sport, jobs, travels and others such as food and items for swap among Malaysian individuals and business groups all over the world. Mudah.my connects millions of buyers and sellers in Malaysia every month by delivering remarkable user experience on the site [1].

Previous research has extensively discussed the importance of the use of Web technology in electronic commerce activities [2]. The website attributes and features play important roles for online purchase intention. Previous studies mainly focus on three major factors that affect customer intention to use the website that are technology, product, and shopping experience [3].

Nowadays, online shopping has become trend for consumers in order to satisfy their desire and need. Online shopping brings more benefits for customers rather than traditional shopping. The online website provides customers a large range of product that customers can choose in a single website using clicks. Online shopping is getting popular and normal for Malaysians. Almost half of Malaysian consumers making online purchases at least monthly

[4]. There are many online shopping websites that offer variety of products and provide the best offers. Most of the online shopping sites offer competitive retail prices and free shipping (though some with conditions) to attract more online shoppers. Thus, the competition among online shopping websites becomes extremely intense. Despite the high potential of online shopping in Malaysia, there is still a lack of understanding concerning about the conveniences that Malaysia online shoppers really want.

Shopping convenience is one of the factors that influence customers to use an online shopping website. It means how well the customers can find their desire to use the website. Sometimes, there are websites that make customers frustrated due to difficulty in navigation. Customers also have to face many advertisements that pop-up at the website thus make them feel annoying. Many customers tend to leave the website because of this entire problem although that website offers a good product with reasonable price.

Undeniably, online shopping website is another platform that helps customer to get their desired product. But there are some issues regarding the convenience of customers to use the website. Is customer want to return to the website if it is easy to access? Is the website make customers come back when it is easy to search items that they want? Is the website providing details of product so that customers have intent to repeat using the website? Is the payment method easy and trusted? As such, the objectives of the study include the following:

RO1. To review the relationship between access conveniences and online repurchase intention
RO2. To review the relationship between search conveniences and online repurchase intention
RO3. To review the relationship between evaluation conveniences and online repurchase intention
RO4. To review the relationship between transaction conveniences and online repurchase intention

LITERATURE REVIEW

Online Repurchase Intention

According to Hellier et al. [5], repurchase intention is individual judgement to purchase again a product or service from the same shop. Repurchase intention refers to the same people continue to purchase online products in the future [6]. Repurchase intention can be considered as customer loyalty [7], and make a direct impact on the profit of seller [8]. Thus, getting and maintaining loyal customers are important for online shops to continue their operation [5]. Some studies express that the surge of information displayed on a website generates more favourable attitudes and behaviours for consumers to shop online [9]. The volumes of reviews shows in the website rely on the total of online opinion posted and considered as a popular element for a product or service. The number of review plays an important factor for the message to be processed by customers that will help to give more positive probability to revisit the online store for future purchase. Compared with potential customers, repeat customers are better to understand and assess the information and attributes of an online store because of their experiences with sellers [10].

According to Park et al. [11], the reliable online suggestion causes the tendency of customers to revisit the online shop. Khammash and Griffiths [12] stated that reviews from the online shop that provide reliable information will be more useful for customers before making purchase decision. In addition, the quality of information receive from the other consumers can influence the consumers' purchase decision [13]. Shin et al. [14] added that customer repurchase intention can be increased when customer has perception that the website has a higher degree of information quality. Therefore, if a website provides customers with valuable, consistent, and up to date information, this will increase the likelihood of attracting and retaining customers [15].

Access Convenience

Website interactivity is about sensitivity and responsiveness of a virtual environment that consumers could control [16]. According to Macias [17], interactivity in website is positively affected consumers' perception of brands because the different interactive elements give more products information. Interactivity can be divided into "human-message interaction" such as navigation and "human-human interaction" like feedback, responsiveness and interpersonal interaction.

Shopping convenience is defined as the perception of consumers to reduce time and effort during the whole business process [18]. Shopping convenience is a multidimensional constructs that focus on five dimensions:

decision, access, search, transaction, and after-sales convenience [18]. Access convenience can be described as the consumer's perceived degree of time and effort to initiate service delivery. The ability to access a service facility location, operating hours, parking availability, and remote contact options are important for brick-and-mortar retailer [19]. However, for click-and-mortal, access convenience includes time flexibility, space flexibility, energy used, accessibility of web sites and availability of products and brands [20].

Search Convenience

Search convenience can be described as consumer's perceived degree of avoidance of time and effort in identifying product or service to purchase. According to Davis [21], website satisfaction can be achieved through website content, ease of use and ease to navigate the website. According to Srinivasan et al. [22], factors that contribute in customer loyalty include various choice of product, customization and ability to provide information that are related to the product or service. Comparably, Muylle et al. [23] stated that information content that is well organized and presented on a website is a significant predictor for customer satisfaction.

According to Nah and Davis [24], navigation tools on a website are important mechanisms that help in building a good quality website. Tarafdar and Zhang [25] suggested a website that easy for users to navigate include the layout of different element and component of the website, such as hyperlinks and tabs, and also the way it is arranged. Schaffer [26] found 30 percent of the users leave a website without purchasing anything due to they are unable to find their way through the site. According to Zeithaml et al. [27], a website provides functions that help customers to find what they desire quickly in an user friendly environment, and customers have a control by moving quickly through the pages are important to users to continue using the website. Similarly, Srinivasan et al. [22] stated that a website minimizes the time spending for consumers when it can recognize consumers and then tailor the choice of product, service, information and experiences for the particular customer.

As stated by Flavia´n and Gurrea [28], a successful website that is ease of use should include features such as easy navigation, accessibility, and high speed downloads. Cappel and Huang [29] found that consumers may give up a website when they find that website becomes more difficult than they expect. McKinney [30] found that website design refers to all design components and elements for the appearance of a website including colour, image, font, layout, and background music. Comparably, Managanari et al. [31] related the consumer evaluation of a website and the store personality based on color. Davis et al. [32] proved that low task-relevant cue that is website design is positively related to customer action toward the setting of the website. Similarly, Loiacono et al. [33] found that appeal of a website have positive effect on consumer intention to revisit the online retail site. As found by Vrechopoulus et al. [34] a low task relevant cues that show virtual store layout could influence the spending and shopping time of consumers. According to Jiang et al. [20], search convenience includes download speed, web design, search engine capacity, search function, product classification, average number of items per product menu listing and number of lists that have to be scrolled down.

Evaluation Convenience

Chen and Wells [35] suggested that information, website content and organization of a website as factors that influence consumers to have a positive evaluation on the website. According to Elliot and Speck [36] product information refers to the amount, precise and form of the information about the product such as text, graphs, photos, audio and video. Product information is needed in online shopping website in order to attain result like intention to revisit the site or brand attitude. Kim et al. [10] found website that provide information about their product details that make customer easy to find it and use the information and meet their desirable quantity and quality are positively affected consumer attitude. Information that useful on the retail site had a great impact to influence customer to revisit the site [33]. Kwon et al. [37] pointed out a better product information can lead consumer to make a purchase and have a good attitude towards the site.

Agarwal and Ventakesh [38] explained that consumer attitude towards a website is influenced through the content of a website. According to Ranganthan and Ganapathy [3], the quality of information content plays a vital role that help tourist to booking at a specific travel website. Similarly, Au Yeung and Law [39] found that the quality of information is one of the important reasons that make a hotel website success. Website information quality is the factor that determines whether customer will be attracted or leave the website [40]. According to Jiang et al. [20], evaluation convenience include product information, standardized and branded products, the presence of price information in product listings and product categorization.

Transaction Convenience

Transaction convenience can be described as the consumer's perceived degree of avoidance of time and effort to effect a transaction. Srinivasan et al. [22] found that online users are looking for quick and easy transactions because of the nature of online shopping. According to Tian and Ren [42], the consumers select a system that is easy when the conditions are similar and they think it will be at a lower of risk; therefore, they tend to make purchase when the purchase and payment are simpler and safer.

Based on Prospect Theory [42], Lin and Bei [43] found that it is possible to develop users perceived values of time during transaction. The consumer perception of time can be applied using Prospect Theory in three different aspects. First, customer will fell happy when the actual time spending during transaction is less than expected and vice versa. Second, when the quantity of time different decrease, the marginal perceived loss of waiting time increase while the quantity of time different increase, the marginal perceived value of saving time decrease. Third, over the similar duration of time, the perception of a negative value (i.e. long waiting time) is larger than positive value (i.e. short waiting time). According to Jiang et al. [20], transaction convenience consists of elements such as check-out process, payment methods (e.g. check and cash), changes in purchase, confirmative reply and price inconsistency.

RESEARCH FRAMEWORK

As shown in Figure 1, the research framework of the study includes the relationships between access convenience, search convenience, evaluation convenience, transaction convenience and online repurchases intention of Mudah.my.
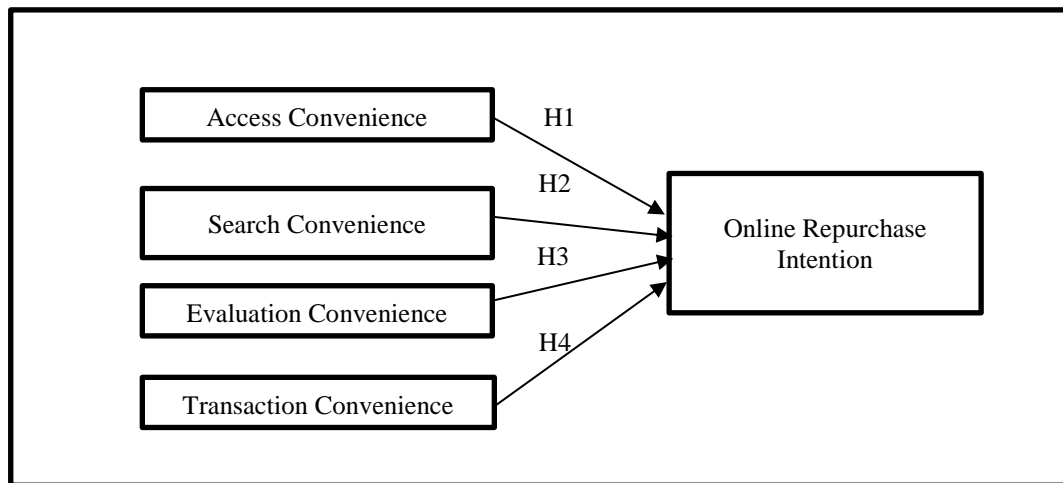

FIGURE 1. Research Framework

There are four research hypotheses are proposed in the study as follows:
H1: Access convenience has a positive and significant relationship with online repurchase intention.
H2: Search convenience has a positive and significant relationship with online repurchase intention.
H3: Evaluation convenience has a positive and significant relationship with online repurchase intention.
H4: Transaction convenience has a positive and significant relationship with online repurchase intention.

CONCLUSION

The study aims to review the relationship between access convenience, search convenience, evaluation convenience, transaction convenience and online repurchase intention. The findings will be significant to online platform operators to increase their customers purchase intention. For examples, marketing managers of Mudah.my

could investigate further to make their website more user-friendly and attractive. Also, they could improve their website to outperform other online shopping retailers for their customers' online repurchase intention. This is due to consumers are looking for easy and quick transaction to minimize their time and effort. This means that consumers could find simple and easy to follow payment method when purchasing products at Mudah.my. Lastly, this study uses Mudah.my to investigate its shopping convenience on online repurchase intention. Therefore, future researchers could study other newly developed online shopping platforms such as Shopee, Lazada and 11street.

ACKNOWLEDGMENTS

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