

Impact of Online Store Atmosphere, Customized Information and Customer Satisfaction on Online Repurchase Intention

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Abstract

Consumer behavior in online context is of significant importance for philosophers and practitioners but relevant literature mostly talks about purchase intention only; however, the present study has focused specifically on repurchase intention. The purpose of this paper is to investigate influence of some critical factors (online store atmosphere, customized information and customer satisfaction) on online repurchase intention. Convenient sampling technique through online survey based questionnaire was used for primary data gleaning from experienced online shoppers (with at least one purchase in last six months) of twin cities (Islamabad and Rawalpindi) of Pakistan. A total of 207 valid questionnaires were collected. The data was analyzed by using SPSS and reliability analysis, correlation and regression tests were applied. The results confirmed hypothesized outcomes that overall store atmosphere (Informativeness, Website Navigation, Entertainment and Website Design), customized information and customer satisfaction positively and significantly influence online repurchase intention. Customer satisfaction has been found to be the strongest determinant among the three independent variables. The study primarily focused on online repurchase intention from the perspective of a developing country (Pakistan), something rarely found in previous literature. There is no research paper that comprehensively investigates relationship of online store atmosphere, customized information and customer satisfaction with online repurchase intention of Pakistani experienced online buyers. Online vendors should consider high and low task relevant cues (Informativeness, Website Navigation, Entertainment and Website Design) while designing atmospherics of their online stores. These elements are found to be positively influencing consumers experience and their intention to make repurchase. Precise and relevant information should be provided based on visitor's requirements and service quality should be above average to enhance customer satisfaction level. Marketers should focus more on consumer retention instead of gaining attention of new clients only.

Keywords: Online Repurchase Intention, Online Store Atmosphere, Customized Information, Customer Satisfaction, Website Atmospherics.

1. Introduction

Global business trends have undergone a massive transformation since the arrival of internet. Consumers today have plenty of options for making a purchase, with one of the most significant options being online shopping. Online shopping refers to activity of purchasing goods or services through internet (Kukar-Kinney & Close, 2010). It has provided consumers with ease and comfort to search, compare and select products while sitting at home or workplace without incurring the time and cost associated with physical transactions. The trend has caused many businesses to offer same products at their online stores as well (Adnan, 2014). This not only makes their presence known but also gives them a strong competitive advantage over traditional businesses. It is observed that mere presence of an online store is not sufficient to attract and retain consumers; therefore, it is essential to study the consumer behavior in online context and identify some critical variables that play significant role in attracting and retaining online shoppers. Adequate studies have been conducted on identification of factors affecting online consumer behavior (Poddar, Donthu, & Wei, 2009).

From marketing perspective, the cost to retain a consumer is significantly less as compared to cost of acquiring a new client. Encouraging consumers to make repeated purchase is of significant importance for online retailers to gain competitive advantage (Tsai & Huang, 2007). To make profits from an average online consumer, that consumer must purchase at least 4 times from the same online store but surprisingly, just 1% of the online shoppers make the repurchase (Gupta & Hee-Woong, 2007). Loyal customers, along with

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spreading positive word of mouth, are expected to purchase more frequently and spend more money at the store (Khalifa & Liu, 2007). This advocates the need for marketers to work on critical elements that have strong influence over retention of online consumers instead of focusing on attracting new customers only.

Probably, the most essential feature of an online business is its website. Online merchants try to make such an interface that not only represents their products and services in the best possible manner but also satisfies the consumer's perspective. Online vendors make efforts to provide an atmosphere similar to physical store through website that has positive impact on buyers' perceived image of the store and their experience while shopping (Floh & Madlberger, 2013). Achieving consumer loyalty in online context is a tough and expensive task as it requires extraordinary service quality. Utilitarian and hedonic website quality based on pleasure, procedure, dependability and response also positively affects consumer's repurchase intention (Bauer, Falk & Hammerschmidt, 2006) resulting in higher profits for online vendors (Cristobal et al., 2007). Some of the determinants of website quality include confidentiality, perceived usefulness, functionality and perceived ease of use (Prybutok & Xu, 2011). Another study conducted on similar topic explored that online repurchase intention is directly affected by perceived website usability (Zhang et al., 2011). Quality of an online store interface and the purchase experience offered are of utmost importance when it comes to inspiring consumers to repurchase from the same virtual store.

Another value added feature that can help online retailers to survive in highly competitive global market is customized information. The level of customization, depending upon requirements of consumers, makes the purchase experience more exciting and memorable which can ultimately induce the intention of repurchase in future. Studying the influence of customized information can be useful to enhance the understanding of repurchase behavior of online consumers (Khalifa & Liu, 2007). With the advancement of information technology, online businesses have the opportunity to offer customized information to their customers (Ha & Janda, 2014). Visitors, opting for online shopping to save time, often get confused due to information overload which is not in the best interest of online merchants. Customized information seems to play a substantial role in retaining experienced consumers but surprisingly this has been an under researched area in marketing literature.

Customer satisfaction is considered the key to success for any business and when it comes to online retailing; its significance increases many folds. Satisfied consumers are more likely to stay loyal with the company and make repurchase (Khan, 2012). We can find numerous studies on customer satisfaction in traditional business settings and now the trend for studying this concept in online environment is also gaining popularity (Ballantine, 2005; Reynolds et al., 2012). It is important to distinguish between loyalty and satisfaction since it is not necessary for loyal consumers to be satisfied too, however satisfied consumers have a greater tendency to be loyal as well (Orel & Kara, 2014). Consumer satisfaction has found to be a strong determinant of online repeat purchase intention in developed countries (Abdul-Muhmin, 2010); however, its influence from developing countries perspective needs further elaboration.

Online store atmosphere's influence over online repurchase intention is a less researched area which has been identified as a gap in consumer behavior literature (Rezaei, Amin & Khairuzzaman Wan Ismail, 2014). The present study is of significant importance as it aims to fill this gap by investigating the relationship of online store atmosphere with online repurchase intention from perspective of Pakistan. Another significance of this study is that couple of additional factors (customized information and customer satisfaction) have been included to enhance understanding of consumer behavior in online context. Third significance of present research is that only experienced online shoppers have been considered for data collection to eliminate ambiguity pertaining to internet literacy, contrary to prior studies that chiefly focused on inexperienced online buyers.

2. Literature Review

2.1 Online Repurchase Intention

The concept of repurchase intention has been gaining popularity among marketing philosophers. Hellier, Geursen, Carr and Rickard (2003) defined repurchase intention as "the individual's decision about buying again a designated service from the same company, taking into accounts his or her present situation and likely circumstances". In the context of present study, authors have focused on intention instead of behavior. Intention has the ability to predict someone's behavior that he has control over and it is found to

have considerable correlation with volitional behavior, which is explained as a behavior that one can choose “at will” to execute or not execute (Rhodes & Dickau, 2012).

The online repurchase intention is defined by Chiu et al. (2012) as subjective probability that experienced shoppers will make purchase again from same online retailer. It is vital to investigate the reasons behind why consumers stick to a particular online retailer. The cost of retaining experienced consumers is less as compared to cost of attracting and acquiring new clients (Lim & Cham, 2015) so online vendors can increase their profits by focusing more on motivating their experienced customers to make repeat purchases.

Some studies have identified relationship between customer satisfaction and repurchase intention (Qureshi et al., 2009), however, understanding only satisfaction perspective is not sufficient in online context. There are few other factors that must be considered to enhance understanding about online consumer behavior. The present study has emphasized on some critical factors, online store atmosphere and customized information, in addition to customer satisfaction. Significant research work exists pertaining to online purchase intention but we are yet to have a comprehensive understanding when it comes to online repurchase intention. Most of such studies have been conducted in developed countries. The study attempts to fill this gap in literature by investigating the relationship in a developing country, Pakistan.

2.2 Online Store Atmosphere

Atmospherics in a traditional retail store are defined as “conscious designing of the space to create specific effects on buyers” (Kotler, 1973). The atmospherics and environment of the store have more significance compared to marketing inputs which are not there at the point of purchase (de Farias, Aguiar & Melo, 2014). The similar concept can be applied to online context as well. Hussain and Ali (2015) suggested that online merchants also construct atmosphere through their websites. This atmosphere can have a strong impact over buyers’ perception of the online store and their purchase experience. Dailey (2004) defined website atmospherics as “conscious designing of web environments to create positive effects in users in order to increase favorable consumer responses”. The online store atmosphere provides vital information about the retailer which is processed by visitors and they use it to portray acceptance or avoidance behavior. Purchase outcomes are strongly dependent upon the impression vendors give to their consumers through presentation of their websites.

Although, marketing and information systems researchers have explored a large number of unique evidences in support of considerable impact of web atmospherics over consumer behavior (Ranganathan, 2012), various criterions have been explained by philosophers to explain online store atmosphere. For instance, Mummalaneni (2005) focused on features such as good and bad displays, large and small, spacious and congested, colorful and dull, well organized and unorganized layout for measuring website design. Richard (2005) considered informativeness, entertainment, effectiveness and navigation as measures of website atmosphere. Ha et al. (2007) offered a broad classification of web atmospheric cues that include color, music, product display method, color display method, promotion signs, method of product view presentation and mix and match. Hausman and Siekpe (2009) concentrated on language options, gift services, humor, feature of global search and security indication as measures of web atmosphere.

According to Richard (2005), we can classify these atmospherics into two groups known as high-task relevant group and low-task relevant group. High-task relevant cues are related to informative part of the online store and they facilitate in purchasing goal achievement where as low-task relevant cues are the visual components and they don’t have direct connection with shopping goal attainment (Eroglu et al., 2003). The present study has focused on four atmospheric cues that are informativeness, website navigation (high task relevant cues), entertainment and website design (low task relevant cues). These cues have been selected since they have been adopted in previous researches to understand online consumer behavior (Gao & Bai, 2014).

Informativeness is explained as the capability of a website to make information available to its visitors (Goel & Prokopec, 2009). Quality of information offered by the website encourages use of online networks (Yang et al., 2005), increases satisfaction (Lin, 2007), loyalty (Kim & Niehm, 2009) and most significantly it stimulates purchase intention (Parboteeah, Valacich & Wells, 2009). Website navigation is

described as hierarchical design and organization of content and pages of the e-store (O'Cass & Carlson, 2010). Consumers facing problems with navigation are expected to use mental resources more that can badly affect their mood and might result is displeasure (Brunner-Sperdin, Scholl-Grissemann & Stokburger-Sauer, 2014). In such case, consumers are least expected to make a purchase decision or revisit the online store.

Entertainment is a low task relevant cue and it refers to exciting, fun to use and imaginative online environment (Richard, Chebat, Yang & Putrevu, 2010). When consumers find website entertaining, their interaction with the site is enhanced and they develop positive attitude towards it (Richard et al., 2010). Website design is a combination of visual cues and non-visual cues. Visual cues, for example colors, are considered overlooking components of website design (Ha & Im, 2012); however, non-visual components like music have their own significance in enhancing interaction. There is an association between website design and enjoyment (Huang & Benyoucef, 2013) and this pleasurable experience may lead to actual purchase behavior and ultimately repurchase intention.

On the basis of review of literature explained above, the study proposes following hypothesis pertaining to relationship between virtual store atmosphere and online repurchase intention.

H₁: There is a positive relationship between online store atmosphere and online repurchase intention.

H_{1a}: There is a positive relationship between informativeness and online repurchase intention.

H_{1b}: There is a positive relationship between website navigation and online repurchase intention.

H_{1c}: There is a positive relationship between entertainment and online repurchase intention.

H_{1d}: There is a positive relationship between website layout and online repurchase intention.

2.3 Customized Information

Customized information is defined as “optimal self-relevance information for each segmented customer based on experiences of existing or membership customers” (Ha, 2002). In online scenario, consumers are exposed to multitude of choices, which makes customized information a very significant concept (Wen, 2012). When marketers can identify consumer preferences, they are able to provide customized offers providing superior value to their clients (Hunt, Radford & Evans, 2013). People are more likely to pay attention to messages which are directed and customized to their preferences since this reduces information overload (Kim & Ko, 2012). The busy schedules of people cause them to look for related information as per their needs and they are likely to stay loyal to the online store that facilitates them by providing customized information (San-Martín & Camarero, 2012). This can be related to the global success of famous search engine “Google” which provides tailored results depending upon location of the visitor. Therefore, visitors are entertained with a unique experience and every user perceives this search engine to be most specific and customized according to the individual's search. This encourages them to revisit the website in again and again. It is assumed that in online purchase environment, consumers are motivated to revisit online store that offers relevant information. This makes second hypothesis for this study as:

H₂: There is a positive relationship between customized information and online repurchase intention.

2.4 Customer Satisfaction

In the context of present study, authors have considered online customer satisfaction as positive evaluation of preceding online purchase decisions and a linked positive affective emotional state caused by this evaluation. Consumer satisfaction, as a result of experience from previous purchase, is a strong predictor of brand loyal behavior (O'Cass & Viet Ngo, 2011). Under normal circumstances, we consider that there is a positive relationship between customer e-satisfaction and online purchase intention (Hackman et al., 2006). Some studies have identified weak correlation between satisfaction and actual purchase behavior in physical stores (Mittal & Kamakura, 2001; Szymanski & Henard, 2001). A key influencer of online purchase intention is the level of customer satisfaction with the retailer's website (Lu & Stepchenkova, 2012), along with trust established with the supplier (Kim et al., 2011).

The overall customer satisfaction and online repurchase intention have a positive association (Wang, 2011). However, Shin et al. (2013) argued that satisfaction and online repurchase intention have

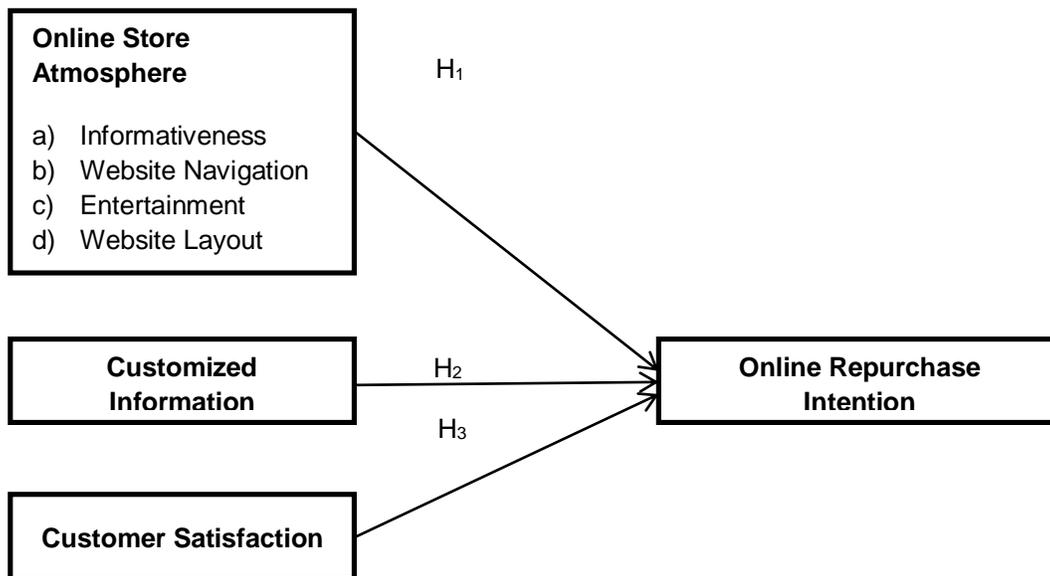
no positive linkage. Chang and Chen (2008) investigated that online satisfaction is a predictor of online loyalty leading to consumer retention. Satisfaction has positive correlation with loyalty and retention (Reynolds et al., 2012) and repurchase intention (Grace & O’Cass, 2005). Satisfaction is a result of post purchase evaluation that encourages consumers to make repeat purchases as well thus resulting in long term profits for the firm (Diehl & Poynor, 2010). The presented theoretical and empirical evidences indicate that customer satisfaction with online store should be related to repeat purchase intention.

H₃: There is a positive relationship between customer satisfaction and online repurchase intention.

3. Conceptual Framework

On the basis of literature review and formulated hypothesis, figure 1 shows conceptual framework for the study.

Figure 1: Theoretical Framework



Source: Prepared from Literature Review

3. Methodology

The nature of present study has made authors to opt for quantitative research methodology, in line with several researches in similar context (Abdul-Muhmin, 2010; Richard et al., 2010; Ha & Janda, 2014). The data for all variables was collected at same point in time which means the time horizon was cross sectional. The target population comprised of experienced online shoppers from twin cities (Islamabad and Rawalpindi) of Pakistan with at least one purchase in last six months.

3.1 Instrument

An online questionnaire, containing 29 items adapted from several reliable and validated scales, was developed for the purpose of data collection. 3 questions were related to demographics (gender, age and qualification) and 1 screening question was about confirmation of an online purchase in last six months. Respondents who confirmed this experience were exposed to remaining items of the questionnaire. 25 items were used to measure the dependent and independent variables discussed in the study.

3.2 Measurement

Table-1 shows number of items for measuring each variable and sources of these items and which recent studies have validated these scales. The variables were accounted for by using 5 point Likert scale indicating: 1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Neutral*, 4 = *Agree* and 5 = *Strongly Agree*.

Table No. 1: Variables, No. of Items and Sources and Recent Validation

Variable	No. of Items	Items Source	Recently Validated
Informativeness	4	Chen and Well (1999)	Boostrom, Balasubramanian and Summey (2013)
Website Navigation	3	Lepkowska-White (2004) Kim and Lee (2006)	Floh and Madlberger (2013)
Entertainment	5	Chen and Well (1999)	Boostrom, Balasubramanian and Summey (2013)
Website Design	2	van der Heijden (2003) Kim and Stoel (2004)	Floh and Madlberger (2013)
Customized Information	3	Srinivasan et al. (2002)	Ha and Janda (2014)
Customer Satisfaction	5	Anderson and Srinivasan (2003)	Tong et al. (2012)
Online Repurchase Intention	3	Chiu et al. (2009)	Reynolds et al. (2012)

3.3 Procedure

A total of 207 valid questionnaires were collected from respondents through convenient sampling technique. Data was collected through web based questionnaire circulated via email, Facebook and google groups. Selecting web based survey for the purpose of primary data collection in this study was considered most feasible option since it is cost effective and reliable approach for data collection (Cooper & Schindler, 2001), gives instant access to large number of potential subjects and has been used in similar studies focusing on online consumer behavior (Chiu et al., 2009). Quite a few researches suggest using internet for online marketing research (Sethuraman et al., 2005; Stieger & Reips, 2010). Web based questionnaire was used as it ensures internet literacy of respondents, complete response from every respondent and it is convenient to record information. Questionnaire was exposed to only those respondents who confirmed at least one online purchase in last six months. Participation in the survey was voluntary since no reward (monetary or non-monetary) had been offered to respondents. Every respondent was able to complete the questionnaire one time only and respondents were not given the option to modify their response after online form submission.

4. Data Analysis and Findings

The present study intended to investigate the impact of online store atmosphere, customized information and customer satisfaction on online repurchase intention. For this purpose, several tests were executed and implemented. The results of these tests were assembled and summarized in tables. The data analysis was done using Cronbach's Alpha, CFA, Pearson's Correlation and Regression.

4.1 Demographic and Descriptive Analysis

In order to determine the trustworthiness of the instrument used, reliability analysis was conducted. Table 2 shows the values of Cronbach's Alpha for all variables used in this study. Nunnally (1978) explained that when the value of Cronbach's Alpha is more than 0.7, the reliability of data can be accepted. Table-1 indicates that Cronbach's Alpha values for all independent and dependent variables are more than 0.7 indicating reliability of the data collected for the present study. The values are 0.912, 0.769, 0.887, 0.787, 0.919, 0.816, 0.915 and 0.927 for Informativeness, Website Design, Entertainment, Website Navigation, Online Store Atmosphere, Customized Information and Online Repurchase Intention respectively.

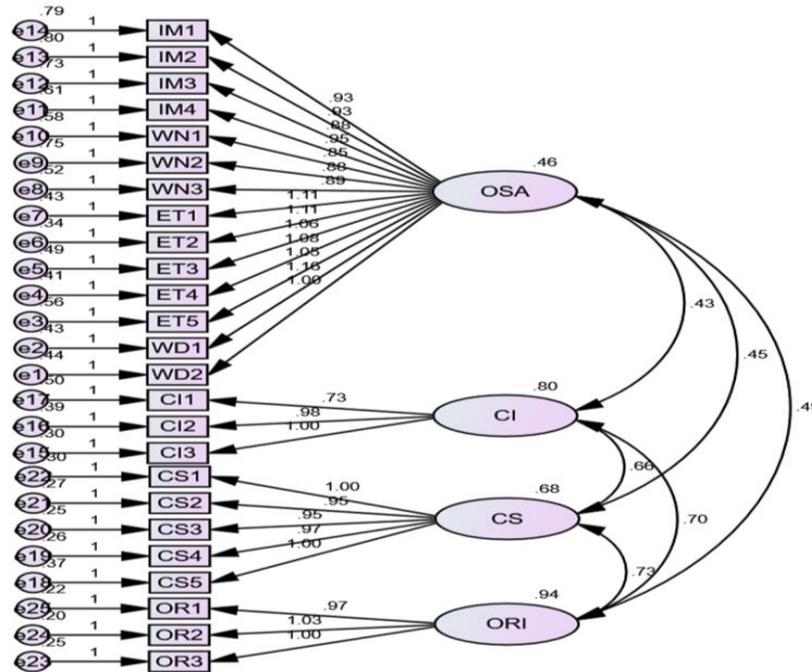
Table No. 2: Reliability Analysis of Variable Instrument Measures

S.No	Variable	Items	N	Cronbach's Alpha
1	Informativeness	4	207	0.912
2	Website Design	2	207	0.769
3	Entertainment	5	207	0.887
4	Website Navigation	3	207	0.787
5	Online Store Atmosphere	14	207	0.919
6	Customized Information	3	207	0.816
7	Customer Satisfaction	5	207	0.915
8	Online Repurchase Intention	3	207	0.927

4.2 Confirmatory Factor Analysis

Confirmatory factor analysis was used to determine reliability of scale. Confirmatory factor analysis also supports the results of Cronbach’s alpha. As shown in figure 2, all the values are above 0.4 which shows all of the scales for variables i.e., online store atmosphere, customized information, customer satisfaction and online repurchase intention are reliable.

Figure 2: Confirmatory Factor Analysis



OSA= Online store atmosphere, CI= Customized Information, CS= Customer Satisfaction. ORI= Online Repurchase Intention.

The frequency of gender, age and educational level was determined through a sample of 207 respondents, which means total number of observations (N) for this study was 207, as shown in table 3. Talking about gender, most number of observations came from female respondents. 118 female respondents comprised 57% of the sample while 89 male respondents comprised 43% of the sample. When it comes to age bracket, table 2 depicts that maximum number of respondents belonged to age group of 21-25 years, with a frequency of 88 and percentage of 42.5. Least number of observations came from age group of 41 and above years, with a frequency of 10 and percentage of 4.8. Other age groups, 16-20 years, 26-30 years, 31-35 years and 36-40 years constituted 6.3%, 19.8%, 15% and 11.6% of the total sample respectively. The statistics of table-2 with respect to educational level indicate that maximum number of observations came from graduate level students. 77 graduate students comprised 37.2% of the sample. Least number of observations came from Ph.D. scholars where 4 respondents constituted 1.9% of the sample. Respondents from other educational levels, namely, Intermediate, Masters and MS/MPhil comprised 16.4%, 25.6% and 18.8% of the total sample respectively.

Table No. 3: Frequency Distribution with Respect to “Sample Profile”

Demographic	Characteristics	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	89	43%	43%	43%
	Female	118	57%	53%	100.0%
	Total	207	100.0%	100%	
Age	16-20	13	6.3%	6.3%	6.3%
	21-25	88	42.5%	42.5%	48.8%

	26-30	41	19.8%	19.8%	68.6%
	31-35	31	15%	15%	83.6%
	36-40	24	11.6%	11.6%	95.2%
	41+	10	4.8%	4.8%	100%
	Total	207	100%	100%	
Educational Level	Intermediate	34	16.4%	16.4%	16.4%
	Graduate	77	37.2%	37.2%	53.6%
	Masters	53	25.6%	25.6%	79.2%
	MS/M.Phil.	39	18.8%	18.8%	98.1%
	Ph.D	4	1.9%	1.9%	100.0%
	Total	207	100.0%	100.0%	

Table 4 illustrates that there is a positive correlation between the independent variables, Online Store Atmosphere (OSA) (Informativeness (IM), Website Navigation (WN), Entertainment (ET) and Website Design (WD)), Customized Information (CI) and Customer Satisfaction (CS), and the dependent variable Online Repurchase Intention (ORI) at 1% level of significance.

The value of Pearson correlation for informativeness and online repurchase intention is .530 and its p value (.000) is significant. This identifies a moderately positive relationship between the two variables. For website navigation, the Pearson correlation value is .651 and its p value (.000) is also significant. There is a relatively stronger positive relationship between website navigation and online repurchase intention. Entertainment has correlation value of .586 and its p value (.000) is significant as well. This indicates a moderately positive relation between entertainment and online repurchase intention. Correlation value for website navigation and online repurchase intention is .546; its p value (.000) is significant too, specifying a moderately positive relation between the two variables.

Pearson correlation value for overall online store atmosphere has also been computed. It comes out to be .708 and the p value (.000) is significant. This finding is in support of the first hypothesis since there is a strongly positive correlation between online store atmosphere and online repurchase intention. Customized information and online repurchase intention are correlated at .717 and p value (.000) indicates its significance. This means that there is a strong positive correlation between these two variables. Customer satisfaction has Pearson correlation value of .843 and its p value (.000) is also significant. This shows a strongly positive relation between customer satisfaction and online repurchase intention.

Table 4 demonstrates that the strongest correlation is between customer satisfaction and online repurchase intention. Other independent variables are also having significant and positive correlation with the dependent variable. All factors are important however, satisfied consumers have the strongest urge to make a repeat purchase from the online store.

Table No. 4: Correlation Matrix

Variable		IM	WN	ET	WD	OSA	CI	CS	ORI
IM	Person Corr.	1							
	Sig. (2-tailed)								
	N	207							
WN	Person Corr.	.402**	1						
	Sig. (2-tailed)	.000							
	N	207	207						
ET	Person Corr.	.472**	.601**	1					
	Sig. (2-tailed)	.000	.000						
	N	207	207	207					
WD	Person Corr.	.502**	.566**	.744**	1				
	Sig. (2-tailed)	.000	.000	.000					
	N	207	207	207	207				
OSA	Person Corr.	.771**	.755**	.882**	.824**	1			
	Sig. (2-tailed)	.000	.000	.000	.000				
	N	207	207	207	207	207			
CI	Person Corr.	.409**	.664**	.593**	.527**	.664**	1		
	Sig. (2-tailed)	.000	.000	.000	.000	.000			
	N	207	207	207	207	207	207		

CS	Person Corr.	.466**	.725**	.665**	.613**	.747**	.801**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	207	207	207	207	207	207	207	
ORI	Person Corr.	.530**	.651**	.586**	.546**	.708**	.717**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	207	207	207	207	207	207	207	207

**Correlation is significant at the 0.01 level (2-tailed).

4.3 Regression Analysis

Regression analysis was applied to check the extent to which online repurchase intention is influenced by all the independent variables considered in this study. Linear regression tests were executed for every single variable included in this study. The findings of regression analysis are shown in table-5 which indicate that 28.1% variation in online repurchase intention is caused by informativeness, 42.4% due to website navigation, 34.3% due to entertainment, 29.8% is caused by website design, 50.1% due to overall online store atmosphere, 51.4% due to customized information and 71.1% variation is caused by customer satisfaction.

Table No. 5: Model Summary

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
Infomativeness	.530 ^a	.281	.277	.85769
Website Navigation	.651 ^a	.424	.422	.76735
Entertainment	.586 ^a	.343	.340	.81972
Website Design	.546 ^a	.298	.295	.84724
Online Store Atmosphere	.708 ^a	.501	.499	.71439
Customized Information	.717 ^a	.514	.512	.70517
Customer Satisfaction	.843 ^a	.711	.709	.54397

Dependent Variable: Online Repurchase Intention

Table 6 indicates positive and significant association between all independent and dependent variables. The t values for all variables are more than 2, depicting significant influence of the variables. F values for all variables are more than 4 which specifying statistical significance of the overall regression model. Table-6 supports the proposed hypotheses that online store atmosphere, customized information and customer satisfaction have a positive relationship with online repurchase intention. The stats shown in table-6 indicate that all of the hypotheses are upheld.

Table No. 6: Coefficients

Variable	Standardized Coefficient Beta	t value	F value	Sig
Infomativeness	.530	8.950	80.095	.000
Website Navigation	.651	12.295	151.169	.000
Entertainment	.586	10.350	107.116	.000
Website Design	.546	9.336	87.168	.000
Online Store Atmosphere	.708	14.351	205.938	.000
Customized Information	.717	14.723	216.760	.000
Customer Satisfaction	.843	22.444	503.752	.000

Dependent Variable: Online Repurchase Intention

The results for hypothesis testing have been summarized in table-7. All of the proposed hypotheses were accepted in the light of data collected and correlation and regression analysis. This signifies the importance of this study as well since the proposed model has a positive influence over online repurchase intention. These variables can be considered as influential factors in studying consumer behavior in online context.

Table No. 7: Results of Hypothesis Testing

S.No	Hypothesis	Statement of Hypothesis	Accepted/Rejected
1	H ₁	There is a relationship between online store atmosphere and online repurchase intention.	Accepted
2	H _{1a}	There is a relationship between informativeness and online repurchase intention.	Accepted
3	H _{1b}	There is a relationship between website navigation and online repurchase intention.	Accepted
4	H _{1c}	There is a relationship between entertainment and online repurchase intention.	Accepted
5	H _{1d}	There is a relationship between website layout and online repurchase intention.	Accepted
6	H ₂	Customized information has a relationship with online repurchase intention.	Accepted
7	H ₃	There is a relationship between customer satisfaction and online repurchase intention.	Accepted

5. Discussion

The results of present study have confirmed statistical and significant association of all determinants of proposed conceptual framework with online repurchase intention. This research work is among rare contributions in online consumer behavior from Pakistani context specifically focusing on experienced online consumers rather than concentrating on intentions of inexperienced online buyers. Lack of prior literature regarding impact of online store atmosphere (with its unique dimensions being considered for this research) on online repurchase intention makes it unviable to relate findings of present study with previous researches. This signifies importance of virtual store atmosphere as it results in pleasant purchase experience that might act as a stimulus of their repurchase intention. This study has identified a significant and positive relationship between customized information and online repurchase intention thus filling the gap in literature since prior studies have primarily targeted online purchase intention only (Ha & Janda, 2014). Customized information saves time of visitors and gives them a sense of affiliation with the vendor thus encouraging long term buyer seller relationship and repurchase intention. Customer satisfaction has been found to be strong determinant of online repurchase intention. This finding supports few other studies that investigated relationship of customer satisfaction with online repurchase intention in other countries (Tsai & Huang, 2007; Liu and Forsythe, 2010; Han & Ryu, 2012; Rose et al., 2012; Rezaei et al., 2014). Online merchants should opt for cost effective approach by creating pool of satisfied customers instead of targeting new clients only.

6. Conclusion

The main objective for this study was to investigate relationship of online store atmosphere, customized information and customer satisfaction with online repurchase intention. The results show a strongly positive association between the independent and dependent variables. The association of online store atmosphere with online repurchase intention shows that consumers are motivated towards repurchase from the website that they perceive as informative, easy to navigate, entertaining and attractive. The linkage of customized information with online repurchase intention shows that when consumers feel that the products and services offered by the website are in accordance with their needs, they are more likely to come back in future to make another purchase from the same online store. The correlation between customer satisfaction and online repurchase intentions leads us to conclude that online consumers, satisfied from services of the website, are intended to make repeated purchases from the same online merchant. The study is of significant importance since it explores unique dimensions of online store atmosphere (informativeness, website navigation, entertainment and website design) and it targets online repurchase intention only. Another unique attribute about this study is that the data was collected from experienced online consumers only with at least one purchase in last 6 months. This research not only contributes to the existing body of knowledge, but it also suggests some practical implications for marketers to retain their clients.

7. Limitations and Directions for Future Research

In this research, authors have considered two high task relevant atmospheric cues (informativeness and website navigation) and two low task relevant atmospheric cues (entertainment and website design)

as dimensions for online store atmosphere. There are some other factors that can be used in future studies in place of these variables as dimensions to define online store atmosphere. Some of the scales adopted for this study face slight criticism, in future similar research may be carried out using scales with less criticism. The sample size for this study is not very large due to lack of time and resources. This study is not industry specific as well. Future studies may investigate this relationship with respect to a particular industry and with more number of respondents. This research was carried out in twin cities of Pakistan, testing the same framework in developed countries would examine the generalizability of findings of this study.

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