

# A Systematic Literature Review of Online Repurchase Intention of Gold Jewelry

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## Abstract

**Purpose** - The literature on online repurchase intention of gold jewelry is not only well organized, but also, no research focus on incorporating all previous works about it. The aim of this research will be delivering a systematic review of contributions” associated with online repurchase intention of gold jewelry”.

**Design/methodology/approach** - This study assesses previous works covered in the Web of Science index”.

**Findings** – Based on the aim of this study, it provides a dept literature review analysis (including different measures, methods, geographical scopes,” etc.), and also delivers an well-organized model of Online repurchase intention. As a result of these categorizations, research gaps in the application of repurchase intention were identified. These gaps can be beneficial for researchers in the academic world as future lines of research.

**Implications/limitation** – Providing a new approach including theoretical and practical studies by concentrating e-servicescape” as a leading factor for the online repurchase intention”. Upcoming research may assess the usefulness of various types of e-servicescape” deeply to confirm whether making a assuring structure of online repurchase intention that is conclusive and overwhelming.

**Implications** - For private sector and governor policymakers, both cooperating chances

and collaboration among the beneficiaries of the Gold Jewelry ought to be reassessed by considering e-servicescape aspects.

**Originality/value** – Including and analyzing the new aspect of e-servicescape” in the analytical review of online repurchase intention” is the Uniqueness of this research.

**Paper type** Literature review.

**Keywords:** online repurchase intention, Gold Jewelry, generation Y, designomic value, perceived risk, E-servicescape, E-commerce, online retail, Systematic literature review

## 1. Introduction

The concept of repurchase intention is adopted and modified from both social psychology and marketing perspectives (Jones and Sasser, 1995). In social psychology, the intention to continue/to stay in a relationship is referred to as relationship maintenance by Social Exchange Theory (Schiele *et al.*, 2012) and also by Investment Model of Commitment (Rusbult, 1980). Considering customer importance at all stages of the marketing process helps the company to ensure loyalty of customer and increase its long-term repurchasing (Kumar and Thiviya, 2015). Following that, Customers repurchase intention is referred to as a key to Defensive Marketing strategies and business success in general (Cronin Jr *et al.*, 2000) and (Bhattacharjee, 2001). It is very noteworthy that the cost of acquiring new consumers to buy from a brand costs approximately six times as much as retaining current consumers (Kitchathorn, 2010; Willoughby, 2017). Therefore, firms focus on keeping the current customer or improving their rate of repurchase (Defensive Marketing Strategy) rather than concentrating on the Offensive Marketing Strategies which focus on acquiring new customers and increasing market share (Fornell, 1992; VigneshKarthik, 2017). Moreover, Jiang and Rosenbloom (2005) found that a 5% increase in customer retention rates increases profits by 25-95%. As discussed, importance of repurchase intention is vital for all products & services even luxury product such as gold jewelries (Clow, 2004; King, 2017; H. Wang *et al.*, 2018).

Previously, the crucial role of repurchase intention is explained. In this way, Loupiac and Goudey (2019) stated that repurchase intention is exceptionally essential because it performs as an effective instrument in forecasting and improving repurchase behavior of customer. Now, it worth to mentioned that, not only repurchase intention in general is important, but also its subsection such as online repurchase intention is critical too (Hussain, 2017). Repurchase intention created from an offline context may not fully represent the nature of online purchase (C. M. Chiu *et al.*, 2009). Consequently, online repurchase can be considered as a contemporary channel of rebuying from a seller (Festinger, 1957) and (Davis *et al.*, 1989). Regarding this importance aspect of repurchase intention, it is stated that online repurchase intention of luxury products represents 4% percent of total luxury repurchase intention (Burnham *et al.*, 2003), and also, an additional 40 percent of luxury repurchases are in some way influenced by consumers’ digital experience (Dauriz *et al.*, 2014). Following that, the role of repurchase intention in e-commerce has been highlighted by various scholars

(Sullivan and Kim, 2018; H. Wang *et al.*, 2018; Wijayajaya and Astuti, 2018; Xiao *et al.*, 2018) and other scholars as well. For instance; (Chou and Hsu, 2016) and (C.-M. Chiu *et al.*, 2012) investigate the role of shopping habit, satisfaction, and trust on online repurchase intention”, (Z. Zhou *et al.*, 2012) highlight the prominence of online consumers’ trust in increasing repurchase intention. However, there are non-existent studies that investigate the online repurchase intention of gold jewelry particularly in developing economies such as Malaysia. As such, in assessing the online repurchase intention, the Generation Y who has the highest interest in online activity such as shopping or repurchasing should not be given less attention. Generation-Y are the particular individuals born in the period of 1977 to 1994 (Johnstone *et al.*, 2013; Tanadi *et al.*, 2015). They grew up in the digital age and consider technology as a tool that made their lives easier (Tiyasophonjit, 2016) and (Srikrisnanopol, 2017). Generation-Y or millennial concerned about using novel technology such as the Internet which may assist clients to spot product features and so on (E. L. W. Lee and Cheng, 2011; San *et al.*, 2015). Due to higher purchasing power, this target consumer group demands more than a basic product to express their unique lifestyle (Jariah *et al.*, 2004). This generation, who mostly own smart phones, internet, and social media account such as Facebook, Instagram and Twitter, generally, are independent enough to make their own shopping decisions and process website information five times quicker than the older generations (Nawi *et al.*, 2019). Consequently, regardless of their sources of incomes and allowances, they are inclined to search, purchase and repurchase items from online stores (Jadhav and Khanna, 2016) and (Chong, 2019). Remarkably, this generation has considerable share of 20% out of the Malaysia entire population which should be unnoticed (Sin *et al.*, 2012). On the other hand, this generation has high interest in jewelry and particularly gold jewelries (Osman *et al.*, 2018). Hence it can be implied that the high rise in gold jewelries demand boosted from \$0.6 billion in 2006 to around of \$1.5 billion in 2016 could be boosted mainly by this generation (Osman *et al.*, 2018). Although, this generation play key role in online purchasing and repurchasing activities, the effective factors in repurchase intention should be clarified in order to concentrate to improve the situation of online e-commerce and as a result, push rate of online repurchasing products (Choi and Lee, 2019).

Repurchase intention essentially occurs in the customer’s black box” as the customer has choose that if it is better to buy the same product or not (Kotler, 2016). Though, there is a logic order that start first with repurchase intention and following that actual repurchase behavior happened (Feng and Yanru, 2013). Hence, if it becomes vivid the critical role of elements in increasing repurchase intention, it can be used to motivate actual repurchase behavior and as a result lead to increase the profitability of the business for firms or industry (Yang and Forney, 2013). Consequently, detecting the most influential factors of repurchase intention is highly practical and recommended (Curtis *et al.*, 2011) and following that, it is true for the repurchase intention of gold jewelries. Up till now, academicians studied the impact of various factors on repurchase intention (Bamossy and Solomon, 2016; Hussain, 2017). For instance, various researcher assesses the impact of perceived risk factor (Sulastris, 2017; Sullivan and Kim, 2018), trust (Aslam *et al.*, 2018; Lim *et al.*, 2019; Subawa *et al.*,

2020), satisfaction (Geraldine and Laurent, 2019; Nhĩ, 2019; Wirapraja and Subriadi, 2019) and perceived price (Graciola *et al.*, 2018) and (Aony, 2019) on repurchase intention; following that a few of them investigate the effect of income (Diegmann *et al.*, 2018) and e-servicescape (Aprianti and Rachmawati, 2020; Gharibi *et al.*, 2020) on repurchase intention. Although, Hashim and Abd Rahman (2016) suggests that Designomic variable which is implication of design in the frame of economic theories, is possibly important in affecting consumer behavior, till now, no study investigates its impact on repurchase intention. Additionally, few researches consider the repurchase intention of generation Y (Hussain, 2017; Mokhtar *et al.*, 2020), and very minimal research consider online repurchase intention of gold jewelry. Consequently, the effect of all of abovementioned variable on online repurchase intention of gold jewelry for generation Y are questionable and debatable because according to the reliable references provided in literature review of this research, there is no study which explored this particular area for this specific generation in any economies. Accordingly, in order to fill this gap, this study proposed online repurchase intention model by integrating theory of planned behavior (TPB) and e-service quality theory (EQT). More precisely, based on the lack of research in this field, TPB and EQT are extended by adding new protentional drivers namely designomics and income in order to identify the more comprehensive structure of online repurchase intention, and facilitate accurate forecasting of this type repurchase intention for gold jewelry business.

Even though the considerable numbers of studies on online repurchase intention is developing, and lately, it absorbed the notice of researchers ((Lim *et al.*, 2019; Tandon *et al.*, 2020), almost no one focus thoroughly on combining the existing literature on the Online repurchase intention". Hence, it can be inferred that the scope of online repurchase intention" literature is yet disintegrated. Following that, employing a systematic literature review", this paper makes effort to satisfy this hole by organizing the various existing approaches regarding the field of the online repurchase". Actually, the existing literature review" studies on repurchase intention (for instance, Anisah and Suhendra (2018) and Wirapraja and Subriadi (2019)) did not concentrate on online repurchase intention. So, a systematic study" of the area of online repurchase intention can be beneficial for administrators and academicians, this valuable usage is the key principle in providing the logical review of the repurchase intention (Busalim *et al.*, 2019). Farther than the suitability of summarized literature overview" (Salsabila and Saraswati, 2021), this research assists practitioners and scholars substantially in advancing the quality of their researches by compiling prior experiences and outcomes analytically. Consequently, this systematic review" targets to combine prior proofs without evading their perspective. For doing so, it will classify, assess, manufacture and, finally, record gaps of experiences while decreasing the biasness (Deyalage and Kulathunga, 2020).

This study targets to deliver a systematic review of the literature" on online repurchase intention to generate the subsequent contributions. 1. By delivering the new domains of e-servicescape", it augments theoretical model and deliver an all-inclusive structure for the investigation of online repurchase intention". 2. It delivers a all-inclusive evaluation on

online repurchase intention works. Consequently, it is a methodical work to plot the loopholes regarding online repurchase intention. 3. By classifying the information gaps in the current studies, it suggests a way for upcoming research in the field of online repurchase intention”.

This work progresses in this way. The subsequent part argues the theoretical framework deeply. The following segment explains the approach employed for handling the systematic review”. In the next segment, the outcomes got from the evaluation of the studies are provided chronologically. Ample argument comprising recommendations for upcoming studies as well as a succinct conclusion is provided in the fourth section.

## **2. Conceptual Framework and Research Procedure**

### *2.1 Online Repurchase Intention*

The key target of preparing an online repurchase intention mechanism is to provide a conceptual model that shows its fundamental factors (Raharjo, 2018). The implicit presence of various elements including perceived risk, trust, satisfaction, perceived price, design economic value, and income required to build a comprehensive model of effective factors of repurchase intention (Akbar and Parvez, 2009; Ou *et al.*, 2014; Rezaei *et al.*, 2016) and (Dawi, 2016). These factors of online repurchase intention proposed by various researchers such as Hashim and Abd Rahman (2016) (Design economic value), Tho *et al.* (2017) (Perceived risk), Hansen *et al.* (2018) (Trust), Geraldine and Laurent (2019) (Satisfaction), Graciola *et al.* (2018) (Perceived price), and Ferreira and Mostajo-Radji (2020) (Income).

The first factor is designomic (design economic value) that can be potentially one of the highly effective factors on consumer behavior (Heskett, 2009). The more design innovation has been invested in a jewelry production process; the higher consumer make purchase again in future (Chamberlain *et al.*, 2015). According to study of (Li and Dong, 2019), when an economic-value driven design (Designomic) has become a core of concentration in a process of producing jewelries, it can impact the current and future customer intention in referring to these products again (Hashim and Abd Rahman, 2016). The second element of online repurchase intention is perceived risk which is considered as one of the most significant elements of purchasing or repurchasing (Zheng *et al.*, 2012). The higher risk perceived, the lower chance to purchase over (Zhang *et al.*, 2012). It can be inferred from previous section that numerical empirical studies hypothesized a link between perceived risk and repurchase intention (Mitchell, 1998; Pérez-Cabanéro, 2007; Zhang *et al.*, 2012) and (Tho *et al.*, 2017). In addition, there are many studies that have found a negative relationship between perceived risk and the repurchase intention such as (Mitchell, 1998; Pérez-Cabanéro, 2007; Zhang *et al.*, 2012) and (Tho *et al.*, 2017). The third factor is trust which is a crucial element of repurchase intention (Han and Hyun, 2015). It can be deduced from previous literature that numerical empirical studies hypothesized a link between trust and repurchase intention (Doney and Cannon, 1997; Şahin *et al.*, 2013; Y. Wang *et al.*, 2016). In addition, there are many studies that have found a positive relationship between trust and the repurchase intention (Chaudhuri

and Holbrook, 2001; Han and Hyun, 2015). However, past literatures on the impact of trust on repurchase intention have so far concentrated mainly on general market and advanced economies for instance by (Baloglu *et al.*, 2017). Moreover, the linkage between trust and repurchase intention lacks reliable pattern as many outcomes are affected by different methodologies (Hansen *et al.*, 2018). The fourth aspect is a satisfaction (Geraldine and Laurent, 2019). The connection among continued intention and satisfaction was assessed in Bhattacharjee's ECM (Bhattacharjee, 2001). Furthermore, Wen *et al.* (2011) describe satisfaction as the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (p. 16). The fifth element is perceived price which is pondered to be a vital element (Bei and Chiao, 2001). Numerous studies showed that perceived price and perceived value will affect repurchase intention including (Moslehpour *et al.*, 2017). It implies that the reasonable sensed price may increase the change of buying the product again later (Aypar and Huseynli, 2018). Jiang and Rosenbloom (2005) note that perceived price is a central factor for customers as they plan to repurchase, and moreover, they propose that the higher price than industry average may lead to lower chance repurchase product (Graciola *et al.*, 2018). The final factor which is not investigated empirically is income (Imelia and Ruswanti, 2017). Despite the acknowledged importance of low-income consumers in the retail market (Barki and Parente, 2010), the influence of income has not been studied in relation to loyalty in online consumption (Ferreira and Mostajo-Radji, 2020). Following that, based on the structure of TPB theory, income can be considered as an external income and consequently, it can be considered that the higher income affects the relationship between perceived risk and repurchase intention.

In previous studies, the definitions of the effective factors of online repurchase intention rely on the investigate targets. To assist the debate of this study, we structure an examination of the theoretical model of the online repurchase intention that we developed from previous studies. We enlarge the latter framework by adding new factors which is e-servicescape" that has three dimensions. We then clarify how e-servicescape support the analysis of online repurchase intention.

The e-servicescape" means the existing elements during service providing in online infrastructure, categorizing it into the subsequent 3 scopes: I. aesthetic appeal (the perceived visual appeal, originality of design, and entertainment value)" II. layout and functionality (measures of usability, information relevance, extent of customization, and interactivity)," and III. financial security (the ease of payment and perceived security)" (Harris and Goode, 2010; Teng *et al.*, 2018).

Regarding e-servicescape" element, numerous researchers approve that this index is the critical element affecting customers' behaviors and emotions, inspiring them to act promptly and therefore shape reasoning conclusions that lead to confident reaction in the online framework (Tran *et al.*, 2012) and(Lai *et al.*, 2014). As online service settings are not easily assessed, users consider website attributes (i.e., e-servicescape) as signaling quality attributes

(S. A. Lee and Jeong, 2012), and thereby form their behavioral intentions (Byun and Jang, 2019). For example, a high-quality website design enhances consumers' first impressions, thereby encouraging them to trust the website, as well as yielding higher website identification, which in turn enhances purchase intention (Tankovic and Benazic, 2018) and (Aprianti and Rachmawati, 2020). Furthermore, reliability and security affects clients' privacy risk", that consequently impacts their purchase intentions (Lai *et al.*, 2014). This study borrowed from e-service quality theory (Sabiote *et al.*, 2012) and assumed that users learn about specific features from websites' e-servicescape (Al-Debei *et al.*, 2015), identify the most desirable service quality attributes in the e-servicescape, and then form their behavioral intentions (Harris and Goode, 2010). It can be inferred that if an e-servicescape" offers good online framework, clients will believe its e-service quality" is considerable high and have an effective and useful response, rising the chance of the purchase intentions (Teng *et al.*, 2018). Consequently, it can be predicted that the higher e-servicescape quality (E-servicescape: Aesthetic appeal, E-servicescape: Layout and functionality, and E-servicescape: Financial Security) will improve the repurchase intention.

To build an ecosystem for online repurchase intention in which we can observe its fundamental elements that operate effectively, e-servicescape has introduced a new feature to online retail competitiveness. These mentioned linkage amongst individuals and online seller provide a detail view to business owners to monitor the e-loyalty and online repurchase intention of their customers.

## 2.2 E-servicescape

The servicescape" is announced by (Bitner, 1992). Lately, the idea of servicescape" is utilized expansively in numerous researches such as the study of (Nguyen, 2006). As servicescape" impact customers' behaviors and emotions, it incite them to react emotionally, cognitively, and substantially, and shape perceptive decisions and opinions which may lead to confident reaction (Dedeoğlu *et al.*, 2015). As e-commerce is intensifying promptly, the idea of servicescape" has is stretched to online situations, and numerous researchers projected index of online servicescape" including online store atmosphere, website design, and financial security to debate the probable impacts of these variables on online spending behaviors (C. Zhou *et al.*, 2020), henceforward, as an outcome, the e-servicescape" is arisen (Teng *et al.*, 2018) and (Luo *et al.*, 2019).

The idea of e-servicescape" is originated from cybermarketscapes and e-scapes" (Sohn and Tadisina, 2008). Various studies projected that e-servicescape" are different from servicescape"; for example, Hopkins *et al.* (2009) suggest that e-servicescape encompasses ambient conditions," spatial layout and functionality," and signs, symbols, and artifacts," and debated the impacts of e-servicescape" on website-associated evaluations, attitudes, and buying intention. Following that, Harris and Goode (2010) describe the e-servicescape" as the online fundamental element and categorizing it into: aesthetic appeal," layout and functionality," and financial security". A website's aesthetic appeal was determined according to the perceived visual appeal, originality of design, and entertainment value. The

functionality and layout of websites were evaluated through measures of usability, information relevance, extent of customization, and interactivity. Financial security was measured according to ease of payment and perceived security. Tran *et al.* (2012) further classified the aesthetic appeal dimension as having two sub-dimensions (visual appeal and entertainment value), layout and functionality as having three sub-dimensions (interactivity, usability, and customization), and financial security as having two sub-dimensions (ease of payment and perceived security). Meanwhile, S. A. Lee and Jeong (2012) proposed that e-servicescape should consist of ambient, design, and social dimensions, and that the ambient factor determines the extent to which a website cultivates a pleasant and light-hearted atmosphere among consumers, and these factors include images, font size, and overall layout. They also define that social factors are those that might influence consumers' virtual experiences with online providers such as avatar technology and online help desks. Afterwards, Lai *et al.* (2014) suggested that e-servicescape "contains the subsequent aspects: ambience; design; interactivity; and signs, symbols, and artifacts". Design comprises basic arrangement, classification, and the navigation bar. Ambience contains snapshot excellence. Interactivity comprises rating information and the delivery of authorization emails. Symbols, sign, and objects contain the logo of the firm (Teng *et al.*, 2018).

Aesthetic appeal is the first element of e-servicescape. This element is evaluated based on the innovation of design, graphical appeal, and entertainment usefulness. This elements comprise atmosphere, music, color and web design (Harris and Goode, 2010). Greater aesthetic appeal facilitates the structure for Internet customers to practice excitement and pleasure, thus augmenting their purchase and repurchasing intentions (Hopkins *et al.*, 2009; Liu *et al.*, 2017). Based on the literature on subdivision, substantial Internet clients highly evaluate the design aspects of a website in comparing with other users as they are more familiar with observing the properties of a website which specify the service quality of this website (Chiou and Pan, 2009). Second element of e-servicescape is financial security which is assessed by the perceived security and ease of payment and denotes the degree to which customers notice the payment procedures and overall process of a company website as safe or secure (Thakur and Srivastava, 2014). If perceived security" is in high level, it leads to greater level of satisfaction (Harris and Goode, 2010) and trust (Aprianti and Rachmawati, 2020), thus augmenting purchase and repurchase intention. Since substantial Internet consumers devote more time spending online in comparing with other clients, they will have a higher thoughtful of the risks and possibilities involved (Teng *et al.*, 2018). Furthermore, as purchase and repurchase volumes are greater amongst substantial users in comparing with other customers, they are more highly concerned and cautious regarding privacy issues and Internet security (Chiou and Pan, 2009). The last element of e-servicescape is layout and functionality" which is determined based on the relevance of information, ease of use, and personalization and degrees of customization. These aspects assist Internet customers to simply browse websites which are simplified by clear instructions and information (Ha and Janda, 2014; Tankovic and Benazic, 2018). Premium quality layout and functionality may amend customer mindsets toward a website, thus boosting purchase and repurchase intention (Wu *et al.*, 2017). Since



heavy Internet clients devote more time checking internet websites in comparing with other customers, they are highly cautious about functionality and layout (Aprianti and Rachmawati, 2020).

### 2.3 Text Corpus

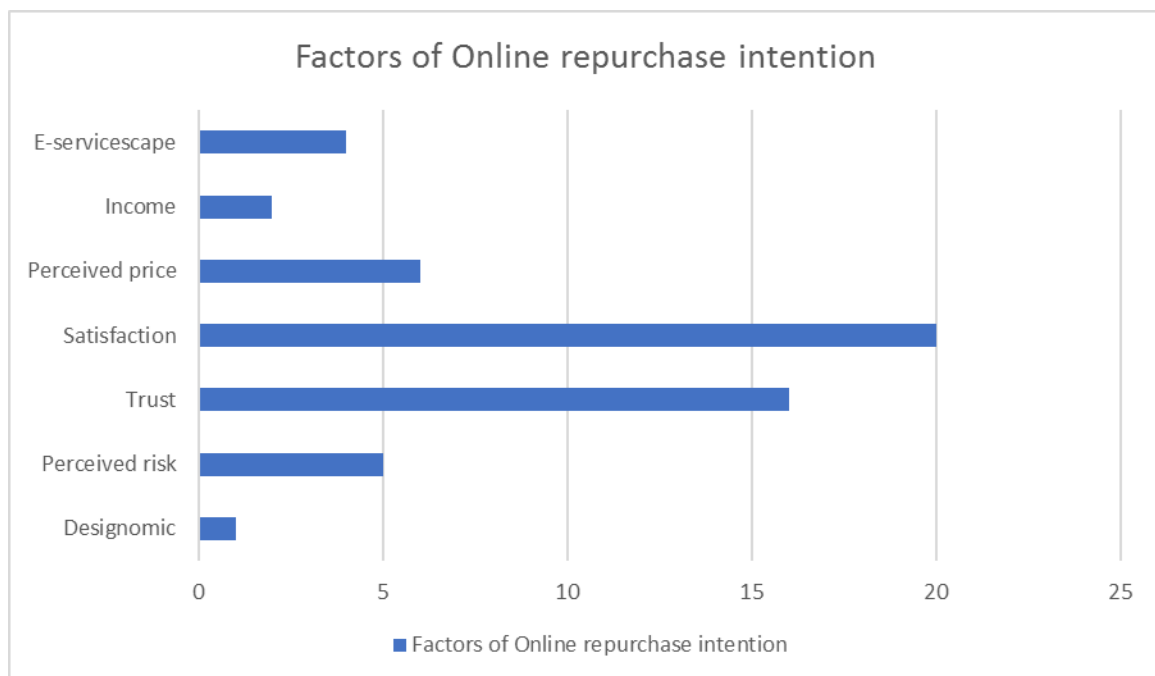
While there are numbers of online repurchase intention” studies, improvement in this area is considerably inadequate. For the targets of this study, it is vital to evidently define the extent of the review and to elaborate the processes clearly. Even though fundamental elements linked to online repurchase intention ecosystems” are available in a vast variety of books, conferences and journals, considering systematic literature review”, we narrowed the review to peer-reviewed journal articles” with an impact factor” allocated to the journal which are considered as the most acceptable and trustworthy sources with the highest impact on the area (Lomas *et al.*, 2021; Yan *et al.*, 2021).

We employed an iterative selection procedure” to classify pertinent articles. We considered the Web of Science ([www.webofscience.com](http://www.webofscience.com))” as one of the highest all-inclusive databanks. Inside that databank, we designated only Science Citation Index and Social Science Citation Index” to constraint the search to journal articles, excluding conference papers”. Consequently, we employed four keywords to obtain the pertinent researches: jewelry repurchase intention”, online repurchase intention of jewelry” and online repurchase intention\*” and repurchase intention\*”. For additional explanation, we examined these keywords independently, hence, we had three separate lists of evidence. Then, we selected the mutual papers, 37, that appeared on all of them. Lastly, a content analysis” was executed. Zheng (2021) claims that a high-grade assessment mainly focuses on ideas. Consequently, in this research, each study was categorized based on various principles containing the online repurchase intention” outline. To confirm the reliability and validity of the groups, the coders assessed the compatibility of each paper by inspecting their ideas and scopes to confirm all 37 studies entirely linked to the repurchase intention”. The studies associated to other scopes other than repurchase intention” were omitted. Furthermore, repurchase intention contents without a concentration on online fundamental content” were not incorporated. The benefits of a severe lessening of the quantity are quite clear (Prabowo and Hindarwati, 2020). We shape a body of contribution that approved detailed review procedures and are furthestmost probable to affect upcoming studies. Additionally, our outcomes may not face to any ambiguity as it consists of varying contexts. Accordingly, we intent to amend the principal of the fundamental’s development in digesting the true mechanism of repurchase intention” and their schematic effects. This agrees with our revising of the theoretical framework in the area of e-servicescape. The subsequent results are supposed to support scholars to frame their studies precisely by taking advantage of the exacting focus of our assurance procedure.

### 3. Analysis of Online Repurchase Intention Papers

#### 3.1 Categorization of Contributions

Figure 1 shows the distribution of the papers based on Web of Science (WOS) category and considering 7 factors including designomic, perceived risk, trust, satisfaction, perceived price, income and e-servicescape. As stated, we employed the WOS engine” to categorize the designated studies. Consequently, as figures 1 shows, 20 out of the 37 studies are associated with satisfaction element of online repurchase intention. Second ranked are papers that concentrate on trust as a key factor of online repurchase intention. The outcomes disclose that the limited available studies connected to particular factors; for example income and e-servicescape. This looks to be notable, bearing in mind that we assessed the Social Science Citation Index”.



Fig

ure 1. WOS-related distribution of the papers

#### 3.2 Year of Publication and Publication Outlets

To progress a thoughtful reviewing of the repurchase intention” literature, this study directed a pertinent descriptive analysis”. Per se, we characterized 37 studies into various descriptive types. The first classification is the chronologically distribution of the chosen studies. Figure 2 reveals the spreading over the publication-year. The matter of online repurchase intention” received considerable attention in the year 2018, as we vibrantly perceive the non-noticeable numbers of publication during 2004 to 2008, and 2010 to 2011. Even though the abundance of papers in 2021 shows a general rising trend, which implies the higher importance of this subject in the current period. Seemingly, as figure 2 reveals, the general intensity of publication in the area of online repurchase intention is growing in the recent years.

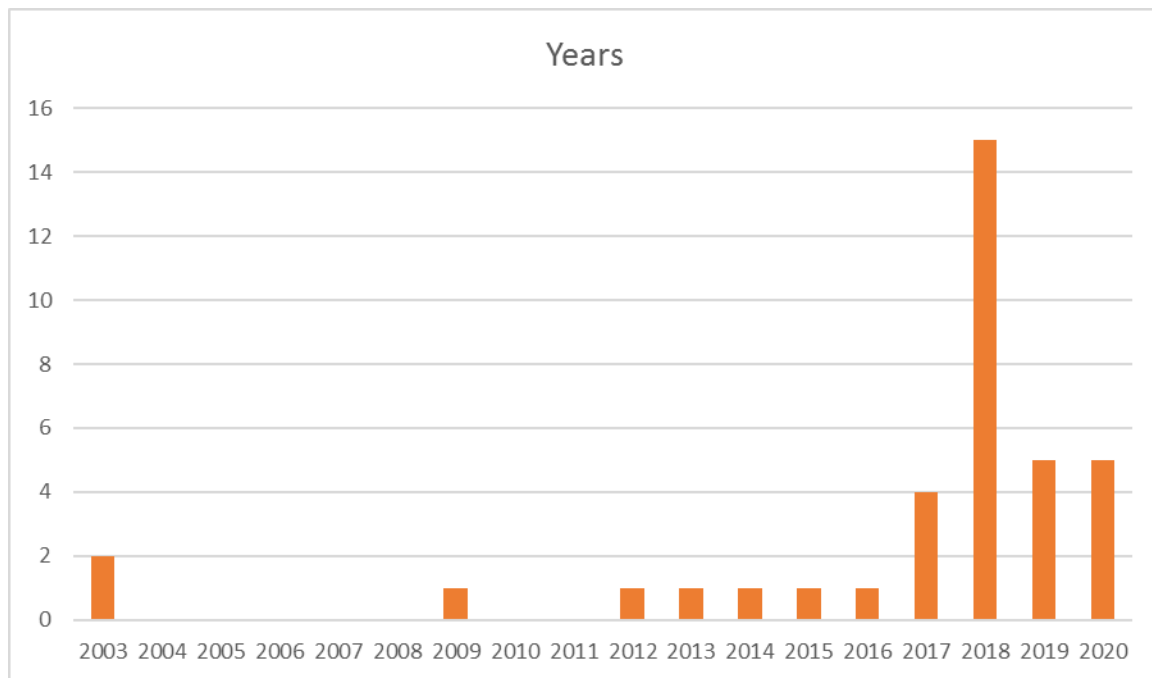


Figure 2. Distribution of the online repurchase intention publications per year

On our corpus, four journals (Journal of Open Innovation: Technology, Market, and Complexity, Online Information Review, International research journal of management, IT and social sciences, Marketing Intelligence & Planning) appear to be most relevant, because most papers of online repurchase intention are issued in these ones. Others are issued in Information Systems Management, Marketing and Branding Research, and International Business Research”, and etc. Remarkably, its not possible to recognize the linkage of the journals ranking” based on the criteria of the Harzing list ([www.harzing.com](http://www.harzing.com))” and the intensity of published papers” on repurchase intention”.

The abovementioned items seem to be fairly diverse. If academic confine their scope to the area of their own criteria, they maybe miss the pertinent contributions.

### 3.3 Country and Industry Focus

About 3 percent of contributions” are not employed a specific country to perform the research and consequently, it argues an inclusive validity of outcomes irrespective of national environments and culture. Though, the major category is the South Korea and China, where its share is 22 per cent of the researchers (4 papers for each of them) in the area of online repurchase intention”. Furthermore, second rank of studies debated online repurchase intention” have been applied in the context of Indonesia, Pakistan, and Vietnam (3 papers for each of them. Following that, the third rank belongs to the studies of Greece, Malaysia, and United States (2 paper for each one) and rest of economies only has one paper per each (figure 3). Afterward, we hope to see more consideration to be given to researches of online repurchase intention in those countries.



Figure 3. Domains of the studies covered by the papers reviewed

The figure 4 reveals that general shopping items” are the preferred business amongst the online repurchase intention scopes. Eight researches decided to study that favored business. Following the general shopping business, the food industry ranks second (with six paper), apparel products and mobile sector were assigned as the third largest emphasis (with five papers each). Following them, the fourth group of industry with highest studies are Tourist & Airbnb and air ticket, book, clothes, DVD, sport gear, IKEA prod and etc.” (with three paper each) (Figure 4).

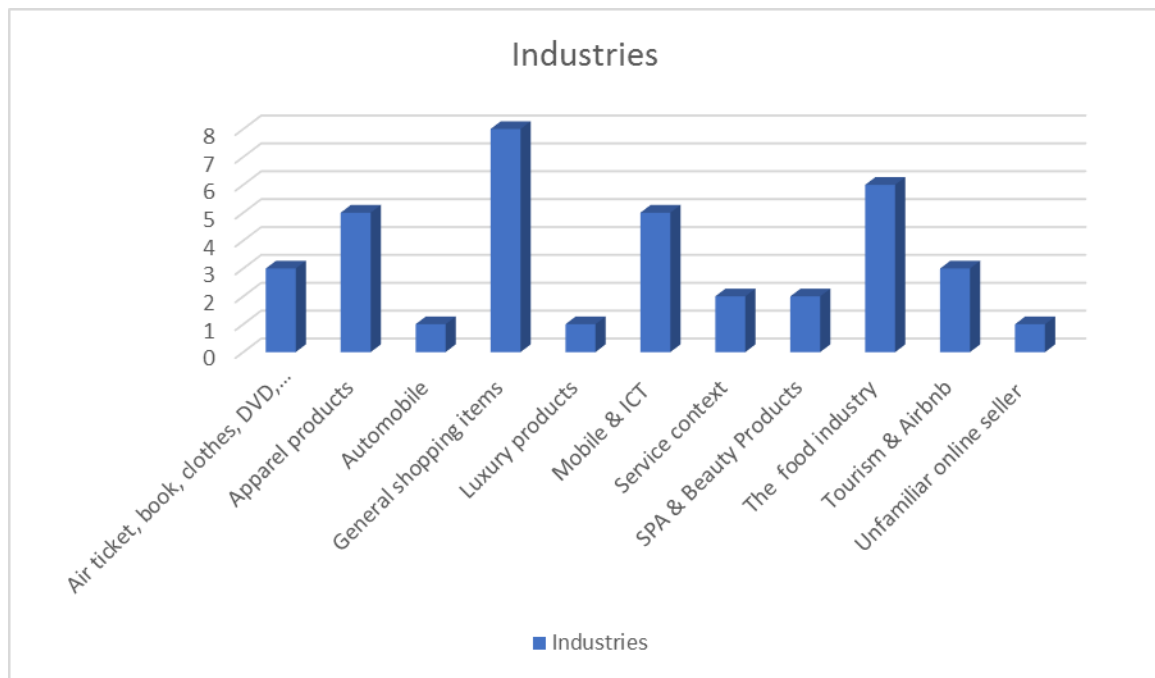


Figure 4. Industry-focused distribution of the paper

#### 4. Discussion, Future Research Directions and Conclusion

This research delivers a descriptive analysis of high-ranked contributions regarding repurchase intention. Based on a reputable model of repurchase intention mechanism we assessed the significance of most significant factors. Furthermore, by applying systematic review approaches, content analysis and descriptive analysis, this research improves knowledge generation and deliver additional guidelines for upcoming studies. It seems that papers publication found from WOS initiated in 2003. This suggests that studying online repurchase intention is in its early stages. Regarding the common aspects of the repurchase mechanism, most studies recommend that online retailers require to make robust networks and cooperate to shape a affluent environment for clients (Geraldine and Laurent, 2019).

Our results declare that the existing studies consider the role of e-servicescape aspects and its impact on online repurchase intention inadequately (Teng *et al.*, 2018) and (Aprianti and Rachmawati, 2020). A noteworthy attention to the cases stem from a comparatively minor set of industries and countries. We detected that particular concentration on the food industry and apparel products, while there are other industries such as beauty products, mobile apps, service context, luxury products such gold jewelry and comparable industries that are coming up to be assessed precisely. Regarding countries, this literature review shows that the South Korea and China are a hotspot for repurchase intention studies. Although, there exist works in the similar field in areas like Europe, America, Africa continents, and the Middle East, a negligible interest observed in these districts. Obviously, situations vary in terms of business structure, society, culture and governmental support. A potential venue for additional practical study is to detect the particular aspect of a single ecosystem. This allows academics to define the schematic of vibrant online repurchase intention in a all-inclusive

technique that includes the comprehensive theoretical model projected here. Astonishingly, amongst all studies we investigated, no work has a practical attention to the online repurchase intention”, as there exist no work employing questionnaire investigations for gathering data. Consequently, a certain way of research is evaluating online repurchase intention” elements employing practical study designs.

Regarding the specific factors this research added to repurchase intention model”, the motivating point is that e-servicescape” is ignored as one of the vital contributing factors in repurchase intention factors. Teng *et al.* (2018) and Aprianti and Rachmawati (2020) certify that e-servicescape has been a crucial element that affect online repurchase intention. Moreover, it is pertinent in various contexts, containing other jewelry product, clothes, and food services. Based on this statement, we can put forward our theory that e-servicescape is a factor that fuels online shopping and repurchasing activity, because we are aware that better design (aesthetic appeal aspect), higher level of customization (layout and functionality aspect) and higher security and safety (financial security aspect) yield a favorable online repurchase experience. Therefore, a novel approach rises here for theoretical and practical work by highlighting e-servicescape” as a contributing factor of the online repurchase intention”. Forthcoming researches may assess the impact of various types of e-servicescape” deeply to confirm whether forming a promising ecosystem” of e-servicescape features may have a considerable effect.

In the vein of usage of internet for most of daily activities and consumer expectation about modernizing businesses, there is a need to an online environment of repurchasing that is flexible and embraces any idea or factor that enable customer to interact and decide easier. This can be a direction for future studies, to assess how and in what way online repurchasing changes help firms to have productive online interaction and communication with customers. This can be achieved by focusing more on practical studies where our findings show the lack of such papers. furthermore,

According to the status documented in our corpus, another area of interest for future researchers is exploring if there are other factors that affect online repurchase intention. Online repurchase mechanism have always been a vigorous element for improving the selling of a business.

The online repurchase intention ecosystem approach has emerged to be a supportive environment for the firm to have loyal customers and for further development their selling services. Every online repurchasing mechanism has divergent aspects with particular effects. As a result, creating a successful online shopping and repurchasing ecosystem demands a deep understanding of the customers significant behavior and reaction toward online shopping arising from the features of online shopping and retail environment. It is one of the main duties of industry leaders or business owners, to pay attention to these aspects, because without considering these vital factors of online repurchasing, improving online retails, and selling of final products will ultimately fail. Furthermore, a key element for online sellers is to use metrics to find and assess the strengths and weaknesses of the abovementioned three

aspects of e-servicescape in online repurchasing ecosystems to know if and how to control and enhance the effectiveness of their online selling and repurchasing process. As online repurchasing intention is one of the main factors in online business development, we need to continuously enhance its effectiveness by identifying divergent criteria and measures suiting the online environment. Moreover, for researchers it emerges the need to carry on with international comparative analysis of online repurchasing intention mechanism.

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