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<AT>Factors influencing Online Shoppers' Repurchase Intentions:

The Roles of Satisfaction and Regret

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<ABS-HEAD>Abstract

<ABS-P>This study adopts the expectancy confirmation theory and regret theory to investigate the effects of external reference points on repurchase behaviors and explore how customers' search effort influences satisfaction and regret. The model was tested using data from 268 customers of an online store. Partial least squares analysis results suggest that confirmation of expectation, search effort, and alternative attractiveness are predictors of regret, which in turn influences satisfaction and repurchase intention; confirmation of expectation and search effort also exhibited considerable positive effects on satisfaction, which in turn influenced repurchase intention. In addition, prior loyalty negatively moderates the relationship between satisfaction and repurchase intention.

<KWD>Keywords: Expectancy confirmation theory; Regret; Alternative attractiveness; Information search; Repurchase intention; Satisfaction

Introduction

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