



## **Determinants of E-commerce Platform on Customer Repeat Purchase Intention: An Empirical Study on Generation Z in Southern Bangladesh**

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### **ABSTRACT**

The purpose of this study is to determine the significance of e-commerce websites and applications for residents of Khulna City who subsequently buy products from electronic platforms. The focus is on understanding consumer behavior related to e-commerce, particularly among members of Generation Z. An online survey was used to collect data, with 75 internet shoppers from Khulna City participating in a structured questionnaire that utilized a five-point Likert scale. Data analysis involved the use of frequency distribution and multiple regression analysis. The study found that factors such as customer service, portfolio products, pricing, ease of use, and platform usability significantly impact the growth of online grocery shopping in Khulna City. This, in turn, influences customers' tendency to make frequent purchases from e-commerce platforms.

**Keywords:-** Online Shopping; Consumer Behavior; Repeat Purchase; E-commerce; Technology; Generation Z.

### **INTRODUCTION**

The trade of products and services using telecommunications and telecommunication tools is known as "e-commerce" (R. Clarke, 2015). Online shopping is the process of buying goods and services from online retailers. Since the emergence of the World Wide Web, online purchasing has been available. Customers can conveniently visit web retailers from anywhere by using a computer or other internet-connected device. As online shopping has become popular among tech-savvy individuals, there is a need for research on its usage and perception. Companies are attempting to improve their customer service through electronic commerce (e-commerce) to obtain an advantage in the fiercely competitive business environment. People throughout the world are accustomed to the practice of online buying.

Online shopping is rapidly increasing every day. Young consumers can buy from a variety of websites and online platforms (Maity and Sandhu, 2021). People's shopping habits have changed significantly in the last few decades. In the past, young shoppers used to make purchases at physical stores, especially those in large malls many still do (Sierra-Murillo et al., 2019). However, in today's digital era, young consumers can easily shop online through various websites and smartphone applications, thanks to the benefits of modern communication technology and access to information.

The empirical evidence provided by Generation Z, who were born between 1997 and 2012, covers both adults and children (Gentilviso and Aikat, 2019). The behavior of Generation Z seems to differ from that of previous generations, potentially leading to changes in consumer behavior. It is important to study the preferences and decision-making processes of this customer generation as they have distinct tastes and approach social issues differently. Generation Z is the largest cohort in terms of population size, comprising about 32% of the global population (Candelo, Santoro, and Casalegno, 2022). Science and technological advancements have significantly influenced the design of services and products, as well as the attitudes, behaviors, and activities of Generation Z (Gen Z). More importantly, they are shaping how Gen Z perceives how service or product providers understand their needs (Burhanuddin, Osman, and Raju, 2020).

These frameworks have enabled a complete understanding of how consumers perceive e-commerce platforms. Additionally, researchers experimentally studied the environment in which customers evaluate service and product quality and the degree to which customer satisfaction impacts the online purchasing system.

When evaluating the overall satisfaction of a product or service, there are five factors to consider. In this analysis, the main focus is on the mean gap scores between customers' expectations and perceptions for each of the 18 modified satisfaction criteria, as well as the associated five factors. A negative gap suggests that customers believe the e-platform they received did not meet their expectations, while a positive gap indicates that customers found the product or service to exceed their expectations, leading them to make repeat purchases from the same online portal. The data for this study was collected from a small sample of individuals who frequently shop in Khulna and other southern Bangladeshi cities.

This sample is not representative of the entire industry; people's opinions and preferences about e-commerce platforms may change over time due to various factors. In the upcoming sections, review previous research, propose theories on the relationship between different factors and the intention to make repeat purchases, and then cover the methodology.

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## LITERATURE REVIEW

Early in the new millennium, with extensive internet connections in Bangladesh, the e-commerce industry saw a sharp increase in popularity. But because of a lack of resources and expertise, it was progressing too slowly. E-commerce is well known and has expanded quickly everywhere, including Bangladesh. It is essentially the end product of the IT revolution. E-commerce has made business communication much easier than before, and both the quality and speed of commercial operations have improved (Mohiuddin, 2014). The twentieth century saw advances made possible by advancements in communication technologies, which accelerated globalization (Nayyar Deepak, 2006). The globalization of business happens because of the mass use of the internet. This is a new form of business concept created by the fusion of computer and telecommunications technologies that gradually increased the growth of environmentally friendly operations (R.G. Javalgi et al., 1983).

In the global ranking of e-commerce, Bangladesh is ranked as the 36th largest market for e-commerce, with a predicted revenue of US\$75.2 billion by 2023, placing it ahead of Peru (Business Haunt, April 2023). As a developing nation with a wide range of economic prospects across its different regions, Bangladesh's economy may be said to be unquestionably rising moderately. Online transactions have progressively grown over time due to the shifting corporate environment. Currently, the whole banking system in this nation conducts all transactions and operations online (Sabah Rabita, 2023). The industry in Bangladesh has a 2019 market value of \$16.4 billion, and according to the most recent Statista statistics, by 2023, it will be \$7.63 billion (Statista, August 2023). Only this industry profited most, particularly during the Corona pandemic. Even now, the livestock market has been made available online in preparation for the festival (The Daily Star, June 2023).

The journey of e-commerce was introduced to our nation in the late 1990s to help Non-resident Bangladeshis who were looking for ways to send gifts to their loved ones in the megacity of Dhaka. Between 2000 and 2008, e-commerce began to grow gradually and steadily to an emerging status (S. Swaid, 2021). The first payment aggregator, SSL Commerce, opened for business in 2010, and that's when things started to shift. WiMAX was added at the same time as internet speed increased, which benefited online commerce as well. Along with this development, this period also saw the beginning of businesses like Rokomari.

Outside of the local movement, foreign investors paid close attention to the classified and e-commerce sectors. For instance, OLX, Bikroy, Daraz, Kaymu, etc. Akhoni and Ajkerdeal first proposed the idea of an online marketplace in 2012–2013. As of 2015, Kaymu and Daraz had disrupted the market by spending a ton of cash on marketing in an attempt to generate sales quickly. This strategy was ultimately shown to be ineffective, and in 2017, Kaymu and Daraz combined (LightCastle Partners Ltd., April 2019).

Over time, Bangladesh has seen an upward trend in online transactions. Because of increases in living standards and improved employment opportunities, purchasing habits have changed significantly (S. Swaid, 2021). Banking, logistics, communications, and payment systems have slowly improved, opening up prospects for the e-business industry to grow. Bangladesh is currently moving towards a cashless society and the COVID-19 pandemic has further led to an increased reliance on cashless transactions (The Daily Star, October 2020). Nowadays, most companies in industries like banking, food, and telecommunications use online payment systems to keep up with first-world countries. The categorization of electronic payment systems can be divided into three sectors. The first one is the first generation (cash dispenser), the second generation (POS systems and ATMs), and the third generation (online banking). The cash-on-delivery mechanism is now more accessible as people can use credit, debit, and digital wallet services (Shamsuddoha and Mohammad, 2008).

One of Bangladesh's top e-commerce sites is Daraz BD, which is currently owned by Alibaba. With a large assortment of gadgets, clothing, and household goods, this place has practically everything. Daraz set out for Bangladesh in 2013. Due to their excellent supply chain and warehouse capabilities, customers can pick up their merchandise at the location of their choice. Through its flagship campaign, which debuted on November 11 as part of its parent firm Alibaba Group's 11/11 global shopping festival, Daraz Bangladesh sold goods for 32 million USD. In 2022, the 11.11 festival is estimated to have produced a gross merchandise value (GMV) of USD 84.54 billion (Business Haunt, April 2023; Apparel Resources, November 2022). Following them, Bangladesh is prospering under the leadership of Ajkerdeal, Bagdoom, Priyoshop, Rokomari, Pickaboo, and Othoba's presence is something that Amazon is actively pursuing. Back in 2013, Rokomari.com was another significant addition to the e-commerce business. In their first year of operation after being established in 2012, they added more than 500 publications with 2500 authors and are currently selling 90,000 books per month in around 30 countries, including Bangladesh. Rokomari has started expanding its operations into additional categories as one of the leading names in the sector (Business Inspection, January 2022; Kajal and Jahirul, 2021). Another company similar to Rokomari is Bikroy.com, the largest platform for buying and selling consumer goods. Bikroy.com has demonstrated true class and set itself apart from other front-runners. Due to their several approaches, which make them highly laudable, Bikroy.com is the most reliable online marketplace for buying and selling used goods. They offer a wide range of secondhand products. It can be used to provide free product advertising across the many regions of the country (digi Social, March 2023). In 2016, Othoba, a platform for large FMCG companies like other giant companies, began operations online. Furthermore, the Edison Group launched Pickaboo, which is currently among Bangladesh's top three e-commerce websites. The following year, companies such as BTI, Transcom, Swapno, Epyllion, Meenabazar, and others hope to start their online sales platforms. Grocery super shop Chaldal.com transformed grocery shopping for us. They are the sole business with Silicon Valley funding, and we are hopeful that they will quickly transform how our nation shops as a whole (Dhaka Tribune, August 2021).

Even though it is snowballing, e-commerce in Bangladesh is still a young and developing business. Consequently, it has created a brand new type of corporate structure. In the 2000s, e-commerce in Bangladesh began to evolve. The Internet has advanced significantly in this nation since that time. There are expected to be 23.1 million households with Internet connections, and 154.4 million people are anticipated to utilize mobile devices for the Internet in 2023, with 61.41 million Internet users according to projections that will have a 35.51% Internet penetration rate (Statista, September 2023).

Despite the absence of infrastructure, internet capabilities, and government policies, it was more well-liked by customers (K. Thohidul and Qi Xi, 2018). In 2013, the government approved the use of foreign credit cards for online sales and purchases of items (Business Standard, January 2020). Before wireless internet services, internet speed increased as WiMAX and 3G became available in some major cities. That helped the web business greatly, in a sense. The growth wasn't all that significant at first, but it was encouraging (Business Inspection, March 2022). The country's e-commerce transactions reached 6.74 billion USD in 2022, far better than the previous year (Statista, August 2023). Bangladeshis, like the majority of people globally, prefer to physically inspect a thing before making a purchase. E-commerce makes it impossible to be tangible, and during the early stages of Bangladesh's e-commerce industry's growth, consumers were slow to adopt the new method of commercialization (R. Anisur et al., 2018). It was more difficult for startups and unproven businesses to succeed online. Because of its complexity and lack of usability, the digital platform is difficult for people across the nation to comprehend and utilize effectively, and for women entrepreneurs, it is even more difficult (United Nations, 2021). Because individuals didn't rely on online transaction systems, setting up e-commerce platforms in Bangladesh was challenging in the beginning. Dealing with it was entirely unfamiliar from a business perspective, like lack of earning capabilities, merchant illiteracy, and funding (IDLC Monthly Business Review, August 2018). Only 11.92% of individuals in Bangladesh use online payment methods (digital commerce, digital remittance, and digital POS payment), which was significantly low when ekhanei.com announced it would shut its business (Statista September 2023). Only some credit card holders will use online transaction methods after a specific amount of time has passed. Dutch Bangla Bank Limited introduced the first MFS (Mobile Financial Services) in March 2011 by DBBL Mobile, then rebranded it to Rocket, and Brac Bank introduced MFS, Bkash, exactly three months later (The Daily Star, August 2023). Now thirteen banks are providing MFS all over the country in Bangladesh (Bangladesh Bank, July 2023). Logistics service quality is far from optimal. The industry is still plagued by issues like delays, missing products, incorrect addresses, and damaged e-commerce, and other online marketplaces in Bangladesh got their start without any kind of legal structure (Future Startup, September 2022). In this industry, our nation lacks enough legal regulation. The government needs to prohibit scamming and other unethical behavior rigorously. Several legal actions must be taken in cases of malpractice. It's also necessary to alter how the general public views e-commerce. This is possible, provided the government upholds robust consumer rights.

These are some of the key difficulties that Bangladeshi e-commerce is now facing, while there may be others. It's crucial to remember that, despite these difficulties, Bangladesh's e-commerce industry offers many chances for expansion and advancement in terms of future financial benefits and global strategy in the economy (H. Abdullah, 2022).

Though some of the giant e-commerce businesses closing their doors online, there is still a growing market for their products among the urban youth population. It is concerning that they pulled their business hub from the market while having all the structural amenities controlled by tech behemoths (Hasan, Md., Jahid, et al., 2022).

Manufacturing and supply chain issues are the burning issues on several Bangladeshi business-to-business websites. Poor infrastructure and distribution channels, scarcity of workforce and supplies, more emphasis on business-to-customer, and most people's preferences are the hindrances of the e-commerce sector (The Financial Express, March 2022).

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## METHODOLOGY

### Hypothesis, Conceptual Issues, Model and Variables

This section describes related conceptual issues, variables, and hypotheses.

#### Customer Service

Customer satisfaction leads to repeat purchases on the same online platform. Service quality is key to providing a positive purchasing experience and meeting or exceeding consumer expectations. Many studies across industries show that customer happiness is directly affected by service quality (Sondakh, 2014). Additionally, superior service quality can increase consumers' likelihood of making more purchases.

*H1: Repeat Purchase Intention is heavily influenced by customer service.*

#### Portfolio Product

The range of products available on e-commerce websites is known as the product portfolio. Previous research has emphasized the significance of product portfolios in online retail. Customers expect to find a variety of options within a specific category to meet their individual needs, making product diversity an important aspect of modern e-commerce (Barcia, 2000). Convenience is also a key feature of online shopping, allowing customers to fulfill multiple needs in one place. Furthermore, in an e-service environment, a wide range of product portfolios is crucial for creating perceived value.

*H2: Repeat Purchase Intention is heavily influenced by portfolio products.*

### Pricing

Pricing refers to using a product's benefits to differentiate between the price that consumers perceive and the actual price of the product. The perceived price of a product or service is the amount that customers are willing to pay for it, and it is more important for customers to consider a product's perceived value than its actual cost. Pricing influences buyer intent or purchasing behavior (Ali and Bhasin, 2019). Many online retailers now use a variety of price strategies, such as free delivery and discounts, to enhance perceived value and increase the likelihood that customers will make additional purchases.

*H3: Repeat Purchase Intention is heavily influenced by pricing.*

### Ease of Use

The ease of use is a critical factor that researchers have studied about online retail consumer decisions. Several studies have shown that ease of use significantly impacts consumer decisions. Researchers have also found that ease of use not only influences purchasing decisions but also has a significant impact on repeat purchase intention (Suleman et al., 2020). This led to the hypothesis that ease of use heavily influences repeat purchase intention.

*H4: Repeat Purchase Intention is heavily influenced by ease of use.*

### Platform Usability

The impact of usability on consumers' purchasing decisions on e-commerce platforms. It emphasizes the influence of user experience on purchase intention and decision-making. The research found that telepresence, readability, and credibility significantly affect consumer behavior. While factors like consistency, usefulness, and simplicity also play a role, their impact is less pronounced. The study highlights the importance of user experience, particularly in comparison to telepresence, readability, and credibility. It also addresses repeat purchase intention. (Perdana and Suzianti, 2014).

*H5: Repeat Purchase Intention is heavily influenced by platform usability.*

### Repeat Purchase Intention

The willingness to purchase a product or service, whether it is a good or a service, is known as purchase intention. Customers may display this willingness as a result of observing and learning about suitable products. The desire to make a purchase is sparked when the quality of certain products influences customers or their perception of the product's brand. Purchase plans and purchase intentions are interlinked, defining the specific product a customer intends to purchase at a particular time. The quality of services motivates customers to complete a purchase and repeat purchases greatly impact customer satisfaction. E-commerce platforms need to focus on customer satisfaction, brand image, and service quality to provide better customer service (Ahlen and Rehn, 2013).

### Summary of Variables

**Table I: Dependent Variable**

Sl.	Variable Name	Acronym
1.	Repeat Purchase Intention	RPI

**Table: II Independent Variable**

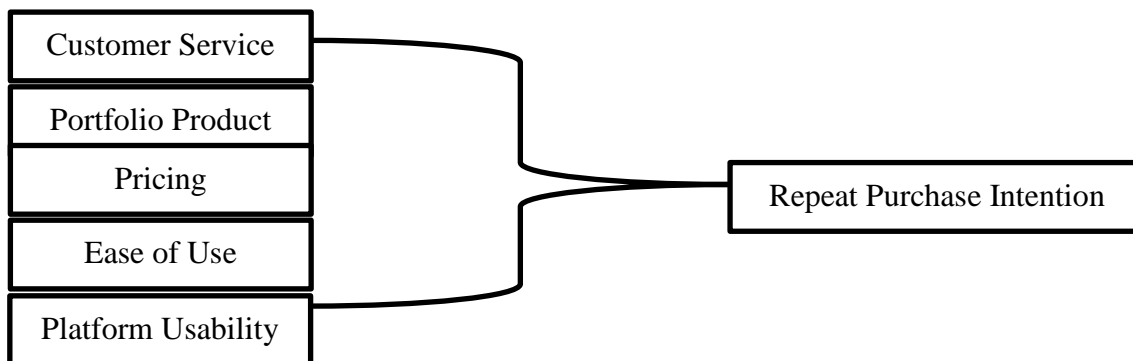
Sl.	Variable Name	Acronym
1.	Customer Service	CSS
2.	Portfolio Product	PFP
3.	Pricing	PRC
4.	Ease of Use	EOU
5.	Platform Usability	PFU

### Data

The researchers used random sampling to choose the data and an online survey was conducted to collect data for the current study. The study focused on people who regularly purchase items from online platforms. Between April 1 and June 30, 2024, a total of 75 participants were involved. The survey respondents consisted of buyers from seven of Bangladesh's top e-commerce websites: Daraz, Rokomari, Pickaboo, Ajkerdeal, Bikroy.com, Othoba.com, and Priyoshop. The table below presents the demographic characteristics of the respondents. In the sample, 36% are female and 64% are male. All survey participants are under 26 years old, and the majority reported monthly incomes ranging from 0 to 20,000 taka. The websites Rokomari, Pickaboo, Ajkerdeal, Priyoshop, Bikroy.com, and Othoba.com are the most frequently used for product purchases, after Daraz.

**Table III: Descriptive Statistics of Demographic Characteristics**

Demographics	Particulars	n=75	Percentage
Gender	Male	48	64
	Female	27	36
Age	14-18	12	16
	19-23	24	32
	24-26	39	52
Monthly Income	Below 1000 taka	4	4
	1000-3000 taka	15	20
	3000-10000 taka	29	40
	10000-20000 taka	27	36
Platform	Daraz	21	28
	Rokomari	16	21
	Pickaboo	13	17.5
	Bikroy.com	11	15
	Ajkerdeal	8	11
	Priyoshop	4	5
	Othoba.com	2	2.5

**Conceptual Framework of the Study****Figure 1: Conceptual Framework****Model Structure of the Study:**

$$RPI_t = \delta_0 + \delta_1 (CSS_t) + \delta_2 (PFP_t) + \delta_3 (PRC_t) + \delta_4 (EOU_t) + \delta_5 (PFU_t) + E_t$$

The coefficients to be estimated are represented by  $\delta_k$  (where  $k = 1, 2, 3, 4,$  and  $5$ ) in the previous equation, which also includes the error component,  $E$ . The measure of repeat purchase intentions is denoted by RPI. At each specific time,  $t$ , every variable is measured.

A statistically significant positive relationship between the respective parameters and repeat purchase intentions is indicated by a significantly positive coefficient estimate. On the other hand, a statistically significant negative coefficient estimate suggests a negative association between the associated components and the intentions to make repeat purchases.

**Statistical Tool**

The researchers used modified instruments from previous studies to better suit the circumstances of customers in southern Bangladesh. A Likert scale with five points was used, where 1 represents strong opposition and 5 represents strong agreement. The scale items were assessed using this system. The study employed multiple regression analysis as the research method. Before conducting the regression analysis, Cronbach's alpha was used to assess

internal consistency. IBM SPSS Statistics 28 was used to perform the equations and associated tests for this study. Each hypothesis was examined at a significance threshold of 0.05.

## ANALYSIS AND DISCUSSION

**Table IV: Reliability Statistics**

Cronbach's Alpha	Number of Items
0.758	5

**Table V: Model Summary**

R	R squared	Adjusted R squared	The standard error of the estimate	Durbin-Watson
0.874	0.811	0.747	0.352	1.599

**Table VI: ANOVA**

Model	Some of the squares	Degrees of freedom	Mean square	F statistic	Significance
Regression	169.318	4	41.529	334.572	0.000
Residual	16.271	116	0.299		
Total	185.589	120			

**Predictors: CSS, PFP, PRC, EOU and PFU**

**Dependent Variable: RPI**

**Table VII: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	Beta	Std. Error	Beta	t Value	
(Constant)	-0.458	0.103		-7.354	0.000
CSS	0.355	0.019	0.296	8.172	0.003
PFP	0.468	0.044	0.476	6.619	0.000
PRC	0.413	0.021	0.394	7.987	0.002
EOU	0.479	0.042	0.479	6.052	0.000
PFU	0.394	0.021	0.377	7.013	0.001

### Interpretation

Based on the statistics in Table VII, certain factors significantly increase the likelihood of a consumer making another purchase, including better customer service, portfolio product, pricing, ease of use, and platform usability. The portfolio product (product variety) has the greatest impact on the likelihood of repeat purchases, followed by ease of use, platform usability, pricing, and customer service. The intercept ( $\delta_0$ ) also shows statistical significance, with a value of -0.458. The model's explanatory variables can account for 81.1% of the variance in customer satisfaction, as indicated by an R-squared value of 0.811. Additionally, Cronbach's alpha, with a value of 0.758, demonstrates a high degree of reliability, meaning that each participant's responses are consistent across the set of questions.

## CONCLUSION

This study seeks to examine how a proposed model influences Generation Z's likelihood of making repeat purchases on major e-commerce platforms. After a thorough review of existing literature, we have identified several established independent variables (customer service, product range, pricing, ease of use, and platform functionality) that affect consumers' propensity to buy products again. I.E. Based on a thorough questionnaire using a 5-point Likert

scale, the data underwent statistical analysis. The results unmistakably indicated that each of the mentioned independent variables had a positive impact on consumers' contract satisfaction levels, and consequently, on their intentions to repurchase the product (Table VII).

The findings have significant implications for the industry. The challenges of heterogeneity, inseparability, intangibility, and perishability make it difficult to consistently improve services, which can result in customer dissatisfaction and deter future purchases. However, the implementation of more user-friendly website and app designs, relevant product information, timely deliveries, a dedicated staff committed to excellence (including trained personnel), a 24/7 call center, and the addition of free home pages, and live chats would all encourage customers to make quick repeat purchases from the same e-commerce platform.

The top online platform providers should consider critical factors, such as improving the website with comprehensive information and a clear return policy to gain a competitive edge. Additionally, providing professional and friendly service is essential, necessitating measures to boost employee morale, such as offering adequate time off, regular training, hiring motivated staff, and recognizing good performance.

A larger sample size could have made the results more representative. Although it was difficult to achieve, greater geographic coverage in sample collection may have improved the reliability of this study's findings. Including more factors that influence satisfied customers' likelihood to purchase more tickets, further research could address these implementation issues. The bus industry is highly competitive in Bangladesh, and as new competitors enter the market with state-of-the-art equipment, challenges are increasing. Therefore, specific study findings that are relevant at a given time may be temporary and often require new investigations using new research methodologies in current settings.

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