

Drivers of the online repurchase intention: a literature review

Impulsores de la intención de recompra en línea: una revisión de literatura

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ABSTRACT

Online shopping has become part of everyday life. Despite the fact that these are on the rise, studies that analyze the online repurchase are scarce. Therefore, this research paper is intended to analyze the main drivers of online repurchase intention. As part of the project, 40 scientific articles were reviewed and their main findings were identified. Using ATLAS.ti software, the relevant variables for a consumer to develop an online repurchase intention behavior were related: the relationship between customer commitment and brand loyalty; the eWOM (electronic world of mouth), which allows consumers to give opinions that have an impact on their behavior towards a brand; and the e-servicescape model, whose effectiveness in predicting and explaining online consumer intentions has been demonstrated in several studies. The results obtained show the relevant implications of promoting repurchase intention.

Keywords

Customer engagement;
brand loyalty; eWOM; e-servicescape.

RESUMEN

Las compras en línea se han convertido en parte de la vida cotidiana. A pesar de que estas van en aumento, los estudios que analizan el tema de la recompra por internet son escasos. Este trabajo de investigación tiene el propósito de profundizar en los principales impulsores de la intención de recompra en línea. Como parte del proyecto se revisaron 40 artículos científicos y se identificaron sus principales hallazgos. Utilizando el software ATLAS.ti, se relacionaron las variables relevantes para que un consumidor desarrolle un comportamiento de intención de recompra en línea: la relación existente entre el compromiso del cliente y la lealtad de marca; el eWOM (electronic world of mouth, por sus siglas en inglés), que permite a los consumidores dar opiniones que repercuten sobre sus comportamientos hacia una marca; y el modelo e-servicescape, cuya eficacia para predecir y explicar las intenciones del consumidor en línea ha sido demostrada en diversos estudios. En los resultados obtenidos se muestran las implicaciones relevantes que conllevan promover la intención de recompra.

Palabras clave

Compromiso del cliente;
lealtad de marca;
eWOM; e-servicescape.

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INTRODUCTION

When analyzing the subject of e-commerce, it is impossible not to mention the conversion funnel, which includes the process an individual follows from the moment he or she enters a website or application until he or she pays for a product. At each stage in the process, the number of consumers decreases, so it is essential for brands to understand this situation in order to help buyers, guide them to become aware of their needs, encourage them to consider them as an option, and provide them with content appropriate to their characteristics (Jiménez-Marín & Checa, 2021). In this sense, Zhang et al. (2011) say that 1% of website visitors return to purchase repeatedly. Since online repurchase has a direct effect on the economic benefits of the brand, it is relevant to study the influencing behaviors of this phenomenon.

Purchase and repurchase within e-commerce, as well as other electronic activities and transactions, is part of the access to digital media. To this day, access and use of digital elements is not generalized; although in each part of the world this depends on different factors, such as the level of schooling, income, occupation, skills of individuals and geographic location (Martínez-Domínguez, 2018). Being aware that driving online shopping is directly related to the digital divide, this research sought to provide more knowledge about the interactions between companies and their customers within the digital environment.

History and theoretical framework

E-commerce has evolved with the rise of the internet, it has become one of the most popular activities of internet users (Statista, 2021a), and during the covid-19 pandemic it was widely encouraged. In 2021, worldwide online retail sales exceeded US\$4.9 trillion and are expected to reach US\$7.4 trillion by 2025, which would imply a growth of 51%. In 2021 for Latin America, online retail sales were \$85 trillion and by 2025, due to the influence of the health crisis, they are projected to be \$160 trillion (Statista, 2021b).

As can be seen, the pandemic impacted e-commerce; changes were experienced in people's consumption behavior that were reflected in companies' revenues. This can be concluded from the average increase in profits in Latin America (230%) and Mexico (500%) in April 2020 (Statista, 2021c). In 2021, around 300 million users were identified in Latin America –of which 27% is for Mexico–, who spent 21 billion dollars in the retail channel (Statista, 2021d).

The above data suggest that e-commerce is undergoing a significant expansion, which is reflected in online commerce between companies (B2B), and between organizations and end consumers (business to consumer, B2C). Specifically, research on B2C has focused on analyzing the diverse behaviors of online customers, especially on the process and implications for an Internet user to become a regular buyer (Herrero-Crespo, Bosque and Trespalacios, 2006).

This diversity of behaviors even manifests itself in the way individuals navigate (Lemus-Pool and Lopez-Gonzalez, 2021), so it is imperative for e-commerce organizations to understand the different behaviors of people on the internet. Online repurchase behavior becomes relevant because brands must strive for online shopper retention. This process is divided into two stages: 1) enticing people to make online purchases, and 2) urging and influencing consumers to repurchase, as this action will reflect on brands' revenues and represent success for companies in e-commerce (Zhang et al., 2011).

Therefore, given the direct impact of repeat purchase on e-commerce sales, and considering the complexity of online consumer behavior, this research analyzes online repurchase intention from different perspectives.

By performing a bibliometric analysis of online repurchase intention, it was found that this topic began to be addressed in scientific papers since 2006. The search was limited to articles classified in the categories of business and management, and a total of 184 documents were found. It is necessary to emphasize that a significant increase in its annual production was found because it is a current topic, since 73.3% of the scientific production was concentrated between 2016 and the beginning of 2022.

There are several research studies in literature that describe and explain online consumer behavior, the main findings of these empirical studies were summarized in this paper. According to the content of the articles, variables related to online repurchase intention were identified.

Among the main keywords used are: trust, satisfaction and e-commerce; other frequent terms are loyalty and word of mouth. When reviewing the trending topics, words such as experience, information and commitment were identified, and the importance of the keyword e-commerce was reaffirmed. Within these trending topics, words related to e-commerce were broken down, such as website, website quality, web, acceptance, technology and internet.

By examining these works (based on bibliometric analysis), the objective was to delve into the different drivers of online repurchase intention. Subsequently, the factors that directly or indirectly affect online repurchase were delimited: the link between the consumer and the brand, expressed in customer commitment and how this aspect leads to loyalty; the link between consumers online (electronic world of mouth, eWOM), which has a specific brand as a common denominator; and the stimulus that the brand establishes on the internet to lead the consumer to purchase through a website or an application.

The following sections of this paper show, first, the methodological strategy that made it possible to compile the research on the subject, as well as the classification and analysis of the information.

Next, the results of each of the variables are presented: online repurchase intention, customer loyalty-commitment, eWOM behavior and the e-servicescape model, which is related to the website, together with a summary of the articles reviewed

and the relationships of the variables carried out using Atlas.ti software. Finally, the discussion addresses in detail each of the variables identified as drivers of online repurchase intention.

Methodological strategy

The literature search was conducted in the Web of Science database, using the keywords: purchase intention, repurchase intention, online shopping, brand loyalty, customer commitment and eWOM. To choose the articles, they had to: 1) be recent (within the last five years) –there were certain exceptions, as some were included outside this period due to their relevance–; 2) explain the phenomenon or part of it; and 3) be located in the context of the Internet, specifically in B2C e-commerce. The selected papers were examined in stages and the findings were catalogued according to content.

References of the articles were analyzed to classify them into two categories: publication year and relevant quartile (indicator that shows the importance of a journal with respect to the total number of journals in a particular area). The Scimago platform was used to classify the articles, which makes it possible to identify the quality and impact of scientific publications.

Of the 184 papers used in the bibliometric analysis, 40 articles were considered to meet the aforementioned criteria; of the 40 articles, 87.5% were published in the last five years (2016-2021) and 65% are Q1 (quartile 1). To enrich the literature study, Atlas.ti was used to analyze the main findings and establish the relationships between variables. Thus, with the networks provided by the software, the effects that previous studies found in their research were summarized.

Results

As a first step, the models and theories on which they based their research were reviewed in the articles to provide the reader with an overview of those most commonly used to support works on this topic (Table 1). Specifically, the theory of planned behavior and reasoned action, the S-O-R model (stimulus, organism, response) and its servicescape evolution are used, as well as the TAM (technology acceptance model) and information adoption models, among others.

Four major topics emerged from the results: online repurchase intention, customer commitment-loyalty, eWOM and the application of the e-servicescape model.

Table 1. Mostly used theories and models

Theories	Frecuency
S-O-R model	5
<i>Servicescape</i>	4
Planned behaviour theory	3
Disconfirmation of expectation theory	3
Technology acceptance model (TAM)	3
Reasoned action theory	2
Information adoption model	2
Theory of uses and gratifications	2
Customer-Based Brand Equity	1
SERVQUAL model	1
Decision theory	1
Satisfaction decision cognitive model	1
Social exchange theory	1
Social identity theory	1
Personality theory	1
Probable elaboration of persuasion model	1
Social cognitive theory	1
Unspecified	7

Source: developed by the author.

Online repurchase intention

The main variable of this study analyzes online repurchase intention. Table 2 shows a summary of the research consulted: the characteristics of the sample, the place of study, the aspects related to the methodology, the limitations and the future lines of research proposed by the authors.

Thanks to the network obtained with Atlas.ti, the relationships surrounding repurchase intention are identified (see Figure 1). Brand equity affects brand

attractiveness, which impacts repurchase (Hasani-Nasab, 2019), as does website structure and perception. Customer service is an important determinant leading to recall and loyalty, which in turn affects repurchase (Shafiee and Bazargan, 2018); in turn, loyalty plays an intermediary role between eWOM and repurchase intention (Bulut & Karabulut, 2018).

Table 2. Summary of the literature review of the online repurchase intention variable

Reference	Sample and place of study	Methodology	Limitations and/or future lines
Kos Koklic, Kukar-Kinney y Vegelj (2017)	382 passengers from the aviation industry, European Union	<ul style="list-style-type: none"> • Online survey • Non-probabilistic snowball sampling • Use of the AIRQUAL model 	<ul style="list-style-type: none"> • Replicate the research in other contexts and increase the size of the sample. • Measure other satisfiers of customer service. • Consider using a different sampling • Consider the role of price
Pham y Ahammad (2017)	600 participants, England	<ul style="list-style-type: none"> • Online survey, according to the social groups identified online and in databases 	<ul style="list-style-type: none"> • It does not have a statistical representativeness • There could be chance in the results
Wijaya, Farida y Andriyansah (2018)	193 participants, Indonesia	<ul style="list-style-type: none"> • Online survey of consumers of an online store 	<ul style="list-style-type: none"> • Small sample • Replicate the research in other contexts and places.
Bulut y Karabulut (2018)	1,200 participants, Turkey	<ul style="list-style-type: none"> • Sampling for convenience in proportion to the characteristics of the population. 	<ul style="list-style-type: none"> • Limited to one country • Does not distinguish between industries

Reference	Sample and place of study	Metodology	Limitations and/or future lines
Shafiee y Bazargan (2018)	50 participants, Iran	<ul style="list-style-type: none"> • Questionnaire to consumers of online stores 	<ul style="list-style-type: none"> • Small sample • Replicate the research in other countries • Browse additional variables • Investigate e-trust and its components
Rezaei, Emami y Valaei (2019)	424 participants, Malasia	<ul style="list-style-type: none"> • Online questionnaire to experienced online consumers 	<ul style="list-style-type: none"> • Does not consider the offline market • Replicate the research in other countries • Consider other e-commerce environments
Hasani-Nasab (2019)	127 participants from an insurance company, Iran	<ul style="list-style-type: none"> • Simple random sampling • Use of a questionnaire 	<ul style="list-style-type: none"> • Small sample • Replicate the research in other contexts and places.
Park y Thangam (2019)	645 online grocery shoppers, South Korea	<ul style="list-style-type: none"> • Simple random sampling • Application by email 	<ul style="list-style-type: none"> • Represents a city • Sample made up mostly of women • Replicate the research and add other independent variables.
Ilyas, Rahmi, Tamsah, Munir y Putra	200 participants, Indonesia	<ul style="list-style-type: none"> • Use of Google form 	<ul style="list-style-type: none"> • Not mentioned

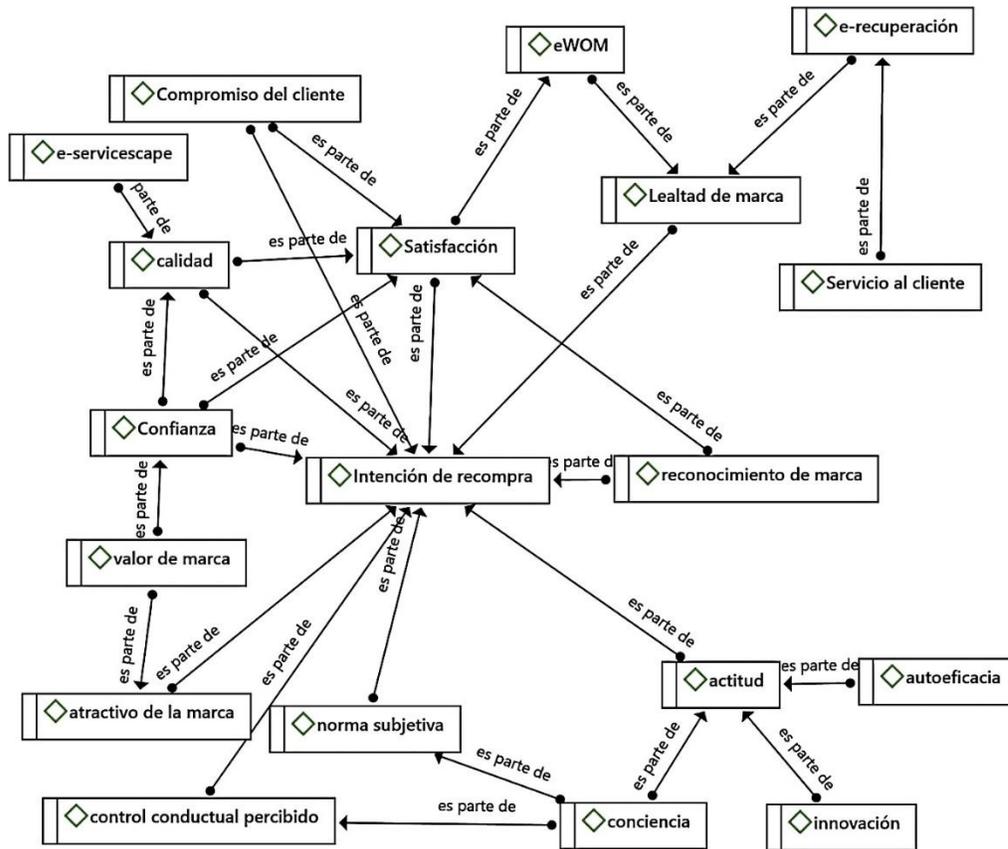
Reference	Sample and place of study	Metodology	Limitations and/or future lines
(2020)			
Zhang, Wu y Rasheed (2020)	802 participants, China	<ul style="list-style-type: none"> • Online questionnaire 	<ul style="list-style-type: none"> • Focuses on intent and not actual behavior • Replicate the research in other regions • Include other personality traits in the scope of the TPB
Londoño Silva y Manrique Aristizábal (2021)	104 participants, Cali, Colombia	<ul style="list-style-type: none"> • Online questionnaire 	<ul style="list-style-type: none"> • Analysis from sociodemographic perspectives • Contrast of users on mobiles or computers • Apply research in different geographic locations

Source: developed by the author.

Awareness was found to impact intention through subjective norm, perceived behavioral control and attitude (Zhang et al. 2020), the latter having a mediating role between personal IT innovation and internet self-efficacy (Londoño and Manrique, 2021).

The trust and satisfaction variables are significant when talking about repurchase intention. First, brand equity has some impact on trust (Hasani-Nasab, 2019), and this, indirectly, affects repurchase intention with quality and satisfaction (Wijaya et al., 2018). However, trust can also directly influence online repurchase intention (Park and Thangam, 2019; Rezaei et al., 2019; Wijaya et al., 2018). Second, satisfaction is constant in the relationships posited by the authors: it mediates and impacts repurchase through brand recognition (Ilyas et al., 2020) and quality (Kos Koklic et al., 2017), as well as online repurchase intention (Kos Koklic et al., 2017; Park and Thangam, 2019; Pham & Ahammad, 2017; Rezaei et al., 2019).

Figure 1. Online repurchase intention network



Source: developed by the author.

Customer engagement-brand loyalty

In the literature review, we found within the main drivers of online repurchase intention, which have demonstrated positive and significant effect, customer engagement (Lim et al., 2020; Molinillo, Anaya-Sánchez and Liébana-Cabanillas, 2020; Phang, Ng and Fam, 2021; Yuan et al., 2020) and brand loyalty (Ali, 2019; Chauke & Dhurup, 2017; Frooghi, 2019; Laparojkit & Suttipun, 2021; Mgiba & Madela, 2020). Table 3 shows a summary of eleven articles, published between 2016 and 2021, that have investigated these variables, their relationship, and their antecedents.

Table 3. Summary of the literature review of variables related to customer engagement and brand loyalty

Reference	Type of effect on brand loyalty	Mediating variables to explain loyalty	Customer Engagement Dimensions	Participants and place of study	Context
Li, Teng y Chen (2020)	Indirect	Trust, attachment to the brand	-	189 participants, Taiwán	Tourism social media
So, King, Sparks y Wang (2016)	Direct	-	-	496 participants, Australia	Tourism and aviation
Prentice, Wang y Lin (2020)	Indirect	Expected benefits	Reception of information, dissemination and exchange	409 participants, United States	Online community of brands
Kaur, Paruthi, Islam y Hollebeek (2020)	Direct	-	Identification of the brand and reward community	602 participants, India	brand communities

Reference	Type of effect on brand loyalty	Mediating variables to explain loyalty	Customer Engagement Dimensions	Participants and place of study	Context
Kumar y Kumar (2020)	Direct	-	Experience listening, self-esteem of the brand community	925 participantss , India	Online community of a brand
Hepola, Leppänie mi y Karjaluoto (2020)	Direct on “continuin g intent”	-	Psychologica l, behavioral	893 participants, Finland	Mobile music and parking services
So, Wei y Martin (2020)	Direct	-	Psychologica l, behavioral	496 and 811 participants, United States	Hotels, airlines and tourist destinations
Jayasingh (2019)	Direct	-	Search for information, entertainmen t, trust, social influence	334 participants, India	Brand Pages on Facebook

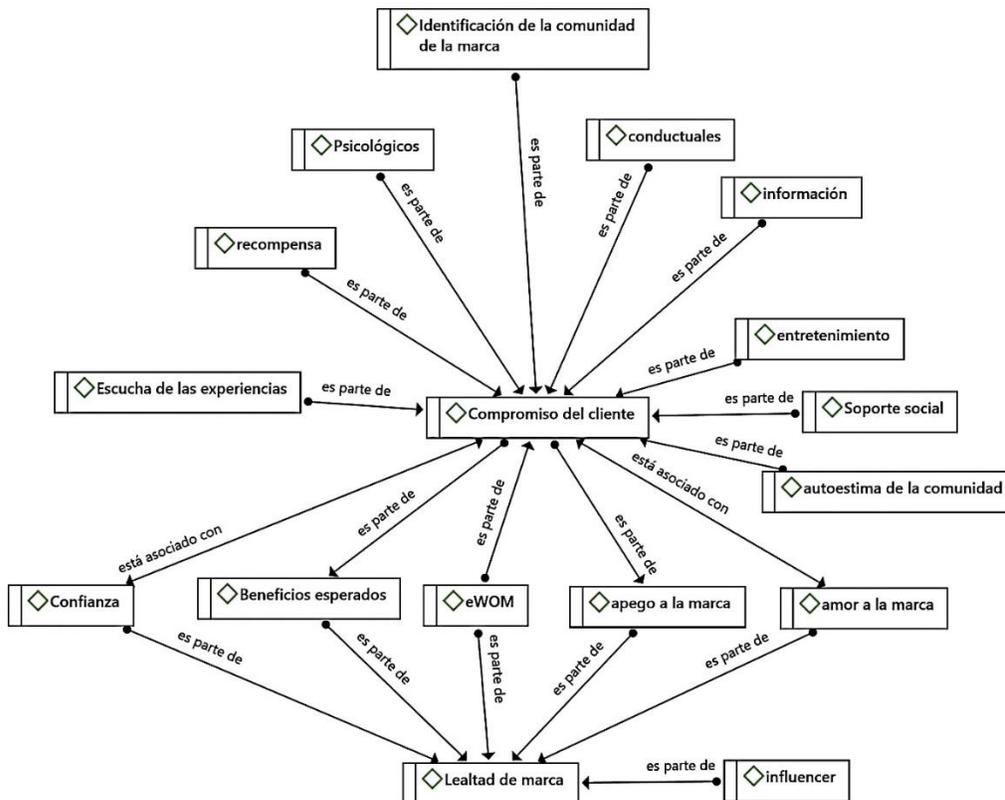
Reference	Type of effect on brand loyalty	Mediating variables to explain loyalty	Customer Engagement Dimensions	Participants and place of study	Context
			and love for the brand		
Algharabat, Rana, Alalwan, Baabdullah y Gupta (2020)	Indirect	Commitment, affection and activation	-	500 participants, Jordan	Facebook page followers
Molinillo <i>et al.</i> (2020)	Direct about the eWOM and the repurchase	-	Social support, identification and trust	437 participants, Spain	Social Commerce Pages on Facebook
Sanz-Marcos; Jiménez-Marín y Elías Zambrano (2021)	Degree of influence of influencers on the loyalty of digital buyers through	Influencers affect buyers' purchases, although not definitively	-	9 interviews with influencers. 1,080 questionnaires to followers, Spain	Spanish fashion brands

Reference	Type of effect on brand loyalty	Mediating variables to explain loyalty	Customer Engagement Dimensions	Participants and place of study	Context
	the resonance model				

Source: developed by the author.

A relevant combination to determine customer engagement and how this has an influence on loyalty is presented in the network which Atlas.ti yielded on the relationship between the two variables (see Figure 2).

Figure 2. Customer engagement-brand loyalty network



Source: developed by the author.

Engagement was found to be affected by information (Jayasingh, 2019; Prentice et al., 2020), perceived reward (Kaur et al., 2020), the degree of entertainment resulting from their relationship with the brand (Jayasingh, 2019), and how the brand listens to their experiences (Kumar & Kumar, 2020).

Likewise, brand community has an impact on engagement, and is expressed as the consumer's identification with this community (Kaur et al., 2020; Molinillo et al., 2020), the level of self-esteem that the community has as a whole (Kumar & Kumar, 2020) and social support (Molinillo et al., 2020). On the other hand, psychological and behavioral factors are related to the individual and are part of the commitment (Hepola et al., 2020; So et al., 2020).

Similarly, customer engagement has been found to affect both directly (Hepola et al., 2020; Jayasingh, 2019; Kaur et al., 2020; Kumar & Kumar, 2020; So et al., 2016; So et al., 2020) and indirectly (Algharabat et al., 2020; Li et al., 2020; Prentice et al., 2020) brand loyalty. Specifically, studies indicate that the mediating variables contributing in this relationship are attachment (Li et al., 2020), brand love (Jayasingh, 2019), expected benefits (Prentice et al., 2020) and e-WOM (Molinillo et al., 2020). Trust has this same effect, it determines to customer commitment (Jayasingh, 2019); however, it helps commitment to explain loyalty (Li et al., 2020).

At this point it is worth highlighting the inclusion of the work of Sanz-Marcos et al. (2021), which, although they do not address engagement, includes the so-called influencers, which represent an interesting and recent aspect of online consumer communication and lead to certain behaviors (such as loyalty) in the buyer.

eWOM behavior

As the next driver of online repurchase intention, eWOM was detected, which shows communication between consumers online, and this has been shown to affect repeat purchases among consumers (Arif, 2019; Arima, Zulkarnain, & Jaya, 2020; Gumilang, Yuliati, & Indrawan, 2021; Heryana & Yasa, 2020; Izogo et al., 2021; Liang, Choi, & Joppe, 2017; Tandon, Aakash, & Agganwal, 2019). By means of literature review, it is intended to know how eWOM emerges on the internet, to provide a better understanding about this variable and to define the main motivators of consumers to develop it.

Table 4 displays a summary of eleven articles, published between 2010 and 2020, that shows the factors that determine an eWOM behavior in social media.

The complexity of eWOM and the impact of different factors can be observed in the network (see Figure 3). Information is key and impacts eWOM from the perspective of adoption (Erkan & Evans, 2016), consumer attitude towards it (Erkan & Evans, 2016; Ngarmwongnoi et al., 2020), need (Erkan & Evans, 2016), perceived usefulness (Erkan & Evans, 2016; Ismagilova et al., 2020) and the content itself (Chu & Kim, 2011; Goyette et al., 2010; Seo et al., 2020).

Table 4. Summary of the literature review of the determinant variables of the eWOM

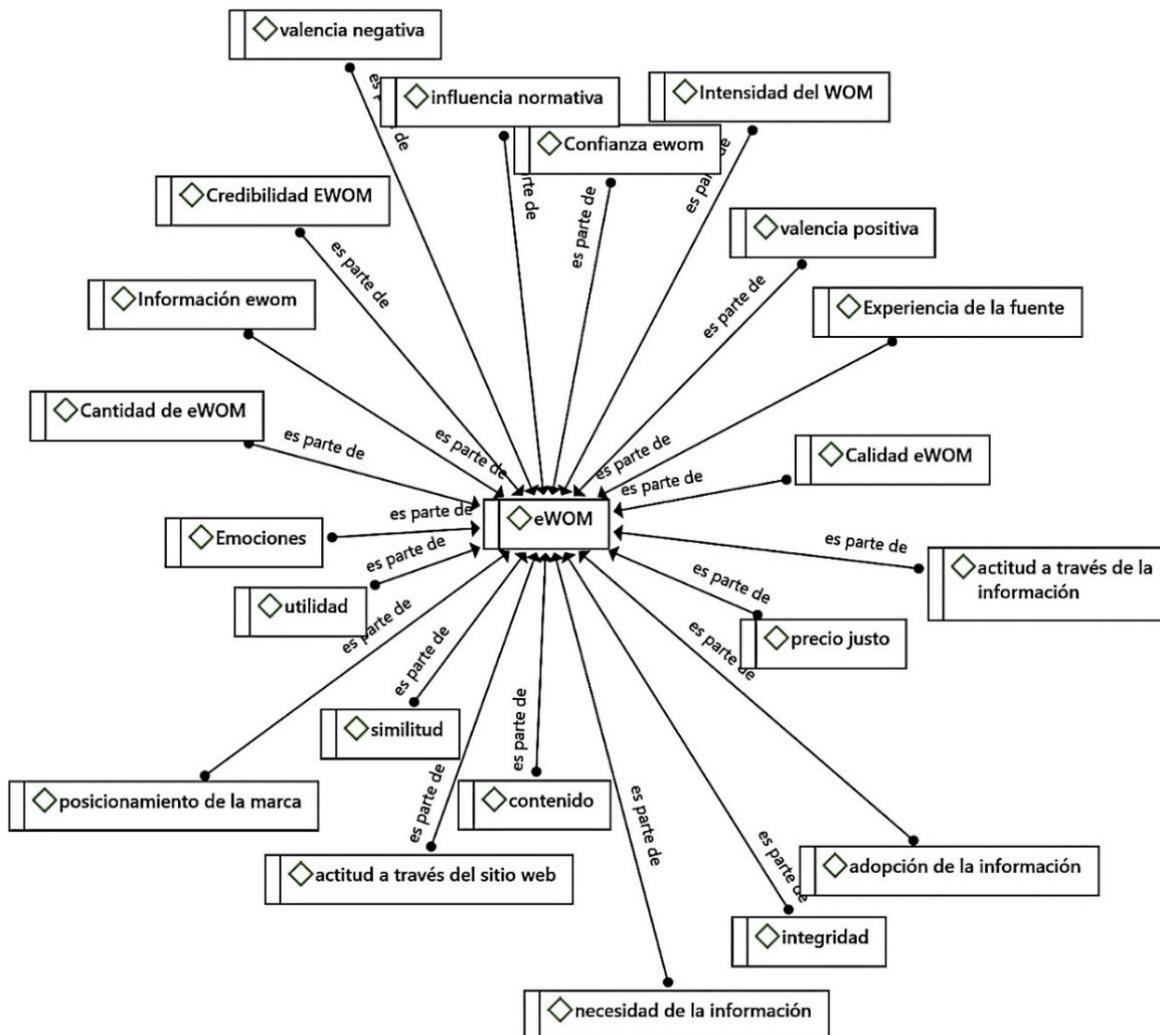
Reference	eWOM determinants	Participants and place of study	Context
Seo, Park y Choi (2020)	Personality, social and information characteristics	430 participants, Korea	Aviation Social Media
Erkan y Evans (2016)	Credibility, quality, usefulness and adoption of the information; need and attitude	384 participants, England	Social media pages
Goyette, Ricard, Bergeron y Marticotte, (2010)	eWOM intensity, positive and negative valence, content	218 participants, Canada	Electronic services
Chu y Kim (2011)	Trust, normative and informational influence	363 participants, United States	Social media
Tran y Strutton (2020)	Trust	613 participants, United States	Email and social media
Ismagilova, Dwivedi y Slade (2020)	Emotions, perceived utility, fair price	69 participants, England	Meta-analysis of previous studies
He, You y Chen (2020)	brand positioning	Study 1: 181 participants	Brand positioning analysis

		<p>Study 2: 187 participants</p> <p>Study 3: 194 participants</p> <p>Study 4: 201 participants</p> <p>Study 5: 208 participants,</p> <p>USA</p>	
Ngarmwongnoi, Oliveira, AbedRabbo y Mousavi (2020)	Quantity, credibility, attitudes	30 participants, thailand	Qualitative study, luxury cosmetics market
Zhao, Wang, Tang y Zhang (2020)	Trust in information, psychological social distance	183 participants, China	Xiaohongshu platform users
Ismagilova, Slade, Rana y Dwivedi (2020a)	Credibility, emotional trust, attitude towards the website and online purchase	<p>Study 1: 519 participants</p> <p>Study 2: 459 participants,</p> <p>England</p>	Online review analysis

Ismagilova, Slade, Rana y Dwivedi (2020b)	Source expertise, integrity, similarity	20 studios, England	Meta-analysis of previous studies
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Source: developed by the author.

Figure 3. Red eWOM



Source: developed by the author.

Also, trust (Chu & Kim, 2011; Ismagilova et al., 2020a; Tran & Strutton, 2020; Zhao et al., 2020), intensity (Goyette et al., 2010), quality (Erkan & Evans, 2016), credibility (Erkan & Evans, 2016; Ismagilova et al., 2020a; Ngarmwongnoi et al., 2020) and shared quantity (Ngarmwongnoi et al., 2020) are addressed. It highlights the similarity between receiver and sender, the integrity of the sender and the experience of the source (Ismagilova et al., 2020b). Finally, brand positioning (He et al., 2020) and fair price (Ismagilova et al., 2020) were found to influence eWOM.

e-servicescape model

Finally, the e-servicescape was found to be another driver of online repurchase intention. This includes components that surround the customer in their online shopping experience and are used to explain or predict behaviors (Harris & Goode, 2010). The above has been verified in empirical studies that applied the model (Hightower, Brady, & Baker, 2002; Sreejesh & Ponnamp, 2017; Tankovic & Benazic, 2018; Teng, Ni, & Chen, 2018; Tran & Strutton, 2020; Wu, Quyen, & Rivas, 2017).

Table 5 shows a summary of the main findings of eight e-servicescape researches to identify the aspects that lead users to buy and repurchase online; five of the works are recent (2017-2020) and three studies correspond to previous years, they were added for their contribution to the topic.

As the network obtained from Atlas.ti (see Figure 4) was reviewed, it was found that this model has a direct impact on variables such as loyalty (Tankovic and Benazic, 2018), website trust (Harris & Goode, 2010; Tran & Strutton, 2020), purchase intention (Harris & Goode, 2010; Wu et al., 2017), eWOM (Tran & Strutton, 2020; Wu et al., 2017) and consumer attitudes (Wu et al., 2017). Their relationship was identified with two factors: functional-cognitive and experiential-affective (Sreejesh & Ponnamp, 2017). In addition, e-servicescape was found to influence behavioral intentions in general (Bitner, 1992; Teng et al., 2018), by considering service quality and value perception as mediators (Hightower et al., 2002).

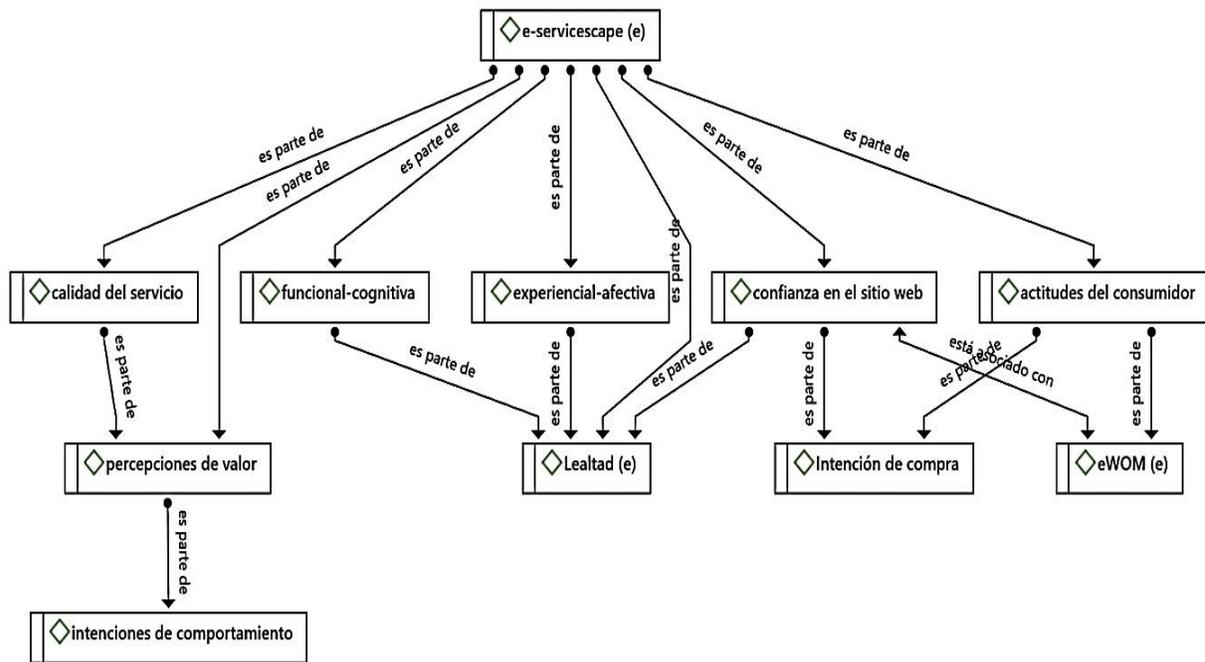
Table 5. Summary of the literature review on e-servicescape

Reference	E-servicescape findings	Participants and place of study	Context
Bitner (1992)	<ul style="list-style-type: none"> • Establishment of environmental dimensions • Moderators: employees and consumers • Considered internal responses • Results in behaviors based on the relationships established in the model. 	Employees and customers, United States	Service organizations
Hightower <i>et al.</i> (2002)	<ul style="list-style-type: none"> • Influences the quality of the service and impacts the perceptions of value • Value perceptions influence behavioral intentions 	125 participants, United States	Beisball Stadium
Harris y Goode (2010)	<ul style="list-style-type: none"> • They took the model to the digital environment • They evaluated the relationships of the e-servicescape with trust and purchase intention. • Influences loyalty and online purchase intention 	257 participants, England	Online points of sale
Sreejesh y Ponnam (2017)	<ul style="list-style-type: none"> • Influence of the e-servicescape on websites • Mediators: intermediate effects of the experiential-affective and functional-cognitive pathways • Influence on e-loyalty 	990 participants, India	Tourism websites

<p>Wu <i>et al.</i> (2017)</p>	<ul style="list-style-type: none"> • Relations between trust and attitude of the website, attitude towards the brand, eWOM and purchase intention. • Moderators: gender and online shopping experience • The e-servicescape impacts attitudes and trust • Through the internal responses, the eWOM and the purchase are influenced 	<p>290 participants, Taiwan</p>	<p>Fashion clothing brands</p>
<p>Tankovic y Benazic (2018)</p>	<ul style="list-style-type: none"> • Impact of the e-servicescape on perceived value and customer loyalty • The e-servicescape influences the perceived value of electronic purchases and loyalty 	<p>221 participants, Croatia</p>	<p>Fashion products</p>
<p>Teng <i>et al.</i> (2018)</p>	<ul style="list-style-type: none"> • The aesthetic appearance and interactivity increase the purchase intentions of users in general. • Financial security has no effect on purchase intention in general, nor on the groups used as moderators. 	<p>342 participants, Taiwan</p>	<p>Internet</p>
<p>Tran y Strutton (2020)</p>	<ul style="list-style-type: none"> • Customer feedback was included and found to be key • The relationship between the e-servicescape and its effect on trust is explained. • Trust influences e-WOM and loyalty 	<p>613 participants, USA</p>	<p>Email and social media</p>

Source: developed by the author.

Figure 4. Red e-servicescape



Discussion

The analysis and contrast of the empirical studies allowed us to detect coincidences and differences for each variable. Regarding repurchase intention, it is concluded that there are two constants in the studies: satisfaction as a determining variable (Kos Koklic et al., 2017; Pham & Ahammad, 2017; Park & Thangam, 2019; Ilyas et al., 2020), and the trust variable, a relevant factor in some of the analyzed models affecting repurchase intention (Wijaya et al., 2018; Bulut and Karabulut, 2018; Rezaei et al., 2019; Hasani-Nasab, 2019; Park & Thangam, 2019).

Repurchase intention is the expected consumer behavior due to brand-customer interactions. This can be approached from different aspects of marketing; for example, it has been studied for the impact of recognition (Ilyas et al., 2020), brand attractiveness (Hasani-Nasab, 2019), loyalty (Bulut & Karabulut, 2018; Shafiee & Bazargan, 2018) and quality (Kos Koklic et al., 2017; Wijaya et al., 2018). Other aspects of marketing indirectly related to this variable are brand equity (Hasani-Nasab, 2019), customer service (Shafiee & Bazargan, 2018), website structure (Wijaya et al., 2018), as well as the application of the theory of planned behavior to link awareness (Zhang et al. 2020).

When referring to purchase intention, it is also possible to make use of novel variables such as innovativeness and self-efficacy on the internet (Londoño & Manrique, 2021). Among the main drivers of online repurchase intention are both customer commitment and brand loyalty. Engagement can be affected by three major aspects: the

brand itself (Jayasingh, 2019; Kaur et al., 2020; Kumar & Kumar, 2020; Prentice et al., 2020), the social influence of the brand community (Kaur et al., 2020; Kumar & Kumar, 2020; Molinillo et al., 2020) and the individual's factors (Hepola et al., 2020; So et al., 2020).

It was found that it is possible to develop the variable concerning loyalty, which leads to repurchase intention, from different aspects, such as commitment (Hepola et al., 2020; Jayasingh, 2019; Kaur et al., 2020; Kumar & Kumar, 2020; So et al., 2016; So et al., 2020), attachment (Li et al., 2020), brand love (Jayasingh, 2019), eWOM (Molinillo et al., 2020), and expected benefits (Prentice et al., 2020). Similarly, trust was also found to be linked to loyalty (Li et al., 2020). With respect to this variable, the introduction of the influencer in research and the study of how this figure impacts loyalty is interesting (Sanz-Marcos et al., 2021).

Another relevant driver of repurchase intention is eWOM, which indicates that information is key (Seo et al., 2020), so its study should be broken down into quality, usefulness, adoption, need and attitude towards it (Erkan & Evans, 2016). In this regard, it is established that the quality of information, thanks to eWOM, is one of the main variables that starts and leads to purchase intention (Zhao et al., 2020).

Finally, among the most transcendental drivers of repurchase intention reported in the literature is the e-servicescape, which has been used to explain behaviors. Authors agree that it influences loyalty and its effect on consumers' online behavioral intentions is tested (Tran & Strutton, 2020; Harris & Goode, 2010; Hightower et al., 2002; Sreejesh & Ponnamp, 2017; Teng et al., 2018; Tankovic & Benazic, 2018; Wu et al., 2017; Sreejesh & Ponnamp, 2017).

Conclusions

The objective of this paper was to analyze the drivers of online repurchase intention through a literature review. As mentioned, the variables raised to conduct the research (customer engagement, brand loyalty, eWOM and the e-servicescape model) have been taken up by several empirical studies that have proven their positive and significant influence on online repurchase.

We chose to review these aspects in order to broaden their understanding and examine how they are studied from different contexts and perspectives. All this, guided by the intention of supporting (in the understanding of these variables) companies that use e-commerce and seek to make online repurchase happen among their markets.

The analysis identified a series of relationships between marketing and online repurchase intention, in the interaction between the consumer and the brand. This has practical and theoretical implications; on the one hand, identifying the main drivers for online repurchase is useful for entrepreneurs, and specifically for those responsible for marketing strategies, to work on customer service needs and the appropriate, careful and

attractive design of e-commerce pages, so that they favor trust, interaction and satisfaction with and among users.

In terms of theoretical implications, the link between marketing and purchase intention can help scholars to establish relevant variables that help to understand consumer behavior in virtual spaces.

These results open the possibility for future lines of research and a proposal is made to carry out in-depth analysis of the relationships found in the literature by means of a quantitative research. For example, to determine the effect of trust and satisfaction on repurchase intention in different contexts and locations, and to explore the use of these variables as mediators to understand other relationships that impact online repurchase.

Likewise, the components that influence a consumer to develop commitment and loyalty to a brand could be identified from different perspectives. Another potential line of research could start from the findings on eWOM to establish its history and its effect on desirable behaviors expected by a brand by its customers.

Finally, it is relevant to continue exploring the e-servicescape to identify the influence that website configuration has on repurchase intentions, as was found in recent studies (Sreejesh & Ponnampalath, 2017; Wu et al., 2017; Tankovic & Benazic, 2018; Teng et al., 2018; Tran & Stratton, 2020).

To conclude, it is important to add that the consumer's mind is a complex one, and in recent years the literature has addressed the No-Ri-So cube, a model developed by Bonet, Deza, Delgado and Fernandez (2015) that enables understanding the reality of the digital consumer. It should be noted that this model makes it possible to understand the motivators of the buyer and how a brand can segment its market to achieve repeat purchases on the Internet; therefore, it is considered relevant to take this model into account as a moderating variable in future research.

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