Customer Satisfaction and Repurchase Intention in Online Social Network (OSN) Shopping Experience

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Abstract: Online shopping is one of the common and popular e-Commerce activities, since, it can be completed with just a few clicks and the success online shopping depends on customer's purchase continuance. The purpose of this study is to examine the relationships between the customer expectation and perceived performance with the customer satisfaction and repurchase in online social network shopping experience by adapted Expectation Confirmation Theory (ECT) Model. A survey approach, using self-administered questionnaire were distributed to 335 respondents in various popular spots in Malaysia capital city, Kuala Lumpur to collect the primary data. The data was analyzed using structural equation modelling to determine the consumer's satisfaction and re-purchase intention in online shopping through the use of online social network. The result reveals that confirmation is the strongest determinant of online shopping repurchase intention. Perceived performance, expectation and satisfaction were also found to significantly affect the online shopping experience and customer's purchase continuance.

Key words: Online social network, ECT, consumer confirmation, consumer satisfaction and repurchase intension, shopping, confirmation

INTRODUCTION

Online shopping is one of the common and popular e-Commerce activities, since, it can be completed with just a few clicks which shrinks the distance between producers and consumers. Napier *et al.* (2001) claimed that through the usage of e-Commerce, the sellers can access narrow market segment that may wider distribute geographically and accessibility globally. According to Schneider (2003), there are a large number of people who have access to internet and this also increases the number of business conducted through internet. Besides that, according to Shen and Eder (2009), e-Commerce has been identified as emerging market channel.

Survey of International Data Corporation (IDC) in (2007) show that in Malaysia the overall spending in e-Commerce is about US$22.3 billion (IDC, 2007). Statistic has shown the growth rate of internet user in Malaysia growth dramatically, representing about 60.7% of Malaysian population and 68.1% in 2016 (IWS, 2016). The increasing number of users are also due to the improve infrastructure to support the use of the internet activities. According to, Malaysian Internet Exchange (MyIX) also known as "Persatuan Pengendali Internet Malaysia", MyIX 's stats was released in 2013 reporting that in 2012 the bandwidth consumption was 230,631 Mbps which then increased up to 51% to 349,277 Mbps in 2013. Furthermore, the Malaysian government 's initiative called Youth Communication Package (YCP) that offers a RM 200 rebate for the purchase of a smartphone for young adults aged 21-30 with a monthly income of RM 3,000 or less, surge the number of smartphone users in Malaysia.

Smartphones have now achieved such a pervasive presence in society that users find it easy to self-organise themselves across large geographical areas (Rheingold, 2007). As per the statistics revealed on statista, approximately 2 billion users used social networking sites and applications in 2015. And with the increased use of mobile devices, this number is likely to cross the 2.6 billion mark by 2018. As mentioned by Chiew Kok Hin, Chairman of MyIX the correlation of the spike number of

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smartphones users as the sudden boom of users to access ONS such as Facebook, Twitter and Instagram as well as the jump in data messaging applications such as WhatsApp, WeChat, Viber, Line and more.

"We believe that the reasons for this, correlates back with several synergistic trends amongst Malaysian internet users-such as the spike in the number of smartphone users, with the sudden boom of user access to social networking sites such as Facebook, Twitter and Instagram; as well as the jump in data messaging applications such as WhatsApp, WeChat, Viber, Line and more". said Chiew Kok Hin, Chairman of MyIX (2013).

Undeniably, the increasing numbers of smartphone users also contributed the rapid growth of the online shopping in online social network. Consumers now a days have more choices to shop and choose their shopping products even if they were to do it online. Online shopping activities not only can be conducted through websites, it can also be done through various choices of online social network platform. Now a days, big name retailers will no longer conquer the flourish of online shopping by their consumers. The online social network also no longer served to only connect people around the globe. The use of online social network as a shopping platform is unintentional by their founders. However, the power of "connecting" people around have been perceived by the users, both individuals and business as a strategic weapon either to promote, market or even sell their products online.

In the early online shopping era, roughly around the end of 1990's, online shopping has been done mainly through the website. According to Ellison and Boyd (2013) in the introduction stage of social media phenomenon, terminology varied to explain "social networking site" or "online social networks" based on the range of sites and services and it evolved, since, 2007 alongside the evolution of Web 2.0. The emerging and intense use of Online Social Network (OSN) in recent years for various business related activities make it more interesting for the marketing filed to uncover another few possibilities that enable businesses to serve their customers better. The OSN have been perceived by the businesses either big, small or micro businesses as one of the enticing platform for them to sell their product online.

The increasing numbers of online business indirectly affect the third party logistic supply, for example, the Malaysian national post company, Pos Malaysia Bhd.,

strategically seen the Courier, Express and Parcel (CEP) as the main driver for its business. The CEP segment alone accelerating about 22% year-on-year and the revenue increase by 6% to RM 390.37 million in 2015 from RM 368.8 million in 2014 (Mohd-Zakaria, 2015).

In one hand, the potential of OSN as an online shopping platform that could serve the customer better. The nature of OSN itself make it easy for the consumer to review the products on sale not only with just some text written description but also with various pictures and videos to further describe the products or perhaps the use of the products. By its OSN nature, the previous customer's commentsm about the products can also be served as customer reviews before making any decision to purchase online (Ellison and Boyd, 2013). For example, the current trend in Malaysia where shawl that can be used as women hijab is easily bought online through various OSN: Instgram, Facebook or PintInterest. Thanks to the current Web 2.0 that enable the online interactivity where videos can also be embedded into certain OSN application (Ellison and Boyd, 2013). Online sellers take this opportunity to further enhance their business services to compliment the shawl tutorials video so that customers are able to learn and practice the various ways to wear a modern look and much more fashionable way to wear a piece of shawl. If one customer is happy, she will share the information in her facebook page, pinterest, Instagram or even more restricted group chat like Whats app, Wechat or Telegram. Consequently, the news spread to a wider audience among the diverse and expanded circles of friends.

On the other hand, studies on customer satisfaction and repurchase intention from OSN businesses are still scarce. Due to the high growth rate of Malaysian internet users, this has driven many enterprises and companies to establish own online stores to enhance their company performance. But, online entrepreneurs still are perceived by customers in Malaysia as unknown space in OSN so seller have no confidence to step in this unknown place and failure. As customers, it is common to have expectation before performing the online purchase which depending on confirming the online retailer's performance in OSN. Normal routine for customers to serve and browse for the product's information especially when it is become viral among the customers. Customers always have expectation before performing online shopping and it leads to satisfaction and repurchase intention. Besides that, in certain situation customers satisfaction in buying online through OSN is influenced by online retailer's performance to make them make the actual payment and to have the repurchase intention. The role of online retailer's performance is undeniable, especially in

OSN. Thus, the right marketing strategies should be implemented in order to encourage the internet users to try and purchase through online shopping and ultimately build the customer loyalty.

Therefore, the objectives of this study are: to determine the relationship between expectation and perceived performance towards the consumer confirmation in performing online shopping; to identify the relationship of customer's expectation towards repurchase intention in performing shopping online in OSN; to identify the relationship of customer's perceived performance towards repurchase intention in performing shopping online in OSN; to explore the relationships between confirmation and satisfaction in performing shopping online in OSN; to identify the relationships between satisfaction and repurchase intention in performing shopping online in OSN.

Literature review: The concept of Expectation Confirmation Theory (ECT) Model is determined by the preceding of expectation and perceived performance before confirming the activities and at the moment consumer's satisfied according to their expectation, it will lead the repurchase intention. Dan ECT emphasize that customer's satisfaction is eventually developed from a customer's comparison of post purchase evaluation of a product or service with pre-purchase expectation. ECT had been widely used in marketing to identify consumer satisfaction and repurchase intention (Bhattacherjee, 2001). ECT Model described by Oliver and Burke (1999) and Oliver (1993) where consumers have some prior expectations before carrying out the purchases process and subsequently, the perceive performance happens. If the perceived performance is as same as the expectation, it will lead the confirmation state. The satisfaction happens when the expectation meets the confirmation and it will drive the repurchase intention (Shih, 2010). ECT consist of five constructs: expectation, performance, confirmation, satisfaction and repurchase intention and it was adopted extensively in the field of Marketing and Management Information System, since, 1980's (Chou *et al.*, 2010). Satisfaction is one major determinant of achieving retainment of more customers. The most popular definition of satisfaction is when the notion of customers are affective being. The term of affective being is representative of a special mental that includes emotions, feelings such as pleasure, moods and attitude of customers (Chen and Cheng, 2013) According to Jin *et al.* (2013), repurchase intention is when the knowledge contribute to the decision of their continuance intention because decisions influenced by the previous experience in terms of sharing and using, respectively.

The rational individuals are most likely to assess their satisfaction level with contribution of experience through a process of online shopping experience to induce the repurchase intention.

Hypothesis development: Acording to Kim *et al.* (2003) the definition of confirmation happen when the customers are doing evaluation process of a product's or services performance. It's actually the judgment process of the actual performance by comparing it with prior thought of pre-purchase also known as expectation. Whereas, the expectation is indicating to what consumers believe and will receive from online entrepreneurs before performing online shopping. Perceived performance refers to benefits received from online transaction given the time and effort spent (Chiu *et al.*, 2012; Lin and Wang, 2006). This leads to the first hypothesis as state as:

- H_1: customer expectation and perceived performance are positively related towards consumer confirmation in performing online shopping

Customer's expectation towards the better performance of online entrepreneurs will indirectly indicate the repurchase intention in performing shopping among online shopper. The assumption of this situation is based on Social Cognitive Theory (SCT) of consumer's behavior. SCT explained the behavior intention of online shopper will develop a self-regulation mechanism whenever these users intend to repeat the same activities. Thus, the online customer will be used the same instrument to achieved consumer's goal through the outcome expectations and self-efficacy. According to Hsu and Chiu (2004) and Lu and Hsiao (2007), discover the findings of expectationn would affect the ongoing behavior. Thus, its leads to the second hypothesis as mentioned as:

- H_2: customer's expectation is positively related towards repurchase intention in performing shopping online in OSN

By referring to flow theory, the customer's experience is an important reason for repeating the online shopping with the same online entrepreneurs (Lin *et al.*, 2005, 2009). They found that to those customers who 'feel good' about the online shopping activity, it is instrinsically motivating and the customers are more likely to engage in it. According to Gupta and Kim (2007), the customers will conduct transaction with online entrepreneur whose products/services can offer maximum value. Therefore, its lead to the third hypothesis as stated as:
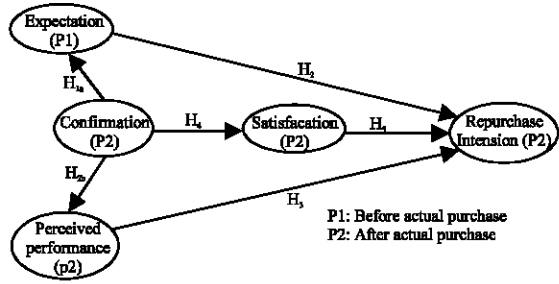
Fig. 1: Expectancy Confirmation Theory (ECT) by Oliver (1993)

- H_3: customer's perceived performance positively related towards repurchase intention in performing shopping online in OSN

According to Meng ECT explained that customer satisfaction is the outcome from the confirmation between customer's perceptions of expected benefits. Satisfaction replicates the customer's preference or dissatisfy resulting from comparing perceived performance with their expectation (Chiu *et al.*, 2012). Thus, when the customers fell that perceived benefits outperform expectations, satisfaction will be the ultimate result (Recker, 2010). Thus, it's postulated to the forth hypothesis as stated as:

- H_4: confirmation positively affects satisfaction in performing shopping online in OSN

According to Kim *et al.* (2003), satisfaction is the attitude referred to the previous experience. If the customers already have satisfactory experience with the online entrepreneur, they have formed higher levels of trust on the basis of their experience, consequently, they will be likely to continue to shop online with e-Retailer. Therefore, the long term trust relationship is a multidimensional construct which includes consumer loyalty, consumer commitment and relationship value (Singh and Sirdeshmukh, 2000). Thus, it leads to the fifth hypothesis as stated as:

- H_5: consumer's satisfaction positively affects the customer's willingness to repurchase in OSN

Research framework: The research framework adapted from by Oliver and Burke (1999). Figure 1 shows the conceptual framework of the study which seeks for the role of expectation and perceived performance in influencing online shopper in repurchasing decision

process through OSN. Thus, the hypothesis statement for this research are: customer expectation and perceived performance are positively related towards consumer confirmation in performing online shopping; customer's expectation is positively related towards repurchase intention in performing shopping online in OSN; customer's perceived performance positively related towards repurchase intention in performing shopping online in OSN; confirmation positively affects satisfaction in performing shopping online in OSN; consumer's satisfaction positively affects the customer's willingness to repurchase in OSN.

MATERIALS AND METHODS

The study used a survey approach where questionnaire was used as the main tool to collect the data. Kuala Lumpur is a chosen destination for data collection as it featured multicultural composition of the society. As the capital city of Malaysia, internet coverage in Kuala Lumpur is the best and the resident of Kuala Lumpur were commonly conducting purchases online regardless through OSN, Hypermarket like Tesco and Home television shopping as Go shop and Wow Shop. There were 1,768,000 population reside in Kuala Lumpur in 2015. The respondents were selected using a convenience sampling. As mentioned by Wiederman (1999), the process to distribute the questionnaire to the respondents who volunteer and select the members among the population based on their ease of access and convenient sources of data. The reason of using this method is because of uncounted numbers of internet user in Kuala Lumpur as it is the trend to have data connection of each Kuala Lumpur residents. In consequence, the amount of total population (the online shopper) keeps evolving which is difficult to measure the actual number. Hence, convenience sampling is one of the appropriate technique to get the primary data. The 335 sets of data collected in various popular spots in Malaysia capital city such as Pasar Seni, KLCC, Midvalley, KL Central, BTS and Puduraya UTC . The main criterias of respondents are an internet user and online shopper aged over 18 until 40 as young adult. As the study was quantitative and it explore whether perceived performance and expectation can lead to the satisfaction and ultimately repurchase in online shopping through OSN. According to Schumacker and Lomax (2004), sample size of more than 200 has been indicated to represent significant results and <100 will give insignificant result.

For confirmatory factor analysis, a minimum number of sample size is 200 (Thompson, 2004), yet we decided to have more than 300 sample size for this study.

In this research as mentioned before data was obtained by distributing the questionnaires and close ended question is used to make the respondent easier to answer it. Section A was design to study respondent demographic meanwhile Section B was to test the relationship of each variable where the 5 point of Likert scale which the scores were coded 1 for strongly disagree, 2 for disagrees, 3 for Neutral, 4 for agree and 5 for strongly agree. The comparability and consistency of the results is one of the reason to choose 5 point of Likert scale in this research. Based on the previous research by Goldman and Hino (2005), it had proved the 5 Likert scale is more suitable compared with 7 point of Likert scale due to different level of respondent education may lead different understanding and may not be able to determine the range of 7 point of Likert scale. There were several studies conducted by various researches that proved the 5 point of Likert scale is suitable in the field of grocery/retail industry to discover the factor influence consumer decision making such as proved by Debra for the analysis and hypothesis testing, Structural Equation Model (SEM) was been conducted by using AMOS Software to analyze the variable and tested the research framework. SEM was used, since, it allows some complex relationships between one or more independent variable and one or more dependent variables (Zainudin, 2012). Confirmatory Factor Analysis (CFA) was completed before the data analysis to validate the hypothesized model, eliminate problematic items and minimize the difference between estimated and the observed matrices. Besides, SEM is acknowledged to be the best approach to run regression equations simultaneously which was the main analytical approach of the study where five constructs were endogenous and exogenous variables both at the same time.

Data analysis and findings

Demographic analysis: According to the Table 1, the demographic background of the respondents clearly show the total number of male and female respondents were 144 and 191, respectively. The majority respondents regard to age category from 20-25 years old were 152 respondents. It had shown mostly of respondents of that age were experienced in conducting shopping online. Since, the questionnaire was purposely distributed in Kuala Lumpur, 63.4% (213) of respondents out of 335 respondents were Kuala Lumpur residents. The frequency level in accessing the online social network in a day for 2-3 times a day were 146 respondents. There were 120 respondents who had spent 2-3 h of their time on online social network in days.

Table 1: Demographic background of respondents

Variables	Frequencies	Percentage
Gender		
Male	144	43.00
Female	191	57.00
Total	335	100.00
Age		
<20	47	14.00
20-25	152	45.40
26-30	61	18.20
31-39	32	9.60
>40	41	12.20
10	1	0.30
12	1	0.30
Total	335	100.00
State		
Kuala Lumpur	213	63.60
Non Kuala Lumpur	122	36.40
Total	335	100.00
How often do you access the online social network in a days?		
Every hour	68	20.30
2-3 time a day	146	43.60
One a day	120	35.80
5 time a day	1	0.30
Total	335	100.00
How long do you spend your time on online social network in days?		
<1 h	67	20.00
Between 2-3 h	12	35.80
Between 3-4 h	91	27.20
Between 4-5 h	20	6.00
>5 h	37	11.00
Total	335	100.00

Confirmatory factor analysis

Measurement model: The first-order confirmatory factor analysis model was designed to verify the relationship between fiveconstructs; expectations, perceived performance, satisfaction and repurchase intension and their observed indicators as shown in Table 2 and Fig. 2. In initial findings, measurement model consisted of 24 observed variables. At present, model had good fit with χ^2 value of 853.969 (df = 246 and p = 0.000), CMIN/DF of 3.471, RMSEA of 0.086, TLI of 0.892, GFI of 0.806 and CFI of 0.904. According to MIs suggestion, measurement model might be improved due to higher CMIN/df and RMSEA. In ad hoc attempt, E_7, P_1, P_2, Sat_1 and Sat-2 factors were excluded to improve the fitness indices one by one. These five factors had a significant effect on the fitness of the model. Therefore, one item E_7 of expectation, two items of perceived performance and two times of satisfactions were removed from the confirmatory measurement model. After implementing the first MI's suggestion, model was improved but not so much. In second round of modification, three correlations were established between E_1 and E_2, P_3 and _4, RP_1 and RP2 in the measurement model. For a good model fit, the chi-square normalize by degrees of freedom (For a good model fit, the chi-square normalized by degrees of freedom (χ^2/df) should be <3, the Goodness of Fit Index

Table 2: Results of confirmatory factor analysis

Items	Initial standardize loadings	Final standardized loadings t-value	Constructs	AVE	CR
E_1	0.79	0.77 (40.21)***			
E_2	0.85	0.84 (23.77)***			
E_3	0.90	0.91 (18.71)***			
E_4	0.92	0.93 (19.27)***	Expectation (E)	0.766	0.951
E_5	0.90	0.90 (18.49)***			
E_6	0.90	0.89 (18.36)***			
E_7	0.84	Removed			
P_1	0.69	Removed			
P_2	0.65	Removed			
P_3	0.74	0.67 (13.37)***			
P_4	0.89	0 .82 (17.76)***	Perceived	0.679	0.913
P_5	0.89	0.87 (19.24)***	Performance (P)		
P_6	0.88	0.91 (20.51)***			
P_7	0.81	0.83 (21.91)**			
Sat_1	0.68	Removed			
Sat_2	0.67	Removed			
Sat_3	0.80	0.77 (9.11)***			
Sat_4	0.78	0.80 (14.04)***	Satisfaction (Sat)	0.628	0.871
Sat_5	0.80	0.82 (12.22)***			
Sat_6	0.75	0.78 (11.76)***			
RP_1	0.77	0.70 (13.75)***			
RP_2	0.89	0.84 (18.01)***	Repurchase (RP)	0.669	0.889
RP_3	0.83	0.86 (18.41)***	Intension		
RP_4	0.83	0.86 (18.40)***			

Initial:CMIN/df (χ^2/df), 3.471 (853.969/246), 2.119 (303.086/143); RMSEA, 0.086, 0.058; TLI, 0.892, 0.962; GFI, 0.806, 0.911; CFI, 0.904, 0.968
Final: CMIN/df (χ^2/df), 3.471 (853.969/246), 2.119 (303.086/143); RMSEA, 0.086, 0.058; TLI, 0.892, 0.962; GFI, 0.806, 0.911; CFI, 0.904, 0.968
Correlation: Expectations <-> satisfaction 0.324; Repurchase intension <-> satisfaction 0.356; Expectations <-> repurchase intension 0.124; Perceived performance <-> satisfaction 0.451; Perceived performance <-> expectations 0.283; Perceived performance <-> Repurchase intension 0.366; E = Expectations; P = Perceived performance; Sat = Satisfaction; RP = Repurchase intension; CR = Composite Reliability; AVE = Average Variance Extracted
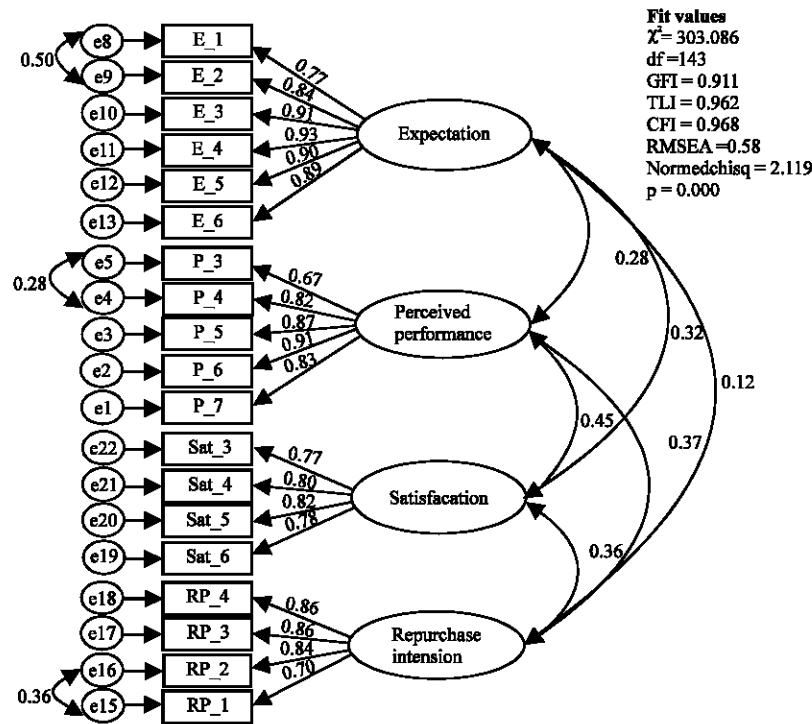

Fig. 2: Measurement model

(GFI) should be more than 0.9, the Adjusted Goodness of Fit Index (AGFI) should be more than 0.8, the

Tucker –Lewis Index (TLI) should be more than 0.9, the Comparative Fit Index (CFI) should be more than
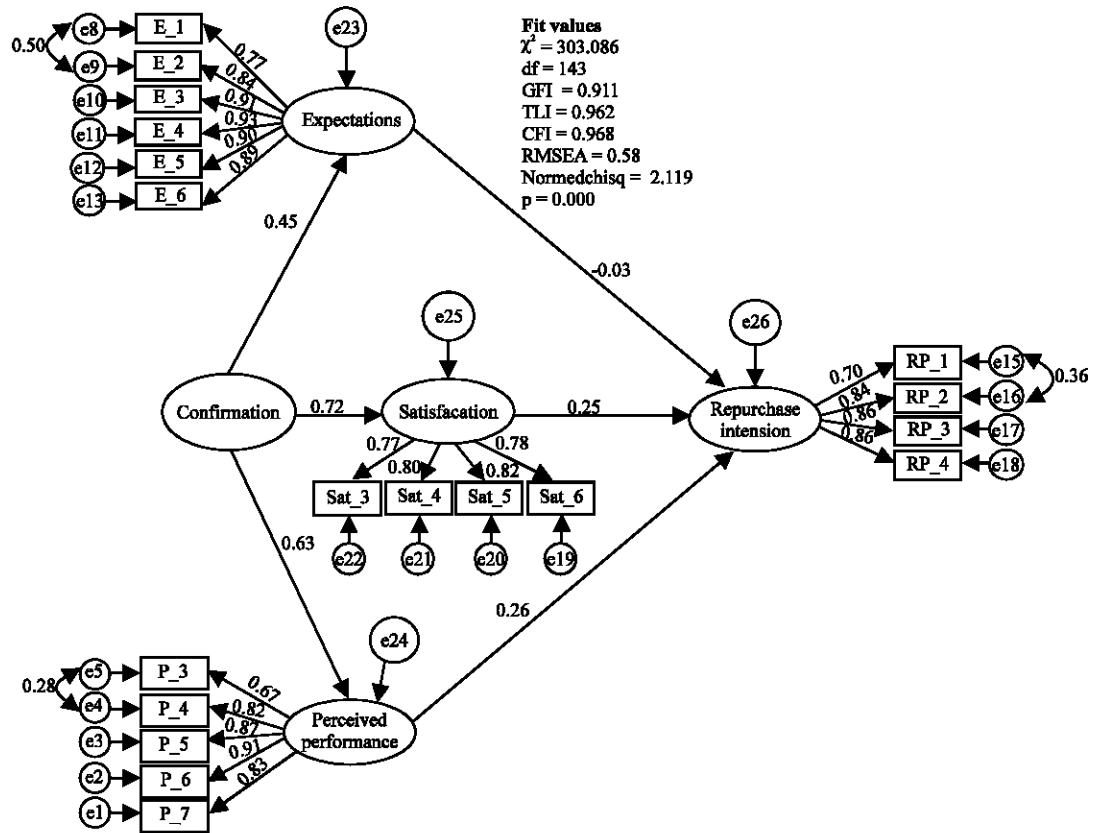
Fig. 3: Structural model

0.9 and the Root Mean Squared Error (RMSEA) should be <0.08. The results of the assessment showed, model was improved from χ^2 value of 853.969 (df = 246 and p = 0.000) to 303.086 (df = 143 and p = 000) where (χ^2/df) was 2.11, GFI 0.911 and with RMSEA of 0.058, TLI of 0.962, CFI 0.911 and CFI 0.968 which suggested adequate model fit as shown in Table 2 and Fig. 2.

According to the relationships between the constructs in the model, almost all the constructs significantly correlate between each other. Apparently, the expectation and repurchase intension constructs have weak correlation but t-value is >2. Therefore, consumer expectations and repurchase intension have a significant relationship. Factor loading of all the variables are more than 0.60 in the measurement model. However, all the constructs have significant Average Variance Extracted because AVE values of all the constructs more than 0.5 which were presented in Table 2. Similarly, the composite reliability of each constructs was above 0.7 that shows all the constructs are reliability for this study.

Structural model: The structured model was developed to test the relationships between consumer confirmation

(customer's expectations and customer's perceived performance), satisfaction and repurchase intension (Fig. 3). There were two exogenous variables as satisfaction and repurchase intension and three endogenous variables (consumer confirmation, expectations and perceived performance) used. Consumer confirmation was used as a second order variable in the present study. Thus, structural model presented with 19 observed variables, the number of observed variances and covariances (19 [19+1]/2) was 190 data pointsn and the number of estimated parameters in structured model was 47. Based on the t-rule, the structural model was overidentified (the number of observed variance and coveriences greater than the number of estimated parameters) and tested with 143 df (190-47).

The structural model result's highlighted a good model fit to the sample data. All model fit indices were sufficiently satisfied with their recommended threshold. Thus, there was no modification required as the structured model had fulfill the acceptable level of model fit indices with χ^2 value of 3335.927 (df = 143 and p = 0.000), CMIN/df of 2.119 and RMSEA of 0.058 and

GFI, TLI and CFI values above 0.9 that were also acceptable as presented in Fig. 2. Thus, modification for model fitness was not required further.

RESULTS AND DISCUSSION

Customer loyalty or the customer's willingness to repurchase can bring on long term business profits (Lin *et al.*, 2009). In the service industry, customers tend to be loyal and remain with the service provider if they perceived the service to be superior. Online shopping needs the two ways communication between customers and seller and it should work 24/7. If the performance of seller is bad or service is poor, the customer will not buy even if the price is cheaper. In the context of Malaysia, online shopping is gradually becoming the new trend for Malaysian with almost half of Malaysian consumers making online purchases at least monthly, according to PwC's Total Retail 2016 Survey (PWC, 2016) and Malaysian consumers are also ahead of other Southeast Asian countries in terms of reading reviews on social media (69%) and accessing promotional offerings (74%) (Bernama, 2016). Undeniably, shopping in Online Social Network (OSN) is a trend for Kuala Lumpur residents and the potential for the online social network entrepreneurs to have loyal customers were depending on three variable's: confirmation in performing online shopping where customer's perceived performance is higher than customer 's expectation; retailer performance and the satisfaction from previous shopping experience. As an online entrepreneur in order to have a very good impression in the first place, a very clear and strategic study internet marketing and the nature of online social media are needed. Even though OSN is free social media, the retailer should invest to a certain extent to ensure the most targeted customers can get their promotion in one period of time, especially in seasonal time such as Hari Raya celebration, Chinese news year and etc. where the maximum sales are targeted. Thus, ECT is the best model to determine which variable for them to focus on in order to understand the customer behavior and retain them as loyal customers. According to Hsu *et al.* (2015), that ECT

model is like "try first and purchase later" behavior. In this study, it has shown all the hypothesis result were significant except hypothesis as stated in Table 3.

Hypothesis 1: In Hypothesis H_{1a} and H_{1b}, the customers expectation and perceived performance are positively related as the consumer confirmation dimension when the β values were 0.45 and 0.65, respectively (SE 0.194, 0218). Critical ratio were 4.853 is higher than 1.5 and theo p-value were <0.000 and it is significant hypothesis. Based on previous study Hsu and Lin (2015) and Chou *et al.* (2012), has conducted research on engagement in e-Learning opportunities: an empirical study on patient education using ECT. He had found the perceived performance and expectation were playing the main role in encouraging the e-Learning continuance among patients and this research had been conducted in Taiwan. He also highlighted the confirmation were the strongest dominant of e-Learning continued usage whereby in this study we have found the same result even though the research has done in different context and different location. Thus, we concluded that perceived performance and expectation can lead to the actual purchase or confirmation stage and Hypothesis 1 is supported.

Hypothesis 2 and 3: In Hypothesis 3, customer's perceived performance positively towards repurchase intention in performing shopping online in OSN and is significant when the β value is 0.26 (SE 0.075) and critical ratio is 3.969 higher than 1.5. It had shown the first experience tend to bring the customer to repurchase in the next time. However, in Hypothesis 2 is customer's expectation is positively towards repurchase intention in performing shopping online in OSN has shown insignificant result where the β value is 0.03 and the p-value is 0.614 higher than 0.000. SE value is 0.051 and the CR is 0.504 which are <1.5. Even some previous study had highlighted the importance of satisfaction and expectation are significant determinant of user's continued purchase intentions or repurchase intention (Thong *et al.*, 2006) in this study Hypothesis 2 was not supported, Malaysian were having different perception in this. The conclusion of it is that customer's expectation

Table 3: The Hypothesis result

Hypothesis	Relationship	Estimates	SE	CR	p-values	Result
1	a) Expectation→confirmation	0.45	0.194	4.853	***	Significant
	b) Perceived performance confirmation→	0.65	0.218	4.853	***	Significant
2	Expectation→repurchase intention	-0.03	0.051	-0.504	0.614	Insignificant
3	Perceived performance→repurchase intention	0.26	0.075	3.969	***	Significant
4	Confirmation→satisfaction	0.72	0.237	4.563	***	Significant
5	Satisfaction→repurchase intention	0.25	0.089	3.581	***	Significant

*** p<0.000

merely cannot lead to repurchase intention. Thus, an online entrepreneur should be aware of this when conducting promotion to increase customer expectation as it is yet could not directly influenced the repurchase intention, especially as it leads to confirmation negative in the first place to the customers.

Hypothesis 4: Khaled confirmation refers to user's evaluation toward a product, service or technology and when the actual performance of a product or service meets expectation or exceed expectation its lead to the positive confirmation. Therefore, in order to reach positive confirmation, the online shopping retailer should know the transparent in doing trading in the first place will make the customer satisfied motivate the customer to repurchase in future. Indisputably, the findings showed the confirmation positively affects satisfaction in performing shopping online in OSN (Hypothesis 4) where the β value is 0.72 (SE 0.237) and CR is 4.563 higher than 1.5. As stated in Table 3, confirmation had score the highest β value 0.72 and it shows that the confirmation is the strongest determinant in influencing customer's purchase continuance. As mentioned by Khaled the performance and initial expectation leads to confirmation which has a strong influence on satisfaction.

Hypothesis 5: Consumer's satisfaction positively affects the customer's willingness to repurchase and was significant when the β value is 0.25 (SE 0.089) and critical ratio is 3.581 higher than 1.5. Thus, from hypothesis 5, it is supported and it had shown the repurchase intention can happen when customers were satisfied ultimately in the first experience and it may lead to the repurchase. Lee (2010) also emphasized the satisfaction have the most significant effect for influencing the customer repurchase intention. Similarly, happened in this research where satisfaction was significant predictor of repurchase intention.

CONCLUSION

This study adapted the ECT Model to identify the customer satisfaction in Online Social Network (OSN) shopping experience and to examine factors influencing the customer's purchase continuance in OSN. The findings strongly support the existing theoretical links of the ECT Model specifically that confirmation is the strongest determinant of online shopping repurchase intention. Perceived performance, expectation and satisfaction were also found to significantly affect the online shopping experience and customer's purchase continuance. However, the expectation solely did not

work in attracting the customer's purchase continuance and it must be support with the first experience and satisfaction level to encourage customer retaining to shop with the same online retailer. The online retailer should be alarmed to not be overconfidence with their marketing strategies in attracting new customers by avoiding the importance of old customers.

LIMITATIONS

Finally, we would like to address some limitations of this study. First, the research framework overlooked that there is a possiability of other variables that may influence the repurchase intention such as trust and word of mouth as main criterias when customers perform shopping online. This model can be further refined through the inclusion of other significant variable that affect shopping online continuance. Second, the selection of the respondents. Since, we have chosen Kuala Lumpur residents, so, the result will not portray the whole Malaysian perception even though Kuala Lumpur is the capital city of Malaysia. As urban residents, the respondents were different in the sense of technology enablers, internet facilities, culture and living style. The result will be different if respondents were from rural state and suburb area. Thus, it will encourage for further research to the focus is on rural area respondents to get other perception on online shopping experience in online social media. Last, the respondent background should be detailed in terms of education level, types of income, job and status of living to dig into the group respondent differences that may varied in the result and it will be the moderator of this study to ensure other factors that influence the customer's purchase continuance or repurchase intention.

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