

# The Antecedents of Online Shopping Website Continuance Intention

Amizatulhawa Mat Sani, Sany Sanuri Mohd Mokhtar, Norzieiriani Ahmad

**Abstract:** *Internet, adoption and continuance are the key building blocks of present purpose framework in consumer behavior. Many scholars in information system research has come to the agreement that continuance behaviors gave tremendous effect on continued use of a particular information system that lead to the continued use of a particular online business. It has been noted that online shopping is an online business context which dependent on information technology. The emergence of Internet technology has change an important aspect of network life such as improvement of individual lifestyle and preference towards online purchasing. As the results, consumers were intent to switch online retailer's websites regularly in order to fulfill their preference from time to time. Online business company will need to integrate these social media sites into their marketing and consumer strategies. Many scholars and practitioners has come to the agreement that consumer continuance intention gave tremendous effect on online business survival. This paper aims to understand the concept of continuance intention in online shopping. In addition, this paper also aims to review the influence of individual's lifestyle factors towards online shopping continuance intention.*

**Keywords:** *Individual's lifestyle, continuance intention, online shopping.*

## I. INTRODUCTION

In an Internet commerce context, online shopping also known as e-shopping, Internet shopping and virtual shopping [1]. Online shopping can be defining as the purchasing activities including buying products and services through the internet [2], all activities which were carried out by using an online service [3] and purchasing process via the internet including examining, searching, browsing, or looking for product or service to obtain more information before purchasing [4, 5]. Over the years, the advancement of Internet services has encouraged people to access the Internet for online shopping purpose as it is provided many advantages. For example, on behalf of the consumer's perspective, online shopping has eliminated traditional shopping barriers such as being trapped in long queues at cashing counters and fighting for limited parking spaces at malls [6], time and cost saving for shopping, product and service variety, and a convenient shopping alternative [7],

cheaper price, efficient purchase and buying process, and various types of product and services offered by online retailers [8-10].

From a business perspective, online shopping provided a platform for online retailers to communicate and spreading information globally and directly with low cost expenses [2] provide better products and services, and increased performance in order to meet consumers' demands [11]. In another point of view, reference [12] asserted that usability and information availability are keys to success for online retailers in website design and these key factors provide a competitive edge for online retailers with goal-focused shoppers in online purchasing [13]. Therefore, it should be seen that the uniqueness of online medium is compulsory for marketers in order to create greater value for consumers. However, reference [14] have asserted that previous researchers have an arguments regarding existing concepts of service and retailing quality may be inadequate in an online context due to the advancement capabilities of the online medium to provide interactivity, personalized experiences, community, content, increased product selection, and information of product and service purchasing on website. Furthermore, the advancement of online medium has changed consumer's lifestyle, where they have more bargaining power, lower switching cost and the large number of choices available [15]. This is supported by reference [16] who stated that consumers nowadays has become more technology savvy and they had high demand and their desires changed constantly. Due to the improvement of the lifestyle in consumer preference, consumers were intent switch to one to another retailer's website regularly and spend large amount of time online in order to seeking for change and improvement for better services and product [17]. Similarly, reference [18] stated that customers may indicate that they are satisfied, but purchase goods and services elsewhere. Therefore, retaining customers and facilitating their continuance usage are crucial for product and services providers in online business context [19]. Simultaneously, reference [20] stated that online retailers are constantly challenged to attract new online customers to their sites and retain existing ones in order to driving sales growth. Previous research on continuance intention has acknowledged that retaining consumers and facilitating their usage are compulsory for online retailer due to the high acquisition cost to acquire new customers and retain existing ones [19]. According to reference [21], in the context of post-purchase evolution, managing customer's continuation for retention of higher-value online shoppers has

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Amizatulhawa Mat Sani, School of Business Management, Universiti Utara Malaysia, Sintok, Kedah.

Sany Sanuri Mohd Mokhtar, School of Business Management, Universiti Utara Malaysia, Sintok, Kedah.

Norzieiriani Ahmad, School of Business Management, Universiti Utara Malaysia, Sintok, Kedah.



becoming a strategic focus for online retailer. Thus, companies that offers their product or services over the internet need to understand their customers better in order to continuously improve their online business and strengthen their competitive advantages in online market.

To address this need, this article therefore concentrates on reviewing the extend of online shopping website continuance intention and identifying the effect of individual's lifestyle factors towards online shopping website continuance intention.

### II. CONTINUANCE INTENTION

Online business success depends on the adoption, usage intention and continuance usage of online shopping website. According to reference [17] online shopping behavior consists of two stage; first stage, consumers are concerned about the initial online purchase and second stage is related to the intention to repurchase products in the same online store. Reference [22] argued that theoretical development and empirical advances have generated multiple definitions on continuance intention under a mixture of terms in Information System continuance, post adoptive IT usage and IT usage. Continuance intention is being a favored subject in IS research, yet there is no specific concurrence on its definition [4] and it is not described consistently [23]. Thus, the above argument asserted that continuance intention definitions are defined and distinguished based on the focus of studies by previous researchers.

The conceptualization of continuance intention can be categorized into two contexts; the Information System perspective and consumer behavior research perspective. From previous research, as per the IS point of view, reference [24] defined continuance intention as users' continuance decision to continue usage of IS based on the initial acceptance decision. In contrast, reference [25] defined continuance intention as individual's desire to utilize the system in the future and suggest it to others in the future. In a more recent study, reference [26] defined continuance intention as the intention of continuance usage of a company website to share business information, maintain business relationships, and conduct business transactions through telecommunications networks. In addition, from the consumer behavior research perspective, previous researchers in e-commerce studies defined continuance as consumers' continuance purchase of product and service [27], users' future decisions to use social media repeatedly [28] and consumers' loyalty to use IS services [29]. Hence, the definition derived from the IS perspective and consumer behavior research perspective shows that continuance intention is reliable to describe repeat buying behavior in the information system fields of research such as online banking, online website, online brokerage and online shopping. Therefore, this paper aims to review the continuance intention in online shopping websites.

In online shopping context, previous study focused on intention to shop online [30-33]. This is supported by reference [34] who asserted that most of the previous

researchers investigated initial shopping intention and factors affecting online purchase intention [35]. However, factors affecting online shopping website continuance intention seem to be lacking as research interest [35]. Due to the limited previous research concerning continuance intention particularly in online shopping website, it has become the big concern for online business provider to consider for. From various antecedent factors of online shopping continuance intention, individual's lifestyle is included as one of the antecedents. The assessment from the previous literature on influencing factors for continuance intention particularly in the context of lifestyle factors in the online business domain is limited and remain underrepresented [20].

#### Individual's Lifestyle

Consumer's lifestyle is an individual's living pattern [36], and the most important information for predicting shopping habits [37] that contributing to online shopping experience and perception of a websites [20]. It has been proved that different lifestyle created varied preferences [38] that's lead to the different pattern of online shopping behaviors [39]. The crucial part of consumer's lifestyle is that lifestyle pattern indicates the targeted focus group of online shoppers that enable the online retailers understand consumer's preference and consumers purchase decisions on particular product and service online [17].

In lifestyle concept, reference [40] conceptualized lifestyle as how people live, spend money and allocated time. In addition, [41] grouped lifestyle into three categories; price-oriented style, net oriented style and time oriented style. In the same vein, reference [42] also described consumers' lifestyle into three categories which are net-oriented, innovative and prove oriented in order to determine its influencing in purchasing behaviors. With regard to this concept, [43] classified consumers' lifestyle as wired lifestyle for consumers engaged on latest communication technologies who spend many hours online. Similar to those studies, reference [20] reasserted that lifestyle is the definition of people's way of life, their spending behavior and how they spend time, which can be measured and put into price-oriented, net-oriented and time-oriented categories. To sum up, lifestyle is founded from the practicalities of human life, its consistency over time and the monetary leading towards attaining desired goals. Hence, lifestyle can be described as orientation-directed habits that lead to the understanding and predict consumer behavior.

### III. CONCEPTUAL FRAMEWORK

The theoretical framework of this study proposed the direct effect of consumer's individual lifestyle on online shopping website continuance intention. Figure 1 below, shows the direct relationship among the two variables. In this study, the independent variable is individual's lifestyle and dependent variable is continuance intention.



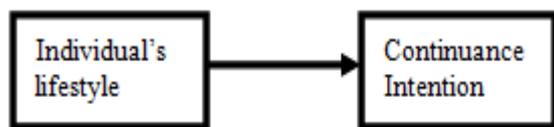


Fig. 1 Proposed Conceptual Framework

In this view, the identified practical and theoretical concepts by previous practitioners and scholars led to the formulation of the proposed research framework as shown in Figure 1. Reference [37] confirmed that individual's lifestyle forming online buying behaviors. Similarly, references [17, 20, 41] were strongly suggested to include individual lifestyle in online shopping website continuance intention.

#### IV. RESEARCH METHODOLOGY

This article proposes a conceptual paper that conceptually describes the relationship between individual's lifestyle and online shopping website continuance intention. In order to support this study, data from previous articles and empirical researches were gathered and applied to the proposed research framework.

#### V. MEASUREMENT

##### A. Continuance intention measurement

In this research, continuance intention is conceptually composed by behavior. Continuance behavior indicated by the online shopper's continuance usage behavior. Accordingly, in measuring online shopping website continuance intention, this study suggest to adapt continuance intention measurement by [44, 45].

##### B. Individual's lifestyle measurement

This research defines individual lifestyle as how people live, how they allocate their time and how they spend money on online purchasing. Therefore, this study adapted individual lifestyle measurement from [41, 46, 47]

#### VI. CONCLUSION

The main objective of this study is to examine the extend of online shopping website continuance intention and to identify the influence of consumer's lifestyle factors towards online shopping website continuance intention. Practically, this study contributes beneficial result to the IS continuance literature by providing empirical evidence on the relationship between individual's lifestyle factors and online shopper continuance intention. Besides, the present study aims to develop a new model based on IS and marketing theory to explain the continuance intention in online shopping. The result of this research hopefully provides a framework that can guide IS practitioners especially website online marketers to implement and practice suggested strategies in determining target consumers who can be loyal and continue

build good relationship in business.

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