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Antecedents of Customer Repurchase Intention in Apparel Online Shopping Context

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Abstract - **Indonesia's e-commerce market continues to grow, despite the recession due to the Covid-19 outbreak. It also has been affected by the consumer changing behavior with regard to online shopping. Hence, the aim of this study is to examine the influences of perceived benefits, e.g., shopping convenience, product selection, comfort of shopping, and hedonic or enjoyment, and perceived risks which includes financial risk, product risk, and time risk, towards customer satisfaction and repurchase intention in the context of apparel online shopping. The study also examines further the roles of pandemic fear as a moderator between perceived benefits and online repurchase intention, and satisfaction as a mediator amongst independent and dependent variables. Primary data was collected by using an online survey from customers who have purchased apparel online during the pandemic. Collected data will be analyzed by applying Partial Least Square – Structural Equation Modelling (PLS-SEM). The findings are expected to have managerial and research implications which will be outlined and discussed.**

Keywords - **Perceived benefits, perceived risks, satisfaction, repurchase intention, pandemic fear**

I. INTRODUCTION

The Indonesia's e-commerce increased significantly during Covid-19 pandemic (GlobalData, 2021), with fashion and beauty as the highest total amount spent in consumer e-commerce by category (datareportal, 2021). According to Statista (2020), the largest Indonesia's fashion market was apparel with a projected market volume up to US$10 million in 2021. All data has shown how potential the Indonesia' e-commerce fashion market, especially apparel segment. Furthermore, Indonesia's significant recovery has shown a continuously movement of online purchase intention in the last quarter of 2020, for most of the sector including apparel (Nielsen, 2020).

Repeat purchase has been considered a crucial factor to the industry growth as it can be the source of the customer loyalty [1]. Customers seek a favored outcome in online shopping which is based on their perceptions, by maximizing the perceived benefits and minimizing the perceived risks [17, 25, 32]. Previous studies have shown the perceived benefits has a positive impact on customer satisfaction and purchase intention, while the perceived risks have a negative impact on customer satisfaction and purchase intention [2, 3].

However, the study on how Covid-19 pandemic influences customer repurchase intention in online apparel context has yet to be undertaken. Therefore, this study presents further examination of the repurchase intention's antecedents by taking the pandemic fear into consideration in connecting the possibility relationship amongst variables. The framework model was adopted based on previous researches [2, 29]. The impact of perceived benefits and perceived risks on online repurchase intention with the pandemic fear as the moderator role are being analyzed, as well as the role of satisfaction as the mediator between perceived benefits and perceived risks towards online repurchase intention.

The following research questions were the focus of this study:

- To what level do perceived benefits and perceived risks influence repurchase intention in the context of apparel online shopping?
- To what level do perceived benefits and perceived risks influence satisfaction in the context of apparel online shopping?
- The effects of pandemic fear as moderator on perceived benefits and repurchase intention, and satisfaction as mediator between perceived benefits, perceived risks, and repurchase intention in apparel online shopping context?

The finding will be expected to provide some propositions of what the factors that drive the consumer behavior changes on online apparel purchasing. It also offers some insights and recommendations for managers, especially marketers, to create more effective strategies in anticipating and dealing the consumer behavior changes in apparel online shopping during and post pandemic. The article will be organized as follows. The literature reviews will be presented next, followed by the methodology of the study. The analysis and result of the study will be explained in another section, followed by the theoretical and managerial implications. Finally, the study limitations and future research suggestions will be proposed in the final section.

II. METHODOLOGY

Theory of Planned Behavior and Perceived Value

"Reference [12] theory of planned behavior is an extension of Ajzen & Fishben's (1980) and Fishben & Ajzen's (1975) theories of reasoned action." Behavioral

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intention is defined as the intention for a specific activity, which can be used to predict the actual behavior being attempted [12]. "Reference [12] explained that an individual would attempt to conduct a particular behavior if they believe the benefits of success exceed failure risks."

Scholars have not come to the same conclusion about the definition of perceived value. Some scholars have suggested that perceived value can be defined as unidimensional. Sweeney and Soutar (2001) and Holbrook (1999) claimed that perceived value has to be viewed as a multidimensional approach that represents a variety of conceptions such as emotional value, social value, functional value, and symbolic value [4]. "Reference [32] defined perceived value as an overall customer evaluation of a product's utility based on their expectations of what is acquired and given." The definition indicates a trade-off between perceived benefit and perceived risk [2]. Zeithaml proposed that consumers optimize the perceived benefit of purchasing decision-making and incline to minimize the perceived risk [25].

Effect of Perceived Benefit toward Satisfaction and Online Purchase Intention

Perceived benefit refers to the benefits that consumers acquire from having a particular product or service [32]; or a preferred outcome in online shopping context [17]. Prior researches have shown that the customers' perceived benefits from different perspectives such as shopping convenience, product selection, ease of shopping, and enjoyment in online shopping [5], price benefits, convenience benefit, recreational benefits on group buying behavior [28], learning benefits, self-realization, hedonic benefits, and social benefits in the context of brand community [6]. "Reference [6] state that the continuous intention may be impacted by the benefits of the customers' engagement and interaction by focusing on the satisfaction's emotional enhancement."

"Reference [5] suggest four dimensions of perceived benefits that may have impacted consumer online purchasing behavior, which is related to the present study, as follows: (1) Shopping convenience which is perceived as the consumer's ability to purchase online at any time from anyplace without leaving their place; (2) Product selection relates to the accessibility to the product and its extensive range of information, which can help consumers make their online shopping decisions; (3) Ease or comfort of shopping is the idea of eliminating any physical and emotional stress while using other shopping channels; (4) Hedonic or enjoyment refers to the pleasure and excitement derived from having new experiences, e.g., designing custom products."

The four dimensions of perceived benefits been have demonstrated to impact on the customer online purchase decisions [5]. Utilitarian value, which includes shopping convenience, product information and offerings [3], and hedonic value which emotional benefit such as the comfort of shopping [2] have a significant impact on the satisfaction of mobile apps users [31]. Their findings have been supported by other study that which found that perceived value positively influences customer satisfaction [7]. These studies suggested that higher perceived values may have impact customer or user satisfaction positively.

Both utilitarian value and hedonic value also shown a positive influence on purchase intention [2] and repeat purchasing in online shopping [3], which play a crucial role in influencing the attitude of online shoppers [8]. Their findings have shown that customers who have higher perceived value level, such as shopping convenience, accessibility to appropriate product, shopping pleasure experience, are more likely to purchase. The more positive the attitude towards online purchasing, the more positive the customer intention to repeat shopping online. Hence, the following hypotheses are established:

H1a. Shopping convenience affects customer satisfaction significantly and positively.
H1b. Shopping convenience affects customer online repurchase intention significantly and positively.
H2a. Product selection affects customer satisfaction significantly and positively.
H2b. Product selection affects customer online repurchase intention significantly and positively.
H3a. Comfort of shopping affects customer satisfaction significantly and positively.
H3b. Comfort of shopping affects customer online repurchase intention significantly and positively.
H4a. Hedonic affects customer satisfaction significantly and positively.
H4b. Hedonic affects customer online repurchase intention significantly and positively.

Effect of Perceived Risk towards Satisfaction and Online Repurchase Intention

Perceived risk is associated with the costs arouse when obtaining a product or service [32]. Perceived risk can be a powerful factor describing customer behavior concerning their determination to avoid mistakes than maximizing the benefits of purchasing [20]. "Reference

[5] suggested that perceived risk relates to a consumer's subjective perception of any potential loss from shopping online in the online context." There are six critical factors of perceived risks experienced by consumers on a certain level when purchasing online, such as financial risk, product risk, time risk, delivery risk, social risk, and information security risk [17]. "Reference [5] found three types of risks related to frequency of online search with purchase intention: financial risk, product performance risk and time or convenience risk. Financial risk is defined as the loss of potential monetary, such as customer's insecurity and online credit card usage, which is the major barrier in online shopping. Product performance risk relates to the loss experienced by customers due to their inabilities in assessing the product quality accurately through shopping online. Time or convenience risk is defined as any inconvenience experiences which may be encountered by consumers while navigating the websites, such as difficulty in submitting online orders or being mishandled.'

"Reference [9] found that perceived risk has a significant and negative influence on online shoppers' satisfaction and purchase intention. Perceived risk implies a critical role in customers' satisfaction in online shopping [16]. "Reference [7] revealed that perceived risk effects mobile commerce users' satisfaction and the importance of minimizing related risk in the context of online shopping." Higher consumer perceived risk in online shopping will decrease and has a negative impact on the perceived customer satisfaction [9]. Some studies have shown that perceived risk negatively effects on online purchase intention and mobile payment usage [27, 14, 24]. Their studies have suggested that online transactions' uncertainty may cause significant risk, making customers incline to purchase online. The relationship between perceived risk and the intention of customer repurchase online has shown a significant negative correlation [3]. Consequently, some hypotheses can be formed as follows:

H5a. Financial risk affect customer satisfaction significantly and negatively.
H5b. Financial risk affect customer online repurchase intention significantly and negatively.
H6a. Product risk affect customer satisfaction significantly and negatively.
H6b. Product risk affect customer online repurchase intention significantly and negatively.
H7a. Time risk affect customer satisfaction significantly and negatively.
H7b. Time risk affect customer online repurchase intention significantly and negatively.

Effect of Satisfaction towards Online Repurchase Intention

Satisfaction is defined as the customer's fulfillment response to product or service attributes, based on the pleasant consumption-related fulfillment level that has been offered [18]. "Reference [4] suggested that those attributes have met the customer's need and desire depend on the customer evaluation. In the context of e-commerce, satisfaction can be referred to as customer satisfaction with particular e-commerce, which is formed on his or her prior purchasing experience [10].

"Reference [10] proposed that e-satisfaction needs to be evaluated by overall customer feeling in an online context." Those overall feelings that include complete pleasure, regret and happiness, contain references to the customer's decision to receive or not to receive a particular product or service [12]. Previous studies have shown that satisfaction influences in customer intention to repurchase.

"Reference [15] found that satisfaction and online repurchase intention shown a positive and significant relationship." In online shopping context has revealed that satisfaction has a strong relationship towards repurchase intention [23]. Their findings have suggested that higher satisfaction will increase customer repurchase intention. Therefore, the following hypothesis is proposed:

H8. Satisfaction has a significant and positive effect on customer online repurchase intention

Role of Satisfaction as a Mediator

Purchase intention can be defined as the desire or willingness of a customer to purchase a particular product or a will to purchase a product or service through websites or applications in the context of online shopping [21]. According to the Planned Behavior Theory [12], customer purchase intention refers to the possibility that a consumer would buy a particular product [12]. In contrast, customer intention is the essential factor leading to the actual behavior (Fishbein & Ajzen 1975).

This present study will emphasize the customer repurchase intention regarding the purchase intention of customers who already have made a purchase online. "Reference [1] stated the importance of customer repeat purchases for the industry's continuous growth as those customers might spend more and develop a loyal customer base." Prior studies have suggested that online repurchase intention may have been affected by perceived

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benefits and perceived risks [3], satisfaction [23], and pandemic fear [11].

"Reference [30] found that e-satisfaction plays a vital role as a mediator between repurchase intention and other potential perceived risks such as security and privacy concerns and potential perceived benefits such as trust and ease of use." Customer satisfaction plays a significant mediating role between customer-perceived benefits and the continuance intention [6]. Based on those findings, the following hypothesis is developed:

H9a. Satisfaction positively mediates the relationship between shopping convenience and online repurchase intention.
H9b. Satisfaction positively mediates the relationship between product selection and online repurchase intention.
H9c. Satisfaction positively mediates the relationship between comfort of shopping and online repurchase intention.
H9d. Satisfaction positively mediates the relationship between hedonic and online repurchase intention.
H9e. Satisfaction positively mediates the relationship between financial risk and online repurchase intention.
H9f. Satisfaction positively mediates the relationship between product risk and online repurchase intention.
H9g. Satisfaction positively mediates the relationship between time risk and online repurchase intention.

Role of Pandemic Fear as Moderator

The covid-19 pandemic has a significant impact on customer shopping behavior [13], especially on online shopping behavior [19, 11, 26]. Their findings indicated that fear appeal has a positive and robust connection towards online shopping activities, such as lesser patrons to a physical store and finding alternative distribution channels and platforms [26]. "Reference [29] suggested that pandemic fear is associated with consumer contagion fear, a belief that has the potential to affect how consumers use e-commerce sites in purchasing products.

"Reference [29] found that fear which is driven by the unpredictable environment such as the Covid-19 pandemic, has influenced the way consumer consumption habits." Consumers increasingly turn to online shopping due to social distancing, lack of daily supply routines and the pandemic's fears of contamination [29]. This finding supports the previous study which showed that fear of certain conditions might negatively affect customer shopping intention [22].

"Reference [11] found a significant change in consumer benefits perceptions of online shopping during the pandemic." The study also reveals that Covid-19 plays a moderating role in particular perceived benefits awareness, stimulating consumers towards online shopping. In line with the study by [29] which showed that online customer fear pandemic has an important moderator role amongst the perceived effectiveness of e-commerce platforms, economic benefits, and sustainable consumer consumption, as such that the perceived effective of e-commerce platforms influences economic benefits more strongly when pandemic fear is higher. Accordingly, the following hypothesis is constructed:

H10a. Online customer pandemic fear positively moderates the relationship between shopping convenience and online repurchase intention.
H10b. Online customer pandemic fear positively moderates the relationship between comfort of shopping and online repurchase intention.
H10c. Online customer pandemic fear positively moderates the relationship between product selection and online repurchase intention.
H10d. Online customer pandemic fear positively moderates the relationship between hedonic and online repurchase intention.

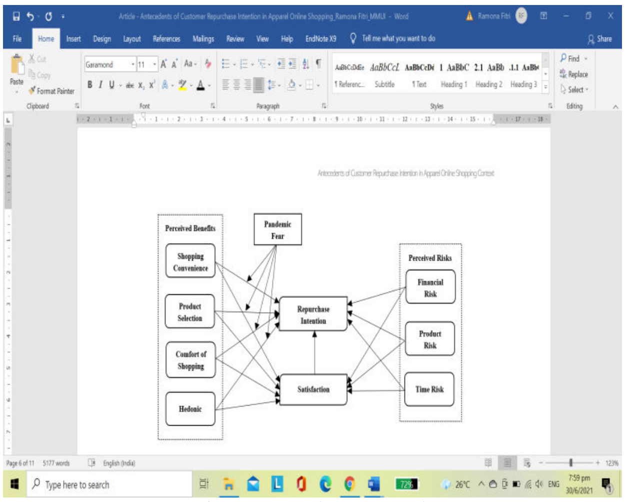

Fig. 1 Research Framework.

Methodology

The study employs a quantitative approach that aims to investigate the effect of the perceived benefits and perceived risks on online repurchase intention that are mediated by satisfaction and moderated by customers' pandemic fear. Primary data was collected by conducting a survey using Google form due to the pandemic outbreak. Google forms were distributed through

WhatsApp to respondents who have made online apparel purchasing during pandemic. The questionnaire was used a 5 point-Likert scale ranging from strongly disagree to strongly agree.

The research indicators were adopted from [5, 10, 29, 3]. The adopted indicators from English to Indonesian were carefully translated. A pilot test was conducted to 30 potential respondents, to check any possible confusions and have some feedback for improving the final set of questionnaires.

Out of 274 participated online respondents, 259 valid responses were obtained. Some of the responses were excluded because of the multiple entries and ineligible participants who did not meet screening criteria, e.g., have not made any made online apparel purchasing during pandemic. The respondents were 102 males and 157 females, mostly between the age of 25 to 39 years old (50.2%) and held Bachelor's degrees (66.8%). Most of respondents which were approximately 122 people, working for private company, with the average monthly spending on online spending 597,490 rupiahs. More detailed respondent demographics are presented in table 1. Data was analyzed by using IBM SPSS Statistics 23 for descriptive statistics and to verify the data's normal distribution. The Smart-PLS 3.3.3 was applied to analyzed the structural equation of the research model.

TABLE 1. RESPONDENT DEMOGRAPHICS INFORMATION

Measure	Items	Freq.	Percent
Gender	Male	102	39.4
	Female	157	60.6
Age	Under 25	65	25.1
	25-39	130	50.2
	40-54	58	22.4
	Above 54	6	2.3
Occupation	Student	39	15.1
	Civil Servant	24	9.3
	State-owned Company Employer	32	12.4
	Private Company Employer	122	47.1
	Entrepreneur	16	6.2
	Homemaker	18	6.9
	Others	8	3.1
Education	High School	36	13.9
	Diploma	32	12.4
	Bachelor	173	66.8
	Master	17	6.6
	Doctoral	1	0.4
Online apparel spent (monthly in Rp)	Less than 500,000	131	50.6
	510,000-1,000,000	83	32.0
	1,100,000-3,000,000	33	12.7
	3,100,000-5,000,000	6	2.3
	5,100,000-7,000,000	5	1.9
	More than 7,000,000	1	0.4
Apparel shopping patrons (months)	Less than 3	39	15.1
	3-6	38	14.7
	7-9	6	2.3
	10-12	22	8.5
	More than 12	154	59.5

III. RESULTS

A. *Figures and Tables*

Construct reliability, composite reliability, and average variance extracted (AVE) were assessed to evaluate the measurement model. The recommended indexes of Cronbach's alpha and composite reliability minimum of 0.70, however the value of 0.60 is acceptable for exploratory research; the average variance extracted or AVE values were expected to equal to or higher than 0.50 (Hair et all., 2019). As shown in table 2, the composite reliabilities values are between 0.712-0.969 which are higher than the threshold of 0.70. Most of the Cronbach's alpha values are higher than 0.70, except for comfort of shopping and financial risk are 0.696 and 0.685, below than the recommended threshold. However, those values are acceptable as this recent study is considered as exploratory research. The values of AVE are mostly above 0.50, except for financial risk which is equal to 0.475. According to Fornell & Larcker (1981), AVE value of 0.40 can only be accepted if the composite reliability of a particular construct is higher than 0.60. As the value of financial risk's composite reliability is 0.712 and higher than 0.60, it can be determined that the convergent validity of very construct is admissible.

Table 3 and figure 2 show the result of all the construct's path coefficients and their level of significances. Shopping convenience has negative influence on repurchase intention and satisfaction, hence H1a and H1b are not supported. Product selection and comfort of shopping have positive influences on repurchase intention and satisfaction, however they are not significant, except for product selection towards satisfaction, thus H2a, H3a and H3b are not supported, but H2b is confirmed. Hedonic has positive and significant influence on repurchase intention and satisfaction, thus H4a and H4b are supported. Financial risk has negative influence on repurchase intention, however it has positive influence on satisfaction. Both effects have no significant influences, hence H5a and H5b are not supported. Product risk has positive influence on repurchase intention, and although it has negative influence on satisfaction but it was not significant. Hence, both H6a and H6b are not supported. Time risk has positive influence on repurchase intention but shown negative influence on satisfaction although it was not significant impact. Thus, H7a and H7b are not supported. Finally, satisfaction positively and significantly effects repurchase intention, therefore H8 is confirmed. Figure 2 displays the R-squared values of repurchase intention and satisfaction which are and 0.214. R-squared values of 0.414 means that the model explains 41.4% of the variation in the research's observed constructs. The R-squared values imply the model's in-sample explanatory power, which values of 0.75, 0.50, and 0.25 are substantial, moderate and weak, respectively (Hair et al., 2019).

TABLE 2. CONSTRUCT RELIABILITY AND CONVERGENT VALIDITY

	Cronbach's α	CR	AVE
Shopping Convenience	0.701	0.815	0.525
Product Selection	0.842	0.894	0.680
Comfort of Shopping	0.696	0.813	0.521
Hedonic	0.817	0.879	0.650
Financial Risk	0.685	0.712	0.475
Time Risk	0.783	0.870	0.692
Product Risk	0.737	0.746	0.527
Satisfaction	0.706	0.836	0.631
Pandemic Fear	0.954	0.969	0.913
Repurchase Intention	0.854	0.911	0.774

Additionally, by conducting bootstrapping test, the mediation effects of satisfaction and the moderator effects of pandemic fear were determined. Table 4 shows the results of the role satisfaction as a mediator between perceived benefits and perceived risks on repurchase intention, and the role pandemic fear as a moderator towards repurchase intention.

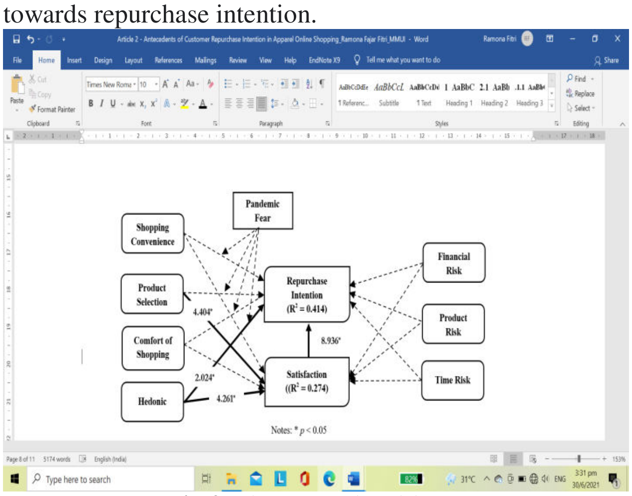

Fig. 2. The Structural model Test

The results indicate that satisfaction does not have mediating effect on the relationships between shopping convenience, product selection, comfort of shopping, and repurchase intention. Thus, H9a, H9b, and H9c are not supported. The relationships between perceived risks, namely, financial risk, product risk, and time risk, and repurchase intention are not mediated by satisfaction. Thereof H9e, H9f, and Hg are not confirmed. This result also is not consistent with [2] finding, which reveals that the relationship between perceived risks and repurchase intention were mediated by satisfaction partially and negatively. However, the result shows that the relationship between hedonic and repurchase are mediated by satisfaction, which confirms H9d. The path coefficient between hedonic and repurchase intention was reduced but still significant when mediated by satisfaction. Kumar (2020) stated that when the relationship between independent variable and dependent variable is significant yet has less impact, a mediated connection between variables is regarded partially. As a result, satisfaction mediates the association between hedonic and repurchase intention to a partially degree. Although, satisfaction shows significant mediating effect on the relationship between product selection and repurchase intention, however because product selection does not have significant effect on repurchase intention, hence satisfaction does not have mediating effects on the relationship between product selection repurchase intention. If the mediating variable, independent variable, and dependent variable all have a statistically significant correlation, and the independent variables and dependent variable both have a statistically significant relationship, a mediation role can be established (Kumar, 2020). Satisfaction has no meditator roles between others independent variables, i.e., shopping convenience, comfort of shopping, financial risk, product risk, and time risk, toward repurchase intention.

TABLE 3. STRUCTURAL MODEL RESULT

Paths	Coefficients	Hypotheses	Results
SC □ RI	-0.094	H1a	Not Supported
SC □ ST	-0.071	H1b	Not Supported
PS □ RI	0.081	H2a	Not Supported
PS □ ST	0.305	H2b	**Supported**
CS □RI	0.025	H3a	Not Supported
CS □ ST	0.056	H3b	Not Supported
HE □ RI	0.137	H4a	**Supported**
HE □ ST	0.283	H4b	**Supported**
FR □ RI	-0.061	H5a	Not Supported
FR □ ST	0.111	H5b	Not Supported
PR □ RI	0.043	H6a	Not Supported
PR □ ST	-0.083	H6b	Not Supported
TR □ RI	0.068	H7a	Not Supported
TR □ ST	-0.112	H7b	Not Supported
ST □ RI	0.507	H8	**Supported**

Notes: *p*-value < 0.05. SC: shopping convenience; PS: product selection; CS: comfort of shopping; HE: hedonic; FR: financial risk; PR: product risk; TR: time risk; ST: satisfaction; RI: repurchase intention.

Furthermore, the results reveal that pandemic fear does not establish any moderate effect on the relationship between any perceived benefits variables namely, shopping convenience, product selection, comfort of shopping, and hedonic, and repurchase intention.

IV. DISCUSSION

The purpose of this study is to examine the effects of perceived benefits and perceived risks on satisfaction and repurchase intention in the context of apparel online shopping. This study also investigated the role of satisfaction as mediator on perceived benefits, perceived risks and repurchase intention, and the role of pandemic fear as a moderator between perceived benefits and repurchase intention. The findings discover that product selection has a positive and significant effect on satisfaction, which similar with previous studies (Akroush & Mahadin, 2018). More selection of products will

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generate overall values which can enhance customer satisfaction. Online retailer and marketer are encouraged to monitor their selection of apparel products at all time as such the apparel products are always available to cater their customer satisfaction, by ensuring keeping their inventory management systems are streamlined and updated.

TABLE 4. MEDIATING AND MEDIATOR EFFECTS (BOOTSTRAPPING)

Relations	Coefficient	*t*-value
Mediating Effects		
SC □ ST □ RI	-0.036ns	0.773
PS □ ST □ RI	0.154na	4.149
CS □ ST □ RI	0.028ns	0.802
HE □ ST □ RI	0.143*	3.985
FR □ ST □ RI	0.056ns	1.466
PR □ ST □ RI	-0.042ns	0.809
TR □ ST □ RI	-0.057ns	1.639
Moderating Effects		
PF_SC □ RI	0.107ns	1.227
PF_PS □ RI	-0.181ns	1.214
PF_CS □ RI	-0.113ns	1.087
PF_HE □ RI	0.025ns	0.328

Notes: *p-value < 0.05; ns: not significant; na: significant but not acceptable. SC: shopping convenience; PS: product selection; CS: comfort of shopping; HE: hedonic; FR: financial risk; PR: product risk; TR: time risk; ST: satisfaction; RI: repurchase intention; PF: pandemic fear.

Hedonic has effect on satisfaction and repurchase intention positively and significantly. This result is similar with previous studies [3, 2]. Customer who has enjoyable shopping experience is more likely to develop satisfaction and then escalate the intention to purchase from a particular website [2]. The enjoyment which is experience during online shopping can generate online repurchase intention [3]. Online retailer and marketer need to find ways to enhance their customer online shopping experience to escalate their satisfaction and intention to repurchase apparel product on their websites. By reevaluating customer data to create better customer engagement and more personalized shopping experience.

The result indicates that the relationship between satisfaction and repurchase intention a significant positive impact. Satisfaction shows a strong and positive impact on repurchase intention. This finding is consistent with previous studies [15, 23]. Both studies have suggested that higher customer satisfaction will increase the repurchase intention. Online retailer and marketer need to ensure that their customers always have the best online shopping experiences, by keeping their website management systems, e.g., content management systems, user experience (UX), streamlines effortlessly. However, without the support of offline business processes such as inventory and logistics management systems, online system will not be able to operate efficiently. As a result, managers must guarantee that their organizations' business processes are synchronized by implementing an adequate information system incorporating all of the company's business operations activities.

V. CONCLUSION

This study examined the relationship between perceived benefits, perceived risk, satisfaction, and repurchase intention in the context of online apparel shopping. This study also assessed further the role of satisfaction as a mediator between perceived values (perceived benefits and perceived risks) and repurchase intention and the role of pandemic fear as moderator on perceived benefits and repurchase intention. The findings indicates that hedonic and satisfaction are the strong predictors for repurchase intention.

Nonetheless, this study has several limitations, firstly, the number of samples are needed to ensure the overall of the population is well-presented. Bigger samples of different aged group may be investigated further and differentiated amongst those groups. Secondly, the study only focused on customer behavior in the context of apparel online shopping. Further researches investigate other shopping platforms or combination of all (omnichannel) by using different conceptual model. Lastly, qualitative method may be applied together with the quantitative approach to have better and deeper understanding about the concept and the finding from the online marketers and customer perspectives.

This study has taken the apparel online shopping in the Covid-19 pandemic into account, which has not been investigated before. Hence, the findings may give some insights on how managers may develop best marketing strategies to anticipate the customer behavioral changes with regard to apparel online shopping.

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