The Driving Factors of Online Repurchase Intention among Egyptian Internet Users: An Extended UTAUT Perspective

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Abstract

The COVID-19 crisis has considerably affected consumers behavior and led to an increase in the share of electronic commerce. Understanding factors making Internet users continue to purchase their products from websites is essential for the prosperity of electronic commerce. This study empirically examines the relationships between seven factors and online repurchase intention among Egyptians' Internet users. The seven factors are website quality, perceived risk, perceived enjoyment, Internet facilitating conditions, effort expectancy, performance expectancy, online purchase intention. Data, 329 respondents, was collected using an online structured questionnaire. Structural equation modelling was conducted to test the hypotheses and model fit. The findings of this research supported the applicability of the unified technology acceptance and use theory for modelling online repurchase behavior in an emerging economy. This study enlightened the importance of perceived enjoyment and website quality on the decision of Egyptian Internet users to continue shopping online. There is a significant positive relationship between web quality, effort expectancy and the perceived enjoyment. Likewise, there has been a significant positive relationship between performance expectancy, perceived enjoyment, web quality, and online purchase intention. Perceived enjoyment totally mediated the relationship between effort expectancy and repurchase; and partially mediated the relationship between websites quality and online purchase intention. Furthermore, the findings confirmed the importance of integrating risk when studying technology adoption factors in the consumer context. Financial risk has a direct negative impact on online purchase intention and an indirect one on online repurchase intention. Also, Internet facilitating conditions are negatively associated with perceived risk.

Keywords: Online Repurchase Intention, Website Quality, UTAUT, Structure Equation Modelling, Online Consumer Behavior, Egypt.

Introduction

The Covid-19 crisis has affected the world globally. After being declared a global pandemic, governments around the world took several precaution measures to minimize its spread. Resulting in that digital platforms replaced face-to-face communications in workplaces meetings, schools' classes, universities' lectures, even families' social events. Online shopping was a secure method for consumers to acquire their needs and prevent themselves from being infected (Petrescu-Mag et al., 2020). In general, the Covid-19 crisis has strengthened that digital transformation is not a leisure but a necessity.

Although some researchers assume that after the innovation of vaccines and medications for the virus, people will return to their normal routines; another stream of research believes that new emerged routines will remain even after the recovery of the implication of COVID-19. Similarly, the SARS crisis in 2002 has been a catalyst for the digital transformation in Chinese retail. For instance, one of the largest online retailers in the world JD.com moved from brick-and-mortar to online sales as a response to the SARS crisis; likewise, Alibaba's business-to-consumer was launched in 2003.

Turban et al. (2004) described business-to-consumer electronic commerce (B2C e-commerce) as the selling of products or services of a company to customers throughout electronic telecommunication networks, especially the Internet. The adoption of B2C e-commerce positively influences economic growth (Lund and McGuire, 2005). Before COVID-19 the diffusion of B2C e-commerce was higher in developed countries than in developing countries due to economic, technological, and social factors, the crisis increased spread of B2C e-commerce among emerging countries (UNCTAD, 2021).

In August 2021, the current population of Egypt, based on the world meter elaboration of the latest United Nations data, is almost 104 million people. The age distribution is highly skewed, with a median equal to 24.9 years. In January 2021, with an increase of eight percent compared to 2020, Internet penetration reached 57% (Datareportal, 2021). Despite the increasing

number of Internet users Egypt ranked 107 and 109 worldwide in 2019, 2020 respectively in The UNCTAD B2C E-Commerce Index 2020. Still, most Egyptian consumers prefer to purchase from brick-and-mortar stores.

The COVID-19 crisis has considerably affected consumers behavior and led to an increase in the share of e-commerce. Business organizations provided customers with online access to a different selection of products to maintain consumers' safety and the survival of organizations raising e-commerce's share of global retail trade from 14% in 2019 to about 17% in 2020 (OECD, 2020). UNCTAD (2021) findings showed the rise of e-commerce across regions, with consumers in emerging economies making the highest shift to online shopping. COVID-19 has led to a surge in e-commerce and accelerated digital transformation. Post COVID-19, The Egyptian National Telecom Regulatory Authority (NTRA) reported an overall increase in Internet usage. Likewise, the CEO of Jumia declared that within three months amid the pandemic, electronic commerce sales in Egypt have increased 80 percent (Eid, 2020).

The behavior of online consumers has grabbed the attention of many information systems researchers. Several theories were developed to recognize the factors influencing the consumer behavior toward acceptance and use of new technology (Zhou et al., 2007). Venkatesh et al. (2003) merged the influential constructs from previous theories to propose the unified technology acceptance and use theory. Since its introduction, the model has been empirically tested in different contexts and considered as a theoretical foundation for technology adoption (Dwivedi et al., 2019; Venkatesh et al., 2016; Williams et al., 2015). The popularity and the wide use of the theory encouraged the authors to examine the application of this model to understand the acceptance of B2C e-commerce in Egypt and compare the results to previous research conducted in developed and developing countries.

Repurchase intention has received much research attention in the past few years and is broadly used in models related to technology acceptance. Repurchase intention directly influences both revenue and profitability of the

firm (Hsu et al., 2012). Consequently, the present study focuses on repurchase intentions as the final dependent variable in the proposed model. Understanding factors making consumers continue to buy their products from websites is essential for the prosperity of B2C e-commerce in Egypt, especially after COVID-19. The objective of this study is to empirically examine the factors that influence Egyptian Internet users to repurchase online. To pursue this aim, the relationships between website quality, perceived risk, perceived enjoyment, Internet facilitating conditions, effort expectancy, performance expectancy, online purchase intention, and online repurchase intention among Egyptians' Internet users were investigated.

The paper is organized as follows. After the introductory section, section two introduces the theoretical background of the unified technology acceptance and use theory and a brief review of the findings of previous empirical research applying and extending the theory. Section three presents the proposed model and hypotheses. The research methodology and data analysis are included in section four, followed by results discussion and the implications of these findings for practice in section five. Section six consists of the limitations of the study and suggestions for future research. Section seven concluded the paper.

Theoretical Background

One of the most demanding streams of research in information systems is the study of the factors influencing the acceptance and use of new systems. Many models and theories have been evolved to examine the acceptance and actual use of various information systems in different contexts (Salim, 2012; Taiwo and Downe, 2013). Venkatesh et al. (2003) enhanced this flow of research by integrated the foremost constructs examined in previously proposed theories such as the theory of reasoned action (TRA), theory of planned behavior (TPB), innovation diffusion theory (IFT), and social cognitive theory (SCT) and introduced the unified technology acceptance and use theory (UTAUT). In the original UTAUT the relationship between effort

expectancy, performance expectancy, social influences, facilitating conditions, the intention and usage of information technology are examined.

According to Venkatesh et al. (2003), performance expectancy is used to express the benefits observed by individuals from the usage of new technology. Effort expectancy refers to how much effort is needed to use new technology; these two factors were derived from the technology acceptance model (Davis, 1989). The acceptance and use of a novel system increase when people believe that using the system has many advantages and is effortless. The findings of previous research confirmed that performance expectancy is considered the strongest predictor of behavioral intentions (Zhou et al., 2010). On the other hand, Venkatesh and Bala (2008) revealed that when people use the system for some time, the importance of effort expectancy to explain the acceptance tends to decline.

The other two constructs originated from the theory of planned behavior introduced by Ajzen and Fishbein (1980) Social influences refer to the extent a person is affected by the opinion of other people. Its impact on behavioral intentions tends to vary among users of different applications (Attuquayefio & Addo, 2014). Facilitating conditions present the availability of resources and technical infrastructure needed to support the new system. The findings of (Venkatesh, et al., 2016) showed that performance expectancy, effort expectancy, determine the intention to use technology, while intention and facilitating conditions have an effect on technology use.

To improve the variance explained by the model in a consumer context, Venkatesh et al. (2012) proposed the UTAUT2 by adding to the original UTAUT three constructs: hedonic motivation, price value, and habit. Hedonic motivation refers to the pleasure of employing the information system. Price value indicates the consumer's trade-off between the benefits of deploying the technology and its monetary cost, and habit is the extent to which people tend to utilize the system spontaneously. Previous research confirmed the importance of UTAUT constructs in explaining the adoption of new technologies (Choi et al., 2019).

Noticeably, the original UTAUT did not include psychological variables to refer to negative perceptions and concerns of users and their impact on the users' behavioral intentions. Like the perceived risk due to performing online transactions and/or sharing personal information via websites. Chiu et al. (2014) emphasized that the insecurity that people may feel while conducting online transactions can hinder the growth of e-commerce; consequently, many research adopting the UTAUT to examine the intention to shop online added a construct to refer to the perceived risk from using the online platform (Chang et al., 2016; Featherman and Pavlou, 2003).

Dwivedi et al. (2011) disclosed that due to the similarity of UTAUT with TAM and TPB, the current and future adoption and diffusion studies might be favoring the use of UTAUT and its extensions. Consequently, this study presents a model to examine the repurchase behavior among Egyptian Internet users based on the UTAUT and its extended models.

Increasing the number of businesses that provide their services and products online is the only factor leading to the advancement of B2C in Egypt. Decisions makers need to understand the factors that affect online shopping continuance intentions to enhance e-commerce among Egyptian users. The survival of an online business depends on understanding the needs of online consumers and the rapid adjustment to these demands. Therefore, this study examines the factors leading Egyptian internet users to continue shopping through websites based on the UTAUT.

The Proposed Model and Hypotheses Development

Purchase intention, a cognitive component in the consumers' behavior cycle, is described as the phase in which the consumer establishes a willingness to buy a product (Wang and Yang, 2008). Likewise, Pavlou (2003) defined online purchase intention (OPI) as the state when a customer is willing to be involved in an online transaction. Additionally, Chiu et al. (2012) defined online repurchase intention (ORI) as the subjective possibility that a shopper will perform over and over again online purchase. It is essential for the

sustainability of B2C e-commerce to explore the reasons leading Internet users to continue shopping online (Kim et al., 2012; Wen et al., 2011).

This research extends the UTAUT to examine the factors influencing the online repurchase intention among Egyptian Internet users. Performance expectancy (PE) and effort expectancy (EE), the highest two influential factors of the UTAUT, were included in the proposed model. The third factor in the proposed model is adjusted from the UTAUT 's facilitating conditions construct focusing on the Internet as a facilitating condition (IFC) to suit more the electronic commerce situation. In addition, when applying the UTAUT in the consumers' context, as reinforced by (Celik, 2011), it is critical to examine the positive and negative emotional responses of the shoppers. Consequently, two constructs were added to the proposed model; perceived enjoyment (ENJ) refers to the positive emotional response, and perceived financial risk (FR) as to the negative one. Tandon et al. (2020) recognized the positive correlation between the website's feature and customers revisiting the websites to satisfy their needs. Accordingly, a construct referring to the website's quality (WQ) is added to the proposed model. The conceptual model is displayed in Figure 1.

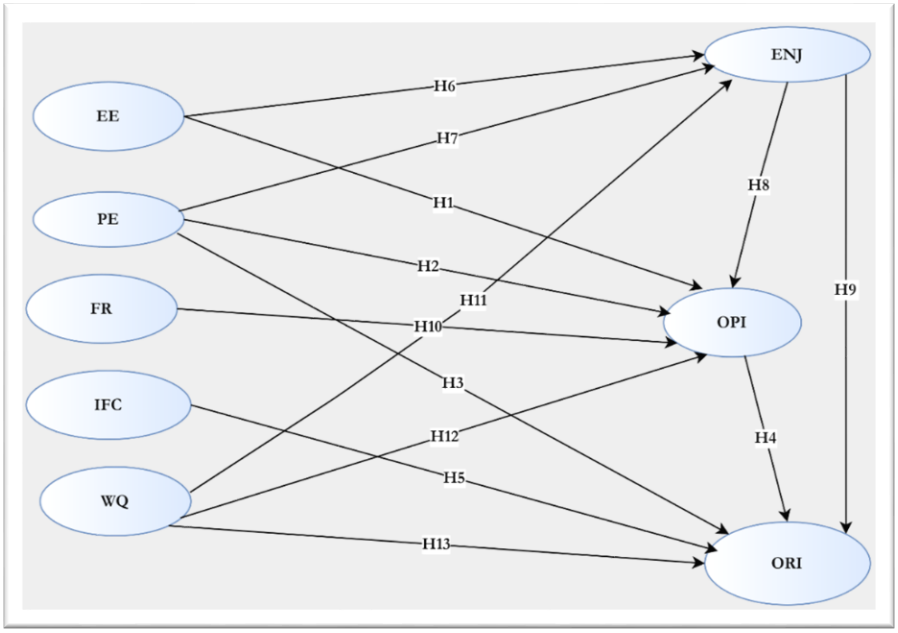

Figure 1 The Conceptual Model for the Factors Influencing Online Repurchase Intention among Egyptian Internet Users.

Performance Expectancy (PE) and Effort Expectancy (EE)

Electronic commerce has myriad benefits for consumers such as the large amount of information collected about products, comparing between a large variety of product quality and prices through websites, the easiness of ordering online where no need to travel for the store and wait in lines. Regarding online shopping, Wen et al. (2011) defined performance expectancy as *the extent to which a consumer perceives that shopping at a web-based store will improve his or her shopping experience*. Consumers are more likely to repurchase online if they acknowledge the benefits. According to (Premkumar and Bhattacherjee, 2008), the usefulness of online shopping is found to be the strongest predictor of behavioral intention and continues to be the strongest predictor of continuance intention.

Despite the benefits any technology can offer, without being easy to use, it cannot be widely used (Kim et al., 2016). Wen et al. (2011) defined effort expectancy regarding online shopping *as the extent to which a consumer perceives the ease of interaction with the e-commerce website and is able to receive the product information that he or she needs;* furthermore, they clarified that effort and performance expectancy represents the core of utilitarian motivation toward shopping online. In the online context, people will intent to repurchase online if they believe that performing online transactions is not difficult and does not require more effort than offline transactions. The impact of performance and effort expectancy on the intention has been established in several studies (Bhattacherjee, 2001). Being easy to perform motivated Romanian consumers to buy food online during the pandemic (Petrescu-Mag et al., 2020). Therefore, the hypotheses that PE and EE will positively influence the online purchase and repurchase intention were examined in this research.

H1: There is a positive relationship between EE and OPI.

H2: There is a positive relationship between PE and OPI.

H3*:* There is a positive relationship between PE and ORI.

H4*:* There is a positive relationship between BI and ORI**.**

Internet Facilitating Conditions (IFC)

The proposed model is empirically examined in an emerging economy, Egypt, where B2C e-commerce is still growing. So, the relationship between the Internet infrastructure, speed, and price as Internet facilitating conditions (IFC) toward online shopping is examined.

H5*:* There is a positive relationship between IFC and ORI.

The Perceived Enjoyment (ENJ)

Based on self-determination theory, Chiu et al. (2014) confirmed that customers are motivated in online shopping when they enjoy doing it. Perceived enjoyment is described as the degree to which people are amused

while using a website to buy products or services. The more users enjoy navigating websites, the more their intention toward online shopping increase. Moreover, hedonic reasons are associated with a high probability of returning to the websites and continuing purchasing.

Davis (1993) identified a positive relationship between perceived usefulness and enjoyment. The perceived benefits from online shopping make people experience greater enjoyment (Ha and Stoel, 2009). Likewise, the results of Aref and Okasha (2020), based on data collected from university students, confirmed the positive relationship between perceived benefits and perceived enjoyment, and between perceived enjoyment and the actual shopping behavior. Furthermore, the causal relationship between enjoyment and ease of use has been examined and empirically validated (Sun and Zhang, 2006). Regarding the online shopping environment, the authors assume that as users perceive online transactions as easy to conduct, their enjoyment of the online shopping procedure increase. Therefore, the relationship between effort expectancy and enjoyment is examined.

H6*:* There is a positive relationship between EE and ENJ.

H7*:* There is a positive relationship between PE and ENJ

H8*:* There is a positive relationship between ENJ and OPI.

H9*:* There is a positive relationship between ENJ and ORI.

The Perceived Financial Risk (FR)

Though UTAUT has been extensively used to forecast the behavioral intention towards technology acceptance and actual use, it does not take into consideration the effect of users' negative concerns and their influence on the actual behavior. Lee and Tan (2003) explained that while online shopping is more convenient than brick-and-mortar shopping, it is riskier. Perceived risk is expressed as the degree to which a person is uncertain about the consequence of the purchase of a product or service. The higher the recognized risk by consumers, the more they will prefer to use traditional retailers to acquire

products/services. Previous research confirmed that perceived risk negatively impact consumers' intentions to shop online (Pelaez et al., 2017).

Although Dai et al. (2014) described the online perceived risk as a multidimensional construct, this study focuses on one dimension: financial risk (FR). FR is perceived because of the insecurity toward the Internet as a secure platform to perform online payment methods or losing financial data while communicating over the Internet (Kim and Byramjee, 2014). The results of Aref and Okasha (2020) revealed that any form of financial loss deters online shopping and is negatively associated with actual online shopping behavior. Therefore, the following hypothesis is examined.

H10*:* There is a negative relationship between FR and OPI.

Website Quality (WQ)

Braddy et al. (2008) described the website as an "electronic storefront" acting as "mirrors" for companies' identities. They added that the quality of the website can alter how people view the organization. Ha and Stoel (2009) refers to website quality as *overall consumer perceptions of the excellence and effectiveness of an e-tailer's product and/or service offering through its virtual store*. Menon and Kahn (2002) mentioned that a user-friendly and well-designed interface stimulates the interest of Internet users to explore the site, reduces the time to find information regarding offered products, and provides users a feeling of confidence toward their shopping activities. The quality of the website plays a crucial role in the growth and sustainability of B2C e-commerce (Chen and Teng, 2013; Luo et al., 2012). Likewise, Chang and Chen (2008) endorsed its role in maintaining the loyalty and satisfaction of customers. With the advancement of web-based multimedia technologies, web designers are presenting products in manners to attract internet browsers, to help them evaluate products' specifications, and encourage them to shop online (Ahmad et al., 2017). Tandon et al. (2018) results confirmed that websites' functionality is positively associated with the acceptance and use of e-commerce.

Noronha and Rao (2017) stated that the high quality of the website not only positively influences the users' intention to make orders but also, encourages them to repeat the purchases several times. In this research, the websites' quality (WQ) construct included both the usability and the interactivity elements of the site, including the design and the attractiveness of displaying products, the accuracy of the displayed information, the ease of accessing and navigating the site. Furthermore, Ganguly et al. (2010) showed that perceived enjoyment is influenced by the amusing feature offered by online retailers. Henceforth, the relationships between behavioral intention, perceived enjoyment, and websites' quality were tested.

H11*:* There is a positive relationship between WQ and ENJ.

H12*:* There is a positive relationship between WQ and OPI.

H13: There is a positive relationship between WQ and ORI.

Methodology and Data Analysis

Sample and data collection

The goal of this research is to analyses the factors that make Internet users purchase online and examine if gender and internet usage influence the magnitude of these factors. In order to reach this aim, data were collected from Internet users through a structured online questionnaire As Selm and Ankowski (2006) clarified one of the main reasons to use an online survey is to reach internet users. All items for measuring the constructs are adapted from previous studies and modified to suit the electronic commerce context in Egypt. The hypothesized model included eight constructs. The items of behavioral intention, performance expectancy, effort expectancy, facilitating conditions were adapted from Venkatesh et al. (2003). Perceived enjoyment was measured by items adapted from Sun and Zhang (2006). Perceived risks were adopted from Dai et al. (2014). Websites quality were adapted from Tandon et al. (2018); online purchase behavior was adapted from Ganguly et al. (2010).

The questionnaire, conducted in the Arabic language, was divided into three sections. The first part was designed to get information about participants' Internet usage patterns and a filtering question to guarantee that people who have already shopped at least once online continue the survey. In the second part, eight latent constructs were measured using five-point Likert-type scales ranging from one (strongly agree) to five (strongly disagree). Resulting in ٣١ items. The third part of the survey collected the age and the gender of the respondents. The questionnaire along with the measurement scales for the variables are presented in the Appendix.

The survey was pre-tested by ten of the researchers' colleagues, and the necessary modifications were made based on their feedback. The final version of the survey was hosted via Google forms, and the URL link was sent by e-mail and posted on social networks. A brief introduction was written to illustrate the purpose of the survey and encourage respondents to answer it; as well, to increase participation, the link to the survey was shared several times. Statistical package for social science (SPSS) version 26 has been used for descriptive analysis, reliability testing, and exploratory factor analysis. Structural Equation Modelling (SEM) is useful in social sciences when key concepts are not directly observable, and there is a need to estimate latent constructs. The software IBM Amos version 21 was used for confirmatory factor analysis and goodness-of-fit indices (Brown, 2006; Byrne, 2006).

The required sample size for SEM is still a debatable issue. A line of thought argues that the size of the sample should be identified computed based on the complexity of the model expressed in the form of a ratio between the indicators and the latent variables included in the model. The examined theoretical model included ٣١ constructs and eight latent variables resulting in a ratio of 3.٩. According to Westland (2015) if this ratio is equal to three, then the size sample should be greater than 200, and if it is equal to four, then the size of the sample should be not less than 100. On the other hand, another line of thought believes that the minimum sample size recommended is 200 (Kline, 2011). The sample size is this research is greater than 200.

A total of 479 responses were collected of which 329 have purchased online. Concerning the 150 respondents who had not shopped online before 73.2% declared that they do not trust online shopping, 45% stated they do not know the advantage of e-commerce, and 30.9% clarified that the cost of the Internet deters them from shopping online. The characteristics of 329 respondents who have already shopped online and intend to continue to use websites to get products and services are presented by frequency counts and percentages in Table 1. Among the respondents, 71% were female, and 29% were male. Regarding the age, 74% are under 30 years. About the time they daily spend on the Internet, 40% stay from three to seven hours, and the rest of the sample is equally distributed between people who spend less than three hours and people who spent more than seven hours.

Explanatory Factor Analysis

An exploratory factor analysis (EFA) was conducted on the data collected from 329 respondents, who already purchased online, to determine the relationships among measured variables. The Kaiser-Meywer–Olkin (KMO) equal to 0.897, implying that the size of the sample was appropriate for factor analysis and the Bartlett's test was significant with p-value less than 0.001. The EFA resulting eight factors explaining 61.370 of the total variability. These factors were web quality (WQ) (7 items), enjoyment (ENJ) (3 items), Internet Facilitating Conditions (IFC) (3 items), Financial Risk (FR) (3 items), Behavioral Intention (BI) (3 items), Performance Expectancy (PE) (3 items), Effort Expectancy (EE) (2 items), and online repurchase intention (ORI) (6 items).

Table 1 Demographic Characteristics for the Participants (N = 329).

Variable	**#**	**%**
Gender		
Male	95	28.9
Female	234	71.1
Age		
Less than 30	244	74.2
30-39	32	9.7
Over 40	53	16.1
Since when you started using the Internet?		
Less than 3 Years	12	3.6
3-6 Years	42	12.8
More than 6 years	257	83.6
Daily Time spent on the Internet:		
Less than 3 hours	98	29.8
3-7 hours	132	40.1
More than 7 hours	99	30.1

The reliability and validity of the constructs were examined by Cronbach's alpha measure, construct reliability (CR), and average variance extraction (AVE). The value of Cronbach's alpha lies between 0 to 1; Cortina, (1993) explained that values from 0.7 to 0.8 are considered acceptable and above 0.80 are desirable. Regarding the average variance extraction (AVE) a value of 0.5 or higher means adequate convergence and for construct reliability (CR) a value of 0.7 or higher means there is internal consistency (Hair et al., 2010). The overall Cronbach alpha for the model formed by 31 items has been equal to 0.9. The reliability and validity measurements for each factor are shown in Table 2. In general, the proposed model showed high validity. Discriminant validity statistics are shown in Table 3; also, the square root of the constructs' (AVE) is shown in the diagonal line of Table 3.

Table 2 Summary of Reliability Statistics

Constructs	Code	Items	Cronbach alpha	CR	AVE
Performance Expectancy	PE	3	0.75	0.77	0.53
Online Repurchase Intention	ORI	7	0.92	0.93	0.69
Web Quality	WQ	6	0.89	0.89	0.55
Financial Risk	FR	3	0.85	0.86	0.67
Perceived Enjoyment	ENJ	3	0.82	0.82	0.61
Internet Facilitating Conditions	IFC	3	0.83	0.84	0.63
Effort Expectancy	EE	3	0.82	0.78	0.55
Online Purchase Intention	OPI	3	0.91	0.91	0.77

Table 3. Summary of Discriminant Validity

	PE	ORI	WQ	FR	ENJ	IFC	EE	OPI
PE	**0.73**							
ORI	0.50	**0.83**						
WQ	0.22	0.44	**0.74**					
FR	-0.20	-0.27	-0.02	**0.82**				
ENJ	0.31	0.56	0.44	-0.07	**0.78**			
IFC	0.25	0.23	0.08	-0.29	0.21	**0.80**		
EE	0.39	0.47	0.56	-0.08	0.53	0.23	0.74	
OPI	0.41	0.79	0.47	-0.25	0.62	0.25	0.51	0.87

Common Method Variance

To assess common method bias, the Harman's single-factor test was first conducted. All variables were loaded into an exploratory factor analysis and not a single factor have emerged from the factor analysis. The results revealed that no single factor accounted for more than 50% of the variance. Second, following Podsakoff et al. (2003), single-method-factor approaches in confirmatory factor analysis (CFA) was done by adding a common latent factor to the model. Given the small magnitude and insignificance of the method variance, we concluded that common method bias is unlikely to be a serious concern for this study.

Confirmatory Factor Analysis

The proposed model was found to be adequate as indicated by goodness-of-fit of the following statistics. The ratio of minimum discrepancy to the degree of freedom (CMIN/DF) was 1.761. Goodness-of-fit indices like comparative fit index (CFI = 0.949) and incremental fit index (IFI = 0.950) had values greater than 0.9. Goodness of-fit Index (GFI = 0.877), adjusted goodness-of-fit Index (AGFI = 0.851), and normed fit index (NFI = 0.891) had values greater than 0.8. Root mean square error of approximation (RMSEA = 0.048) had a value less than 0.06 and the Pclose had a value equal to 0.693 greater than 0.05. In the graphical form, observed variables are presented in rectangular shapes, while latent constructs in elliptical shapes. The directional arrows are used for hypothesized causal relation and the curved arrows indicate the covariance among variables. Structural model results are shown in Figure 2.

Data Analysis

The model in this study explained 69% of variance in online repurchase intention, 51% of variance in online purchase intention and 33% variance in perceived enjoyment. Direct and indirect relationship are analyzed.

Direct Effect Analysis

The results showed a direct significant positive relationship between web quality, effort expectancy and the perceived enjoyment (confirming H6, and H11). Likewise, there has been a significant direct positive relationship between, performance expectancy, perceived enjoyment, web quality and the online purchase intention (confirming H2, H8 and H12). In Addition, there was a significant direct positive relationship between each of the performance expectancy, online purchase intention, and repurchase intention (confirming H3 and H5).

On the other hand, there was a significant direct negative relationship between perceived financial risk and online purchase intention (confirming H10). The results revealed a significant direct negative relationship between Internet facilitating conditions and perceived risk.

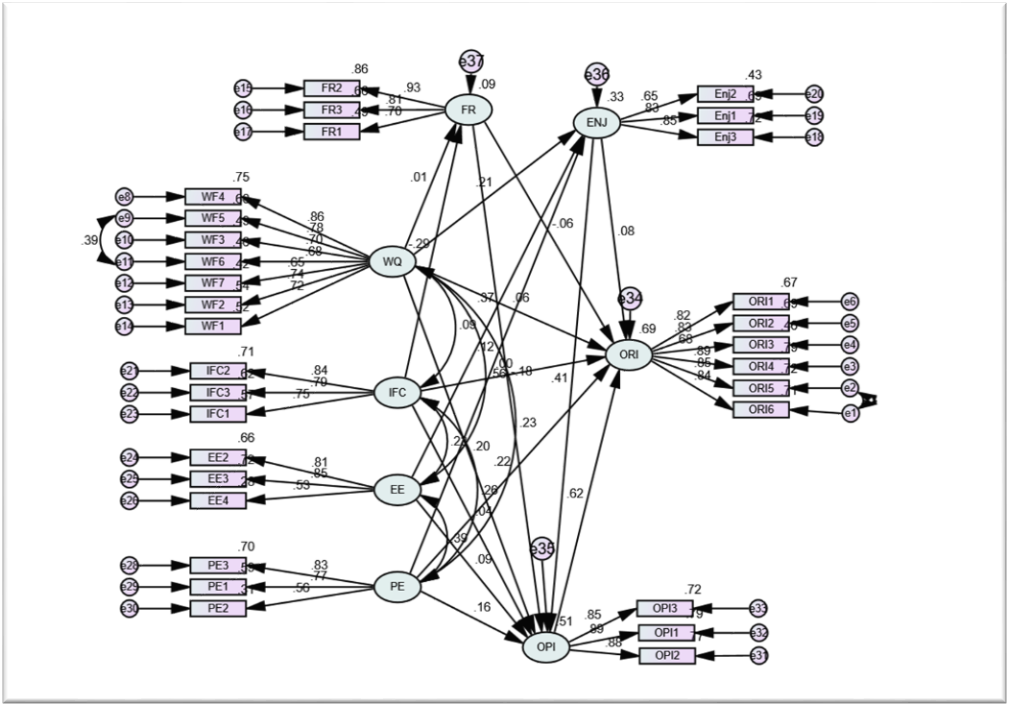

Figure 2 The Results of SEM for Factors Influencing Online Repurchase Intention among Egyptian Internet Users.

The direct relationship between effort expectancy and online purchase intention (H1) was not supported. Likewise, the direct relationship between performance expectancy and enjoyment (H7) was not supported. The direct relationship between internet facilitating condition, enjoyment, web quality and online repurchase intention (H4, H9 and H13) were not supported. Guiding the research to examine the indirect effect.

The standardized estimates, standard error (S.E.) and the critical ratio (C.R.), which is the estimate divided by the standard error are shown in Table 4. Under the *p* column, the probability value related to the null hypothesis is displayed where the three asterisks (***) indicate significance smaller than 0.001. All the hypotheses were accepted at 95% confidence level since p value is less than 0.05. Furthermore, the results reveal that there has been a significant mutual relationship between each of the following pairs (IFC <--> EE, β= .152, S.E. = 0.045, p <0.001), (IFC <--> PE, β= .208, S.E. = 0.055, <0.001), (WQ <--> EE, β= .272, S.E. = 0.037, p <0.001), (WQ <--> PE, β= .131, S.E. = 0.038, p <0.001), (EE <--> PE, β= .229, S.E. = 0.0430, p <0.001).

Indirect Effect Analysis

The outcomes of indirect effect have been measured through bootstrapping. When the indirect effects were considered, there is a significant indirect effect of effort expectancy, performance expectancy, website quality, financial risk on online repurchase intention. The indirect effect of PE on ORI is significant (β = 0.143, P = 0.003), the indirect effect of EE on ORI is significant (β = 0.179, P = 0.002), indirect effect of WQ on ORI is significant (β = 0.194, P = 0.002), indirect effect of FR on ORI is significant (β = -0.11, P = 0.002). Likewise, there is a significant indirect effect of effort expectancy, internet facilitating conditions, website quality on online purchase intention. The indirect effect of EE on OPI is significant (β = 0.152, P = 0.002), indirect effect of WQ on OPI is significant (β = 0.086, P = 0.0017), indirect effect of IFC on OPI is significant (β = 0.052, P = 0.002).

So, the total effect of WQ on ORI (β = .252, P = 0.002), ENJ on ORI (β = 0.334, P = 0.002), EE on ORI (β = 0.179, P = 0.002), and the total effect of PE on OPI (β = 0.215, P = 0.003), EE on OPI (β = 0.243, P = 0.002), WQ on OPI (β = 0.286, P = 0.002).

Table 4. Standardized estimates for the model, their associated probability, and the hypotheses results

	Estimate	S.E.	C.R.	P	Hypothesis Results
OPI <--- EE	.091	.083	1.239	.215	H1: Not Supported
OPI <--- PE	.165	.055	2.855	.004	H2: Supported
OPI <--- ENJ	.413	.062	6.346	***	H8: Supported
OPI <--- FR	-.177	.038	-3.561	***	H10: Supported
OPI <--- WQ	.231	.072	3.217	.001	H12: Supported
ENJ <--- EE	.368	.098	4.496	***	H6: Supported
ENJ <--- PE	.121	.066	1.851	.064	H7: Not Supported
ENJ <--- WQ	.212	.087	2.956	.003	H11: Supported
ORI <--- PE	.216	.045	4.384	***	H3: Supported
ORI <--- IFC	-.003	.036	-.069	.945	H4: Not Supported
ORI <--- OPI	.622	.063	9.419	***	H5: Supported
FR <--- IFC	-.294	.069	-4.690	***	
ORI <--- WQ	.065	.052	1.247	.212	H13: Not Supported
ORI <--- ENJ	.077	.052	1.355	.175	H9: Not Supported
ORI <--- FR	-.064	0.31	-1.507	.132	

The relationship between effort expectancy and online purchase intention is totally mediated by perceived enjoyment. The relationship between perceived enjoyment and online repurchase intention is totally mediated by online purchase intention. The relationship between website quality and online purchase intention is partially mediated by perceived enjoyment; while the relationship between website quality and online repurchase, intention is totally mediated by online purchase intention.

Discussion and Implications

The findings of this research supported the applicability of the UTAUT model in an emerging economy to examine online repurchase behavior. According to Venkatesh et al. (2016) performance expectancy is the most significant UTAUT construct that positively influence the behavioral intention; this study revealed that among Egyptian Internet users perceived enjoyment is the highest construct (β = 0.413), followed by website quality (β = .286), followed by effort expectancy (β = 0.243) than performance expectancy (β = 0.215).

The results of this research enlightened the importance of hedonic motivations and website quality on the decision of internet users to shop online; confirming the findings of Hsu et al. (2006), Tamilmani et al. (2019) and Zheng et al. (2019) regarding the importance of the role of hedonic motivation in understanding the behavioral intention toward online shopping and repurchase behavior. In addition to validating the results of Alsoud and Othman (2018) conducted in Arab countries regarding the importance of website quality as a significant factor in online purchase intention; as well as the results of Chiu and Cho (2021) as people detect the quality and usefulness of information displayed through websites, the agreeable design of the website, the easiness of navigation and order, the more they repurchase online. Additionally, this research findings confirmed Zheng et al. (2019) regarding the positive relationship between well-organized websites and users' perceived enjoyment.

Remarkably, the effect of effort expectancy differs from the results of prior literature within the framework of the UTAUT model (Dwivedi et al., 2019); effort expectancy significantly influenced online purchase intention. The findings imply that Internet users are acquainted with dealing with an online search, ordering, and developing skills needed to conduct online shopping; so, conducting online transactions does not require effort from users.

Venkatesh et al. (2012) affirmed that the significant relationship is between facilitating conditions and actual behavior and not the intention. The findings showed an insignificant relationship between Internet facilitating conditions and the behavioral intention (IFC → OPI, $\beta = 0.032$, S.E.= 0.045, $p = 0.695$) as well as an insignificant relationship between Internet facilitating conditions and online repurchase intention. An explanation for these findings could be the high internet penetration and the easiness of accessing the Internet. People can access the Internet easily at home, at work, or even at a restaurant; therefore, the relationship between access to the Internet and the intention toward online shopping or the online repurchase intention is no more significant.

Furthermore, the results of this study confirmed the conclusion of Alsoud and Othman (2018) regarding the value of integrating perceived risk when studying technology adoption factors in the consumer context. The greater the risk detected by Internet users, the more they abandon online transactions (Kim and Lennon, 2013). The respondents mentioned their concerns regarding losing money or the possibility of misusing their data while performing online transactions. Consequently, an online retailer should integrate measurements to secure data and elucidate that data within websites are encrypted and protected. There is a significant negative direct relationship between financial risk and behavioral intention and an indirect negative relationship between financial risk and online repurchase intention. On the other hand, this study revealed that Internet facilitating conditions are negatively associated with perceived risk. Improving the Internet infrastructure and increasing the speed of the Internet will reduce the threat felt by consumers and increase the rate of online shopping.

The attraction of new customers and retaining existing ones is challenging Internet retailers. For an online retailer to keep their customers, they need to improve customer experience and increase their enjoyment; customers gaining a good experience with online shopping will continue to repurchase online. The findings of this study are valuable for online retailers in general and especially for website designers; companies managing their websites need to comprehend the importance of corporate website design, technical support, encryption methods, and navigation on keeping consumers shopping online. Increasing search systems of the websites, enhancing the information accuracy, improving the graphics and design, adding features that amuse the user; all these factors will raise the repurchase behavior. Providing a place where consumers can rate, review products, and chat with other consumers will increase the enjoyment of consumers; as a result, increasing the repurchase intention.

Limitations and Future Research

Regarding the diffusion of electronic commerce in developing economies, this study confirmed the applicability of an extended UTAUT for modelling online repurchase behavior in the consumer context. Despite the significance of this study, it has several limitations. First, this study collected the data using an online survey from Internet users. It is impossible to calculate the response rate when an online survey is used; since only the number of completed surveys is known. People who did not click on the link or uncompleted their survey could not be identified. Although the use of probability sampling technique outperforms other sampling techniques regarding the generalization of results, Bryman and Bell (2007) stated that the applicability of non-probabilistic samples is popular and more prominent due to their convenience.

The skewed sample is another limitation of this study; the majority of respondents are females (71%). Smith's (2008) findings confirmed that the participation of females in online surveys is higher than males. Future research could examine gender as a moderator variable; further, adding a construct to the model that refers to brand awareness to analyze the relationship between brands and online repurchase intention.

Perceived risk is the barrier hindering electronic commerce, examine all dimensions of perceived risk in future research could help clarify the effect of this construct. In addition, the impact of marketing and consumer interactions on different social media platforms on increasing consumer awareness about websites or decreasing the perceived risk while shopping online. Moreover, the study affirmed that online shoppers prefer to pay by cash on delivery. However, there is a tendency to promote the use of the mobile payment, and Egyptian banks are promoting the use of electronic wallets; further studies could examine the influence of these policies on promoting electronic payment methods, especially within younger generations.

Conclusion

The development of e-commerce has brought many benefits to consumers and organizations. Organizations can reduce operation and inventory costs, improve the company image, develop a good relationship with their customers, raise their market share and revenue. On the other hand, consumers can enjoy buying products without physical contact with sellers, reducing the cost of transportation, accessing information at anytime, anywhere.

The government of Egypt is setting digital transformation in their priorities. The positive impact of electronic commerce on economic growth is deniable. The COVID-19 crisis elucidated the importance of digital transformation and increased the dependence on information and communication technology. Within the framework of UTAUT, this study contributed to an overall understanding of factors that lead to online repurchase behavior Egyptian online shopping context. An aggregate model includes, in addition to the construct of original UTAUT, financial risks and website quality. This research empirically validated the usage of an extended UTAUT model within an emerging economy.

Regarding the online shopping context, the findings of this research enlighten the importance of hedonic motivations and website quality on repeat purchase behavior. This study not only contributes to future theoretical research regarding factors affecting the diffusion of B2C e-commerce in developing countries; but also, guides managers and websites designers to understand the essential factors that determine the customer's repurchase intention behavior leading to effective decisions.

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Appendix: The measurement scales used in the study

Construct	**Items**	**Questions**
Online Purchase Intention (OPI)	OPI 1	I intend to shop shopping online
	OPI 2	I recommend online shopping to my friends
	OPI 3	I would seriously consider online shopping
Internet Facilitating Condition (IFC)	IFC1	I am satisfied with the Internet service
	IFC2	The speed of the Internet in Egypt is good
	IFC3	The price of the Internet in Egypt is appropriate
Perceived Enjoyment (ENJ)	Enj 1	I enjoy online Shopping
	Enj 2	I enjoy surfing for products/services online
	Enj 3	I believe online shopping is interesting
Performance Expectancy (PE)	I think that online shopping:	
	PE1	Help me controlling my shopping
	PE2	Help me controlling the money I spend in shopping
	PE3	Reduce the cost of shopping
Effort Expectancy (EE)	I think online shopping is easy because I believe that:	
	EE1	*I am familiar with online shopping*
	EE2	finding information about products/services is easier online
	EE3	It is easy to find products/services online
	EE4	*It is easier than traditional one*
Website Quality (WQ)	My willingness to shop from this site is influenced by:	
	WQ1	The search function at the site
	WQ2	The content of the site (information, images, video, links, …)
	WQ3	The design of the web site
	WQ4	The ease of navigation in a site
	WQ5	The ease of placing an order in a site
	WQ6	The ease of tracking an order in a site
	WQ7	The accuracy of information presented by the website
Financial Risk (FR)	I think that online shopping is risky because:	
	FR1	technology do provide the desired security for online shopping
	FR2	my money will get stolen when I shop online
	FR3	banking data could be easily stolen during an online purchase
Online Repurchase Intention (ORI)	ORI1	I will shop online again
	ORI 2	I will recommend my friends to continue shopping online
	ORI 3	I intend to continue using online shopping
	ORI 4	I think shopping online is a wise choice
	ORI 5	Shopping online is helpful to me
	ORI 6	Shopping online was a satisfactory experience

دراسة العوامل المؤثرة على استمرار الشراء الالكتروني بين مستخدمي الانترنت في مصر :تطبيق نظرية قبول واستخدام التكنولوجيا الموحدة

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أثرت أزمة COVID-19 بشكل كبير على سلوك المستهلكين وأدت إلى زيادة حصة التجارة الإلكترونية. يعد فهم العوامل التي تجعل مستخدمي الإنترنت يواصلون شراء منتجاتهم من المواقع الالكترونية أمرًا ضروريًا لازدهار التجارة الإلكترونية. تختبر هذه الدراسة بشكل تجريبي العلاقات بين سبع عوامل واستمرار الشراء عبر الإنترنت بين مستخدمي الإنترنت في مصر. العوامل السبع هي جودة الموقع الالكتروني، والمخاطر المتوقعة، والمتعة المتوقعة، وجودة خدمة الإنترنت، والجهد متوقع، والمزايا المتوقعة، ونية الشراء عبر الإنترنت. تم جمع البيانات من ٣٢٩ مستجيباً باستخدام استبيان الكتروني منتظم. دعمت نتائج هذا البحث قابلية تطبيق نظرية قبول واستخدام التكنولوجيا الموحدة (UTAUT) لنمذجة سلوك إعادة الشراء عبر الإنترنت في اقتصاد ناشئ. سلطت هذه الدراسة الضوء على أهمية الاستمتاع وجودة الموقع على قرار مستخدمي الإنترنت المصريين بمواصلة التسوق عبر الإنترنت. وكذلك علاقة بين المزايا المتوقعة والمتعة وجودة الويب ونية الشراء عبر الإنترنت. علاوة على ذلك، أكدت النتائج أهمية إدراج المخاطر للعوامل المؤثرة على سلوك المستهلك. أثبتت الدراسة أن المخاطر المالية المتوقعة لها تأثير سلبي مباشر على نية الشراء عبر الإنترنت وتأثير غير مباشر على نية إعادة الشراء عبر الإنترنت. أيضًا ارتبطت جودة خدمة الانترنت ارتباطًا سلبيًا بالمخاطر المتوقعة.

الكلمات الدالة: نية إعادة الشراء عبر الإنترنت، جودة الموقع الالكتروني، نظرية قبول واستخدام التكنولوجيا الموحدة (UTAUT)، نماذج المعادلات الهيكلية، سلوك المستهلك عبر الإنترنت، جمهورية مصر العربية.