

## The relationship between trends in technology use and repurchase intention

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### CHRONICLE

### ABSTRACT

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Technology use to buy products online as a new innovation on marketing is significantly influencing the buyer's behavior in marketing and important to understand. The way suppliers present their product is interesting, especially to encourage people repurchase from their shops. The purpose of the study is to explore the relationship between advertisement, promotion, and lifestyle towards repurchase intention of the university students doing online shopping at e-commerce Shopee platform during the pandemic of COVID-19. The study uses a quantitative method for research. The data were collected using an electronic questionnaire on Microsoft Forms from 212 university students who used the e-commerce Shopee platform during the COVID-19 pandemic to shop. The purposive sampling method was used to collect the data from all the students. SEM-AMOS was used to analyze the data. The results indicated as follows: the advertisement variable has no significant effect on repurchase intention. Promotion and Lifestyle variables have a significant effect on the repurchase intention of university students at Jabodetabek area in shopping online at Shopee during the COVID-19 pandemic. From this study we can conclude that technology to advertise products has no relationship with repurchase intention of students while promotion and lifestyle has a significant relationship for students to repurchase products in the transformation of new normal activities in Indonesia.

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## 1. Introduction

Currently progress and movement of technology and information is very advanced and fast (Jünger & Mietzner, 2020). Continuous development of technology makes it easy for people to get what they need. It is marked with the presence of the internet. The number of internet users has increased significantly every year. During the COVID-19, compared with traditional offline service the demand to use online service has increased significantly, simply because they want a simpler lifestyle, instant service, more availability of products, and because of the government large scale social restriction that forces most activity to be done at home. One of the survey result showed 51% of respondents stated that their first experience of doing online shopping was during lockdown caused by COVID-19 pandemic and, as a result, e-commerce grew 5 to 10 times faster than it did before pandemic (ECOMMERCE ADOPTION, 2021). Nowadays, online shopping trends in Indonesia have been growing rapidly. Online shopping can be accessed through a digital platform called e-commerce. Cost efficiency, convenience, and competitive price have pushed the rapid growth of e-commerce in Indonesia. The most popular e-commerce platforms used in Indonesia are such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, Elevenia, and many more. In 2015, Shopee emerged in Indonesia and became the most popular e-commerce in Indonesia. Strategic campaigns used by Shopee have boosted Shopee eagerness to acquire online shopping platforms especially in Indonesia. This shows an increased interest among university students to shop online through Shopee which means the decision to shop online has also increased.

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## 2. Literature review and hypotheses development

### 2.1 Advertisement

Advertisement can be described as a communication tool to convince potential consumers by influencing their purchasing decision and also acts to distribute information regarding products and service to the mass audience (Samuel et al., 2022). According to Kotler et al., (2018), advertisement is a way to showcase and promote ideas, goods, or services without direct or personal participation from a particular sponsor that needs to pay. Not only do companies need to produce high quality products, but companies also need to educate consumers about the benefits of their products and promote their products in the minds of their consumers (Sama, 2019). Furthermore, other authors stated that advertising is a cost-efficient promotional media in which ideas, concepts, products, services and information distribution through several communication media channels are carried out by sponsors to influence consumer behavior (Mahesh & Thanushree, 2021; Manandhar, 2018). Advertisement can be seen as a process of communication, marketing, economic, and social processes that can be viewed as part of a functional point of view (Samuel et al., 2022). Therefore, previous research describes advertising as a paid medium, an impersonal support tool to communicate or convey a message to listeners through various media channels used by companies and through personal support from influential people for example, via celebrity and blogger endorsements, which can share messages from advertisements to convince consumers and create awareness about the existence of products and services (Raj & Roy, 2015; Sah & Karki, 2020). Advertisements must have something creative, unique and interesting so that people will be interested in seeing and distinguishing them from other advertisements (Khodakaram Arzanagh & Danaei, 2014). A product can be known, demanded, and consumed by the public through advertising (Ragunathan et al., 2015). This study observed the advertisements published in e-commerce that students liked. The more attractive the advertisements are, the more of the students as consumers will be interested and try the product. Then, when students receive messages from advertisements, considering the product advertised in the message and if the products or services offered are in accordance with their needs, they will purchase products through online applications. Based on the explanation above, advertising has a significant influence on customer's decision to repurchase intention. Therefore, the first hypotheses is as follows,

**H<sub>1</sub>:** *Advertisement has a favorable effect on repurchase intention.*

### 2.2 Promotion

Promotion is an important factor in achieving a company's sales objectives, however if the consumers are not aware of this, it will not lead to any purchase transaction (Cakici et al., 2019). The purpose of promotion is to attract new customers while also retaining existing customers (Ofosu-Boateng, 2020). Promotion can have a good impact on the sale of goods or products (Rehman et al., 2019). Promotions are usually used to increase the number of purchases by consumers in a short time . Sales promotions are all forms of offers directed at buyers, retailers, or wholesalers and made to get a specific and immediate response (Bakator et al., 2018). Furthermore, promotional activities can have an influence on brand loyalty and customer experience (Robinson et al., 2007).

Sales promotion is a marketing strategy that aims to encourage consumers to buy. According to Novak, (2011), promotion is defined as a communication system or a series of methods to convey information about the products and services of a company that are available to consumers in general and the environment at large. Promotion is an important element of the marketing mix and a tool for marketers (Kotler et al., 2018). In the era of rapid internet advancement, promotions are also carried out online. Online promotion is a series of activities using all kinds of online tools to influence and stimulate targeted consumers and accelerate the desire to make purchases of a product or service (Ye & Zhang, 2014). Promotion has an influence on customer's decision to future purchase intention (Chung & Lee, 2003). Thus, it is necessary to have an attractive sales promotion so that it affects consumer buying interest and later is expected to lead to repeat purchases. The study observed the promotion done through the e-commerce platform. The platform showed many promotions of products divided into several sections, for example fashions, utilities, electronics, etc. This showed that the e-commerce platform is giving a series of information for the customer to be considered when they need to buy something. Therefore, the second hypotheses as follows;

**H<sub>2</sub>:** *Promotion has a positive effect on repurchase intention.*

### 2.3 Lifestyle

Lifestyle can be explained as consumption habits and related according to the economic level of society. Lifestyle is an expression of individual concepts (Danzer et al., 2014). Other scholars state that lifestyle determines consumer behavior based on a motivation about purchased products and services (Witzling & Shaw, 2019). In addition, lifestyle can be considered as an overview of each individual, which can be visualized as a consequence of how individuals socialize based on their culture (Aguilar & Arias-Bolzmann, 2021). Lifestyle can be determined based on socio-demographic characteristics such as age, gender, economic status, education, all of which have an important role in explaining lifestyle and motivation (Kim & Kim, 2020; Muniady et al., 2014). Previous research identified that the online shopping lifestyle can be aimed at customers who seek convenience and pleasure (Duman et al., 2020).

The way of living carried out by the society is usually diverse and depends on their daily activities (Sorrentino et al., 2022). On every occasion of a person's activity, online shopping becomes a trending topic among some students. Due to the COVID-19 pandemic, student's lifestyles are currently undergoing many changes. Changes in government regulations regarding restrictions on social activities and activities that involve direct physical contact have led to changes in the current student shopping lifestyle, which was originally related to purchasing products. Initially, people had to go directly to the store or buy in person, but now they prefer to shop and buy products online. By buying through online, lifestyle's change could make people buy again and again. Therefore, the third hypotheses is as follows;

H3: Lifestyle has a significant effect on repurchase intention

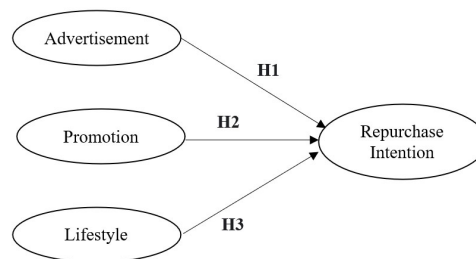
#### 2.4 Repurchase intention

Repurchase intention has become a special concern for companies, as repurchase can reduce research costs for new customers (Hassan et al., 2021). Repurchase is described as a subjective likelihood that consumers will carry on repurchasing products and services from the same online seller (Trivedi & Yadav, 2020). Other studies reveal that repurchase intention is a consideration of consumers whether to repurchase products and services from the same company by considering the current situation and circumstances (Hellier et al., 2003; Milaković, 2021). Furthermore, repurchases are described as customers who have the intention to reuse similar products and services from the same company (Phuong & Trang, 2018). Repurchase can be elaborated as the possibility that an individual will continue to buy products from the same company in the future. It has been emphasized by several scholars stating that online repurchase is expressed as a decision from a customer to purchase the same product or a different product from the same company (Shafiee & Bazargan, 2018). Repurchase Intention will increase if the service with good quality from a company is in harmony with the relationship between buyers and sellers (Shi et al., 2018). Customers are very dependent on the quality of the experience gained through previous purchasing experiences (Cheung et al., 2021). So that in the context of online sales, customers will evaluate their repurchase intentions related to the quality of service received, promotions, advertisements, product information, product delivery, security, and online shop navigation (S. Sun et al., 2020). Therefore, it is expected that the company should pay attention to all aspects to get customers to repurchase for the next transactions (Hellier et al., 2003).

The aim of this study are:

- (1) to understand the relationship between advertisement to repurchase intention among students when using e-commerce platform,
- (2) to understand the relationship between promotion to repurchase intention among student when using e-commerce platform,
- (3) to understand the relationship between lifestyle to repurchase intention among students when using e-commerce platform.

Fig. 1 Conceptual Model Framework, in which e-commerce online repurchase intentions are heavily influenced by advertisement, promotion, lifestyle. Based on the literature review, we proposed a research conceptual model as follows;



**Fig. 1.** Conceptual Framework

### 3. Methodology

#### 3.1 Data

The study was conducted to analyze advertisement, promotion, lifestyle on repurchase intention of students in the area of Jabodetabek for online purchases on the Shopee application during the COVID-19 pandemic. In deciding the discussion of the study, the writers chose respondents who often utilize online shopping, namely e-commerce marketplace in online transactions. The choice is for those who utilize the online e-commerce which is of preference in the Jakarta, Depok, Bogor, Bekasi and Tangerang areas. Widely viewed from the point of view of participants' research methods, it is likely that this study has met the requirements. This study applied a quantitative approach. The study data were gathered by using an online survey questionnaire. Our study's population included users who are aware of and have experience with the online e-commerce marketplace operated by e-commerce marketplace companies such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, and the

similar in Indonesia. The author chose the participant selection method of users who are using Shopee online e-commerce marketplace, so as not to make mistakes when answering previously designed questions. As suggested by Sun & Saenko, (2016), the determination of the sample is essential in terms of ensuring that the data gathered by the researcher and the resulting data is reliable and representative of the population. According to Sugiyono, (2018) population is an important element in research because it is the overall observation that will be studied.

### 3.2 Analysis Procedures

The study was using quantitative research methods. Respondents for the research students who live in the Greater Jakarta area and Shopee users. The online questionnaires were distributed to 250 respondents. The data from the questionnaires that can be used in this test were only data from 212 respondents. The population used by researchers have met the criteria and characteristics to be utilized in this pilot study (Sugiyono, 2018). The sample is part of the number and characteristics of the population (Ghozali, 2018). In this study, researchers used a purposive sampling method. The purposive sampling method is a sampling technique through considerations of certain criteria (Hair et al., 2019). The sample in this study, in order to be eligible on respondent data, must have certain criteria, including students in the Jabodetabek area who have the Shopee online shopping application and have used the application to shop online.

### 3. Results

Reliability testing has a minimum criteria value limit of 0.6 in order to be declared valid (Ghozali, 2018). The results of the analysis of the reliability of each variable shown Table 1 have a value above 0.7, so it can be stated that all the variables carried out in this test are reliable. Moreover, discriminant validity measures how far each construct is different from other constructs (Hair et al., 2014). According to the result each construct has its own unique value and is able to capture the phenomena.

**Table 1**  
Analysis of Reliability Test

Variable	Cronbach's alpha	AVE	Discriminant Validity	Results
Advertisement	0.862	0.615	0.783	Reliable
Promotion	0.880	0.710	0.843	Reliable
Lifestyle	0.855	0.748	0.864	Reliable
Repurchase Intention	0.900	0.700	0.833	Reliable

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**Table 2**  
Goodness of fit

Goodness of Fit Index	Estimation	Test Results	Results
RMSEA	RMSEA < 0.08	0.105	Marginal Fit
GFI	GFI > 0.90	0.873	Marginal Fit
TLI	TLI > 0.90	0.905	Good Fit
CFI	CFI > 0.90	0.927	Good Fit
AGFI	AGFI > 0.90	0.808	Marginal Fit
Chi-Square	Smallest is better	199.349	Good Fit

Based on the goodness of fit test results, the GFI (goodness of fit index) and AGFI (adjusted goodness of fit index) were marginal fit (Ghozali, 2018). Next, TLI (tucker lewis index) and CFI (comparative fit index) have shown output greater than the criteria estimation of 0.90, hence can be stated good of fit. In addition, RMSEA (root mean square error of approximation) was 0.105 which was greater than 0.08 and therefore, it was a marginal fit (Hair et al., 2014). Overall, based on the goodness of fit index, the model is fit with the framework.

**Table 3**  
Hypothesis Testing

Model	C.T	P	Results
Advertisement	-1.378	0.168	Not Supported
Promotion	2.802	0.005	Supported
Lifestyle	8.333	0.000	Supported

The significance level value of advertisement was 0.168, which was greater than 0.05 and T statistic was -1.378, which was less than T table 1.969, so it can be explained that the variable from the advertisement does not have a major and essential

effect on repurchase intention. Thus, H1 cannot be accepted, Secondly, the significance value of promotion was 0.005, which was smaller than 0.05, and T calculation was 2.802, which was greater than T table of 1.969, therefore it can be defined that the variables of promotion affect repurchase intention. Therefore, H2 can be accepted. Furthermore, the significance value of lifestyles was 0.000 or less than 0.05 and T statistic was 8.333 which was greater than T table 1.969, therefore it can be explained that lifestyle variables affect repurchase intention. Hence, H3 can be accepted.

## 5. Discussion

The first hypothesis of this study indicates the advertisement variable does not have a significant effect on repurchase intention in online shopping. The results of research conducted on advertisement variables and repurchase intention are not in line with previous studies. Previous research on 200 respondents in Kathmandu, mostly aged 31-50 years with educational attainment of undergraduate degree, discovered a significant effect of advertising on repurchase intention (Manandhar, 2018). Previous research was conducted on customers who saw advertisements on television and then made a purchase again.

The current research conducted in the Greater Jakarta area focused on students aged between 18-21 years with a total of 212 respondents. The results obtained are different from previous studies, because of different cultural factors, different characteristics of respondents, and also different ages and different generations. Likewise, the results of previous research conducted in Mexico with 973 respondents discovered an influential result between advertisement and return purchase intention (Jiménez & San-Martín, 2017). This research was conducted to determine the effect of advertising on the repurchase intention of smartphone users. Thus, it can be concluded that each respondent from each country has its own view of advertising and repurchase interest.

Second hypothesis asserts that the promotion variable has a positive influence on return purchase intention. The results of this study are in line with research conducted on the e-commerce sector of Taobao and Alibaba in China which discovered a significant relationship between promotion and repurchase intention (Ye & Zhang, 2014). Although the previous test was conducted in China, which has a different culture and respondent characteristics, it still has the same results as the analysis of data from the research conducted in the Greater Jakarta area.

The third hypothesis is that lifestyle variables have influence on repurchase intention. The current research is supported by previous research which has a significant influence between lifestyle and return purchase intention. Previous tests were conducted in Korea to discover the influence of lifestyle on repurchase intention in traveling (Kim & Kim, 2020). Respondents in this study were aged 50 – 70 years and dominated by women. Although it was conducted on different sectors which were traveling, lifestyle has a significant influence on repurchase intention. Moreover, age, cultural factors, different characteristics, and generational differences due to the respondents being born digital native also do not affect the test results between lifestyle and repurchase interest, as long as the individual feels comfortable with the product or service used.

According to the advertisement variable analysis, e-commerce platforms must use tempting and intense advertisement activities in order to gain market share along with millennials, generation Z, and generation alpha who live in Jabodetabek area, by offering advertisements in various social media platforms. In addition, advertisements of e-commerce platforms are required to deliver precise and latest facts about the hype events in sequence for consumers to choose the right preference. Furthermore, promotion variable analysis, if an e-commerce platform wishes to increase target market from millennials generation including generation Z and alpha, it must actively promote innovative and creative content consistently. At the same time, millennials rely heavily really on peer-to-peer review, the company can utilize the situation to capture more audience. Instantly, promotion can attract more customers and create a more pleasant shopping journey at e-commerce platforms by providing various kinds of promotion activities such as flash hours, gamification, instant cash back, and free delivery service. At the same time, lifestyle analysis has shown an increase in repurchase intentions, therefore e-commerce platforms must be aware of their consumers' lifestyle. E-commerce platforms should optimize their operations, environment situations, social factors, innovation, and digital marketing efforts to make sure the company fulfills and understands their consumers lifestyle and also to entice consumers to refer the platform to others eventually. Finally, it is recommended that e-commerce platforms ensure that their services comply with established online shopping experience standards, are well presented and instill a strong desire for customers to repurchase from the e-commerce platform.

## 6. Conclusion

Based on the discussions each of measured variables such as promotion and lifestyle were having a positive relationship with repurchase intention. Advertisement variable was not having a positive relationship with repurchase intention. The result was proving that not all of the advertisement's activity will support the repurchase intention of the Shoppe E commerce customers to come back and buy from this platform. This can be understood because some advertisements tend to be the same, there are no updates in terms of advertising appearance or new things offered (discounts or new products). This reduces the customer's interest in buying back. Other activities such as promotions will affect the audiences because Customers always like to see the latest promos from various e-commerce sites. Customers will be happy if information about new products, new, more modern services or new discount programs appears on the notification homepage. Thus, supporting their desire to buy back from the provider of goods in the e-commerce. Lifestyle will also support the repurchase of products from product providers.

Customers who feel suitable with one of the suppliers in e-commerce will not hesitate to buy back products and become loyal customers.

The study had some limitations. The analysis target was participants who have used shopee e-commerce platform. There are no specific requirements to be measured from the participant's preference, generation segmentation and targeting of shopee e-commerce platforms in Indonesia. Next, the research target should be adjusted to exhibit the insight of the shopee e-commerce platform audience according to above criteria, and toward all e-commerce platforms in Indonesia. Following that, future research must escalate the degree of awareness of advertisement between the e-commerce platform and also add additional variables such as customer delight and culture as intervening variables. By increasing the number of respondents and the universalization of the research, familiar exploration targets should assist with the continuation of the research. In addition, future experiments are suggested to explore the extension of the location and respondents from various generations of the platform analysis in order to obtain the best results and to determine other recommendations that reinforce the future research design framework.

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### Author Contributions

All authors have contributed substantially to the entire work reported. Conceptualization, SS; writing— inputs, all authors; writing and Methodology, SS; Writing—Drafting, SS and TLA; and SS, TLA reviewing and editing. All authors have read and agreed to the published version of the manuscript.

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Informed consent was obtained from all subjects involved in the study.

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Appendix

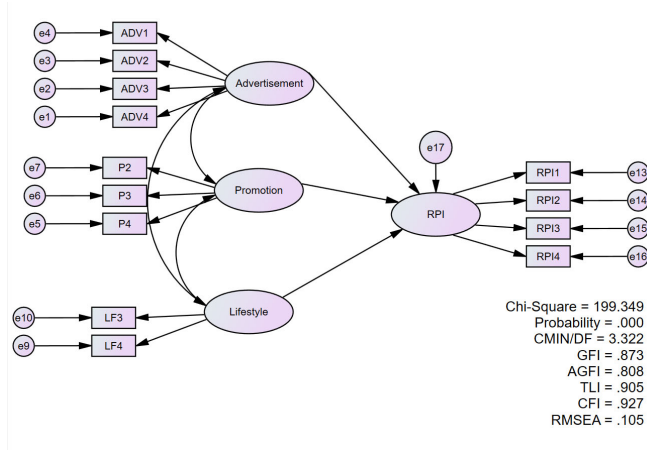


Fig. A1. Structural Model

Table A1  
 Table of Standardized Coefficient

	Item	Estimate
RPI	← Advertisement	-0.086
RPI	← Promotion	0.203
RPI	← Lifestyle	0.787
ADV4	← Advertisement	0.768
ADV3	← Advertisement	0.887
ADV2	← Advertisement	0.771
ADV1	← Advertisement	0.693
P4	← Promotion	0.89
P3	← Promotion	0.857
P2	← Promotion	0.778
LF4	← Lifestyle	0.843
LF3	← Lifestyle	0.886
RPI1	← RPI	0.818
RPI2	← RPI	0.881
RPI3	← RPI	0.781
RPI4	← RPI	0.847

Table A2  
 R Square

Item	Estimate
RPI	0.793
RPI4	0.718
RPI3	0.61
RPI2	0.775
RPI1	0.669
LF3	0.784
LF4	0.711
P2	0.606
P3	0.734
P4	0.793
ADV1	0.48
ADV2	0.595
ADV3	0.786
ADV4	0.59

Table A3  
 Model Fit

Model	RMR	GFI	AGFI	TLI	RMSEA
Default model	0.063	0.873	0.808	0.905	0.105
Saturated model	0	1			
Independence model	0.392	0.262	0.139	0.000	0.34

