

Impact of Online Shopping Satisfaction on Repurchase Intention of Sri Lankan Modern Trade

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The modern trade is a significant contributor to the economy of Sri Lanka. The changing consumer behavior since the Covid pandemic has made online grocery shopping popular among customers and supermarket e-commerce websites are one of the most popular online grocery shopping methods used. This study was conducted to examine the impact of online shopping satisfaction on repurchase intention. Based on a review of the literature, this study develops an integrative model, and data for this research was collected from 283 online customers who have had an online shopping experience at least once on a supermarket website employing convenience sampling method. Quantitative research approach was used with an online survey questionnaire to collect primary data. Collected data was analyzed using a statistical package for social science (SPSS) version 26. To test the developed hypotheses, correlation and regression analysis were used. Results of the hypotheses testing revealed that repurchase intention is positively influenced by website quality, perceived ease of use, perceived usefulness, and delivery quality. Study revealed that there is a significant relationship between online shopping satisfaction and repurchase intention. The research findings are used to give future researchers and marketers better insight into how online shopping satisfaction influences the customer repurchase intention.

Keywords: *e-Satisfaction, Modern Trade Industry, Online Shopping, Online Shopping Satisfaction, Repurchase Intention*