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Determinants of repurchase intention in mobile shopping apps and the impact of demographic factors

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ABSTRACT

The use of mobile shopping applications for purchasing products and services has increased significantly, especially during the COVID-19 pandemic when movement was restricted. Although prior studies have examined repurchase intention, research in this area remains limited, which motivated the present study. The objective of this study is to identify the factors that influence consumers' repurchase intention when using mobile shopping applications. The factors examined include convenience, usability, mobile application quality, service quality, and trust. In addition, the study investigates the effects of demographic characteristics on repurchase intention and its determinants. The respondents were adults, and approximately 180 valid responses were collected using purposive sampling. Data were gathered through online questionnaires. The results indicate that convenience, usability, and service quality are significant determinants of repurchase intention in mobile shopping applications. Furthermore, user experience was found to support repurchase intention. Therefore, to encourage continued use of mobile shopping applications, retailers should focus on improving convenience, usability, and service quality, which can contribute to long-term business profitability and sustainability.

1. Introduction

Using mobile gadgets to shop online is growing due to the continuous advancement in communication technology and the improvement in connectivity. Among the mobile gadgets that are widely used is the smartphone. According to Musa et al. (2016), mobile shopping is also referred to as mobile commerce or m-commerce. Chan et al. (2022) pointed out that m-commerce has been boosted by the pandemic. With more businesses using mobile commerce, it is becoming more competitive.

Globally, the value of mobile commerce is around USD 2.07 trillion, and this amounts to 57% of the total sales in retail. The amount is expected to increase to USD 3.35 trillion in 2028, or 63% of the total retail sales. By 2026, Malaysia is expected to be in the fourth position, where sales are expected to reach 69%, while other countries in Asia, such as South Korea is expected to rise to 77%, while China is close second at 76%. In 2024, there are an estimated 54.7% smartphone users in terms of global web traffic. In Malaysia, over 98% of Malaysian consumers using smartphones have access to mobile apps, which contributes to purchasing via smartphones. Malaysians have spent around USD640 million on mobile apps and in-app purchases in 2023, and it is considered one of Southeast Asia's most lucrative markets.

Studies on Mobile Shopping Apps include those conducted in Malaysia (Zariman et al., 2023), Vietnam (Vo et al., 2022), Saudi Arabia (Wasiq et al., 2022), Egypt (Morsi, 2023), Indonesia (Berlian and Balqiah, 2019), and Hungary (Abbas et al., 2022). Some of the studies are related to the intention to purchase, while others are done in terms of satisfaction and continuous intention to purchase or repurchase intention. However, studies on repurchase intention are limited, indicating a research gap.

In addition, there is also a limited study on the impact of demographic factors. The current study, therefore, aims to investigate the determinants of repurchase intention using Mobile Shopping Apps. The study will also test the impact of demographic factors on repurchase intention and its determinants. The following part provides the related literature.

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2. Literature review

2.1. Related theories

Two models are used in this study, which include the Technology Acceptance Model (TAM) and Expectation Confirmation Theory (ECT). The TAM is a model developed by Davis (1989), and it is an extension of the theory of reasoned action (TRA) by Fishbein and Ajzen (1975). Generally, the TAM is an information system model that shows how users accept and use technology. Nguyen et al. (2019) stated that TAM is used to understand the acceptance of an innovative technology. In the TAM model, the variables are perceived ease of use and perceived usefulness, which influence attitudes towards using, which in turn impact the intention to use. The final variable is the actual usage, which is being influenced by the intention to use. According to Song et al. (2021), it is among the most influential models that is used in studying information technology usage. Many researchers pointed out that it is useful in understanding and explaining the usage behavior.

On the other hand, Expectation Confirmation Theory (ECT), which was developed by Oliver (1980), showed the link between expectation confirmation through user satisfaction and continuous behavior or repurchase intention. According to Bhattacherjee (2001), this theory explains the repurchase intention whereby consumers determine the extent of the confirmed expectation. This occurs through the comparison between the pre-purchase expectation of service quality and actual service performance after they have purchased it. Numerous studies have applied the ECT to predict repurchase intention. Although marketing studies have used it, Bhattacherjee (2001) has pointed out that it is also suitable for studying continuous behavior in information system users. Some of the studies that have used this model include Oghuma et al. (2016) on mobile instant messaging users, Hsiao et al. (2016) on mobile social apps, Ashfaq et al. (2019) on online second-hand products, and Pradana (2022) on e-commerce users using service quality. The current study applies both theories whereby repurchase intention, service quality, and mobile shopping apps quality are based on ECT, and usability is linked to TAM. Convenience and trust are included in this study since these two variables are considered critical to information technology studies.

2.2. Repurchase intention

According to Trivedi and Yadav (2020), repurchase intention is a psychological behavior, and it motivates consumers to continue purchasing the product or services. Another definition is provided by Javed and Wu (2020), where repurchase intention is pointed out as the plan by the consumer to repurchase from the same retailer in the future, while Quan et al. (2020) referred repurchase intention as the probability of repeat purchase from the same e-retailer. Repurchase intention is considered essential to customer loyalty since it can predominate it (Wilson et al., 2019). In addition, it is essential since it is an indicator of getting the target market's acceptance of the brand. Similarly, Miao et al. (2022) considered repurchasing as loyalty since it can influence success. An earlier study by Ibzan et al. (2016) stated that it is beneficial to understand the repurchase intention of consumers since satisfied customers will want to continue to purchase from the retailers compared to those who are not satisfied.

2.3. Convenience and repurchase intention

Chong et al. (2023) pointed out that convenience is related to self-service technology. It is important in increasing customer satisfaction since it decreases non-financial expenditures in terms of time and effort (Almarashdeh et al., 2019; Gera et al., 2021). Pham et al. (2018) and Katta and Patro (2017) found convenience influences repurchase intention in their study of online shopping. Almarashdeh et al. (2019) pointed out that convenience is significantly influencing online shopping via mobile apps. The following hypothesis is thus developed:

H1: Convenience influences repurchase intention using mobile shopping apps.

2.4. Usability and repurchase intention

Thakur (2018) defined usability as the level of organization and navigation that is effortless in the mobile application. This means that there is a simple interface, easy navigation, and the ability to do the mobile transaction required. According to Jain et al. (2019), the usability of mobile shopping apps is linked to the system's capability to provide a secure environment. This includes the ability to conduct the required task in an effective and efficient manner and within the required software standard. Usability of mobile applications is an important factor since it can serve as a competitive advantage over competitors. According to Alarifi and Husain (2023) and Egala et al. (2021), usability affects satisfaction from the perspective of e-service quality. Therefore, it can influence the repurchase intention. The following hypothesis is thus developed:

H2: Usability influences repurchase intention using mobile shopping apps.

2.5. Mobile application quality and repurchase intention

The quality of the system refers to the technical and functional characteristics of the system, being reliable, flexible, accessible, and timely (Petter and McLean, 2009). Therefore, accessing mobile application quality is measuring the ability to

provide information when the information is queried or searched. In addition, the quality of the mobile apps is on its reliability (Hew et al., 2016; Tarhini et al., 2019). Ivanova and Noh (2022) and Al-Naimat et al. (2020) provided support that system quality influences the intention to use mobile commerce. Thus, the following hypothesis is developed:

H3: Mobile application quality influences repurchase intention using mobile shopping apps.

2.6. Service quality

The level of service provided in comparison with the expectations of the customers is referred to as service quality in general (Parasuraman et al., 1988). Service quality is also mentioned to relate to the extent to which a website facilitates shopping in an effective and efficient manner. This includes purchasing and delivery (Parasuraman et al., 2005; Omar et al., 2021). Service quality has been divided into several dimensions. Among them are website design, security or privacy, customer service, and fulfilment. Hassan (2024) found that service quality influences mobile loyalty through mobile satisfaction, where the mediating variable is mobile shopping service quality. Several researchers have pointed out that e-SQ is critical for e-satisfaction (Khan et al., 2023; Li et al., 2021). According to Kim et al. (2021), mobile service quality influences mobile shopping. Based on this, the following hypothesis is developed:

H4: Service quality influences repurchase intention using mobile shopping apps.

2.7. Trust and repurchase intention

Koksal (2016) defined trust as a feeling of being secure and having confidence, and through this, it is believed that a product or service can meet one's expectations. Chang et al. (2005) pointed out that mobile shopping is considered trustworthy if there is a belief that it can be considered reliable, secure, and protect one's privacy, besides being credible. According to Narteh et al. (2017), trust influences intention to use any technology. Trust is found to influence behavioral intention in mobile shopping (Muangmee et al., 2021; Gao and Waechter, 2017; Chiu et al., 2017).

Studies by Miao et al. (2022), as well as Puspitasari and Briliana (2017), found that trust influences repurchase intention. On the other hand, there are studies that obtained different results, such as Cho and Sagynov (2015), who found trust has a significantly negative relationship with repurchase intention, while Wen et al. (2011) indicated there is no significant relationship between trust and repurchase intention. The hypothesis is therefore developed:

H5: Trust influences repurchase intention using mobile shopping apps.

2.8. Demographic factors, repurchase intention, determinants of repurchase intention

According to Kim et al. (2021), gender's decision-making process is different, where men seem to stress more than women. Yi et al. (2024) found that gender influences repurchase intention in their study of live streaming shopping. However, age, education, and income are found not to influence repurchase intention. According to Dholakia and Uusitalo (2002), women have more hedonic gain from shopping in stores. Experience is found to strongly influence repurchase intention in Shoppee among shoppers in Indonesia (Tresna et al., 2021). The following hypotheses are thus developed:

H6: There is a significant difference in repurchase intention using mobile shopping apps in terms of gender.
H7: There is a significant relationship between age and repurchase intention using mobile shopping apps.
H8: There is a significant relationship between income and repurchase intention using mobile shopping apps.
H9: There is a significant relationship between experience and repurchase intention using mobile shopping apps.
H10: There is a significant relationship between the amount spent and repurchase intention using mobile shopping apps.
H11: There is a significant relationship between age and determinants of repurchase intention using mobile shopping apps.
H12: There is a significant relationship between income and determinants of repurchase intention using mobile shopping apps.
H13: There is a significant relationship between experience and determinants of repurchase intention using mobile shopping apps.
H14: There is a significant relationship between the amount spent and determinants of repurchase intention using mobile shopping apps.

3. Methodology

The research framework is shown in Fig. 1. The independent variables examined in this study are convenience, usability, mobile application quality, service quality, and trust. The dependent variable is repurchasing intention.

This study adopts a quantitative research design. Data were collected through an online survey. Respondents were selected using a purposive sampling technique. Purposive sampling was applied because participants were chosen based on specific criteria. In this study, the respondents were required to be customers who use mobile shopping applications. Therefore, purposive sampling is appropriate for achieving the objectives of this research. This is supported by previous researchers such as Saksono and Untoro (2023), who have used this sampling method in their studies. The minimum

age of the respondents is 18 years of age. The design of the questions is based on previous literature and is divided into three parts, which include demographic questions and independent and dependent variable questions. The variables are measured using a 5-point Likert scale from Strongly Disagree to Strongly Agree. All variables are tested on their reliability to ensure that they meet the requirements for further analysis. G-power has been used to determine the sample size, and based on the calculation, the minimum sample size is shown as 138. The analysis is conducted using SPSS software version 30.

The types of analysis include descriptive analysis, reliability analysis, multiple regression analysis, and an independent t-test. The hypothesis results are obtained using multiple regression analysis and an independent t- test.

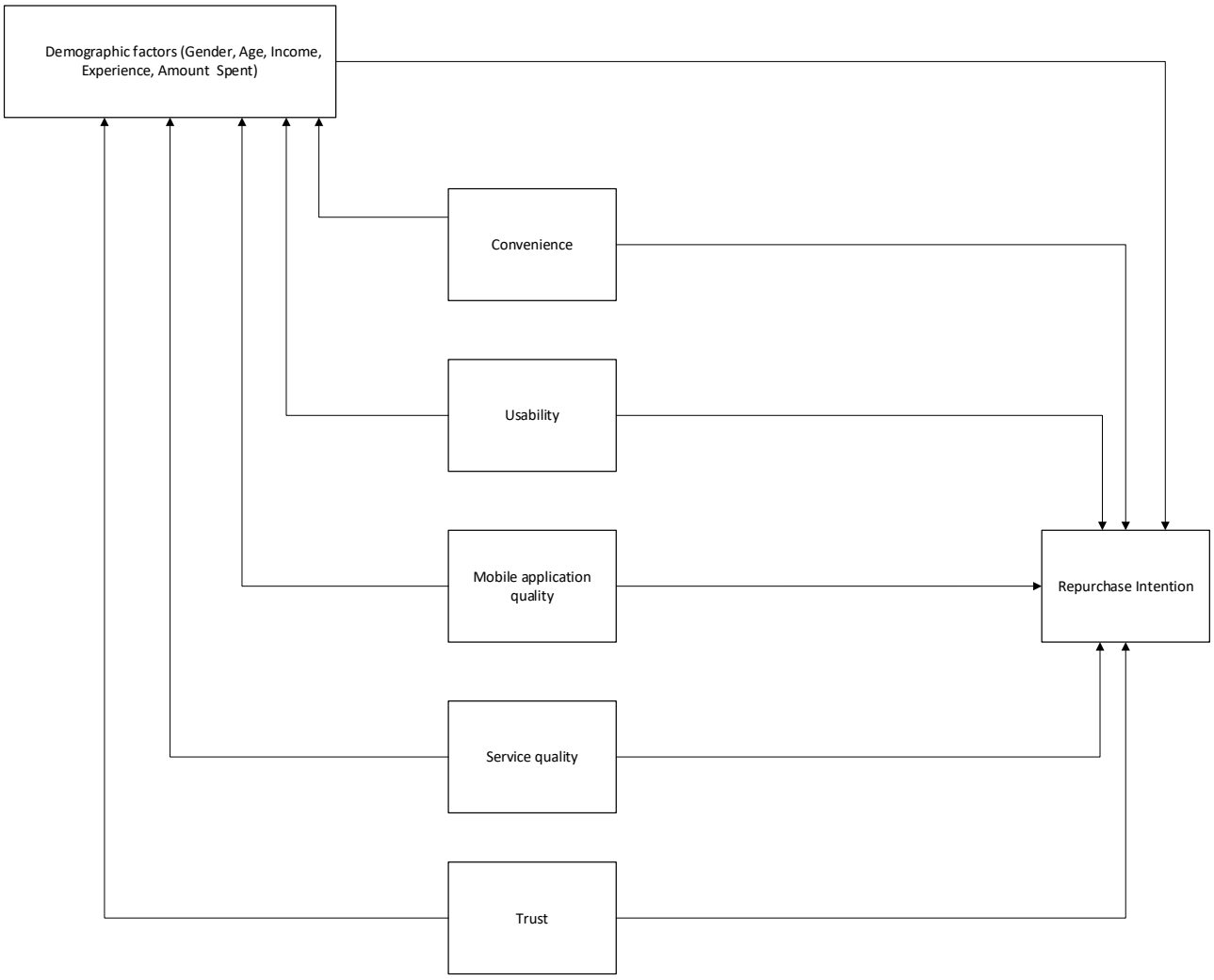

Fig. 1: Research framework

4. Results

4.1. Descriptive analysis

The total number of respondents in this study was 180. The demographic characteristics examined include gender, age, education level, income, and amount spent. The detailed information is presented in Table 1. In terms of gender, males slightly outnumbered females, with 52.2% male respondents and 47.8% female respondents. Regarding age, the majority of respondents were between 21 and 35 years old (46.7%), followed by those under 21 years old (25%). Respondents aged 36–50 accounted for 21.1%, while those above 50 years old represented the smallest group at 7.2%.

With respect to education level, most respondents held a bachelor's degree (43.9%), whereas only 1.7% had a Ph.D., representing the smallest group. In terms of monthly income, the largest proportion of respondents earned between RM3001 and RM5000 (28.9%), followed closely by those earning between RM1500 and RM3000 (28.3%).

Regarding experience in mobile shopping, 35% (63 respondents) had more than five years of experience, making this the largest group. This was followed by those with three to five years of experience (32.8%, 59 respondents). Respondents with one to three years of experience accounted for 22.8% (41 respondents), while only 9.4% had less than one year of experience.

Finally, respondents' spending ranged from below RM100 to above RM401. The highest percentages (22.8% each) were observed among those spending RM201–RM300 and RM401 and

above. This was followed by respondents spending RM101–RM200 (19.4%).

Table 1: Respondents' background

		Frequency	Percent
Gender	Male	94	52.2
	Female	86	47.8
Age	Less than 21	45	25.0
	21-35	84	46.7
	36-50	38	21.1
	Above 50	13	7.2
Education	Diploma/school	68	37.8
	Bachelor	79	43.9
	Masters	30	16.7
	Ph.D.	3	1.7
Income	Below RM1500	45	25.5
	RM1500-3000	51	28.3
	RM3001-5000	52	28.9
	Above RM5000	32	17.8
Experience	Less than one year	17	9.4
	1-3 years	41	22.8
	3-5 years	59	32.8
	More than 5 years	63	35.0
Spending on mobile shopping	RM100 and below	31	17.2
	RM101-RM200	35	19.4
	RM201-RM300	41	22.8
	RM301-RM400	32	17.8
	RM401 and more	41	22.8

4.2. Reliability analysis

The result of the reliability analysis is presented in Table 2. All the variables are found to have a Cronbach's Alpha of above 0.7, indicating that the data is reliable. The highest is for trust, with a Cronbach's Alpha value of 0.872, while the lowest is repurchase intention, with a Cronbach's Alpha value of 0.750. The other variables have Cronbach's Alpha values of more than 0.80.

Table 2: Reliability analysis

Variable	Cronbach's alpha
Convenience	0.805
Usability	0.842
Mobile application quality	0.856
Service quality	0.839
Trust	0.872
Repurchase intention	0.750

4.3. Multiple regression analysis

The results of the multiple regression analysis are presented in Table 3. The correlation coefficient (R) is 0.765, and the coefficient of determination (R^2) is 0.585. This indicates that 58.5% of the variance in repurchase intention can be explained by the independent variables included in the model.

The model produced an F-value of 48.961, and the significance level is below 0.05. This result indicates that the regression model is statistically significant and demonstrates a good overall fit.

Among the five independent variables, three have p-values less than 0.05: convenience (β = 0.172), usability (β = 0.478), and service quality (β = 0.191). These findings show that convenience, usability, and service quality have a significant positive effect on repurchase intention. Therefore, Hypotheses 1, 2, and 4 are supported.

In contrast, mobile application quality and trust have p-values greater than 0.05, indicating that they do not significantly influence repurchase intention. Consequently, Hypotheses 3 and 5 are not supported.

4.4. Independent t-test: Gender and repurchase intention

An independent t-test is conducted to identify whether there is any significant difference between males and females in terms of repurchase intention. The result in Table 4 indicates there is no significant difference between males and females in terms of repurchase intention. This means males and females are similar in their repurchase intention. Therefore, H6 is not supported.

4.5. Correlation analysis: Age, income, experience, amount spent with repurchase intention

Table 5 presents the result of the correlation analysis. It is found that only experience has a significant relationship with repurchase intention. The p-value is less than 0.05. This means that the more experience the shoppers have, the higher the repurchase intention. H9 is therefore supported. However, age, income, and amount spent are found not to have a relationship with repurchase intention. The results show that repurchase intention is not influenced by shoppers in terms of age, income, or amount spent. Young or old, high income or low income, big spenders or small spenders did not show any significant pattern in terms of relationship with repurchase intention. H7, H8, and H10 are therefore not supported.

4.6. Correlation analysis: Age, income, experience, and amount spent with determinants of repurchase intention

Table 6 presents the results of the correlation analysis between demographic factors (age, income, experience, and amount spent) and the determinants of repurchase intention (convenience, usability, mobile application quality, service quality, and trust).

Table 3: Multiple regression analysis

Variable	B	Standard error	Beta	t-statistic	P-value
(Const)	0.368	0.261	-	1.410	0.160
CV	0.193	0.071	0.172	2.707	.007
US	0.502	0.080	0.478	6.303	< 0.001
MAQ	0.011	0.094	0.011	0.114	0.910
SQ	0.170	0.072	0.191	2.358	0.019
TR	0.037	0.076	0.045	0.495	0.622

CV: Convenience; US: Usability; MAQ: Mobile application quality; SQ: Service quality; TR: Trust; R: 0.765; R^2: 0.585; Adjusted R^2: 0.573; F: 48.961; P-value: 0.000

Table 4: Independent t-test (gender and repurchase intention)

Gender	Mean	SD
Male	4.22	0.636
Female	4.24	0.586

F: 1.839; P-value: 0.855

The results show that age has a significant negative relationship with mobile application quality and service quality. This finding suggests that younger shoppers place greater importance on both mobile application quality and service quality. Income does not have a significant relationship with any of the determinants. This indicates that there is no meaningful difference between low-income and high-income respondents in terms of the importance they place on the studied factors. Experience is significantly related to convenience and usability. Specifically, there is a significant positive relationship between experience and convenience, and between experience and usability. This means that respondents with more experience in mobile shopping tend to value convenience and usability more highly. Finally, amount spent has a significant positive relationship with usability and mobile application quality. This suggests that respondents who spend more on mobile shopping are influenced by the usability and quality of the mobile application. Based on these results, Hypotheses 11, 13, and 14 are supported, while Hypothesis 12 is not supported.

Table 5: Correlation analysis (age, income, experience, amount spent, and repurchase intention)

Variable	Statistic	Age	Income	Experience	Amount spent
RI	R	-0.100	-0.023	0.270**	0.053
	P-value	0.183	0.758	<0.001	0.481

**: Correlation is significant at 0.001

Table 6: Correlation analysis (age, income, experience, amount spent, and determinants of repurchase intention)

Variable	Statistic	Age	Income	Experience	Amount spent
CV	R	-0.057	-0.034	0.227**	0.139
	P-value	0.448	0.654	0.002	0.063
US	R	-0.141	-0.036	0.250**	0.179*
	P-value	0.058	0.629	< 0.001	0.016
MAQ	R	-0.186*	-0.092	0.146	0.161*
	P-value	0.012	0.219	0.051	0.031
SQ	R	-0.160*	-0.126	0.096	0.097
	P-value	0.032	0.092	0.201	0.195
TR	R	-0.142	-0.028	0.125	0.137
	P-value	0.057	0.710	0. 096	0.066

*: Correlation is significant at 0.05; **: Correlation is significant at 0.001

5. Discussion

The objective of the study is to identify the determinants influencing repurchase intention using mobile shopping apps. The impact of demographic factors on repurchase intention and its determinants is also tested. The determinants considered in this study are convenience, usability, mobile application quality, service quality, and trust.

Based on the analysis done, it is found that convenience, usability, and service quality influence repurchase intention, while mobile application quality and trust do not influence repurchase intention. The analysis shows that Convenience (p-value = 0.007) has a significant influence on repurchase intention. This indicates customers choose to repurchase through mobile shopping apps because they find it to be convenient and it saves time. Besides that, shopping can be done at any time, and there is no need to travel. This finding is in line with previous studies, such as Pham et al.'s (2018) study on online shopping in Vietnam. Other studies having similar findings are Almarashdeh et al. (2019) and Katta and Patro (2017). This finding provides significant support for the importance of convenience for repurchase intention using mobile shopping apps.

According to the analysis, Usability (p-value ≤ 0.001) significantly influences repurchase intention using mobile shopping apps. This means that the customers choose to repurchase due to the usability of mobile shopping apps. This is because shopping through mobile shopping apps is seen as easy to use and simple, where the shopping process can be completed without much hassle. Therefore, the customers who perceived there is usability of the mobile shopping apps will be influenced to repurchase. This finding is consistent with studies by Alarifi and Husain (2023) and Egala et al. (2021).

The analysis on service quality (p-value = 0.019) shows that it has a significant influence on repurchase intention. The customer may rate the level of service at any time of purchase. Therefore, the result indicates that customers who feel that there is service quality in the process of shopping through mobile shopping apps will have repurchase intention. Supporting study is by Hassan (2024), who found service quality influenced mobile loyalty with mobile satisfaction as the mediating variable. Other studies in line with the current study's result are Khan et al. (2023) and Li et al. (2021).

However, mobile application quality (p-value = 0.910) does not influence repurchase intention using mobile shopping apps. This means customers do not perceive that the mobile shopping apps are meeting their expected level of quality, and thus, it does not influence their repurchase intention. This signals the need to identify in which areas the mobile shopping apps are lacking. This result contradicts previous studies, for instance, Ivanova and Noh (2022), who

studied in Central Asia, and Al-Naimat et al. (2020), whose study was conducted in Jordan. A probable reason could be due to cultural factors that indicate a difference in opinion and perception of quality level.

Trust in this study is not significantly influencing repurchase intention. This means that the customers are not really trusting the mobile shopping apps. The trust level is not enough to influence their repurchase intention. The current study's findings are in line with Liu and Tang (2018), who studied eBay and found trust not to influence the repurchase intention. Nevertheless, the finding contradicts Miao et al. (2022), who found that trust influences repurchase intention in a study done in Pakistan. Other studies that support trust as significant are Muangmee et al. (2021) and Chiu et al. (2017), whose studies were done in Thailand and the Philippines, respectively. This current study's finding signifies the need for further study by future researchers.

In terms of demographic factors, it is found that experience has a relationship with repurchase intention. The analysis indicated that the longer the experience, the higher the repurchase intention. This is in line with the study by Tresna et al. (2021) on students' repurchase intention in Shopee in Indonesia. Therefore, attention needs to be paid to new shoppers to encourage repurchase intention. It is important to study their buying patterns and offer attractive incentives, such as rewards, to motivate them to have repurchase intention. On the other hand, age, income, and amount spent are found not to have a significant relationship with repurchase intention. This means that these demographic factors do not show significant patterns in terms of repurchase intention. This finding is supported by Yi et al. (2024), who found that age and income do not influence repurchase intention. The analysis showed that there is no significant difference in repurchase intention when males and females are compared. This result means that males and females have similar opinion in repurchase intention. This result is different from Yi et al.'s (2024) study done in China on live streaming shopping who found that gender does influence repurchase intention. However, it will be useful for the retailers to continuously monitor the purchasing trend based on demographic characteristics to decide on the strategies to motivate customers to repurchase.

In testing the relationship between demographic factors and the determinants of repurchase intention, it is found that those who are younger are more concerned about issues related to mobile shopping apps' quality and service quality. Experienced shoppers focus on convenience and usability. Those who spend more are due to usability and mobile application quality. Comparatively, income did not have any relationship with any of the determinants.

This means that convenience, usability, mobile application quality, and service quality are all important to the shoppers. However, there are no demographic factors found to have a relationship with trust. This finding indicates there is a need for further analysis by future researchers.

6. Conclusion

Mobile shopping has become an important research area because the use of mobile shopping applications is increasing worldwide. However, limited studies have been conducted in this field, especially in developing countries. Therefore, it is necessary to identify the key determinants of repurchase intention. The findings of this study show that convenience, usability, and service quality are significant determinants of repurchase intention. In addition, experience is identified as an important demographic factor related to repurchase intention. The results also indicate that convenience, usability, mobile application quality, and service quality are important when examining the relationship between demographic factors and the determinants of repurchase intention. From a theoretical perspective, this study supports the Technology Acceptance Model and Expectation Confirmation Theory, particularly in the context of a developing country. The results are consistent with previous findings regarding the importance of convenience, usability, and service quality. The study also contributes by examining demographic factors, which may guide future research. Some inconsistent findings suggest the need for further investigation of additional relevant variables. In terms of practical implications, the findings provide several useful suggestions for stakeholders. Convenience, usability, and service quality are critical factors that influence repurchase intention. Customers prefer mobile shopping because it allows them to shop anytime and anywhere without the inconvenience of physical shopping. Therefore, retailers and mobile application providers should focus on improving convenience. This can be achieved by enhancing product information, improving the search process, and using technologies such as augmented reality to improve the shopping experience. These improvements can help customers save time and cost. Usability is also essential. Customers are more likely to continue using mobile shopping applications if they find them easy to use. Retailers and application providers should ensure that the processes of searching, placing orders, correcting errors, and making payments are simple and user-friendly. Service quality should meet or exceed customer expectations throughout the entire shopping process, including pre-purchase, purchase, and post-purchase stages. Timely responses, reliability, and professionalism are important when handling customer inquiries and complaints. Although mobile application quality and trust were not found to significantly influence repurchase intention in this study, they remain important factors. Retailers and mobile application providers should continue improving application design, layout clarity, transaction systems, and ease of information retrieval. Trust is particularly important for building

credibility. Companies should ensure strong data protection, privacy policies, and security measures. Clear communication about safety and privacy practices can enhance customer trust. Regular updates and improved security features are necessary to protect personal and financial information.

Experience was found to have a significant relationship with repurchase intention, mainly through convenience and usability. Therefore, efforts should also focus on improving service quality, application quality, and trust to attract less experienced customers and increase their repurchase intention. Although gender, age, and amount spent were not directly related to repurchase intention, retailers and application providers should still conduct marketing research to understand purchasing patterns across different demographic groups. This can help them develop customized and effective marketing strategies.

The government also plays an important role in supporting the development of mobile shopping. Relevant ministries and agencies should implement stronger policies to protect users, especially in terms of data security and privacy. Monitoring transactions and preventing fraud can increase public trust in mobile shopping applications. In addition, awareness programs and education about consumer rights and online security should be provided at schools, workplaces, and community centers, especially for older generations.

This study has several limitations. First, the sample size of 180 respondents, although acceptable, limits the generalizability of the findings. Second, the cross-sectional design may not capture changes over time, especially in a dynamic business environment influenced by technological advancement, competition, and changing consumer behavior. Third, the study examined only five independent variables in addition to demographic factors. Finally, the use of a quantitative approach limited the depth of understanding that could be obtained through qualitative methods.

Based on these limitations, future research should consider increasing the sample size to around 300 respondents to improve the robustness and generalizability of the findings. Researchers may also include additional variables based on relevant theories and literature. Further investigation of mobile application quality and trust is recommended, given the non-significant findings in this study. In addition, future studies may examine mediating or moderating variables in the relationship between determinants and repurchase intention. Finally, researchers may consider using qualitative methods or a mixed-method approach to gain deeper insights into customer perceptions and experiences.

List of abbreviations

B	Unstandardized coefficient
Beta	Standardized coefficient
Const	Constant (intercept term)
CV	Convenience
ECT	Expectation confirmation theory
F	F-statistic
MAQ	Mobile application quality
RI	Repurchase intention
RM	Malaysian ringgit
SD	Standard deviation
SQ	Service quality
TAM	Technology acceptance model
TRA	Theory of reasoned action
TR	Trust
US	Usability

Compliance with ethical standards

Ethical considerations

This study involved the voluntary participation of adults aged 18 and above. Informed consent was obtained from all respondents prior to participation. The questionnaire was anonymous, and no personally identifiable information was collected. All data were kept confidential and used strictly for academic purposes.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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