



THE INFLUENCES OF BELIEF DISCONFIRMATION AND COUNTRY IMAGE ON REPURCHASING INTENTION FOR ONLINE SPORTSWEAR: EMPIRICAL EVIDENCE FROM TAIWAN

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Abstract

Purpose –The purpose of this paper is to show how belief disconfirmation and Country image enhances repurchase intention for online sportswear shopping.

Design/Methodology/approach–This study adapts the viewpoint of expectation disconfirmation theory (EDT) to explain repurchase intention. Based on a survey of 297 website users in Taiwan, the structural equation model has been applied to examine the influence process from a user satisfactory context to personal cognitive beliefs, and thus repurchase intention.

Findings – Our empirical results show that all the disconfirmation of belief constructs tested have a significant effect on satisfaction. Satisfaction exerts a significant effect on repurchase intention while brand image has only limited effects.

Practical implications –To sustain a successful shopping website, attention must be paid to enhancing user’s delivery and product value disconfirmation, enlarging country image. Practitioners can apply the findings of this study to focus on the determinants of success for their ecommerce.

Originality/value –The originality of this research is its explanation of system adoption behavior, which combines the core of IS success with SCT, links user satisfaction to intention to use, and concerns behavior within a specific context.

Keywords: Marketing, Purchasing, Expectation Disconfirmation Theory, Repurchase Intention, Country Image

Introduction

The country-of-origin has become important information for consumers in product selection. Identical products but with different country-of-origin are perceived differently by consumers (Usunier, 2006). From a marketing perspective, country-of-origin is one way to distinguish a firm's products from their competitors. Moreover, it is now one of the most widely researched concepts in marketing and consumer behavior (Papadopoulos & Heslop, 2002).

Nevertheless, country-of-origin could be a competitive advantage since consumers tend to have a relative preference for products produced in their own country (Agrawal & Kamakura, 1999; Baker & Ballington, 2002). It also represents an important aspect of a product's image that is used to differentiate goods and services by brand management (Kotler & Gertner, 2002).

Nowadays, the sportswear industry generally focuses on optimizing the supply chain so that products can be designed and manufactured quickly and inexpensively to allow consumers to purchase new fashion at lower prices (Thomassey, 2010). To this end, many manufacturers are still taking their production overseas to optimize their supply chains, and have set China as the next key market in which to expand their businesses (Qu & Brocklehurst, 2003).

Theoretical Review

Expectation Disconfirmation Theory

Expectation disconfirmation theory (EDT) assumes that expectations

can be coupled with perceived performance to affect post-purchase satisfaction. This effect is mediated through disconfirmation between the expectations and performance of products or services. If a product or service meets expectations, the positive disconfirmation will result in post-purchase satisfaction; conversely, if a product or service falls short of expectations, the consumer is likely to be dissatisfied (Oliver, 1980; Spreng, MacKenzie, & Olshavsky, 1996).

The EDT has been widely applied in recent years to understand continuance usage of information systems (IS). Furthermore, a user's satisfaction is affected by the discrepancy between the expectation of website quality and the disconfirmation. Studies have verified that the EDT is successful in explaining satisfaction and continuance-usage behavior in a variety of contexts, including online shopping (Bhattacharjee, 2001; Hsu, Yen, Chiu, & Chang, 2006; McKinney).

Under the online-shopping context, customers make purchases through a website as an interface, with their behaviors subject to influence by internet marketing strategies. Nevertheless, deciding whether to repurchase online remains a personal behavior; accordingly, the EDT can be appropriately applied to investigate customer purchasing behavior.

Country-of-Origin Effect

The country-of-origin (COO) represents information according to which consumers make inferences about product attributes, triggering a global evaluation of quality, expectation, and performance. Consumers as-

sign attributes to the product based on country stereotype and user experiences with products from that country. The country-of-origin effect on consumer behaviors have been extensively studied (Godey et al., 2012; Koschate-Fischer, Diamantopoulos, & Oldenkotte, 2012; Parkvithee & Miranda, 2012). Research into country of origin effects has focused on various issues linking consumer perceptions with other marketing variables, including consumer nationalism, product quality, price consciousness, technology sophistication, brand images, and country images, to measure consumer attitude and purchasing behavior (Ahmed et al., 2004; Badri, Davis, & Davis, 1995; Hamzaoui & Merunka, 2006).

In other words, research has shown that consumers' broad general perceptions of a country, including its national characteristics, economic and political backgrounds, and representative products, combine to create an overall image or stereotype that is then attached to the products of that country (Nagashima, 1970). This image has a significant influence on consumer perceptions and behaviors, and in situations in which additional information is unavailable or difficult to obtain, can be the determinant of whether someone buys a product.

In the past decade, China's reputation has suffered worldwide due to product-safety institutions in many parts of the world recalling Chinese-made products. Consumers generally perceive Chinese products as low-quality, and connect "made in China" labeling with value pricing and unskilled labor. In contrast, "Made in Taiwan" can be a COO practice that plays a role in realizing customer loy-

alty based on distinct ethical values. In this manner, business organizations can benefit from building an ethical reputation. Meanwhile, consumers are becoming more aware of the social implications of their consumer decisions, and are therefore beginning to make buying decisions related to their country-of-origin concerns.

Research Model And Hypotheses

This study has discussed consumers' behavioral intentions regarding the continuance of online shopping using the expectation disconfirmation theory (EDT), which has been extended to include new variables extracted from the country-of-origin effect literature. The conceptualized model suggests that satisfaction and purchasing intention of online shopping can be characterized using variables derived from EDT (positive disconfirmation of belief) and variables stemming from the physical market, including website quality, delivery service, and product quality.

Disconfirmation of beliefs and perceived country image were included in this study to investigate the determinants of online consumer purchasing intention. Previous studies have indicated that information quality, system quality, and service quality have a direct effect on satisfaction (Delone & McLean, 2003; Liao, Liu, Liu, To, & Lin, 2011). More specifically, if consumers confirm the high quality of a website and service, they would likely experience a high level of satisfaction. Moreover, product value is considered one significant factor of international competitiveness. Moreover, product value is considered one significant factor of international competitiveness,

and can represent the likelihood that the consumer will become a repeat customer, thereby providing ongoing business for the firm.

EDT posits that satisfaction with a service or product is a consumer's primary motivation for usage continuance for its continuance (Oliver, 1980). In other words, satisfied customers will continue supporting a clothing brand, while dissatisfied buyers will discontinue their purchasing or switch to other brands. Simultaneously, country-of-origin has been found as one factor that can affect customer purchasing intention (Back, 2005). The online customer-behavior model summarized by the hypotheses regarding disconfirmation indicates that disconfirmation might affect satisfaction. In turn, repurchase intention will be influenced by both country image and satisfaction.

Disconfirmation Of Beliefs And Satisfaction

Disconfirmation of beliefs refers to the evaluations that a customer makes with respect to a product or service. These evaluations are made in comparison to the customer's original expectations. In EDT, expectations are formed via disconfirmation judgments and serve as the comparison standard that consumers exercise to evaluate in turn, customer satisfaction or dissatisfaction is based on their disconfirmation. Accordingly, disconfirmation is reported to affect satisfaction, with positive and negative disconfirmation respectively leading to satisfaction and dissatisfaction (Oliver & Burke, 1999). Website quality is the key factor for predicting users' intention to use a website (Cheng, Tsai, Cheng, & Chen, 2012). More specifically, website fea-

tures are the quality measures for web-based information systems provided by a website. In the context of e-commerce, website quality factors have the potential to directly affect satisfaction (Wang, Wang, & Liu, 2016; Yoo, Kim, & Sanders, 2015). Accordingly, the updated IS-used model identifies information quality, system quality, and service quality as antecedents of user satisfaction (Delone & McLean, 2003). In this study, information quality and system quality are considered important website qualities of IS success. If consumers perceive that a website is of high quality, they will likely derive high satisfaction from the website and develop a willingness to purchase (Liao, Palvia, & Lin, 2006). We can, therefore, speculate that website quality disconfirmation will positively influence satisfaction.

Accordingly the hypotheses are proposed as follows:

- H1:** Positive website quality disconfirmation has a positive effect on satisfaction.
- H2:** Positive delivery service disconfirmation has a positive effect on satisfaction.
- H3:** Product value disconfirmation has a positive effect on customer satisfaction.

Customer Satisfaction And Purchasing Intention

Since the value derived from e-commerce depends on customers' continuance intention, it is important to investigate what motivates people to repurchase online. Satisfaction is an important element of EDT because it significantly affects e-commerce in terms of customers' future actions.

Every study that extends EDT has included this variable because of its high explanatory power. Moreover, satisfaction is the connection between the belief variables and behavior intention (Wu, 2013).

Customer satisfaction becomes especially important when the market is saturated. The marketing literature shows that there is a positive relationship between satisfaction and repurchase intention. It has been reported that satisfaction reflects an individual's psychological state resulting from a cognitive appraisal of disconfirmation (Bhattacharjee, 2001). As such, a high level of satisfaction will result in an increase of customers' continuance usage or purchase intention. Accordingly, customer satisfaction is positively associated with the purchasing intention (Fang, Chiu, & Wang, 2011). Hence, this study proposed that customer satisfaction is likely to directly influence purchasing intention.

H4: Customer satisfaction has a positive effect on purchasing intention.

Country-of-origin and Purchasing Intention

The use of country-of-origin initiatives to influence consumers purchasing intention has become quite common (Andersen & Chao, 2003). Several studies have also shown that country image impacts both corporate reputation and perception of product quality, which in turn impacts consumer repurchase intention (Bilkey & Nes, 1982; Roth & Romeo, 1992). Moreover, country image, also known as country image, is a psychological effect describing consumers' attitudes

toward products.

A product's country image is likely to influence consumers' evaluative judgments of quality and value. This effect differs by product category and quality level of the country of manufacture. This paper considers a country-of-origin on consumers' perceptions of online sportswear.

Finally, country image has also become a factor in consumer choice of online sportswear. It has been noted that country image is very important, as it is an accumulation of beliefs and views about a brand. In other words, positive country image represents the consumers' perception about the product and increases repurchase intentions. Consequently, it has a positive and direct impact on purchase intention. (Aghekyan - Simonian, Forsythe, Kwon, & Chattaraman, 2012). Based on these arguments, the following hypotheses are postulated.

H5: Country image has a positive effect on consumer purchasing intention.

Research Methodology

Instrument Development

The research model includes eight constructs, each of which was measured via multiple items adapted from the extant literature to improve content validity, as described below (Straub, Boudreau, & Gefen, 2004). After the survey instrument was first developed, a pilot study was conducted during which the initial survey was tested among twenty users with online shopping experience. Then, according to their comments, some items were

Table 1. Operational Definitions

Constructs	Operational definition	Items	Source
Website quality disconfirmation	The degree website quality exceeds expectations for complete and well-formatted information system and website speed.	6	(Cheng et al., 2012; Delone & McLean, 2003; Lin, 2007b; Yang, Cai, Zhou, & Zhou, 2005)
Delivery service disconfirmation	The degree the delivery service exceeds expectations for reliable delivery, package safety, timely delivery and ease of returns.	5	(Ahn et al., 2005)
Product value disconfirmation	The degree the product value exceeds the customer's expectation.	3	(Ahn et al., 2005; Yang & Peterson, 2004)
Customer satisfaction	The degree of one's feelings of pleasure or displeasure regarding clothing brands.	5	(Lin, 2007b; Yang et al., 2005)
Country image	The degree to which an individual believes the attitude toward the country.	4	(Chen, 2010)
Repurchase intention	The degree to which an individual believes they will repurchase this online brand in the future.	4	(Liao et al., 2011; Tsai, Chang, & Tsai, 2015)

revised to improve the clarity and understandability. The final items are listed in Appendix 1. All items were measured with 5-point Likert scales, where 1 means “strongly disagree” and 5 represents “strongly agree”.

Sampling and Data Collection

A survey method was employed to collect data. Samples were selected from among individuals who have experience in purchasing online sportswear. Initially, a pilot study involving university students was conducted to determine any ambiguous items that needed to be revised. Finally, online surveys were used because they have several advantages over traditional paper-based mail surveys (Tan & Teo,

2000). Specifically, they are cheaper to conduct, elicit faster responses, and are geographically unrestricted. Moreover, such surveys have been widely used in recent years, the validity of which is broadly accepted (Wright, 2005). The survey was conducted during January to May 2016. The hyperlink to the online Chinese questionnaire was posted on the survey website. In addition, the link to the website was also posted on several online discussion forums. To encourage participation, supermarket coupons were offered as lottery prizes for those who participated in the survey. The online survey yielded 297 valid questionnaires out of 500 in total, giving a response rate of 59.4 percent.

Approximately 59.3% (n = 176) of the effective respondents were female, with 85.9% (n = 255) of all respondents being aged between 20 to 30 years. The distribution of the respondents' gender and age reflected the characteristics of the online sportswear shopping experience population in

Taiwan. In addition, nearly 86.9 % of the respondents (n = 258) had the experience of online sportswear shopping more than twice. The respondents were distributed among the following education levels: high school (4.4 %), college (54.9 %), and master (40.7 %).

Table 2. Demographic Characteristics Of Respondents (N = 297)

Demographic characteristics	Frequency	Percentage
<i>Gender</i>		
Female	176	59.3%
Male	121	40.7%
<i>Age</i>		
Under 20	16	5.4%
21-25	174	58.6%
26-30	81	27.3%
31-40	18	6%
Over 41	8	2.7%
<i>Education</i>		
High school	13	4.4%
College	163	54.9%
Master	121	40.7%
<i>Online sportswear shopping experience per year</i>		
1 time	39	13.1%
2-3 times	141	47.5%
4-5 times	74	24.9%
Over 6 times	43	14.5%

Data Analysis and Results

The descriptive statistics of each construct are presented in Table 3. The mean scores for each construct exceeded three on the five-point scale, signifying a positive perception of the constructs in question. Examinations of skewness and kurtosis coefficients

were performed for the constructs to identify the distributional characteristics of the data collected. As shown in Table 3, the coefficients of the skewness and kurtosis are all well within the acceptable threshold of ± 2 (Bhattacharjee, 2002). In addition, the standardized residual of the mean value for each construct and the standard deviation

tions are closer to zero and one, respectively, indicating normal data distribution (Hair, 2009).

Most researchers have recognized that common method variance (CMV) is a major validity threat to research findings in behavioral research, when data are obtained from a single-informant (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). We conducted Harman's single-factor test for measurement validation. The largest vari-

ance explained by an individual factor was 36.29 %; thus, none of the factors account for most of the variance. Accordingly, we feel that CMV is not a significant problem in this research (Pavlou & Gefen, 2004). In terms of reliability, the Cronbach's alpha of each construct was found to be above the threshold value of 0.60, ranging from 0.764 to 0.926, thereby displaying high internal consistency (Hair, 2009).

Table 3. Descriptive Statistics

Constructs	Mean	Std. residual	SD	Skewness	Kurtosis
WQD	3.831	0.062	0.377	-1.102	0.504
DSD	3.564	0.049	0.861	-0.849	0.388
PVD	3.394	0.021	0.415	-0.529	0.558
CS	3.047	0.036	0.332	-0.337	0.261
CI	3.266	0.016	0.284	-0.118	0.319
RI	2.281	0.029	0.349	-0.214	1.028

WQD= website quality disconfirmation, DSD= delivery service disconfirmation, PVD=product value disconfirmation, CS= Customer Satisfaction, CI= Country image, RI= Repurchase intention.

Measurement Model Assessment

Confirmatory factor analysis (CFA) using AMOS 18.0 was used to test the measurement model. Although the sample size (N = 297) of the present study was acceptable, it was slightly below the recommendations proposed by Bollen (2014) to provide statistical significance when the anticipated effect size was 0.10, the statistical power was 0.80, and the confidence level was 95 %. A minimum sample size of 200 is suggested for covariance-based SEM techniques (Bliemel, Eggert, Fassott, & Henseler, 2005). Given the size of the sample in this investigation (N = 297), the use of the

covariance-based AMOS was deemed reasonable. As reported in Table 4, none of the fit indices of the CFA model violate their corresponding threshold values, demonstrating that the measurement model has excellent fit with the data. The ratio of $\chi^2/d.f.$ for the structural model was 1.958, which again is within the recommended level of 3. Comparisons of other fit indices with their corresponding recommended values provided evidence of a good model fit (GFI = 0.922, AGFI = 0.828, NFI = 0.938, NNFI = 0.912, CFI = 0.902, RMSEA = 0.062). Accordingly, we can conclude confidently that the present data can be explained adequately using the proposed model.

Table 4. Overall Fit Indices Of The CFA Model

Model-fit index	Recommended cut-off value	Results	References
χ^2	N/A	121.694	
<i>d.f.</i>	N/A	62.152	
$\chi^2/d.f.$	≤ 3.00	1.958	(Bentler & Bonett, 1980)
Goodness-of-fit index (GFI)	≥ 0.90	0.922	(Hu & Bentler, 1999)
Adjusted goodness-of-fit index (AGFI)	≥ 0.80	0.828	(Ullman & Bentler)
Normalized fit index (NFI)	≥ 0.90	0.938	(Bentler & Bonett, 1980)
Non-normalized fit index (NNFI)	≥ 0.90	0.912	(Bentler & Bonett, 1980)
Comparative fit index (CFI)	≥ 0.90	0.902	
Root mean square error of approximation (RMSEA)	≤ 0.08	0.062	(Hair, 2009)

Tables 5 and 6 list the number of items, factor loadings, composite reliabilities, average variance extracted (AVE), and the square root of the AVE, as well as the correlations between constructs. As indicated in Table 5, the complete factor loadings of all CFAs exceeded the benchmark value of 0.70 (Vinzi, Trinchera, & Amato, 2010) and reached an appropriate level of significance ($p < 0.001$), suggesting that all indicators are significantly correlated with their respective constructs, thereby assuring construct validity (Fornell & Larcker, 1981).

All composite reliability measures exceeded 0.850, which is above the recommended 0.7 (Byrne, 2013), indicating adequate internal consistency. AVE values of all constructs are above the suggested threshold value of 0.50 (Fornell & Larcker, 1981), thereby demonstrating convergent validity. In addition, the square root of each construct's AVE was larger than its correlations with other constructs, indicating discriminant validity (see Table 6).

Hypothesis Testing

To test the internal structural fit, the model path diagram was used to investigate the correlations between independent variables and dependent variables. Table 7 shows that the findings support all hypotheses. In terms of antecedents of online customer satisfaction, the research model predicted that DSD and PVD were significantly correlated with satisfaction. These results support WQD, DSD and PVD would have positive correlations with satisfaction. Our results support this prediction, with path coefficients of 0.213 ($p < 0.05$), 0.337 ($p < 0.01$) and 0.596 ($p < 0.001$), respectively. In terms of consequences, satisfaction presented a significant and positive effect on repurchase intention, with a path coefficient of 0.617 ($p < 0.001$). As such, these results support H1–H4. In addition, CI also has a positive effect on repurchase intention, with a path coefficient of 0.379 ($p < 0.01$), which supports H5. The results of hypotheses testing are presented in Figure 3.

Table 5. Results of CFA For Measurement Model

Latent variable	Item	Item-total correlation	Factor loading	Composite Reliability ^a	AVE	Cronbach's alpha
WQD	WQD1	0.752	0.761	0.857	0.502	0.764
	WQD2	0.723	0.735			
	WQD3	0.662	0.704			
	WQD4	0.634	0.607			
	WQD5	0.637	0.612			
	WQD6	0.771	0.809			
DSD	DSD1	0.745	0.821	0.888	0.614	0.917
	DSD2	0.733	0.820			
	DSD3	0.764	0.837			
	DSD4	0.693	0.724			
	DSD5	0.681	0.705			
PVD	PVD1	0.831	0.854	0.903	0.756	0.926
	PVD2	0.837	0.857			
	PVD3	0.840	0.896			
CS	CS1	0.735	0.773	0.890	0.618	0.810
	CS2	0.707	0.786			
	CS3	0.798	0.857			
	CS4	0.640	0.691			
	CS5	0.759	0.815			
CI	CI1	0.680	0.784	0.898	0.688	0.866
	CI2	0.644	0.760			
	CI3	0.790	0.904			
	CI4	0.697	0.861			
RI	RI1	0.708	0.827	0.855	0.598	0.890
	RI2	0.714	0.848			
	RI3	0.702	0.709			
	RI4	0.664	0.698			

Note: All t-values are significant at $p < 0.001$. ^aComposite reliability: (square of the summation of the factor loadings)/{ (square of the summation of the factor loadings) + (summation of error variances) }.

Discussion and implications

The findings of this study indicate that the positive disconfirmation of a website exert a significantly positive influence on satisfaction. This means that even if the website quality provided by online stores exceeds the expectations of consumers, the consumers will not necessarily derive a higher level of satisfaction.

Our results show that positive disconfirmation of the website has an only slightly significantly positive influence on satisfaction, which means that even if the website quality exceeds consumer expectations, it does not produce greater satisfaction. This may be due to the composition of the respondents in this study, the majority of whom were young individuals between the ages of 21 and 40. Thus, it is

assumed that members of this group possess better than average computer skills and more experience using the internet, such that the operating system is unlikely to present obstacles and website quality is not a main significant indicator of satisfaction.

Our results show that the positive disconfirmation of delivery service has a significant and positive influence on satisfaction, which means that DSD surpassing consumer expectations increases satisfaction. This supports the

findings in Lin (2007a), in which DSD was reported to exert a significant and positive influence on satisfaction.

Our results in support of H5 agree with the findings of Park and Kim (2003), which indicate that fulfillment of country image has a positive impact on consumer evaluations, which in turn has a positive effect on purchasing behavior, future purchase intentions, and a willingness to pay more for the country image.

Table 6. Discriminant Validity

Construct	1	2	3	4	7	8
1. WQD	0.709					
2. DSD	0.261	0.784				
3. PVD	0.355	0.197	0.869			
4. CS	0.314	0.394	0.173	0.786		
5. CI	0.433	0.222	0.019	0.004	0.829	
6. RI	0.207	0.415	0.216	0.284	0.444	0.773

Notes: Diagonals represent the average variance extracted. Other entries represent the shared variance;
WQD=website quality disconfirmation, DSD= delivery service disconfirmation, PVD=product value disconfirmation, CS= Customer Satisfaction, CI= Country image, RI= Repurchase intention.

Table 7. Hypotheses Tests

Hypothesis	Path coefficient	t-value	Supported?
(H1) Website quality disconfirmation → Customer Satisfaction	0.213*	2.440	Yes
(H2) Delivery service disconfirmation → Customer Satisfaction	0.337**	3.580	Yes
(H3) Product value disconfirmation → Customer Satisfaction	0.596***	7.958	Yes
(H4) Customer Satisfaction → Repurchase intention	0.617***	9.076	Yes
(H5) Country image → Repurchase intention	0.379**	3.901	Yes

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

This study contributes to our understanding of how repurchase intention affects online shopping behavior. Using the well-established EDT as a theoretical framework, we proposed three critical online shopping factors (Website quality disconfirmation, Delivery service disconfirmation and Product value disconfirmation) contributing to customer satisfaction. PVD is a new construct in IS research. Previous studies confined to an exploration of satisfaction in IS have used Website quality and Delivery service as important antecedents to satisfaction. This study developed an integrated model based on the concepts of EDT and country image to predict and explain repurchase intentions in online shopping. This study's innovation was that it integrated website features, delivery service and product value within the EDT model. We also made an initial attempt to conceptualize and test a theoretical model of country image. The current research model revealed some interesting findings that have not been discussed in previous research. For example, the disconfirmation of expectations regarding product quality value was found to be a stronger predictor of satisfaction. In addition, we found that satisfaction derived from country image and country image both have a significant effect on repurchase intention.

The results from this study confirm the findings regarding country image and country-of origin that are related to manufacture and brand (Fetscherin & Toncar, 2010). Moreover, satisfaction and country-of origin both play an important role in influencing consumer repurchase intention. This examination of website quality disconfirmation, delivery service dis-

confirmation and products value disconfirmation and their impact on the satisfaction of customers engaged in online shopping has yielded several interesting findings. Clearly, customer satisfaction is composed of several partial variables. Our findings also show a direct link between satisfaction and delivery service. To sustain a successful online sportswear website, attention must be paid to enhancing user's delivery and product value disconfirmation. Country image plays an important role in country image. Practitioners can apply the findings of this study to focus on the determinants of success for their ecommerce.

Conclusion

Theoretically, while drawing upon the extended EDT, we aimed to provide a model capable of understanding the online sportswear consumer repurchase intention. This study examines the impact of website quality, delivery service, and product value on the satisfaction of consumer through statistical analysis and applies EDT as a theoretical base. Our findings indicate that both satisfaction and country image are determinants of repurchase intention.

Successful e-commerce not only needs to provide a high-quality website but high value and good service to entice customers to return to their online store. More pertinently, exceeding customer expectations is essential to customer satisfaction; therefore, online companies must offer products and services superior to those previously experienced by consumers when shopping at other online companies.

Moreover, with industrial development, social progress and the impact of international business, competitive pressures faced by global brands are growing. With COUNTRY IMAGE, consumers are gradually paying more attention to whether the enterprise has a positive brand and country image. Accordingly, country image was also taken into consideration to understand the determinants of consumer purchasing intention.

To reduce the negative impact of country image on products or brands, two urgent issues need to be researched. First, in the Taiwanese market, the product areas that have a clear negative country image must be identified, as well as the areas that are conducive to the source of Taiwan's brand effect brand effect. Second, in different product categories, the cause of country image should be determined, as well as strategies to reduce the negative impact country image.

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