

# The Antecedents of E-repurchasing: A Model Framework

**Shahriar Jeddy**

Nicolaus Copernicus University, Poland

## Abstract

To date, the overwhelming amount of online purchasing and its salient role on promoting retailing industry is not hidden from the view of marketing practitioners in the world. E-vendors have tremendously endeavoured to apply strategies, which not only can enhance the selling amount of their products, but also to attract their clients to purchasing them again. This may not be achievable unless the satisfaction of consumers could be met. Indeed, focusing on the eclient's satisfaction is considered as great significance as an e-vendor should apply in his merchandising strategies; as neglecting consumer's needs and satisfaction prevents an e-vendor to achieve its goal for a fruitful profit in the early future, and that repurchasing provides addedvalues for the e-vendors and loyalty for the e-clients. Thus, this paper intends to present a simplified, but comprehensive model framework for e-repurchasing by e-clients elucidating the relationship between factors triggering consumer satisfaction in the online repurchasing context.

**Keywords:** e-services quality; e-recovery service; loyalty; post-purchase experience; satisfaction