| RESEARCH ARTICLE

Determinants of Repurchase Intention in Online Fashion Shopping in KSA

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| ABSTRACT

The aim of this research is to investigate determinants of repurchase intention of online customers at fashion stores. This research may contribute to valuable findings in this field of study. The study considers two factors: perceived usefulness and online trust through collecting simple random samples from 139 Saudi citizens over the age 19. This study used an online questionnaire-based survey method. The analysis technique used are SPSS v. 25. & SmartPlus 4. The results of the study indicate that perceived usefulness has positive effect on repurchase intention and on online trust and, online trust has a positive effect on repurchase intention. Finally, several limitations and future research directions are discussed. This study has theoretical and managerial implications, such as filling a gap in the literature, contributing to important results and beneficial understanding of research variables, and assisting managers in recognizing the beneficial effect of perceived usefulness and online trust on repurchase intension.

1. Introduction

The internet and the advancement of digital technologies have a big impact on society. The internet serves as a tool for the engineering and entertainment industries as well as a means of boosting corporate earnings through online stores in this age of easy access to information. Academics and professionals are concerned about the repurchase intention of online customers because it is seen as a critical success factor in e-commerce and affects the savings and profits of e-commerce businesses. Most studies have found that for customers to benefit from these tactics in online retailers, they must make four purchases (Chiu, Chang, Cheng, & Fang, 2009). As a result, one relevant area of research in electronic marketing is the intentions of consumer behavior when dealing online. A medium for businesses to interact and communicate with their customers, websites and mobile commerce are now essential tools for supporting commercial transactions (Al-Natour, Benbasat, & Cenfetelli, 2011). Since it is not necessary for online retailers to maintain a physical location, e-commerce can reduce rent and utility costs, and it can speed up the buying and selling process. Consumer expectations for online purchases have risen steadily in recent years. Online businesses must rethink their methods to satisfy client expectations and win their confidence if they want to retain repeat business (Gartner, 2015). Previous research has demonstrated that building a loyal customer base in the electronic market is difficult and is more important than the offline market (Harris & Goode, 2004). How consumers come to trust internet firms will determine how loyal they become (Harris & Goode, 2004).

Creating a reliable environment for online transactions is of utmost importance in order to gain customers' confidence (Fang et al., 2014; Harrison, Larry, & Norman, 1998). Due to a lack of trust, customers abandon their online shopping carts and decide not to complete their purchases (Awad & Ragowsky, 2008). There must be a high level of trust in e-commerce for it to succeed, as consumers are more likely to experience negative outcomes from financial transactions when they have concerns about the authenticity or quality of the goods or services they purchased online (Ba & Paul, 2002). One way to lessen the risk of uncertainty

between online merchants and their customers is to develop a value (Zeithaml, 1988). Because of this, trust can function as a means of both short-term gain and long-term development.

The notion of online trust has traditionally encompassed technological adoption factors, such as the perceived utility and ease of use of a service, as well as the inclination to engage in online transactions with commercial entities. The central objective of our research has been to establish correlations between different facets, as demonstrated by prior studies (Al-Natour et al., 2011; Awad & Ragowsky, 2008; Benlian, Titah, & Hess, 2012; David, Elena, & Detmar, 2003). Several studies (Dan, Donald, & Raghav, 2009; Fang et al., 2014; Gefen, 2002; Srinivasan, Anderson, & Ponnavolu, 2002) have investigated the underlying reasons for repeat purchases from the same online vendor. The findings of these studies indicate that the purchasing experience plays a crucial role in establishing trust and is a determining factor in such situations (Dan et al., 2009; Fang et al., 2014). According to Kim and Gupta (2009), enhancing customer familiarity and expertise in dealing with online merchants can mitigate the uncertainty and risk associated with online transactions for online businesses. Individuals who engage in frequent online shopping demonstrate a heightened level of familiarity with the benefits associated with this mode of commerce. According to Sullivan and Kim's (2018) research, it is believed that online buyers prioritise perceived usefulness as a crucial factor in selecting online retailers and establishing trust.

1.1 Research problem
However, the evaluation of consumers' feelings after their first purchase and how this can affect their perceptions of trust and repurchase intentions has not been adequately explored in the literature on consumer trust and repurchase intentions in e-commerce operations. (Sullivan & Kim, 2018). To comprehend the repurchase process and how variables that predict pre-buy decisions mix with purchase results to influence future purchase decisions, additional theoretical insights are required (Kim, Ferrin and Rao, 2009). It is necessary to do study on consumer online purchasing behavior since e-explosive commerce's growth and development may have an impact on how people shop online, particularly in terms of repurchase intention (Syaharani, Dannia, & Yasa, 2022). Online sales rose by 100% in Saudi Arabia, from $278 million in 2002 to $556 million in 2005. (Al Riyadh, 2006). But there hasn't been enough study of this environment of rapid expansion. The growing body of research still does not appear to address the research questions that e-retailers in this fiercely competitive market currently face, using the example of the developing nation of Saudi Arabia in the Arabic World (Al-Maghrabi, Dennis, & Vaux Halliday, 2011). The necessity to anticipate and evaluate internet users' propensity for intention to repurchase has grown (Amin, Rezaei, & Tavana 2015). To comprehend customers' perceptions of group buying and their underlying driving forces behind making purchases on the websites, investigations of the effects of trust on Chinese group-buying websites are required. Little studies about group buying are accessible due to the recent history (Chen & Rau, 2014). As far as the researcher is aware, no study has been done in the Saudi context that examines the effects of perceived usefulness and online trust on repurchase intention in Saudi online fashion stores, which are the variables being examined in the current research.

1.2 Research Aim and Objectives
Aim: The aim of this research is to investigate and determine how perceived usefulness and online trust influence repurchase intention in Saudi online fashion stores in order to fill the aforementioned gaps in the existing literature.

Objectives:
- Analyze the impact of perceived usefulness on the repurchase intention.
- Determining how perceived usefulness affects online trust.
- A critical analysis of the link between online trust and repurchase intention.

1.3 Research significance
The present study aims to make a contribution to the academic literature and findings in the field of online stores by furnishing pertinent data that can be utilised to evaluate repurchase intention, perceived usefulness, and online trust. The investigation of the impact of perceived usefulness on repurchase intent and online trust serves to bridge existing gaps in the marketing literature and propel the field forward. The primary significance lies in its provision of crucial perspectives on the optimisation of efficacious tactics for augmenting repurchase inclination and online reliance through perceived utility. The study's results hold significance for online store owners and strategists responsible for devising effective business strategies, as consumer-perceived usefulness is a crucial factor in enhancing repurchase intention and customer trust in this domain. Furthermore, the objective of this research is to gain an understanding of the online fashion purchasing habits exhibited by consumers in Saudi Arabia.

1.4 Research structure:
The chapters of this research are organized as follow:

 - **Chapter One** – Introduction: It describes the scope and purpose of this study, as well as the research problem, its relevance to the field, and its organizational framework.

 - **Chapter Two** – Literature Review: It examines and summarizes the research on perceived usefulness, repurchase intent, and online trust. It focuses on creating a framework that serves as the foundation for this research's empirical study. The chapter concludes with the creation of the hypothesis and a theoretical framework based on earlier studies that incorporated the variables and showed the impact of perceived usefulness on repurchase intention and online trust.

- **Chapter Three** – Methodology: It provides an explanation of the research methodology utilized to illustrate the relationship between the dependent and independent variables. Additionally, it clarifies the sample, study measurements, and questionnaire design.

- **Chapter Four** – Data analysis: analysis of the data will be conducted and results appropriate to the objectives and model of the study will be produced according to the appropriate statistical methods.

- **Chapter Five** – Results and Discussion: it provides the most important findings of the study, its conclusions, and the recommendations that have been identified.

2. Literature Review
2.1 Perceived usefulness
According to Katta and Patro (2017), individuals employ a defence mechanism to rationalise their actions in response to perceived threats by enumerating the potential benefits that they anticipate will enhance their well-being. The concept of perceived usefulness in relation to online shopping pertains to the subjective evaluation of consumers regarding the convenience offered by this mode of shopping, as posited by Lee et al (2011). As per the research conducted by Gefen et al. (2003), the assessment of an individual's subjective perception regarding the efficacy of novel information technology in a given task context is referred to as perceived usefulness. The degree to which consumers perceive that their transactional efficiency will be enhanced by online purchases is a metric for evaluating the perceived usefulness of online shopping, as explicated by Lee and Wan (2010). Malik and Annuar (2021) have defined perceived usefulness as the subjective probability of a prospective user that the technology will enhance their own or their team's performance from an organisational standpoint.

The perception of usefulness is reflected in the operators' personal assessment of whether implementing a particular technology would increase performance (Davis et al., 1989). The perceived usefulness of an application is a measure of how people think it will help them perform better at their job (Sternad & Bobek, 2014). Academics are now interested in calculating and forecasting the usefulness and convenience of end users (Joo et al., 2011). The idea of online shopping is positively correlated with the perceived usefulness of using the internet to get information and compare products (Vijayasarathy, 2004). Burke (1996) asserts that the main requirement for mass-market technology acceptance is perceived usefulness, which rests on customers' expectations about how technology may make their lives easier and better (Peterson et al., 1997).

2.2 Repurchase intention
Individuals' evaluations of whether or not to repurchase a service, their plans to take further steps with the service provider, and the specifics of those next steps are all aspects of "repurchase intention" (Chen et al., 2018). Specifically, Moslehpour et al. (2017) define repurchase intention as the consumer's consideration of repurchasing a given product. Repurchase intention, according to Murti (2012), is the consumer's desire and action to repurchase a good or service due to the consumer's happiness with the good or service.

Repurchase intention, as described by Hellier et al. (2003), is the decision made by consumers to repurchase a product they enjoy and have already purchased. Repurchase intent from customers is crucial for the success and long-term expansion of online retail firms (Zhu et al., 2020). Ordering simplicity, product information and variety, prompt delivery, customer trust, a sufficient privacy policy, online resources, and e-commerce quality, trust, and commitment all influence whether a customer will make a repurchase intention (Molinillo et al., 2020).

2.3 Online trust
Mayer, Davis, and Shoorman (1995, p. 712) have provided a definition of trust as the willingness to accept the actions of another individual, even in the absence of personal protection and control over their behaviour. Rousseau, Sitkin, Burt, and Camerer (1998) posit that trust is a psychological construct that is contingent upon an individual's perception of the other party's benevolent motives and their anticipated behaviour. Rempel, Holmes, and Zanna (1985) posit that an individual's trust in another person fosters feelings of assurance and self-assurance. Moorman, Zaltman, and Deshpande (1992) posit that trust between two

parties in an exchange process is reciprocal, whereby one party is willing to place their trust in the other party once they have established trustworthiness. The belief that the first party will refrain from taking advantage of the second party, even in situations where such opportunities exist, is an additional indication of trust (Gefen, 2002b; Hosmer, 1995; Moorman et al., 1992). Corritore et al. (2003) propose a definition for trust in cyberspace as the conviction that one's weaknesses won't be used against them in a potentially dangerous situation. According to Chang, Dillon, and Hussain (2005), trust is the conviction that another party will provide a promised good or service within an agreed upon time frame and given set of circumstances. Trust is a crucial factor in predicting behavior and a criterion for selecting entities, and it is just as important in online interactions as it is in face-to-face ones (Aljazzaf, Perry, & Capretz 2010). In business, trust has always been important, but it's never been more so than in online purchases (Liao and Hsieh, 2010). Moreover, there is always a possibility that you will receive a product that is not the same as the one you ordered (Flavian and Guinaliu, 2006; Monsuwe, Dellaert, and Ruyter, 2004). As a result, online shoppers might feel helpless during the transaction (Monsuwe, et al., 2004). Trust in online transactions is increasingly important in these uncertain times, as it helps mitigate potential problems that online shoppers may encounter (Luhmann, cited in Kim, Ferrin and Rao, 2008).

2.4 Theoretical Framework
2.4.1 Perceived usefulness and online trust
(Koufaris and Hampton-Sosa, 2004) perceived usefulness is a customer's subjective opinion about how useful the site is for their shopping needs. Buying goods or services from trustworthy businesses can foster a high level of trust by transferring customer happiness from prior dealings and raising anticipation for current interactions (Sun, 2010). Particularly in an online situation, online trust has been found to be a substantial component of perceived benefits (David et al., 2003; Pavlou, 2003). Customers judge a website's value depending on their encounters with it, such as whether they receive high-quality goods, if they can research a product online, or whether the site enhances their shopping experience (Zhang et al., 2011). According to David et al. (2003), trust must enhance the primary profits in order to increase the perceived benefits of contact through a website. Consumers will pay more for a website if they have previously trusted it (David et al., 2003). Online shoppers will be able to fully comprehend the information given and have more pleasurable experiences utilizing the website if there is a mutual feeling of trust between them and the online merchants (Al-Natour et al., 2011). If customers can trust the sellers, they can finish their website transactions (shopping) completely (David et al., 2003). So, it can be concluded that:

H1: Perceived usefulness has a positive effect on online trust.

2.4.2 Perceived usefulness and repurchase intention
A highly functional online store may enhance and facilitate the purchasing experience for customers and attract favorable attention (Zhang et al., 2011). Users' intentions to use a technology are heavily influenced by their perception of its usefulness (Fred, Richard, & Paul, 1989). According to the results (AlMaghrabi, Dennis, & Vaux Halliday, 2011), the three most important factors influencing the intent to continue online shopping are perceived usefulness, subjective norms, and enjoyment, with enjoyment being the strongest predictor of online shopping continuation intention. Perceived ease of use, perceived usefulness, and trust are confirmed to be significant motivators of repurchase intent (Aren, Güzel, Kabadayı, & Alpkan 2013). Consumers will find online shopping more beneficial and profitable than traditional shopping when they can easily connect with mobile applications for online shopping to access product information and complete transactions (Ferdianto 2022). Syaharani, Dannia, & Yasa (2022) They referred to their research, E-commerce companies must demonstrate goodwill toward clients in order to gain their trust by keeping the obligations they make to them in their promises and commitments to them, as well as by protecting the privacy of their customers' personal information and this enhances the intention to repurchase. Additionally, customers will only shop online if they think doing so will improve performance or benefit their users (Fred et al., 1989). So, it can be concluded that:

H2: Perceived usefulness has a positive effect on repurchase intention.

2.4.3 Online trust and repurchase intention:
In the context of managing, one's online actions, trust is a belief that can have a good impact. Based on the various stages of interaction that exist between customers and merchants, it develops trust (Chen & Rau, 2014). Trust is the product of prior online shopping experiences because it enables customers to foresee various unfavorable outcomes that could occur when engaging in online activities. Only when earlier interactions have been positive and there is a chance of future repurchases can there be the emergence of a quality relationship between buyer and vendor (Zhang et al., 2011). Therefore, establishing trust with customers is crucial for the success of an online business-to-consumer store (Murphy & Tocher, 2011). To create an innovative retail, online merchants should place more emphasis on the utility and reliability of their website than on its convenience (Amin, Rezaei, & Tavana 2015). So, it can be concluded that:

H3: Online trust has a positive effect on repurchase intention.

Based on the conceptual framework that illustrated the positive relationships among perceived usefulness, repurchase intention, and online trust, Figure (2.1) depicts the hypothesized linkages that the proposed suggested.
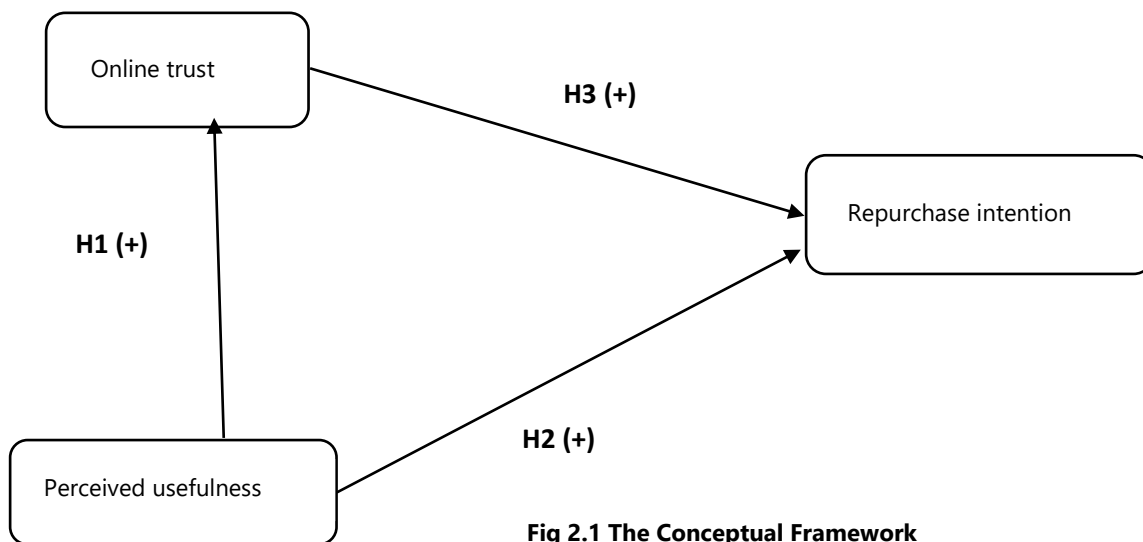

Fig 2.1 The Conceptual Framework

3. Research Methodology
3.1 Introduction
The systematic approach to problem-solving, known as research methodology, is a scientific study of the methods employed in conducting research. Amit and Zott (2017) have defined research methodology as a scientific approach that involves the researcher's procedures for describing, explaining, and predicting phenomena. The field of inquiry is also focused on the examination of the processes by which knowledge is obtained. Thus, the objective is to provide a strategic course of action for conducting research. The aim of this chapter is to highlight the significance of the research methodology's structure in terms of delineating the study methodology that can accomplish the study's objectives, resolving its queries, ascertaining whether the research will be qualitative or quantitative, and identifying the study population and sample. This study aims to provide a comprehensive analysis of the selection process, including the method used and its defining characteristics. Additionally, it outlines the steps taken to prepare and develop the study tool, as well as the procedures involved in verifying its validity and reliability. The study also focuses on the selected dependent and independent variables, and measures the validity and reliability of the questionnaire elements. Furthermore, it discusses the measures taken during data collection and the mechanism used to process all survey procedures, including sampling rates. The present inquiry aims to elucidate the chosen selection method and its distinctive characteristics, as well as the sequential steps involved in the preparation and development of the study tool and its associated procedures. Furthermore, the study seeks to validate the aforementioned procedures by means of a rigorous measurement of their validity. The present study includes a detailed description of the statistical methods employed for data processing and analysis, along with a comprehensive account of the results obtained.

3.2 Research Approach
Any study's methodology can be analyzed theoretically and methodologically through the lens of methodology, which is the study of how research is conducted and the study of the principles and methods by which knowledge is gained and applied. They usually include concepts such as model, theoretical framework, and quantitative or qualitative techniques. But it does not develop solutions, but rather it is a method only. Therefore, the theoretical basis provides an understanding of this method, and through it, the methods used are determined and the best practices that will be followed are determined (Molina-Azorin, 2016). According to Creswell (2014), a research approach is a collection of research plans and procedures that begin with establishing assumptions for the study and then identifying detailed methods for data collection, analysis, and interpretation. As a result, the research approach can be thought of as an overarching framework for conducting research. It also includes many decisions that need to be made in an orderly manner, which is called the study approach. The choice of the study approach is dependent on the nature of the research problem or issue that is being addressed, the personal experiences of the researchers, and the study population. According to Apuke (2017), the term "quantitative research" refers to the overall methodology that the researcher employs when carrying out the research project. This study is considered to be quantitative research. Quantitative research

entails the collection of data so that information can be quantified and put through statistical processing in order to support the data collected and decision making.

Therefore, in this study, surveys can be used to confirm or reinforce existing theories and develop new theories. The survey method was used in this study to test the research model and allow for a more in-depth factorial analysis. The web-based questionnaire used in the current research, which asks participants to answer an online survey, is a quick and straightforward way to collect a large amount of data. Online surveys are one of the least expensive ways to collect data and they are easily accessible to the population and get results in less time.

3.3 Population and Sample

The study population is a subset of the target population that is available for the study, while the population is the entire group of people with a specific set of characteristics that define the clinical and demographic characteristics of the large group of people around the world to whom the study results will be generalized (Banerjee & Chaudhury, 2010). A total of 23,468,225 people in Saudi Arabia are over the age of 19 as of 2019 (according to data compiled by the country's General Authority for Statistics). As shown in Table (3.1).

Table 3.1 Population in Kingdom by Gender, Age Group - Mid 2019 A.D

Age Groups	Population		
	Male	Female	Total
20 - 24	1401128	1226566	2627694
25 - 29	1806124	1460587	3266711
30 - 34	1950461	1362914	3313375
35 - 39	2326154	1381077	3707231
40 - 44	2118142	1198365	3316507
45 - 49	1628848	831711	2460559
50 - 54	1175456	539183	1714639
55 - 59	786126	397103	1183229
60 - 64	487714	291415	779129
65 and older	580,946	518,205	1099151
Total	14,261,099	9,207,126	23,468,225

Source: The General Authority for Statistics (GAStat)

A sample is a subset of the population. The usual criteria we use in defining a population is geography (Banerjee & Chaudhury, 2010), The study sample consists of 139 respondents, which were calculated using the Kergcie & Morgan equation as follows (Krejcie & Morgan, 1970):

N= x2np(1-p)/d2(n-1) +x2 p(1-P)
whereas:
N: Required sample size
n: The size of the study population
P: Population Index
d: The percentage of the error that can be skipped and its largest value (0.07)
x2: Is the value of Chi2 for one degree of freedom (2.706) at a confidence level of (0.90).

According to the population of the study, 139 respondents were targeted at the level of Saudi Arabia as a sample for the study. Data was collected in a simple random way and the first 139 respondents were received. The data was obtained and it was found that 119 respondents had previously purchased fashion through electronic stores, at a rate of (85.61%) of the total study sample, and they are from They were targeted, and the respondents who did not buy fashion through electronic stores were excluded, and their number was 20 respondents, at a rate of (14.39%) of the total study sample, and they were excluded.

3.4 Methods of Data Collection

During the process of getting ready to conduct scientific research, one of the most important steps is to determine the methods that will be used to collect data. The data can be broken down into two categories: primary and secondary data, which are distinguished by the following:

3.4.1 Primary Data Collection

Primary data is defined as the basic data on which the study is based because of its reliability, credibility, and objectivity. Therefore, it is more valid than the secondary data. It is represented in this study through the questionnaire, where a questionnaire was used that was designed through the study references and was published on the Internet as it was created through Google Forms as a primary source for the study. The questionnaire was designed in a way that was suitable for the purpose of the study, and it contained items that were tailored to each of the study's independent and dependent variables, as well as the dimensions of those variables.

3.4.2 Secondary Data Collection

Data that is collected from a source that has already been published by an entity, organization, body, or previous reference is called data that was collected by a person other than the researcher for a purpose other than research. In this study, secondary sources such as books, scientific journals, published papers, and scientific theses were used. and electronic resources available on the Internet, university library and databases.

3.5 Designing the Survey Instruments (Instrument Development)

When designing the questionnaire tools, three guiding principles were followed: use of simple language, brevity of questions, and keeping questionnaires short. Creating an effective survey is essential to obtaining valuable data on a particular topic. However, there can be issues with its design, including the selection and format of survey questions and their length. The selection of survey questions must be precise and clear to represent the purpose and objectives of the survey subject; It should also be a reasonable length to prevent respondents from becoming frustrated and unwilling to give honest answers. Before designing a survey, it's important to think about the survey's goals and expected results, and then craft a list of questions to get at that data. To ensure the quality of data collection, several factors must be taken into account, including the types of questions to be asked, the wording of the questionnaire, the structure of the questionnaire, and the design and testing of the questionnaire (Krosnick, 2018).

Hence, the basic tool used in this study (questionnaire) was developed by the researcher and approved by the supervisor as being clear, understandable, and of appropriate length to assess what it was designed for.

3.6 Questionnaire Design

The questionnaire is considered the principal means of gathering primary quantitative data. The utilisation of a questionnaire facilitates the acquisition of numerical data in a uniform manner, leading to data that is internally congruent and logical for examination. It is imperative that questionnaires possess a distinct purpose that is aligned with the research objectives, and that the intended utilisation of the outcomes is unambiguous from the outset. In situations where there is a scarcity of resources and the questionnaire can be procured at a relatively low expense, it is employed. The optimal utilisation of resources such as design, administration, and time is imperative in the development of a comprehensive questionnaire. The maintenance of participant anonymity is crucial for eliciting truthful responses. Provide further evidence to corroborate the existing results. Questionnaires can serve as effective validation instruments when supplemented by other studies that have the capacity to employ alternative data collection methods (Roopa & Rani, 2012). The utilised survey comprises of two distinct sections. The initial segment comprises demographic data, encompassing variables such as gender and age.

The second part discusses the variables of the study, and it consists of 3 variables: the independent variable is perceived usefulness (PU), the intermediate variable is online trust (OT), and the dependent variable is repurchased intention (RI).

All of them were measured as follows:

Demographic information (DI): As shown in table (3.2), the respondents were asked about their demographic information in two questions about gender and age.

Table 3.2 Demographic Information Scale

GI1	Gender	Female=1, Male=2
GI2	Age	From 20 to 30=1, From 31 to 40=2, Over than 40=3

The independent variable: Perceived Usefulness (PU)

According to this variable, it measures the independent variable and consists of 3 items, as shown in the following table (3.3).

Table 3.3 Perceived Usefulness Scale

Variable	Measures	References
PU1	Using online fashion stores can increase my shopping performance	Ramayah and Ignatius (2005),Lederer, Maupin, Sena, and Zhuang (1998), Schepers, Wetzels, and management (2007), Sagnier, Loup-Escande, Lourdeaux, Thouvenin, and Valléry (2020), Usefulness (1989), Oloveze, Ogbonna, Ahaiwe, and Ugwu (2022), Islami, Asdar, and Baumassepe (2021), Samuel, Onasanya, Olumorin, and ICT (2018), Sandema-Sombe (2019), Susanto and Aljoza (2015), & Lukito and Ikhsan (2020)
PU2	Using online fashion stores can increase my shopping productivity	
PU3	Using online fashion stores is useful	

The intermediate variable: Online Trust (OT)
According to this variable, it measures the intermediate variable and consists of 4 items, as shown in the following table (3.4).

Table 3.4 Online Trust Scale

Variable	Measures	References
OT1	Based on my knowledge with online fashion stores in the past, I know that site is fair	Delgado-Ballester, Munuera-Aleman, and Yague-Guillen (2003), Alam, Yasin, and research (2010), López Miguens, González Vázquez, and Bernal Turnes (2014), Ben-Ner, Halldorsson, and labor studies (2007) & Lukito and Ikhsan (2020)
OT2	Based on my knowledge, I want to continue to accept online stores to buy fashion products because they care about customers.	
OT3	Based on my knowledge with online fashion stores in the past, I know they will fulfill their promises to customers.	
OT4	According to my knowledge with online fashion stores in the past, I know this store can be trusted.	

The dependent variable: Repurchased Intention (RI)

According to this variable, it measures the dependent variable and consists of 3 items, as shown in the following table (3.5).

Table 3.5 Repurchased Intention Scale

Variable	Measures	References
RI1	If pleasant, I want to continue with online stores to buy fashion products.	Hellier, Geursen, Carr, and Rickard (2003), Herjanto and Amin (2020), Johan, Indriyani, and Vincēviča-Gaile (2020), Ibzan, Balarabe, and Jakada (2016), Phuong, Dai Trang, and Research (2018), Fang et al. (2014), & Lukito and Ikhsan (2020)
RI2	I will likely continue to buy fashion products from online stores in the future.	
RI3	I think to continue to buy fashion products from online stores in the future.	

3.7 Measurement Scales

The primary objective of the Likert scale is to evaluate the attitudes or opinions of the participants in a survey using a 5-point scale, as stated by Mondiana, Pramoedyo, and Sumarmingsih (2018). Participants were instructed to express their level of agreement or disagreement with a set of statements using the Likert scale, which ranged from 'Strongly Disagree' to 'Strongly Agree'. The Likert scale allowed for greater flexibility in participant responses, with values ranging from 1 to 5. The corresponding data is presented in Table 3.6.

Table 3.6 Scale of the fifth pentagonal liqueur

Strongly disagree =	1
Disagree =	2
Neutral =	3
Agree =	4
Strongly agree =	5

The Likert scale was analysed using the following formula:

The duration of the class can be calculated by subtracting the minimum value of the alternative from the upper limit and dividing the result by the number of levels. In this case, the calculation would be (5-1)/3 = 1.33.

The formula for determining the first degree of agreement is derived from the relationship between the length of the category and its corresponding weight, resulting in a value of 2.33. This value is then used to establish the three levels of agreement: less than 2.34, which represents a low level of agreement, 2.34 to less than 3.67, which represents an average level of agreement.

In order to transition into the third category, it is necessary to calculate the sum of 3.66 and 1.33, resulting in 5. Additionally, one must attain a level of agreement between 3.67 and 5.00, which corresponds to a high level of agreement.

The degree of approval as indicated in Table 3.7 was determined based on the administered treatment.

Table 3.7 Treatment of the Likert scale

Degree of approval	Mean
Low	1-Less than 2.34
Intermediate	2.34- Less than 3.67
High	3.67-5

3.8 Validity of the study instrument

The validity of the instrument consists of two parts:

Apparent Validity: The research tool was shown to a panel of academic arbitrators who possessed the necessary knowledge and skills to provide their feedback on the following aspects of the study instrument: the appropriateness of the paragraph to the content; the sufficiency of the study instrument in terms of the number of paragraphs; the comprehensiveness; the diversity of its content; and the evaluation of the level of language formulation; as well as any other observations that the arbitrators deemed to be appropriate. in relation to the amendment, change, or deletion that the arbitrator considers to be necessary. The comments and suggestions made by the arbitrators were reviewed, and the amendments that were made were based on the recommendations and opinions of the panel of arbitrators. These amendments included the following: the clarification of some terms, the modification of the content of some paragraphs, the modification of some paragraphs to make them appropriate, the deletion or merging of some paragraphs, and the correction of some language errors.

Structural Validity: One of the measures of the instrument's validity is structural validity, which evaluates the instrument's ability to measure the content it was designed to measure for an initial sample of 30 respondents. In order to determine the ability of each paragraph in the scale to be distinguished, a correlation coefficient (Pearson Correlation) was calculated to demonstrate the degree to which each paragraph's degree is related to the total degree of its axis. The structural validity result and the subsequent tables illustrate the most significant findings in this regard.

Table 3.8 Correlation coefficients of each indicator with its axis

PU	Co.	OT	Co.	RI	Co.
PU1	0.874**	OT1	0.871**	RI1	0.871**
PU2	0.859**	OT2	0.864**	RI2	0.955**
PU3	0.858**	OT3	0.781**	RI3	0.942**
		OT4	0.838**		

$**P.Value \leq 0.01$

According to table (3.8), it is clear that most of the indicators are statistically significant, where P.Value ≤ 0.01 ranged between (0.781-0.955), and all correlation values were higher than 0.25. Therefore, the validity of the scale for the indicators that proved that P.Value ≤ 0.01 was also observed.

Table 3.9 Correlation coefficients between the axes and dimensions of the study and the overall degree of the scale

Co.	Total	PU	OT
PU	0.769**		
OT	0.943**	0.592**	
RI	0.828**	0.418*	0.737**

$**P.Value \leq 0.01$

According to table (3.9) it is clear that most of the indicators are statistically significant, where P.Value was ≤ 0.01 and it ranged between (0.769-0.943), and all correlation values were higher than 0.25.

3.9 Reliability of the study instrument

The present study assessed the reliability of the questionnaire's variables measurement instrument by computing Cronbach's alpha coefficient for a preliminary sample of 30 participants. A statistically acceptable result is obtained when the coefficient value exceeds 0.70, and the closer it is to 1, the higher the instrument's reliability. This finding indicates a high level of reliability for the study instrument.

Table 3.10 Values of the internal consistency coefficient (Cronbach Alpha) for the items of the study instrument

Dimension	Cronbach's Alpha	N of Items
PU	0.822	3
OT	0.860	4
RI	0.908	3
Total	0.907	10

As per the findings presented in Table (3.10), the Cronbach's alpha values ranged from 0.822 to 0.908, indicating a percentage range of 82.2% to 90.8%. Furthermore, the Cronbach's alpha value for all items was determined to be 0.907. Ninety point seven percent (90.7%) was achieved. Consequently, the assessment instrument can be characterised as dependable, and the information gathered from it is appropriate for gauging variables and exhibits a significant level of consistency.

3.9.1 Normality distribution test:

The most appropriate means for determining the relationships between variables are the means of parametric statistics, as parametric statistics (parametric methods) are "a statistical method used to verify the validity of hypotheses regarding certain populations, that is, they depend on the parameters of the population, and these methods require fulfilling some assumptions about the population being taken the sample of them, and from these assumptions that the observations in the population take the form of a normal distribution, and then the Kolmogorov-Smirnov test was conducted, which is used to test the distribution of the data normally if the number of cases or observations is greater than (50%), and one of the conditions of the normal distribution is that The P.value of the data is greater than (0.05) and the K-S value is less than (5).

Table 3.11 Normal distribution of data based on Skewness

Statistic	Value
Mean	3.1462
Std. Deviation	0.40571
Kolmogorov-Smirnova	0.134
P.value	0.176

Based on the test data shown in table (3.11), which indicates that the data distribution was normal as the signature. The value for all dimensions was less than 5% and the K-S test values for all dimensions were less than (5) and Fig. (3.1) shows the display of the normal distribution of the study variables, and therefore the parametric methods were relied on in the study.
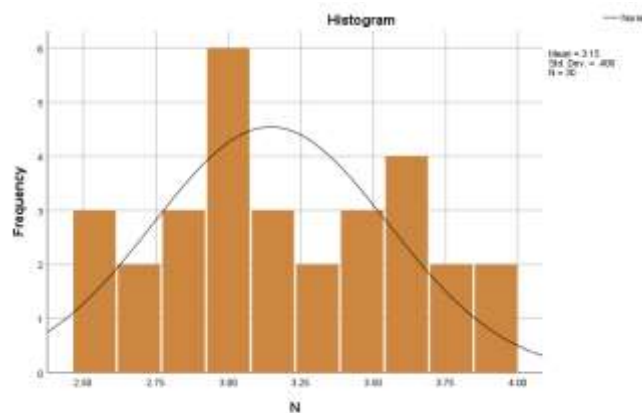

Fig. 3.1 Normality for All scale

4. Data Analysis

4.1 Introduction

In this chapter, a complete analysis of the data will be conducted and results appropriate to the objectives and model of the study will be produced according to the appropriate statistical methods, using SPSS v. 25. & SmartPlus 4 in order to come out with the most appropriate results. The following is a breakdown of these results as follows:

4.2 Demographic information (DI)

Descriptive statistics were defined as the primary measures used to describe survey data. The next section discusses the results of the general demographic analysis. The study tested 119 correct answers to the questionnaire. Table (4.1) summarizes the main characteristics of these respondents, including "Gender", "Age". Moreover, pie charts are included to show the results of each demographic structure.

Table 4.1 Descriptive statistics of respondents' general information

Code	Categories	Freq.	%
DI1	Female	116	97.5%
	Male	3	2.5%
DI2	From 20 to 30	42	35.3%
	From 31 to 40	27	22.7%
	Upper 40	50	42%
N= (119)			

According to table (4.1), it was found that the majority of the respondents were 116 (97.5%) females, and the least were 3 (2.5%) males. Figure (4.1) illustrates this. It was found that the majority of their ages are upper 40 50 (42%), immediately followed by from 20 to 30 42 (35.3%), and the least from 31 to 40 27 (22.7%). Figure (4.2) illustrates this result.
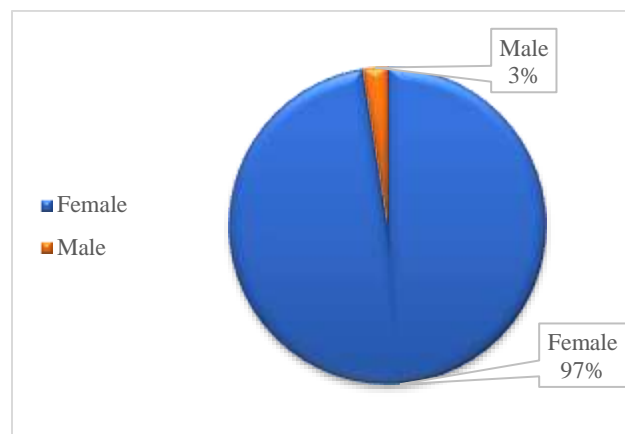

Fig. 4.1 Descriptive statistics of respondents according to gender
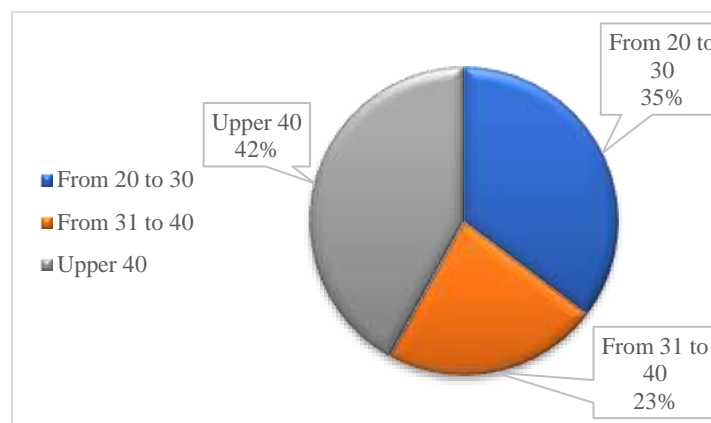

Fig. 4.2 Descriptive statistics of respondents according to age

4.3 Description of the study variables

This part of the study is concerned with describing the study variables in order to determine the degree of relative agreement of the study sample members, the frequency, percentage, mean, and standard deviation of the study sample responses, and the relative importance towards the study variables. The most important results are as follows:

4.3.1 The independent variable: Perceived Usefulness (PU)

According to table (4.2), it is indicated that the independent variable is Perceived Usefulness (PU). The frequencies, percentages, mean, standard deviation, relative importance and score will be calculated according to Likert scale. Here are the most important results as follows:

Table 4.2 Perceived Usefulness (PU)

No.	Code	Stat.	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Deviation	Rank	Relative importance	Degree
1	PU1	Freq.	1	1	18	44	55	4.27	0.81	2	85.4%	High
		%	0.8	0.8	15.1	37.0	46.2					
2	PU2	Freq.	1	3	17	60	38	4.10	0.80	3	82.0%	High
		%	0.8	2.5	14.3	50.4	31.9					
3	PU3	Freq.	0	1	9	51	58	4.39	0.67	1	87.9%	High
		%	0	0.8	7.6	42.9	48.7					
A	PU	N= (119)						4.25	0.65		85.1%	High

According to table (4.2), this variable achieved high values with a relative importance that reached (85.1%), as it achieved a mean (4.25) and a standard deviation (0.65), as it was found that item (PU3) that states "Using online fashion stores is useful" ranked first. The first, in terms of relative importance, reached (85.1%), as the respondents strongly agreed on this item, with a rate of (48.7%), with a mean of (4.39) and a standard deviation of (0.67), It was also found that the item (PU1), which states "Using online fashion stores can increase my shopping performance", ranked second in terms of relative importance, reaching (85.4%), as the respondents strongly agreed on this item, with a rate of (46.2%). With a mean of (4.27) and a standard deviation of (0.81), it was also found that the item (PU2) which states "Using online fashion stores can increase my shopping productivity" ranked third in terms of relative importance, reaching (85.4%), where the respondents were they strongly agree on this item, with a percentage of (46.2%), with a mean of (4.27) and a standard deviation of (0.81).

4.3.2 The intermediate variable: Online Trust (OT)

According to table (4.3), it is indicated that the independent variable is Online Trust (OT). The frequencies, percentages, mean, standard deviation, relative importance and score will be calculated according to Likert scale. Here are the most important results as follows:

Table 4.3 Online Trust (OT)

No.	Code	Stat.	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Deviation	Rank	Relative importance	Degree
1	OT1	Freq.	1	5	34	55	24	3.81	0.84	3	76.1%	High
		%	0.8	4.2	28.6	46.2	20.2					
2	OT2	Freq.	0	6	27	58	28	3.91	0.81	1	78.2%	High
		%	0	5.0	22.7	48.7	23.5					
3	OT3	Freq.	0	8	36	56	19	3.72	0.81	4	74.5%	High
		%	0	6.7	30.3	47.1	16.0					
4	OT4	Freq.	0	9	26	58	26	3.85	0.85	2	77%	High
		%	0	7.6	21.8	48.7	21.8					
B	OT	N= (119)						3.82	0.68		76.4%	High

As per Table 4.3, the aforementioned variable exhibited a high degree of significance with a relative importance of 76.4%. This can be attributed to its mean value of 3.82 and standard deviation of 0.68. The statement made in item (OT2) affirms the desire to continue accepting online stores as a viable option for purchasing fashion products due to their demonstrated concern for customers. The item that attained the highest relative importance ranking was identified as reaching a percentage of 78.2%. Additionally, 46.2% of the respondents agreed with this item, which had a mean of 3.91 and a standard deviation of 0.81. The study revealed that the item labelled as OT4, which pertains to the trustworthiness of online fashion stores based on past experiences, obtained a high ranking in terms of relative importance, garnering a percentage of 77%. The respondents

demonstrated agreement with this item, with a percentage of 48.7%, and a mean of 3.85 and a standard deviation of 0.85. The study revealed that the item labelled as OT1, which pertains to the respondent's familiarity with online fashion stores and their perception of the site's fairness, obtained a relative importance ranking of third place with a score of 76.1%. The respondents expressed agreement with this particular item. The aforementioned figure is expressed as a percentage of 46.2%, accompanied by a mean value of 3.81 and a standard deviation of 0.84. The study revealed that the item labelled as OT3, which pertains to the potential of online fashion stores to enhance shopping productivity, obtained a relative importance ranking of third place at 74.5%. The respondents demonstrated agreement with this item at a rate of 47.1%, with a mean score of 3.72 and a standard deviation of 0.81.

4.3.3 The dependent variable: Repurchased Intention (RI)
According to table (4.4), it is indicated that the independent variable is Repurchased Intention (RI). The frequencies, percentages, mean, standard deviation, relative importance and score will be calculated according to Likert scale. Here are the most important results as follows:

Table 4.4 Repurchased Intention (RI)

No.	Code	Stat.	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Deviation	Rank	Relative importance	Degree
1	RI1	Freq.	1	4	14	56	44	4.16	0.83	3	83.2%	High
		%	0.8	3.4	11.8	47.1	37					
2	RI2	Freq.	0	2	11	60	46	4.26	0.69	1	85.2%	High
		%	0	1.7	9.2	50.4	38.7					
3	RI3	Freq.	0	1	11	64	43	4.25	0.65	2	85%	High
		%	0	0.8	9.2	53.8	36.1					
C	RI	N= (119)						4.21	0.64		84.3%	High

As per Table 4.4, the aforementioned variable exhibited a high value with a relative importance of 84.3%. This can be attributed to its mean of 4.21 and standard deviation of 0.64. The study revealed that the item labelled as RI2, which pertains to the likelihood of purchasing fashion products from online stores in the future, garnered the highest relative importance score of 85.2%. This was supported by 50.4% of the respondents, with a mean of 4.26 and a standard deviation of 0.69. The study revealed that the item labelled as RI3, which pertains to the intention of purchasing fashion products from online stores in the future, obtained a relative importance score of 85%. A majority of the respondents, specifically 53.8%, agreed with this item, with a mean value of 4.25 and a standard deviation of 0.65. The study revealed that the item labelled as RI1, which expresses the desire to continue using online stores for purchasing fashion products if the experience is pleasant, was ranked third in relative importance. The item in question obtained a percentage agreement of 83.2% among the respondents, with a corresponding rate of 53.8%. The arithmetic mean and standard deviation for this item were 4.16 and 0.83, respectively.

4.4 Test hypotheses and structural models
4.4.1 Evaluation of Measurement Models (Outdoor Mode 1)
The process of evaluating a measurement model involves three distinct steps, namely the assessment of convergent validity, discriminatory validity, and composite reliability.

Table 4.5 Convergent validity and Average Variance Extracted (AVE)

Construct	Item	Sample mean (M)	Loading Factor	T-statistics	AVE	Result
Perceived Usefulness Scale	PU1	0.731	0.881	11.424	0.739	Valid
	PU2	0.776	0.871	14.919		Valid
	PU3	0.816	0.825	13.667		Valid
Online Trust Scale	OT1	0.676	0.772	6.979	0.672	Valid
	OT2	0.863	0.848	15.942		Valid
	OT3	0.589	0.785	6.626		Valid
	OT4	0.835	0.870	16.311		Valid
Repurchase Intention	RI1	0.773	0.799	10.311	0.776	Valid
	RI2	0.822	0.928	16.816		Valid
	RI3	0.845	0.909	17.006		Valid

If a link has a loading value greater than 0.5, it can satisfy convergent validity. In order for the indicators used in this study to achieve close validity, the output of table (4.5) demonstrates that the loading factor produces a value higher than the advised

value of 0.5. Table (4.5) indicates that all variants have AVE values greater than 0.5, indicating a good convergent fit. The perceived usefulness measure's AVE value is 0.672, which means that perceived usefulness can reflect 67.2% of the data from the four indicators. Online trust can reflect 73.9% of the data in the three indicators, according to the online trust scale's AVE value of 0.739. Last but not least, the buy-back intent's AVE value is 0.776, indicating that it can reflect 77.6% of the data from the other four indicators.
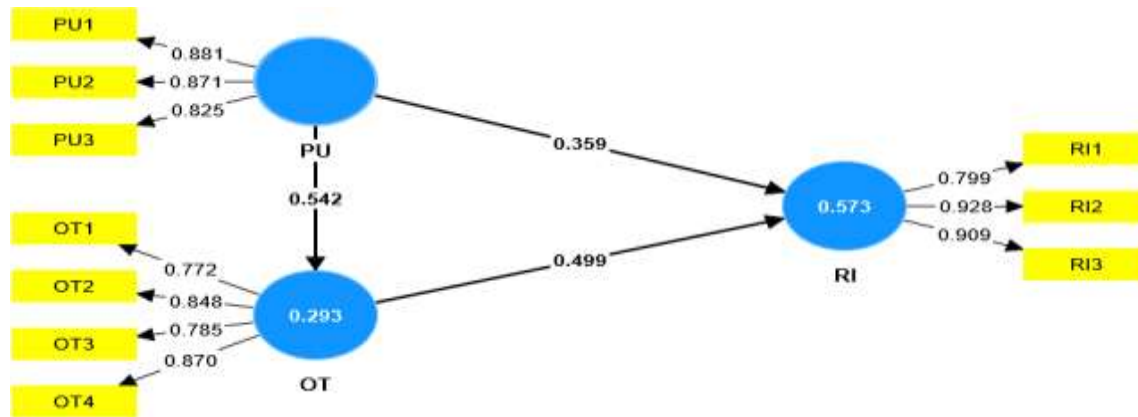

Fig. 4.3 Loading Factor (Standardized)

Table 4.6 Discriminant Validity

Item	OT	PU	RI
PU1	0.452	0.881	0.499
PU2	0.490	0.871	0.519
PU3	0.452	0.825	0.598
OT1	0.772	0.397	0.519
OT2	0.848	0.575	0.593
OT3	0.785	0.337	0.453
OT4	0.870	0.432	0.676
RI1	0.579	0.530	0.799
RI2	0.623	0.548	0.928
RI3	0.629	0.583	0.909

Based on table (4.6), all indices in each construct have the highest correlation compared to the load value of the other constructs, so it can be concluded that the discriminatory validity is good. Combined reliability test (CR) method and Cronbach's alpha method are used. The questionnaire is reliable if CR is greater than 0.7 and Alpha-Cronbach is greater than 0.6. According to the following result of reliability test.

Table 4.7 Reliability Test

Construct	Cronbach's alpha	Composite reliability	Decision
PU	0.823	0.823	Good
OT	0.837	0.855	Good
RI	0.853	0.857	Good

Table (4.7) shows that all latent variables measured in this study have Cronbach's Alpha values and composite reliability greater than 0.7 so it can be concluded that all latent variables are reliable, or that all indicators have consistency in measuring their latent variables.

4.3.2 Evaluation of Structural Models (Inner Model)
Internal model testing is the development of models based on concepts and theories to analyze the relationship between external and internal variables that are described in the conceptual framework. The results of smoothing estimates for each variable in the structural model are presented in the following Figure (4.4).
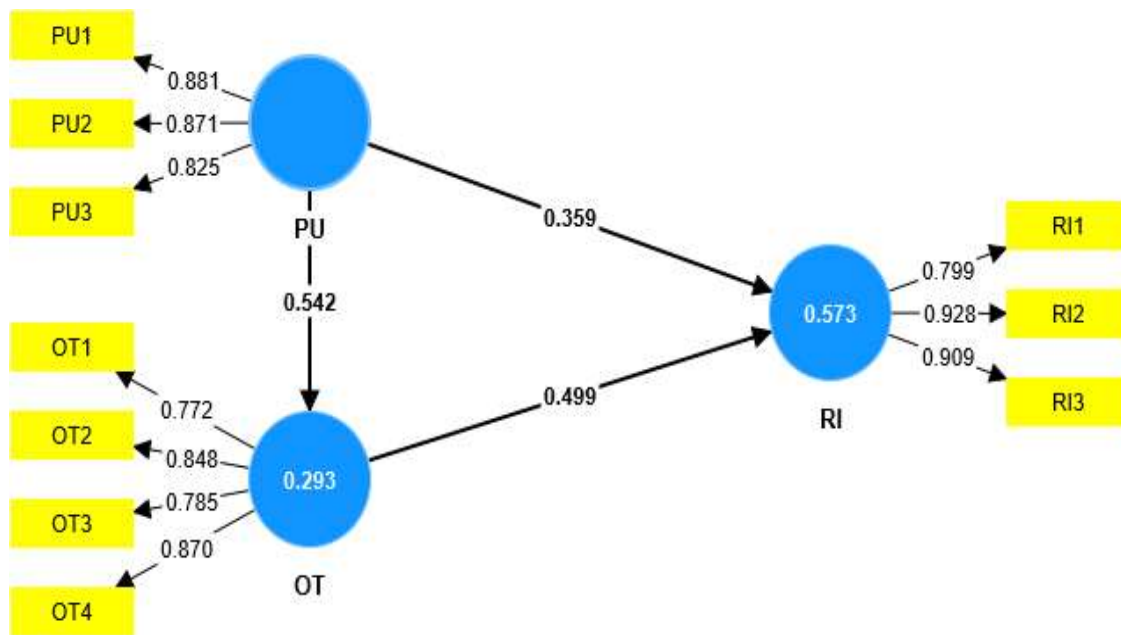
Fig. 4.4 Structural Model Full Bootstrapping

It evaluates structural models in SEM with PLS out by performing R2 tests and significance tests through path factor estimates.

Table 4.8 Direct effects (R-Square and Hypothesis Testing)

Model	Path	Path coefficient (Standardized)	T-statistics	P.values	Decision	R2
First	PU -> OT	0.542	8.500	0.000	H1: Support (+)	0.293
Second	PU -> RI	0.359	8.952	0.000	H2: Support (+)	0.573
	OT -> RI	0.499	4.118	0.000	H3: Support (+)	

Based on table (4.8), the first model has an R2 value of 0.293. This could be explained by the constructive variance of a measure of perceived usefulness that could explain the variance of online trust constructs of 29.3%. While in the second model, the R-Square value is 0.573. This could be explained by the constructive variance of a measure of perceived usefulness, and online trust could explain the construct of a repurchase intention variance of 57.3%.

The first hypothesis that perceived usefulness has a positive effect on online trust with a value of 0.542 was accepted with a significant value of 0.000. The higher the perceived usefulness, the higher the online consumer confidence. The second hypothesis was accepted, i.e., that the perceived usefulness has a positive effect on the repurchase intention of 0.359 with a significant value of 0.000. The higher the perceived usefulness that consumers see, the higher the return intent. The third hypothesis was accepted, i.e., online trust has a positive effect on repurchase intention of 0.499 with a significant value of 0.000. The higher the online trust, the higher the repurchase intention.

Table 4.9 Effect Size ($f2$)

Path	R2 Exclude	f-Square ($f2$)	r
PU -> OT	0.293	0.415	0.542
OT -> RI	0.481	0.412	0.694
PU -> RI	0.397	0.214	0.630

Based on table (4.9), it can be concluded: First, the perceived usefulness has a slight effect on online trust. Second, online trust has an impact on repurchase intention. Third, perceived usefulness has an impact on repurchase intention.

5. Discussion and conclusion
5.1 Introduction
In this chapter, the most important findings of the study, its conclusions, and the recommendations that have been identified will be reviewed as follows:

5.2 Discussion.

The majority of the respondents are female, and the least are male, most likely due to the age group of the respondents. The majority of respondents were over 40, followed by those from 20 to 30, and the lowest from 31 to 40. This age group likely had an impact on the perceived usefulness in online purchasing in Saudi Arabia. The age range of respondents can also have an impact on perceived usefulness in online purchasing.

The study found that the participants had a high level of perceived usefulness when it came to using the Internet to make purchases. This indicates that the participants believed that the Internet was a useful tool for their purchasing needs. The study also found that the participants had a high repurchase intention through the use of the Internet. This indicates that the participants were willing to use the Internet for their purchasing needs. The study also found that participants had a high level of trust in and use of the Internet for purchases. This indicates that the participants felt that the Internet was a safe and secure platform for their purchasing needs. The results of the study that found a high level of perceived usefulness, repurchase intention, and trust in online purchases are in line with previous research. Koufaris and Hampton-Sosa (2004) highlighted the importance of perceived usefulness in online shopping, while Sun (2010) emphasized the role of trust in fostering customer happiness and anticipation for future interactions. David et al. (2003) and Pavlou (2003) found that online trust is a significant component of perceived benefits, and Zhang et al. (2011) noted that customers judge a website's value based on their encounters with it, including the presence of high-quality goods and an enhanced shopping experience. Additionally, previous research by Al-Natour et al. (2011) and David et al. (2003) found that mutual trust between customers and merchants is important for completing transactions and enhancing the shopping experience.

The study found that the measure of online trust was high in Saudi Arabia, indicating that the public in Saudi Arabia has a high level of trust in online purchases. This is likely due to the fact that the internet is widely used in Saudi Arabia, and the public is familiar with the online buying process. Additionally, the study found that perceived usefulness was an important factor in online repurchase intention. This indicates that the audience in Saudi Arabia is more likely to buy online if they realize that the product or service is of interest to them. Similarly, the study that found a high measure of online trust in Saudi Arabia and the importance of perceived usefulness in online repurchase intention aligns with previous research. Fred et al. (1989) found that users' intentions to use a technology are heavily influenced by their perception of its usefulness, while AlMaghrabi, Dennis, & Vaux Halliday (2011) identified perceived usefulness as one of the three most important factors in online shopping continuation intention. The importance of trust in online purchases was highlighted by Chen & Rau (2014) and Zhang et al. (2011), who noted that trust develops based on prior online shopping experiences and is crucial for establishing a quality relationship between buyer and vendor.

The study found that trust is a major factor in the decision to buy fashion products online in Saudi Arabia. Consumers in Saudi Arabia are more likely to buy fashion products online if they trust the online store. This is most likely due to the fact that online stores are relatively new to Saudi Arabia and consumers may not be aware of the online buying process. Therefore, it is important for online stores to build trust with their customers in order to increase their sales. The study also found that the perceived usefulness of using online stores to buy fashion products is largely based on convenience. Consumers in Saudi Arabia are more likely to buy fashion products online if they believe it is more convenient than brick-and-mortar shopping. This is likely due to the fact that online stores offer a wide variety of products and allow customers to shop from the comfort of their home. Finally, the study that found trust to be a major factor in the decision to buy fashion products online in Saudi Arabia, and the perceived usefulness of online stores to be largely based on convenience, is consistent with previous research. Murphy & Tocher (2011) emphasized the importance of establishing trust with customers for the success of an online business-to-consumer store, while Amin, Rezaei, & Tavana (2015) suggested that online merchants should prioritize the utility and reliability of their website over its convenience. The convenience factor that was found to be important in the perceived usefulness of online fashion stores in Saudi Arabia is in line with previous research by Ferdianto (2022), who noted that consumers find online shopping more beneficial than traditional shopping when they can easily access product information and complete transactions.

5.3 Conclusion

This study highlights the importance of perceived usefulness and online trust in the intention to repurchase through the use of the internet in Saudi Arabia. The findings suggest that businesses should invest in creating an online presence that is attractive and engaging to customers by providing relevant and interesting content and ensuring that the website is easy to navigate. Moreover, building trust with customers by providing a secure and reliable online shopping experience, clear and accurate product information, and responsive customer service is crucial for creating long-term customer loyalty.

Overall, these findings can help businesses in Saudi Arabia to better understand the factors that influence customers' intention to repurchase online, and to develop effective strategies to increase online sales and customer loyalty. Additionally, this study

can serve as a foundation for further research in this area, such as exploring the role of other factors, such as online reputation and social influence, in the intention to repurchase through the use of the internet in Saudi Arabia.

5.4 Limitations and Directions for Future Researches
5.4.1 Limitations:
1. The sample size of the study may be limited, and it may not represent the entire population of online shoppers in KSA. This can affect the generalizability of the findings to the wider population.
2. The data collection method, such as online surveys, may not be the most effective way to collect data. Some respondents may not be comfortable with online surveys or may not have access to the internet, which can affect the accuracy of the data collected.
3. Respondents may provide socially desirable answers that do not reflect their actual behavior or intentions. This can affect the validity of the study's findings.
4. The study may only consider a limited number of variables that influence repurchase intention, and other important factors may be overlooked. This can affect the comprehensiveness of the study's findings.
5. External factors, such as economic conditions, technological advancements, or changes in consumer behavior, may affect the study's findings. These factors may be beyond the control of the researchers and can limit the generalizability of the study's findings.

5.4.2 Directions for Future Researches:
1. Comparative Studies: Future research can conduct comparative studies between online and offline fashion shopping in KSA. Such studies can compare the determinants of repurchase intention in both online and offline settings to identify any differences or similarities.
2. Cross-Cultural Studies: Future research can conduct cross-cultural studies between KSA and other countries to identify similarities and differences in online shopping behavior. This can provide insights into the cultural factors that influence repurchase intention in different regions.
3. Consumer Segmentation: Future research can segment online shoppers in KSA based on demographics, psychographics, and behavior. This can provide insights into the different factors that influence repurchase intention among different segments of online shoppers.
4. Longitudinal Studies: Future research can conduct longitudinal studies to track changes in online shopping behavior over time. This can provide insights into the factors that influence repurchase intention in the long term.
5. Brand Loyalty: Future research can explore the relationship between brand loyalty and repurchase intention among online shoppers in KSA. This can provide insights into the factors that influence brand loyalty and how it impacts repurchase intention.
6. Technological Advancements: Future research can examine how technological advancements, such as artificial intelligence and virtual reality, are influencing online shopping behavior in KSA. This can provide insights into the future of online shopping and how it may impact repurchase intention.

5.5 Theoretical and Managerial Implications
5.5.1 Theoretical Implications:
1. The study provides a better understanding of the factors that influence repurchase intention toward fashion online shopping in KSA. This contributes to the literature on online shopping behavior in the region.
2. The study identifies the significant impact of online stores trust, and perceived usefulness on repurchase intention in the context of fashion online shopping in KSA. This adds to the existing knowledge on the determinants of online shopping behavior.
3. The study's findings can be used as a basis for future research in the field of online shopping behavior, particularly in the context of KSA.

5.5.2 Managerial Implications:
1. The study's findings can help fashion retailers in KSA understand the factors that influence repurchase intention among their online customers. Retailers can use this information to develop strategies that enhance website quality, trust, and customer satisfaction, which in turn can increase repurchase intention.
2. The study highlights the importance of building trust with online customers in KSA. Fashion retailers can develop strategies that help build trust, such as offering secure payment options and ensuring prompt delivery of products.
3. The study's findings can also help fashion retailers in KSA design their websites to enhance customer satisfaction. Retailers can focus on user-friendly website design, personalized recommendations, and easy navigation to increase customer satisfaction.
4. The study's findings can help fashion retailers in KSA identify the factors that are most important to their online customers.

5. The study's findings can also inform the development of marketing campaigns that target online customers in KSA. Retailers can use the determinants identified in the study as a basis for developing messaging that resonates with their target audience.

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