

A Generation X Cohort Analysis of E-shoppers: Satisfaction, Loyalty and Repurchase Intentions in a Developing Country

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ABSTRACT Research effort devoted to investigating the influence of e-satisfaction and e-loyalty on repurchase intention in the context of South African online environments have largely been scarce. This study examines the influence of e-satisfaction and e-loyalty on repurchase intentions among a cohort of generation x consumers. The study is located within a quantitative research paradigm in order to test the proposed hypotheses. Data was collected from generation x online consumers in the southern Gauteng region, South Africa. A snowball sampling method was employed and a total of 369 questionnaires were analysed through correlation and regression analysis. The results show that e-satisfaction and e-loyalty have a positive and significant relationship with repurchase intention. E-shopping satisfaction also positively influenced e-shopping loyalty. Limitations, implications and future research directions are suggested.