# Personalized Consumer Motivation and Repurchase Intention of Small Medium Enterprises on Digital Platform

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## ABSTRACT

This study investigates the factors influencing consumer repurchase intentions within digital platforms of SMEs in Malacca, Malaysia. It introduces a novel framework comprising five motivational dimensions—price, promotion, innovativeness, store brand, and service quality sensitivity—to explore their relationships with repurchase intentions. Data from 300 SME consumers were collected through a structured survey. The findings revealed that consumer repurchase intentions in Malacca's digital SME marketplace are significantly influenced by four motivational dimensions: price sensitivity, innovativeness sensitivity, store brand sensitivity, and service quality sensitivity, with innovativeness sensitivity emerging as the most influential factor. This underscores that consumers prioritize innovative features when deciding to repurchase from SMEs online, alongside factors like price, brand, and service quality. The study highlights the practical implications for digital marketing, stressing the importance of dynamic pricing, continuous innovation, strong branding, and exceptional service quality for SMEs to engage and retain customers effectively. Additionally, the study suggests avenues for future studies, including exploring demographic influences and the longitudinal evolution of consumer motivations.

# INTRODUCTION

Various factors affecting consumer behavior have been studied over recent years, particularly in the context of SMEs, which have encountered significant marketing difficulties intensified by the economic crisis and the COVID-19 pandemic in 2020 (Suhaimi, 2021). The global economic recovery remains fragile, with many small businesses struggling to remain sustainable, especially in low-income countries. To stay competitive, many SME owners have turned to e-commerce and digital marketing due to an increase in online purchasing during the pandemic. In this regard, digital marketing platforms have proven effective, as evidenced by a notable rise in business activity during Malaysia's Movement Control Order (MCO) (Bernama, 2021). By the end of 2023, Malaysia's e-commerce market is expected to reach $8.75 billion, with continued growth projected (Commission Factory, 2023). The market volume is expected to exceed $14.40 billion by 2027, with a projected annual growth rate of 13.26% over the next four years. The number of online consumers in Malaysia grew by 8.3% year on year, reaching 15.63 million individuals purchasing goods online at the start of 2023. However, despite this growth, SMEs still face challenges in understanding and retaining customers due to shifting consumer motivations and behaviors (Mat Sani et al., 2018; Jadhav et al., 2023).

Marketing is a crucial aspect of business for promoting products and services. Recent technological advancements, accelerated by the COVID-19 pandemic, have revolutionized marketing strategies, pushing SMEs toward digital marketing. Traditional businesses have adopted hybrid strategies, blending traditional and digital approaches, as consumers increasingly shift to online purchasing (Ausat et al., 2021). Anuar and Othman (2024) notes that transitioning to online business models has proven cost-effective for business owners, enhancing marketing efficiency. This shift from conventional to digital marketing has significant implications for economic development, necessitating SME entrepreneurs to understand consumer motivations for consistent purchases on digital platforms. Understanding consumer behavior in the digital realm has become critical for SMEs, especially factors that drive consistent purchasing. While various studies have explored digital marketing, few have focused on consumer characteristics as key determinants of repurchase intentions (Mat Sani et al., 2018). In light of this gap, this paper aims to identify factors influencing consumer repurchase intentions on digital platforms using a novel framework encompassing five dimensions: price, promotion, innovativeness, store brand, and service quality sensitivity.

The study seeks to validate the interrelationships among these motivational constructs and repurchase intentions, providing actionable insights for SME entrepreneurs to enhance digital marketing strategies and better understand consumer behavior in the digital age. The objectives and research questions focus on the relationships between these motivational sensitivities and repurchase intentions, identifying the most influential variables and strategies SMEs should employ to address these issues. This novel construct of motivation dimensions in digital marketing aims to bridge gaps in understanding consumer motivations and provide valuable insights for SME entrepreneurs in Malacca. The findings may aid in planning digital marketing strategies, consumer profiling, customer retention, sales forecasting, and effective product marketing.

# LITERATURE REVIEW

## Small Medium Enterprise (SME)

Small and Medium Enterprises (SMEs) play a significant role in Malaysia's economic landscape, representing 99% of all businesses and significantly contributing to the nation's GDP, employment, and exports. SMEs contribute 38.3% to the GDP, provide 66% of employment, and account for 17.3% of exports. The Malaysian economy has transitioned from agriculture to industry, with SMEs driving this change and generating substantial employment and output, particularly in manufacturing. SME Corp Malaysia categorizes SMEs into 'Manufacturing' and 'Services and Other Sectors,' with specific sales turnover and employment criteria for each, as updated by Bank Negara Malaysia in 2017 (Raja, 2023). The Services sector is the largest within the SME industry, making up 89.2%, followed by Manufacturing at 5.3%, and other sectors like construction, agriculture, and mining. The food and beverages industries, part of the 'Services and Other Sectors,' are the focus of this study.

**Digital Marketing**

Digital marketing in Malaysia is a rapidly growing sector due to its tech-savvy population. It was reported that 96.8% are engaged online, and this scenario has created vast opportunities for businesses, especially SMEs, to tap into digital platforms for consumer engagement and sales (Howe, 2023). The e-commerce market is expected to significantly expand, with projections of reaching US$10.19 billion in 2023 and $16.98 billion by 2027 (Kashyap, 2023). The COVID-19 pandemic has further accelerated this trend, with platforms like Lazada and Shopee reporting substantial increases in orders and traffic (Moorthy et al., 2022). Digital marketing encompasses a variety of strategies, including search engine optimization, pay-per-click, social media content, email, mobile, marketing analytics, and affiliate marketing, all of which utilize electronic devices or the Internet for the promotion of products or services (Desai, 2019; Gustavsen, 2023; Shiver, 2022). This shift to digital marketing is essential for SMEs to effectively reach and engage with consumers in the modern digital landscape.

**Theoretical Framework**

This study integrates the Expectation Confirmation Theory (ECT) and Expectancy-Value Theory (EVT) to explain consumer behavior related to repurchase intentions and motivation in the SME sector in Malacca, Malaysia. ECT, introduced in marketing by Oliver (1980), emphasizes the crucial role of consumer satisfaction in repurchases, loyalty, and retention (Asri et al., 2022; Natasha et al., 2023). Rooted in applied psychology, ECT suggests that consumers set initial standards of expectation, and deviations from these standards affect their satisfaction levels. When products meet these expectations, it leads to favorable attitudes toward repurchase (Attiq et al., 2022).

In this study, consumer motivation factors: price, promotion, innovativeness, store brand, and service quality sensitivity serve as the initial standards of expectation. Meeting these expectations fulfills consumer needs and promotes repurchase intentions. Understanding consumer motivation, on the other hand, is critical in marketing, focusing on fulfilling needs, desires, and objectives that drive behavior. Studer et al. (2016) categorize motivation into expectancy and value: expectancy is the likelihood that a behavior will lead to the desired outcome, while value is the desirability of that outcome. High expectancy and value result in greater motivation, while the absence of either reduces motivation.

The Expectancy-Value Theory of Repurchase Intention in Digital Platforms explains how expectations and value influence behaviors like repurchasing products or services (Seah et al., 2022; Anabir, 2023). This theory is widely used in marketing and consumer behavior research to understand factors affecting repurchase intentions in digital contexts. When consumer expectations are confirmed, they are likely to repurchase, perceiving their needs as met. Conversely, unmet expectations reduce repurchase likelihood. Consumers are more inclined to repurchase products or services they highly value due to benefits such as convenience or cost savings (Liao et al., 2017; Seah et al., 2022; Anabir, 2023).

Overall, the combination of ECT and EVT provides a comprehensive framework for understanding how consumers form expectations and value on SMEs' digital products and services, leading to repurchase intention. By applying these theories, businesses can better understand the factors influencing consumer repurchase intentions and develop strategies to enhance customer loyalty and retention on digital platforms. Figure 1 illustrates the theoretical framework of expectancy-value theory.
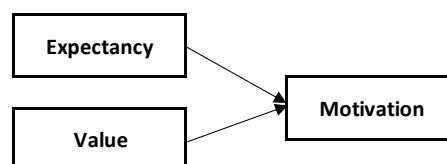
Figure 1 Expectancy – Value Theory

**Repurchase Intention**

Repurchase intention refers to the likelihood or willingness of consumers to continue using an online platform for future purchases or repeat purchases of a product or service (Dong et al., 2021; Gupta, 2020). This concept is essential for understanding consumer behavior and loyalty in the digital marketplace. This study integrates the Expectation Confirmation Theory (ECT) and the Expectancy-Value Theory (EVT) to explain how individuals' motivation to repurchase is shaped by their expectations and the satisfaction they derive from outcomes, focusing on products and services offered by SMEs in Malacca.

Key factors identified in this research include Price Sensitivity, Promotion Sensitivity, Store Brand Sensitivity, Service Quality Sensitivity, and Innovativeness Sensitivity. These determinants are critical in influencing repurchase intentions on digital marketing platforms. The chosen theories effectively address these motivational factors, aligning with the expectancy component (consumers' expectations of a satisfying purchase experience) and the value component (the importance consumers assign to these factors). By applying ECT and EVT, this study provides a comprehensive understanding of how these five dimensions of motivation influence consumers' propensity to engage in repeat purchases on digital marketing platforms.

**Price Sensitivity**

Price sensitivity is defined as the degree to which changes in the price of a product or service influence a consumer's purchasing behavior (Gallo, 2017). It is a measure of how much the cost of a product or service affects a customer's willingness to buy it (Priceva, 2022). According to Mahardhika and Nurmahdi (2023), customers' perception of a product's pricing directly impacts their satisfaction levels and their likelihood to repurchase in Indonesia. The research underscores the critical importance of pricing strategies that align with product quality to shape consumer behavior positively. Consequently, businesses benefit from understanding and managing how customers perceive product pricing to effectively influence their purchase choices. Similarly, according to research conducted by Siregar and Nurmahdi (2021), price perceptions have a positive and significant impact on consumer satisfaction and purchasing decisions.

Price sensitivity is a critical determinant of consumer purchasing behavior, reflecting the extent to which the cost of a product influences a buyer's decision-making process. This sensitivity can lead to alterations in purchasing patterns and intentions. It is particularly distinct between repeat customers, who tend to be less price-sensitive, and new customers, who are more affected by price fluctuations. The perceived price of a product significantly influences consumer purchase decisions; however, the investigation of this perception among SME consumers still needs further study. Correspondingly, the first research hypothesis is suggested:

*(H1) There is a significant influence of price sensitivity on the repurchase intention of SME products and services in digital marketing platforms.*

**Promotion Sensitivity**

Sales promotions represent a form of value or reward extended to consumers following their purchase. Consequently, consumers driven by varying satisfaction or pleasure motivations exhibit distinct responses to the purchasing experience (Peng et al., 2018). Promotion sensitivity individual in this study refers to the degree to which sales promotions, such as discounts, free trials, or other offers, influence a consumer. It is a measure of how much a consumer's purchasing decision is affected by the presence or absence of promotions. Zhang et al. (2017) concluded that consumers with promotion sensitivity purchase from sellers who provided promotion offers. Studies have consistently supported the effectiveness of targeted and personalized promotions, particularly in digital marketing strategies (Iragar et al., 2021). Additionally, sales promotions not only affect the likelihood of an initial purchase but also the interest in the continued use of services (Priskilia and Sitinjak, 2020). Sales promotions can also impact repurchase behavior in e-commerce. Cuong (2021) discovered that promotional offers significantly influence Vietnam's online shoppers, not only driving their initial purchasing decisions but also boosting their likelihood to repurchase. Despite the positive influence of sales promotion on consumers' purchase decisions, there is still a lack of study on the impact of sales promotion on Malaysia's SME consumer's repurchase intention, particularly in Malacca state. Accordingly, the second research hypothesis is proposed:

*(H2) There is a significant influence of promotional sensitivity on the repurchase intention of SME products and services in digital marketing platforms.*

## Store Brand Sensitivity

According to The Economic Times (2024), a brand gives a product or service its unique identity. Branding, as highlighted by Tali et al. (2021), is a comprehensive process that involves creating a strong brand identity, connecting tangible and intangible associations, and fostering brand loyalty. This influences consumer behavior through brand image, awareness, loyalty, and personality, crucial factors in purchasing decisions. Brand awareness predicts perceived quality and impacts purchase intentions; familiar brands are preferred due to perceived quality and loyalty. This means that when consumers are aware of a brand well, they are more likely to initiate a purchase decision. Positive brand perception increases the likelihood of purchase decisions (Tali et al., 2021). Tali et al. (2022) found a positive relationship between brand equity and buying behavior, indicating higher brand awareness increases purchase likelihood. Consumers' mental associations with brands significantly affect buying behavior.

Store brand sensitivity is critical, where consumers trust store brands for quality and value, driven by emotional connections and positive experiences (Chiu and Cho, 2021). In this regard, customers' perceptions of a brand or service as a leader are likely to influence their decision-making behavior (Kumar et al., 2019). On the other hand, Ananda et al. (2021) suggested store images do not directly influence repurchase intentions. In today's constantly evolving and dynamic business environment, understanding customer perception and brand equity has become essential (Sheikh et al., 2021). Marketers must understand the extent to which customers are influenced by brands when making purchase decisions and repurchase intentions, especially among SME consumers in the Malaysian landscape. This leads to the third research hypothesis:

*(H3) There is a significant influence of store brand sensitivity on the repurchase intention of SME products and services in digital marketing platforms.*

## Service Quality Sensitivity

Santos (2003) defined e-service quality as the overall evaluation and judgment by consumers regarding the excellence and quality of e-service delivery in the virtual marketplace. Service quality sensitivity is crucial in e-commerce, impacting customer satisfaction, usage frequency, and repurchase intentions when expectations are met or exceeded (Rita et al., 2019). Han et al. (2023) emphasized that platform information, system quality, and service quality all play a crucial role in enhancing perceived value, with service quality having the most significant impact. Similarly, both Wang and Teo (2020) and Han et al. (2023) found a strong positive relationship between service quality and consumer perceived value, highlighting that an improved service environment fosters more positive emotions and greater customer satisfaction. Attributes of service quality that influence repurchase intentions can vary. For example, Rita et al. (2019) showed that overall e-service quality significantly relates to customer behavior, with website design, security/privacy, and fulfillment positively impacting e-service quality, while customer service does not. This study examines how elements like user interface, reliability, availability, and trust in online platforms influence service quality-sensitive consumers' likelihood to revisit websites and repurchase. The corresponding fourth hypothesis is proposed:

*(H4) There is a significant influence of service quality sensitivity on the repurchase intention of SME products and services in digital marketing platforms.*

## Innovativeness Sensitivity

Innovativeness refers to the extent to which an individual adopts a new idea or innovation earlier than others within the same social system (Rogers and Shoemaker, 1971). Simarmata and Hia (2020) found that individuals with more innovative personalities are more inclined to adopt new information technology products. In the context of online shopping, this suggests that such individuals are more likely to experiment with new platforms and products. This trait is not only associated with the early adoption of innovations but also with a higher likelihood of engaging with and repurchasing from digital platforms, as noted by Filieri and Lin (2017). A study by Zahira et al. (2022) revealed that higher perceived personal innovativeness (PPI) positively influences consumer attitudes towards new technology embedded in digital platforms such as Face Recognition Payment (FRP). This indicates that consumers

who are more receptive to new technologies and perceive new technologies as innovative tend to have favorable attitudes toward their use.

E-commerce has become deeply embedded in Malaysian society, positioning the country as one of Southeast Asia's leading e-commerce markets. Statista projects that Malaysia's e-commerce user base will grow steadily from 2024 to 2029, with an estimated increase of around 8.1 million users, representing a 75.91% rise during this period (Thirosa, 2024). Despite this, digital transformation among SMEs is considerably lower, as most studies have highlighted digital transformation in large organizations, focusing on business model innovation and overall innovativeness (Ammeran et al., 2022; Steiber et al., 2021), which leads to the fifth research hypothesis:

*(H5) There is a significant influence of innovativeness sensitivity on the repurchase intention of SME products and services in digital marketing platforms.*

In summary, the theoretical and conceptual framework of the study addresses a gap in digital marketing research, particularly concerning consumer characteristics that influence repurchase intentions on digital platforms. Previous research has often overlooked the role of consumers' character in shaping repurchase intentions (Mat Sani et al., 2018). This study focuses on five key motivational factors to fill this void. Each of these motivational elements has been linked to consumer purchasing behavior in the existing literature. The study aims to explore the positive relationship between these five motivational factors and repurchase intentions for SME products and services on digital platforms, thereby contributing to a more nuanced understanding of consumer behavior in the digital marketing context. Figure 2 shows the relationship between dependent and independent variables in this research.
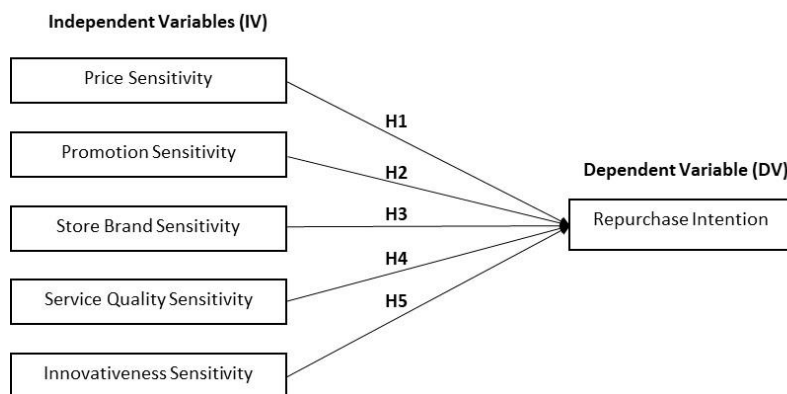


Figure 2 Research Framework

# RESEARCH METHODOLOGY

**Research Design and Sampling**

The research methodology of the paper was designed to uncover the factors affecting consumer repurchase intentions on digital platforms. The study focuses on a framework that includes five motivational dimensions: price, promotion, innovativeness, store brand, and service quality sensitivity. The quantitative approach was adopted, and purposive sampling was used to select 300 respondents who are consumers of 12 SMEs in the food and beverages industry, carefully selected from *Dewan Perniagaan Melayu Melaka*. All respondents have experience with digital purchasing of the 12 SMEs' products and services. The non-probability sampling method was chosen based on the researcher's judgment and deemed particularly useful for exploratory research or when probability sampling is not feasible due to constraints (Fleetwood, 2023). This study employed SPSS software for descriptive data analysis, encompassing various techniques such as data screening, pilot tests, reliability and validity, correlation, and multiple linear regression analyses. A comprehensive data analysis was then conducted to find findings that substantiate the hypothesized positive relationship between price, promotion, innovativeness, store brand, and service quality sensitivity with repurchase intention.

**Data Collection and Research Instrument**

Data collection was conducted through a structured questionnaire distributed via Google Forms. The questionnaire comprised 51 questions in two sections; items in the first section were used to collect demographic information, while the second section assessed the five motivational dimensions using a five-point Likert scale. The questionnaire items for each dimension were adapted and self-developed based on references from previous research on consumer motivation. In this study, a pilot test was conducted as a preliminary step to evaluate the data collection methods and tools to ensure the effectiveness of the study design before full-scale implementation. The pilot involved 40 respondents to test the validity of five motivational factors. The results of Factor Analysis showed satisfactory outer loading values for all motivation variables, with values exceeding the 0.50 threshold, indicating adequate indicator reliability (Byrne et al., 2016). Additionally, the Average Variance Extracted (AVE) values for these constructs ranged from 57.233% to 80.77%, surpassing the minimum requirement of 0.50, thus confirming convergent validity (Fornell and Larcker 1981b; Gefen et al., 2000). The research instrument of this study is illustrated in Table 1.

Table 1 The Scale Items of the Instrument and Sources

| Variables | Scales Items | Sources |
|---|---|---|
| Price | (P1) Price is important to me when I purchase.<br>(P2) I compare prices before I purchase one.<br>(P3) The price is reasonable.<br>(P4) I can save lots of money buying their products.<br>(P5) I buy their products because they are cheaper options.<br>(P6) In general, the price or cost of purchasing is important to me | Jaafar and Lalp (2012) |
| Promotional | (R1) Sale promotion is important to me when I purchase.<br>(R2) My decision to purchase is influenced by sale promotions (e.g., discounts, coupons, rebates, free delivery, etc)<br>(R3) Their products are frequently on sale.<br>(R4) I only purchase when there is a sale promotion offered.<br>(R5) Advertisement is important when I purchase.<br>(R6) My decision to purchase is influenced by the advertisement.<br>(R7) The content of the commercial attempts to persuade me to buy.<br>(R8) I trust the message given by the advertisement.<br>(R9) I only purchase when I see their advertisement | Azmi, et al. (2021) Jaafar and Lalp (2012) |
| Innovativeness | (N1) Online platform innovative features are important to me.<br>(N2) I like the innovative features of their online platform.<br>(N3) I like to purchase or receive information about their products on the online platform.<br>(N4) I enjoy purchasing and browsing information about their products on the online platform.<br>(N5) Purchasing and browsing information of their products on the online platform is very easy and simple | Chiu et al. (2012) |
| Store Brand | (S1) Store brand is important to me when I purchase.<br>(S2) I purchase their products because it is more popular than other brands of similar products.<br>(S3) Their product brand is well-known.<br>(S4) I purchase their products because I am familiar with the brand.<br>(S5) Because most of the people I know purchase their products, I do as well | Jaafar and Lalp (2012) |
| Service Quality | (Q1) Service quality is important to me when I purchase.<br>(Q2) The user interface of the online platform has a well-organized appearance and user friendly.<br>(Q3) The online platform is reliable and responsive to customer's questions and concerns.<br>(Q4) I am confident and trust to purchase or receive information about their products online.<br>(Q5) The online platform delivers orders and information well and on-time.<br>(Q6) The online platform is always available for business.<br>(Q7) I have had an overall positive experience on the online platform.<br>(Q8) I am satisfied with the service received from their product on the online platform | Lee and Lin (2005) Chiu et al. (2012) |
| Repurchase Intention | (T1) I consider their product as my first choice.<br>(T2) I intend to continue using online platforms to purchase and receive information on their product.<br>(T3) I plan to do most of my future shopping for their product on the online platform.<br>(T4) I would like to purchase and receive more information about their products on online platforms in the future.<br>(T5) I will likely continue using online platforms to purchase and receive information about their product | Graciola et al. (2018) Chiu et al. (2012) |

# RESULTS AND DISCUSSION

## Demographic Profiles of Respondents

The number of responses collected for this study is N =300. The data paints a detailed picture of the demographic composition of the surveyed individuals based on various categories such as restaurants visited, age, gender, ethnicity, education level, employment status, living area, marital status, and salary. The "Restaurants Visited" category revealed the dining establishments frequented by the respondents, with *Cendol Kg Hulu* being the most visited (18.0%), followed by *Restoran Shellout 7 Terbalik* (10.7%) and *Warung Onie* (10.7%). In terms of age distribution, the majority falls within the 35-44 age range (34.0%), followed by 18-24 (28.3%) and 25-34 (26.0%) age groups. The gender distribution indicates a higher representation of males (60.0%) compared to females (40.0%).

Ethnicity-wise, the data shows that the majority of respondents are from the Malay ethnic group (81.0%), followed by Chinese (15.0%), Indian (2.3%), and others (1.7%). Regarding education level, the majority hold a bachelor's degree (79.7%), followed by a Diploma (9.7%) and SPM (5.0%). Employment status revealed that a significant portion of the respondents are employed (59.0%), followed by students (32.7%) and self-employed individuals (7.7%). Regarding their area of residence, the data indicated that most of the respondents reside in other states in Malaysia (46.7%), followed by Melaka Tengah (43.7%) and Alor Gajah (8.3%). Furthermore, data on the respondents' marital status showed that the majority are married (57.3%), followed by single (41.3%), divorced (0.7%), and widowed (0.7%). Lastly, data on wage distribution showed that the biggest percentage comes within the <2,500 group (29.7%), followed by 2,501 - 4,850 (23.0%), 8,701 - 15,040 (22.0%), 4,851 - 8,700 (20.0%), and >15,041 (5.3%). This comprehensive demographic analysis has provided valuable insights into the diverse characteristics of the surveyed individuals, offering a nuanced understanding of their preferences and socio-economic attributes.

## Reliability and Validity Analysis

Overall, the results of the reliability analysis indicated that all 38 construct elements of the instrument scales have demonstrated excellent internal consistency, with Cronbach's alpha scores ranging from 0.892 to 0.962. According to George and Mallery (2003), these scores fall within the "Excellent – Good" range. Nunnally (1978) also considered values above 0.70 as satisfactory and values over 0.80 as preferred (De Vellis, 2003). Therefore, these constructs exhibited excellent reliability for this research, as illustrated in Table 2.

Table 2 Reliability Analysis

| Variables | No. of Items (N) | Item deleted | Cronbach's Alpha |
|---|---|---|---|
| Price Sensitivity | 6 | - | 0.911 |
| Promotional Sensitivity | 9 | - | 0.932 |
| Innovativeness Sensitivity | 5 | - | 0.962 |
| Store Brand Sensitivity | 5 | - | 0.892 |
| Service Quality Sensitivity | 8 | - | 0.957 |
| Repurchase Intention | 5 | - | 0.936 |

The validity of 5 dimensions of motivational factors was measured using factor analysis. Table 3 shows all constructs of motivation variables have good outer loading values. According to Byrne et al. (2016), the outer loading with a value of more than 0.50 is considered adequate for indicator reliability. The analysis of the Average Variance Extracted (% of variance) of all constructs has passed the convergent validity assessment by demonstrating good AVE values ranging from 0.655 to 0.867 (65.507% - 86.743%). Based on (Fornell and Larcker, 1981b; Gefen et al., 2000), the minimum requirement for AVE value is 0.50 (0.50%).

Table 3 Factor Analysis of Validity Construct

| Construct | Variable | Factor Loading | % of variance |
|---|---|---|---|
| Price Sensitivity | P1 | 0.869 | |
| | P2 | 0.837 | |
| | P3 | 0.751 | 69.525 |
| | P4 | 0.825 | |
| | P5 | 0.858 | |
| | P6 | 0.857 | |
| Promotional Sensitivity | R1 | 0.827 | |
| | R2 | 0.810 | |
| | R3 | 0.708 | |
| | R4 | 0.745 | |
| | R5 | 0.890 | 65.507 |
| | R6 | 0.879 | |
| | R7 | 0.880 | |
| | R8 | 0.798 | |
| | R9 | 0.724 | |
| Innovativeness Sensitivity | N1 | 0.915 | |
| | N2 | 0.927 | |
| | N3 | 0.927 | 86.743 |
| | N4 | 0.942 | |
| | N5 | 0.945 | |
| Store Brand Sensitivity | S1 | 0.732 | |
| | S2 | 0.890 | |
| | S3 | 0.878 | 70.021 |
| | S4 | 0.841 | |
| | S5 | 0.833 | |
| Service Quality Sensitivity | Q1 | 0.811 | |
| | Q2 | 0.690 | |
| | Q3 | 0.913 | |
| | Q4 | 0.926 | |
| | Q5 | 0.884 | 77.17 |
| | Q6 | 0.485 | |
| | Q7 | 0.842 | |
| | Q8 | 0.875 | |
| Repurchase Intention | T1 | 0.829 | |
| | T2 | 0.918 | |
| | T3 | 0.882 | 79.691 |
| | T4 | 0.907 | |
| | T5 | 0.924 | |

## Correlation Analysis

The correlation analysis was conducted to assess how different motivational factors affect the likelihood of customers repurchasing SME products and services on digital platforms. The correlation matrix in Table 4 provides strong validation for the measurement model, revealing significant positive correlations between independent variables and repurchase intention on digital platforms. Specifically, price sensitivity has a strong positive correlation with repurchase intention ($r = 0.712$, $p < 0.001$), indicating its substantial influence on consumer behavior. Promotional sensitivity also correlates positively, though to a moderate extent ($r = 0.678$, $p < 0.001$), suggesting it moderately affects repurchase intention. Innovativeness sensitivity was found to have the strongest positive correlation ($r = 0.847$, $p < 0.001$), highlighting its significant impact on repurchase decisions. Store brand sensitivity is similarly strongly correlated ($r = 0.775$, $p < 0.001$), underscoring its importance in repurchase intention. Lastly, service quality sensitivity was found to exhibit a strong positive correlation ($r = 0.797$, $p < 0.001$), confirming its critical role in influencing repurchase intention among consumers.

Table 4 Correlation Matrix

| Factors | Price | Promotion | Innovativeness | Store Brand | Service Quality | Repurchase |
|---|---|---|---|---|---|---|
| Price | 1 | | | | | |
| Promotion | .727** | 1 | | | | |
| Innovativeness | .675** | .666** | 1 | | | |
| Store Brand | .612** | .685** | .742** | 1 | | |
| Service Quality | .676** | .658** | .798** | .699** | 1 | |
| Repurchase | .712** | .678** | .847** | .775** | .797** | 1 |

Note: **. Correlation is significant at the 0.01 level (2-tailed).

**Multiple Regression Analysis**

In this study, the multiple regression analysis was carried out to understand how multiple independent variables simultaneously relate to a single dependent variable. The dependent variable (repurchase intention) was regressed on predicting variables of the five independent variables. As per the data presented in Table 5, the multiple correlation coefficient (R) stands at 0.894, signifying a strong level of predictive accuracy. The R-squared ($R^2$) value, noted as 0.799, implies that the independent factors (price, promotional, innovativeness, store brand, and service quality sensitivity) collectively explain 79.9% of the variability in the dependent variable (repurchase intention).

Table 5 Model Summary[b]

| Model 1 | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| | .894[a] | 0.799 | 0.796 | 0.41876 |

Note: a. Predictors: (Constant), Price, Promotional, Store Brand, Innovativeness, Service Quality. b. Dependent Variable: Repurchase Intention.

Table 6 ANOVA indicates that the independent factors reliably and significantly predict the dependent variable (F = 234.138, p < 0.001). This suggests a strong fit for the regression model, affirming that the independent variables (price, promotional, innovativeness, store brand, and service quality sensitivity) possess the capability to forecast the dependent variable (repurchase intention).

Table 6 ANOVA[a]

| Model 1 | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 205.290 | 5 | 41.058 | 234.138 | .000[b] |
| Residual | 51.555 | 294 | .175 | | |
| Total | 256.845 | 299 | | | |

Note: a. Dependent Variable: Repurchase Intention. b. Predictors: (Constant), Price, Promotional, Store Brand, Innovativeness, Service Quality.

The coefficients presented in Table 7 indicate statistical significance for Price Sensitivity (B = 0.153, t = 3.822, p < 0.05), Innovativeness Sensitivity (B = 0.366, t = 8.109, p < 0.05), Store Brand Sensitivity (B = 0.249, t = 5.594, p < 0.05), and Service Quality Sensitivity (B = 0.205, t = 4.395, p < 0.05). Conversely, the coefficients for Promotional Sensitivity (B = -0.04; p > 0.05) are deemed statistically insignificant and have a negative relationship with repurchase intention. Consequently, the multiple regression analysis suggests a meaningful association between the predictor variables (Price Sensitivity, Innovativeness Sensitivity, Store Brand Sensitivity, and Service Quality) and the dependent variable (Repurchase Intention). The stronger the standardization coefficient, the more significant the impact of the predictor variables (Price Sensitivity, Innovativeness Sensitivity, Store Brand Sensitivity, and Service Quality) on the outcome variable (Repurchase Intention). With a standard coefficient (Beta = 0.399), the predictor variable Innovativeness Sensitivity contributes the highest to the variance in repurchase intention, followed by Store Brand Sensitivity (Beta = 0.240), Service Quality Sensitivity (Beta = 0.206), and Price Sensitivity (Beta = 0.160) respectively.

Table 7 Coefficients[a]

| Model 1 Coefficients | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | .045 | .113 | | .398 | .691 |
| Price | .153 | .040 | .160 | 3.822 | .000 |
| Promotional | -.004 | .043 | -.004 | -.094 | .925 |
| Innovativeness | .366 | .045 | .399 | 8.109 | .000 |
| Store Brand | .249 | .044 | .240 | 5.594 | .000 |
| Service Quality | .205 | .047 | .206 | 4.395 | .000 |

Note: a. Dependent Variable: Repurchase Intention.

**Summary of Hypothesis**

The data presented in Table 7 tests five hypotheses concerning the relationship between various sensitivities and repurchase intention. The first hypothesis (H1) on the influence of price sensitivity on repurchase intention was accepted, with a p-value of 0.000, indicating strong evidence of this relationship. The second hypothesis (H2), which states the influence of promotional sensitivity on repurchase intention, obtained a p-value of 0.925, suggesting no significant link. The third hypothesis (H3) on the influence of innovativeness sensitivity on repurchase intention was supported by a p-value of 0.000. Similarly, the fourth hypothesis (H4) on the significant relationship between store brand sensitivity and repurchase intention was confirmed with a p-value of 0.000. Lastly, the fifth hypothesis (H5) on

the significant correlation between service quality sensitivity and repurchase intention was accepted, as evidenced by a p-value of 0.000. These findings underscore the varying degrees of the impact of different sensitivities on consumer repurchase behavior.

Table 7 Summary of Hypothesis Test (N = 300)

| Hypothesis | P-Value | Result |
|---|---|---|
| H1: There is a significant influence of price sensitivity on the repurchase intention of SME products and services in digital marketing platforms. | 0.000 | Accepted |
| H2: There is a significant influence of promotional sensitivity on the repurchase intention of SME products and services in digital marketing platforms. | 0.925 | Not Accepted |
| H3: There is a significant influence of innovativeness sensitivity on the repurchase intention of SME products and services in digital marketing platforms. | 0.000 | Accepted |
| H4: There is a significant influence of store brand sensitivity on the repurchase intention of SME products and services in digital marketing platforms. | 0.000 | Accepted |
| H5: There is a significant influence of service quality sensitivity on the repurchase intention of SME products and services in digital marketing platforms. | 0.000 | Accepted |

This study aims to answer three key questions outlined in the study: (1) the relationship between these factors and repurchase intentions, (2) which factors are most influential, and (3) what strategies SMEs should adopt to enhance repurchase intent and sales. Hence, this paper examined how five motivational factors—price sensitivity, promotional sensitivity, innovativeness sensitivity, store brand sensitivity, and service quality sensitivity—influence consumer repurchase intentions for SME products and services in Malaysia's digital marketplace.

For the first key question, the analysis revealed that four of the five factors positively affect repurchase intentions. Price sensitivity (H1) has a significant impact (p = 0.000), indicating that consumers are highly responsive to price changes. Promotional sensitivity (H2) is not significant (p = 0.925), showing that promotions are not the primary driver for repurchases. Innovativeness sensitivity (H3) (p = 0.000), store brand sensitivity (H4) (p = 0.000), and service quality sensitivity (H5) (p = 0.000) all show significant positive relationships, emphasizing the importance of innovation, brand image, and service quality in fostering customer loyalty.

The second question identifies innovativeness sensitivity as the most influential factor, with a standard coefficient (Beta = 0.399). This suggests that SMEs should enhance their digital presence, focusing on user-friendly and technologically advanced interfaces to attract and retain customers. Howe (2023) supports this, noting Malaysia's high level of online engagement, with 96.8% of its population active online.

In addressing the third problem statement, this study aimed to provide concise recommendations for future initiatives that SMEs could implement to increase repurchase intent and revenue rates. Based on the research outcome, the following strategies are proposed:

a.  Implement Dynamic Pricing: SMEs should employ dynamic pricing strategies to cater to varying consumer segments, ensuring competitive pricing and appealing discounts. Price sensitivity studies indicate consumers are more likely to repurchase when they perceive good deals (Siregar and Nurmahdi, 2021).

b.  Creative and Targeted Promotions via Social Media Marketing (SMM): Despite showing moderate association, selecting the right content and medium for promotional activities such as social media platforms is crucial. The COVID-19 pandemic has underscored the importance of social media for entrepreneurs in small and medium-sized enterprises (SMEs) worldwide (Kechik et al., 2023). Strategic insights into how SMEs adopt social media are essential for encouraging economic growth and promoting globalization, which is crucial for restructuring industries and advancing digital transformation (Kechik et al., 2023). Targeted promotional campaigns via SMM can enhance consumer engagement and brand loyalty. Azmi, et al. (2021) and Grenien and Campos, (2023) supported that social media platforms offer effective means to connect with target audiences.

c.  Continuous Innovation: Innovativeness sensitivity emerged as the strongest factor influencing repurchase intentions. Hence, SMEs should focus on improving their digital presence and continuously innovate to meet dynamic consumer preferences such as innovative integration of Face Recognition Payment (FRP). An empirical study by Zahira et al. (2022) found that enhancing consumer satisfaction with innovative payment methods like FRP can boost repurchase rates.

d.  Build a Strong Brand Image: SMEs should emphasize consistent branding across digital platforms to strengthen brand loyalty and trust. Store brand sensitivity significantly influences repurchase intentions, indicating the importance of a strong brand image (Sarkar et al., 2018).

e.  Prioritize Service Quality: Exceptional customer service is crucial for fostering consumer satisfaction and encouraging repurchase. Prompt responses, seamless online experiences, and high-quality products/services contribute to customer loyalty (Wang and Teo, 2020; Han et al., 2023).

# CONCLUSIONS

This study investigated how five dimensions of customer motivation—price sensitivity, promotion sensitivity, innovativeness sensitivity, store brand sensitivity, and service quality sensitivity—affect consumer repurchase intentions for SME products and services in Malaysia's digital marketing landscape. Through empirical analysis, this study found significant associations between these motivation dimensions and consumer repurchase intentions on digital platforms. Specifically, the study validated four hypotheses, highlighting the substantial influence of price sensitivity, innovativeness sensitivity, store brand sensitivity, and service quality sensitivity on consumers' intentions to repurchase SME offerings in digital environments. Although promotional sensitivity showed a moderate association with repurchase behavior, its impact was relatively minor compared to other variables.

In conclusion, this research enhances our understanding of how consumer motivation shapes repurchase intentions amidst Malaysia's evolving digital marketing landscape for SMEs. By exploring dimensions such as price sensitivity, innovativeness sensitivity, store brand sensitivity, and service quality sensitivity, the study not only underscores their crucial role in consumer behavior but also provides valuable insights for SMEs navigating digital market complexities. In response to global challenges, SMEs are advised to adopt strategic approaches, including dynamic pricing strategies, targeted promotional campaigns, continuous innovation, robust brand building, and prioritized service excellence. These insights, grounded in both theory and practice, serve as guiding principles for SMEs to thrive in the competitive and dynamic digital economy. Ultimately, this research empowers SMEs to strategically adapt, innovate, and prioritize customer-centric approaches, thereby establishing enduring resilience in contemporary commercial environments driven by digital platforms.

## Theoretical Implications

This study introduces a novel framework comprising five critical dimensions of consumer motivation—price sensitivity, promotional sensitivity, innovativeness sensitivity, store brand sensitivity, and service quality sensitivity—within digital marketing platforms. Integrated into the Expectancy-Value Theory, these dimensions illuminate how consumer expectations and perceived value drive repurchase behavior, advancing our understanding of consumer decision-making in digital contexts. This contribution enriches consumer psychology and digital marketing literature, providing a robust theoretical foundation for further exploration and application in understanding consumer behavior.

## Practical Implications

The study offers marketing strategies tailored for Small and Medium Enterprises (SMEs) to enhance consumer engagement on digital platforms. SMEs can leverage these findings to develop targeted digital marketing strategies aligned with consumer motivations such as price sensitivity, promotional incentives, innovativeness, brand loyalty, and service quality. These strategies are pivotal in improving customer retention and optimizing product offerings to meet evolving digital consumer preferences. By adopting these actionable insights, SMEs can effectively navigate the competitive landscape of digital marketing, bolstering their market position and fostering sustainable growth.

## Limitations and Suggestions for Future Studies

While this study has several significant contributions, it acknowledges limitations that warrant attention in future research. The selection of respondents with specific demographic backgrounds may constrain the generalizability of findings across diverse consumer segments. Further exploration of promotional activities in digital environments is recommended to discern their varying impacts on consumer behavior. Longitudinal studies are also encouraged to monitor the evolution of consumer motivations over time, offering deeper insights into the dynamics of consumer behavior and its implications for repurchase intentions in digital marketplaces. Addressing these areas will refine our understanding and application of consumer behavior theories in dynamic digital marketing contexts.

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