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EXPLORING THE RELATIONSHIP BETWEEN CONSCIOUSNESS AND REPURCHASE INTENTION AMONG MALAYSIAN CONSUMERS

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ABSTRACT

The aftermath Covid-19 pandemic has reshaped consumer purchasing behavior. Driven by the need to avoid physical contact, people have become even more accustomed to purchasing via mobile. This phenomenon has resulted in changes in consumer purchasing behavior and habits, with many customers scrutinizing brands and pricing before making online purchases. This study used the stimulus-organism-response (S-O-R) paradigm to examine consumers' consciousness behavior to explore information quality and perceived risk toward repurchase intention in Malaysia. Online questionnaires were disseminated to 149 mobile shopping users in Malaysia using a quantitative approach. The results demonstrated that information quality and perceived risk substantially affect awareness. The respondents only indicated information quality as a significant indicator for repurchase intent, and the study offers support on consciousness as a mediator between perceived risk and repurchase intention. The study has practical implications for online merchants and mobile commerce developers that seek to understand better consumer preferences and trends.

***JEL classification**: L81, M30, M31*
***Keywords**: Consciousness; Information Quality; Perceived Risk; Repurchase Intention; S-O-R.*

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1. INTRODUCTION

Internet buying has grown in popularity over the last decade, and this acceptability has grown even more substantial, particularly during the Covid-19 pandemic. During the lockdown, people began to develop new ways of living and learning how to interact with others, leading to a surge in internet use and other similar technology. When people were obligated to remain at home, many businesses reciprocated and started shifting to online platforms. The changes impact includes many companies and customers beginning to sell or purchase the products or services using electronic

devices such as personal computers, laptops, tablets, and smartphones. These transitions allowed consumers to buy without physically engaging with one another and further accelerate the adoption of online purchasing. As a result, our notion of modern consumption has naturally been reshaped from those of the past. Although some families may maintain being prudent in spending, others are becoming more accustomed to impulsive buying—since online purchasing may be the only leisure activity when people are confined at home.

These developments also corresponded with the rise of mobile businesses (Ashraf et al., 2021). The Internet User Survey 2022 (IUS 2022) carried out by Malaysian Communications and Multimedia Commission (MCMC) (2022) indicated that the most popular choice of device to access the Internet is smartphones with 94.4%. In addition to the increase in smartphone users and the acceptance of mobile applications in Malaysia, most customers have accepted that mobile applications provide convenience, utility, and ease, further driving the acceptance of online purchasing (Obeidat & Young, 2017). The number of smartphone users increases positively every year and the increasing usage rate of mobile applications in Malaysia. Several mobile shopping applications have become well-known among the public such as Lazada, Shopee, Taobao, 11street, Amazon, etc. These electronic devices enable smartphone users to download mobile shopping application that enables them to access goods, buy and sell products and compare the product prices. Besides, research in mobile shopping has mostly focused on a single mobile shopping application, which can only represent the specific application users' perspective. The result could not be generalized by other mobile shopping users who prefer other applications than a specific one, such as the study on Shopee (Prawira & Sihombing, 2021) and Lazada (Lynn et al., 2020). Therefore, it is essential to broaden the research in mobile shopping and consumers' actual behavior.

According to Zeman (2006), the exploration of consciousness is attractive due to its convergence of different fields of knowledge. It intersects with the sciences by emphasizing the process in objects. Then, the contributions from philosophy, the arts, and religion complement the investigation of mind, brain and its biological aspects. Perhaps there are various forms of awareness linked to different stages of decision-making process whether consumer is aware or unaware. Nonetheless, little attention has been paid to examining consciousness's role in consumer perception in mobile marketing. Studies suggest that consumers' perceptions of decision-making are influenced by their consciousness. For example, Alavi et al. (2016) indicate that conscious individuals are risk averse and use explicit information—such as well-known brand names as a cue—during a purchase decision. On the other hand, research by Zeng (2021) reveals that perceived consciousness and prospective hazards do not directly correlate. However, the conscious behavior of consumers during shopping activities remains a challenge and unclear especially in response to environmental stimulus. Now, the current study explores consciousness in the context of mobile shopping in Malaysia and recognizes the significance of consciousness in influencing repurchase decisions in consumer behavior.

Existing research has separately explored the impact information quality (Kimiagari & Asadi Malafe, 2021; Shah et al., 2020) and perceived risk (Hanif et al., 2021) on consumer behavior in mobile shopping. However, these studies have not investigated how these two factors shape and have a collective impact on consumers repurchase intention in mobile shopping. This research seeks to address the gaps by

exploring the joint effect of stimulus on consciousness and repurchase intention. Furthermore, the role of consciousness as an organism and its potential mediation effects in the relationship remain unexplored. Consciousness acts as an organism capable of comprehending how customers actively engage with the information provided from stimulus during the mobile shopping experiences. To fill this gap, this research conceptualizes consciousness as an organism in processing external stimulus and shapes subsequent response which are consumers repurchase intention in mobile shopping.

Based on the stimulus-organism-response (S-O-R) paradigm, this paper extends the research on information quality and perceived risk toward repurchase intention in Malaysia by investigating consumers' perceived consciousness. The primary goal of this research is twofold. First, we intend to investigate the relationship between information quality and perceived risk toward consumers' consciousness and repurchase intention. Second, the study examines the mediating role of consciousness that leads toward consumer innate intentions. This research modifies the S-O-R model to test various factors influencing repurchase intention. The study posits that exploring the role of consciousness in mobile shopping may offer better insights into consumers' behavioral dispositions of repurchase intention.

2. LITERATURE REVIEW AND HYPOTHESIS

2.1 Stimulus-Organism-Response (S-O-R) Paradigm

The S-O-R model was based on stimulus-response (S-R) theory that was introduced by Woodworth in 1929 (Woodworth, 1929). Mehrabian and Russell (1974) later introduced organism (O) in the S-O-R model. This concept demonstrated how external stimuli impact human behavior before individuals make any internal decisions. This model also addressed the subject of rationality expectation by concentrating on characteristics of organisms' internal reactions while exploring humans' cognitive and affective states to justify their choices and behaviors (Shah et al., 2020). According to Mehrabian and Russell (1974), the external environmental cues that drive an individual's emotional and cognitive processes are referred to as stimulus (S). Organism (O) referred to a person's cognitive and emotional states, which compose perceptions, experiences, ideas, and sentiments. People's actions as behavioral responses to the final result are referred to as responses (R).

S-O-R model has been widely applied in marketing and consumer behavior. Baber and Baber (2022) implemented social media marketing efforts and e-reputation as stimulus, destination image as organism and intention to visit as response. Chopdar and Balakrishnan (2020) applied the S-O-R framework to analyze the factors that influence repurchase intention and satisfaction in the mobile commerce shopping environment. Besides, Chin et al. (2021) adapted the S-O-R model to assess how live-streaming features impact consumers' intention to make cross-border purchases from the viewpoints of overall perceived value and overall perceived uncertainty among consumers. Despite several studies on the S-O-R model in mobile platforms, its application in the context of mobile shopping is limited. Therefore, leveraging the S-O-R theory in this study helps identify consumers' perspectives from the stimulus to the organism of consumers' consciousness during mobile shopping activities.

In this study, information quality and perceived risk are conceptualized as stimulus (S) that can influence internal factors of consumers' consciousness (O).

Whereas repurchase intention acts as the observable response (R) that is driven by these internal components. The S-O-R paradigm is utilized in this study because it provides an extensive structure for studying and analyzing consumer behavior in the setting of mobile shopping. This study seeks to explore the mediating role of consciousness in determining the relation between information quality, perceived risk, and repurchase intention by analyzing the interactions between stimulus, organism, and response. This approach provides a more in-depth investigation of how mobile shoppers utilize information, manage risk perceptions and develop purchase decisions while shopping on mobile. Understanding customers' consciousness able to assist merchants in reducing perceived danger and improving information quality that they provided on mobile commerce platforms. Hence, enhancing consumers' trust in mobile shopping experience, and driving revenue and loyalty.

2.2 Information quality as stimulus (S)

The correctness, completeness, presentation, and comprehensiveness of details about goods and services provided by online merchants or vendors are defined as information quality (Yang et al., 2015). Consumers commonly utilize a variety of electronic devices and websites to gather additional information about products or services before making any decision. The marketplaces offered platforms where customers to engage with one another and exchange their feedback (Erkan & Evans, 2016). For example, mobile buyers are more inclined to trust images posted by other customers in online reviews (Zinko et al., 2020). These contents generated by users provide realistic perspectives on goods which helps potential shoppers to make assured decisions. For instance, Shopee provided product details and pictures for each item. Product ratings section is also provided to enable shoppers to evaluate the items before purchasing. Customers can also earn Shopee Coins that rewarded by Shopee to encourage them to provide reviews after purchasing products. Therefore, other than just getting information from sellers, they also get feedbacks from buyers.

Furthermore, consumers who obtained an adequate amount of valuable and relevant information by providing online applications contribute to enhanced consumer trust and have a substantial impact on purchase intention (Atulkar & Kesari, 2018). Mobile shoppers are more alert and aware since they observe and acquire as much information as possible before committing to any purchase. Nguyen et al.. (2021) stated that quality of information can be assessed based on its accuracy, completeness, understandability, and timeliness. As in result, the researchers found a positive correlation between information quality and customer repurchase intention. In the e-commerce context, online reviews act as one of the key source of information for online consumers before making a purchase decision (Zhu et al., 2020). Consequently, perceived information quality is the impact of the information required by consumers which resulting from subjective judgement satisfaction. As for the result, researchers indicated that perceived information quality of online reviews positively influences consumer purchase intention was not supported. According to Furner et al. (2016), customers provided with inadequate or excessive data, they are unlikely to establish high levels of trust which lead to low levels of purchase intention. Therefore, the following hypothesis is proposed:

H1: Information quality significantly influences consciousness on mobile shopping.

H2: Information quality significantly influences repurchase intention on mobile shopping.

2.3 Perceived risk as stimulus (S)

Bauer (1960) introduced the theory of perceived risk in marketing elements by evaluating the purchasing activities and processes of typical customers. The author defined perceived risk as "a combination of uncertainty and negative consequences." The concept of perceived risk in consumer sustainable behavior has received wide attention. For instance, Zeng (2021) evaluated perceived risk in eco-design packaging from five sources, focusing on consumers' health consciousness and environmental awareness. Financial, physical, functional or performance, time-related, and socio-psychological factors were among them. The result of the study revealed that perceived financial risk, physical risk, and functional risk in eco-design packaging in relation to health consciousness were not statistically significant. Sarkar and Khare (2017) investigated the moderating effects of value consciousness between perceived risk and attitude toward online shopping has been tested. According to the findings, perceived risk had a negative significant impact on the high-value consciousness group's attitude towards online buying.

Perceived risk is one of the key elements that affect consumers' purchasing intention during their decision-making process (Wei et al., 2019). Consumers will confront varying levels of risk depending on their perspectives, such as the forms of harm and events that will be encountered by the consumers (Glover & Benbasat, 2010). According to Panwar (2018), the researcher identified different sorts of risks, including financial risk, product risk, delivery risk, time convenience risk, and privacy risk. Marriott and Williams (2018) proposed that overall perceived risk has a negative impact on consumer m-shopping intention, and the finding was corroborated by the study. Within the context of consumer-to-consumer (C-2-C) e-marketplaces, it was demonstrated that perceived risk has a significant and negative impact on sellers' transaction intention. According to Chang et al. (2016), perceived risk was caused by security and privacy. Clear transaction security and privacy policies provide adequate protection mechanisms to reduce perceived risk for customers. Therefore, the researchers proposed that perceived risk had a significant and negative influence on purchase intention. Previous research indicated perceived risk influences purchase intention indirectly through attitude in online shopping (Chang & Wu, 2012).Therefore, the following hypothesis is proposed:

H3: Perceived risk significantly influences consciousness on mobile shopping.
H4: Perceived risk significantly influences repurchase intention on mobile shopping.

2.4 Consciousness as organism (O)

Brand consciousness and price consciousness are two aspects of consciousness that play important roles in determining consumer behavior in mobile shopping. Consumers that are brand conscious are more prone to buy well-known brands, which are typically more expensive than non-branded items and reflect high quality (Alavi et al., 2016). Brand consciousness chose to investigate and comprehend the effect of internal behavior patterns when they have the intention to purchase in mobile shopping. Prior research also examined brand consciousness to determine customer

preferences for mobile purchasing (Groß & Sohn, 2021). Researchers discovered that consumers who purchased online using their mobile devices preferred to buy the products or brands they were familiar with (Wang et al., 2015). The scholars suggested that brand consciousness may enhance mobile shopping.

Whereas, consumers who are price-conscious are those who are uncertain or reluctant to purchase something while paying the full price (Scheinbaum et al., 2020). Furthermore, other researchers discovered that the association between price conscious on purchase intention was supported but does not have a strong relationship (Alavi et al., 2016). Another researcher stated that price consciousness negatively influenced when they decided to purchase (Gauzente & Roy, 2012).

Consumers with extremely brand conscious are more likely to have a strong connection to a certain brand and more likely to feel favorably towards the brand. This can result in higher repurchase intention because consumers are more inclined to purchase from that brand in the future. While price-conscious consumers are more inclined to move to a new brand if the price of the present brand gets too high. This might result in reduced repurchase intention since customers are more likely to choose a lower-priced brand. Therefore, the following hypothesis is proposed:

H5: Consciousness significantly influences repurchase intention on mobile shopping.

2.5 Repurchase intention as response (R) on mobile shopping

Mobile shopping, often known as M-shopping, refers to customers who commercial activities such as buying and selling by utilizing mobile devices and mobile internet (Ko *et al*, 2009). Groß (2015) mentioned consumers' attitudes regarding marketing activities provided by firms impact their shopping patterns. These activities such as advertising, providing discount coupons or location-based services. Mobile shopping applications also acted as platforms for displaying brand identity which aided in improving consumers' shopping experiences particularly in m-shopping context (Kumar et al, 2019). As suggested by the researcher, this paper focuses on exploring real shopping behaviors of consumers who owned mobile devices and have engaged in mobile shopping.

Companies have responded to this trend by conceptualizing and developing their mobile shopping application, which allow users to download and install on their mobile devices via the Internet. Kumar et al. (2019) mentioned mobile applications are software programs installed in a mobile device that is used to display an identity of a brand. It is particularly important in terms of elevating consumers' shopping experiences with specific brands in the context of m-shopping. Mobile shopping applications also act as tools that display products, provide a selection for consumers, and allow them to complete the transaction and other stages of a shopping process (Liu et al., 2019).

Few scholars investigated the interplay between mobile shopping applications and S-O-R theory. Kumar et al. (2019) studied visual aesthetics of application from the perspectives of coherence, complexity, legibility, and mystery. Other researchers adopted a similar approach to the previous researcher by analyzing the interface of mobile shopping applications as the stimulus component through mediating processes as an organism component which leads to purchase intention as the response component (Patel et al., 2020). In this paper, repurchase intention as the response (R)

in clarifying customers' consideration of revisiting a certain platform for future purchases depending on previous experiences and interactions.

2.6 Consciousness as mediator

According to MacKinnon et al. (2007), mediation referred to the study of how a third variable affects the relationship between two other variables. Prior research studied whether brand consciousness will act as a mediator between social media influencers and purchasing behavior (Lal & Sharma, 2021). The findings revealed that brand consciousness fully mediated the relationship. When consumers receive high-quality information about a product or service, they become more aware of its benefits and features. The increased awareness might lead to a more favorable attitude towards the product, which will increase their likelihood of repurchasing. Other than that, Sharda and Bhat (2019) tested the mediating role of brand consciousness in the relationship between physical vanity and achievement vanity with attitude toward luxury. The authors suggested that individuals' brand-conscious decision-making style is reflected in their choice to purchase luxury brands. The results confirmed brand consciousness is fully mediating the relationship.

Several studies have investigated mediating effects in the context of m-commerce. Ganapathi and Abu-Shanab (2020) examined customer satisfaction mediated the relationship between service provider quality and loyalty in online food ordering and delivery in Qatar. Hooi (2022) established information technology (IT) investment as the mediator between perceived strategic value of m-commerce and m-commerce adoption. The researcher examined perceived strategic value of m-commerce through three dimensions which included operational support, managerial productivity and strategic decision aids. Findings indicated IT investment fully mediated the relationship between operational support, managerial productivity and m-commerce adoption, while IT investment was partially mediated between strategic decision aids and m-commerce adoption.

Besides, consumers' risk perception is able to increase their attentiveness and awareness of potential unfavorable effects. The overall risk perception will heighten their consciousness. Consciousness shapes their intention to repurchase or to seek alternate possibilities. Zhou et al. (2018) introduced perceived risk as the mediator between the relationship of perceived information transparency and intention to purchase. Consumers' future behavioral response including repurchase intention are impacted and decided as they process and evaluate the stimuli through the lens of their awareness. The following hypotheses are proposed:

H6: Consciousness mediates the relationship between information quality and repurchase intention.

H7: Consciousness mediates the relationship between perceived risk and repurchase intention.

3. RESEARCH METHODOLOGY

3.1 Conceptual framework

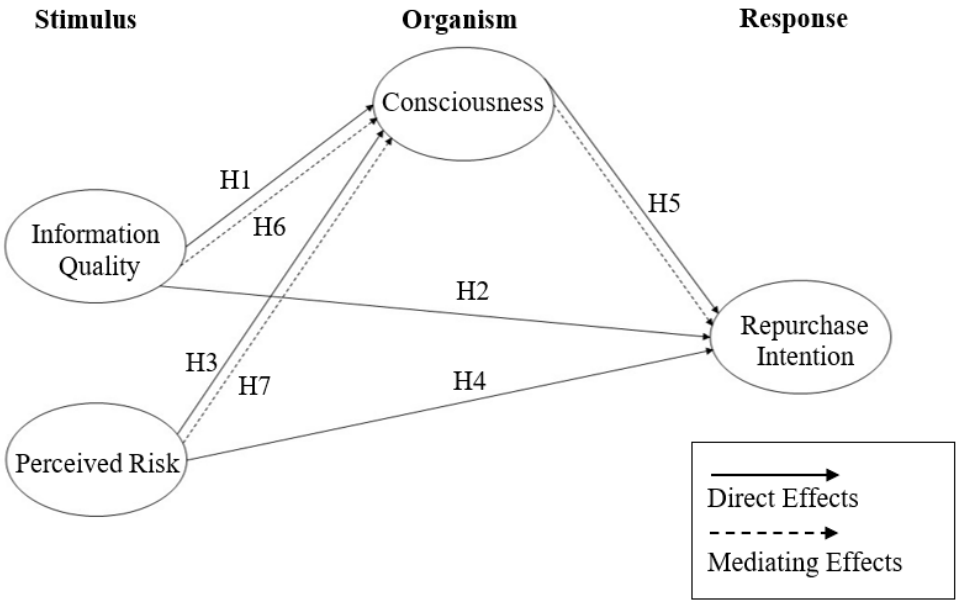

Figure 1: Conceptual framework

3.2 Data collection

The work employs a quantitative research technique to collect data through an online questionnaire. This survey was conducted using a questionnaire in Google Forms, a web-based application. Power analysis determines the minimum sample size by considering the component of a model with the greatest number of predictors (Hair et al., 2014). The G*Power 3.1.9.4 program was utilized in the work to calculate the minimum sample size, which was 77. One hundred forty-nine responses were gathered between June and July 2022 using internet channels such as Facebook and WhatsApp. These platforms helped to collect responses from mobile shoppers across various locations and demographic backgrounds.

The questionnaire was structured into two sections. The first section included questions about respondents' demographic characteristics , encompassing aspects such as gender and age. The second section consisted of four constructs from the conceptual framework (Figure 1) which included information quality, perceived risk, consciousness, and repurchase intention. All the responses in the second section were recorded on a seven-point Likert scale, with 1 - "Strongly Disagree", 2 - "Disagree", 3 - "Somewhat Disagree", 4 - "Neither Disagree nor Agree", 5 - "Somewhat Agree", 6 - "Agree" and 7 - "Strongly Agree".

3.3 Data analysis procedure

The Statistical Package for the Social Sciences (SPSS) and Partial Least Squares regression version 3.0 (SmartPLS 3) software were used to analyze the data. Data verification was carried out as a first step in order to ensure the correctness of the obtained data. This procedure is critical to maintain the quality and dependability of

the following analysis. The validated data set proceeded to further statistical analysis. Reliability and validity tests are performed to ensure the consistency of the measurement items used in this study. Path coefficients and mediation analysis are then calculated to reveal the strength of the relationship of the discovered constructs.

4. DATA ANALYSIS AND DISCUSSION

The findings of the analysis were discussed in this chapter. The first section reviewed the result of demographic information and spending habits based on the percentage and frequency distribution of responses. Whereas the second section included the data on cross loadings, reliability and validity test, path coefficient and the result of hypothesis statement results. Besides, the mediation analysis is also conducted to examine the mediating effects of consciousness.

4.1 Demographic information

Table 1: Demographic information

		Frequency	Percent (%)
Gender	Male	47	31.5
	Female	102	68.5
	Total	149	100
Age	16 years old - 25 years old	115	77.2
	26 years old - 35 years old	29	19.5
	36 years old - 45 years old	4	2.7
	46 years old and above	1	0.7
	Total	149	100
How often do you shop on mobile?	Everyday	7	4.7
	Once or twice a week	14	9.4
	More than twice a week	14	9.4
	Once a month	26	17.4
	Few times a month	28	18.8
	When necessary	60	40.3
	Total	149	100

Based on Table 1, this survey involved a total of 149 respondents which included 102 females (68.5%) and 47 males (31.5%). According to their age group, there were 115 respondents between 16 - 25 years old (77.2%), 29 respondents between 26 – 35 years old (19.5%) and 4 respondents between 36 – 45 years old (2.7%). Lastly, there was only 1 respondent aged between 46 years old and above (0.7%).

For the question “How often do you shop on mobile?”, there were 60 respondents which is equivalent to 40.3% who shop on mobile when necessary. While 28 respondents have chosen to shop on mobile few times a month (18.8%). Besides, 26 respondents answered that they only shop once a month on mobile which is equivalent to 17.4%. There were 14 respondents (9.4%) who shop more than twice a week and another 14 respondents (9.4%) shop once or twice a week on mobile. There were only 7 respondents who shop on mobile everyday which is equivalent to 4.7%.

4.2 Cross loading

Table 2: Cross Loading

Items	Consciousness	Information Quality	Perceived Risk	Repurchase Intention
CON3	**0.802**	0.227	0.159	0.382
CON4	**0.823**	0.269	0.234	0.145
CON5	**0.848**	0.227	0.334	0.175
CON6	**0.804**	0.215	0.264	0.157
IQ1	0.250	**0.805**	0.227	0.277
IQ2	0.252	**0.872**	0.168	0.324
IQ3	0.180	**0.824**	0.056	0.238
IQ4	0.253	**0.804**	0.159	0.231
PR1	0.181	0.287	**0.734**	0.110
PR2	0.276	0.127	**0.903**	0.245
PR3	0.286	0.130	**0.890**	0.226
RI1	0.246	0.240	0.235	**0.885**
RI2	0.276	0.296	0.201	**0.935**
RI3	0.230	0.360	0.233	**0.944**

Table 2 shown the result of factor analysis where values smaller than 0.7 are deleted and recalculated by PLS algorithm, respectively.

4.3 Consctruct reliability and validity

Table 3: Construct reliability and validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	R Square
Consciousness	**0.837**	**0.891**	**0.671**	
Information Quality	**0.846**	**0.896**	**0.684**	
Perceived Risk	**0.805**	**0.882**	**0.716**	
Repurchase Intention	**0.911**	**0.944**	**0.849**	**0.161**

According to Carmines and Zeller (1979), reliability concerns the result from any measurement to provide a consistent outcome. Cronbach's alpha (α) and Composite Reliability (CR) are both commonly used to measure the reliability of the constructs. Based on the values of Cronbach's alpha (α) in Table 3, Repurchase Intention, Information Quality, Consciousness and Perceived Risk had values of 0.911, 0.846, 0.837, and 0.805, respectively, all indicated very good levels. Composite Reliability of 4 variables ranged between 0.882 and 0.944 which were all higher than the cut-off value of 0.7. This revealed all variables had sufficient internal consistency.

Convergent validity refers to the degree of agreement in two or more measures of the same constructs (Carmines & Zeller, 1979). Average Variance Extracted (AVE) need to range from 0 to 1 and should exceed 0.5, this means that the convergent validity is determined and adequate. Based on the result in Table 3, AVE value of 4 variables ranged between 0.671 and 0.849. Other than that, the R Square value was

0.161 which recommending that 16.1% of the variance in the extent of repurchase intention on mobile shopping.

4.4 Discriminant validity

Table 4: Discriminant validity

	Consciousness	Information Quality	Perceived Risk	Repurchase Intention
Consciousness	**0.819**			
Information Quality	0.286	**0.827**		
Perceived Risk	0.300	0.191	**0.846**	
Repurchase Intention	0.271	0.328	0.241	**0.922**

In order to analyze discriminant validity, square root of AVE value of each construct need to be greater than the correlation coefficients with other constructs. Based on Table 4, the square root of AVE for consciousness is 0.819. Information quality with a value of 0.827. perceived risk with a value of 0.846 and repurchase intention with a value of 0.922.

4.5 Path coefficient and hypothesis result

Table 5: Path coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Information Quality → Consciousness	0.237	0.249	0.105	**2.267**	0.012
Information Quality → Repurchase Intention	0.256	0.267	0.105	**2.446**	0.007
Perceived Risk → Consciousness	0.255	0.260	0.094	**2.728**	0.003
Perceived Risk → Repurchase Intention	0.146	0.144	0.129	1.139	0.127
Consciousness → Repurchase Intention	0.154	0.162	0.127	1.209	0.113

Table 6: Hypothesis result

	Hypothesis	T Statistics (|O/STDEV|)	Result
H1	Information quality significantly influences consciousness on mobile shopping.	**2.267**	**Accepted**
H2	Information quality significantly influences repurchase intention on mobile shopping.	**2.446**	**Accepted**
H3	Perceived risk significantly influences consciousness on mobile shopping.	**2.728**	**Accepted**
H4	Perceived risk significantly influences repurchase intention on mobile shopping.	1.139	Rejected
H5	Consciousness significantly influences repurchase intention on mobile shopping.	1.209	Rejected

Table 5 shown the path coefficient result of the study by using PLS 3 software. T Statistics need to be greater than 1.645 for one-tailed which is equivalent to $p<0.05$, then the alternative hypothesis is accepted. In this paper, one-tailed test able to prove the effectiveness of the alternative hypothesis. Therefore, table 6 shown the result of hypothesis.

The path of "information quality → consciousness" had the T-value of 2.267 which represented H1 is accepted. Next, the path of "information quality → repurchase intention" had a T-value of 2.446 which represented H2 is accepted. The path of "perceived risk → consciousness" had the T-value of 2.728 which represented H3 is accepted. Whereas, H4 and H5 are rejected because the T-value for both paths was lower than the cut-off value of 1.645. This represented that perceived risk and consciousness have no influence on repurchase intention on mobile shopping.

4.6 Mediation analysis

Table 7: Mediation analysis

	Hypothesis	Indirect Effect	P Values	Total Effect	Variance Accounted For (VAF)
H6	Information Quality → Consciousness → Repurchase Intention	0.060	0.098	0.328	18.29%
H7	Perceived Risk → Consciousness → Repurchase Intention	0.067	0.122	0.242	27.69%

Based on Table 7, mediation analysis result of the mediation role of consciousness. According to variance accounted for (VAF) approach, H6 found no mediation of the indirect effect of information quality on repurchase intention through consciousness (p=.098, VAF=18.29%). While H7 indicated partial mediation of the indirect effect of perceived risk on repurchase intention through consciousness (p=.122, VAF=27.69%).

5. CONCLUSION AND FUTURE RESEARCH

People encounter a diverse range of information sources in the era of the Internet development. These include advertisements from physical and online stores, users' opinions and discussions on different platforms. This environment is particularly crucial in the field of mobile shopping. Mobile shopping has evolved as a convenient platform, providing easy access, simplified operations, and quick payment processes. The importance of consumers' awareness is heavily determined and shaped by the external cues that they experience. The primary objective of the study is to extend the research on information quality and perceived risk toward repurchase intention in Malaysia by investigating consumers' consciousness behavior. Additionally, this study proposes a modified S-O-R paradigm to identify customers' viewpoints before they intend to make any repurchasing decisions in mobile shopping context.

The results presented in Table 5 and Table 6 indicate that only three hypotheses, H1, H2 and H3 were supported. Hence, H1 and H2 demonstrate that information quality significantly influences on consciousness and repurchase intention, which aligns with the findings of previous researchers (Erkan & Evans, 2016; Atulkar & Singh, 2021). A well-organized and relevant information improves mobile shoppers' cognitive engagement and awareness throughout the mobile shopping process. The accessibility of detail product information enables consumers to pay attention on

features of product that match their needs and expectations. As a consequence, their overall consciousness during the mobile shopping experiences is heightened which leads to a more intentional decision-making process. Moreover, mobile shopping platforms that provide high-quality information would enhance consumers to perceive greater satisfaction from products or services and leads to a higher likelihood of repurchasing from the same platform. in mobile shopping. Besides, Information quality showed significant influences on repurchase intention in accordance with Nguyen et al. (2021) study. This finding indicates that information quality as a strong part that consumers' users which includes pictures, product descriptions, information provided by sellers and even feedback and pictures from buyers. According to Nguyen et al. (2021) study, when consumers discover high-quality and trustworthy information during their exploration, they are more intent on making repurchases. Thus, information quality acts as a significant role in shaping consumers' consciousness and repurchase intention

Furthermore, results highlight the significance of perceived risk in influencing consciousness on mobile shopping (H3), which is supported by several studies (Sarkar & Khare, 2017; Zeng, 2021). When consumers perceive higher risk, they become more cautious and attentive in their mobile shopping process. Concerns about risk among mobile shoppers are possibly related to issues such as product quality, possibility of receiving counterfeit items, and reliability of sellers. Consumers also concerned about the potential exposure of personal information or sensitive data during mobile shopping transactions, including contact details and payment information. Consumers' risk perceptions on these aspects will affect their awareness level during the mobile shopping process.

However, H4 and H5 were rejected. The research suggests that perceived risk does not have a significant effect on repurchase intention in mobile shopping, which diverges from the findings of previous study (Wei et al., 2019; Marriott & Williams, 2018). In other words, the level of risk perceived by consumers does not play a crucial role in determining whether or not to make repeat purchases in mobile shopping. There are several reasons that yield to this result. First, consumers may already gain trust and confidence in specific mobile shopping platforms through time and with repeated satisfactory experiences which lowered their risk perceptions. Besides, mobile shoppers may have different methods to minimize perceived risk, for instance, researching reviews and feedbacks, looking for recommendations and alternatives, or choosing trusted sellers. These conditions result in perceived risk having no significant impact on customers' repurchase intention in the mobile shopping context.

Apart from that, H5 was rejected and indicating that consciousness does not significantly influence repurchase intention in mobile shopping. When mobile shoppers shaping initial preferences, brand consciousness may not be the primary driver for repurchase intentions, they may value product quality and fulfillment for their needs over brand loyalty. Likewise, price consciousness does not always convert into repeat purchases considering the willingness of customers to pay depends on different considerations such as product functionality and perceived value.

This study also confirmed that no mediation effect of consciousness between information quality and repurchase intention (H6) while identified the partial mediation role of consciousness between perceived risk and repurchase intention in mobile shopping (H7). In contrast to the initial hypotheses, consciousness does not mediate the relationship between information quality and repurchase intention of

consumers. This indicates that other measurements or factors might have a more direct impact between promotion and information quality, and repurchase intentions. Consumers often prioritize factors other than consciousness when deciding on mobile shopping, such as impulsive internal behavior. Therefore, respondents tend to seek and gather information by themselves rather than relying on what the platforms provided, indicating a preference for initiated research. Besides, perceived risk does not directly influence on repurchase intention but through the mediation analysis found that consciousness partially mediated between perceived risk and repurchase intention. When consumers perceive higher risk, their awareness encourages them to carefully evaluated the aspects that received in order to reduce uncertainty or confusion. This cognitive process could impact the overall perceptions of goods or services for mobile shopper, resulting in affecting their intention to repurchase.

The findings of this study offer novel and significant insights into the context of mobile shopping by altering the S-O-R paradigm, which enables the identification of consumers' perceptions especially during the epidemic in Malaysia. This research focuses consumers' cognitive process and behavioral intentions, and providing valuable insights into the complex dynamics of consumer behavior in mobile shopping.

5.1 Implications

Based on the findings, this work provides new insight into the context of mobile shopping by modifying S-O-R theory to discover consumers' perspectives in Malaysia. This research extends the existing S-O-R paradigm and further discusses how information quality and perceived risk act as stimulus (S) and relate to consciousness as an organism (O). Besides, the findings reveal new insights on incorporating consciousness as the key element in establishing consumer behavior model.

The practical implications derived from this study offer valuable insights for both online merchants and mobile shopping platforms developers. Firstly, online merchants may have a greater grasp of consumers' current perspectives. Merchants are able to alter their marketing strategies and product offerings to better engage with their target audience by learning about their interests, needs, and expectations. The findings of the study provide useful advice for new businesses that are entering the online marketplace. Entrepreneurs can strategically select the most suitable platforms for launching their online retail by researching consumers' behavior and preferences. In addition, these new companies able to identify categories of products that align with customer demand and meet market needs effectively.

Moreover, mobile shopping platform developers can leverage specialized information and insights that are highly valued by consumers. Developers are able to identify aspects for improvement and optimize the mobile shopping experience by carefully analyzing users' behavior and reviews. Besides, focusing on the organization and presentation of information that customers find interesting and relevant, can significantly impact their decision-making process. A well-designed platform enables to enhance user engagement, encourages repeat purchases and develops long-term loyalty.

5. Limitations and Recommendations

However, the main limitation of this paper lies in the absence of certain independent variables, which may play a crucial role in influencing repurchasing intention in

mobile shopping. Factors such as personal preferences, individual characteristics, and social influence could have a substantial impact on consumers' decision-making process. By considering these additional variables into consideration, the study may yield different conclusions about consumer behavior in mobile shopping context. Moreover, the primary focus of this research in mobile shopping may restrict the findings' generalizability to other specific settings within the context of e-commerce, such as different shopping platforms or websites. Mobile shopping includes a wide variety of platforms, each offering its unique features and providing different user experiences. As a result, the findings of the study may not be completely applicable to other particular contexts within the realm of e-commerce. Another limitation is the lack of organism (O) related factors other than consciousness. Additional factors that may influence consumers' thoughts and perceptions, resulting in affect their final decisions. Multiple variables may develop simultaneously within a certain phase which enables to research of additional variables in mediation effects for the organism (O) in S-O-R framework.

Several recommendations for future research are being made based on the limitations and findings of the present study. Researchers are encouraged to incorporate additional independent variables in their studies to broaden their understanding of consumer behavior in the context of mobile shopping. Researchers can acquire a deeper insight into the complex interaction of factors influencing consumers repurchase intentions by involving a more comprehensive set of variables, such as customers satisfaction, enjoyment, and after-sales services. Furthermore, future studies should investigate other variables that might act as mediators in S-O-R paradigm. Identifying these mediators can provide substantial understanding into the psychological mechanisms driving consumers behavior in the context of mobile shopping. Another vital issue to address in future studies is expanding the sample size in order to improve the precision and reliability of the result, which allowing researchers to determine more accurate conclusions about the broader audience of mobile shoppers in Malaysia. A larger sample size would allow to conduct subgroup analysis, which would provide a more comprehensive understanding of how perspectives differ among consumers from different states or regions. Future research may consider expanding the study on cross-cultural impacts, since this study focuses on mobile shopping in Malaysia. Shopping on mobile does not limit to a single nation, thus researching consumer preferences across borders may assist domestic manufacturers and enterprises in gaining a better understanding of different demands from other cultures.

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