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## CONSUMERS PERCEPTION ON ONLINE REPURCHASE INTENTION



Consumers' Perception on  
Online Repurchase Intention  
Perspectives on Key Determinants

LAMBERT  
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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Perspectives on Key Determinants | This book provides a fascinating detail of consumers online repurchase behaviour and specific implications for policy, industry, and the academia. The 21st century has witnessed an exponential growth in global online social and business activities engendered by new technology applications, and consumers requirements. This book is the first account to profile a comprehensive assessment of Internet and online commerce development in Malaysia in relation to other regional..

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