

Factors Influencing Online Repurchase Intention: The Case of Clothing Customers in Thailand

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Abstract—The purpose of this study is to explore Thai online customers' repurchase intention towards clothing. This study integrated Delone and Mclean's e-commerce success model to predict customers' repurchase intention to purchase clothing on the Internet. The data was collected using convenience sampling method with a survey of the customers in Thailand who had experienced purchasing clothing online. The findings indicate that repurchase intention is mostly influenced by both online shopping satisfaction and online shopping trust. The relationships between Internet shopping value and online shopping satisfaction and online shopping trust are found to be significant as well. Components of website quality have differing effect on utilitarian and hedonic value. System quality and service quickness influences utilitarian value as well as the hedonic value. System accessibility and information timely positively influence utilitarian value while information variety and service receptiveness have a positive effect hedonic value.

I. INTRODUCTION

Most firms are trying to meet the needs of customers via one-stop shopping, and have begun to build, maintain and develop customer relationships through online channels. A survey of online consumer behavior by [66] found that more than 73 percent of Thai customers compare prices and read product reviews on the Internet on a regular basis, the second highest in Asia. In addition, more than 50 percent indicated that they use the Internet to find product information every day but only 4.5 percent of Thai customers ever purchase a product online [64]. For this reason, this study aims to investigate the consumption behavior of Thai customers in the area of clothing shopping. This hopes to answer the question of why most Thais customers browse rather than buy and how they can be motivated to actually purchase from websites. This study attempted to integrate comprehensive determinants for Internet shopping business success by explaining customers' motivations for making final decisions to purchase based on the integrative perspective of existing e-commerce success and marketing and to examine the relationships of website quality, Internet shopping value, customer satisfaction, customer trust and repurchase intention with online Thai customers.

The aim of this study is to test the conceptual framework that examines the determinants influencing customers' repurchase intention to buy clothing via the Internet. Findings of this study will contribute to the literature on online repurchase intention of Thai customers so that marketers can develop a better understanding about the determinants that will influence repurchase intention behaviors of Thai customers.

II. THEORETICAL DEVELOPMENT

A. Theoretical background

Due to the high cost of attracting new customers and the relative difficulty in retaining them [76][31], customer loyalty is a key determinant of Internet shopping business success [57][53][57][15]. Previous researches [34][88] found that the repeat purchase behavior of customers due to long term loyalty is associated with an increase in the company's profits and growth [60][57][42]. This was supported by [83] who found that truly loyal customers are willing to pay more and also have a commitment and attachment towards the retailer, and are not easily distracted by more attractive alternatives. This study considers "customer repurchase intention" which reflects loyalty, as a construct for estimating the success of Internet shopping businesses rather than "customer intention to use." Thus, the construct framework of this study was employed by previous studies [93] [3][53][15] to attain an in-depth understanding of customers' attitudes toward online shopping and their intentions to shop on the Internet and is based on [24][25] e-commerce success model.

Many studies have focused on identifying the factors that may influence customer decision making and behavior in the context of web-shopping. Previous studies suggested that satisfaction, trust, perceived usefulness and previous experience are major factors influencing customers' intention to repurchase products or services via the Internet [8][16][35][92]. Other studies have investigated the quality of specific websites [6][30] or focused on the usability of e-commerce systems [48][77]. This study aims to examine how quality and customer-perceived value influence online satisfaction, trust and repurchase intention in the context of online clothing shopping by customers in Thailand. The conceptual model will be discussed precisely below in detail with supporting hypotheses.

B. Research hypothesis

1. Repurchase intention

Repurchase intention refers to the customer's willingness to purchase products or services from the same company in the future, based on his or her previous experiences, current situation and likely circumstances [72] [34][54]. In the context of e-commerce, customers have plenty of choices of websites, and can switch vendors easily and without cost. An online shopping business depends not only on visiting their websites and buying their products or services, but also on converting existing customers to loyal customers. The loyal customers play an important role in business profitability [57], loyal customers visit a website more frequently than

newly acquired customers do, they usually spend more, buy more frequently, have more motivation to search for information, and are more resistant to competitors' promotions. In addition, they are more likely to provide free word-of-mouth advertising [76] [42].

Some studies have confirmed that there is a significant positive relationship between customer satisfaction and repurchase intention [51][78]. Many studies also confirmed that customer satisfaction is one of the key drivers of loyalty [22][38] and considered that repurchase intention of satisfied customers have been closely linked to customer loyalty and has the effect of a competitive advantage for an Internet shopping business [34][39].

Simultaneously, most researchers found that trust has a positive effect on customer satisfaction [18][92][46]. Evidence has shown that both satisfaction and trust influence online loyalty [43][50]. Thus, satisfaction and trust are critical factors of the online shopping business and has an effect on repurchase intention [55].

2. Online shopping satisfaction

Satisfaction is defined as the sense of satisfaction or disappointment of a customer which influences attitude change and purchase intention for products or services [85][17]. Satisfaction can be classified into product satisfaction, process satisfaction and after-sale satisfaction [94]. Previous studies have shown that satisfaction is one of the critical factors influencing repurchase intention, and has a positive effect on repurchase intention [1][51][78]. In the online context, the case of repurchase intention of customers who have been buying products from the same provider, satisfaction is likely to be a cumulative outcome [19]. According to [17] also suggested that managers of online retailers need to monitor the satisfaction of their customers with their websites in order to compete in the Internet shopping market.

According to above studies, satisfaction is important determinants in driving customer repurchase intention. Therefore, this study will focus on the relationship between online shopping satisfaction and repurchase intention, customers who have a positive satisfaction with their previous experience shopping online are more likely to repurchase products or services from online shopping websites. The online shopping satisfaction has a direct effect on repurchase intention on online shopping websites.

H1: Online clothing shopping satisfaction positively influences repurchase intention

3. Trust in online shopping

Trust is one crucial factor for online shopping because business is conducted at a distance. Customers cannot look at products directly, they cannot physically check the quality of a product before making a purchase; there is no immediate gratification from online purchases; and they cannot monitor the safety of sending sensitive information over the Internet [76]. According to [29] considered that trust is the essential

basic element in online trading. Trust is defined as when one party has a willingness to rely on an exchange partner in whom it has confidence [61][62]. According to [55], trust plays an important role in maintaining long-term relationships between customers and retailers. Lack of trust reduces the chances of buyers buying products through online shopping because they are unwilling to deal with retailers whom they do not trust. [73] stated that online trust is different from offline trust in important ways. The object of online trust is websites, the Internet or technology. A company's website could be viewed as a store from the standpoint of building customer trust, extending the salesperson metaphor. Trust is important when companies are trying to keep customers. Trust makes customers want to stay with the current service provider. This was supported by [45] who demonstrated that trust has a significant influence on customer online purchasing decisions. The high trust of customers can increase the number of customers conducting transactions.

Indeed, prior researches indicated that trust influences the intention of customers to repurchase online [18][19][55]. As many previous studies note, the users who have trust in online shopping will be more likely to repurchase products or services from online shopping sites. This research aims to study the trust of customers who have experience in Internet shopping and in making purchasing decisions based on both product and service; the satisfying nature of which led to repurchase intention. Accordingly, the following hypothesis is proposed.

H2: Trust in online clothing shopping positively influences repurchase intention

4. Internet shopping value

Internet shopping value refers to customers' evaluations of the value derived from the shopping experience, and it can be classified into two dimensions; utilitarian shopping value, the degree to which customers feel that their goals have been accomplished and hedonic shopping value, the enjoyment, fun and excitement from the shopping process [4][68][87].

Utilitarian shopping value is relevant to task-oriented, rational, and cognitive functions with the intentions or desires to purchase a product efficiently and rationally [4]. These considerations include purchase deliberation (e.g. product or service evaluations and price comparison features before actual purchase) [37] [68]. While hedonic shopping value reflects the value found in the shopping experiences which include fantasy, arousal, sensory stimulation, enjoyment, pleasure, curiosity, and escapism independent of task-related activities [36][5][80]. Online customers are more likely to be motivated to shop and finalize online purchases when websites are convenient, time saving, informative and widely selective [63] [90] [84]. Previous studies believed that utilitarian values are the major factors for customer satisfaction. [4][87]. However, more recent researches suggested that functional attributes no longer exclusively drive online buying. As online customers become more

experienced, they often shop for an appreciation of the experience rather than simply for task completion [4][86]. Online customers increasingly seek websites that provide not only transaction security, privacy, interactive control and quick access [74][84] but also increasingly seek hedonic value online [86]. Therefore, many researchers have started examining hedonic values as important elements of online shopping and found that hedonic shopping value also affects customer satisfaction [12][51].

According to [5] observed that a positive attitude to websites is related to both hedonic and utilitarian shopping value. Customers who have positive feelings of control and enjoyment while using the Internet are positively related to intention to purchase and more likely to buy than those who do not. This was supported by [51] who studied customers' attitude to Internet shopping sites by using a sample of 378 customers, they found that utilitarian and hedonic value were both related to customer satisfaction and their repurchase intention toward Internet shopping. The findings of extant studies on shopping value and satisfaction have shown linkages between hedonic and utilitarian value and satisfaction [44][51]. Satisfied customers are likely to revisit, repurchase and recommend products to others [87]. Therefore, hypothesized that utilitarian and hedonic shopping values influence customer satisfaction, the following hypothesis is proposed.

H3: Utilitarian shopping value positively influences online clothing shopping satisfaction

H4: Hedonic shopping value positively influences online clothing shopping satisfaction

Accordingly, trust is also considered one of the key issues the buyer considers when making a decision to purchase through e-commerce [62][45]. According to [41] stated that online trust is composed of customer perceptions of how the website would deliver on expectations, how believable the site's information is, and the level of confidence in the site. Customers with high trust will increase their number of transactions. The greater the value or price of goods sold, the higher the level of trust required. Trust is an important factor for the e-commerce business [45]. Customers with uncertainty feel the potential for service failure and negative outcomes [28]. Thus, customer trust is believed to play a pivotal role in customers' behaviors when shopping via the Internet. This study adopts trust as a set of beliefs about the trustworthiness of an Internet vendor. It is reasonable to expect that customers' perception of Internet shopping value should be an important component within trust in online shopping. Thus, proposes that customers' perception of utilitarian and hedonic shopping values influence their trust, the following hypotheses are offered.

H5: Utilitarian shopping value positively influences trust in online clothing shopping

H6: Hedonic shopping value positively influences trust in online clothing shopping

5. System quality

System quality is defined as "customers' perception with the technical and functional aspects of an Internet shopping website [3] [81]. According to the IS success model by [24] system quality is divided into several criteria. Usability refers to the ease with which a customer can achieve a particular goal. Reliability refers to the dependability of website operations. Adaptability refers to systems that can adjust their content to the changing demands of the customer. Finally, response time refers to how quickly the system responds to requests for information or action. However, online customers are very particular. They demand websites that are easy to use as well as the trustworthiness of the shopping system [10]. In the Internet shopping environment, system quality must support the customer's purchasing activity by providing security and accessibility, in addition to speed and variety of other convenience features. [26][13][81]. This was supported by [3] who indicated that high levels of system quality may provide users with more convenience, privacy, and faster responses. If these factors are not guaranteed, customers are not likely to use the Internet shopping website. In this study, it categorizes factors into two major attributes of system quality: security and accessibility.

According to prior studies [75][2], both security and accessibility strongly influence website utilization and enthusiasm. When customers feel that it is safe to transmit private information, they will shop online [14]. Furthermore, the accessibility of Internet shopping sites affects utilitarian and hedonic shopping values, when the system of websites is difficult to access for Internet shoppers to achieve their purposes (e.g. searching for product information and purchasing) they are more likely to form negative feelings and defect to a rival website [53]. Utilitarian and hedonic shopping values are likely to increase when Internet shopping sites are comfortable and prompt of access and when confidence in the sites security system for customers personal information is increased [68][53]. Thus, we hypothesized that security and accessibility of Internet shopping sites affects both utilitarian and hedonic shopping values, the following hypothesis is proposed.

H7a: System security positively influences utilitarian shopping value

H7b: System security positively influences hedonic shopping value

H8a: System accessibility positively influences utilitarian shopping value

H8b: System accessibility positively influences hedonic shopping value

6. Information quality

Information quality refers to any content produced by an Internet shopping website that delivers information which matches the level of user satisfaction [70] [7] [81]). Information quality is an indication of the value of the output produced by a website, the system which provides the needed information that meets the needs of its users will reinforce

satisfaction for users. In contrast, if the system does not provide the needed information, its users will be dissatisfied with that system and try to find the needed information elsewhere [23][56]. According to [24][25] suggested that various aspects of information quality, such as completeness, usefulness, adequacy, and accuracy are the main determinants for measuring information quality. Websites which maximize these determinants are likely to help customers to receive the most-up-to-date, accurate, and useful information, to compare products or services, to increase their shopping enjoyment and make better purchase decisions [2][56]. [69] indicated that in the context of Internet shopping, customers are not fully informed about the quality of products and services offered at a website. This means that customers cannot achieve both utilitarian and hedonic goals unless the website provides diverse and timely information [32][15]. In this regard, this present study focuses on two key aspects of information quality: variety and timely as critical factors for perceived value.

The diverse information of a website plays an important role in influencing decisions to purchase products or services. Customers always look for information on websites (e.g. variety, price, quality) before purchasing products. Different customers have different information needs [75]. According to [27] found that most users frequently shop online not only for purchasing what they want, but also for researching products and services. As there can be several websites offering information about similar products and services from which customers can seek information that allows them to distinguish a seller of high quality goods and services from a seller of low-quality [9][75]. In order to attract new customers and maintain existing customers, Internet shopping sites must be designed in such a way that provide a variety of information whereby customers spend less time in finding information they are looking for [75][3].

According to [52] considered two types of information: non-value-added and value-added. They suggested that information quality with high levels (various, complete, detailed, accurate, timely, relevant, and reliable), useful and interesting information were also likely to provide users with convenience, enhanced enjoyment and more enriched shopping. Other studies found that varied and timely information are the important aspects of information quality, Internet shoppers seek updated information for stimulation and excitement even when they are satisfied with products they have already purchased [84][65][3]. Thus, both utilitarian and hedonic shopping values may increase when users can access information that they want to find quickly and acquire a variety of information which helps them in evaluating the product being sought [75] [3] and both utilitarian and hedonic values may increase when users acquire the latest news or timely information about products. Thus, we hypothesize that variety and timely of information quality on Internet shopping sites affects both utilitarian and hedonic shopping values, the following hypothesis is proposed.

H9a: Information variety positively influences utilitarian shopping value

H9b: Information variety positively influences hedonic shopping value

H10a: Information timely positively influences utilitarian shopping value

H10b: Information timely positively influences hedonic shopping value

7. Service quality

Service quality refers to a customer's satisfaction with the result of a comparison between what customers consider the service should be and their perceptions about the actual performance provided by an Internet shopping website [70][3][79]). Internet shopping has the potential to provide superior decision aids for making comparisons as opposed to traditional retail shopping. Service quality is of particular important in Internet shopping businesses because it does not require face to face communication [71][3][95]). According to [24] suggested that service quality is calculated as the gap between customer expectations and perceptions, and it is divided into five variables. Tangibility refers to appearance of physical facilities, equipment, personnel and communications materials. Reliability refers to the ability to perform the promised service dependably and accurately. Responsiveness refers to willingness to help customers and to provide prompt service. Assurance refers to knowledge and courtesy of employees and their ability to convey trust and confidence. And empathy refers to the provision of caring, individualized attention to customers. Websites that offer superior service are likely to see frequent usage of customers and achieve higher growth in market share [11] [2]. Service quality entails both online and offline elements. Online factors include ease of ordering and the ability to respond to customer complaints, while offline factors include the quick delivery of products or services and offering refunds or exchanges products when customers are dissatisfied [47]. Internet shopping business should provide all services in the purchasing process in order to respond immediately to a variety of customer demands, including finding, ordering, delivering, cancellations, return and refunds [3][56]. Perception of Internet shopping values by customers is dependent on how quickly and accurately products are delivered after orders are placed (e.g. on-time delivery, correctness of order fulfillment, billing accuracy and web connection speed) [95][40][38][21].

According to [91] suggested that when customers transact with online retailers, they evaluate not only what products or services the website offers, but also how their needs are fulfilled through offline support. For instance, receiving the product in the expected time frame, getting the exact products and receiving the product in a promised condition all affect the level of satisfaction of customers [20]. The users of online retailing consider the website not merely as an information system but also as a virtual store that provides the full stages of service within the purchasing process. When customers cannot physically examine the quality of a product or service,

they have a higher level of uncertainty about the purchase outcome and more hesitation in making the purchase [2][38]. Previous study has shown that prompt product delivery and ease of product return significantly increase a customer's positive experiences, including greater enjoyment and fun as well as completion of their main objective of purchasing a product online [33]. As previous research notes, positive experience of customers may affect the perceived Internet shopping values and customer retention. Therefore, we hypothesizes quickness and receptiveness of service quality to affect both utilitarian and hedonic shopping values, the following hypothesis is proposed.

H11a: Service quickness positively influences utilitarian shopping value

H11b: Service quickness positively influences hedonic shopping value

H12a: Service receptiveness positively influences utilitarian shopping value

H12b: Service receptiveness positively influences hedonic shopping value

III. RESEARCH METHODOLOGY

A. Conceptual framework

There are six independent variables including security, accessibility, variety, timely, quickness and receptiveness. Four mediating variables including utilitarian shopping value, hedonic shopping value, customer satisfaction and customer trust. And one dependent variable: repurchase intention.

The research framework of this study is presented in Fig. 3.1.

B. Sample selection and collection

In this study, the collected data was analyzed using the Statistical Package for Service Solution (SPSS) to test the research hypotheses to accomplish statistical data analytical methods that are include descriptive statistical analysis, reliability analysis, validity analysis, one way ANOVA, and multiple regression analysis. The sample size will consist of about 500 questionnaires, designed for the customers in Bangkok. The online questionnaire survey was created through Google document which was sent to respondents by email and posted on some websites, forums and social networks such as Facebook.

C. Demographic profile of respondents

This section describes the overall demographic profile according to gender, age, education level, occupation and monthly income. Of the eligible respondents, 168 are men (35.7%) and 303 are women (64.3%). Most sample respondents fall in the 21–25 year old age group, accounting for 185 people (39.3%). In terms of education, those with a bachelor degree accounted for the majority with 275 people (58.4%). For occupation, most of the respondents are private employees with 211 people in this category (44.8%). Furthermore, the largest monthly income group ranged from 10,001 to 20,000 Baht, with 194 people (41.2%) in this category.

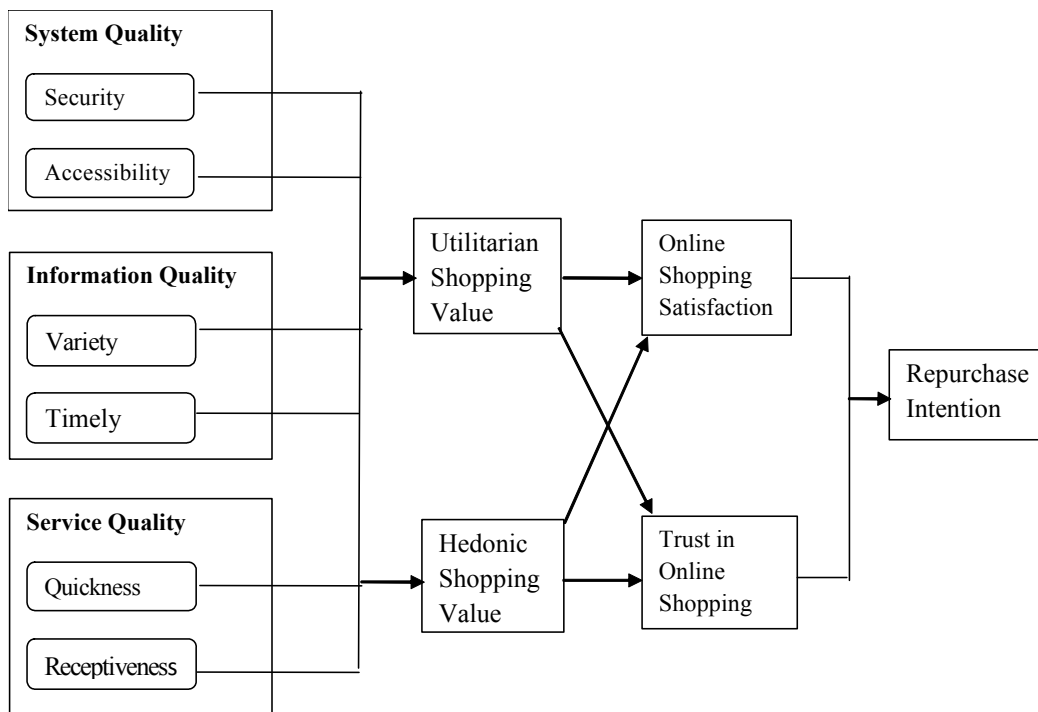


Figure 3.1: Research framework

D. The Internet user experience of respondents

This part describes the Internet user experience of the respondents. All of the Thai respondents had made purchases online. Among this group, the most popular online shopping channel is Facebook (52.1%), followed by local clothing websites (36.1%) and local websites of shopping mall (5.9%). The vast majority (62.6%) report using the Internet for more than ten hours. Most of the respondents have used and surfed the Internet for five to ten years (44.4%). The results for the frequency of purchasing clothing online found that most of the respondents (48.4%) were uncertain about how frequently they purchased clothing via the Internet. Those who spend money for online shopping less than 5,000 Baht a year included 333 respondents (70.7%). Most of the respondents intend to purchase clothing via the Internet in the future in one to three month (51%).

IV. RESULTS AND DISCUSSION

A. Reliability analysis

The reliability of the survey instrument was established by calculating Cronbach’s alpha to measure internal consistency. A low alpha value indicates that some items do not share equally in common characteristics (Churchill, 1979). Cronbach’s alpha coefficients less than 0.6 are considered to be poor, 0.7 is considered to be acceptable, and those over 0.8 are considered to be good ([82] Mak, 2001). As shown in Table 4.1, after the first run test, the results of reliability analysis indicated that a few questionnaire items should be deleted due to their inconsistency and inadequacy within the total measurement.

After deleting these above questionnaire items, the analysis results indicated that the Cronbach’s coefficients of

constructs are in the range of 0.721 to 0.944. Almost all Cronbach’s alpha coefficients for this study are close to 0.8 and higher, which demonstrate high internal consistency of scales used for measuring different observed variables under each construct in this study. Based on the test, it can conclude that all constructs are all reliable. The value of Cronbach’s alpha coefficient for each construct is presented in Table 4.2.

B. Validity analysis

To evaluate construct validity, factor analysis was used to determine the underlying constructs that explain significant portions of the variance in the instrument items. Measuring the validity of each variable the rules of which are defined below:

1. Eigen value greater than 1
2. All the items of each variable have factor loading greater than 0.5
3. All KMOs (Kaiser-Meyer-Olkin’s Measure of sampling adequacy) are suggested to be greater than 0.5, but greater than 0.4 is justifiable.

According to the results of factor analysis, factor analysis is appropriate because the KMOs value of all variables are greater than 0.5. Based on the principal components analysis and VARIMAX procedure in orthogonal rotation, the results also show that the Eigen values for all the variables are greater than 1.0, ranging from the lowest 1.635 (system accessibility) to the highest of 2.703 (repurchase intention) and the statistical test for Bartlett test of sphericity is significant ($p < 0.05$). Table 4.3 illustrates the results and shows that all of the variables have acceptable instrument validity.

TABLE 4.1 DELETED ITEMS AND REASONS

Construct	Variables	Deleted items	Inconsistency within reliability and validity analysis
System quality	Security	SE3	The factor loading of the question is less than 0.5
	Accessibility	AC2	The factor loading of the question is less than 0.5

TABLE 4.2 RELIABILITY ANALYSIS RESULTS

Variables	Factors	Number of questions	Cronbach’s Alpha (α)
System quality	Security (SE)	2	0.879
	Accessibility (AC)	2	0.777
Information quality	Variety (VA)	3	0.772
	Timely (TI)	3	0.891
Service quality	Quickness (QU)	3	0.934
	Receptiveness (RE)	3	0.899
Utilitarian shopping value (UV)		3	0.721
Hedonic shopping value (HV)		3	0.883
Online shopping satisfaction (SA)		3	0.874
Trust in online shopping (TR)		3	0.910
Repurchase intention (RI)		3	0.944

TABLE 4.3 FACTOR LOADING

Variables	Items	Factor loading	Eigen value	Cumulative proportion	KMO	Chi-square	P-value	
System quality	Security (SE)	SE1	0.945	1.785	89.235	0.500	448.091	0.000***
		SE2	0.945					
	Accessibility (AC)	AC1	0.904	1.635	81.750	0.500	241.852	0.000***
		AC3	0.904					
Information quality	Variety (VA)	VA1	0.823	2.075	69.158	0.685	393.437	0.000***
		VA2	0.868					
		VA3	0.803					
	Timely (TI)	CU1	0.878	2.467	82.229	0.729	852.105	0.000***
		CU2	0.931					
CU3		0.911						
Service quality	Quickness (QU)	QU1	0.925	2.652	88.401	0.758	1207.185	0.000***
		QU2	0.952					
		QU3	0.943					
	Receptiveness (RE)	RE1	0.910	2.497	83.221	0.740	884.171	0.000***
		RE2	0.931					
		RE3	0.895					
Utilitarian shopping value (UV)	UV1	0.641	2.031	67.696	0.595	498.844	0.000***	
	UV2	0.907						
	UV3	0.893						
Hedonic shopping value (HV)	HV1	0.883	2.434	81.123	0.740	775.901	0.000***	
	HV2	0.907						
	HV3	0.913						
Online shopping satisfaction (SA)	SA1	0.886	2.396	79.881	0.737	719.583	0.000***	
	SA2	0.909						
	SA3	0.886						
Trust in online shopping (TR)	TR1	0.919	2.544	84.785	0.752	956.661	0.000***	
	TR2	0.933						
	TR3	0.910						
Repurchase intention (RI)	RI1	0.949	2.703	90.113	0.770	1330.760	0.000***	
	RI2	0.956						
	RI3	0.943						

*** p<0.001

E. Multiple regression analysis

In order to examine the hypothesized relationship, a multiple regression analysis was used. The significance level of this study was set at 0.05; the null hypothesis was rejected when the p-value is less than 0.05. The results of the regression test are presented in table below (Table 4.4).

According to Table 4.4, the relationship between online clothing shopping satisfaction and trust in online clothing shopping on repurchase intention, Adjusted R²= 0.673, F= 483.918, P=0.008<0.05, is statistically significant at α=0.05.

The F value is significant. Adjusted R² = 0.673 indicates that 67.3% of the variance in repurchase intention is

explained by online clothing shopping satisfaction and trust in online clothing shopping. The standardized coefficients' results show that trust in online clothing shopping has a value higher than online clothing shopping satisfaction. It can be implied that trust in online clothing shopping influences repurchase intention more than online clothing shopping satisfaction.

The results reveal that the tolerance value is 0.382 and the variance inflation factor (VIF) value is 2.616; these indicate that the data is free from multicollinearity. The summary result of hypotheses tests are presented in Table 4.9.

TABLE 4.4: THE RESULTS OF THE MULTIPLE REGRESSION OF ONLINE CLOTHING SHOPPING SATISFACTION AND TRUST IN ONLINE CLOTHING SHOPPING AFFECTING REPURCHASE INTENTION

Variables	B	S.E.	β	t	p-value	Tolerance	VIF
Constant	0.408	0.153		2.662	0.008		
SA	0.174	0.050	0.148	3.479	0.001	0.382	2.616
TR	0.794	0.048	0.699	16.381	0.000	0.382	2.616

R = 0.821 ; R² = 0.674 ; Adjusted R² 0.673; F = 483.918 ; p-value <0.05

TABLE 4.5: THE RESULTS OF THE MULTIPLE REGRESSION OF INTERNET SHOPPING VALUE AFFECTING ONLINE CLOTHING SHOPPING SATISFACTION

Variables	B	S.E.	β	t	p-value	Tolerance	VIF
Constant	1.324	0.187		7.070	0.000		
UV	0.245	0.039	0.260	6.268	0.000	0.694	1.442
HV	0.441	0.038	0.483	11.646	0.000	0.694	1.442

R = 0.664 ; R² = 0.441 ; Adjusted R² 0.438; F = 184.382 ; p-value <0.05

According to Table 4.5, the relationship between Internet shopping value (including utilitarian shopping value and hedonic shopping value) and online clothing shopping satisfaction, Adjusted $R^2 = 0.438$, $F = 184.382$, $P = 0.000 < 0.05$, is statistically significant at $\alpha = 0.05$. The F value is significant. Adjusted $R^2 = 0.438$ indicates that 43.8% of the variance in online clothing shopping satisfaction is explained by utilitarian and hedonic shopping value. The standardized coefficients' results show that hedonic shopping value has a value higher than utilitarian shopping value. It can be implied that hedonic shopping value influences online clothing shopping satisfaction more than utilitarian shopping value.

The results reveal that the tolerance value is 0.694 and the variance inflation factor (VIF) value is 1.442; these indicate that the data is free from multicollinearity. The summary result of hypotheses tests are presented in Table 4.9.

According to Table 4.6, the relationship between Internet shopping value (including utilitarian shopping value and hedonic shopping value) and trust in online clothing shopping, Adjusted $R^2 = 0.360$, $F = 133.287$, $P = 0.000 < 0.05$, is statistically significant at $\alpha = 0.05$. The F value is significant. Adjusted $R^2 = 0.360$ indicates that 36% of the variance in trust in online clothing shopping is explained by utilitarian and hedonic shopping value. The standardized coefficients' results show that hedonic shopping value has a value higher than utilitarian shopping value. It can be implied that hedonic shopping value influences trust in online clothing shopping more than utilitarian shopping value.

The results reveal that the tolerance value is 0.694 and the variance inflation factor (VIF) value is 1.442; these indicate that the data is free from multicollinearity. The summary result of hypotheses tests are presented in Table 4.9.

According to Table 4.7, the relationship between website quality (including system security, system accessibility, information variety, information timely, service quickness and service receptiveness) and utilitarian shopping value, Adjusted $R^2 = 0.315$, $F = 36.942$, $P = 0.000 < 0.05$, is statistically significant at $\alpha = 0.05$. The F value is significant. Adjusted $R^2 = 0.315$ indicates that 31.5% of the variance in utilitarian shopping value is explained by system security, system accessibility, information variety, information timely, service quickness and service receptiveness variables. The standardized coefficients' results show that system security has the highest value, followed by service quickness, system accessibility, information timely, service receptiveness and information variety, respectively. It can be implied that security influences utilitarian shopping value more than other variables.

From the results it is revealed that the tolerance values are being ranged within 0.351-0.605 and the variance inflation factor (VIF) values are being ranged within 1.652 - 2.845; these indicate that the data is free from multi-collinearity. The summary result of hypotheses tests are presented in Table 4.9.

TABLE 4.6: THE RESULTS OF THE MULTIPLE REGRESSION OF INTERNET SHOPPING VALUE AFFECTING TRUST IN ONLINE CLOTHING SHOPPING

Variables	B	S.E.	β	t	p-value	Tolerance	VIF
Constant	1.491	0.207		7.216	0.000		
UV	0.206	0.043	0.212	4.788	0.000	0.694	1.442
HV	0.432	0.042	0.458	10.348	0.000	0.694	1.442
$R = 0.602$; $R^2 = 0.363$; Adjusted $R^2 = 0.360$; $F = 133.287$; p-value < 0.05							

TABLE 4.7: THE RESULTS OF THE MULTIPLE REGRESSION OF WEBSITE QUALITY AFFECTING UTILITARIAN SHOPPING VALUE

Variables	B	S.E.	β	t	p-value	Tolerance	VIF
Constant	2.393	0.213		11.245	0.000		
SE	0.217	0.043	0.247	5.032	0.000	0.605	1.652
AC	0.169	0.051	0.174	3.312	0.001	0.527	1.898
VA	-0.083	0.062	-0.081	-1.340	0.181	0.396	2.525
TI	0.136	0.059	0.149	2.312	0.021	0.351	2.845
QU	0.183	0.057	0.197	3.218	0.001	0.389	2.571
RE	0.013	0.050	-0.014	-0.255	0.799	0.463	2.161
$R = 0.568$; $R^2 = 0.323$; Adjusted $R^2 = 0.315$; $F = 36.942$; p-value < 0.05							

TABLE 4.8: THE RESULTS OF THE MULTIPLE REGRESSION OF WEBSITE QUALITY AFFECTING HEDONIC SHOPPING VALUE

Variables	B	S.E.	β	t	p-value	Tolerance	VIF
Constant	1.209	0.196		6.157	0.000		
SE	0.223	0.040	0.246	5.607	0.000	0.605	1.652
AC	0.075	0.047	0.075	1.590	0.112	0.527	1.898
VA	0.113	0.057	0.108	1.989	0.047	0.396	2.525
TI	-0.043	0.054	-0.046	-0.790	0.430	0.351	2.845
QU	0.268	0.053	0.279	5.093	0.000	0.389	2.571
RE	0.149	0.046	0.162	3.222	0.001	0.463	2.161
$R = 0.677$; $R^2 = 0.458$; Adjusted $R^2 = 0.451$; $F = 65.478$; p-value < 0.05							

According to Table 4.8, the relationship between website quality (including system security, system accessibility, information variety, information timely, service quickness and service receptiveness) and hedonic shopping value, adjusted $R^2= 0.451$, $F= 65.478$, $P=0.000<0.05$, is statistically significant at $\alpha=0.05$.

The F value is significant. Adjusted $R^2 = 0.451$ indicates that 45.1% of the variance in hedonic shopping value is explained by system security, system accessibility, information variety, information timely, service quickness and service receptiveness variables. The standardized coefficients' results show that service quickness has the highest value, followed by system security, service receptiveness, information variety, system accessibility and information timely, respectively. It can be implied that service quickness influences hedonic shopping value more than other variables.

The results reveal that the tolerance values are being ranged within 0.351-0.605 and the variance inflation factor (VIF) values are being ranged within 1.652 - 2.845; these indicate that the data is free from multicollinearity. The summary result of hypotheses tests are presented in Table 4.9.

F. Discussion

Fourteen of the eighteen hypotheses are supported (Hypotheses 1, 2, 3, 4, 5, 6, 7a, 7b, 8a, 9b, 10a, 11a, 11b, 12b) and four hypotheses are rejected (Hypotheses 8b, 9a, 10b, and 12a). The summary result of hypotheses tests are presented in Table 4.9. Online clothing shopping satisfaction (H1) and trust in online clothing shopping (H2) display significant positive associations with repurchase intention. Utilitarian (H3) and hedonic shopping values (H4) have a significant positive effect on online clothing shopping satisfaction. The

finding also show that there are significant positive relationships between utilitarian (H5) and hedonic shopping values (H6) on trust in online clothing shopping. From the analysis we can see that hypothesized mediating variables; utilitarian shopping value, hedonic shopping value, customer satisfaction and customer trust play an important role as a mediator between relationships of both independent variables and dependent variable.

For the hypotheses on the relationships among system, information, and service qualities and utilitarian and hedonic shopping values, system security (H7a), system accessibility (H8a), information timely (H10a) and service quickness (H11a) are strongly associated with utilitarian shopping value. System security (H7b), information variety (H9b), service quickness (H11b) and service receptiveness (H12b) are strongly associated with hedonic shopping value.

V. CONCLUSIONS

First, this study shows that converting Internet shoppers into repeated customers is essential for Internet shopping success. This research confirms that this study extend the Delone and Mclean's e-commerce success model in the context of online shopping businesses and explains comprehensively how Thai Internet shopping businesses can succeed.

Second, this study found that a quality of website is not sufficient for fostering repurchase intention in the e-commerce environment because Internet customers evaluate a product or service based on the fulfillment of their desires for excitement, entertainment and utility. This study shows that utilitarian and hedonic value lead to customer satisfaction, customer trust and significantly promotes their repurchase intention.

TABLE 4.9: SUMMARY OF HYPOTHESES TESTED

#	Hypotheses	Results
H1	Online clothing shopping satisfaction positively influences repurchase intention	Supported
H2	Trust in online clothing shopping positively influences repurchase intention	Supported
H3	Utilitarian shopping value positively influences online clothing shopping satisfaction	Supported
H4	Hedonic shopping value positively influences online clothing shopping satisfaction	Supported
H5	Utilitarian shopping value positively influences trust in online clothing shopping	Supported
H6	Hedonic shopping value positively influences trust in online clothing shopping	Supported
H7a	System security positively influences utilitarian shopping value	Supported
H7b	System security positively influences hedonic shopping value	Supported
H8a	System accessibility positively influences utilitarian shopping value	Supported
H8b	System accessibility positively influences hedonic shopping value	Not supported
H9a	Information variety positively influences utilitarian shopping value	Not supported
H9b	Information variety positively influences hedonic shopping value	Supported
H10a	Information timely positively influences utilitarian shopping value	Supported
H10b	Information timely positively influences hedonic shopping value	Not supported
H11a	Service quickness positively influences utilitarian shopping value	Supported
H11b	Service quickness positively influences hedonic shopping value	Supported
H12a	Service receptiveness positively influences utilitarian shopping value	Not supported
H12b	Service receptiveness positively influences hedonic shopping value	Supported

Third, as information, system and service qualities are well known factors for e-commerce business success, their impacts on utilitarian and hedonic values have not been fully examined. This study found that system security, system accessibility, information timely and service quickness are essential for customers to perceive utilitarian shopping value, while service security, information variety, service quickness and service receptiveness are critical for hedonic value. It is crucial for the respective online businesses in Thailand to recognize the importance of managing customer expectations and be able to provide a system that is easy to access, quickly responding to customer with current information (utilitarian shopping value), and providing diverse information and speedy product delivery/return (hedonic shopping value).

In term of implication, this study can provide some academic contributions. First, this study successfully combined the concept of Internet shopping value, customer satisfaction and customer trust with the DeLone and McLean's e-commerce success model which is shown to be applicable to the findings of this study. Second, this study shed light on the literature on Internet business success, and the model of this study can serve as a theoretical basis for future research investigating Internet shopping behavior from the perspective of customer. Third, the results also reveal that system quality and service quickness are important antecedent factors of utilitarian and hedonic values with in turn effect Thai customers' attitude and their intention to consistently use a website in the future.

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