FACTORS AFFECTING THE REPURCHASE ONLINE SHOPPING INTENTION OF THAI CUSTOMERS IN BANGKOK: A CASE STUDY OF eBAY.COM
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Abstract: This study explores the repurchase intention to Thai customers on a well known international e-commerce website. Specifically, it aims to examine the repurchase intention of working Thai customers in Bangkok toward eBay.com. The target population is Thai people working in three highly-ranked commercial areas of Bangkok. An alternative repurchase intention model was developed with perceived usefulness, trust, privacy, perceived interactivity and customer satisfaction as the independent variables and repurchase intention as the dependent variable. 390 Thai respondents were surveyed with a questionnaire. The Pearson’s Correlation was used to test the hypotheses. The results show that trust in a website has the ability to influence the perceived usefulness of eBay. They also show that the relationship of privacy with trust has an indirect impact on repurchase intention of Thai eBay customer and that customer satisfaction, perceived usefulness, perceived interactivity and trust directly affect the repurchase intention of Thai eBay customers.

Keywords: Repurchase intention, perceived usefulness, perceived interactivity, trust, customer satisfaction and privacy.

1. Introduction

A number of factors can affect a customer’s repurchase intention on a shopping website. Some are interactive and attract customers to repurchase: online shopping is available 24 hours; it is easy to use, which makes it more attractive to shop online than at a conventional store; users can read comments written by other buyers on the website; and they can check the price of a product before making a purchase. Besides the website’s interactivity, the other main factors affecting a customer’s repurchase intention include trust, customer satisfaction, privacy, perceived usefulness and perceived interactivity.

Much has been written on these online shopping issues, most notably, trust, privacy, and customer satisfaction, which will be at the core of this study. Ndubisi (2011), for example, defined trust as the belief in the trustee’s ability to fulfill its obligations as expected by the trustor.

Integrity, which is closely related to the concept of trust, is defined as the belief that the trustee will be honest and honor his/her commitments (Ndubisi, 2011). Collier and Bienstock (2006) defined privacy as the secrecy of the customer’s information which the website keeps confidential. They also determined that it is the assurance by the website that the credit card information will be protected from potential hackers. According to Bhattacherjee (2001), an individual is more likely to intend to undertake continued usage when such usage is perceived to be useful. Nevertheless, since the market keeps developing and information technology changing dramatically and rapidly, the perceived usefulness should to be timely investigated as should the repurchase online intention of users. This study will do just that.

To study the repurchase intention of online purchasers, the researcher chose to focus on eBay.com and on respondents with experience shopping online through eBay, with a preference given to working people.

eBay Inc. is an American corporation that provides an online auction and