Abstract

The rapid growth of the information technology era has created an important effect on the global business, especially the e-Commerce business. E-Commerce has grown continuously through the surge of improvement of the Internet. With the fast development in e-Commerce, both consumers and firms have to deal with a new situation. The firms are faced with more stringent requirements as they have to compete with other rivals in the online market. In order to achieve business goal, firms have to maximize the profitability and sustainability long-term success. To ensure long term success, online firms should not only encourage customers to buy product, but also persuade the current customers to repurchase in the future. Therefore, based on empirical research, this study aims to examine the factors having the most influence on Thai youth to continue purchasing products from the Lazada website in Bangkok, Thailand.

This research focuses on fifteen potential variables that may influence online repurchase intention towards Lazada’s customers. Those selected variables are perceived value, perceived ease of use, perceived usefulness, firm’s reputation, privacy, trust, reliability, functionality, enjoyment, and EWOM in terms of quantity, credibility, and quality which has four sub variables of timeliness, comprehensive, relevance, and accuracy. The researcher applied descriptive research analysis with non-probability sampling method: judgement, quota, and convenience sampling procedures. The survey was conducted by distributing self-administered questionnaires to 400 Thai bachelor’s degree students from two state universities and two public universities, who have shopping experiences with www.Lazada.co.th.

The results from Multiple Linear Regression analysis indicated that perceived value, firm’s reputation, trust, reliability, enjoyment, EWOM quantity, EWOM quality in terms of timeline, comprehensive, relevance, and accuracy significantly influenced online repurchase intention. In addition, the researcher surprisingly found that enjoyment was the most influence online repurchase intention. The findings showed that an enjoyable shopping experience leads to more future online purchasing towards Lazada website. However, perceived ease of use, perceived usefulness, privacy, functionality, and EWOM credibility did not significantly influenced online repurchase intention towards www.Lazada.co.th. Therefore, this research will be more or less beneficial to Lazada and other e-Commerce businesses in Thailand.