

MIXED METHOD: ANTECEDENTS OF ONLINE REPURCHASE INTENTION OF GENERATION Y TOWARDS APPAREL PRODUCTS ON E-COMMERCE IN THAILAND

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Abstract

The aim of this study was to find the relationships between brand leadership, trust, enjoyment, ease of use, customer satisfaction, and repurchase intentions, of Thai generation Y consumers regarding apparel products in e-commerce in Thailand. Additionally, a set of new sub-variables for brand leadership based on Thai culture were developed for this mixed method research and associated factor analysis. Both quantitative and qualitative methods were used in developing the research instrument and collecting data, including a survey technique and 4 focus groups. The survey sample of 605 individuals consisted of Thai generation Y customers who have experience in purchasing apparel from 3 popular e-commerce applications. Non-probability sampling including a convenience sampling technique was applied to collect the data. Factor Analysis, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were used to analyze the collected data. The results showed that enjoyment, ease of use, and brand leadership have statistically significant relationships with customer satisfaction, while trust and customer satisfaction did not have any statistically significant relationship. In addition, all variables had statistically significant relationships with online repurchase intentions. Five dimensions of brand leadership were found in this study, named as quality, value, innovative applicability, product benefit, and innovative functionality.

Keywords: Mixed method, Internet shopping, Electronic commerce, Consumers behavior, Online repurchase intention

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