

COMPARATIVE STUDY OF THE EFFECT OF E-CRM AND
TRADITIONAL MARKETING STRATEGIES ON CUSTOMER
REPURCHASE INTENTION: A CASE OF A COSMETICS
COMPANY

By
ANTIKA TULASUEB

A Final of the Six-Credit Course
SCM 2202 Graduate Project

Submitted in Partial Fulfillment of the Requirements for the Degree of
MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT

Martin de Tours School of Management & Economics
Assumption University
Bangkok, Thailand

July 2012

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July 2012

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Master of Science in Supply Chain Management

Declaration of Authorship Form

I, Antika Tulasueb declare that this thesis/project and the work presented in it are my own and has been generated by me as the result of my own original research.

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STRATEGIES ON CUSTOMER REPURCHASE INTENTION: A CASE OF COSMETICS
COMPANY

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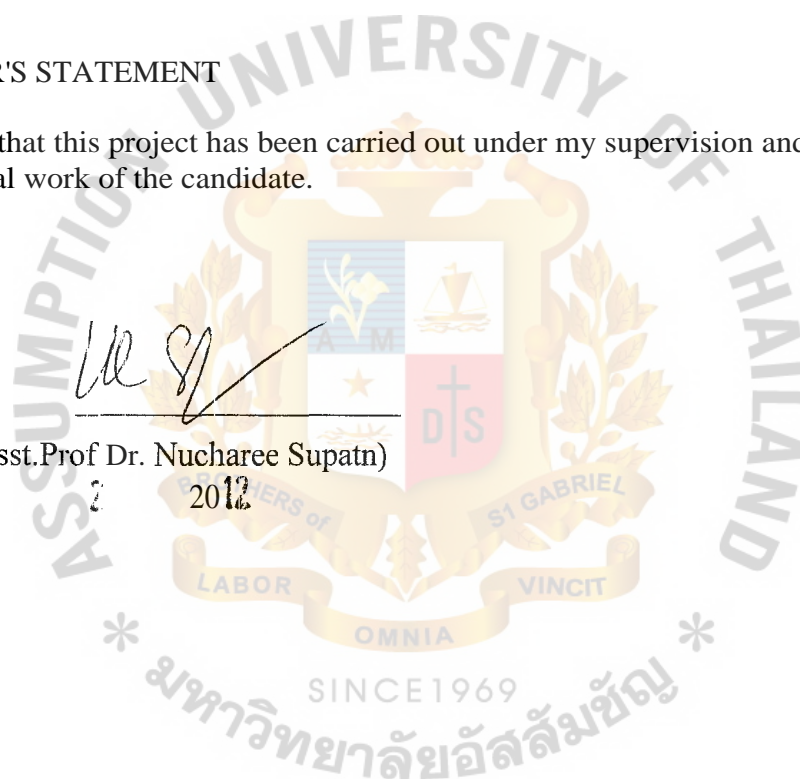
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ABSTRACT

The objectives of this research are 1) to study the relationships between information sharing, trust, shared value, and satisfaction on the product and customer repurchase intention; 2) to compare and contrast the level of information sharing, trust, shared value, and satisfaction on the product and customer repurchase intention between customers who use E-CRM or the traditional marketing strategy.

The target population of this research is the current customers who have purchased the XXX tropical body lotion. Two groups of customers are selected. The E-CRM is applied for customers who purchase the product online. This group is considered as E-CRM customers. Currently, this group consists of 160 customers and the data is collected from all 160 in a census survey. The second group is the traditional customers who purchase the product from the traditional retail shops or from the direct sellers. The data is gathered from about 100 of traditional customers using a formula to compute the sample sizes.

The results of the study demonstrate: 1) The influencing factors of information sharing, trust, shared value, and satisfaction related to repurchase intention for the E-CRM customers, whereas only trust is significantly related to repurchase intention for the traditional group. 2) The consequence is that the level of repurchase intention is different between the traditional and E-CRM customers. However, the level of customer repurchase intention of the traditional customers is higher than the E-CRM customers and it is not consistent as expected.

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Assumption University
July, 2012

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and hereby certify that the verbiage, spelling and format is commensurate with the quality of internationally acceptable writing standards for a master degree in supply chain management.

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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background of the Study. 1.

Customer relationship management is one of the most powerful marketing strategies since it has a potential to manage customers' relationships with firms and monitor customer behaviors, in order to maximize the long term value of these customers. A new opportunity to build customer relationship nowadays is by using an electronic commerce strategy. The use of the internet that contains a search engine would not only help customers to explore products and services but the customers would be allowed to share their personal perspectives about these products and services to online merchants. In stead of buying from a shop or ordering through a phone line, the internet offers an alternative way which results in shorter delivery time, improves customer misconceptions, and offers real-time information about products and services. Consequently, the internet is a simple way to purchase products which enhance higher customer satisfaction. In general, online customers expect fast, friendly, and high quality service. They need more choices, convenience, and responsive services with a personal touch (Zhao & Gutierrez, 2001). Thus, in an electronic commerce environment, the customers are more acknowledged by the increment of alternative options and solutions available to them, which such other channels do not include.

On top of that, many businesses have a high cost to acquire new customers, whereas the cost is much lower to retain existing customers because they are familier with the firms, products, and services. Most of them tend to to purchase products and services from these firms again. Therefore, customer retention is a significant form of marketing to inform customer requirements from their buying history, information gathering on sales transactions, and comments blogs. With this information, the online sellers can simply estimate their future purchasing of the same products, forecasting additional products, and enhancing customer development on cross-selling or up-

selling to make increasingly convenient and more choices for the current customers to purchase from the firms.

There are many factors that affect the customers in developing their relationship with the product, the brand or the firm and to determine themselves as loyal customers with the intention to stay with the product. These factors include information sharing, trust, and shared value between the customers and the firms, as well as, among the customers themselves. Information sharing is an affecting factor as customers request and help the companies to gain better understanding of products and services. Trust is the fundamental to build strong relationship with the customers and enhance the customers' reliance on the products, the firms, and the brands. Shared value is a basic factor to build a form of trust and support the customers to expand positive experiences rather than negative experiences (Holmes & Lett, 1997). Satisfaction is an another factor for customer assessments about products and services, whether the firms offer all products and services as customers require. Consequently, implementing a CRM application is a primary motivation for the business to track customer behavior and gain insight into the needs of customers. This information can be used to develop and design the products and services in appropriate ways to serve the customers (Davenport, Harris, & Kohli, 2001). Therefore, all these factors affect customer repurchase intentions, which are necessary for the firms to reduce the cost of acquiring new customers and reducing customer defection rate in order to survive in the long run as a businesses.

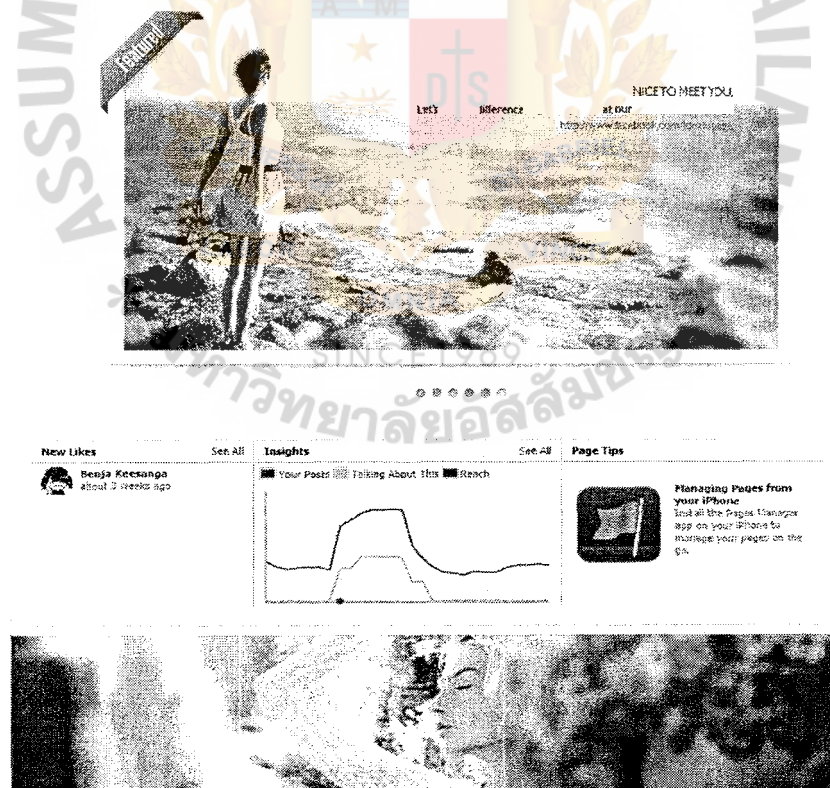
1.2 Statement of the Problem

XXX brand is a new Thai brand of natural skincare products. The firm uses both traditional retail shops and online stores. The electronic commerce is conducted through a Facebook page and a website. For the traditional customers, tourist shops are available for them, mainly from Asian and Europe, while some local customers are serviced by direct sales. The first product launched to the market is "Tropical Body Lotion" which will be the focus of this study.

XXX uses Facebook credit, which is an effective way to acquire a new customer by allowing XXX to purchase the credit in order to introduce the product to the people that they are probably interested in this XXX product. This page is published directly to the target groups who are selected by age and gender. Facebook credit is used as a tool to assist XXX to take advantage of the social network group to reach customers. It is a great way that uses feedbacks and word of mouth advertising among the customer groups which use the products and services. XXX uses these online activities to manage relationship between the firm itself and the customers. As such, customers who acquire the product via this channel are classified as the E-CRM customers.

The XXX website is shown below, and is linked to a Facebook page:

Figure 1.1: Website and Facebook Page



Source: www.xxx.co

Marketing channels have been conducting traditionally but also globally in electronic commerce business to customer. The traditional marketing channels provide product availability at tourist shops, and as direct sellers for the customers to purchase the product offline. The online channels are available on a Facebook page and website, by keeping customer promises of free delivery within the domestic market, as well as, offering fast delivery to the online customers. In the ordering process, they have to select a contact bar on the Facebook page and enter their personal information such as full name, contact number, address and e-mail in order to allow the sellers to keep in touch with them. Then, all information will be submitted to the seller's contact via e-mail. The delivery lead-time for domestic orders is around one to two days from order placing to product receiving. The initial promotion provided is represented by a product price discount of 15% and 'buy 3 get 1 free' to acquire more target customer groups, increase sales, and enable sustainability in a competitive market.

The customer relationship management (CRM) strategies are used to operate the business through E-CRM which involves a website and Facebook page for online customers. The business concentrates on E-CRM which is driven by electronic commerce (e-commerce) business to customer by allowing and enhancing the online customers to write personal reviews, give feedbacks or comments on the Facebook page, click "Like" to the business's fans page, and receive new information sharing in real time, including sharing the product with their friends or in public, depending on their perceptions. On the other hand, for the customers who are approached by traditional marketing strategies, the sellers also need to manage the relationship with them based on communication, and interaction between the sellers and the customers by face to face communication. They may ask for feedback, additional recommendation, new product advice, and further improvement in the business operation.

CRM has become an important marketing strategy for the business to interact with the customers. Customer retention is a part of CRM, as this is the strategy for retaining existing customers with the firm and reducing the cost of acquiring new customers for the company.

Customer retention is a large contributor of revenue. Customer retention is essential to manage customer relationship (Hoekstra, Leeflang, & Wittink, 1999). Consequently, the CRM should be taken into account in order to maintain long term relationships with the existing customers and make the customer stay with the firm.

Trust, information sharing, shared value, and satisfaction are introduced by previous research based on CRM activities. These four key constructs could reflect the effectiveness of CRM activities in both traditional and online customers. Information provided based on customer experiences would enhance more knowledge and relationship between customers and the firm which in turn would affect them in repurchasing products and services from the firm. Building a high level of trust would enhance long term relationships and have an influence on retaining existing customers. Shared value also affects customer retention in supporting the customers to share positive experiences. Finally, satisfaction affects customer retention (Bolton, 2000), depending on the level of customer satisfaction. Mittal & Kamakura (2001) show a strong, albeit nonlinear, effect of customer satisfaction on repurchase behavior, such that the functional form relating satisfaction to repurchase is marginally increasing. Consequently, the customers who have higher level of satisfactions are more likely to stay as customers with the firm.

Therefore, it is important for the entrepreneurs to measure the effectiveness of managing CRM with the affecting factors of information sharing, trust, shared value, and satisfaction toward to customer repurchase intention. In this study, the problem expressed as a question is: ***"How do information sharing, trust, shared value, and satisfaction affect repurchase intention of the E-CRM and traditional customers?"***

1.3 Objectives of the Study

The objectives of this study are

- To study the relationships between information sharing, trust, shared value, and satisfaction on the product and customer repurchase intention.

- To compare and contrast the level of information sharing, trust, shared value, and satisfaction on the product and customer repurchase intention between customers who are using either the E-CRM or traditional marketing strategy.

1.4 Scope of the Study

This research focuses on electronic commerce business to customer (B2C) of a skincare product, and customer repurchase intention which applies Morgan & Hunt's (1994) key mediating variables (KMV) study model based on the key constructs of information sharing, trust, shared value, and satisfaction. A questionnaire survey was conducted with two groups of XXX customers: first the E-CRM customers i.e. those who buy the products online, and second the traditional customers i.e. those who buy the products from shops.

1.5 Limitations of the Study

As the E-CRM of XXX is in the early development stage, the number of customers is currently limited to 160 customers. The data will be collected from all 160 E-CRM customers as a census survey of the finite population. For the infinite population which refers to the customers who buy the products traditionally, the data will be gathered from 100 of them. The results of this research may not necessarily be valid for other firms and other industries.

1.6 Significance of the Study

Managing customer relationship is important for the entrepreneurs or organizations whether their customers are continuously loyal or interacting in transactional purchasing of products and services: this can help the firm to improve customer repurchase intention. As the business realizes that customer relationship management (CRM) is important in order to understand sufficient information sharing throughout the customers, this information sharing is concerned with better customer service, which leads to increased customer satisfaction. The customers who have positive

experiences with the products and services are predisposed to share this information with others (Holmes & Lett, 1997). Furthermore, trust is another variable that strengthen retention and ensures long term customer commitment (Hart & Johnson, 1999). These are all affecting factors and will be used in this research, and each factor can be applied to other businesses in further research on customer repurchase intention.

1.7 Definitions of Terms

B2C e-commerce	the conducting of online business between companies and individual customers (Gong, 2009).
Customer relationship management (CRM)	the combination of people, processes, and technology that seek to understand a firm's customers. It is an integrated approach to managing relationship by emphasizing customer retention and relationship development (Injazz & Karen, 2003).
Repurchase intention	the person's judgment about buying again a designated service from the same company, considering his or her current circumstances (Hellier, 2003).
Electronic commerce	the sharing of business information, maintaining business relationship, and conducting business transaction, based on the internet (Zwass's, 1996).
E-CRM customer	the online customers who see and do through the use of search engines and recommender systems (Koufaris, 2002).
Facebook page	a public profile constructed by businesses, communities, or people. The page provides status update visible, links,

events, photos, and group activities to its "fans" or "friends" depending on the relationship between individual people (Boyd & Ellison, 2007).

Information sharing the key element of "total quality management" and "the new organization" to improve organizational efficiency, learning, and flexibility (Drucker, 1988).

Satisfaction a person's feelings of pleasure or disappointment resulting from comparing a product are perceived performance (or outcome) in relation to his or her expectation (Kotler, 2000).

Shared value the primary role though people experiences to create the highest form of trust (Jones & George, 1998).

Traditional customer the customer who is involved with shopping which visits to department stores or malls (Taylor & Cosenza, 2002).

Trust the perception of confidence in exchange partners' reliability and integrity (Morgan & Hunt, 1994).

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH FRAMEWORK

This chapter discusses the context of customer relationship management (CRM) with e-commerce businesses, as well as related theories on customer relationship and customer retention. In addition, this literature focuses on trust, information sharing, shared value and customer satisfaction. A conceptual framework will be used for data analysis with relevant details. as presented in this following section.

2.1 Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is implementing strategies to manage interaction with customers which is concerned with technologies by using software implementation to support individual customer details in order to satisfy and retain customers.

The several objectives of customer relationship management are to explore, attract, win customer-minds and retain existing customers to be future customers. In addition, customer relationship management (CRM) is a business strategy designed for cost reduction and increasing profitability by enhancing customer satisfaction, loyalty, and advocacy. Customer relationship management (CRM) is the strategy to learn more about customer requirements and customer behavior in order to develop strong relationships. Therefore, the tools that help managing relationship with the customers effectively and efficiently is important if it could successfully create and maintain customer relationship management (CRM). As customers are vital for business success, many companies invest in relationship management, which known as CRM.

In another point of view, e-commerce and customer relationship management (CRM) use the internet to drive closer relationship with customers. It is designed to eliminate

face to face communication but still learning more about customer preferences to purchase and repurchase, which is more convenient for the customers. The E-commerce solution is simply a way to purchase products and services for the customers, providing all aspects of customer requirement, comments, and feedbacks about products and services, compared with their experiences and helping to maintain relationship with the company. As a consequence, the customers are able to evaluate constant purchasing or transactional purchasing by e-commerce with CRM implementation of the businesses.

Traditional CRM is defined as a philosophy and a business strategy supported by a system, and process designed to improve human interaction in a business environment at the same time providing how to identify the ways to manage the customer life cycle (Greenberg, 2010) which is addressed in customer-facing departments such as sale, marketing, and customer services. The traditional CRM is concerned with the basic of providing good products and services to the customers which were sales-driven and transactional purchasing focused. While interaction-driven is more focused in the current businesses by the use of the internet, also customers have chosen to be involved with the businesses in order to develop the products and services.

As a consequence, the revolution of communication was characterized by the expansion of the internet as the tool to communicate with each other. This reflected the transformation of how the customers dealt with the businesses which changed the way customers wanted to interact with firms. That is why the electronic CRM is the extension of CRM to interaction with the customers nowadays. To accomplish marketing channels effectively, the companies have to provide information that they are not used to providing to customers such as visible information product development and what products are developed.

Electronic CRM is driven from e-commerce which is related to the use of Information Technology (IT) to manage the relationship with customers. The internet is the new tool, which provides a new touch-point medium of customer interaction. Furthermore, E-CRM in business to customer (B2C) market enables an individual

purchase to be decided by positive experiences and self-service online shopping knowledge. E-CRM system is quickly characterized, straightforward to return, automated service online, available 24 hours, sharing preferred communication, and reasonable for cost reduction. These are the important factors to improve and maintain the customer service level.

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Information sharing via Internet is a major changing brought to the marketplace as it could be controlled by the hands of customers. This leads to the era of the customer empowerment. The customers have experienced products and services through various technologies such as e-commerce business, websites, and social networks. These are all tools to enhance higher degrees of customer empowerment that allow them to share more information and discuss products and services.

Moreover, the substantial information exchanges between customers influence customers' attitudes and expectations. This guides the companies on what should be provided to their customers. The suggestion of the customers and their personal opinions are factors which specify customer requirements, so that the companies can discover better alternatives to meet customer expectations, as well as improve the level of customer satisfaction. Lewis (2004) mentioned that the interaction with customers by focusing on providing service quality will impact on customer satisfaction, customer retention, and purchase intention.

Consequently, customer expectation has been raised with the consequence that all businesses currently have to fulfill new customer requirements for successful customer satisfaction. In addition, building strong relationship with the customers has significantly increased, which affects all companies no matter which their value proposition. Therefore, CRM impacts on operational performances by using trust, information sharing, shared value and automation to improve performance that help to reduce the cost of providing products and services to the customers, including improving customer experiences which build up customer satisfaction and retention rates in the future.

2.2 The Importance of Managing Electronic CRM (E-CRM)

Due to the rapid emergence of global market forces, many businesses find it essential to consider the significance of international marketing and managing E-CRM to become one marketing strategy within the organizations. It is more effective for the entrepreneurs to see real time data in every detail, information sharing between customers to firms, firms to customers, and customers to customers. Furthermore, information sharing via the internet leads to the era of customer empowerment in which the customers experience products and services through various technologies such as websites and social networks. Besides, E-CRM demonstrates the customer prospects and enables the capture of some critical information from social network groups or online communities with plenty of information sharing. The customer may inform the firm about positive or negative experience of the product, and this relevant information is useful to the business operation, and can be used to monitor customer perspectives based on customer conversations on the products and services.

Moreover, the growth of the internet has brought the online customers access to online ordering. As a result, a successful website enables the building of relationships with the online customers which offers services in traditionally impossible ways (Peppers & Rogers, 2000).

As a result, it is important for the businesses to manage the relationship with customers by the use of Information Technology (IT) through electronic CRM (E-CRM) for marketing activities, and aim to improve long term relationships with customers. Therefore, the internet is a tool which is used as a medium to interact with the customers in order to expand positive customer feedbacks and wide ranges of information sharing, to build strong relationships with customers and to survive in the long-term.

2.3 Customer Repurchase Intention

The concept of repurchase intention is adopted from the marketing perspective with the intention to continue and maintain a relationship. Developing customer retention is significant to keep growing relationships. When the relationship grows, the customers become loyal and always repurchase products and services, and help the company to attract new customers by sharing information and positive value with each other.

Repurchase intention demonstrates the customer's likelihood of repeat purchasing of the products and services in the future (Parasuraman & Grewal, 2000). Yoon and Kim (2000) stated that repeat purchase is the consequences of the repurchase intention; when the customers are satisfied with the products, they tend to purchase the products again. Besides, trust is a particularly significant in relationship characteristic and plays a vital role in driving perceived usefulness and customer repurchase intention (Chiu, Chang, Cheng and Fang, 2009). Therefore, high level of trust in the products, the firm, or the brand is related to repurchase intention. Consequently, building strong relationship mostly enhances the customers to stay with the company and not easily move away to competitors.

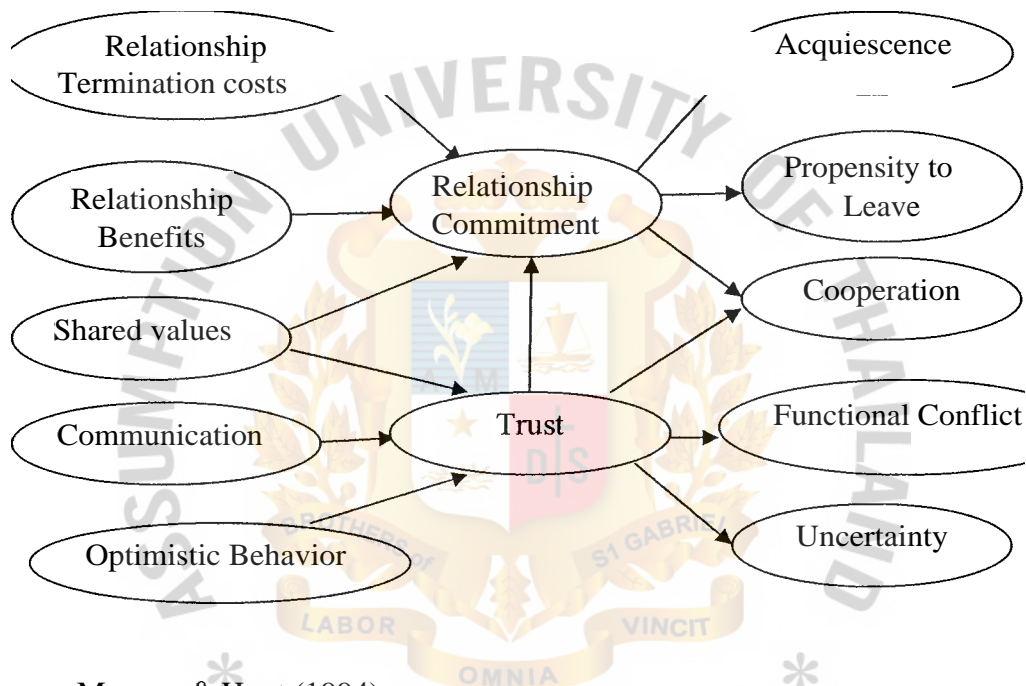
From another point of view, a large amount of money is invested to acquire new customers, which is called acquisition cost, so that many businesses attempt to protect the current customers or persuading them to repurchase rather than typically concentrate on acquiring new customers.

2.4 Theoretical framework and Factors Affecting Customer Repurchase Intention

Morgan & Hunt (1994) identified the key mediating role of trust and relationship commitment between customers and the firm. The significant roles of trust and customer commitment were found in the e-commerce business to customer (B2C) relationship. The firms that deliver superior benefits to customers would be highly valued while customers would commit themselves to establishing, developing, and

maintaining relationships with those firms. Other influencing factors such as relationship termination cost, relationship benefits, communication, and optimistic behaviors were also mentioned as the trust and relationship commitment influencing factors. Their model is generally known as the Key Mediating Variable model of relationship marketing (KMV) as seen in Figure 2.2.

Figure 2.2: KMV Model by Morgan & Hunt (1994)



Source: Morgan & Hunt (1994)

For the firms that applied CRM, information sharing between the firm and the customers, and between customer and the customer, would promote trust, satisfaction, and also shared value between the firms and the customers and customer and customer. This in turn would promote customers to stay with the firms. As such, four customer retention influencing factors i.e. information sharing, trust, satisfaction, and shared value on the product, are emphasized as customer retention in this research. More details on how CRM enhances information sharing, trust, shared value, and satisfaction are discussed with the following concept of customer retention.

Currently, social media is one of the communicating channels widely used. Many cosmetic industries need to respond to consumer trends by providing alternative communicating channels such as websites or Facebook pages, to listen, understand, and make conversation with the customer online. This would enhance the firm to develop what the customers require in brands, products and services, including adequate information available over the internet.

The information exchange between the customers and the firm would be helpful for the firm to access what the customer requires in product performance, product quality, and services. As a result, communication channels are vital for the business to ensure that the tools of exchanging information between the customers and the sellers, including among the customer groups, are convenient for them to acknowledge, receive, and share information. Consequently, this importance has led businesses to manage communication channels effectively to respond to the trend of customer demands nowadays.

For a new brand, the customers usually do not trust the brand, the products, or the firm when the brand is newly launched to the market. Therefore, the business needs to build customer relationship to enhance the reliability of the brand, the products, and the firm in order to create customer trust.

However, trust is not sufficient to support the customers to exchange individual information with other people. While another factor such as shared value is a fundamental role in people's experiences to build the largest form of trust, as well as promoting the perception of confidence in a partner's integrity, including ensuring that customers share personal opinions with other customers in the same direction.

Regarding this point of view, two key factors from KMV Model, shared value and trust together with information sharing are emphasized as the key factors in this study that affect customer repurchase intention.

Moreover, satisfaction is concerned with customer expectation on product and services based on their experiences, in relation to the customer's feelings of satisfaction or dissatisfaction on marketing channel availability for the XXX brand. Therefore, satisfaction is identified as another key factor that affects customer repurchase intention. Thus, four key constructs - information sharing, shared value, trust and satisfaction - are selected as the factors affecting customer repurchase intention in the model. The details of each construct are discussed in the following section.

2.4.1 Information Sharing

Information sharing is traditionally defined as exchanging information between senders and receivers. Meanwhile information sharing as implemented by social network is widely used in online businesses nowadays. Another definition of information sharing is the process of exchanging information between computer network systems which create more efficiency.

The objective of information sharing is to provide information as requested, about the information influence on people's perspective. Besides, individual information sharing largely enhances products and services that the businesses or other companies provide to the customers with their most frequent requests.

Consequently, businesses are not able to know which products and services will meet customer requirements, and will not know who will become their customers. Information sharing is one of the vital factors for the businesses to operate effectively. Contributing information sharing helps the business to ensure information sharing from the customers is accurate and to gain more knowledge of their requirements. Moreover, information sharing provides better understanding about customer objectives, and the business can anticipate customer requirements to produce potential products and services, as Cannon & Perreault, (1999, p. 441) state that "information sharing expectations of open information may be useful to both parties."

2.4.2 Trust

As online shopping is different from traditional shopping behaviors which contain uncertainty events, in e-commerce businesses trust contributes to online customers related to characteristics of the online seller. as McKnight and Chervany (2002) mentioned. Therefore, trust is approximately related to security which is a significant factor in the online buying behavior process because customers cannot feel, smell, or touch the product. as mentioned by Gommans, Krishnan, and Scheffold (2001).

In addition, online customers usually desire online sellers to act in their personal interests, to be honest in delivering products and services as promised. As a result, trust is generated as a sense of confidences and security which means that one party must have reliability.

Moreover, trust is the basis to build strong relationship. When a high level of trust exists, the party is persuaded to commit to mutual success with strengthened feeling by the fact of frequent interdependence. The development of trust is an establishing of long-term relationship. Morgan and Hunt (2004) described how trust benefits the long term relationship by retaining existing customers.

2.4.3 Customer Satisfaction

Customer satisfaction is an ability to understand customer expectation and to solve a problem as it could respond to the customer requirement, complaints, and feedbacks in both negative and positive ways. Kotler (2000) mentioned that satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. Moreover, Anton (1996) said that "satisfaction is positively associated with repurchase intentions, likelihood of recommending a product or service, loyalty and profitability". On top of that, satisfaction has been used to explain loyalty as behavioral intentions (e.g., the likelihood of repurchasing and recommending). Furthermore, Mittal and Kamakura (2001) show a strong, albeit nonlinear, effect of customer satisfaction on repurchase

behavior, such that the functional form relating satisfaction to repurchase is marginally increasing.

The way to develop a higher level of customer satisfaction is actively gathering customer feedbacks, existing products improvements, and other factors involved with customer perspective, including looking for how other businesses satisfy the customers in a business setting. Enhancing information as customer feedback for existing and future product development is important for customer assessments and their points of view about products and services.

2.4.4 Shared Value

Shared Value is the typical role to build the highest form of trust. Holmes and Lett (1997) mentioned that customers with positive experiences are predisposed to communicate their feeling to others than those with negative experiences. This is the reason to ensure that positive situations produce stronger responsiveness than negative situations under certain conditions.

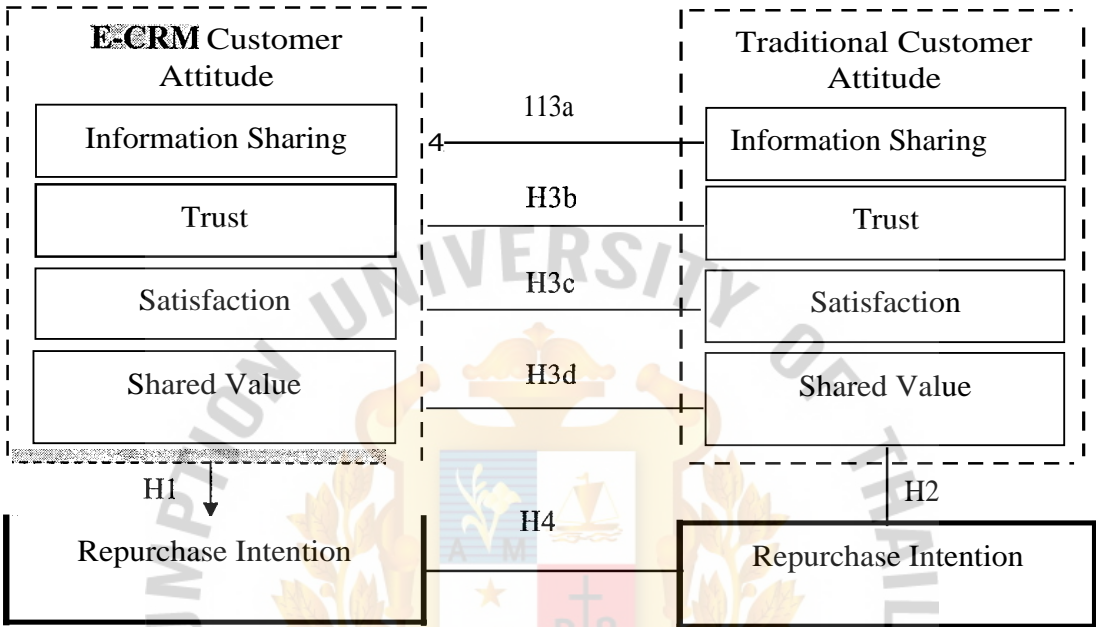
Furthermore, the recent expansion of social communities throughout the internet leads to the era of customer empowerment. To sustain the long term business, achievement should be supported by the customer value and commitment with the firm. Consequently, the effort to create shared value by the well-being of their customers will enhance the relationship between the firm and its customers. Therefore, it is important to consider shared value as the influencing factor to ensure that the customers experience the products and services in the same direction, which will support the customers to remain buyers with the firm.

2.5 Conceptual Framework

This study applies the key mediating variable (1(1\4V) model by Morgan & Hunt (1994) to understand the two groups of customers who are serviced by either the electronic CRM management or traditional selling strategy. The effects of information

sharing, trust, satisfaction, and shared value on customer repurchase intention are focused. The research framework can be proposed as follows:

Figure 2.3: Proposed Customer Repurchase Framework



2.6 Research Hypotheses

This conceptual framework is applied to study customer retention based on four key constructs of trust, information sharing, shared value, and satisfaction. Four hypotheses are set as follows:

- Hypothesis 1: For the E-CRM customers, there is a positive relationship between information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product and customer repurchase intention.
- Hypothesis 2: For the traditional customers, there is a positive relationship between information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product and customer repurchase intention.
- Hypothesis 3: Information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product are different between E-CRM and traditional customers.

Hypothesis 4: The level of customer repurchase intention of the E-CRM is higher than that of the traditional customers.

2.7 Summary

This literature review uses the key mediating variable (KMV) model of Morgan and Hunt (1994) to study the link between customer repurchase intention and the relevant factors of trust, information sharing, shared value, and satisfaction on e-commerce business to customer (B2C). First, information sharing will be provided for customer requirements, based on their experiences related to products or services to achieve the need of customer that they are more likely to consider to repurchase. Second, building high level of trust benefits long term relationship which affects the retention of existing customers. Third, shared value is another affecting factor on customer retention, and supports the customers to share positive experiences. Finally, satisfaction is a positive feeling which is involved with repurchase intention towards the product. As a result, all these affecting factors enhance the firm to increase customer repurchase intention.

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains the research methodology that is used in the study. The research design will be firstly discussed, followed by target population and data collection, questionnaire development and pre-test, including data analysis procedure. The details will be presented below:

3.1 Research Design

This research is designed to use the questionnaire survey method. Customer repurchase intention is selected as the dependent variable of this study. The four independent variables are information sharing, trust, shared value, and satisfaction, which are used as the influencing factors in this study.

A survey technique is used to collect data via a questionnaire for the primary purpose of describing customer repurchase intention of "Tropical Body Lotion" under the XXX brand. The data is gathered from the existing customers based on their experiences of this product.

3.2 Target Population, Samples and Data Collection

The Target Population of this research is the existing customers who have purchased the XXX tropical body lotion. Two groups of customers are the focus. As the E-CRM is applied for the customers who buy the product online, this group is considered as the E-CRM customers. Currently, this group consists of 160 customers, so the data will be collected from all 160 E-CRM customers. The concept of census survey is to gather the data from the total population or every unit, as a sample survey that benefits from more accurate details and precise information.

The second group is traditional customers who buy the product from traditional retail shops or from direct sellers. The data is gathered from about 100 traditional customers.

The formula is used to calculate the sample size is illustrated below:

$$\frac{Z^2 pq}{E^2}$$

Where

n	=	Sample Size
Z	=	z-score at the selected confidence level of 95% =1.96
p	=	proportion of success = 0.5
q	=	proportion of success = 1-p = 0.5
e	=	Error limit 10%

Hence
$$n = \frac{(1.96)^2 * 0.5 * 0.5}{(0.1)^2}$$

97 (approximately 100)

Therefore, one hundred questionnaires will be distributed to the traditional customers. However, to make it consistent with the first E-CRM group, 160 sets of data are collected from this group. The questionnaire is distributed directly to the customers via e-mail and Facebook for the first group, while the sellers gather those questionnaires from the second group.

3.3 Questionnaire Development

The questionnaire as the survey instrument is developed based on the literature review to collect primary data from the respondents. The questionnaire contains three parts as follows:

Part I: Customers Behavior

This part consists of information related to customer behaviors such as frequency of using body lotion, brand image, product price, and so on.

Part II: Measurement of the Key Constructs

This part is designed to measure the relationship between the customer repurchase intention and its affecting factors i.e. information sharing, trust, shared value, and satisfaction. The constructs of each item are derived from Kierzkowski, Mcquade, Waitman and Zeisser (1996), Goh and Hooper (2009), Sin, Tse, Yau, Lee and Chow, (2002), Hayes (1998), Dhakhwa (2005), and Zeithaml, Parasuraman and Berry (1990). A five-point Likert scale is applied for the respondents to rate the level of customer repurchase intention, from 1 to 5 where 1 refers to "Strongly disagree", 2 refers to "Disagree", 3 refers to "Neutral", 4 refers to "Agree", and 5 refers to "Strongly agree."

Table 3.1 Measurement of the key constructs

Variables	Measurement Items	Modified from
Information Sharing	The communication channel of "Tropical Body Lotion" helps you conveniently exchange information to the sellers and other customers.	Goh & Hooper, 2009
	Information regarding "Tropical Body Lotion" is appropriate.	
	The information regarding "Tropical Body Lotion" is up to date.	
	You can exchange any information about "Tropical Body Lotion" easily through their communication channels.	
	You can easily search for any information regarding "Tropical Body Lotion" through their communication channels.	
	You are confident to exchange the information regarding "Tropical Body Lotion" to the sellers and other customers through their communication channels.	
	Exchanging information about "Tropical Body Lotion" is sufficiently delivered to you.	

Table 3.1 Measurement of the key constructs (Cont')

Variables	Measurement Items	Modified from
Trust	You trust "Tropical Body Lotion" and its manufacturer.	Sin et al, 2002
	The manufacturer of "Tropical Body Lotion" is trustworthy.	
	You trust the "Tropical Body Lotion" sales representatives and their provided information.	
	You trust the "Tropical Body Lotion" websites and its presented contents	
	The "Tropical Body Lotion" company always maintain what they promise.	
	The company delivered "Tropical Body Lotion" on time.	
Shared Value	Your perspective regarding the product is in the same direction as other customers.	Sin et al, 2002
	Your commentary regarding the products is always in the same direction as other customers you know.	
	What you feel about the product is in asimilar direction to the other customers you know.	
	You share the products' value in the same direction as other customers you know.	
Satisfaction	You are satisfied with the advertising channel of the "Tropical Body Lotion"	Hayes, 1998
	The marketing channel of the "Tropical Body Lotion" is close to your desired method.	
	You can find and purchase "Tropical Body Lotion" whenever you want.	
	You are satisfied with the marketing channel of the "Tropical Body Lotion".	
	In general, the marketing channels of the "Tropical Body Lotion" are effective.	
	You are satisfied with overall products and services from the company.	
Customer Repurchase Intention	You are more likely to buy the product again.	Dhakhwa, 2005
	You will provide positive information regarding the products to other customers	Zeithaml et al, 1990
	You will consider "Tropical Body Lotion" as the top priority compared with other products	
	You are willing to pay a higher price for the "Tropical Body Lotion" than for other products.	
	You are more likely to buy "Tropical Body Lotion" soon.	

Part III: Demographic Characteristic of Respondents

This part consists of personal information of the respondents such as ages, educational levels, and current monthly income.

3.4 Questionnaire Pre-Test

The pre-test is used for a trial, fundamental in a small pilot study and which screens out problems in the design of the questionnaire. The pre-test was developed to test the reliability of the survey questionnaire before actually distributing it to the respondents. The Pre-test is conducted with thirty five people who usually use skincare products. The pre-test is done in order to ascertain exactly how the respondents interpret some questions, and whether they encountered any question problems. On top of that, it helps to ensure that the researcher can create effective survey questions, their phrasing and sequencing. Pretesting assists the researchers to determine the strengths and weaknesses of the questionnaire such as looking for ambiguous questions and ensuring all respondents understand in the same direction. Therefore, it is significant to perform a pretest to prove the accuracy and sufficient of the questionnaire's instructions and information before it is applied to those who were later used in the actual study.

3.4.1 Reliability of the Questionnaire

Cronbach's alpha coefficient will be used to check for internal consistency to describe the reliability of all affecting factors of information sharing, trust, shared value, satisfaction, and customer repurchase intention, which must be equal to or greater than 0.7 to be considered reliable, as George and Mallery (2003) mentioned. The pretest uses thirty five questionnaires which were distributed to test the reliability of the questionnaire. The acceptable rules of Cronbach's alpha to describe internal consistency are now illustrated:

Table 3.2 Cronbach's Alpha Coefficient Rules

Cronbach's Alpha Coefficient	Internal Consistency
> 0.9	Excellent
> 0.8	Good
> 0.7	Acceptable
> 0.6	Questionable
> 0.5	Poor
< 0.5	Unacceptable

Source: George & Mallery (2003)

Thirty five sets of data were gathered from the people who usually used skincare products. Then the reliability of the constructs was analyzed. The detailed reliability of each the construct is presented in the following table.

Table 3.3 Reliable Analysis Result

Construct	Cronbach Alpha Coefficient
Information Sharing	0.846
Trust	0.894
Shared Value	0.704
Satisfaction	0.912
Customer Repurchase Intention	0.920

3.5 Data of Analysis Procedure

The data analysis will be done in two parts; descriptive data analysis and hypothesis testing. Multiple regression and t-test analysis will be performed. The details are as follows:

3.5.1 Descriptive Data Analysis

Descriptive data analysis is used to explain the basic characteristics of the data in the study, which typically provides summaries about the samples. It is presented as the transformation of raw data into a form that is more straightforward to understand, reducing plenty of data into simple conclusions. This study will apply the customer behavior and demographic characteristic of the respondents by calculating frequency percentage and cumulative percentage to summarize the data.

3.5.2 Regression Analysis

Multiple Linear Regression models (MLR) will be used to analyze the responses or the results of relevant variables. The objectives of Multiple Linear Regression models (MLR) models are often used to estimate the relationship between Y and $X_1, X_2 \dots X_k$. In this research, Multiple Linear Regression models (MLR) will be used to measure the relationship between influencing factors of information sharing, trust, shared value, and satisfaction toward to customer repurchase intention of the product.

Regression analysis combines several techniques for investigating and analyzing variables which are in the form of statistic techniques used to study the relationship between one dependent variable and many independents variables. Moreover, multiple regression analysis is also used to analyze how one or more independent variables affect the dependent variable (Zikmund, 2000). The researcher focuses on Multiple Linear Regression models (MLR) to explain the relationship between a dependent variable and independent variables, as described in the following hypotheses.

The Multiple Linear Regression models (MLR) can be described as

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_kX_k$$

Where:

Y = the predicted value of the dependent variable

a = the constant, where the regression line intercept the y axis

b = the regression coefficients

x = the independent variables

The dependent variable is customer repurchase intention. The independent variables consist of information sharing, trust, shared value, and satisfaction. Multiple Linear Regression models (MLR) is selected as an instrument to test all hypotheses and determine how affecting factors i.e. information sharing, trust, shared value, and satisfaction influence customer repurchase intention. Multiple Linear Regression models (MLR) can be used to describe the impact which each of these variables has on customer repurchase intention as a linear relationship.

3.5.3 Independent Sample t-test

Independent t-test is used to compare the mean of two different groups of people or conditions which measure the likely differences between the mean of independent groups. Typically, the confidence interval estimated 95% of confident level which will be used for analyzing. In addition, hypothesis testing procedures use to separate two individual groups to determine if there is difference in the mean. In order to evaluate the sample means, the null hypothesis stated that the two samples are derived from the same population. In contrast, there is statistically significant difference in the mean between two groups. The hypothesis will be represented as $H_0: \mu_1 = \mu_2$ and $H_1: \mu_1 \neq \mu_2$. The formula to compute t-test when the variances from two populations and the sample sizes are unequal is demonstrated below:

$$t = \frac{(\bar{X}_1 - \bar{X}_2)}{s_p \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}} \text{ where } s_p^2 = \frac{(n_1 - 1)s_1^2 + (n_2 - 1)s_2^2}{n_1 + n_2 - 2}$$

For decision making to reject the null hypothesis when computed: $t\text{-value} > \text{critical } t\text{-value}$. The critical t-value can be found from the t distribution table at the selected confidence level to decide whether to reject or accept the null hypothesis. The critical value in this study specifies the alpha level at 0.05. However, the data will be analyzed

CHAPTER IV

PRESENTATION AND CRITICAL DISCUSSION OF RESULTS

This chapter analyzes primary data gathered from the XXX customers. The chapter can be divided into three parts; 1) Sample profiles, 2) Product usages and some related factors, and 3) Hypotheses testing. The details are as follows.

4.1 Sample Profiles

This research focuses on two groups of the current customers. The first group is the E-CRM customers who buy the product online. Currently, there are approximately 160 customers. Therefore, the data were gathered from all 160 E-CRM customers as the concept of census survey is far more accurate and precise. The second group is the traditional customers who buy the product from direct sellers. The data were collected based on the sample size determination as presented in chapter III. Consequently, 100 questionnaires were distributed to the traditional customers by the sellers for the second group, whereas 160 sets of data were distributed directly to the customers via e-mail and Facebook for the first group.

All traditional customers were female which totals 100 percent, whereas 69 percent of the E-CRM customers were female and the remaining 31 percent were male. In the ages of the respondents, the largest percentage of the E-CRM customers were in the ages range between 24-29 years, 71 percent, while 60 percent of the traditional customers were 42 years old and up.

For the educational level of the respondents, none of the respondents were holding less than a bachelor's degree. The majority of the E-CRM customers were holding above a bachelor's degree, about 85 percent, whereas for the traditional customers approximately 30 percent had a bachelor's degree and 70 percent of the traditional customers were holding above a bachelor's degree (compared to only 15 percent of the E-CRM customers). The details are shown in Table 4.1.

by using SPSS program. To analyze the output as Levene's test and the assumption of equal variances, the null hypothesis will be rejected if the p-value less than or equal a level ($\alpha = 0.05$).

3.6 Summary

This chapter explains all the associated methodology of the study which contains research design, target population and samples, data collection, questionnaire development, pre-test, including data of analysis procedure and independent sample t-test. Besides, the reliability will be tested based on Cronbach's alpha coefficient in which all affecting factors must be equal or greater than 0.7 to be acceptable, as George & Mallery (2003) mentioned. On top of that, descriptive data analysis will be used to explain the basic characteristics of the data which calculate frequency, percentage, and cumulative percentage to conclude all data. Multiple Linear Regression model (MLR) is also used to describe the relationship between a dependent variable and independent variables. Furthermore, the research focuses on independent sample t-test to estimate the mean of the independent group of the samples. Lastly, the primary data will be collected from all 160 E-CRM customers according to the concept of census survey whereas about 100 traditional customers will be surveyed, according to the formula for calculating sample sizes following section 3.2.

Table 4.1 Demographical Data of the Samples

Demographic Characteristics		Percentage	
		Traditional Customers (n=100)	E-CRM Customers (n=160)
Gender	Male	-	31
	Female	100	69
Age	18-23	-	7
	24-29	21	71
	30- 35	9	14
	36-41	10	5
	42 and up years old	60	3
Education	Below Bachelor's	-	-
	Bachelor's	30	85
	Above Bachelor's	70	15
Occupation	Business Owner	15	26
	Government Officer	58	17
	Company Employed	8	30
	State Enterprise	19	13
	Employee		
	* Other (student)	-	14
Income	Less than 20,000	13	28
	20,001- 30,000	12	36
	30,001- 40,000	25	9
	40,001- 50,000	46	11
	Above <u>50,000</u>	4	16
Shopping Online (In last 3 months)	None	39	-
	1 - 2 times	49	61
	3 - 4 times	2	24
	More than 4 times	10	15

In reference to occupation, for the current career of the respondents, the biggest group of government officers are traditional customers, an estimated 58 percent. While the largest group of company employees is the E-CRM customers, at 30 percent. There are 26 percent of the E-CRM customers who are business owners. which is higher than the traditional customers' 6 percent. There is not much difference in the percentage of the two respondent groups who are state enterprise employees. Lastly, 14 percent of the E-CRM customers are students.

For the monthly income (in baht) of the respondents, the largest percentage of the traditional customers, 46 percent, are in the income range between 40,001-50,000 baht whereas the highest percentage of the E-CRM customers, 36 percent, are in the income range between 20,001- 30,000 baht. In income ranges less than 20,000 baht and above 50,000 baht, the E-CRM customers are more than double the percentage of the traditional customers. In the income ranges between 30,001- 40,000 baht, the E-CRM customers are 9% and the traditional customers 25 percent.

The last demographic of the data revealed how often the respondents shop online during the last 3 months. 61 percent of the E-CRM customers and 49 percent of the traditional customers indicate the highest percentage of the respondents to shop online 1-2 times. 39 percent of the traditional customers who did not shop online in the last 3 months. However, the percentage of the E-CRM customers who shop online 3 - 4 times and more than 4 times is higher than the traditional customers which show 24 percent and 15 percent respectively.

4.2 Product Usages and Some Related Factors

Consumer behavior related to the use of Tropical Body Lotion i.e. perception on some attributes, decision to buy, and frequency of use were analyzed descriptively. The analyses were done separately for the traditional and E-CRM groups of customers.

For the decision influencing person, the highest percentage is those who purchase the tropical body lotion from personal decision: 82 percent and 46 percent for traditional and E-CRM customers respectively. The second largest percentage of purchase decisions are friends and customer reviews which presented equal percentages of 23 percent for the E-CRM customers compared to only 9 percent and 5 percent for the traditional customers. For the marketing channels factor, that of the E-CRM customers is 8 percent which is twice the percentage of the traditional customers.

It can be seen that the largest of the respondents determine to purchase body lotion because of quality, at 78 percent and 87 percent for E-CRM and traditional customers, following by brand at 10 percent and 8 percent respectively. The E-CRM customers are more likely consider price rather than the traditional customers, by 6 percent higher.

For frequency of using, 100 percent of the traditional customers and 78 percent of the E-CRM customers use body lotion every day. However, 20 percent and 3 percent of the E-CRM customers use body lotion 2-3 times a week and once a week respectively.

In perceiving the price as reasonable, 70 percent of the traditional customers consider the product is reasonable priced whereas this is 15 percent higher for the E-CRM customers. In addition, the remaining 30 percent of the traditional customers and 15 percent of the E-CRM customers think that the product is not reasonably priced. It can be regarded as similar percentages between the traditional and E-CRM customers. between 351 – 450 price ranges around 46 percent and 43 percent. 35 percent of the E-CRM customers and 18 percent of traditional customers expected the price to be between 451-550 baht. This was followed by 26 percent of traditional customers and only 7 percent of the E-CRM customers who expected price ranges between 250 – 350 baht.

Finally, the table describes how the respondents first come to know the tropical body lotion. For the traditional customers, the biggest percentage is about 49 percent of the respondents who know from their friends, 37 percent introduced by the sellers, and 14

Table 4.2: Consumer behavior related to the use of Tropical Body Lotion

Use/Buy Tropical Body Lotion		Percentage	
		Traditional Customers (n=100)	E-CRM Customers (n=160)
Decision Influencing persons	Personal Decision	82	46
	Friends	9	23
	Customer Reviews	5	23
	Marketing Channels	4	8
Decision influencing factors	Price	2	8
	Quality	87	78
	Quantity	2	3
	Service	1	1
	Brand	8	10
Frequency of Using	Daily	100	78
	2-3 times a week	-	20
	Once a week	-	2
Perceived the price as reasonable	Yes	70	85
	No	30	15
Expected price (For 200 ml. sized)	less than 250	4	8
	250 ~ 350	26	7
	351 ~ 450	46	43
	451 ~ 550	18	35
	More than 550	6	7
Know the product from	Friends	49	39
	Leaflet	14	3
	Facebook or Websites	-	41
	Link from another page		17
	Other (The sellers)	37	

percent firstly know from the leaflet. For the E-CRM customers, the highest percentage is around 41 percent of the respondents who know from Facebook pages whereas 17 percent know from the link from another page. Furthermore, it included 39 percent of the respondents who know from their friends and only 3 percent from the leaflet.

4.3 Hypotheses Testing

To test all four hypotheses as proposed in Chapter II, the two analyses were performed. First, two regression analyses were performed to test the relationships between all proposed factors and customer repurchase intention for traditional and E-CRM groups of customers, as proposed in Hypothesis 1 and Hypothesis 2. Then, the differences of the level of repurchase intention and its related factors between the traditional and E-CRM groups as proposed in Hypothesis 3 and Hypothesis 4 were tested with the independent sample t-test. The details are shown below.

4.3.1 Test of Relationships between Repurchase Intention and Its Influencing Factors

Two regression analyses were done to test the first two hypotheses:

Hypothesis 1: For the E-CRM customers, there is a positive relationship between information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product and customer repurchase intention.

Table: 4.3 Multiple Regression Analysis for the E-CRM Customers

Explanatory Variable	Unstandardized coefficient	Standardized coefficient	t-value	P-value (Significant)
Constant	-0.748		-1.029	0.305
Information sharing	0.196	0.290	4.783	0.000
Trust	0.213	0.268	4.315	0.000
Satisfaction	0.292	0.175	2.669	0.008
Shared value	0.232	0.278	5.260	0.000

Remarks: Dependent variable is Customer Repurchase Intention

F=554.188; p-value =0.000; adjusted $r^2 = 0.933$

In the table above, F-value (554.188) is used to determine the relationship between all explanatory factors and repurchase intention. Its p-value (0.000) indicated a significant relationship between all explanatory factors and dependent variable. The null hypothesis (H_0) tested whether the coefficient of influencing factors equal zero as $H_0: \beta_0=\beta_1=\beta_2=\beta_3=\beta_4=0$, or not. The p-value of 0.000 less than the significance level ($\alpha = 0.05$). Then, the null hypothesis (H_0) is rejected. Therefore, the relation between dependent variable and all explanatory factors are considered statistically significant.

The adjusted r^2 illustrated the variation of the dependent variable which could be explained by all explanatory factors. As the value of adjusted r^2 is .933, it infers that 93.3 percent of the variation of the repurchase intention is dependent on information sharing, trust, satisfaction and shared value.

Considering the unstandardized coefficients, all items are significantly higher than zero at 99.9 percent level of confidence as seen in the t-scores and their p-value which exceed 0.001. The explanatory factors are taken into account. Each individual explanatory factor is positively and significantly related to repurchase intention.

The standardized coefficients are used to compare variables within equations. A high value coefficient indicates the higher influence of the explanatory factors (information

sharing, trust, shared value, and satisfaction) on the dependent variable (customer repurchase intention). The data in Table 4.3 indicates that_ information sharing provides the highest influence on customer repurchase intention, followed by shared value, trust, and satisfaction respectively.

The regression equation can be derived as follows:

$$Y = -0.748 + 0.196 X_1 + 0.213 X_2 + 0.292 X_3 + 0.232 X_4$$

Where

Y = Customer Repurchase Intention

X₁ = Information Sharing

X₂ = Trust

X₃ = Shared Value

X₄ = Customer Satisfaction

This multiple regression analysis models indicates that there are positively significant relationships between information sharing, trust, shared value on the product and customer repurchase intention, as proposed. Thus, Hypothesis 1 is supported by the data.

Hypothesis 2: For the traditional customers, there is a positive relationship between information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product and customer repurchase intention.

Table: 4.4 Multiple Regression Analysis for the Traditional Customers

Explanatory Variable	Unstandardized coefficient	Standardized coefficient	t-value	P-value (Significant)
Constant	5.718		5.190	0.000
Information sharing	0.020	0.037	0.492	0.624
Trust	0.522	0.776	6.490	0.000
Satisfaction	0.104	0.084	0.928	0.356
Shared value	0.031	0.058	0.484	0.630

Remarks: Dependent variable is Customer Repurchase Intention

F= 160.147; p-value =0.000; adjusted r^2 = 0.865

F-value of 160.147 with the p-value less than 0.001 indicated the significant relationship between all explanatory factors and dependent variable. The relation between dependent variable and all independent variables are considered statistically significant since the null hypothesis is rejected.

The adjusted r^2 indicates that 86.5 percent of the repurchase intention of the traditional customers can be explained by these explanatory factors.

However, when considering the relationship between each individual explanatory factor and the repurchase intention from the unstandardized coefficients, only trust was found to be significantly related to repurchase intention. Its t-score is significant at 99.9 percent level of confidence $p < 0.001$ while the unstandardized coefficients of other explanatory factors are not significant i.e. $p > .05$ (95 percent level of confidence). Thus, only trust could be taken into account. There is a significant relationship between trust and repurchase intention of the traditional customers. Hence, only Hypothesis 2b is supported by the data while Hypotheses 2a, 2c, and 2d are not.

The regression equation can be shown as follows:

$$Y = 5.78 + 0.020 X_1 + 0.522 X_2 + 0.104 X_3 + 0.031 X_4$$

Where

Y = Customer Repurchase Intention

X1= Information Sharing

X2= Trust

X3= Shared Value

X4= Customer Satisfaction

From these analyses, it can be regarded that customer repurchase intention of the traditional customers can be affected by trust which represented the largest impact on the regression result. Therefore, only hypothesis 2b is significantly related to repurchase intention which is supported by the data. While the rest of H2a, H2c, and H2d (information sharing, shared value, and satisfaction respectively) are not significant. In contrast, the E-CRM customers presented different results of the regression analysis which can be defined as all independent variables (information sharing, trust, shared value, and satisfaction) are significantly related to repurchase intention. Thus, it could be inferred that trust influences repurchase intention of both traditional and E-CRM customers while information sharing, shared value and satisfaction that result from CRM strategies could influence only the E-CRM customers, not the traditional group.

4.3.2 Test of Differences of the Repurchase Intention and Its Influencing Factors

The independent sample t-test was done to test:

Hypothesis 3: Information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product are different between E-CRM and traditional customers.

Hypothesis 4: The level of customer repurchase intention of the E-CRM is higher than that of the traditional customers.

Table 4.5 Mean Comparisons Between Traditional and E-CRM Customers

Constructs	Mean (SD)		Mean Differences Test	
	Traditional	E-CRM	t-score	Sig
Information Sharing	3.64 (0.659)	3.81 (0.656)	2.059	0.040
Trust	4.69 (0.465)	4.08 (0.644)	-8.208	0.000
Shared Value	4.51 (0.420)	4.09 (0.447)	-7.436	0.000
Satisfaction	4.39 (0.665)	3.87 (0.539)	-6.922	0.000
Repurchase intention	4.71 (0.456)	3.91 (0.602)	-11.454	0.000

Significant level (2-tailed) based on the assumption of equal variances are 0.04 (information sharing) and 0.000 (trust, shared value, satisfaction, and repurchase intention) which are less than 0.05 (a level). Therefore, the null hypothesis is rejected and another hypothesis is accepted. This result shows that there is difference in the mean between the two groups of the traditional and E-CRM customers.

Table 4.5 shows that the means of trust, shared value, satisfaction, and customer repurchase intention of the traditional customers are higher than that of the E-CRM customers. These results are inconsistent with what was expected. However, information sharing for the traditional customers is found to be significantly lower than that of the E-CRM customers.

Moreover, the level of customer repurchase intention of the traditional customers is higher than that of the E-CRM customers and it is not consistent as expected on hypothesis IV.

Table 4.6 Summary of Results

Hypotheses Testing	Summary of Results
Hypothesis 1: For the E-CRM customers, there is a positive relationship between information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product and customer repurchase intention.	Supported
Hypothesis 2: For the traditional customers, there is a positive relationship between information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product and customer repurchase intention.	Partially supported: only H2b is significant
Hypothesis 3: Information sharing (a), trust (b), satisfaction (c), and shared value (d) on the product are different between E-CRM and traditional customers.	Supported: Trust, satisfaction and shared value are significantly higher in traditional customers while information sharing is higher in E-commerce customers.
Hypothesis 4: The level of customer repurchase intention of the E-CRM is higher than the traditional customers.	not supported

4.4 Summary

This chapter illustrates the analyzed results of the primary data collected from XXX of E- CRM and traditional customers. The results consist of three parts. The first part presented the sample profiles of demographic characteristics of the customers in percentages. The second part concluded product usages and some related factors of consumer behavior, also represented in percentages. The third part is associated with

all four hypotheses testing as proposed in Chapter II. Hypothesis 1 and Hypothesis 2 are performed to test the relationship between repurchase intention and influencing factors of information sharing, trust, shared valued, and satisfaction of the E-CRM and traditional customers by regression analyses. In the result of hypothesis testing, in hypothesis 1 all influencing factors are significantly related to repurchase intention supported by the data, whereas in hypothesis 2 only the influencing factor of trust is significant related to repurchase intention. In addition, the Hypothesis 3 and Hypothesis 4 are performed to test the level of repurchase intention and its related factors between the traditional and E-CRM groups with the independent sample t-test. The consequences of hypothesis testing are that the level of repurchase intention is different between the traditional and E-CRM customers as expected in hypothesizes 3; however, the level of customer repurchase intention of the traditional customers is higher than the E-CRM customers and it is not consistent as expected in hypothesis 4.



CHAPTER V

SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

In this chapter, all findings of the research and data analyses, the discussion, managerial implication, and recommendation to the future research are also given accordingly.

5.1 Summary of Findings

The researcher applied the Key Mediating Variables (KMV) model to study the relationship between repurchase intention and influencing factors of information sharing, trust, shared value, and satisfaction of the E-CRM and the traditional customers. to understand electronic CRM management and traditional selling strategy. 160 questionnaires were distributed to the E-CRM customers via Facebook and e-mail with the basis of the census survey concept. 100 questionnaires were distributed to the traditional customers by the direct sellers. This group used the formula to compute the sample sizes as mentioned in Chapter III. To answer the key questions which were stated in chapter I, "How do information sharing, trust, shared value, and satisfaction affect repurchase intention of the E-CRM and traditional customers?", the researcher applied the SPSS (Statistical Package for Social Science) to discover the results of four hypotheses which are summarized below.

The first two hypotheses tested the relationship between repurchase intention and its influencing factors. The results demonstrated that for the E-CRM customers, information sharing, trust, shared value, and satisfactions were positively related to repurchase intention. The results indicated that information sharing provided the highest impact on customer repurchase intention, followed by shared value, trust, and satisfaction. This means that information sharing is the most important factor for the E-CRM customers to repurchase the XXX products.

In contrast, results of the second hypothesis show that there was only trust that significantly related to repurchase intention for the traditional customer to repurchase the XXX product.

The remaining hypotheses aimed to test the differences of repurchase intention and its influencing factors between the traditional and E-CRM customers. The results indicated that level of trust, shared value, and satisfactions of the traditional customers were higher than the E-CRM customers. However, the level of information sharing of the traditional customers was lower than the E-CRM customers.

It could be regarded that E-CRM customers considered the way to exchange information throughout marketing channels on Facebook and website were conveniently and sufficiently delivered to them rather than the traditional customers who were provided by the direct sellers. This could be interpreted as the effectiveness of the entrepreneur to use electronic commerce and the traditional marketing strategies to manage customer relationship.

Higher levels of trust, shared value, and satisfaction were shown in the traditional customers more than in the E-CRM customers. This may be because the traditional customer could develop trust, satisfaction and shared value by directly contacting and communicating with the sellers and also with the XXX website as well. Shared value compared the customer perspectives, whether each group of customers considered the product in the same direction. From the results, the traditional customers tended to share product values to other customers rather than did the E-CRM customers. Satisfaction was focused on marketing channels. The results represented that traditional customers were more likely to satisfy marketing channels availability rather the E-CRM customers.

The result of the fourth hypothesis showed that the level of customer repurchase intention of the traditional customers was higher than the E-CRM customers. It could be explained that the traditional customers were predisposed to repurchase the product

rather than the E-CRM customers. As a consequence, Hypothesis 4 is not supported by the data.

Consequently, marketing channels had been conducted on Facebook and website to manage relationship with the E-CRM customers to purchase the product online, whereas the traditional group was serviced by the direct sellers to purchase the product offline. The higher means of information sharing of the E-CRM customers could be explained as marketing channels conducted on Facebook and website were both convenient for them to exchange information to the online sellers and the customers themselves. The results of the traditional customers considered information sharing provided by the direct sellers were less effective. Moreover, the lower means of trust, shared value, and satisfaction of the E-CRM customers indicated the strength of customer relationship management of the entrepreneurs as to whether they would repurchase the products from the firm, which assists the firm to know how to improve better customer repurchase intention of the product.

5.2 Conclusions

In the finding of the hypotheses results, there were gaps between repurchase intention of the traditional customers and influencing factors (information sharing, trust, shared value, and satisfaction). These gaps demonstrated that only trust related to repurchase intention, which is not consistent with what was expected. Besides, the level of customer repurchase intention of the traditional customer was higher than the E-CRM customers, which also was not consistent with what was expected. Table 5.1 summarized the findings of the research, as below:

Table 5.1 Summary of Findings

Objectives	Findings
1. To study the relationships between information sharing, trust, shared value, and satisfaction on the product and customer repurchase intention.	Four influencing factors of information sharing, trust, shared value, and satisfaction demonstrate relatedness to customer repurchase intention for the E-CRM customers; meanwhile only trust is related to customer repurchase intention for the traditional customers.
2. To compare and contrast the level of information sharing, trust, shared value and satisfaction on the product and customer repurchase intention between customers who are approaching with the E-CRM and traditional marketing strategy.	From the findings, there are different levels of influencing factors between the E-CRM and traditional customers. The means of trust, shared value, satisfaction, and customer repurchase intention of the traditional customers are higher than the E-CRM customers. In contrast, the mean of information sharing of the traditional customers is lower than the E-CRM customers. Furthermore, the level of customer repurchase intention of the traditional customers is higher than the E-CRM customers

5.3 Managerial Implications

From CRM strategies, information sharing could influence repurchase intention of the E-CRM customers only. This means that marketing channels which have been conducted on Facebook and website and used as the tools to manage CRM strategies could be only influencing the E-CRM customers to repurchase, not the traditional customers. Therefore, information sharing should not be considered as an influencing factor of repurchase intention of the traditional customers.

The influencing factor of shared value could influence repurchase intention only for the E-CRM customers as well. As a result, shared value should be taken into account as the influencing factor of repurchase intention of the E-CRM customers, not for the traditional group.

In addition the influencing factor of satisfaction could influence repurchase intention only for the E-CRM customers. Thus, satisfaction should be considered as the influencing factor of repurchase intention of the E-CRM customers, not for the traditional customers.

However, trust could influence repurchase intention of the E-CRM and traditional customers. As a consequence, trust should be considered as the influencing factor of repurchase intention for both E-CRM and traditional groups.

Finally, the level of customer repurchase intention of the traditional customers was higher than the E-CRM customers and it was not consistent with the expectation in hypothesis IV. Although electronic CRM is one of the marketing strategies widely used to manage relationship with the customers nowadays, but the traditional marketing strategy is still effective to build strong relationship with the customers, as the influencing factor of trust is shown to be the significant factor for the traditional customers to repurchase.

5.4 Recommendations for Future Research

In conclusions, the researcher found that there were the gaps between the influencing factors and repurchase intention. The results demonstrated that only trust related to repurchase intention for the traditional customers, whereas information sharing, trust, shared value and satisfaction which resulted from CRM strategies could influence the E-CRM customers. Moreover, the level of customer repurchase intention of the traditional customer was higher than the E-CRM customers, which was not consistent. Therefore, the researcher provides recommendations for future research. Further study could cover all the influencing factors of information sharing, trust, shared value, and

satisfaction on customer repurchase intention in other businesses to measure the effectiveness of customer relationship management. It would be possible to determine the current customers' intention to repurchase the product and gain insight into customer requirements following the influencing factors of information sharing. In addition, the other influencing factors of trust, shared value, and satisfaction of CRM strategies provided to the existing customers would indicate how the strength of customer relationship management which assists a business to discover more effective ways to develop long term relationships with the customers, and would in turn help the customers to repurchase the product.



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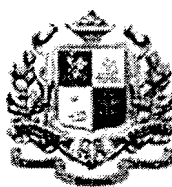






APPENDIX A

Questionnaire



Tropical Body Lotion Survey

The questionnaire is designed to understand customer's perception and demand on a skin care product. It is conducted as a part of the graduate project of the Master Degree in Supply Chain Management, Assumption University. As you are a current customer of the product, your opinion would be beneficial for this project. Please help answering all questions in this questionnaire. Your individual response will be kept confidential. The data will be analyzed for the big picture only. Thank you in advance for your kind support.

Ms. Antika Tulasueb

Please mark $\sqrt{\quad}$ in the blank () for the answer.

1. Which most influences your purchase decision for buying the body lotion?
() Your personal decision
() Your friends
() From customer reviews
() Marketing channels (i.e. online shopping or direct sells)
() Others (please specify.....)
2. What is the most significant factor for you to purchase this body lotion?
() Price () Quality
() Quantity () Service
() Brand
() Others (please specify.....)
3. How often do you use the tropical body lotion?
() Daily () 2-3 times a week
() Once a week () Others (please specify.....)
4. Do you think the product is reasonable priced?
() Yes () No
5. How much is your expected price range of this body lotion (in baht)?
() less than 250 () 250 – 350
() 351 – 450 () 451 – 550 () More than 550

6. How did you first know about the tropical body lotion?

- () Your friends () Facebook page or websites
 () Leaflet () Link from another page
 () Others (please specify

7. Normally you buy the tropical body lotion from

- () online (Website/Facebook) () Retail shops () Direct seller

Opinion on "Tropical Body Lotion" Skincare Product

Please indicate (✓) the level of your perception of this product

Your opinion on		Level of Your Opinion				
		Strongly Agree	→	Strongly Disagree		
Information Sharing		5	4	3	2	1
1	The communication channel of "Tropical Body Lotion" helps you conveniently exchange information with the sellers and other customers.					
2	Information regarding "Tropical Body Lotion" is appropriate.					
3	The information regarding "Tropical Body Lotion" is up-to-date.					
4	You can exchange any information about "Tropical Body Lotion" easily through their communication channels.					
5	You can easily search for any information regarding "Tropical Body Lotion" through their communication channels.					
6	You are confident to exchange information regarding "Tropical Body Lotion" with the sellers and other customers through their communication channels.					
7	Exchanging information about "Tropical Body Lotion" is sufficiently delivered to you.					
Trust						
1	You trust "Tropical Body Lotion" and its manufacturer.					
2	The manufacturer of "Tropical Body Lotion" is trustworthy.					
3	You trust the "Tropical Body Lotion" sales representatives and their provided information.					
4	You trust the "Tropical Body Lotion" website and its presented contents					

Your opinion on		Level of Your Opinion Strongly Agree ←→ Strongly Disagree				
5	"Tropical Body Lotion" company always maintain what they promise.					
6	The company delivered "Tropical Body Lotion" on time.					
Shared Value						
1	Your perspective regarding the product is in the same direction as other customers.					
2	Your commentary regarding the products is always in the same direction as other customers you know.					
3	What you feel about the product is similar in direction to the other customers you know.					
4	You share the product's value in the same direction as other customers you know.					
Satisfaction						
1	You are satisfied with the advertising channel of the "Tropical Body Lotion"					
2	The marketing channel of the "Tropical Body Lotion" is close to your desired method.					
3	You can find and purchase "Tropical Body Lotion" whenever you want.					
4	You are satisfied with the marketing channel of the "Tropical Body Lotion".					
5	In general, the marketing channels of the "Tropical Body Lotion" are effective.					
6	You are satisfied overall with products and services from the company.					
Customer Repurchase Intention						
1	You are more likely to buy the product again.					
2	You will provide positive information regarding the products to other customers.					
3	You will consider "Tropical Body Lotion" as the top priority compared with other products					
4	You are willing to pay higher for the "Tropical Body Lotion" than other products.					
5	You are more likely to buy "Tropical Body Lotion" soon.					

Personal Data

1. What is your gender?
() Male () Female
2. What is your age?
() 18-23 years old () 24-29 years old
() 30- 35 years old () 36-41 years old
() 42 and up years old
3. What is your highest accomplished education degree?
() Below Bachelor's () Bachelor's () Above Bachelor's
4. What is your employment?
() Business Owner () Government Officer () Company Employed
() State Enterprise Employee () Others, please specify
5. What is your current income per month? (In baht)
() less than 20,000 () 20,001- 30,000 () 30,001- 40,000
() 40,001- 50,000 () above 50,000
6. How many times did you shop online in the last 3 months?
() none () 1-2 times () 3 - 4 times () more than 4 times

Other comments/suggestions

.....

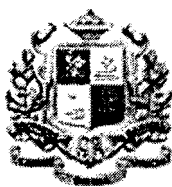
.....

.....

.....

.....

Thank you for your cooperation.



แบบสอบถามผลิตภัณฑ์บำรุงผิว “ทรอปิคอล 11อดเลขน”

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโท

ความพึงพอใจและความต้องการผลิตภัณฑ์บำรุงผิวของลูกค้า

ความเห็นของท่านในฐานะลูกค้าของบริษัทฯ

ข้อมูลส่วนตัว

และจะไม่ถูกนำมาเปิดเผยหรือ

ส่งต่อไปยังบุคคลภายนอก

ณ โอกาส

นางสาว อรรธิกา ดุลาสืบ

กรุณาใส่เครื่องหมาย () ที่ตรงกับความคิดเห็นของท่านมากที่สุด

1. ปัจจัยใดมีอิทธิพลที่สุดในการเลือกซื้อบอดีโลชั่นของท่าน

() ตัวท่านเอง () เพื่อน () รีวิวจากผู้ที่เคยใช้ผลิตภัณฑ์แล้ว

() ช่องทางกระจัดจำหน่ายที่สะดวก () '11 9

2. ปัจจัยใดเป็นปัจจัยที่สำคัญที่สุดสำหรับการเลือกซื้อบอดีโลชั่นของท่าน

() ราคา () คุณภาพ () ปริมาณ

() () แบรินด์ () อื่น ๆ (โปรดระบุ)

3. ท่านใช้ “ทรอปิคอล

() () 2-3 ครั้งต่อสัปดาห์

() () อื่น ๆ (โปรดระบุ.....)

4. ท่านคิดว่าราคาสินค้า “ทรอปิคอล”เหมาะสม

() () 13,119

5. ท่านคิดว่า “ทรอปิคอล บอดีโลชั่น”

() น้อยกว่า 250 () 250 - 350 บาท () 351 - 450 บาท

() 451 - 550 บาท () 1,119 - 550 บาท

6. ท่านรู้จัก “ทรอปิคอล

() เพื่อ alb () ใบปลิว () เฟสบุ๊ค เพจ เว็บไซต์

() ลิงค์จากเพจอื่น ทางเฟสบุ๊ค () X16 (โปรดระบุ.....)

7. ปกติแล้ว ท่านซื้อทรอปิคอล บอดีโลชั่นจากช่องทางใด

() ออนไลน์ (เฟสบุ๊ค เพจ หรือ เว็บไซต์) () หน้าร้าน () ตัวแทนจำหน่าย

“ทรอปิคอล

กรุณาใส่เครื่องหมาย (✓) สำหรับความคิดเห็นของท่านต่อผลิตภัณฑ์บำรุงผิว

ความคิดเห็น	ระดับความคิดเห็น เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
การแลกเปลี่ยนข้อมูล					
1 ช่องทางการสื่อสารของ“ทรอปิคอล บอดีโลชั่น” ช่วยให้ท่านสามารถแลกเปลี่ยนข้อมูลระหว่างท่านกับผู้ขายและลูกค้าท่านอื่นได้สะดวก					
2 ข้อมูลเกี่ยวกับผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น” มีความเหมาะสม					
3 ข้อมูลเกี่ยวกับผลิตภัณฑ์ ทรอปิคอล บอดีโลชั่น มีการปรับปรุงให้ทันสมัย					
4 ท่านสามารถแลกเปลี่ยนข้อมูลข่าวสารผ่านช่องทางการสื่อสารของ “ทรอปิคอล บอดีโลชั่น” ได้ง่าย					
5 ท่านสามารถค้นหาข้อมูลข่าวสารจากช่องทางการสื่อสารของ “ทรอปิคอล บอดีโลชั่น” ได้ง่าย					
6 ท่านมั่นใจในการแลกเปลี่ยนข้อมูลข่าวสารกับผู้ขายและลูกค้าท่านอื่นผ่านช่องทางการสื่อสารของ ทรอปิคอล บอดีโลชั่น					
7 การแลกเปลี่ยนข้อมูลข่าวสารเกี่ยวกับ“ทรอปิคอล บอดีโลชั่น” สามารถทำได้เพียงพอ					
ความเชื่อมั่นในผลิตภัณฑ์ ทรอปิคอล บอดีโลชั่น					
1 ท่านเชื่อมั่นใน ผลิตภัณฑ์ และบริษัทผู้ผลิต“ทรอปิคอล บอดีโลชั่น”					
2 บริษัทผู้ผลิต“ทรอปิคอล บอดีโลชั่น” เชื่อถือได้					
3 ท่านเชื่อมั่นในพนักงานขายและข้อมูลที่ได้จากพนักงานขาย“ทรอปิคอล บอดีโลชั่น”					
4 ท่านเชื่อมั่นในเว็บไซต์และข้อมูลจากเว็บไซต์ของ ทรอปิคอล บอดีโลชั่น					
5 บริษัทผู้ผลิต ทรอปิคอล บอดีโลชั่น” บริการลูกค้าตามที่บอกไว้เสมอ					
6 บริษัทสามารถจัดส่ง ทรอปิคอล บอดีโลชั่น” ให้ท่านได้ตามเวลาที่กำหนด					

ความคิดเห็น		ระดับความคิดเห็น เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
ความคิดเห็นต่อผลิตภัณฑ์ระหว่างลูกค้า						
1	มุมมองของท่านเกี่ยวกับผลิตภัณฑ์บอดีโลชั่นเป็นไปในทิศทางเดียวกับลูกค้าคนอื่นๆ					
2	ท่านมักแสดงความคิดเห็นเกี่ยวกับผลิตภัณฑ์ของบริษัทฯ ในเชิงเดียวกับบลู คำท่านอื่นที่ท่านรู้จัก					
3	ความรู้สึกที่ท่านมีต่อ“ทรอปิคอล บอดีโลชั่น”ใกล้เคียงกับความรู้สึกของลูกค้าท่านอนทาทานจริง					
4	ท่านเห็นคุณค่าในผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น” เหมือนกับลูกค้าท่านอื่นๆ					
ความพึงพอใจต่อช่องทางการจัดจำหน่ายผลิตภัณฑ์						
1	ท่านพึงพอใจในช่องทางการโฆษณาผลิตภัณฑ์“ทรอปิคอล บอดีโลชั่น”					
2	ช่องทางการจัดจำหน่ายผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น” ตรงกับความต้องการของท่าน					
3	ท่าน เมาารถหาซื้อผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น”ได้ในเวลาที่ท่านต้องการเสมอ					
4	ท่านพึงพอใจในช่องทางการจัดจำหน่ายผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น”					
5	ในภาพรวมการจัดจำหน่ายผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น”ทำได้ดีมาก					
6	โดยรวมแล้วท่านพอใจในสินค้าและบริการของบริษัทเป็นอย่างยิ่ง					
แนวโน้มที่จะซื้อผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น”						
1	ท่านมีแนวโน้มจะกลับมาซื้อ “ทรอปิคอล บอดีโลชั่น” อีก					
2	ท่านจะเสนอความเห็นของท่านในเชิงบวกเกี่ยวกับ “ทรอปิคอล บอดีโลชั่น” กับลูกค้าท่านอื่น					
3	ท่านจะพิจารณา “ทรอปิคอล บอดีโลชั่น” เป็นอันดับแรกเมื่อท่านจะซื้อบอดีโลชั่น					
4	ท่านยินดีจะจ่ายเงินซื้อผลิตภัณฑ์“ทรอปิคอล บอดีโลชั่น” ในราคาที่สูงกว่า บอดีโลชั่นอื่น					
5	ท่านจะซื้อ ผลิตภัณฑ์ “ทรอปิคอล บอดีโลชั่น” ในอนาคตอันใกล้					

ข้อมูลส่วนตัว

2. อายุ

- () 18-23 ปี () 24-29 ปี
() 30-35 ปี () 36-41 ปี () 42 ปีขึ้นไป

3. ระดับการศึกษาสูงสุด

- () ต่ำกว่าปริญญาตรี () ปริญญาตรี () สูงกว่าปริญญาตรี

4. อาชีพ

- () ธุรกิจส่วนตัว () ข้าราชการ () พนักงานบริษัท
() รัฐวิสาหกิจ (-) อื่น ๆ (โปรดระบุ.....)

5. รายได้เฉลี่ยต่อเดือนของท่าน

- () 0-20,000 () 20,001-30,000 () 30,001-40,000
() 40,001-50,000 () 50,001-60,000 () มากกว่า 60,000

6. ท่านชอบใช้ออนไลน์บ่อยแค่ไหนในช่วง 3 เดือนที่ผ่านมา

- () ไม่ได้ซื้อสินค้าออนไลน์เลย () 1-2 ครั้ง
() 3-4 ครั้ง () มากกว่า 4 ครั้ง

ข้อเสนอแนะเพิ่มเติม

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ขอบคุณที่ให้ความร่วมมือ



APPENDIX B

Pre-test Output

Reliability

Information Sharing

Case Processing Summar

	N	%
Valid	35	100.0
Cases Excluded	0	.0
Total	35	100.0

a. Listwise deletion based on **all** variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.846	7

Trust

Case Processing Summar

	N	%
Valid	35	100.0
Cases Excluded	0	.0
Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	6

Shared Value

Case Processing Summa

	N	%
Valid	35	100.0
Cases Excluded	0	.0
Total	35	100.0

a. Listwise deletion based on **all** variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.704	4

Satisfaction**Case Processing Summary**

	N	
Valid	35	100.0
Cases Excluded	0	.0
Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.912	6

Customer Repurchase Intention**Case Processing Summary**

	N	%
Valid	35	100.0
Cases Excluded	0	.0
Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.920	5