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The Impact of Consumers' Satisfaction and Repurchase Intention on E-commerce Platform: A Case Study of the Top Three E-commerce in Bangkok

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Abstract

This study is proposed to determine factors impacting Consumers' Satisfaction and Repurchase Intention on the E-commerce Platform in Bangkok, Thailand. The objectives of this research also to determine the impact of consumers' satisfaction on repurchase intention, the impact of different genders and age groups on consumers' satisfaction and repurchase intention, and to determine the consumer behavior towards E-commerce after the COVID-19 pandemic. The study is a quantitative research with several testing such as Cronbach's Alpha, Descriptive and Inferential Statistic to analyze the reliability of questionnaires and test hypotheses. The questionnaires were distributed to 400 samples who are Thai, live in Bangkok and have purchased online in the past six months. This study used a non-probability purposive sampling technique for data collection. In this research, the results presented that consumer behavior towards E-commerce after the COVID-19 pandemic is likely to be changed. The most influencing factor impacting consumers' satisfaction on the E-commerce platform was platform quality, perceived value, perceived brand popularity and perceived innovativeness respectively at a significant level of 0.05, which further impacts the repurchase intention. Different age groups have different impacts on consumers' satisfaction and repurchase intention.

Keywords: Consumers' Satisfaction, Perceived Brand Popularity, Perceived Innovativeness, Perceived Value, Platform Quality, Repurchase Intention.

Introduction

Internet and websites have brought out a huge change to the society and the way companies conduct their business activities. The buying and selling of products or any business transaction are done electronically through online service or over the internet connection are currently receiving worldwide attention. Moreover, the underlying motive is to reduce manufacturing costs and gain bigger accessibility. Nevertheless, buyers enjoy the benefits of effortless and price comparison shopping. This gives rise to the E-commerce era.

It appears that E-commerce contributed from 1% of total retail sales in the US in 2000 to 16% in 2019 and is expected to grow even more in 2021. Besides, potential buyers are 21.8% of the world's population (Thomsen, 2019). This rapidly growing trend convinced most of the businesses to build an online store and penetrate different markets. It is therefore not surprising that with the growing online shopping

trend, many companies and retailers are facing a traumatic challenge with the common objectives to expand their business and gain sales revenue. As of August 2019, Alibaba contributes the highest global market share with the revenue of more than 768 billion dollars, followed by Amazon, JD.com, eBay, Shopify, Rakuten, and Walmart (Levy, 2019). However, the most preferred E-commerce platform in Thailand is apparently Shopee Thailand, Lazada Thailand, and JD Central.

Considering that buyers play an important role in the E-commerce system, where their spending is on companies' revenue, these E-commerce companies need to understand their potential consumers and the market thoroughly. Several research articles have indicated that there is a relationship between consumers' satisfaction and a wide range of factors. Few instances perceived value (Hsin-Hui Lin, 2006; Zhan Chen, 2003), platform quality and