

## The Mediating Role of Adjusted Expectations in the Relationship between Customer Satisfaction and Online Repurchase Intention of Sportswear Retailers in the UK

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### Abstract

This research aimed to identify the influence of customer satisfaction on customers online repurchase intention, and a mediator linking to the relationship between customer satisfaction and repurchase intention of sportswear retailer in UK. The target populations of this study were Customers of online sportswear retailer in UK. The study employed the questionnaire method as a tool to collect data from 106 respondents. Single linear regression analysis was used to identify the influence of customer satisfaction on customers online repurchase intention, and a mediator linking to the relationship between customer satisfaction and repurchase intention. Result of hypothesis prove that customer satisfaction influence online repurchase intention [ $R^2 = .328$ ,  $F = 50.220$ ,  $p < .001$ ]. Secondly, customer satisfaction influences adjusted expectations [ $R^2 = .271$ ,  $F = 38.354$ ,  $p < .001$ ]. Lastly, adjusted expectations influence online repurchase intention [ $R^2 = .366$ ,  $F = 58.907$ ,  $p < .001$ ]. In order to increase sportswear online customers and their repurchase intention, the retailers should focus on improving the level of customer satisfaction and adjusted expectations towards online purchase.

**Keywords:** Customer Satisfaction, Adjusted Expectations, Online Repurchase Intention

### Introduction

The Internet has become a borderless medium that is rapidly extending its coverage to sectors ranging from education to business. Meanwhile, internet shopping has been widely accepted as a way of purchasing products and services. It has become a more popular means in the Internet world (Bourlakis *et al.*, 2008). It also provides consumer more information and choices to compare product and price, more choice, convenience, easier to find anything online (Butler & Peppard, 1998). Online shopping has been shown to provide more satisfaction to modern consumers seeking convenience and speed (Yu & Wu, 2007). Moreover, in Thailand the number of people who shop online through internet is increasing every year (Kinasih, 2018).

### Online Sportswear Industry

Nowadays website is used as one of the significant marketing tools because website is one of platform that marketer can develop different marketing strategy which can lead to efficient way of customer satisfaction. Moreover, most of the companies have their own website and other e-commerce platforms such as social media or application to contact customer. Therefore, choosing a significant platform important for the company to lead customer

satisfaction, example trading company may use Amazon, eBay, or Alibaba.

In this research study, the researcher focusses on sportswear industry. According to the one question of Stern (1999) how important is a website for companies in the sportswear sector in terms of sales and how are they looking to make use of their websites going forward?'. Website become one of marketing channel to sales the product through e-commerce which is the processing of selling product via the internet. Moreover, website can generate selling as retail store but significant bigger and more efficient than traditional or brick and mortar over the last few years. In 2016, 77% customer in UK purchase sportswear via online purchase, which increasing 16.2% over the 2015 and prediction to increase 14.9% each year. Therefore, the researcher can indicate e-commerce is significant marketing tool to increase sale and there are a lot of opportunity in the future via e-commerce.

Back to the question of Stern (1999) that mentioned earlier, the answer would base on the usage of website for each company to meet the customer satisfaction via online channels; however, online channels is proved with the revenue growth and expected to growth more in the future (Stern, 1999).