

Exploratory Sequential Mixed Method towards Repurchase Intention of Second-Hand Toys for Collecting from Annpatinya Thammatiwat's Facebook

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Abstract

This study focuses on the relationship between customers experience, trust, and repurchase intention of Annpatinya Thammatiwat's Facebook. Three sub-variables of customer experiences comprise store offering, customer service, and fulfillment reliability. The questionnaire was 100% distributed online. Purposive and convenience sampling methods were applied. Approximately 20% of population from Annpatinya Thammatiwat's Facebook visitors responded as our sample. This study applied mixed method both exploratory and explanatory sequential design. Also, simple linear regression and multiple linear regression (MLR) were applied to test all hypotheses.

Keywords: Customer Experience, Trust, Repurchase Intention, Facebook

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Introduction

Thailand E-Commerce market had high growth rate in 2016 and possibly would gain \$2,945 million revenue in 2017. Thailand E-Commerce has grown by 15-20% in 2016 estimating that growth rate would go up to 21.1% in 2017 and 24.5% in 2021. Interestingly, the highest demand in E-Commerce market is electronic and media goods followed by toys and hobby & DIY goods (Malabuppha, 2017)

Selling second-hand toys for collecting on any Facebook are high volatility depending on the fashion trend of buyers. For example, a toy cost 20 Baht can increase to 1,000 Baht if it is in trend at that point in time. On the contrary, the same one can cost 200 Baht without any interested buyers after a month.

Online sellers have applied push marketing strategy their fashion products in trend on sale as well as extra curriculum services. Those are for example, protected package with bubble sheet, promptly response for desired customers, one month credit, and fix cost of registered mail in delivery (including Express Mail Service or EMS) with unlimited weight.

Moreover, second-hand toy collectors who used to be buyers before

can turn themselves to be sellers with any special price they satisfied to set and buy others later. This causes market price collapse of that particular toy when they sale online. Therefore, increasing blind or unexpected competitors create intense competition within that short period of time. This can happened at any moment in time.

Interestingly, Annpatinya Thammatiwat's Facebook or Mr. Thithi Thammatiwat has an opposite selling strategy of his products. For example, he maintains his rigid relationship with customers through unique strategy. His slowing process in response customers in terms of summation of net sale, carelessness of package delivery, negative attitude towards customers' behaviour reflect high sensation of short satisfaction and dissatisfaction of online seller. In other perspectives, he helps other online sellers by sharing sale albums or tagging other collectors. As a result, most online sellers love and support such creative mind. However, most old/new customers have always repurchase the second-hand toys from his website.

Research Objectives

The main objective of this research is aim to study the relationship between customer experience, trust and repurchase

intention secondhand toy for collection from Annpatinya Thammatiwat's Facebook that including with three general research objectives. The study's independent variable are customer experience and trust. The sub-variables of customer experience are store offering, customer service and fulfillment reliability. The study's dependent variable is repurchase intention secondhand toy for collection from Annpatinya Thammatiwat Facebook

- To find the relationship between customer experience and trust
- To find the relationship between customer experiences and repurchase intention second-hand toys for collecting from Annpatinya Thammatiwat's Facebook.
- To find the relationship between trust and repurchase intention second-hand toys for collecting from Annpatinya Thammatiwat's Facebook.

Literature Review

Customer experience

Customer experience is considered important in forming a customer's perceptions, regarding their expectations from sellers (Pappas *et al.*, 2017). Customer experience is the customer's perception of a brand determined by

every interaction they have with the organization (Lee *et al.*, 2006). Christopher and Andre (2007) stated that customer experience is an internal and subjective response to any indirect or direct contact with organization. Various studies have investigated many dimensions of customer experience impact on several factors, such as trust and repurchase intention (Nilsson and Wall, 2017). Customer experience is not the only activity before and after purchase but also includes other activities, such as price, service, goods quality, and trust that can affect consumer repurchase intention in the future (Vezine, 1999). If business owners avoid to work on Customer relationships, customer experience will demote the business to price competition (Lee *et al.*, 2006).

Trust

Trust is created by believing in the reliability of one person to another person. Gambetta (1988) stated that trust is defined as behavioral outcome based on sufficiently positive expectations which allow the trustor to choose a risk course of action. Trust is created by believing in the reliability of a person to another person. Brand trust is the belief of customers that will fulfil any function they expected. Brand trust is one of the

determinants of brand loyalty (Ercis *et al.*, 2012). A trust is usually established to empower someone else (trustee) to manage and care for your benefit (Anderson *et al.*, 2003). Trust establishes an important bond between the sellers and the customers. It is one of the determinants of brand loyalty (defined by author).

Repurchase Intention

Repurchase intention is the customer's repeating their activities to purchase products and services from the old shop where they had experience before (Nilsson, and Wall, 2017). Repurchase intention is one of the indicators of customer loyalty (Selin *et al.*, 1988). Repurchase intention is affected by satisfaction and confirmation (Li and Hong, 2013). Jiang and Rosenbloom (2005) stated that a high level of brand loyalty from customers increase the level of repurchase intention activity. Repurchase intention is important for all companies to estimate or predict the possible customers behavior and demand (Kim *et al.*, 2012). The measurement of repurchase intention is able to help our store to understand what customer expectations are and can use the information to improve our store and create strategy (Andrw *et al.*, 2014). In

the past, stable business had to have a lot of employees, buildings, assets and big organization. Customers received good quality products and service from organization directly, so that they feel satisfied with those and intend to purchase and repurchase in the future, but nowadays business world has changed along with the repurchase intention growth. We sell and buy online; customers cannot touch real items before making decision to purchase, so vendors must have techniques to let customer purchase and repurchase their products or services (defined by author).

Related Literature Review

Chiu *et al.* (2009) stated that a positive experience for online shoppers affects customer trust and makes the sellers reliable for the customer. Trust is important for all customers repurchase intention. Trust is important for all customers, irrespective of their level of experience (Gefen *et al.*, 2008). High experience customers of online shopping reduce perceived risk so the level of trust increases. Customers who have good experience are more likely to continue their shopping (Ling and Huang 1998). McCole and Palmer (2001), stated that customer trust is necessary for online shopping. Good experience lead to

increased customer satisfaction and a high level of repurchasing (Zhou *et al.*, 2008). According to bandura (1986) and Dabhokar and Sheng (2009), good experience creates good attitudes, increased customer self-efficacy and affects future purchase intention. Spreng *et al.*, (1996) and Oliver & Linder (1981) stated that trust or positive belief has stimulated customer repurchase intention. McCole and Palmer (2001) stated that customer trust is necessary to online repurchase intention. Online trust in online repurchase intention is important with other concept, such as customer satisfaction and repurchase intention

(Chen, 2006; Kim *et al.*, 2009; McCole, 2002).

Theoretical Frameworks

Three theoretical frameworks were used to designed research framework including “Moderating effects of online shopping experience on customer satisfaction and repurchase intentions” by Pappas.*et al.*, (2014) “Understanding customers' satisfaction and repurchase intentions: An integration of IS success model, trust, and justice” by Hui *et al.*, (2011) and “Online customer experience, satisfaction and repurchase intention for online clothing retailing” by Nilsson, and Wall, (2017).

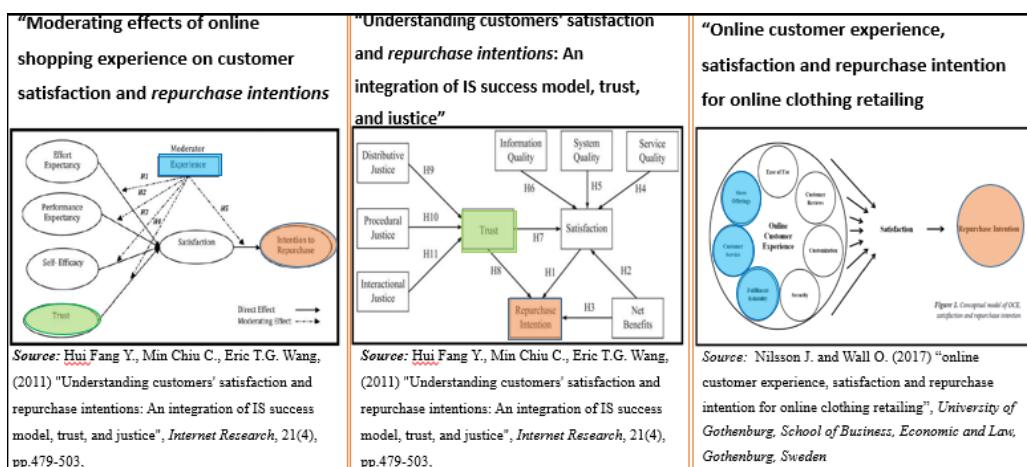


Figure 1 Theoretical Frameworks

Conceptual Framework

Figure 1 shows the conceptual framework which is referred from previous

studies. The main purpose of this study is to identify the relationship between customer experience and trust, customer

experience and repurchase intention of second-hand toys for collecting from Annpatinya Thammatiwat's Facebook and

trust and repurchase intention of second-hand toys for collecting from Annpatinya Thammatiwat's Facebook.

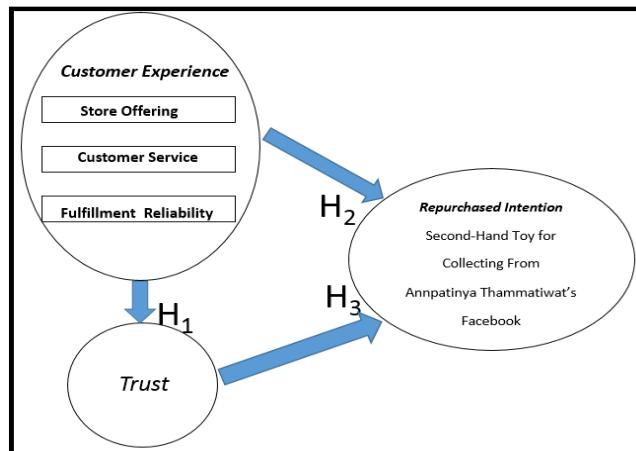


Figure 2 Conceptual Framework

Source: created by authors

Research Hypotheses

Three hypotheses are the answer of which this research assumed in advance in order to meet the aim of this research. Moreover, it demonstrates the relationship between variables which help researcher scope border of the study. The hypotheses statement as shown below are designed to describe the relationship of customer experience, trust and repurchase intention second-hand toy for collecting from Annpatinya Thammatiwat's Facebook.

H1: Customer experience has significant relationship with trust

H2: Customer experience has significant relationship with repurchased intention second-hand toys for

collecting from Annpatinya

Thammatiwat's Facebook

H3: Trust has significant relationship with repurchased intention second-hand toys for collecting from Annpatinya Thammatiwat's Facebook

Population Convenience Sample and Sample Size

Population

According to Parahoo(1997), population is the total number of units from all data that can be collected. As for this research, the target population is a group of customers of Annpatinya Thammatiwat's Facebook who have experienced purchasing and repurchasing second-hand toys for collecting from

Annpatinya Thammatiwat's Facebook. Researchers distributed the online questionnaire directly to 999 visitors of Annpatinya Thammatiwat's Facebook.

Convenience Sample

According to Zikmund(2003), convenience sampling is the technique to obtain people who are the most conveniently available.

The questionnaire was distributed online for respondents who have repurchased intention of second-hand toys for collecting from Annpatinya

Thammatiwat's Facebook and are willing to do the questionnaire.

Sample Size

The considered sample size was a specific group. The sample size for this research was people who have experienced purchasing and repurchase intention of second-hand toys for collecting from Annpatinya Thammatiwat's Facebook. The data was considered by a screening questionnaire. An online questionnaire successfully collected 202 sets.

Research Methodology

Table 1 Descriptive result of Sequential Exploratory Design

Sequential exploratory design (Qualitative → Quantitative)	
1. Qualitative Methodology	
Description	Result
<i>First pilot interview with eight interviewees who had at least one year of experience in online buyers of second-hand toy</i>	<ul style="list-style-type: none"> Regarding to general reason why online purchase from any facebook, 75% of interviewees said that they purchased second-hand toys for collecting from Facebook upon convenience. About 37.5% of interviewees are afraid that they will be cheated by the sellers. Then, they will ask for more detail about that particular selection and other customers' feedback prior to their real purchase. Regarding to the first important reason to buy from this specific online purchase from your selected facebook, 75% of interviewees consider price as their priority while 37.5% consider sellers' credit. Regarding to repurchase, 75% of interviewees impress on their service. 50% relied on reliability of online sellers' credit while another 37% on fair price.
<i>Second pilot interview with three interviewees, who had experienced in online repurchase at Annpatinya Thammatiwat's Facebook</i>	<ul style="list-style-type: none"> Regarding to the first time purchase from Annpatinya Thammatiwat's Facebook, 66.6% of interviewees said that trust of online seller is related to repurchase intention Facebook Regarding to repurchase, 66.6% of interviewees said that trust of online seller is directly related to intention to repurchase

2. Quantitative Methodology	
Pre-testing	Cronbach's Coefficient Alpha test result of every variables are higher than 0.7 (Nunnal, 1978)
Questionnaire distribution	202 or 20.22% of sample were collected from 999 visitors of Annpatinya Thammatiwat's Facebook

Source: Modified by authors

Figure 2 Organogram modified by authors to fit with this study

Source: modified by authors based on Creswell, J. W. (2009). Research design: qualitative, quantitative, and mixed methods approaches. Los Angeles, Sage

1. Phase 1

This research used a pilot study and exploratory research to collect data. The main objective of exploratory research is to clarify the research question that guides the entire research project (<http://academic.udayton.edu>. accessed on October 24th , 2017). A pilot study (pre-exercise) Holloway and Wheeler (2002), is used to find factors related to the topic. Focus groups were used to identify key issues from which a questionnaire could be developed and this was then piloted prior to the study proper (Hundley *et al.*, 2000).

- The first round of pilot study: to interview customers who have experience of purchasing second-hand toys for collecting.

- The second round of pilot study: to interview customers who have experience of purchasing second-hand toys for collecting from Annpatinya Thammatiwat's Facebook.

2. Phase 2

In this phase, exploratory and explanatory were used to design the questionnaire. After two pilot studies, the interesting factors raised by interviewees were used as variables during questionnaire designated. There are three parts of questionnaire.

- The first part of questionnaire includes two of pre-screening questions.
- The second part includes twenty three questions to measure variables.
- The last part includes six questions related directly to demographic profile of all respondents.

Likert-scale was used in part two, ranging from (1) strongly disagree to (4) strongly agree.

Research Methodology

The Statistical Analysis Software (SAS) license number 12400609 was used to analyze all the data that were separated in this study to study relationship between variable and test the hypothesis and interpreting them.

- Descriptive analysis was used to analyse demographic factor, mean and standard deviation of each variable.
- Simple linear regression was used to analyze hypothesis one
- Multiple linear regression was used to analyze hypothesis two and three. Also, Pearson correlation coefficient and multiple linear regression (MLR) is applied to test all hypotheses.

3. Phase 3 Findings

In the last phase, explanatory was used to follow-up the result of the interviewing transform quantitative information to be qualitative information.

3.1 Result of Pilot Study

In the first round of Pilot study, there are five interviewees who had at least once experienced purchasing second-hand toys for collecting. There are four questions used to ask interviewees. Based on Question one “Why do you purchase second-hand toys from Facebook?” Most interviewees purchased second-hand toys

for collecting from Facebook because of its convenience. Question two stated that “Are you afraid that you will be cheated by sellers?” Fifty percent of interviewees are afraid that they will be cheated by the sellers but the remainders are not. They ask for more information about the goods, find feedback and select to purchase from sellers that can be reliable. Question 3 stated that “Before purchasing, what are the factors that affect your decision?” All agreed that for the first purchasing goods, price, item condition, and sellers [can be reliable] have an effect on the decision to purchase. Question 4 stated that “What are your reasons for repurchasing?” All said that customer service, price, trust, personal preferences have effect on decision to repurchase.

In the second round of Pilot study, there are three interviewees, who had at least once experienced purchasing second-hand toys for collecting from Annpatinya Thammatiwat Facebook. There are three questions used to ask interviewees. Question 1 stated that “Do you purchase second-hand toys from Facebook?” All answers clearly show that convenience, and price are reasons of purchasing second-hand toys from Facebook. Question 2 stated that “Before purchasing second-hand toys for collecting

from Annpatinya Thammatiwat's Facebook, what were factors affecting your decision?" All said that personal preferences and trust are related to intention before purchasing second-hand toys for collecting from Annpatinya Thammatiwat's Facebook. Question 3 stated that "What are your reasons for repurchasing second-hand toys for collecting from Annpatinya Thammatiwat's Facebook?" Customers satisfaction, price, trust are related to intention to repurchase goods from Annpatinya Thammatiwat's Facebook.

3.2 Result of Cronbach's Coefficient

Alpha

The acceptable values of cronbach's coefficient alpha are ranging from 0.70 to 0.95 (Tavakol and Dennick, 2011). After pre-test on sample of 202, all variable has an acceptable alpha ranging from 0.77-0.93.

3.3 Result of Hypotheses Testing

This research used both simple and multiple linear regression (MLR). Simple linear regression was used to test hypothesis one which are the relationship between customer experienced affects trust. MLR test hypotheses two and three. The details of this study are as follows: -

Table 2 Summary of Simple Linear Regression

Parameter Estimates							
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Tolerance	Variance Inflation (VIF)
Intercept	1	1.66091	0.17467	9.51	<.0001	.	0
aexp	1	0.60700	0.05139	11.81	<.0001	1.00000	1.00000

$$Y = a + bX_1 \quad (1)$$

$$Y = 1.66091 + 0.60700 X_1 \quad \text{where;}$$

Y = Trust; X₁ = Customer Experiences

R-Square of 0.4109 is the proportion of variance of the dependent variable (trust) which can be explained by the independent variables (customer experience) the significance level of 0.01.

This is the overall measure of the strength of association and does not reflect the extent to which any particular independent variable is associated with the dependent variable. As a result, each

variable can be sequenced according to its importance as follows; 1) customer experience ($\beta=1.66091$)

Moreover, MLR was used to test another two hypotheses, which are the

relationship between customer experience and trust effect repurchase intention on the second-hand toys for collecting from Annpatinaya Thammatiwat's Facebook. Table 2 shows details of the MLR results: -

Table 3 Summary of Multiple Linear Regression (MLR)

Parameter Estimates								
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Standardized Estimate	Tolerance >0.1	Variance Inflation <10
Intercept	1	-0.11936	0.28720	-0.42	0.6782	0	.	0
aexp	1	0.67466	0.09136	7.38	<.0001	0.49532	0.58907	1.69760
atrust	1	0.36721	0.09648	3.81	0.0002	0.25528	0.58907	1.69760

$$Y = a + bX_1 \quad (2)$$

$$Y = (0.6782) + 0.49532X_1 + 0.25528X_2 \text{ where;}$$

X_1 = Customer Experience; X_2 = Trust; Y = Repurchase intention

R-Square of 0.4726 is proportion of variance of the dependent variable (repurchase intention) which can be explained by the independent variables (customer experience, and trust) the significance level of 0.01. This is overall measure of the strength association and does not reflect the extent to which any

particular independent variable is associated with the dependent variable. As a result, each variable can be sequenced according to its importance as follows; 1) customer experience ($\beta=0.49532$) and; 2) trust ($\beta=0.25528$)

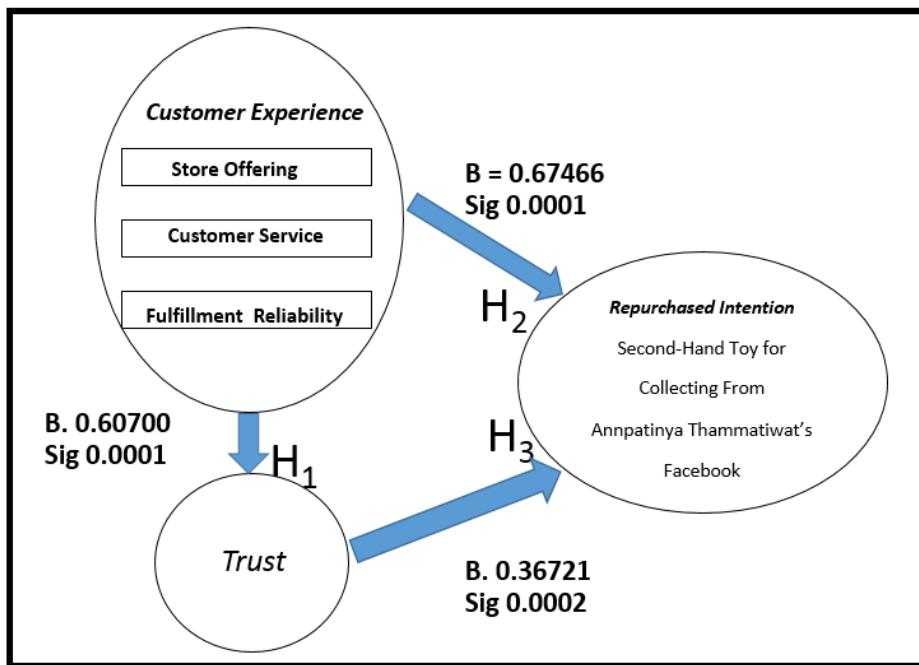


Figure 3 Summary of Hypotheses Testing

Source: tested through SAS by authors

Summary and Implications of Dependent and Independent Variables from the Questionnaires

There are two main independent variables in this research, including Customer experience and trust. And a dependent variable is repurchase intention of second -hand toys for collecting from Annpatinya Thammatiwat t's Facebook.

The first independent variable is Customer experience. It has thirteen questions, divided into three sub-variables. There are three questions for store offering, five questions for service quality and five questions for fulfill reliability.

The highest mean of store offering is "I am happy with the selection of second-hand toys for collecting offered by Annpatinya Thammatiwat's Facebook" as the mean is equal to 3.63861 which implies that customers who repurchase second -hand toys for collecting from Annpatinya Thammatiwat's Facebook because they are happy with the selection of second-hand toys for collecting offered by Annpatinya Thammatiwat's Facebook.

The highest mean of service quality is "Annpatinya Thammatiwat gives free returns if second-hand toys for collecting from his shop are broken" as the mean is equal to 3.75248 which implies that customers who repurchase second -hand toys for collecting from Annpatinya

Thammatiwat's Facebook because Annpatinya Thammatiwat gives free return if second-hand toys for collecting from his shop are broken.

The highest mean of fulfill reliability is "Annpatinya Thammatiwat's Facebook website provides accurate information about their second-hand toys for collecting" as the mean is equal to 3.63366 which implies that customers who repurchase second-hand toys for collecting from Annpatinya Thammatiwat's Facebook because Annpatinya Thammatiwat's Facebook website provides accurate information about their second-hand toys for collecting.

The second independent variable is trust. It has seven questionnaires. The highest mean of trust is ". Based on my purchasing second-hand toys for collecting from Annpatinya Thammatiwat's Facebook experience, I know that Annpatinya Thammatiwat is trustworthy" as the mean equal to 3.82673 which implies that customers who repurchase second-hand toys for collecting from Annpatinya Thammatiwat's Facebook because they think that Annpatinya Thammatiwat is trustworthy.

The dependent variable is repurchase intention. It has three questions and the

highest mean of repurchase intention is ". It is likely that I will repurchase second-hand toys for collecting from Annpatinya Thammatiwat's Facebook in the future" as the mean equal to 3.50990 which implies that Annpatinya Thammatiwat's customers will repurchase second-hand toys for collecting from Annpatinya Thammatiwat's Facebook in the future.

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