The Causal Factors Influencing Customer Repurchase Intention for Silver Jewelry Products via a Web Page

ปัจจัยเชิงสาเหตุที่มีอิทธิพลต่อการตั้งใจซื้อซ้ำของลูกค้าในผลิตภัณฑ์เครื่องเงินผ่านเว็บเพจ

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ABSTRACT

The objective of this research was to investigate the extent of causal factors influencing customer repurchase intention for silver jewelry products via a web page. The study was divided into two steps. The first step was determining a research conceptual framework by analyzing relevant documents and research and interviewing five experts. The second steps was verifying the research hypothesis. The data were collected using a 5 point rating scale questionnaire with the discrimination power values ranging between 0.73 and 0.78 and the overall reliability value of 0.77. The samples were 400 customers (tourists) of the silver

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jewelry stores in Nan province, who were selected by purposive sampling method. The quantitative data were analyzed by frequency, percentage, mean, and standard deviation. A statistical package was used to conduct a confirmatory factor analysis and to verify the goodness-of-fit between the hypothesized model and the empirical data. The results of the study were as follows: 1) The linear structural relationship modeling comprised 3 factors: integrated marketing communication (IMC), customer perceived value (CPV) and customer repurchase intention (CRI).   2) The developed model showed a goodness-of-fit with the empirical data with statistics value as follows: Chi-Square: X^2 = 0.340, X^2/df = 1.090, GFI = 0.987, AGFI =0.968, RMSEA =0.015, CFI = 1.00. 3) The factors affecting customer repurchase intention (CRI) of silver jewelry products in Nan province were an integrated marketing communication (IMC) which had influences on both direct and indirect way to customer repurchase intention (CRI), and customer repurchase intention (CRI) which had indirect influences on customer repurchase intention (CRI). It was found that the coefficient of prediction (R^2) of the 3 causal factors could jointly explain 25 percent of the variance of customer repurchase intentions (CRI) of silver jewelry products in Nan province.

Keywords: Integrated Marketing Communication, Perceived Value, Repurchase Intentions

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยเชิงสาเหตุที่มีอิทธิพลต่อการตั้งใจซื้อซ้ำของลูกค้าในผลิตภัณฑ์เครื่องเงินผ่านเว็บเพจ การดำเนินการวิจัยแบ่งออกเป็น 2 ขั้นตอน คือ ขั้นตอนที่ 1 การกำหนดกรอบแนวคิดการวิจัยโดยการวิเคราะห์เอกสารและงานวิจัยที่เกี่ยวข้องและการสัมภาษณ์ผู้ทรงคุณวุฒิ จำนวน 5 คน และขั้นตอนที่ 2 การตรวจสอบสมมติฐานการวิจัย เก็บรวบรวมข้อมูลโดยใช้แบบสอบถามแบบมาตราส่วนประมาณค่า 5 ระดับ มีค่าอำนาจจำแนกระหว่าง 0.73 ถึง 0.78 และค่าความเชื่อมั่นทั้งฉบับเท่ากับ 0.77 กลุ่มตัวอย่างเป็นลูกค้า (นักท่องเที่ยว) ที่ใช้บริการร้านจำหน่ายผลิตภัณฑ์เครื่องเงินในพื้นที่จังหวัดน่าน จำนวน 400 คน โดยดำเนินการสุ่มแบบเจาะจง วิเคราะห์ข้อมูลด้วยการหาค่าความถี่ ร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน และวิเคราะห์รูปแบบความสัมพันธ์เชิงสาเหตุ ผลการวิจัย พบว่า 1) ปัจจัยเชิงสาเหตุที่มีอิทธิพลต่อการตั้งใจซื้อซ้ำของลูกค้าในผลิตภัณฑ์เครื่องเงินผ่านเว็บเพจ ประกอบด้วย 3 ปัจจัย คือ ปัจจัยการสื่อสารการตลาดแบบบูรณาการ (IMC)   ปัจจัยคุณค่าการรับรู้ของลูกค้า (CPV) และปัจจัยการตั้งใจซื้อซ้ำของลูกค้า (CRI) 2) รูปแบบที่พัฒนาขึ้นมีความสอดคล้องกับข้อมูลเชิงประจักษ์ โดยมีค่าสถิติ ดังนี้ Chi-Square: X^2 = .340, X^2/df = 1.090, GFI = 0.987, AGFI=0.968, RMSEA =0.015, CFI = 1.00. 3) ปัจจัยที่ส่งผลต่อการตั้งใจซื้อซ้ำของลูกค้าในผลิตภัณฑ์เครื่องเงินผ่านเว็บเพจ มีดังนี้ ปัจจัยการสื่อสารการตลาดแบบบูรณาการ (IMC) มีอิทธิพลทั้งทางตรงและทางอ้อมต่อปัจจัยการตั้งใจซื้อซ้ำของลูกค้า (CRI) ในขณะที่อิทธิพล

ทางอ้อมนั้นมีปัจจัยคุณค่าการรับรู้ของลูกค้า (CPV) เป็นตัวแปรส่งผ่าน เมื่อพิจารณาค่าสัมประสิทธิ์
พยากรณ์ (R^2) ของปัจจัยเชิงสาเหตุทั้ง 3 ปัจจัย พบว่า สามารถร่วมกันอธิบายความแปรปรวนของการ
ตั้งใจซื้อซ้ำของลูกค้าในผลิตภัณฑ์เครื่องเงินผ่านเว็บเพจ ได้ร้อยละ 25.0

คำสำคัญ: การสื่อสารการตลาดแบบบูรณาการ, คุณค่าการรับรู้ของลูกค้า, การตั้งใจซื้อซ้ำของลูกค้า

Introduction

Nowadays, with the development of economy, the progress of the society and the increase of people consumption level, household consumption expenditure in Nan province area increase rapidly. In the past time, most of the people regarded silver jewelry products as luxury products, but it is now widely accepted by more and more people, and become more and more important of people daily life. A growing number of Thai people began to consider silver jewelry products as a basic etiquette, and the demand for silver jewelry products has continued rapid growth. This brings new opportunities to the enterprise of silver jewelry business due to the communication technology has been changed. Currently, a social networking website plays an important role in the local business sector include the community enterprise. It is consistent with Wishpond (2012) reported that a social networking website channel customers getaway to learn more accesses about any product easily. Many previous research has shown that a social networking website is very popular in Thailand. As a support, Cardon *et al*., (2009) reported that during 2016 to 2017 the users number of a social networking website in Thailand is 41 million and the number of users accounts for 92.1% of Thai population while the second most popular social media sites in Thailand, Line, accounts for 81.1%. This result is similar to previous studies by Pongpaew *et al*., (2017) and Leeraphong and Papasratorn (2018) revealed that during 2017 to 2018, Bangkok has been ranked top highest numbers of social media users in the world. They are 46 million registered social media users, making it by far the city in Thailand with the most users. It is evident that a social networking website channel has become the primary channel of marketing information, because of a social networking channel can answer enquiries, take orders, process payments and arrange shipments without having to leave their home. In Nan province, there are many social networking website created with the focus to disseminate silver jewelry products information in particular. Those can influence on customers attitude in orchestrated ways. About silver jewelry business in Nan province, customers are the source of benefits for the

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community enterprise and improvements in product quality leads to customers repurchase intentions. Many previous studies have shown that integrated marketing communication is examined by the benefit-cost concept. It is consistent with Choi and Johnson (2019) fund that customers perceived value is a significant predictor of customer behavior intention in the further. Therefore, this study has a great significance for the development of market economy of silver jewelry products in Nan province. It is expected that the findings would be indicative of the need for changes in the operation of community enterprise in this area to include marketing tools practices in preparation for competitive pressure based on social media marketing tools practices.

Research Questions

Customer repurchase intentions plays a vital role in the success of business. Based on repurchase intentions development process framework which applied from Chiu *et al.* (2009) and Chen and Lal Dey (2017), understanding the factors affecting the consumer repurchase intentions of business, the marketers should improve the marketing activities such as integrated marketing communication and customer perceived value. The researcher focused on many exogenous latent variable of these integrated marketing communication and consumer perceived value which affect consumer repurchase intentions of silver jewelry products as the researcher developed the conceptual framework based on many previous studies. This study will benefit the business of silver jewelry products which decide the market strategy to understand the relationship between consumer repurchase intentions and other related factors. Also, this research may provide some suggestion for how to develop and maintain the consumer repurchase intentions of silver jewelry products. Therefore, the research questions is: How customers were perceived value and customer repurchase intentions of silver jewelry products by integrated marketing communication?.

Research Objectives

To investigate the extent of the relationship among integrated marketing communication, customer perceived value and customer repurchase intentions of silver jewelry products by customers (tourists) in Nan province.

Research Contributions

The benefits of this research work are that attempt to explain the impact of integrated marketing communication and the important role that integrated marketing communication plays to create customer perceived value and customer repurchase intentions. This may help the enterprise as one of the decision marketing tools in modern day investment and use as a guideline in creating a competitive advantage for smart enterprise in Nan province in the further.

Literature Reviews

Integrated marketing communication (IMC) is an important and essential issue for business that enhanced when integration goes beyond just the basic communications tools. Many previous research has defines integrated marketing communication is an approach to creating a unified and seamless experience for customers to interact with the enterprise and also it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media (Duralia, 2018, Laurie and Mortimer, 2019). It may increase life-time value of customers and a strong relationship with customer perceived value. There are some other variables that can impact upon consumers repurchase behavior (Duralia, 2018). Despite the importance of integrated marketing communication as an important construct in academia, some contradictory results suggesting that integrated marketing communication is far away from being the most dominant criteria in customers repurchase behavior call for further research on the topic (Tibebe and Ayenew, 2018). Tibebe and Ayenew (2018) reported that integrated marketing communication consisted of five issues include advertising, personal selling, sale promotion, publicity and public relation, and direct marketing. Zatwarnicka-Madura (2019) defined integrated marketing communication as the process of strategically controlling or influencing all messages and encouraging purposeful dialogue to create and nourish profitable relationships with customers and other stakeholders.

Also, customer perceived value is one of the approaches to enhance business survives and become sustainable like integrated marketing communication strategy. It is consistent with previous studies have defined perceived value is the worth that a product or service has in the mind of the customers (Cronin et al., 2000). Many previous studies have shown that perceived value is determined by the benefit-cost concept that effected on

economic, and social or relational. Nowadays, with the development of marketing tools, the relationship among customer perceived value and customer repurchase intentions has been widely considered. For example, Sayil *et al.*, (2019) study points out that customer perceived value had direct effect on customer repurchase intentions, and this is something that has commonly been accepted. Previous studies by Akroush *et al.*, (2019) examined the role of customer perceived value in trying to explain customer behavior in the energy-efficient products industry context. They also found that customer perceived value is indeed a significant factor that has a positive effect on customer repurchase intentions and that customer repurchase intentions is also a significant predictor of customer purchase behavior. Shapiro *et al.*, (2019) found that customer perceived value was an essential element in building and maintaining customers and also reported that perceived value was directly associated with repurchase intentions and partially mediated the relationship between identification and repurchase intentions.

However, eventhough there were some studied of factors affecting to customer repurchase intentions in several business, but it did not also appear the study of a causal relationship model of factors influencing to customer repurchase intentions of silver jewelry products by customers especially in Nan province. Therefore, in this study, the researcher intends to investigate the extent of the relationship among integrated marketing communication, customer perceived value and customer repurchase intentions of silver jewelry products by customers in Nan province. It is expected that the findings would be indicative of the need for changes in business operation in preparation for the competitive pressure based on customer behavior in the industry context of silver jewelry products in 21st century.

Conceptual Framework

From the review, aforementioned, this study combined these relationships and proposed a framework to apply in the silver jewelry products. The conceptual framework of this study was presented the relationship of integrated marketing communication and its direct and indirect antecedents. This research framework can be shown as a figure below:
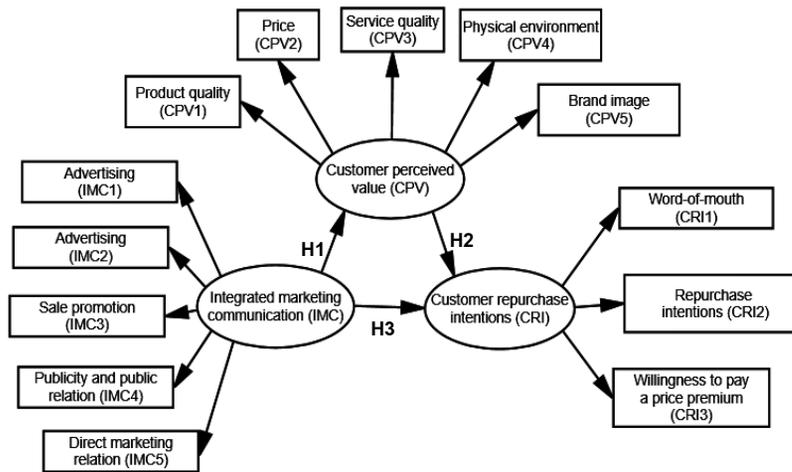
Figure 1: The conceptual framework

Research Methodology

1. Research Design

Considering the research designed, an applicable quantitative method was collected. The questionnaire was designed to examine the components of factors affecting customer repurchase intentions toward the silver jewelry product include integrated marketing communication and customer perceived value which are exogenous latent variable. Customer repurchase intentions toward the silver jewelry product in Nan province was the endogenous latent variable. This study will be used to identify and clarify the exogenous latent variable that affects to the endogenous latent variable in explainable and quantitative method.

2. Population and Sample

In this study, the research sample are the domestic tourists who had experience in silver jewelry shops in Nan province, focusing on customers age between 15 to 60 year old. The sample selection was used convenience sampling, because of the population in this study was very big, and the customer has a high liquidity, this kind of sampling technique was suitable for large populations, and the scope includes the major district in Nan province. Regarding to researcher focus on the domestic tourists. The samples were silver jewelry stores customers (tourists) in Nan province which selected by purposive sampling, due to the researcher don't know the exact number. Therefore, the sample size calculates according to the way of population is unknown determined standardized score is 95% and level of acceptable error is 5% according to the method described by Suzie sangren (1999) as follow:

$$n = Z^2 / 4e^2 \tag{1}$$

n = sample size

Z = standardized score (descriptive statistics) or Z-statistic 95 %

E = level of acceptable error ±5%

After conclude this formula the sample size is approximately equal to 400 samples. Therefore, researcher collected 400 valid samples in order to complete the research.

3. Research Instrument

The questionnaire in this study was to examine research hypothesis with empirical data which was derived from conceptual framework and divided into 7 parts as follows: Part 1 was a check list to collect data about age gender status income occupation and education level. Part 2-7 was a questionnaire with five-point Likert-type scales which had the content involving in 3 factors include integrated marketing communication (IMC), customer perceived value (CPV) and customer repurchase intentions (CRI). The question about the five measurement items in this study as follow: measures an integrated marketing communication with five aspects include advertising, personal selling, sale promotion, publicity and public relation, and direct marketing, using questions which applied from Naik and Raman (2003) and Narver and Slater (1990). Surveys customers perceived value with 5 items include product, price, service quality, physical environment, and band image which applied from Aldas-Manzano *et al*., (2017) and Kunkel *et al*., (2017). Measure customers repurchase intentions using 3 items include word-of-mouth, repurchase intentions, and willingness to pay a price premium which applied from Chiu *et al*., (2009), Chen and Lal Dey (2017). Responses for all questions were made on five-point Likert-type scales. The criteria used to determine a mean range are as follows:

1. Strongly agree   = 4.21 to 5.00   ………….…….............…………….(5)
2. Agree   = 3.41 to 4.20   …………….…………….........…..(4)
3. Neutral   = 2.61 to 3.40   ……………….…....…………….(3)
4. Disagree   = 1.81 to 2.60   ……………….…....…………….(2)
5. Strongly disagree   = 1.00 to 1.80   ...………................…………….......(1)

The 5 experts examined the content validity (IOC) which was between 0.80-1.00. The hypothesis examination of questionnaire was at the reliability of Cranach's alpha coefficient at 0.8 (Fornell and Larcker, 1981). The pre-test was conducted to assess the reliability and

validity of the questionnaire which chosen 50 samples of domestic tourists in silver jewelry shops in Nan province to do the pretest. The results are shows Cronbach's alpha score in Table 1.

4. Data Collection

Most of the data collected on tourist season ranging from November to February in 2018. Data for this research was collected from domestic tourists who had bought experience in ten silver jewelry shops in Nan. 400 questionnaires were collected through questionnaires by purposive sampling from domestic tourists. The questionnaire was filling by the domestic tourists in silver jewelry shops from an intercept survey by face to face, this method can make sure the respondents are the domestic tourists, and during the interview with respondents, researcher can clearly explain the meaning of each question and let respondents more understand the topic, then filling the questionnaire with earnest.

5. Data Analysis

Data were analyzed for statistical outputs of frequencies, percentages, standard deviations, and correlations between exogenous latent variable and endogenous latent variable using Chi-square test and Spearman rank correlation coefficient for statistical significant level of 0.05. This research also using descriptive to evaluate level of agreement of integrated marketing communication, customers perceived value, and customers repurchase intentions.

Research Findings

1. Characteristics of respondents

The analysis result of demographic characteristic respondents were women (n = 400) 71.70% and 28.30% were men. For the age group, those aged less than 30 years made up 40.7% of the total respondents as the biggest group and majority of them (n = 400, 40.7%) had been educated up to under graduate level (n = 400, 56.6%). For the occupation, the largest group of respondents (n = 400, 32.58%) identified themselves as company staff. In terms of monthly income, more than 33.7% of respondents had a monthly income and 10.42% of respondents are considered to have a high monthly income, which is income higher than 30,000 Baht.

2. Reliability test using Cronbach's alpha

This study was used the coefficient alpha to measure the consistency, Cronbach (1951) stated that reliability is defined as the extent to which a questionnaire, test, observation or any measurement procedure produces the same results on repeated trials. Therefore, this study was used the coefficient alpha to measure the consistency, the value of coefficient alpha should exceed 0.7. The 5 experts examined the content validity (IOC) which was between 0.80-1.00. In addition, the researchers found 50 questionnaires for pre-testing and discovered a reliability result of 99 percent; typically an alpha should be at least 70 percent. In the table 1, which was show the reliability of pre-test and actual test, the pre-test included 50 questionnaires, and actual test included 400 questionnaires. The result shows all of the Cronbach's alpha value in the above is higher than 0.7, thus the question of these variable in questionnaire is good reliable. The result is presented in Table 1 that all of the variables have scores higher than 0.70, means there is high reliability in the research questionnaire.

Table 1: Reliability test using Cronbach's alpha in this study

Variables	Numbers of items	Cronbach's Alpha score	
		Pre-test (50 samples)	Actual (400 samples)
Integrated marketing communication (IMC)			
1. Advertising	5	0.864	0.864
2. Personal selling	5	0.812	0.826
3. Sale promotion	5	0.903	0.834
4. Publicity and public relation	5	0.864	0.881
5. Direct marketing	5	0.841	0.859
Customer perceived value (CPV)			
1. Product quality	5	0.912	0.804
2. Price	5	0.875	0.861
3. Service quality	5	0.901	0.853
4. Physical environment	5	0.833	0.833
5. Brand image	5	0.917	0.804
Customer repurchase intentions (CRI)			
1. Word-of-mouth	5	0.840	0.872
2. Repurchase intentions	5	0.814	0.881
3. Willingness to pay a price premium	5	0.911	0.859

Source: Authors Calculation

3. KMO and Bartlett's Test

In this study, confirmatory factor analysis (CFA) was used to examine the validity of the questionnaire include Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin (KMO) was used to measure the sampling adequacy, while Bartlett's Test of Sphericity was used to determine whether the sample is appropriate for variable analysis (Andersen and Herbertsson, 2003). Validity analysis result of this research is presented in Table 2, the results support the good validity of the research instrument.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.895
Bartlett's Test of Sphericity	Approx. Chi-Square	
	df	690
	Sig.	0.00

Source: Authors Calculation

4. Structural Equation Modeling's Test

In this research, the structure relationship among IMC, CPV, and CRI was analyzed by AMOS program. Before examining the research structural model, confirmatory factor analysis (CFA) was allowed for setting the effect of one latent variable to equal zero on a subset of the observed variables as well as allowed for testing hypotheses about a particular factor structure. In order to know the relationship among IMC CPV and CRI the researcher was tested the hypothesis using the six categories used to test the model namely (1) Chi-Square (X^2) P-value >0.05, (2) Chi-square/degree of freedom (X^2/df), (3) Goodness of Fit Index (GFI), (4) Adjusted Goodness of Fit Index (AGFI), (5) Comparative Fit Index (CFI) and (6) Root Mean Square Error of Approximation (RMSEA) (Hair *et al*., 2010). The model fit test result is shown in Table 3.

Table 3: Fit test of model

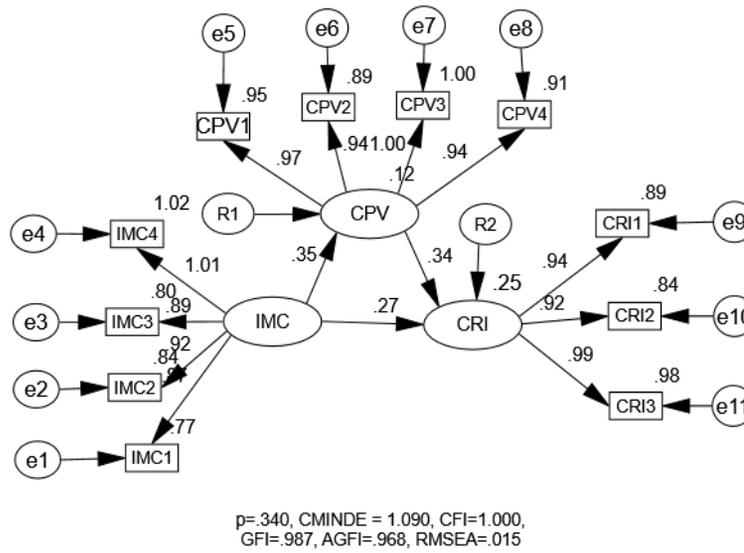| Indicators	(Chi-Square : X^2)	X^2/df	GFI	AGFI	RMSEA	CFI
Acceptable value	P > 0.05	< 3.0	≥ 0.90	≥ 0.90	≤ 0.08	≥ 0.90
Indicators' values of test	P = 0.340	1.090	0.987	0.968	0.015	1.00

Source: Authors Calculation

Figure 2: A causal relationship model of the causal factors influencing customers repurchase intentions for silver jewelry products via webpage with empirical data

Source: Authors Calculation

According to the results presented in Table 3, Chi-Square: X^2 (P = 0.340, higher than acceptable value 0.05. X^2/df = 1.090, level of acceptance is less than 3 indicates an adequate fit. GFI= 0.987, level of acceptance is higher than acceptable value 0.90 indicates an adequate fit. AGFI= 0.968, level of acceptance is higher than acceptable value 0.90 indicates an adequate fit. CFI = 1.00, level of acceptance is higher than acceptable value 0.90 indicates an adequate fit. RMSEA= 0.015, level of acceptance is less than acceptable value 0.08 indicates an adequate fit. All the indicators' values meet the acceptable value and some meet the perfect value, which proves good fit of model.

Table 4: Influenced coefficients of congruence model

Exogenous latent variable	Endogenous latent variable	Influence type	DE	IE	TE
Integrated marketing communication (IMC)	Customer perceived value (CPV)	CS	0.311***	-	0.311***
		STE	0.351***	-	0.351***
	Customer repurchase intentions (CRI)	CS	0.228***	0.103***	0.331***
		STE	0.267***	0.121***	0.387***

Table 4: (Continue)

Exogenous latent variable	Endogenous latent variable	Influence type	DE	IE	TE
Customer perceived value (CPV)	Customer repurchase intentions (CRI)	CS	0.331***	-	0.331***
		STE	0.343***	-	0.343***

Source: Authors Calculation

Not: *** The differences at significant level of an alpha 0.01 (CR> ±2.58), TE is total effects, IE = indirect effects, DE = direct effects, CS is completely standized coefficient or beta coefficients, STE is standardized total effects.

The results of a causal relationship model of the causal factors influencing customers repurchase intentions for silver jewelry products via webpage with empirical data were presented in figure 1 and Table 4. Examining influencing of all variables in a causal relationship model to customers repurchase intentions for silver jewelry products was as follows: Integrated marketing communication (IMC) had direct influence to customer perceived value (CPV) and customer repurchase intentions (CRI) with beta coefficients of 0.311 and 0.228, respectively ($P < 0.01$, CR > ±2.58). It also had indirect influence through customer repurchase intentions (CRI) with beta coefficients of 0.103 ($P < 0.01$, CR > ±2.58) as well as total influence to customer perceived value (CPV) and customer repurchase intentions (CRI) with beta coefficients of 0.311 and 0.331, respectively ($P < 0.01$, CR > ±2.58). In addition, in figure 2, IMC is shown to be positively related to CPV and CRI. The R Square value is 0.123, which means that CPV and CRI can be adequately explained at 12% and 25% by IMC, respectively. Meanwhile, CRI has significant positive effect on CRI can explain CRI up to 25.30%. In other words, the analysis results were supportive of the hypotheses in the research.

Research Discussion

Based on the results and statistical analysis (Table 4) showed that both values of IMC and CPV have significant positive effect on CRI. It means that factor, namely: IMC and CPV had significant influence on CRI of silver jewelry products in Nan province. There were some reasons suggest that integrated marketing communication was reported as the elements of the suitable tools as well as it ensures that all forms of communications and messages are carefully linked together (Jepsen, 2006). It is consistent with Calvo *et al*., (2019) defines

integrated marketing communications is a comprehensive plan that evaluates the strategic roles of a variety of communication. This case agreed with Blackwell *et al*., (2001) reported that customers purchase intentions as frequently measured and used by marketing managers as an input for decisions about new and existing products and services. According to the results of this research, correlated to a goodness-of-fit with the empirical data, especially based on the results in the present study and according to the developed model showed a goodness-of-fit with the empirical data with statistics value, there were some studies have been reported, such as: Tibebe and Ayenew (2018) reported that integrated marketing communication consisted of five issues, i.e., advertising, personal selling, sale promotion, publicity and public relation, and direct marketing, and there were correlated and predict future sales, but do so imperfectly. In this research, there are mainly two kinds of research models used in previous studies. The first uses integrated marketing communication as an independent variable that affects customer perceived value, and then uses customers perceived value as an independent variable that affects customers repurchase intentions. There are relatively less studies that look at the relationship between integrated marketing communication and customer perceived value and the relationship between customer perceived value and customers repurchase intentions. The purpose of this research was largely inspired from research of a new research model that used integrated marketing communication as exogenous latent variable that affects customer perceived value, and then customer perceived value as an independent variable that affects and customers repurchase intentions. On the other hand, Zeithaml (1988) also reported that customer perceived value as a concept widely used in marketing and branding circles. Customer perceived value is the notion that the success of a product or service is largely based on whether customers believe it can satisfy their wants and needs.

The result presented that integrated marketing communication has positive effect on customers perceived value and customers repurchase intentions which is consistent with a previous study by Han *et al*., (2019) and Wei *et al*., (2019) reported that integrated marketing communication is positively related to customers perceived value and customers repurchase intentions and even affects customers behavior. Also, customer perceived value has positive effect on customers repurchase intentions which supports previous study that customers perceived value is a reliable predictor of customer satisfaction and also consumer purchase behavioral (Huang and Hsu, 2019; Chen *et al*., 2019). The result was consistent with previous studies, because in their marketing sectors of silver jewelry products of community enterprise customers perceive value is still a predictor of customers repurchase intention. There were many factors that can affect customers perceive value and customers repurchase intention.

Integrated marketing communication and customer perceived value were two other factors that affect customers repurchase intentions.

According to the results presented in Table 4, the findings of this research indicated that there is higher significance in the relationship among integrated marketing communication and customers repurchase intentions, than the relationship among customers perceived value and customers purchase intentions. The reason is that in silver jewelry products business, tangible values such as product price brand and service quality are still the main points of considerations for consumption by customers. Therefore, customer perceived value is more significantly related to customers repurchase intentions. This research also presented that customers perceived value is positively related to customers repurchase intentions, which is consistent with Huang and Hsu (2019) indicated that if the company repeated to customers perceived value, this consumers will continue to realize his or her transactions in this particular company. The result also found that if the consumers get the perceived value, the consumers will be highly satisfied with the value provider and not easy to switch to the other. Once consumers get high satisfaction and delight, it will create an emotional affinity with the brand and the result is the service provider received the repurchase intentions.

The mean scores of the variables as surveyed in the research are as follows: integrated marketing communication described by advertising (mean=4.14), personal selling (mean=3.95), sale promotion (mean=4.20), publicity and public relation (mean=3.65), and direct marketing (mean=3.95). Customer perceived value including product quality (mean=4.75), price (mean=4.64), service quality (mean=4.64), physical environment (mean=4.91), and brand image (mean=4.85). Customers repurchase intentions including word-of-mouth (mean=4.45), repurchase intentions (mean=4.43) and willingness to pay a price premium (mean=4.05). In the research purposed that customers perceived value has an effect on customers repurchase intention and the hypothesis was proven customers perceived value has a positive relationship to customers repurchase intention which was consistent with a previous study by Miller (1995) which suggested that perceived value influences customer behavioral intentions and was the greatest contributor to behavioral intention into the realm of the peer-to-peer economy. According to the results presented above, the mean score of customer perceived value is higher than that of integrated marketing communication, which shows that in the current the nan silver jewelry product situation, consumers are more satisfied with customer perceived value than with integrated marketing communication. Since product and brand image have the highest mean scores, this proves that nan silver jewelry business is in an advantageous position. The business owner should be paying more attention to developing new products to attract consumers in order to maintain the advantage in the nan

silver jewelry market. It is consistent with Han *et al*., (2019) research that functional and emotional advertisements is positively related to on image and repurchase intention. Similar the study by Huang *et al*., (2019) present the result that consumers perceived value is indeed a significant factor that has a positive effect on repurchase Intention in ecotourism industry.

Recommendations

The purpose of this research is to investigate the extent of the relationship among an integrated marketing communication, customer perceived value and customer repurchase intentions of silver jewelry products by customers (tourists) in Nan province. The suggestion for further study as follow: First, further research should have study in the different field of business rather than silver jewelry business such as cultural tourism, Thai local food and so on. Second, further research should have study in the content of the research that determined on integrated marketing communication, customer perceived value and customer repurchase intentions as well as the result would present in the field of the advantage in the business under competitive environment. Third, further research should have using the concept of the research model of this study as the business tools, but under the concept of the sustainable development for business which could create the sustainability for the business. The last suggestion for further research is to find for business in different area of the study rather than Nan, so, for next study could applied for other areas in order to sort out and get the development in the other area as well.

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