

A CASE STUDY OF GENERATION X'S REPURCHASE INTENTION ON ONLINE SHOPPING PLATFORM IN THAILAND

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Abstract

This research demonstrated the factors that influence trust and repurchase intention on online shopping platforms among Generation X consumers in Thailand, by measuring responsiveness, perceived usefulness, enjoyment, customer satisfaction, and perceived value. A quantitative method was grounded and sampling techniques of purposive/judgmental sampling, quota sampling, and convenience sampling were used to reach target respondents. The author has collected a total number of 500 responses from Generation X users who lived in Thailand and prefer shopping through online shopping platforms for analysis. Data collected was analyzed using confirmatory factor analysis (CFA), and structural equation model (SEM) to test the overall model and research hypotheses proposed. The analysis has posited that responsiveness significant influences trust, while enjoyment is the key contributor to repurchase intention on online shopping platform, followed by trust, perceived value, perceived usefulness, and customer satisfaction. Therefore, to strengthen trust and intention to repurchase on online shopping platform among Generation X, all perspective of service qualities, platform's design and functionality, and values of products and services offered are vital for implementation.

Keywords: Trust, Repurchase Intention, Online Shopping Platform, Generation X

Introduction

The Internet has become an essential aspect of people's everyday life. People's daily routines have evolved away from analog activities and toward those that take place online. In Thailand, internet users raised from 26 million to 50 million over this five-year period (Office of The National Broadcasting and Telecommunications Commission [NBTC], 2021). COVID-19 has only helped to intensify this tendency of internet usage. 83.6% of Thai internet users have made an online purchase, which is higher than the worldwide average and at the world's third-highest rate (Kemp, 2021). Online shopping has rapidly expanded (Daniela, 2021). Over one billion individuals made purchases via the internet in 2020, and the total revenue generated has passed four trillion dollars U.S. and projected to reach \$4.89 trillion in the years to come.

Generation X is the generation born between 1966 and 1980. They're a bridge between the traditional elders and the tech-savvy young. Gen X should be recognized as a marketing target for all businesses since they are in their prime spending and earning years (Leonsky, 2014). According to Wallace (2015), Generation X has more spending power than previous generations. These ages purchase more from their higher discretionary income and more leisure time. They prefer using technology to assist their routines, such as using Internet for research and check e-mails (Berkup, 2014). This research is focused on investigating the repurchase intention of Generation X's consumers as they highly uses internet for online shopping. According to Electronic Transactions Development Agency [ETDA] (2021) and World Population Review (2021), Gen X in Thailand contained 16.84 million people from total population of 70.01 million in 2021 and more than 70% prefers to shop online. Moreover, this study concentrated on the three most popular e-commerce platforms in Thailand, using an estimated number of monthly visits across all major platforms during the third period of 2021 (Iprice, 2021). Shopee, Lazada, and JD Central have been in top ranked, in which this study will refer to as Orange, Blue, and Red platforms.

Kim and Kim (2004) believed that the success of online retailers depends on the inherent quality of products, service delivery and customer retention approaches. Online customers put a premium on trust as a means of mitigating the inherent risks and uncertainties in making online purchases (Bao et al., 2016). In addition, because of the significant cost associated with acquiring new consumers, many retailers that operate online are concentrating their efforts on retaining clients and urge them for repurchases. Therefore, building confidence in online transaction and understand consumers repurchase behavior has become crucial for academics and marketers to cultivate and sustain long-term customer relationships (Kumar & Anjaly, 2017).

Objectives of the Study

1. To investigate the influence of responsiveness on trust of generation X consumers in utilizing the top three online shopping platforms in Thailand.
2. To investigate the influence of trust on perceived usefulness of generation X consumers in utilizing the top three online shopping platforms in Thailand.
3. To investigate the influence of perceived usefulness, trust, enjoyment, customer satisfaction and perceived value on repurchase intention of generation X consumers in utilizing the top three online shopping platforms in Thailand.

Research Framework

The study framework is derived from studies of Chiu et al. (2009), Lin and Lekhawipat (2014) and Mou et al. (2019) that relates to online shopping and their respective conceptual underpinnings. Seven variables were selected in attempting to study Gen X's trust and repurchase intention on an online shopping platform, which are responsiveness, perceived usefulness, enjoyment, customer satisfaction, and perceived value as shown in Figure 1.

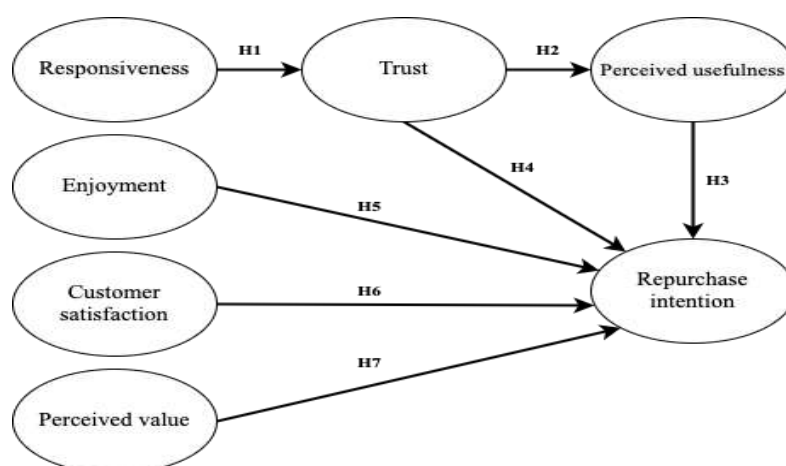


Figure 1 Conceptual Framework

Significance of the Study

To seize the opportunity in the rapid growth of online shoppers, efforts in attracting and retaining customers should be actioned. The repurchase behavior of generation X's consumers as well as trust and perceived usefulness in online shopping platforms are crucial for marketers and management to understand significant factors that can determine attraction and retention. With these insights gained, strategies can be developed to sustain customer relationships and utilization of online shopping platforms. This study is beneficial to marketers and online shopping platform operators to understand the significant influencers on trust, perceived usefulness and repurchase intention specifically on generation X consumers.

Literature Review

1. Responsiveness (RES)

Responsiveness refers to the willingness of retailers to provide prompt and efficient service assistance as demanded by customers (Sharma et al., 2022). According to Gummerus et al. (2004) and Sarkar et al. (2020), trust is correlated with responsiveness. This is because responsiveness reflects the client's view of the firm's competence and ability to respond to their demands. Since there is no face-to-face interaction on an e-commerce platform, web business service quality is an important mediator between service quality (responsiveness) and customer loyalty (trust), and high service quality results in a higher level of trust (Choi & Mai, 2018). The hypothesis, which developed out of earlier research, is as follow:

H1: Responsiveness has significant influence on trust.

2. Trust (TR)

The accumulation of unwavering views about another party's empathy, competence, and honesty is referred to trust (Omotayo & Adeyemi, 2018). Internet commerce demands greater levels of trust from difficulty in evaluating the level of online purchasing security (Gefen et al., 2003). Customer perception of e-commerce trust influence perceived usefulness (Mostafavi & Moghadam, 2016). Furthermore, consumer confidence determines the likelihood of an acquisition or repurchase (Das, 2016). Building customers trust reduce the risk and vulnerability associated with repeated purchase (Bao et al., 2016). The hypotheses are developed as follow:

H2: Trust has significant influence on perceived usefulness.

H4: Trust has significant influence on repurchase intention.

3. Perceived Usefulness (PU)

Users' expectation on the information technology's potential to help them accomplish a goal is called perceived usefulness (Kahar et al., 2019). When people find it simple to interact with the website, view product information, and transact online payment, they will view internet purchasing as more useful, and thereby increase their likelihood of repeat purchases (Leung et al., 2022). When consumers find its useful, they will continue to shop online regardless of whether they were previously unsatisfied (Ali, 2016). The hypothesis is developed as follow:

H3: Perceived usefulness has significant influence on repurchase intention.

4. Enjoyment (ENJ)

Enjoyment is the degree that system's activity was designed to be enjoyable, regardless of its performance implications (Bulsara & Vaghela, 2020). Enjoyment enhances customer loyalty and aim for retaining web-based shopping (Kazancoglu & Demir, 2021). Enjoyment of previous purchases influences the likelihood that a customer will make another online purchase from the same vendor (Kitjaroenchai, 2018; Murhadi et al., 2021). The more enjoyable an online shopping experience is at a particular website, the more likely

that customers will continue purchase on that site (Punuindoong & Syah, 2020). Therefore, hypothesis is developed as follow:

H5: Enjoyment has significant influence on Repurchase intention.

5. Customer Satisfaction (CSAT)

Customer satisfaction refers to a general attitude that customers have toward a product or service provider in which it acts as a significant contributor to customer retention and attraction (Tandon et al., 2017). According to Tata et al. (2020), a customer's desire to purchase from the same e-retailer is directly proportional to their level of satisfaction. Customer satisfaction has a major role in determining whether customers will return to a particular service provider (Chiu & Cho, 2021; Elbeltagi & Agag, 2016). The hypothesis is developed as follow:

H6: Customer satisfaction has significant influence on repurchase intention.

6. Perceived Value (PV)

The amount of pleasure gained by striking a balance between the two elements of an object is referred to as the perceived value (Sweeney et al., 1999). Pham et al. (2018) suggested that customers view value as a crucial factor when selecting online retailer to purchase. Ali and Bhasin (2019) concluded that customers are more likely to buy on online where they can get a better deal. There is a strong association between how much value a customer places and their likelihood to buy it again online (Musa, 2018). Therefore, hypothesis is proposed as follow:

H7: Perceived value has significant influence on repurchase intention.

7. Repurchase Intention (RPI)

In online businesses, repurchase intention describes a customer's desire to make subsequent purchases from an online store they have already visited and purchased. Repurchase intention is a customer's inclination to explore an online marketplace, contemplate buying from it, and be loyal to it (Wijaya & Farida, 2018). Similarly, Setyorini and Nugraha (2017) noted that when online customers had great experience with a product or service, they are more likely to repurchase it in the future. In this study, the author established repurchase intention to the desire to buy products or services again through the same electronic platform.

Research Methodology

Quantitative data was gathered via online questionnaires. The questionnaires consist of three sections: screening questions, scale items using a five-point Likert scale, and demographic questions. The content validity was checked using the index of Item Objective Congruence (IOC) rated by three experts and 30 pilot tests. The reliability coefficient (Cronbach's Alpha) was adequate. Then, a total of 500 valid questionnaires were collected

and analyzed using SPSS and AMOS to test confirmatory factor analysis (CFA) and structural equation modeling (SEM).

1. Target Population and Sample Size

This research is targeted on Gen X in Thailand and shopped on the three selected online shopping platforms. Generation X is those between the age of 42 and 56. Calculation from A-priori sample size calculator with probability level set at 0.05 has recommended a minimum sample size of 425 respondents (Soper, 2022) and 500 valid data sets were collected, surpassing the requirement.

2. Sampling Procedures

Samples were selected using three sampling methods. Purposive/judgment sampling is first applied to select Thais between the ages of 42 and 56 and must have shopped on one of the top three ranked online shopping platforms in Thailand (Orange, Blue, or Red). Secondly, quota sampling technique is used to allocate 500 responses to each platform as shown in table 1 to ensure that the samples selected possess the same characteristics as the population. Then, questionnaires were distributed to respondents using convenience sampling.

Table 1 Sample Size of Each Online Shopping Platform

Platform	Estimated Monthly Visit (Million)	Percentage Allocation (%)	Proportional Sample Size
Orange	20.42	50.72	255
Blue	12.64	31.40	160
Red	7.20	17.88	85
Total	40.26	100	500

Source: lprice (2021)

Results and Discussion

1. Demographic Information

From a total of 500 respondents, 50.2% were male, and 49.8% were female. The age range between 42 to 46 was slightly more than other age ranges at 59.4%. For education, 53.8% of the respondents possessed a bachelor's degree and 32.4% of the respondents have income at 15,001-20,000 and 20,001-25,000 baht. The majority group prefer shopping less than 3 times per day using Orange platform at 71.6 %, followed by Blue platform at 24.2%, and Red platform at 4.2%.

2. Confirmatory Factor Analysis (CFA)

CFA is used to verify convergent validity (composite reliability, factor loading, and average variance extracted) and discriminant validity (Brown, 2015). Table 2 has indicated

that the internal consistency is satisfied with Cronbach's Alpha values greater than 0.70 (Tavakol & Dennick, 2011). Furthermore, factor loading is greater than 0.5, and the composite reliability is greater than 0.7. (Hatcher & O'Rourke, 2014). Each variable has satisfied the criterion. Referred to Hair et al. (2017), the discriminant validity was acceptable in table 3 as the square root of each AVE diagonally with the correlation coefficients had a higher value than correlations with other constructs.

Table 2 Confirmatory Factor Analysis Results

Variable	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factor Loading	CR	AVE
RES	Chiu et al. (2009)	3	0.833	0.764-0.827	0.834	0.627
TR	Trivedi and Yadav (2020)	4	0.955	0.866-0.962	0.954	0.839
PU	Larasetiati and Ali (2019)	5	0.953	0.875-0.920	0.953	0.802
ENJ	Ali (2016)	4	0.903	0.778-0.907	0.904	0.702
CSAT	Lin and Lekhawipat (2014)	4	0.890	0.788-0.846	0.891	0.673
PV	Mou et al. (2019)	4	0.861	0.689-0.825	0.865	0.617
RPI	Sullivan and Kim (2018)	4	0.882	0.707-0.862	0.883	0.655

Note: Composite Reliability (CR) and Average Variance Extracted (AVE) are acceptable at value greater than 0.7 and 0.5, respectively.

Table 3 Discriminant Validity Output

Variable	RES	TR	PU	ENJ	CSAT	PV	RPI
RES	0.792						
TR	0.191	0.916					
PU	0.099	0.098	0.896				
ENJ	0.058	0.375	0.114	0.838			
CSAT	0.010	0.282	0.097	0.447	0.820		
PV	0.068	0.322	0.096	0.534	0.346	0.785	
RPI	-0.003	0.507	0.201	0.542	0.392	0.478	0.809

Note: The diagonally listed value is the AVE square roots of the variables

3. Structural Equation Model (SEM)

Different indices, such as the goodness-of-fit index and the Chi-Square, can be used to assess the SEM. Table 4 displays the fit indices of CMIN/df, GFI, AGFI, TLI, NFI, CFI, RMSEA and recommended cutoffs for model fitness. After model adjustments, the goodness of fit calculated was within the acceptable range, indicating that the structural model was adequately represented.

Table 4 Goodness of Fit for Structural Equation Model (SEM)

Fit Index	Recommended Value and Source	Statistical Value
CMIN/df	<5.00 (Awang, 2012; Al-Mamary & Shamsuddin, 2015)	3.186
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.866
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.833
TLI	≥ 0.80 (Sharma et al., 2005)	0.926
NFI	≥ 0.80 (Wu & Wang, 2006)	0.910
CFI	≥ 0.80 (Bentler, 1990)	0.936
RMSEA	< 0.08 (Pedroso et al., 2016)	0.066

Note: CMIN/df = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, TLI = Tucker Lewis index, NFI = normalized fit index, CFI = comparative fit index, RMSEA = root mean square error of approximation

4. Research Hypothesis Testing Result

All hypotheses tested with SEM were supported, which were derived from the regression weights and the standardization of the regression weights. Table 5 shows the outcomes of the hypothesis testing. Enjoyment was the key contributor of repurchase intention on online shopping platform, followed by trust, perceived value, perceived usefulness, and customer satisfaction. Responsiveness significantly determined trust on online shopping platform and also indirectly determined repurchase intention through mediating influence of trust and perceived usefulness. Trust consequently impacted repurchase intention directly and indirectly through perceived usefulness.

Table 5 Hypothesis Testing Result

Hypothesis	Standardized Estimate (β)	t-Value	Result
H1: RES \rightarrow TR	0.195	3.943	Supported
H2: TR \rightarrow PU	0.092	1.987	Supported
H3: PU \rightarrow RPI	0.168	3.942	Supported
H4: TR \rightarrow RPI	0.376	8.530	Supported
H5: ENJ \rightarrow RPI	0.422	9.179	Supported
H6: CSAT \rightarrow RPI	0.154	3.494	Supported
H7: PV \rightarrow RPI	0.215	4.772	Supported

Note: ***= $p < 0.01$

In H1, RE significantly and positively influence TR from standardized path coefficients at 0.195 and t-value at 3.943. From this findings, customers' trustworthiness on online shopping platform can be earned from the quality service, efficient assistance, and prompt response to their demand. The results of prior research by Choi and Mai (2018), Sarkar et al. (2020), and Zhang et al. (2021) were congruent with the findings.

In H2, TR significantly and positively influence PU from standardized path coefficient at 0.092 and t-value at 1.987. This indicates that when customers have confidence in online shopping platform, it would ease their concerns on security and more willing to optimize the usage of online shopping platform. The finding was consistent with the studies of Liebana-Cabanillas et al. (2017), Pipitwanichakarn and Wongtada, (2020), and Setyorini and Nugraha (2017).

In H3, PU positively influence RPI with standardized path coefficient at 0.168 and t-value at 3.942. A useful platform may enable customers to purchase products that matches their expectation, therefore, consumers who felt the usefulness of shopping at their specify platform would be more inclined to make a repeat purchase. The results of prior research were congruent with the findings (Chanthasaksathian & Nuangiamnong, 2021; Leung et al., 2022; Mendoza, 2021).

In H4, TR significantly and positively influence RPI with standardized path coefficient at 0.376 and t-value at 8.530. It was found that the customers' preferred the platform, which removes barriers between merchants and customers by explicitly confirming basic integrity, secure, and makes them more likely to buy again. The results of prior research conducted by Bao et al. (2016), Miao et al. (2022), and Prahiawan et al. (2021) were aligned with the findings.

In H5, ENJ significantly and positively influence RPI with standardized path coefficient at 0.422 and t-value at 9.179. This has proven the research of Chiu et al. (2009), Kitjaroenchai (2018), and Murhadi et al. (2021). The enjoyable experience from using online shopping platform would influence their decision to repurchase with the same operator. Customers perceived enjoyment as the most crucial factor, among other indicator studied, towards their repurchase intention.

In H6, CSAT significantly and positively influence RPI with standardized path coefficient at 0.154 and t-value at 3.494. The positive purchase experience that satisfies customers would induce their tendency to repurchase with the same online shopping platform. The results were congruent with Chiu and Cho (2021), Johan et al. (2020), and Park and Thangam (2019).

Lastly in H7, PV significantly and positively influence RPI with standardized path coefficient at 0.215 and t-value at 4.772. This emphasizes the research conducted by Ali and Bhasin (2019), Huang and Chang (2019), and Rahmayanti and Wandebori (2018) that the

favorable gap between what customers paid and what they received would attract their future repurchase intention.

Conclusions, Recommendations, Limitations and Future Research

1. Conclusions

This study examined the factors that may influence the trust and repurchase intent of Generation X consumers on online shopping platforms in Thailand. Customers in Thailand between the ages of 42 and 56 belonging to Generation X were the focus of this study. The research has utilized previous studies, the theory of planned behavior (TPB), the technological acceptance model (TAM), the electronic service quality (E-SQ), the valence framework, and the expectation confirmation theory (ECT) to develop conceptual framework. Seven variables were tested for hypotheses proposed, which include responsiveness, trust, perceived usefulness, enjoyment, customer satisfaction, perceived value, and repurchase intention. From a quantitative methodology, the author has collected 500 complete sets of questionnaires, which were analyzed using CFA and SEM. The findings had demonstrated that all hypotheses were supported with empirical data. Gen X's likelihood to repurchase on an online shopping platform was shown to be most affected by their level of enjoyment, while their trust was mostly affected by the responsiveness to their needs. Trust played a role in how Generation X saw the value of various online purchasing sites. Trust also had the second-strongest effect on Gen X's repurchase intention on online shopping platforms, followed by perceived value, perceived usefulness, and customer satisfaction, which had the least effect. From the research findings, the author has derived with the following recommendation.

2. Recommendations

Firstly, marketers and operators of online shopping platform should deliberately focus on developing the platform in such manner that provide ease of use for consumers, through its flow experience, functionalities, site navigations, and aesthetics. The premium design and functionality of platform could consequently lead to consumers' enjoyment, perceived usefulness, and satisfaction while browsing, seeking information, and making purchase of their desired products and services.

Secondly, apart from the design, products and services offered by online shopping platform should be diverse, legit, and qualified for the fairness and value of consumers purchased. These product qualities could be controlled through constructive policies and requirements for e-sellers to comply and regular monitoring of products and services offered by e-sellers within the platform.

Lastly, customer service should be well offered to consumers promptly according to their needs, and properly track service level and feedback for continuous improvement.

Such fine service quality would earn customers' trust on the online shopping platform and their decision to repurchase.

3. Limitations and Future Research

The academics could utilize this research to further extend the study for different perspectives that could assist e-commerce firms and marketers. This study has primarily focused on respondents of Generation X living in Thailand, therefore by applying different target group, geographical region, and control variables such as gender and frequency of use could provide different findings. Also, the academics may apply different research theories for conceptual framework which could result to different factors for study and insights that determine trust and repurchase intention of consumers.

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