

An Examination of Factors Influencing Repurchase Intention Towards a Fashion Brand in Thailand

Weerin Suzuki, kumiiko.suzuki@gmail.com

Sirion Chaipoopirutana, sirionc@gmail.com

Howard Combs, howard.combs@sjsu.edu

ABSTRACT

The purpose of this research is to examine the factors affecting repurchase intention towards a fashion retail brand in Bangkok, Thailand measured by customer satisfaction, customer trust and attitude. The descriptive analysis is applied in this study, along with non-probability sampling methods including purposive, quota and convenient sampling procedure. The data are collected by using self-administrated questionnaire with 300 sample size at three main shopping mall in Bangkok. The result from analyzing 300 respondents' valid samples by using Simple Linear Regression and Multiple Linear Regression demonstrated that customer satisfaction has significant impact on customer trust. Customer trust has significant impact on customer trust. In addition, customer satisfaction, customer trust and attitude have significant impact on repurchase intention of customers towards a fashion retail store, in which attitude has the strongest influence on repurchase intention; followed by customer trust, and customer satisfaction.

Introduction

In digitalized world, it is important that a firm has to understand and maintain a competitive advantage in order to reach and sell to the target market. To create or maintain a competitive advantage against rivals, the firm should provide superior service or product to customers. Repurchase intention is firms' competitive advantage which strongly impact on their performance (Edvardsson et al., 2000). Recent marketing practice focuses on the retention of existing customer because of intense rivalry and high cost involved for attract new customers. (Hallowell, 1996). Moreover, organizations that focus on customers will attain maximum profit and market share (Hafeez and Muhammad, 2012). Therefore, the researchers aim to study the determinants that have an influence on repurchase intention. This study will be useful for both private and public organizations as well as future researchers.

The independent variables in this study are customer satisfaction, customer trust and attitude. Many researchers emphasized that customer satisfaction is the source of success for an organization. Henkel et al. (2006) implied that the customers who satisfied with the service intended to repurchase in the future. Furthermore, Cronin et al. (2000) explained that the overall satisfaction has a direct impact on customer repurchase intention with the current service provider in the future. Doney and Cannon (1997) suggested that trust is the dominant antecedent of repurchase intention. According to Ajzen (1991) study, attitude, subjective norm and perception of control over the behavior has an influence on intention. Moreover, there is a positive association between attitude/satisfaction and repurchase intention/loyalty (Szymanski and Henard, 2001).

In this study, the researchers focus to study about UNIQLO products in Bangkok, Thailand. According to marketing survey of Thailand brand advocacy ranking – fashion retailers studying 280 brands, UNIQLO is the highest voted brand (Thailand brand advocacy ranking - retailers, 2016). In addition, this survey was distributed to consumers in Thailand via online.

Thailand Brand Advocacy Ranking – Fashion Retailers		
Ranking	Brand	Score
1	UNIQLO	67.7
2	Nike	63.2
3	Adidas	61.5
4	Levi’s	59.0
5	Converse	50.9

Table 20:Thailand Brand Advocacy Ranking- Fashion Retailers

Source: <https://brandinside.asia/uniqlo-no1-fashion-retail-2559>

In addition, YouGov’s global brand health rankings 2018 based on over six million interviews, showed that UNIQLO is listed in the top ten brands globally based on Table 2. The rankings use the index score which assesses overall brand health. Also, top three largest fashion retailers in the world ranked by revenue in 2018. The largest fashion retailer was Inditex, best known as the owner of Zara. The second rank was H&M. Then, the third rank was Fast Retailing Co which is a Japan-based fashion retailing company best known for its leading subsidiary UNIQLO.

YouGov Brand Index

Top Ten Global Brands 2018	
Ranking	Brand
1	Google
2	Youtube
3	Samsung
4	WhatsApp
5	Facebook
6	Amazon
7	Ikea
8	Colgate
9	UNIQLO
10	Lego

Table 21: YouGov Brand Index Top Ten Global Brands 2018

Source: <https://yougov.co.uk>

Moreover, UNIQLO business has a rapid expansion expanding overseas stores and an online store in order to reach customer in area without tangible store. The graph below shows the revenue and number of stores from 1984 to 2016.

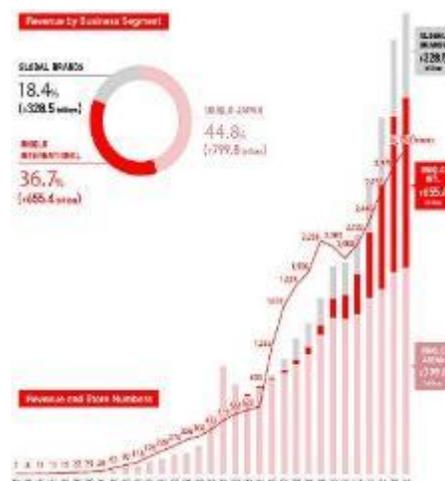


Figure 6: UNIQLO Revenue by Business Segment

Research Objective

The study aimed to examine the variables related to repurchase intention and such as customer satisfaction, customer trust and attitude regarding to UNIQLO brand among working class people in Bangkok, Thailand. The specific objectives of the research are as follows:

- To examine the influence of customer satisfaction on customer trust.
- To examine the influence of customer satisfaction on attitude.
- To examine the influence of customer trust on attitude.
- To examine the influence of customer satisfaction on repurchase intention.
- To examine the influence of customer trust on repurchase intention.
- To examine the influence of attitude on repurchase intention.

Literature Review

Attitude

Roest and Pieters (1997) implied that attitude is a customer's positive, neutral or negative viewpoint according to their past experiences towards service, company or brand. Attitude can be defined as knowledge and positive or negative feelings towards an object or activity (Pride and Ferrell, 1991). Several researchers conceptualized attitude as an overall evaluation that expresses how much we like or hate an issue, object, person, or action (Petty, Unnava, and Strathman, 1991). Ajzen (1991) stated that attitude is a person's psychological emotion about positive or negative evaluation of specific behavior. Thus, when people have positive attitude, they will act positively. In fact, the term 'attitude' was introduced in social psychology as an explanatory device in order to understand human behavior. (Fishbein and Ajzen, 1975).

Customer Satisfaction

Overall performance of services or products that meets customer's expectation can be defined as satisfaction (Anawade, 2016). Besides, satisfaction is the scope that customers felt pleasure because of the ability to transfer customer's expectation and desires into pleasure (Hellier et al., 2003). Kim et al. (2007) defined satisfaction as a customer feeling that the quality of product or service has met or exceeded their expectations. Geursen et al. (2003) stated that customer satisfaction is a degree of overall pleasure by the customer, receiving the service that fulfils the customer's desires, expectation and needs. Moreover, customer satisfaction can be defined as an overall evaluation based on the total consumption and purchase experiences with the good

or bad service over time (Fornell et al., 1996). Oliver (1999) also implied that the expectation of customer on how the goods and services are being provided by companies is the meaning of customer satisfaction.

Customer Trust

Moorman et al. (1993) stated that trust is a perception of exchanged partners who are willing to rely on each other. However, customer trust can be defined as a relationship based on two dimensions which are cognitive trust and affective trust (Ziegler and Golbeck, 2007). Customer trust has been emphasized as a central antecedent to a solid and lasting customer commitment (San Martin et al., 2004). Lagace and Gassenheimer (1991) defined trust as an attitude that leads someone to commit to a possible loss contingent on the future behavior. Trust is the customer belief that what the salesperson promises to do can be relied on (Swan et al., 1988).

Also, Giffin (1967) and Rotter (1980) highlighted that trust involves two principal concepts: reliance and risk. Therefore, Das and Teng (1998) stated that trust is a positive expectation about another motive in entailing risk circumstance. Trust is emphasized as the level of reliability ensured by one party to another party within a given exchange relationship (Rotter, 1967).

Repurchase Intention

According to Hellier et al. (2003), repurchase intention can be defined as an individual's judgement of repurchasing services from the same company, based on his or her current situation and circumstance. Also, Chiu et al. (2009) explained repurchase intention as the possibility that customers are willing to purchase a product from the same seller. Hume et al. (2007) defined that repurchase defined as the customer's decision to engage or purchase in future activities with the retailer or supplier. In regards to recent studies, Yulisetiari et al. (2017) implied that repurchase intention is the tendency of the customer's repeat purchasing behavior according to their preference toward the products.

Several researchers agreed that repurchase intention can be defined as the probability that customers' willingness to buy a particular goods or services in the future. The customer purchasing probability will increase when there is an increase in purchase intention (Dodds et al., 1991).

Related Literature Review

Customer Satisfaction Towards Customer Trust

Mombeuil (2017) who studied the effect of customer perceptions of corporate social responsibility stated that customer satisfaction is a good predictor of customer trust. Regarding to Selnes (1998), satisfaction has a significant impact on both trust and continuity. Jimenez et al. (2016) found that customer satisfaction can be the main strategy for company, because it

has the highest effect on customer trust. Moreover, Ranaweera (2003) described that satisfaction and trust has a significant interaction effects. According to Butt and Aftab (2013), the researchers implied that customer satisfaction is a key driver to customer trust. Bigne and Blesa (2003) concluded that satisfaction has a positive and significant effects on trust.

Customer Satisfaction Towards Attitude

Oliver (1997) suggested that “the resulting level of satisfaction is a major influence on the customer’s revised attitude, which is influenced by the prior attitude”. Also, Ha et al. (2010) implied that once a customer has been satisfied, the customer will be likely to generate positive attitude. Lee (2012) also implied that satisfaction significantly influence consumer attitude. Mohamed et al. (2018) showed the result of the study that there is a highly positive significant correlation between attitude and satisfaction.

Customer Trust Towards Attitude

Pennanen et al. (2017) who studied the relationship between trust and attitude showed that, trust has a significant effect on attitudes. Moreover, Limbu et al. (2012) found that there is a positive relationship between trust and attitude. Renny et al. (2013) who studied “Perceived Usefulness, Ease of use, and Attitude Towards Online Shopping Usefulness Towards Online Airlines Ticket Purchase” implied that trust has significant influence on attitude. In addition, Taniguchi (2014) indicated that trust were confirmed to be related to the attitude refer to the result of the study.

Attitude Towards Repurchase Intention

Kaakeh et al. (2019) implied that attitude affects intention directly. Amin et al. (2014) who studied about Islamic banking have found that there is an effect of attitude on customer intention. Bhatia (2018), who studied customer’s attitude on fashion products towards purchase intention, indicated that customer’s attitude has an influence on purchase intention. Lee et al. (2017) stated that attitude has the highest impacts among other independent variables on repurchase intention.

Ha et al. (2010) studied attitude and repurchase intention, the result revealed that attitude is a strongest mediator of customer repurchase intention. The result of the previous study indicated that both subjective norms and attitude have a strong influence on repurchase intention (Mao and Lyu, 2017).

Customer Satisfaction Towards Repurchase Intention

Customers have different satisfaction level which affects the repurchase intention (Jin and Su, 2009). Satisfied customer intend to have positive repurchase intentions (Rust and Zahorik, 1993). Henkel et al. (2006) highlighted that satisfied customers in the service industry have high repurchase intentions. Many researchers also stated that satisfaction plays an important role in

customers repurchase intentions (Rauyruen and Miller, 2007). Furthermore, Vansteenwegen (2006) implied that customer satisfaction is the essential indicators of the repurchase process.

Customer Trust Towards Repurchase Intention

Fang et al. (2011) studied about trust and repurchase intention, the researchers found that trust is a positive predictor of repurchase intentions. Also, Trivedi and Yadav (2018) implied that trust is one of the most important factors enhancing consumer repurchase intention. Furthermore, if an organization can build trust among existing customers, it can drive the scope of consumer repurchase intention (Porter, 1974).

Conceptual Framework

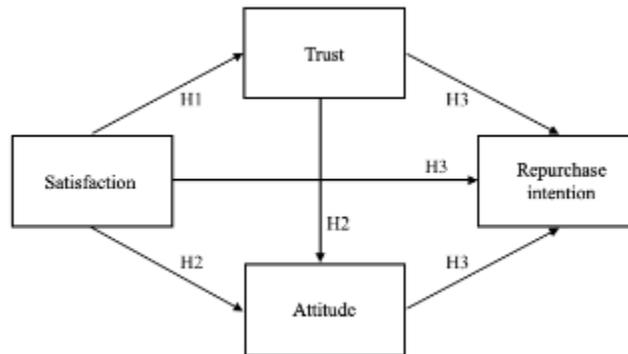


Figure 2: Conceptual Model

Therefore, this study hypothesized three statements to find their relationship as follows:

H1o: Customer satisfaction is not influenced customer trust.

H1a: Customer satisfaction is influenced customer trust.

H2o: Customer satisfaction and customer trust are not influenced attitude.

H2a: Customer satisfaction and customer trust are influenced attitude.

H3o: Customer satisfaction, customer trust and attitude are not influenced repurchase intention.

H3a: Customer satisfaction, customer trust and attitude are influenced repurchase intention.

Methodology

The researchers applied descriptive research method and quantitative approach to examine the hypotheses. Fraenkel and Wallen (2003) explained that the objective of descriptive research is to evaluate the new insight, phenomena, and to set a more specific research problem or

hypothesis. The researchers designed to apply Non-probability sampling procedures by using purposive, quota and convenience sampling techniques to collect that data. Bhat (2019) implied that nonprobability sampling is a sampling procedure in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. Battaglia (2008) also stated that the reasons for using nonprobability approach is that it is cheaper and quicker to implement than probability sampling approach. Purposive technique is a non-random technique that doesn't specify the number of participants and simply set out to find the people who are willing to provide information according to their experience or knowledge (Bernard, 2002). The three stores that the researchers selected are Siam Paragon, CentralWorld and Emquater. In Quota sampling, the researchers can control the characteristics of the target population and the selection of these based on research direction (Cochran, 1977). Thus, the researchers designed the sample size to be 100 for each branch according to Table 3.

Branch	Number of customers
Siam Paragon	100
CentralWorld	100
Emquater	100
Total	300

Table 22: Using of Quota Sampling Method

Convenient sampling is one of the nonprobability sampling technique or non-random sampling where the target population is designed by availability at the given time, easy to access, geographical proximity or the interest or willingness to participate based on the purpose of the study (Dörnyei, 2007). In this study, the researcher collected the data at 3 branches from customers who are willing and available to complete the questionnaires.

Confrey and Lee (1992) implied that “the adequacy of sample size might be evaluated very roughly on the following scale: 50 - very poor; 100 - poor; 200 - fair; 300 - good; 500 - very good; 1000 or more - excellent”. In another study, Hoelter (1983) suggested that 200 is a ‘critical sample size’ that can be applied for valid result. Then, in this study, the researchers decided to set the sample size of 300 respondents.

The researchers adopted the survey methods research technique in which self-administered questionnaires are distributed to collect the information from individuals. The screening question was used for ensuring that all respondents were target population of this study.

The questionnaire (total 22 questions) can be divided into three sections; the first section is for screening purpose. The screening part includes question “Have you ever purchased UNIQLO products?”. If yes, then continue to complete other section. The second section is for

independent variables and the third section is for dependent variables. Both sections used Five-point Likert scales. The five-point Likert scale defines different numbers presenting different opinion: 1 = strongly disagree, 2 = disagree, 3 = neither agree to disagree, 4 = agree and 5 = strongly agree in order to measuring attitude (Likert, 1932). The last section is general personal data such as gender, age, income per month, frequency of purchase in the past one year and amount of money respondent is willing to pay. Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) are applied to test hypothesis in this study.

Data Collection

The data was collected from 300 respondents who were shopping at the three selected stores in Bangkok, Thailand in order to evaluate the factors influencing repurchase intention. The collection period was 26 January to 9 February 2019.

The researchers applied the Cronbach's Alpha test to check reliability of the researcher instrument. Moreover, Hair et al. (2006) stated that the acceptable values of .60 can be used especially if the factor have only few items. In addition, George and Mallery (2003) applied the following rules, $\alpha > .9$ is Excellent; $\alpha > .8$ is Good; $\alpha > .7$ is Acceptable; $\alpha > .6$ is Questionable; $\alpha > .5$ is Poor; $\alpha < .5$ is Unacceptable. Based on the result from Table 3, all variables are greater than .6. Thus, all questions of each variable is reliable to apply as the research tool in this study.

Findings & Discussion

In this study, the researchers also collected demographic and general information from respondents. Demographic factors consist of gender, age level and income level. General information consists of frequency of purchase in the past one year and the amount of money respondent is willing to pay per one time. Based on Table 4, the highest percentage for gender is female which equals 76% (228). Moreover, most of the respondent's income level is between 35,001 to 50,000 baht per month, which equals 42.7% (128). In addition, the highest percentage of respondents who purchased UNIQLO products 3 to 4 times per year is 29.7%(89). Most of respondents in this study are willing to purchase 1,000 to 2,000 baht per time is 54% (162)

Variables	Major Group	Frequency (f)	Percentage (%)
Demographic factors			
Gender	Female	228	76%
Age level	26 to 30 years old	156	52%

Income level	35,001 to 50,000 baht	128	42.7%
General information			
Frequency of purchase in the past one year (times)	3 to 4	89	29.7%
Amount of money respondent is willing to pay per time(Baht)	1,000 to 2,000	162	54%

Table 23: Summary of Demographic factors

According to Table 5 which is a summary of all hypotheses, the result of hypothesis one described that customer satisfaction has a significant influence on customer trust ($.000 < .05$). Also, the standardized coefficient beta value is .583. According to the previous study, Ranaweera et al. (2003) claimed that satisfaction and trust has significant interaction effects. Moreover, Butt and Aftab (2013) implied that customer satisfaction is a key driver to customer trust.

Based on the result of hypothesis two, customer satisfaction and customer trust have a significant influence on attitude, and standardized coefficient beta value at .208 and .400, respectively. Customer trust has higher influence on dependent variable than customer trust. The result of this study also supported by Lee (2012) who stated that satisfaction significantly influence on attitude. In addition, Limbu et al. (2012) found that there is a positive relationship between trust and attitude.

Based on the result of hypothesis three, there is a significant influence of customer satisfaction, customer trust and attitude on repurchase intention ($.000 < .05$). Standardized coefficient beta values are .289, .316 and .383, respectively. The result shows that the attitude has the strongest influence on repurchase intention; followed by customer trust and customer satisfaction, accordingly. Fang et al. (2011) studied trust and repurchase intention, and the researchers found that trust is a positive predictor of repurchase intentions. Trivedi and Yadav (2018) implied that trust is one of the most important factors enhancing consumer repurchase intention. Also, Mao and Mao and Lyu (2017) indicated that attitude have a strong influence on repurchase intention. Ha et al. (2010) showed that attitude is the strongest mediator of customer repurchase intention Adekunle et al. (2018) implied that the results further showed that there is a positive and statistically significant relationship between satisfaction and repurchase intention.

Hypothesis	Standardized Coefficient (β)	Level of Significant	Testing Result
H1 _o : Customer satisfaction is not influenced on customer trust.			
- Customer satisfaction	.583	.000	Rejected H1 _o
H2 _o : Customer satisfaction and customer trust are not influenced on attitude.			
- Customer satisfaction	.208	.001	Rejected H2 _o
- Customer trust	.400	.000	Rejected H2 _o
H3 _o : Customer satisfaction, customer trust and attitude are not influenced on repurchase intention.			
- Customer satisfaction			
- Customer trust	.289	.000	Rejected H3 _o
- Attitude	.316	.000	Rejected H3 _o
	.383	.000	Rejected H3 _o

Table 24: The Summary of Hypothesis Testing Result Recommendations

According to the data analysis, the result of this study can help the management team of UNIQLO to understand customer repurchase intention. This study explained that customer satisfaction, customer trust and attitude has a positive significant influence on repurchase intention.

The hypothesis *H1* emphasizes that customer satisfaction has an influence on customer trust. Concerning customer satisfaction, the researchers recommend UNIQLO to keep improving every details of customer's experience at the store such as manner of staffs, layout and cleanliness of store by training staffs to be more service oriented. Moreover, self-service checkouts should be provided in Bangkok. The staff members should be available to help customers when they purchase and let the customers immerse themselves in a "wait free" experience. Some of these factors can make customer satisfied with the service provided. In addition, the manager should make rewards program for instance, earn 1 point for every 1,500 baht. When customer have reached a reward (10 points), customer will receive reward voucher which can use in any stores.

The support for hypothesis *H2* suggests that customer satisfaction and customer trust are also a key factor influencing attitude of working aged people in Bangkok. Customer trust has higher

impact on attitude. Hence, providing correct information and response to customer as quickly as possible, especially when a customer is requesting something that's time sensitive will boost up customer trust. The manager should coach the staffs to be available to customers and allow them to interact with. UNIQLO may provide a point to contact for all inquiries. Moreover, the researchers suggest that the quality of the product should meet customer expectation. The manager can also survey target groups what their need are and what kind of product would solve their challenges.

The factor that most influences repurchase intention is attitude; followed by customer trust, and customer satisfaction, respectively (H3). It is recommended that increasing positive attitude would make an effective result to repurchase intention by giving customer an extra discounts and free gifts on a birthday or anniversary. Those would include the anniversary of the customer's first purchase or date they joined customer loyalty program. For instance, sending them a gift to collect from stores or sending a coupon to their home. It will make customers impress with services and tend to come back again. Most trend today is through the online platform. Therefore, doing more marketing strategies that increase customer's positive attitude such as increasing promotion. It can be done through social media e.g. Facebook and Instagram etc. For instance, offers 10% off for next purchase to customer who purchases more than 2,000 baht. Also, well-manner staffs who have a courteous mannerism would increase customer satisfaction towards UNIQLO. Moreover, to increase customer satisfaction, the store should coach the staff to be willing to help customers. All of suggestions can be a factor to increase repurchase intention, especially, by increasing positive attitude.

Further study

This study is designed to analyze the factors that influence repurchase intention towards fashion retailer. The recommendations for future studies are as follows; Firstly, the researchers applied three independent variables such as customer satisfaction, customer trust and attitude to test the influence on repurchase intention. However, other researcher should consider different independent variable which may influence repurchase intention. Secondly, this study focused only on fashion retailer in Bangkok, Thailand so that the result cannot be applied to other industries. The researchers would like to suggest that other researcher should consider to apply this conceptual framework to other business segment such as restaurant or hotel etc. Thirdly, as the population of this study is only in Bangkok, Thailand. Further study should apply to other geographic area or region such as Japan. Different region may have different preference that impacts on repurchase intention.

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Relevance to Marketing Educators, Researchers, and Practitioners:

Author information:

Weerin Suzuki, Assumption University, Thailand Sirion Chaipoopirutana, Assumption University, Thailand Howard Combs, San Jose State University

Track: Consumer Behavior/Retailing

ID#: 1399