MIXED METHOD: ANTECEDENTS OF ONLINE REPURCHASE INTENTION OF GENERATION Y TOWARDS APPAREL PRODUCTS ON E-COMMERCE IN THAILAND

Mananchaya Kitjaroenchai[1,*] and Sirion Chaipoopiratana[2]

Abstract

The aim of this study was to find the relationships between brand leadership, trust, enjoyment, ease of use, customer satisfaction, and repurchase intentions, of Thai generation Y consumers regarding apparel products in e-commerce in Thailand. Additionally, a set of new sub-variables for brand leadership based on Thai culture were developed for this mixed method research and associated factor analysis. Both quantitative and qualitative methods were used in developing the research instrument and collecting data, including a survey technique and 4 focus groups. The survey sample of 605 individuals consisted of Thai generation Y customers who have experience in purchasing apparel from 3 popular e-commerce applications. Non-probability sampling including a convenience sampling technique was applied to collect the data. Factor Analysis, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were used to analyze the collected data. The results showed that enjoyment, ease of use, and brand leadership have statistically significant relationships with customer satisfaction, while trust and customer satisfaction did not have any statistically significant relationship. In addition, all variables had statistically significant relationships with online repurchase intentions. Five dimensions of brand leadership were found in this study, named as quality, value, innovative applicability, product benefit, and innovative functionality.

Keywords: Mixed method, Internet shopping, Electronic commerce, Consumers behavior, Online repurchase intention

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[1,*] Ms. Mananchaya Kitjaroenchai (corresponding author) is a Ph.D. candidate in the Department of Innovative Technology Management, Assumption University, Thailand. She obtains a master's degree in marketing from Assumption University of Thailand. Currently she is working as a self-employed in Chachoengsao, Thailand. Email: mintmnchy@gmail.com

[2] Asst. Prof. Dr. Sirion Chaipoopiratana is currently working as a lecturer in the Graduate School of Business and Advanced Technology Management, Assumption University, Thailand. She obtains a DBA in Marketing from Nova Southeastern University, FL, USA.

1. INTRODUCTION

Today, online shopping has become a multibillion-dollar industry. The rapid growth of online shopping over the years is due to the fact that it allows businesses to offer an extraordinary experience to customers, with new features and services providing a comfortable shopping experience (Mohsin, 2020) from which the customers can save time and the costs associated with traveling to and from physical stores. This market growth has brought intense competition for online businesses. Safa and Solms (2016) implied that online repurchase intention is the most important factor to make another purchase from the same online website in the near future. Many researchers found that if the online websites or the companies can retain existing customers, they can create positive word of mouth, with those customers recommending new customers to the company, which is a very powerful marketing tool, leading to reduced costs for online websites in attracting new customers (Cyr et al., 2007; Chen, 2012). Bhattacherjee (2001) emphasized that customers tend to make repurchases if they are satisfied with their prior experiences. Qureshi et al. (2009) stated that customer satisfaction plays a major role in encouraging repurchase intentions.

In addition, Shi et al. (2018) implied that trust also affects repurchase behavior. Furthermore, Chiu et al. (2009) studied customer repurchase intentions in online shopping, finding that enjoyment, trust, and perceived ease of use, have a statistically significant influence on repurchase intentions. Chiu and Cho's (2019) study of e-commerce emphasized that perceived brand leadership, in terms of quality, value, innovativeness, and popularity, has an influence on customer satisfaction and repurchase intentions. Based on the results and suggestion from Chiu and Cho (2019), generation Y customers who were born during the early 1980s to 2000 have become the strongest group in showing a preference for purchasing online.

The rapid development of mobile technology and e-commerce penetration have changed the nature of consumers' buying behavior. Online shopping applications are designed to be user friendly, while the use of mobile devices encourages consumers to shop online. This behavior has become a common phenomenon throughout the world (Athapaththu and Kulathunga, 2018). Turban et al. (2012) implied that e-commerce alludes to all online business transactions and the associated customer behavior. Thailand's e-commerce sector is recognized as the third largest Southeast Asian economy including both local and international companies in retail and service industries. Currently, Thailand's e-commerce is experiencing unprecedented growth in value, with customers preferring to purchase online than in stores. Also, the internet has become an inseparable part of Thai society, especially with the

emergence of new technologies changing the way that retail sales are offered to customers. Prateepsawang-wong and Luo (2018) reported that smartphones play an important role in Thai customers towards e-commerce. The report showed that 67% of Thai customers use online shopping through smartphone applications, 11% purchase online through websites, and 22% shop through both websites and mobile applications. Additionally, the product categories ranked as the top five for buying products online consists of mobile and electronics (24.75%), fashion (14.63%), beauty (11.9%), lifestyle and hobbies (11.5%), and health and wellness (8.62%), respectively. Hence, it was decided to study generation Y consumers who have experience in purchasing apparel via e-commerce. However, customers' intentions to repurchase is the most important factor for all e-commerce and online companies. Sahney et al. (2013) emphasized that the change in consumers' mindsets to buy more products and services online rather than at physical stores is rapidly increasing. Moreover, online shopping websites allow online shoppers to complete their purchases within a short time through a mobile application without travelling to stores (Ling et al., 2010).

2. LITERATURE REVIEW AND RESEARCH HYPOTHESES

2.1 Online Repurchase Intentions

Chiu et al. (2012) revealed that an online repurchase intention refers to "the subjective probability that a customer (i.e. experienced customers) will continue to purchase a product from the same online seller". In the other words, an online repurchase intention is a customer's intention to purchase again online from the same product or service provider in the near future. In addition, Ha et al. (2010) explained that an online repurchase intention is the customer's willingness to use the same online shopping website when they need to purchase the same or a different product. This was supported by Koppius et al. (2005) who also stated that intention to repurchase is the status of customers who preferred to shop online.

2.2 Trust

Ha et al. (2010) defined trust as the customer's beliefs which lead to confidence towards the website. Mayer et al. (1995) defined trust as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party". Moreover, building customer trust is a way to develop a good customer-seller relationship (Eisingerich and Bell, 2007). Gummerus et al. (2004) found that the major determinant of customer satisfaction is trust, while there is also a positive impact of trust on customer satisfaction. Ho and Lee (2015) indicated that trust has a positive

effect on customer satisfaction. Moreover, Omoregie et al. (2019), presented that trust has a positive relationship with customer satisfaction. When customers have positive trust in a product or service, they are satisfied with it.

Zhu et al. (2020) studied online repurchase intentions in generation Y, finding that trust has a positive influence on online repurchase intentions. In addition, buyers' trust has a positive impact on intentions to repurchase products or services online (Kim et al., 2013). According to the e-commerce context, trust is highlighted as a key variable, which has a powerful effect on online repurchases (Abbad et al., 2011). Hence, the hypotheses are developed as follows:

H1: There is a relationship between trust and customer satisfaction.
H2: There is a relationship between trust and online repurchase intentions.

2.3 Enjoyment

Enjoyment refers to the activities of online purchasing, which is perceived to be enjoyable, fun, and happy (Davis et al., 1992). In simple words, enjoyment can be portrayed as an online entertainment (Chen and Wells, 1999). In addition, Pe-Than et al. (2015) also elaborated the meaning of enjoyment as a human response with positive emotional dimensions such as interest, excitement, entertainment, and fun activities that they perceived from the purchasing websites. Marinkovic and Kalinic (2017) revealed that enjoyment is

found to be a significant predictor, which also has a positive relationship with customer satisfaction. Yu et al. (2013) affirmed that enjoyment has the strongest positive relationship with customer satisfaction. Moreover, Min (2007) studied consumer behavior to continue shopping online, while the result showed that enjoyment has a positive impact on customer satisfaction.

Wen et al. (2011) confirmed that hedonic factors, such as enjoyment, have a significant positive effect on online repurchase intentions. Koufaris et al. (2001) found that perceived enjoyment is positively associated with the intention to purchase in the future. Moreover, when the level of perceived enjoyment of consumers becomes higher, it will increase online repurchase intentions (Broekhuizen and Huizingh, 2009). Thus, the hypotheses for this study were developed as follows:

H3: There is a relationship between enjoyment and customer satisfaction.
H4: There is a relationship between enjoyment and online repurchase intentions.

2.4 Ease of Use

Davis et al. (1989) defined ease of use as the degree to which an individual believes that the use a particular technology is free of effort. Chiu et al. (2009) defined ease of use in the context of online shopping, which can be regarded as an exchange (such as time, or money) in order to receive either products or services.

Vella et al. (2013) posited that the perceived ease of use of customers has a dramatic impact on the attitude and the use of advanced technology which allows the consumers to easily surf the website, finding products in a more convenient way.

Suhartanto et al. (2019) found that ease of use has a positive and significant relationship with customer satisfaction. Similarly, the researchers advocated that ease of use has a statistically significant positive influence on user satisfaction (Chiu et al., 2005; Joo et al., 2011; Roca et al., 2006). Kassim and Ismail (2009) studied the e-commerce context, affirming that perceived ease of use has a positive impact on customer satisfaction. Ease of use was examined as a determinant of presumption expectation and was also predicted to have a positive significant influence on online repurchase intentions (Bhattacherjee, 2001). Thong et al. (2006) also supported that ease of use is one factor determining repurchase intentions, in which there is a positive relationship between ease of use and online repurchase intentions. Besides this, Hong et al. (2006) reported that perceived ease of use has a positive effect on continuing to purchase through mobile internet. Therefore, the hypotheses were developed as follows:

H5: There is a relationship between ease of use and customer satisfaction.
H6: There is a relationship between ease of use and online repurchase intentions.

2.5 Brand Leadership

Chang and Ko (2014) conceptualized brand leadership as "consumers' perception towards the relative distinctive ability of a brand to continually achieve excellence through the sufficient combination of trendsetting and brand positioning with an industry segment" However, the researchers implied that brand leadership consists of quality, value, innovativeness, and popularity. Quality in this concept can be referred to the product judgment made by consumers regarding the market superiority. Value refers to the product's financial value, evaluated by the consumers based on what they give and receive in return. Innovativeness is known as the perception of the consumers towards the capability of the brand to open-up to innovative ideas, coming up with potential solutions. Lastly, popularity refers to the brand perception of the consumers based on the popularity reflected in the consumption and awareness of the brand. These dimensions play a significant role in the decision-making process of the consumers, especially when they are seeking and evaluating information to make their choices. Therefore, brand leadership influences the product and services purchasing decisions of customers (Kardes et al., 2014). Also, the brand leadership concept can be simply defined as the performance of the brand in terms of reaching excellence. In the global branding context, brand leadership must be supported by organizational

structures, cultures, and processes, to reach the targeted customers worldwide (Aaker and Joachimsthaler, 2012).

Widiandita and Ketut (2020) studied the effect of brand leadership on customer satisfaction and repurchase intentions in e-commerce, confirming that all variables of brand leadership have a positive relationship with customer satisfaction. Furthermore, Kuo et al. (2009) found that quality has a positive effect on customer satisfaction, while value also has a positive effect on customer satisfaction. An empirical study revealed that value has a positive influence on customer satisfaction (Anderson and Mittal, 2000; Walter et al., 2002). Innovativeness leads to higher customer satisfaction and also has a positive impact on customer satisfaction (Yi and Gong, 2009). Moreover, popularity has a positive relationship with customer satisfaction, in which high popularity leads to high customer satisfaction (Yaqub et al., 2016). Widiandita and Ketut (2020) found that brand leadership has a positive relationship with repurchase intentions. Saleem et al. (2017) confirmed that quality has a positive and direct relationship with repurchase intentions. Moreover, Han et al. (2020) indicated that value has a significant and positive effect on repurchase intentions. In addition, Chung and Lee (2003) affirmed that innovativeness has a positive significant impact on repurchase intentions. Besides this, Chang and Ko (2014) found that popularity has a

positive and significant impact on repurchase intentions. Thus, the hypotheses are developed as follows:

H7: There is a relationship between brand leadership and customer satisfaction.
H8: There is a relationship between brand leadership and online repurchase intentions.

2.6 Customer Satisfaction

Customer satisfaction is described as a positive psychological state, which indicates the customers favorable or unfavorable evaluation in relation to their past experience of purchasing online via an e-commerce application (Dai et al., 2015). According to Kolter (2000), satisfaction is a form of pleasant feeling that a person experiences when they compare the overall performance of the online shop with their earlier expectations. Hellier (2003) proposed customer satisfaction as an evaluation of overall performance of products or services based on how the customer feels, and how much the company or service provider can fulfill the customer's needs and expectations.

Fang et al. (2011) studied repurchase intentions in B2C e-commerce, revealing that customer satisfaction has a positive impact on repurchase intentions. Gan and Wang (2017) confirmed that customer satisfaction has a strong influence on consumer repurchase intentions in social commerce. In addition, Lee and
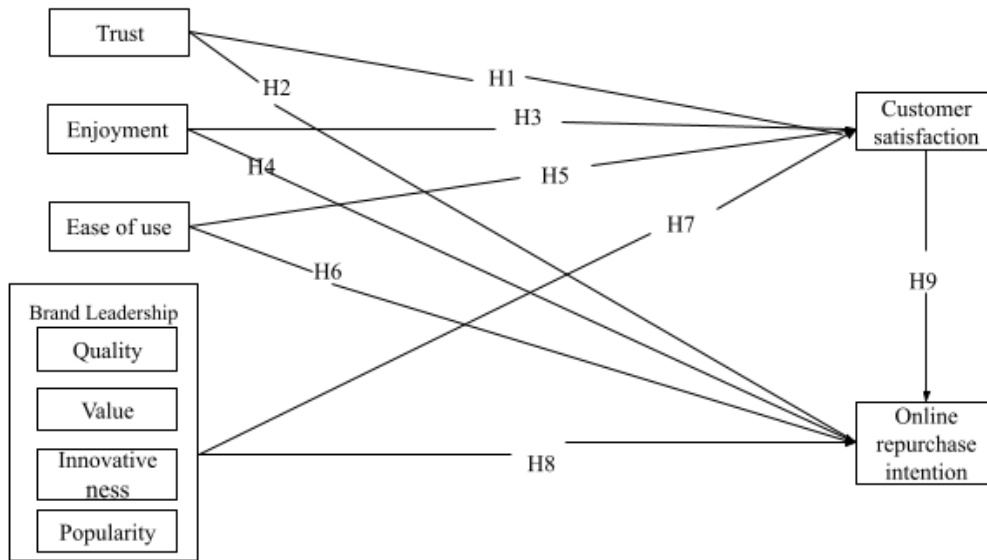
Figure1 The Research Framework

Lin (2005) supported the idea that customer satisfaction has a positive significant relationship with customers' intentions to repurchase online. Hence, the following hypothesis was developed:

H9: There is a relationship between customer satisfaction and online repurchase intentions.

3. CONCEPTUAL MODEL

Based on the previous studies, a new conceptual model was developed, proposing the expected relationships between trust, enjoyment, ease of use, brand leadership, customer satisfaction, and online repurchase intentions. The conceptual model is presented in Figure1.

4. METHODOLOGY

4.1 Method of Research and Data Collection

A mixed method research was applied in this study. Mixed methods research involves both quantitative and qualitative data collection, analysis, and integration, within one study (Creswell, 2013; Chaipoopirutana, 2018). Based on mixed methods research, a concurrent transformative method was designed, in which quantitative research plays a major role, while qualitative research is embedded to support the first stage of quantitative analysis (Creswell and Clark, 2010; Johnson and Onwuegbuzie, 2004). Quantitative data was further used to answer the primary questions that were embedded with the qualitative data

(pre and post, or during the intervention), with the intent to respond to any relevant questions (Creswell and Clark, 2007; Leech and Onwuegbuzie, 2009). For this approach, the quantitative strand is mixed within the primacy of a qualitative approach in the first stage of developing the research instruments. The strength of this method is that data must be gathered at the same time in order to gain the benefits from both approaches.

As a mixed methods study, a quantitative approach was applied using a survey research design. Data were collected by distributing the questionnaires to 50 respondents for a pretest, while qualitative data were simultaneously collected using a focus group research technique, interviewing 4 groups of 6 people to develop research instruments suitable for Thai culture. After development of the research instrument, the main data sample was collected from 605 respondents.

4.2 Target Population, Sample Size, and Sampling Procedure

The target population refers to the total number of elements for a particular population of the study (Neelankavil, 2015). The target population in this study is Thai generation Y customers who have experience in purchasing apparel on e-commerce applications. The appropriate sample size for Structural Equation Modeling (SEM) was computed based on Soper's (2019)

suggestion. The associated calculation for a structural equation model with 6 latent variables 36 observed variables and a 0.05 probability level recommended a minimum sample size of 425. Meanwhile, Horbart et al. (2012) and Charter (1999) stated that a sample of 300-500 is recommended for investigations using structural equation modeling. However, Zikmund et al. (2013) and Malhotra (2004) suggested that a larger sample size can better represent the target population. It was therefore decided to collect the data from a larger sample than suggested, with a final sample size of 605 respondents. Furthermore, a non-probability sampling method was applied using convenience sampling to collect the primary data.

5. RESULTS AND DISCUSSION

5.1 Results from Descriptive Analysis: Demographic Factors

The demographic profile of 605 respondents showed that the major gender among the respondents was female, at 63.8% of the sample, with male respondents equating to 36.2%. The age of all respondents was 20-39 years old, as this age group represents the generation Y market segment. Regarding occupation, the majority of respondents (47.9%) were employees, while the most common level of monthly income of the respondents was 25,001-30,000 THB, at 43.5% of the sample. Most of the respondents had a bachelors' degree (78.3%).

5.2 Results from Factor Analysis

Table 1 Factor Analysis of Brand Leadership with Five Dimensions Based on Thai Respondents

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
E-commerce applications are higher quality.	.693				
E-commerce applications have superior quality.	.823				
E-commerce applications offer higher-quality features.	.722				
The product has equal quality to those in physical stores.	.606				
The product that I got online was as I expected	.526				
Apparel on e-commerce applications is reasonably priced.		.606			
E-commerce applications have better benefits.		.659			
E-commerce applications offer more benefits.		.679			
The price of products is economical		.753			
I save more money when I shop online than when shopping at a bricks-and mortar shop.		.692			
E-commerce applications are more dynamic.			.680		
E-commerce applications are more creative					
E-commerce applications are more trendsetting.			.825		
This e-commerce application has a good streaming service such as Live on e-commerce.			.765		
This e-commerce application creates good coupon codes for me.			.668		
			.560		
The products offered are in good condition.				.599	
The products appear to be properly manufactured.				.742	
E-commerce guarantees product quality.				.676	
The products are considered to be good buys.				.536	
This e-commerce application presents a good deal when compared to others.				.514	

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
This e-commerce system is innovative.					.672
This e-commerce system continually innovates products through functionality.					.731
This e-commerce system has a high positive rating.					.578
This e-commerce system has good comments from customers.					.548

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.
Note: Factor1 = Quality, Factor2 = Value, Factor3 = Innovative application, Factor4 = Product benefit, Factor5 = Innovative functionality.
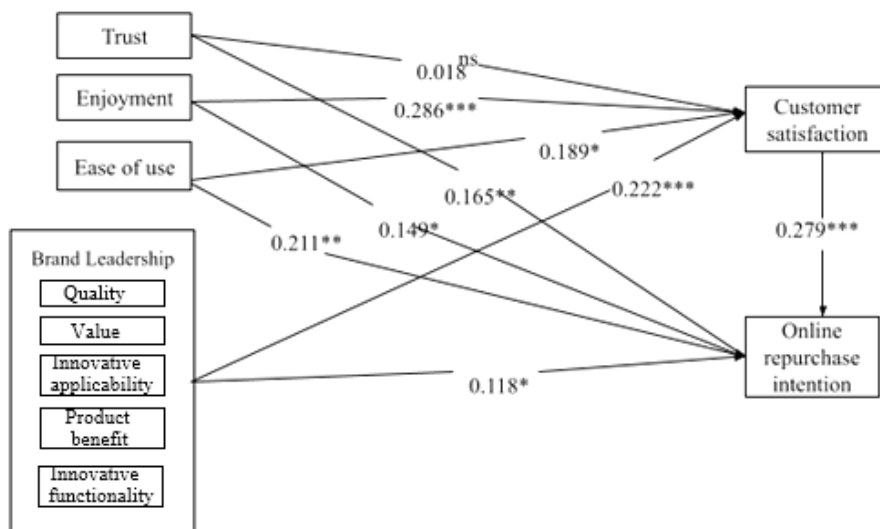

Figure 2 Brand Leadership was Developed According to the Data Collected in Thailand
Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, ns = non-significant

According to the results in Table 1, factor analysis of brand leadership based on Thai respondents, by extraction with the maximum likelihood and rotation method with Oblimin and Kaiser normalization shows that all results have factor loadings of more than 0.5. Therefore, 5 factors were designed accordingly, identified as quality (5 questions), value (5 questions), innovative applicability (5 questions), product benefit (5 questions), and innovative functionality (4 questions). This is different from the original brand leadership factors developed by Chang and Ko (2014) who collected data in North Florida, USA and found four factors, namely quality (3 questions), value (3 questions),

innovativeness (3 questions), and popularity (3 question) as shown in Figure 2.

5.3 Result of Confirmatory Factor Analysis (CFA)

Joreskog (1969) developed the Confirmatory Factor Analysis (CFA) with the aim to replace the former methods of validity research. The confirmatory factor analysis was first launched to determine the discriminant and convergent validity of a measurement model. Hence, the results from all analyses in Table 2 and Table 3 are presented as follows:

Table 2 Measurement Model Fit Indices for Convergent Validity

Construct	Item	Factor Loading > 0.50	Cornbach's Alpha test (CA) > 0.70	Composite Reliability (CR) >0.70	AVE > 0.50
TR	TR1	0.172	0.843	0.844	0.521
	TR2	0.735			
	TR3	0.736			
	TR4	0.734			
	TR5	0.690			
EN	EN1	0.716	0.826	0.828	0.546
	EN2	0.710			
	EN3	0.772			
	EN4	0.755			
EOU	EOU1	0.741	0.848	0.849	0.530
	EOU2	0.768			
	EOU3	0.765			
	EOU4	0.687			
	EOU5	0.673			
BL	BL1	0.726	0.838	0.850	0.531
	BL2	0.726			
	BL3	0.774			
	BL4	0.716			
	BL5	0.701			
CS	CS1	0.654	0.851	0.852	0.536
	CS2	0.747			
	CS3	0.766			
	CS4	0.781			
	CS5	0.706			
ORI	ORI11	0.705	0.854	0.855	0.542
	ORI12	0.764			
	ORI13	0.771			
	ORI14	0.728			
	ORI15	0.710			

Note: TR = trust, EN = enjoyment, EOU = ease of use, BL = Brand leadership, CS = customer satisfaction, ORI = online repurchase intentions. All were accomplished by the standard criteria.

Table 2 shows the results of the Factor Loading, Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE), all of which clearly achieved the standard criteria, and can be said to have adequate convergent validity.

Table 3 shows the square root of all average variance extracted (AVE) estimates for each variable, which are greater than the inter-construct correlations. This indicates that the results have sufficient discriminant validity.

5.4 Result of Structural Equation Modeling (SEM)

The structural model presents the correlations or causal relationships among the latent variables in order to adjust and verify the goodness of fit of the model and test all hypotheses (Khosrowpour, 2008). The associated results are presented in Table 4.

Table 3 Discriminant Validity (Inter-Construct Correlations) of Variable Constructs

Construct	TR	EN	EOU	BL	CS	ORI
TR	0.721					
EN	0.653	0.739				
EOU	0.654	0.731	0.728			
BL	0.516	0.658	0.582	0.729		
CS	0.443	0.583	0.539	0.529	0.732	
ORI	0.585	0.651	0.647	0.571	0.651	0.736

Table 4 Goodness of Fit for the Structural Model

Fit Indices	Recommended Values	Statistical Testing Values
CMIN/DF	≤ 2 (Ullman, 2011; Byrne, 1989)	1.623
GFI	> 0.90 or close to 0.95 (Hair. et al., 2010)	0.937
AGFI	> 0.90 (Hair. et al., 2006; Hu and Bentler, 1999; Bacon, 1997)	0.924
RMR	< 0.08 (Bacon, 1997)	0.023
RMSEA	< 0.05 (Diamantopoulos and Siguaw, 2000)	0.032
NFI	> 0.90 or close to 0.95 (Hair. et al., 2010)	0.932
TLI	≥ 0.95 (Hu and Bentler, 1999)	0.969
CFI	The range from 0 to 1 (Arbuckle, 2008; Ho, 2006)	0.973
PGFI	The range is between 0 to 1 (Hair et al., 2006; Mohd. Rahman, 2014)	0.780
PNFI	The range is between 0 to 1 (Hair et al., 2006; Mohd, Rahman, 2014)	0.831

Table 4 displays the fit measures of The Chi-Square Value to Degree of Freedom (CMIN/DF); Goodness-of-Fit Index (GFI); Adjusted Goodness-of-Fit Index (AGFI); Root Mean Square Residual (RMR); Root Mean Square Error of Approximation (RMSEA); Normed Fit Index (NFI); Tucker Lewis Index (TLI); Comparative Fit Index (CFI); Parsimony Goodness-of-Fit Index (PGFI); and Parsimony Normed Fit Index (PNFI), which clearly accomplish the requirements as shown in the recommended values.

According to the results of the hypotheses testing shown in Table 5, it was found that enjoyment and customer satisfaction (H2), ease of use and customer satisfaction (H3), brand leadership and customer satisfaction (H4), trust and online repurchase intentions (H5), enjoyment and online repurchase intentions (H6), ease of use and online

repurchase intentions (H7), brand leadership and online repurchase intentions (H8), and customer satisfaction and online repurchase intentions (H9), all have a statistically significant relationship. In contrast, trust and customer satisfaction (H1) was not found to have any statistically significant relationship.

6. CONCLUSION

The purpose of this study was to find the influence of brand leadership, trust, enjoyment, and ease of use, on customer satisfaction and repurchase intentions among Thai generation Y consumers of apparel products purchased through e-commerce systems in Thailand. A secondary aim was to test the dimensions of brand leadership based on factor analysis using a mixed methods research focusing on concurrent transformative methods. The mixed methods

Table 5: Path Analysis by Structural Equation Modeling (SEM)

Hypotheses	β	t-valnue	p-value	Tests Result
H1:TR→CS	0.018	0.294	0.769	Not Supported
H2:TR→ORI	0.165	2.964	0.003***	Supported
H3:EN→CS	0.286	3.437	***	Supported
H4:EN→ORI	0.149	2.008	0.045*	Supported
H5:EOU→CS	0.189	2.569	0.010*	Supported
H6:EOU→ORI	0.211	3.206	0.001**	Supported
H7:BL→CS	0.222	3651	***	Supported
H8:BL→ORI	0.118	2.185	0.029*	Supported
H9:CS→ORI	0.279	5.466	***	Supported

Note: TR = trust, EN = enjoyment, EOU = ease of use, BL = Brand leadership, CS = customer satisfaction, ORI = online repurchase intentions, *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

research comprises both quantitative and qualitative approaches.

A research instrument was accordingly developed based on a concurrent transformative method, in which quantitative data and analysis plays a major role, with qualitative data being embedded to support the findings of the quantitative research, using four focus groups, each consisting of 6 customers. After development of the research instrument, all questionnaires were distributed to Thai generation Y customers who had prior experience in purchasing apparel from three popular e-commerce applications. Data were collected from 964 respondents, with a total of 605 responses being deemed usable for the analysis. Convenience sampling is a non-probability sampling method, which was applied in collecting the data. Factor analysis was applied to test the construct and content validity; it was found that the brand leadership model should be developed to have 5 factors (4 factors from the original model by Change and Ko, 2014), namely 1) Quality (the 5 questions consisted of 3 original questions and 2 self-developed questions from the focus group); 2) Value (the 5 questions consisted of 3 original questions and 2 self-developed questions from the focus group); 3) Innovative applicability (the 5 questions consisted of 3 original questions and 2 self-developed questions from the focus group); 4) Product benefit (the 5 questions were self-developed from the focus group, substituting 3 of the original questions

from quality and 2 of the original questions from value); and 5) Innovative functionality (the 4 questions self-developed from the focus group substituted 2 of the original questions from innovativeness and 2 questions from popularity).

Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were used to analyze all the data. The two steps of measurement and structural modelling were tested using CFA and SEM. The results of the measurement model, convergent validity, and discriminant validity, achieved the standard criteria based on statistician requirements. The structural model was used to test all hypotheses and all types of Goodness-of-fit measurement. Based on the hypotheses testing, the results showed that enjoyment and customer satisfaction, brand leadership and customer satisfaction, customer satisfaction and online repurchase intentions, had a statistically significant relationship at the 0.001 significance level, with t-values of 3.437, 3.651, and 5.466, and standardized regression weights (β) of 0.286, 0.222, and 0.279, respectively. Additionally, ease of use and customer satisfaction, trust and online repurchase intentions, enjoyment and online repurchase intentions, ease of use and online repurchase intentions, and brand leadership and online repurchase intentions, had statistically significant relationships with p-values of 0.010, 0.003, 0.045, 0.001, 0.029, and standardized regression weights

(β) of 0.189, 0.165, 0.149, 0.211, and 0.118, respectively. Only trust and customer satisfaction did not have a statistically significant relationship. In addition, all goodness of fit measures, including CMIN/DF, GFI, AGFI, RMR, RMSEA, NFI, TLI, CFI, PGFI, and PNFI, achieved the standard requirements.

7. RECOMMENDATIONS

Nowadays the e-commerce market has very high competition. This research reveals various recommendations for e-commerce providers and marketers. The results of the research indicate the repurchase intentions for apparel on e-commerce by Thai generation Y customers. If marketers and e-commerce providers have new insight regarding customer needs, this will help them to improve their business. The following recommendations are suggested for developing customers' experience, which should lead to repurchase intentions and future repeat purchases.

It is suggested that e-commerce websites differentiate their service from other websites by creating more enjoyment to increase customer satisfaction (e.g. gamification). Bauer et al. (2020) suggested that games and monetary rewards in the form of price discounts can enhance customers' enjoyment. Moreover, the site performance should be high, such that it loads quickly on both the website and mobile application, regardless of customers' network connection. As the population of this study is the Thai

generation Y who are aged between 20-39 years old, most customers use smartphones, which provide high speed and high quality for downloading and searching particular information. Based on the data from this study, most of the respondents are employees, who might have strong financial support to shop online. Although they are potential customers, they might be busy with their work and thus have less time to shop. Therefore, the website design should be decorated with attractive and high-quality pictures and color, but also try to reduce content as online shops must be aware of the importance of information that describes the product being sold online. The product description should provide what the customers need to know such as size (length, width, height), weight, content, and material, along with pictures, to avoid information overload, while also helping customers to see the product accurately before purchase. The product should be effectively presented through the display of well taken photos. Good quality photos will make customers feel like they are having an actual shopping experience. In addition, the website should provide a real time live chat channel to customers, as this helps them to connect with the business and make inquiries about their products of interest. These suggestions may help to satisfy customers in order to gain higher online intentions to purchase. Other general suggestions can also help to fulfill customers' needs as well as meet other requirements. The

e-commerce platform should provide free shipping together with a reliable tracking system. Moreover, it should develop a system to track the purchase history of individual customers, provide an inventory or wishlist for future purchases as well as pay later options for customers to reduce their financial burden.

8. CONTRIBUTION, LIMITATION, AND FURTHER STUDY

Based on the results of the factor analysis, five dimensions of brand leadership were found (quality, value, innovative applicability, product benefit, and innovative functionality), which differs from Chang and Ko (2014) who developed four dimensions, namely quality, value, innovativeness, and popularity, and also Aaker (1996), who developed three dimensions of brand leadership, namely market size, popularity, and innovation. This new model was found according to data collected in Thailand; the researchers would like to set the name of this model as "Innovative Brand Leadership" comprising five sub-variables. Other researchers can apply this to develop their own conceptual framework and it may be used to support future research. The limitation of applying the "Innovative Brand Leadership" with five dimensions might be a location restriction as it is possible it is only applicable for the Thai context. Furthermore, this model focused only on online repurchase intentions. Further research may focus on other generations such as generation X,

baby boomers, or generation Z, as different generations may have different buying behaviors. In addition, different customer segments, based on demographics, or applying other independent variables will be important for future research in order to provide different results and new trends to set marketing and management strategies. For further studies, some researchers may expand the methods used in this study to test brand loyalty or focus on testing brand loyalty within the conceptual framework. Afif et al (2015) implied that a higher level of customer repurchases will lead to customer loyalty.

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