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The Impact of Consumers' Satisfaction and Repurchase Intention on E-commerce Platform: A Case Study of the Top Three E-commerce in Bangkok

Chonthicha Khanijoh¹ Chompu Nuangjamnong² and Kitikorn Dowpiset³

Bangkok, 10240, Thailand
Graduate School of Business, Assumption University of Thailand
E-mail: chonthicha.ckh@gmail.com

Abstract

This study is proposed to determine factors impacting Consumers' Satisfaction and Repurchase Intention on the E-commerce Platform in Bangkok, Thailand. The objectives of this research also to determine the impact of consumers' satisfaction on repurchase intention, the impact of different genders and age groups on consumers' satisfaction and repurchase intention, and to determine the consumer behavior towards E-commerce after the COVID-19 pandemic. The study is a quantitative research with several testing such as Cronbach's Alpha, Descriptive and Inferential Statistic to analyze the reliability of questionnaires and test hypotheses. The questionnaires were distributed to 400 samples who are Thai, live in Bangkok and have purchased online in the past six months. This study used a non-probability purposive sampling technique for data collection. In this research, the results presented that consumer behavior towards E-commerce after the COVID-19 pandemic is likely to be changed. The most influencing factor impacting consumers' satisfaction on the E-commerce platform was platform quality, perceived value, perceived brand popularity and perceived innovativeness respectively at a significant level of 0.05, which further impacts the repurchase intention. Different age groups have different impacts on consumers' satisfaction and repurchase intention.

Keywords: Consumers' Satisfaction, Perceived Brand Popularity, Perceived Innovativeness, Perceived Value, Platform Quality, Repurchase Intention.

Introduction

Internet and websites have brought out a huge change to the society and the way companies conduct their business activities. The buying and selling of products or any business transaction are done electronically through online service or over the internet connection are currently receiving worldwide attention. Moreover, the underlying motive is to reduce manufacturing costs and gain bigger accessibility. Nevertheless, buyers enjoy the benefits of effortless and price comparison shopping. This gives rise to the E-commerce era.

It appears that E-commerce contributed from 1% of total retail sales in the US in 2000 to 16% in 2019 and is expected to grow even more in 2021. Besides, potential buyers are 21.8% of the world's population (Thomsen, 2019). This rapidly growing trend convinced most of the businesses to build an online store and penetrate different markets. It is therefore not surprising that with the growing online shopping

trend, many companies and retailers are facing a traumatic challenge with the common objectives to expand their business and gain sales revenue. As of August 2019, Alibaba contributes the highest global market share with the revenue of more than 768 billion dollars, followed by Amazon, JD.com, eBay, Shopify, Rakuten, and Walmart (Levy, 2019). However, the most preferred E-commerce platform in Thailand is apparently Shopee Thailand, Lazada Thailand, and JD Central.

Considering that buyers play an important role in the E-commerce system, where their spending is on companies' revenue, these E-commerce companies need to understand their potential consumers and the market thoroughly. Several research articles have indicated that there is a relationship between consumers' satisfaction and a wide range of factors. Few instances perceived value (Hsin-Hui Lin, 2006; Zhan Chen, 2003), platform quality and



functionality (Chun-Chun Lin, 2011), innovativeness (Crespo,

2008), and popularity (Simon, 2006). Furthermore, it is indicated in the previous study that consumers' satisfaction has an impact on consumers' spending. (Nisar, 2017). Likewise, internet usage has a gender gap. Males appear to be more experienced and have more favorable attitudes toward computers and online networking than females do (Morahan-Martin, 2009), hence, they tend to spend a much longer time. Also, younger generations develop computer knowledge more easily, leading to greater Internet experience compared to elders. (Wan, 2012).

As previously indicated, consumers play an important role in the E-commerce system, hence, the focus of this study is to determine the underlying factors impacting consumers' satisfaction such as platform quality, perceived value, perceived innovativeness and perceived brand popularity, which further lead to consumers' repurchase intention. Secondly, to determine the consumers' satisfaction and repurchase intention by the impact of the difference in gender and age group of consumers. From the academic perspective, the insights will create a better understanding of the topic.

According to the website Bangkok Post, the top three E-commerce platform in Thailand are Shopee Thailand, Lazada Thailand and JD Central.

Shopee is an E-commerce firm headquartered in Singapore, with operations under the Sea Group (originally known as Garena), established in the year 2015 by Forrest Li. Shopee has since expanded globally which included Malaysia, Indonesia, Thailand, the Philippines, Taiwan, Brazil and Vietnam. It facilitates the purchasing and selling of products online to consumers in Taiwan and South East Asia.

Lazada is an E-commerce firm founded by Maximilian Bittner in 2012 with Rocket Internet's financial support and Alibaba operates the business. In 2014, Lazada Group controlled sites in many countries and earned about US\$ 647 million for various investments. The business strategy is selling the inventories from its own warehouse to customers.

JD.com, Inc. is a Chinese E-commerce company based in Beijing, also known as Jingdong and formerly named 360buy. Liu Qiangdong established

the company on 18 June 1998 and its shopping platform shifted online in 2004. It began as a magneto-optical online store but eventually broadened, selling electronics, computers, cell phones and other such.

The Covid-19 pandemic, or in another phrase, coronavirus pandemic, is an emerging pandemic triggered by serious sudden coronavirus infection 2 (SARS-CoV-2). The pandemic had first been spotted in Wuhan, China, in December 2019, and have hit Thailand on 13th January 2020. The infection has been deemed by the World Health Organization (WHO) to be a national emergency of international concern, and a disease outbreak. As of 24th July 2020, more than 15.5 million Covid-19 patients were filed in more than 188 countries and regions, leading in more than 560,000 fatalities. About 8.87 million people are recovering from the virus.

The situation has changed quickly. The majority of individuals considered safe to gather in one spot has fallen from thousands to hundreds to ten. Numerous large cities are closing down eateries, movie theaters, nightclubs, and sports centers. Several office staff, however, face a new challenge of working telecommuting from home at full-time.

Covid-19 may have caused tourism revenue to drop, but it has opened the path for E-commerce to expand as consumers shift to online platforms to purchase goods and services and avoid going into crowded areas to avoid the threat of the virus. Throughout this time, sales of online products have doubled, not only products related to virus protection, but daily consumer goods and related healthcare are among the categories receiving the highest sales through the E-commerce platform.

Research Objectives

The objective of this study are to determine the impact of perceived brand leadership (Platform Quality, Perceived Value, Perceived Innovativeness, and Perceived Brand Popularity) on consumers' satisfaction; to determine the impact of consumers' satisfaction on repurchase intention; to determine the impact of different genders on consumers' satisfaction and repurchase intention; to determine the impact of different age group on consumers' satisfaction and repurchase intentions; to determine consumer behavior towards E-commerce after the COVID-19 pandemic.



Literature Review

Repurchase Intention

Repurchase intention theory states that an active consumers would purchase a something from the very same online platform (Chiu, 2002). Consumers make potential buys which are always stronger in value than the initial buys – if the initial buying experience is a successful one (Griffis, 2012). Unhappy consumers could complain about the online platform's overall performance (Lee and Cude, 2011), and their unhappiness is likely to affect the intention to repurchase (Fang, 2011). It is also suggested that repurchase intention is linked to the concept of brand loyalty (Long-Yi-Lin and Yeun-Wen Chen; 2009).

Consumers' Satisfaction

Consumers' satisfaction can be defined as the psychological pleasure of consumers with the actual return on product payment (Howard and Sheth, 1969).

In other words, to what extent a user feels that the quality or performance of a product or service has fulfilled or exceeded their expectations (Kim, 2007). It is assumed to be a predictor of future profits for a business (Reichheld and Sasser, 1990). The underlying premise that attracting new customers is even more expensive than retaining old ones clearly demonstrates the organizational drive towards the satisfaction of consumers (Fornell and Wernerfelt, 1987; Winston, 1988). Econometric models have also recently shown that consumer satisfaction is uniformly related to financial returns (Edvardsson, 2000) and levels of productivity (Anderson, 1997). For this reason, many companies perform customer satisfaction surveys and analyze the report (Marketing News, 1995).

Platform Quality

Perceived quality can be defined as a buyer's determination of the attributes and benefits of a brand (Zeithaml, 1988; Chang and Ko, 2014). It is not the empirical output of the product but the consumer's subjective expectations that rely on their expectations (Buil, 2008). The quality of the platform is therefore defined as a platform's overall excellence or efficiency in communicating messages effectively to its viewers and observers (Jeong, 2003). It has received significant interest from both academics and practitioners due to its critical role in developing the purchasing intentions of customers.

Perceived Value

Perceived value is defined as a complete evaluation by the consumer of the usefulness of the brand, based on the judgments of what's been received (e.g. satisfaction, quality) and what is offered (e.g. costs and non-cash costs) as compared to some other companies (Netemeyer et al., 2004). It requires the “what I get” (i.e. physical and affective effects) trade-off for “what I owe” (i.e. time, effort, hard work and money) (Netemeyer et al., 2004). Once buying a product, the consumer values the utility of a product more than its purpose. Therefore, the consumers' perceived value can be placed in an equation as:

$$\text{Consumers' Perceived Benefit} - \text{Consumers' Perceived Cost} = \text{Consumers' Perceived Value}$$

Perceived Innovativeness

Innovativeness is characterized as the interpretation by consumers of the relative capacity of a brand to be open to any new ideas and to come up with new alternatives (Chang and Ko, 2014). In order to gain competitive advantage and accelerate growth, companies rely on strong brands and product innovations. Innovation product experience is anything 'new' a brand does to bring its intent to life in culture. Without innovation by brand experience, new products or services can have limited impact,

particularly in mature markets where rivals can easily imitate, and consumers are left with plenty of choices.

Perceived Brand Popularity

Product popularity is the perception of consumers of the relative popularity of a product which is expressed in brand recognition and consumption (Chang and Ko, 2014). It seems that popular brands, including the market leader, appear to gain more favorable assessments and larger market shares with the element of success in a market, rather than without it (Kim, 1995). Popularity tends to reduce risk and enhance consumer's confidence in their buying decision and product evaluation process (Kim, 1995).

Related Literature Review

Brand Leadership (platform quality, perceived value, perceived innovativeness, and perceived brand popularity) and consumers' satisfaction

Online consumers' have an emotional attachment to assess a product and its name (Kim and Lennon, 2013). Also, brand leadership applies

to the brand's ongoing process of excellence (Aaker, 1996; Aaker and Joachimsthaler, 2012). They are the attributes impacting consumer perception and their experience is further evaluated.

Consumers' satisfaction and Repurchase Intention

The positive relationship between satisfaction and repurchase behavior has been demonstrated in numerous ways, both with goods and services (Trail; Lee; Shoenstedt, 2013; Ibrahim and Najjar; 2007). Through raising customer loyalty, businesses gain a better retention ratio, a good word of mouth and an increased profit (Zeithaml, 2000).

Perceived Brand Leadership between different genders

John Gray suggested that the perspectives, motives, rationales, and actions of the male and female are different (Gray, 1992). Men and women want different items and they are determined to have different forms to want them and get them (Mitchell and Walsh, 2004).

Perceived Brand Leadership between different age groups

It has been proposed that younger generations develop computer knowledge more easily, leading to greater Internet experience compared to elders (Wan et al., 2012). Young people today get better educated and learn more quickly about technology; therefore, they tend to perceive E-commerce as ease to use (Zhou et al., 2007).

Hypotheses

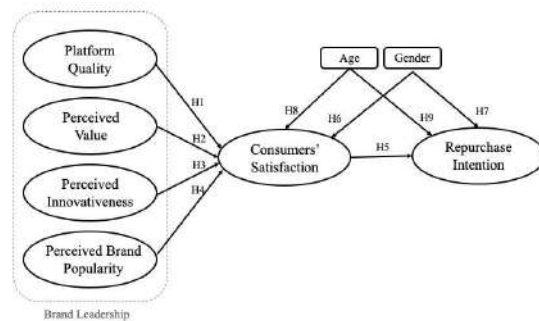
- H1: Platform Quality has a significant impact on Consumers' Satisfaction
- H2: Perceived Value has a significant impact on Consumers' Satisfaction
- H3: Perceived Innovativeness has a significant impact on Consumers' Satisfaction
- H4: Perceived Brand Popularity has a significant impact on Consumers' Satisfaction
- H5: Consumers' Satisfaction has a significant impact on Repurchase Intention
- H6: Different genders do not perceive Consumers' Satisfaction differently
- H7: Different genders do not perceive Repurchase Intention differently
- H8: Different age group do not perceive Consumers' Satisfaction differently
- H9: Different age group do not perceive Repurchase Intention differently

Repurchase Intention differently

Conceptual Framework

The conceptual framework is modified according to the past research, current literature and theoretical concepts representing the impact of independent variables such as platform quality, perceived value, perceived innovativeness, and perceived brand popularity on mediating variables such as consumers' satisfaction. Consumers' satisfaction then has an impact on dependent variables such as repurchase intention.

Figure 1: The Conceptual Framework



Materials and Methods

The study aims to determine the underlying factors impacting consumers' satisfaction such as platform quality, perceived value, perceived innovativeness and perceived brand popularity. Secondly, to determine the impact of consumers' satisfaction on repurchase intention. Thirdly, to determine the impact of the difference in gender and age group of consumers on consumers' satisfaction and repurchase intention. Moreover, this study will also determine consumer behavior towards E-commerce after the COVID-19 pandemic. Therefore, this study is purposed to online shopping customers who reside in Bangkok. Consequently, as this study would be the quantitative research, this study includes many types of analysis such as Cronbach's Alpha, Multiple Linear Regression, Simple Linear Regression, Independent Sample t-test, One-Way ANOVA and Descriptive Data Analysis.

Firstly, Cronbach's Alpha has been used to test the questionnaire's reliability and whether there were any unclear or confusion on the measurement items in the questionnaires. A small group of 30 samples was conducted a pilot test. Secondly, Descriptive Data Research has been used to determine



demographic information and consumer behavior of respondents. Thirdly, Multiple Linear Regression has been used to determine the factors impacting consumers' satisfaction on E-commerce platform in Bangkok, composing of platform quality, perceived value, perceived innovativeness and perceived brand popularity. Fourthly, the Simple Linear Regression has been used to analyze the impact of consumers' satisfaction on repurchase intention. Fifthly, an Independent Sample t-test has been used to analyze the impact of differences in genders on consumers' satisfaction and repurchase intention. Lastly, One- Way ANOVA has been used to analyze the impact of differences in age groups on consumers' satisfaction and repurchase intention.

Secondary data was, meanwhile, a further technique applied in this study. Knowledge sources came primarily from credible sources such as journals, articles, and previous studies.

Target Population

In this study, the target population is online shopping customers residing in Bangkok. According to the website 'worldometers.info', there are approximately 5.1 million population in Bangkok, as of 2020. The screening questions in questionnaire survey were used to filter those who have made at least one purchase on online shopping platform. The data for the research was collected in May, June and July 2020.

Sample Size

The study uses the table of Krejcie and Morgan (1970) for determining sample size for a finite population. As the Bangkok population was recognized to be approximately 5.1 million people, the sample size for this research is 400 Thai nationality respondents who reside in Bangkok and have shopped online at least once.

The researcher identified the appropriate sample size, based on Krejcie and Morgan's (1970) sample size table. The suitable number of samples for 1 million populations is 384 people. The rate of the number of samples keeps decreasing with the increasing number of populations. Therefore, the researcher assumed that 400 samples would be suitable for 5.1 million populations.

Sampling

Procedures

For this study, non-probability sampling technique was applied by using quota sampling for data collection. Respondents are selected according to the needs of this study and those who do not meet the

criteria are rejected. The researcher used screening questions such as 'Nationality', 'Do you live in Bangkok?' and 'Have you shopped online in the past six months?' in the questionnaire survey. If the response is either 'Non-Thai' or 'No' (never shopped online), the respondents were directly led to the end of the questionnaire and would be excluded from the study. Questionnaires with missing data, insufficient responses, or unmet requirements of the screening questions were removed from the statistical analysis in order to gain accuracy of results.

Reliability Test

The researcher decided to perform a pilot test of 30 respondents to determine any discrepancies or component errors in the questionnaire. Cronbach's Alpha Reliability test is used to measure and examine questionnaire reliability.

According to Peter (1979), the Cronbach's Alpha is the popular metric for calculating and evaluating analysis reliability. Cronbach's Alpha has a minimum accepted value of 0.6; this ensures the researcher will consider Cronbach's Alpha as reliable (Sekaran, 1992). The outcome of the assessment of this research indicated the Cronbach's Alpha level as follows:

Table 1: Reliability Test

Variables	Cronbach's Alpha	Number of Items
Platform Quality	.900	3
Perceived Value	.752	3
Perceived Innovativeness	.768	3
Perceived Brand Popularity	.828	3
Consumers' Satisfaction	.932	3
Repurchase Intention	.940	3



The research can infer that Cronbach's Alpha of each variable are Repurchase Intention is reliable with $\alpha = .940$, Consumers' Satisfaction is reliable with $\alpha = .932$, Platform Quality is reliable with $\alpha = .900$, Perceived Brand Popularity is reliable with $.828$, Perceived Innovativeness is reliable with $\alpha = .768$, and Perceived Value is reliable with $\alpha = .752$. Each of the variable are well above 0.6, indicating they are reliable. The variables are ranked from the highest reliability to the lowest reliability.

Table 2: Summary of Screening Questions

Screening Questions	Frequency	Percent
Nationality		
Thai	400	100%
Non-Thai	0	0%
Total	400	100%
Do you live in Bangkok		
Yes	400	100%
No	0	0%
Total	400	100%
Have you shopped online in the past six months		
Yes	400	100
No	0	0%
Total	400	100%

All of those sampled are Thai nationalities, who reside in Bangkok and have shopped online in the past six months. The results are due to the screening questions provided in the beginning of questionnaire. Any other respond not required by the author is rejected.

Table 3: Summary of Demographic Factors

Demographic Factors	Frequency	Percent
Gender		
Male	200	50
Female	200	50
Total	400	100
Age (Years)		
Below 20	100	25
20-39	100	25
30-39	100	25
Over 39	100	25
Total	400	100
Education Level		
Lower Bachelor's Degree	95	23.8
Bachelor's Degree	205	51.2
Master's Degree	93	23.3
Ph. D. Degree	7	1.8
Total	400	100
Income per month		
Below 10,000 Baht	73	18.3
10,001-55,000 Baht	178	44.5
55,001-100,000 Baht	85	21.3
Over 100,000 Baht	64	16
Total	400	100

Among all the 400 respondents, gender was equally distributed between males and females with 50% each. Age was equally distributed between each group with 25% each.

205 respondents have completed bachelor's degree (51.2%), following by lower bachelor's Degree with 95 respondents (23.8%), following by

Results and Discussion

Descriptive Data

The researchers used the descriptive methodology to examine demographic characteristics of the respondents with Thai nationality, reside in Bangkok and have shopped online in the past six months. master's degree with 93 respondents (23.3%), and lastly Ph. D. Degree with 7 respondents (1.8%). 178 respondents earn a monthly income of 10,001 to 55,000 Baht (44.5%), following by amonthly income of 55,001 to 100,000 Baht with 85 respondents (21.3%), following by a monthly income below 10,000 Baht with 73 respondents (18.3%), and lastly a monthly income over 100,000 Baht with 64 respondents (16%).

Table 4: Summary of Consumers' Behavior

Consumer's Behavior	Frequency	Percent
Daily Internet Usage		
Below 4 hours	79	19.8
4-6 hours	188	47
Over 6 hours	133	33.3
Total	400	100
What is your favorite E-commerce platform?		
Lazada Thailand	158	39.5
Shopee Thailand	175	43.8
JD Central	28	7
Others	39	9.8
Total	400	100
Frequency of purchase on the selected E-commerce platform (per month)		
1-5 times	306	76.5
6-10 times	85	21.3
11-15 times	3	0.8
More than 15 times	6	1.5
Total	400	100
Do you purchase online more than usual during the COVID-19 pandemic?		
Yes	324	81
No	76	19
Total	400	100
Do you think your purchasing behavior will be changed after the COVID-19 pandemic?		
Yes	273	68.3
No	127	31.8
Total	400	100



Among all the 400 respondents, 188 respondents use the internet around 4 to 6 hours daily (47%), following by a daily internet usage of over 6 hours by 133 respondents (33.3%), and lastly a daily internet usage of below 4 hours by 79 respondents (19.8%). 175 respondents' favorite E-commerce platform is Shopee Thailand (43.8%), following by Lazada Thailand with 158 respondents (39.5%), following by others with 39 respondents (9.8%) and lastly JD Central with 28 respondents (7%). 306 respondents purchased on the selected E-commerce platform around 1 to 5 times per month (76.5%), following by 6 to 10 times with 85 respondents (21.3%), following by more than 15 times with 6 respondents (1.5%) and lastly 11 to 15 times with 3 respondents (0.8%). 324 respondents purchase online more than usual during the COVID-19 pandemic (81%), while the other 76 respondents do not purchase online more than usual during the COVID-19 pandemic (19%). 273 respondents think their purchasing behavior will be changed after the COVID-19 pandemic (68.3%), while the other 127 respondents do not think their purchasing behavior will be changed after the COVID-19 pandemic (31.8%).

Hypotheses Testing Results

Multiple linear regression has been used as a statistical analysis approach to determine the level of impact between variables such as Platform Quality, Perceived Value, Perceived Innovativeness, Perceived Brand Popularity towards consumers' satisfaction.

Simple linear regression has been used as a statistical analysis approach to determine the level of impact of consumers' satisfaction towards repurchase intention.

For H1, Platform Quality has significant impact on consumers' satisfaction ($b = 0.336$, $sig. < 0.05$). For H2, Perceived Value has significant impact on consumers' satisfaction ($b = 0.203$, $sig. < 0.05$). For H3, Perceived Innovativeness has significant impact on consumers' satisfaction ($b = 0.175$, $sig. < 0.05$). For H4, Perceived Brand Popularity has significant impact on consumers' satisfaction ($b = 0.179$, $sig. < 0.05$). For H5, Consumers' Satisfaction has significant impact on Repurchase Intention ($b = 0.819$, $sig. < 0.05$).

Table 5: Summary of Linear Regression

Hypotheses	Significant Value (b)	Standardize d Coefficient	Status
H1: Platform Quality has no significant impact on consumers' satisfaction	.000	.336	Support
H2: Perceived Value has no significant impact on consumers' satisfaction			Support
H3: Perceived Innovativeness has no significant impact on consumers' satisfaction			Support
H4: Perceived Brand Popularity has no significant impact on consumers' satisfaction			Support
H5: Consumers' Satisfaction has no significant impact on Repurchase Intention			Support

Independent sample t-test has been used as a statistical analysis approach to determine the impact of gender difference on consumers' satisfaction and repurchase intention.

There is no significant difference between males and females in consumers' satisfaction with the condition of $t(385.275) = 0.604$, $P\text{-value} = .546$. This implies that the hypothesis 6 is not supported.

There is no significant difference in repurchase intention between male and female with the condition of $t(377.976) = 0.022$, $P\text{-value} = .982$. This implies that the hypothesis 7 is not supported.



Table 6: Summary of Independent Sample t-test

Variables	Gender	N	Mean	Std. Deviation	Std. Error Mean
Consumers' Satisfaction	Male	200	3.9917	.64922	.04591
	Female	200	3.9483	.78020	.05517
Repurchase Intention	Male	200	4.0450	.65200	.04610
	Female	200	4.0433	.82419	.05828

Variables	Equal Variances	Levene's Test		T-Test			Mean Difference
		F	Sig.	t	df	Sig.	
Consumers' Satisfaction	Assumed	4.480	.035	.604	398	.546	.04333
	Not Assumed			.604	385.275	.546	.04333
Repurchase Intention	Assumed	4.632	.032	.022	398	.982	.00167
	Not Assumed			.022	377.976	.982	.00167

One-Way ANOVA has been used as a statistical analysis approach to determine the impact of different age groups on consumers' satisfaction and repurchase

The mean difference in consumers' satisfaction on E-commerce platform among different age group was determined using One-Way ANOVA. The result is illustrated in table 7. As the P-value is 0.001 (< 0.05), the null hypothesis was rejected, and it can be inferred that there is at least one group of different age that has significant difference in terms of consumers' satisfaction on E-commerce platform compared to other group. Thus, hypothesis 8 is supported.

Scheffe's Post-hoc study was performed to assess which pairs of groups had significant differences in mean scores of consumers' satisfaction. The significant mean difference was identified in three pairs. The first pair is the group who are aged

over 39 years and the group of people who are aged below 20 years (P-value 0.05). The second pair is the group who are aged over 39 years and the group of people who are aged 20-29 years (P-value 0.003). The third pair is the group who are aged over 39 years and the group of people who are aged 30-39 years (P-value 0.03).

The mean difference in repurchase intention on E-commerce platform among different age groups was determined using One-Way ANOVA. The result is illustrated in table 7. As the P-value is 0.002 (< 0.05), the null hypothesis was rejected, and it can be inferred that there is at least one group of a different age that has a significant difference in terms of repurchase intention on E-commerce platform compared to other groups. Thus, hypothesis 9 is supported.

Scheffe's Post-hoc study was performed to assess

which pairs of groups had significant differences in mean scores of repurchase intention. The significant mean difference was identified in only one pair, which is the pair of people who have aged over 39 years and the group of people who are aged 20 to 29 years (P-value 0.004).

Table 7: Summary of One-Way ANOVA

Variables	Sum of Squares	Df	Mean Square	F	Sig.	
Consumers' Satisfaction	Between Groups	8.240	3	2.747	5.522	.001
	Within Groups	196.956	396	.497		
	Total	205.196	399			
Repurchase Intention	Between Groups	7.910	3	2.637	4.928	.002
	Within Groups	211.896	396	.535		
	Total	219.775	399			

Dependent Variable	(I) Age (Years)	(J) Age (Years)	Mean Difference (I-J)	Sig.
Consumers' Satisfaction	Below 20	20-29	-.10000	.800
		30-39	-.02000	.998
		Over 39	.28000	.050
	20-29	Below 20	.10000	.800
		30-39	.08000	.886
		Over 39	.38000*	.003
	30-39	Below 20	.02000	.998
		20-29	-.08000	.886
		Over 39	.30000*	.030
	Over 39	Below 20	-.28000	.050
		20-29	-.38000*	.003
		30-39	-.30000*	.030
Repurchase Intention	Below 20	20-29	-.16667	.459
		30-39	-.06667	.937
		Over 39	.21667	.224
	20-29	Below 20	.16667	.459
		30-39	.10000	.817
		Over 39	.38333*	.004
	30-39	Below 20	.06667	.937
		20-29	-.10000	.817
		Over 39	.28333	.029
	Over 39	Below 20	-.11007	.224
		20-29	-.38333*	.004
		30-39	-.28333	.059

Conclusions

Discussion and Conclusion

Based on the result of hypotheses testing demonstrated in chapter five, it shows that all the variables have a significant impact on consumers' satisfaction, namely, platform quality, perceived value, perceived innovativeness and perceived brand popularity. Consumers' Satisfaction has a significant impact on consumers' satisfaction. Different genders do not have different perception on consumers' satisfaction and repurchase intention. Lastly, different age group have different perception on consumers' satisfaction and repurchase intention.

Recommendations

Consumers' behavior changes from time to time, especially during the COVID-19 pandemic. This



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study has proven that consumers purchase more than usual during this period and that their behavior are more likely to change after this period. Therefore, it is necessary for E-commerce companies, entrepreneurs, managers or marketers, and including those who want to learn and understand the important factors impacting consumers' satisfaction and repurchase intention on E-commerce platform, such as platform quality, perceived value, perceived brand popularity and perceived innovativeness. They need to focus on the execution of general strategies that meet brand leadership factors in order to create consumers' satisfaction and achieve a competitive advantage. The researcher has suggestions as follows.

This study shows that platform quality has the highest impact on consumers' satisfaction. Therefore, quality should be maintained at all times. E-commerce companies should improve the standard of service quality on their platform to promote positive feelings. Also, the products sold on the platform should be filtered and revised thoroughly. E-commerce management needs to optimize the expectations of online consumers to meet the actual products they offer to increase satisfaction which, in consequence, increases the repurchase intention. From the researcher's point of view, simplicity is the key. The interface should be user-friendly and easy enough for elderly consumers to follow up. The platform should be adjusted according to age group with recommendations accordingly. These include the carts, payment, shipping, tracking, and various options. Moreover, the platform should have high fluency and stability at all time and can support many users at once.

The second most important factor is perceived value. Here, the companies should make the consumers feel that what they received is worthy and is more than what they paid. They should keep in mind that reality is not the same as perception. Advertising is one of the strategies that could be used to inform consumers what benefits they are getting. This is better than letting consumers figuring out themselves as they may not touch the main points. Also, it would be kind and appreciated if the thank you card is sent along with the products.

Perceived brand popularity is the third factor that E-commerce companies should focus on. The company should use marketing tactics and campaigns to build awareness of the company with the goal of enhancing a unique and sustainable brand profile. Brand popularity is not just the logo or an external perception of their business. Therefore, it represents the concepts of business

and the principles it holds. Today, most consumers of all kinds of business are so knowledgeable that they can see through the way companies are enhancing their sales. Moreover, with the help of technology, all kind of costs are traceable.

Perceived innovativeness is the fourth factor that E-commerce companies should focus on. Brand innovation is an important component of organizational strategy. It helps businesses execute effective marketing strategies by strategy formulation. Moreover, the companies should keep themselves up to date in terms of technology, improvement and trendsetting.

Consumers' satisfaction leads to repurchase intention. The companies should seek to build long term relationships with customers. With high consumers' satisfaction, consumers are more likely to come back and purchase more with the spread of their word of mouth.

Lastly, one of the possible reasons that the age group of over 39 has lower consumers' satisfaction and repurchase intention could be their slow technology procession, damaging eyesight and the complicated user interface. The researcher suggests that the E-commerce companies should allow the users to choose how the platform could be viewed, for instance, two different modes in terms of complexity: the beginner mode and the advance mode. The beginner mode could have larger fonts, less wordings and a clearer payment process than the advance mode. **Future Studies**

Although the findings in this research provide meaningful implications for consumer's satisfaction and repurchase intention on E-commerce platform, this study has a number of drawbacks. First, the study was concentrated only on the Thai people who reside in Bangkok and have shopped online in the past six months, which might result in different research findings to other areas. The result can't reflect the views of other consumers online platform in different geographical regions. Future Studies could be done by expanding to a bigger target group in different geographical areas and with more demographic factors. Different opinions can then be achieved.

In addition, the independent variables used in this study were platform quality, perceived value, perceived innovativeness and perceived brand popularity. These variables could explain only some parts of consumers' satisfaction. Therefore, there are potential variables (including moderating variables) apart from these that could be chosen to determine the



impact on consumers' satisfaction on E-commerce platform.

Moreover, the researcher suggests continuing the study on how and what factors affect elder's perception of consumers' satisfaction and repurchase intention on E-commerce platform.

Last but not least, it is recommended that future research include a sample of inexperienced online consumers with the overall research goal of finding appropriate techniques for attracting new potential consumers.

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