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The Factors Affecting Repurchase Intention of Modern Retail Customers in Bangkok Thailand

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Abstract

This research aims to analyze the elements that impact customer's repurchase intention in modern retail convenience stores in Bangkok, Thailand. The study focuses on a sample site of 400 customers, chosen using sample random selection to guarantee they are representative. Data was gathered by a methodical online survey, sent via Google Forms in August 2023. The survey assessed various factors, including consumer involvement, brand experience, social impact, and value perception, by employing recognized measurement tools and a 5-point Likert scale. Structural Equation Modeling (SEM) was employed to perform statistical analysis and examine the connections between components. The reliability and validity of the measurement model were evaluated using Confirmatory Factor Analysis (CFA). Cronbach's alpha coefficients for all components surpassed the threshold of 0.70, suggesting a strong level of internal consistency. The fit indices of the model, such as the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI), demonstrated that the model accurately represented the data. The findings indicate that Consumer Engagement, Brand Experience, and Social Influence have statistically significant and positive impacts on Repurchase Intention. These effects are mediated by Brand Loyalty and Repurchase Intention were 0.693 and 0.669, respectively. This suggests that the model accounts for a significant amount of the variability in these domains. This study enhances the comprehension of consumer behavior in the retail setting of Bangkok and offers practical insights for retailers seeking to improve customer loyalty through strategic engagement and brand management strategies.

Key Words: Customer Engagement, Brand Experience, Repurchase Intention, Modern Retail, Convenience Store

Introduction

The rapid growth of convenience stores in Thailand has transformed them into popular destinations for grocery shopping, capturing a significant share of the packaged grocery market (Euromonitor International, 2020). This consumer trend can be attributed to the busy lifestyles of urban shoppers, who seek quick and convenient options to save time. The prevalence of traffic congestion in major cities has further prompted the adoption of frequent, small-scale shopping to meet daily needs (Hawkins-Mofokeng et al., 2022). Conveniently located in busy areas and offering a wide range of products, convenience stores are well-suited for this shopping behavior.

Thailand exhibits a high frequency of convenience store usage, with a considerable number of individuals making four or five trips per week, a level of usage comparable only to Taiwan. The retail landscape in Thailand offers various proximity retail formats, including traditional "mom and pop" stores, particularly prevalent in rural areas, catering to impulse purchases and daily necessities. Moreover, a well-established modern trade complements these stores (Global Convenience Store Focus, 2021).

While convenience stores have gained popularity relatively recently in Thailand, the first 7-Eleven stores were introduced in 1989 by CP All, the franchise holder. Their convenient locations extended operating hours, and diverse product offerings quickly appealed to Thai consumers (Yifang, 2018). Subsequently, other convenience store chains such as Family Mart and Tesco Lotus entered the market, similarly emphasizing product variety and services like fresh food, beverages, snacks, and household items. In currently, convenience stores are ubiquitous in Thai neighborhoods, attracting younger consumers who value the convenience and product assortment they provide (Euromonitor International, 2020). Hence, the convenience store industry in Thailand has witnessed significant growth in recent years. According to the Thailand Convenience Store Association (TCSA), the number of convenience stores surged from around 20,000 in 2014 to over 35,000 in 2020. This expansion stems from growing consumer demand and the expansion strategies of major convenience store chains into new areas. In addition, Meeyai (2018) referred that the market is fiercely competitive, with both domestic and international players, including 7-Eleven, Lotus go fresh, Mini Big C, and CJ Express, vying for market share. These chains have effectively attracted customers through their extensive product selection, competitive pricing, and strategically positioned outlets. Additionally, government policies supporting the convenience store industry, such as tax incentives in specific regions, have further bolstered its growth (Clarke, 2000).

For the traditional retail business to adapt in order to survive and be able to compete with large and modern retail businesses, it is necessary to find management methods that can operate in a more sustainable manner. Therefore, in this business, there is higher competition today in the retail industry. Huang et al. (2019) argue that convenience stores must ensure that their consumers return and continue to support their business. Therefore, the desired business outcome that all businesses must attain is customer repurchase intent. Customers return to a store due to a

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positive interaction with its marketing mix (Shank & Robinson, 2019). Therefore, convenience stores must understand which marketing factors should be prioritized to increase consumer repurchase intent (Filbert & Anthony, 2018). Even though there have been previous studies on the roles of marketing factors in customer repurchase intentions, the concept has never been examined in the context of Thailand's unique and rapidly expanding convenience store industry (Ratasuk & Gajesanand, 2020).

Literature review

Modern retailer

A modern retailer is a company that sells goods or services to consumers through various channels, such as physical stores, online platforms, or a combination of both. Modern retailers are typically characterized by their use of advanced technologies, such as e-commerce websites, mobile apps, and social media, to reach and engage with consumers (Alexandrova & Kochieva, 2021).

Convenience store

Convenience store is a small retail outlet that is open for extended hours and is typically located in a convenient location for customers. Convenience stores usually carry a wide range of products, including food, drinks, snacks, household items, personal care products, and other everyday essentials. They are known for their quick and convenient service, as well as their accessibility and availability. Convenience stores may be owned by a larger retailer or may be independently owned and operated. They may also be found in urban, suburban, or rural areas, and may be standalone stores or part of a larger retail chain (Bainbridge, 2000; Hameli, 2018).

Customer engagement

Oliver (1999) states that Customer Engagement is a popular concept in business that helps to retain customers. This is because such concepts can predict consumer behavior better than measuring customer satisfaction. Harter et al. (2004) define customer engagement as the emotional attachment customers may have to a company, product, service, or brand. This results in the customer developing a level of engagement ranging from trust to honesty, pride, and passion that the customer feels for the company. Bowden (2009) defines engagement as the overall emotional connection and interaction of customers with products and services and with the organization. Categorized by behaviors that lead to repeat purchases and continued loyalty and motivation. In the same way, engagement is the deepening of brand commitment by trying to maximize the deepening of the relationship. A relationship that inspires future use and connects the brand to new customers through word of mouth (Haven, 2007). Singh et al (2010) stated that customer engagement behavior is the set of interactions between current and potential customers of a company in which customers have a relationship with a brand or company rather than purchasing products and services. In addition, Verhoef et al. (2010) defined customer engagement as an expression of customer behavior toward a brand. This is reflected in the behavior of word of mouth, customer reviews and ratings. Likewise,

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Van Doorn et al (2010) defined customer engagement as the predominant behavior of customers toward a brand or company. This is behavior that goes beyond repeat purchases based on motivational factors. In the point of view of Brodie et al. (2013) stated that nowadays, as consumer behavior is changing, deep positive customer engagement is necessary and plays a role in customer decision making.

Brand experience

Dewey (1925) explained that the concept of brand experience is the intellectual experience that arises from the knowledge and learning of the individual in the past, present, and future which can be perceived through feelings by expressing emotions. What happens leads the person to continuously participate in activities and the experience that arises can solve the problem for the person to the point. In which the person has a touch point associated with each activity and makes it an experience. Experience is an important factor that influences individual decisions. However, Pine & Gilmore (1999) argue that economic experiences result from changes in society and values. Each consumer has different needs, such as the desire to create an identity or personality that expresses something special. Involve consumers in creating a direct experience. That is the consumption environment, such as information about the product and the shape of the product.

Social influence

Venkatesh et al. (2003) noted that social influence is the degree to which an individual prioritizes the role they play. Likewise, Friedkin and Johnsen (1999) explain that social influence is the opinions or actions of others that influence, conform, or influence decisions. In addition, Zhang et al. (2016) say that one person's process or action influences the behavior of others. Most people choose to follow a decision that most people know from their own experience. The pressure to follow others is sometimes very strong and can lead to behaviors. These behaviors might not have occurred without social pressure. Mattos et al. (2016) define social influence as the way opinions or actions are influenced by others. Resulting in an action that is followed or that influences the thoughts, feelings, behaviors, and decision making of others. This social influence acts as a bonding mechanism for individuals in a group. Individuals learn their own culture through social processes and culture determines a person's needs and behavior (Soderstrom et al., 2016). Lee et al (2011) found that social influences from friends, acquaintances, or people who are accepted affect consumers' purchase decisions

Brand love

Carroll and Ahuvia (2006) defined brand love as a level of passion. It involves the customer's satisfaction with the product, service, or brand of that product or service. Love doesn't require much liking, but love is more of a quality than liking. Brand love is very important in marketing because it can generate positive word of mouth among consumers. It also makes consumers loyal to the brand. Halilovic (2013) outlines the concept of brand love as part of the structure of the relationship between consumer-brand. It is an intense relationship rather than a favorite relationship. Consumers are able to express their feelings toward a brand

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through love. Consumers begin to identify with the brand and feel emotionally attached to it. Ismail and Spinelli (2012) defined brand love as psychological love that identifies different forms of love. Many scholars have adopted the concept of Sternberg (1986), who proposed a triangular theory of love that includes 3 components: Intimacy, Passion, and Commitment. It was developed to measure feelings of love, for example, trust, empathy, respect, concern for the other's welfare, commitment, and acceptance (Fehr, 1988; Albert et al 2008).

Value perception

Sheth et al (1991) said that perceived value is the perceived value component of the consumer experience in making a purchase decision that is perceived in the process of consistently purchasing goods and services. In the same way, Perceived value refers to the overall assessment of the usability and quality of a product or service, which influences customer satisfaction. These factors have a positive impact on customer behavior and purchasing decisions (Nuzula and Wahyudi, 2022). Therefore, recognizing value is one of the most important components of running a business. This is because value recognition leads to customer engagement in the continued use of products and services. It also creates long-term competitive advantages (Kim et al, 2006; Moliner et al, 2007). In addition, Kotler & Keller (2009), perceived value refers to the benefits customers receive (perceived usefulness) and the feeling of satisfaction with what they get from a product or service, which influences trust and the long-term relationship between the company and its customers. Hence,

Social value: is the benefit of a social network or connection network that produces personal interactions, or commitment to developing relationships and creating reciprocal responses (Wang et al., 2013). Dholakia et al. (2009) found that social interaction with other members. It generates feelings in consumers and creates emotional bonds. It These social interactions represents a brand community where consumers can benefit from social interactions, through meeting, and communicating with like-minded people (Larivière et al., 2013). Research has shown that social values have a positive impact on consumer satisfaction (Chen and Lin, 2015; Kim et al 2013; Carlson et al., 2019; Gan and Wang, 2017). This supports the idea that perceptions of social value create a community of the brand allowing sharing of opinions about the actual use of the product.

Repurchase Intention

Kim et al. (2013) describes repurchase as a decision to buy products or services from the same seller that results from satisfaction with the products and services. For the decision can be caused by both internal and external factors, in the second part by the consumer. Gan and Wang, (2017) discussed repurchase intention as a consumer's decision to purchase a product or service over a period of time. Consumers continue to purchase or use services from the same provider. Moreover, Bowden (2009) describes sales success. In other words, a successful sale can be determined by repeat customers. Which repeat sales occur depends on whether customers have confidence in the product or service Trustworthiness is a very important factor

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in customers' decision to contact a salesperson. In addition, Chatzoglou et al. (2022) showed that generally, the products that are sold and delivered to customers are not necessarily of the highest quality or with the highest standards, as long as the product is always what the seller says it is.

Likewise, freight services are not necessarily the fastest, as long as the customer gets the goods delivered on time. So do not promise something you can not deliver. Hellier et al. (2003) defined repurchase intention as an individual decision to purchase a product or service again. Purchasing goods or services from the same company in the first purchase decision is often an indicator or predictor of repeat purchase behavior in the future. Lee et al. (2011) described consumer behavior as a highly complex behavior. Before consumers make a purchase decision, they must have a positive attitude and experience from previous trials. This also includes external influences such as marketing promotion through advertising, discounts, giveaways, promotional gifts, sales by salespeople, visibility of the product, pricing, packaging, and word of mouth. These factors influence the decision to purchase products and services. The feeling of satisfaction one receives after using a product or service creates a positive attitude towards the brand.

The conceptual framework of this research has been constructed upon a foundation of extensive literature reviews from numerous relevant prior studies. It is proposed in this study that Customer Engagement, Brand Experience, and Social Influence exert a positive influence on both Brand Love and Value Perception. Meanwhile, Brand Love and Value Perception are postulated to positively influence Repurchase Intention. As follow the figure 1.

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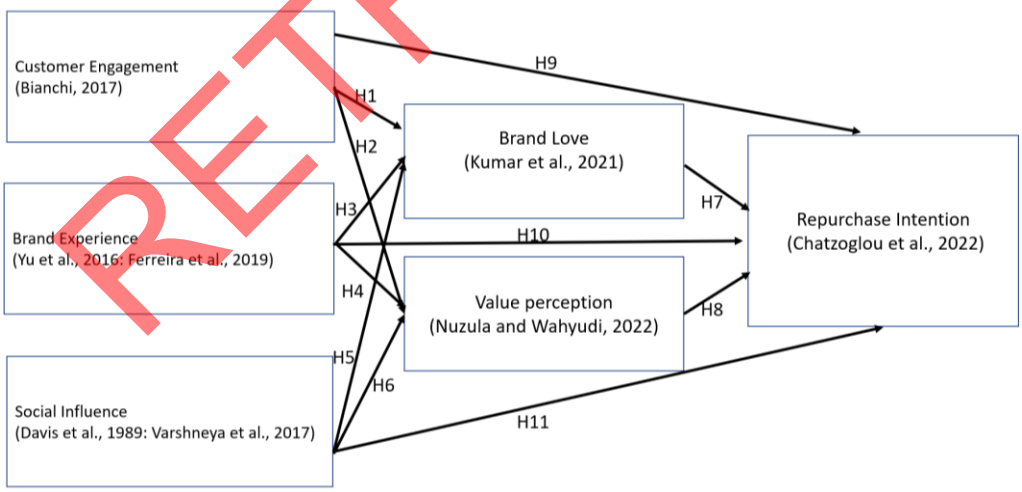


Figure 1 Research Model Framework

Research design

The research design and methodology used to investigate the relationship between customer engagement, brand experience, and social influence, brand love value perception and repurchase intention. This study used a quantitative methodology to collect and analyze data (Creswell & Creswell 2017). In the quantitative processes, the pretest study is described first by Cronbach's alpha a reliability by 30 samples greater than 0.7 (Christmann, 2006), followed by the primary study. For the primary study, we commence with a discussion of the data-collection procedure, sampling plan, questionnaire, control variable, scale evaluations, validity assessment, and data analysis procedures. This approach is well-suited for answering research questions that aim to quantify relationships between variables or to test hypotheses.

Sample and data collection

Determining the appropriate sample size for this study involved careful consideration to ensure accuracy and reliability in the research findings. For the population of convenience stores in Bangkok, which totals 5,979 stores, a sample size of 375 was initially calculated using the Yamane formula. To enhance the robustness of data collection and mitigate potential errors, the researcher decided to collect data from 400 convenience stores. This approach aligns with established norms for ensuring a comprehensive represent- tation of the population and improves the reliability of the study's results.

Sample size

The population of convenience store users in Bangkok, based on a total population of 5,428,097 people, a sample size of 400 individuals was determined using the Yamane's (1973)

$$n = \frac{N}{1 + Ne^2}$$

This sample size ensures that the data collected will be statistically significant and reliable, providing a precise representation of the user population. Collecting data from 400 users helps minimize the likelihood of Type I errors, which involve falsely detecting a significant effect when none exists, and Type II errors, which involve failing to detect a significant effect when one exists. Please refer to table 1.

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Table 1 Population and Sample

Convenience stores	Population	Sample group of convenience store	Sample group of customers
7-Eleven	5,431	363	363
CJ Express	79	6	6
Mini Big C	185	12	12
lotus go fresh	284	19	19
Total	**5,979**	**400**	**400**

Data analysis

The current study conducted the PROCESS macro in SPSS to examine serial multiple mediations. This methodology allows the study of both the direct and indirect impacts of variable x on variable y. According to the research design, structural equation modeling (SEM) is used to analyze hypotheses and data. Chen and Lin (2015) suggested a minimum sample size of one hundred or two hundred for SEM. However, Nunnally (1967) argued that 10 cases per indicator variable is a sample size that is widely accepted.

Results

This section evaluates the fit of the structural model using a variety of statistical indices. Structural Equation Modeling (SEM) analysis typically involves comparing a Saturated Model, which includes all possible relationships between observed variables, to an Estimated Model, which hypothesizes specific relationships based on theory. The Saturated Model has zero degrees of freedom as it perfectly fits the data, making it often overfitted and not generalizable. The Estimated Model, on the other hand, includes only theoretically justified paths and has more degrees of freedom, making it suitable for testing hypotheses. The fit indices used to assess these models are interpreted as follows in table 2.

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Table 2 Model fit

Model fit	Saturated model	Estimated model
SRMR	0.048	0.053
d_ULS	0.474	0.594
d_G	0.258	0.256
Chi-square	850.322	817.847
NFI	0.896	0.900

This table 2 presents fit indices for assessing the adequacy of the structural model by comparing a Saturated Model to an Estimated Model.

SRMR (Standardized Root Mean Square Residual): This index measures the discrepancy between the observed and predicted correlation matrices. For the Saturated Model, the SRMR is 0.048, and for the Estimated Model, it is 0.053. Both values are below the commonly accepted threshold of 0.08, indicating small residuals and a good fit.

d_ULS (Unweighted Least Squares Discrepancy): This index is less commonly reported but provides insight into model fit based on unweighted least squares estimation. The Saturated Model shows a d_ULS value of 0.474, while the Estimated Model has a slightly higher value of 0.594. Lower values suggest a better fit, indicating the Saturated Model fits slightly better according to this index.

d_G (Geiser-Greenhouse Discrepancy): This index is another measure of model fit, with the Saturated Model at 0.258 and the Estimated Model at 0.256. The small

difference between these values indicates a comparable fit between the models.

Chi-square: The Chi-square statistic tests the discrepancy between the observed and expected covariance matrices. The Saturated Model has a Chi-square value of 850.322, while the Estimated Model has a slightly lower value of 817.847. Although a lower Chi-square indicates a better fit, this statistic is sensitive to sample size, and high values are common with large samples.

NFI (Normed Fit Index): The NFI compares the fit of the model to a baseline model with no relationships. The Saturated Model has an NFI of 0.896, and the Estimated Model has an NFI of 0.900. Both values are close to or exceed the threshold of 0.90, indicating a good fit.

Overall, the fit indices suggest that both the Saturated and Estimated Models provide a reasonable fit to the data. The SRMR values indicate acceptable residuals, and the NFI values suggest a good fit relative to a null model. While the Chi-square values are high, this is expected with large sample sizes. The discrepancies in d_ULS and d_G are minimal, indicating similar fits. Thus, the Estimated Model, while slightly less fitting according to some indices, is supported as a theoretically sound and parsimonious representation of the data.

The effect size is essential for evaluating the impact that each predictive construct has on a dependent construct. While R^2 reflects the fit of the model as a whole, F^2 focuses on the contribution of individual paths within the model. It calculates how much the R^2 value decreases when a predictor construct is excluded, highlighting the unique contribution of the predictor to the variance explained. F^2 values range from 0 to 1, with higher values indicating a greater effect strength. Small effect sizes are denoted by F^2 values around 0.02, medium effects around 0.15, and large effects 0.35 or greater as seen in the table 3.

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Table 3 F square (Effect size)

Relationships	f-square	Effects
Brand Loyalty -> Repurchase Intention	0.077	Small
Customer Engagement -> Brand Loyalty	0.643	Large
Customer Engagement -> Repurchase Intention	0.068	Small
Customer Engagement -> Value Perception	0.235	Medium to Large
Social Influence -> Brand Loyalty	0.364	Large
Social Influence -> Repurchase Intention	0.007	Very Small
Social Influence -> Value Perception	0.031	Small
Value Perception -> Repurchase Intention	0.375	Large

Overall, the analysis indicates varying levels of influence among the constructs, with Customer Engagement and Social Influence showing significant effects on Brand Loyalty and Value Perception. Value Perception, in turn, strongly affects Repurchase Intention, underscoring its importance in the structural model. The relatively small effect sizes for some relationships suggest areas where additional factors might be needed to fully explain the variance in the dependent constructs. Understanding these effect sizes helps identify which constructs have

the most substantial impacts, guiding future research and practical interventions.

This section presents the findings of hypothesis testing within the model, focusing on the strength and significance of the relationships between the specified constructs. This analysis helps determine whether the proposed paths are supported, thereby clarifying the interactions within the model. Please refer to table 4.

Table 4 Structural Equation Model Results

Hypothesis	B	STDEV	t	P	Result
H_1 Brand Loyalty -> Repurchase Intention	0.297	0.049	6.087	0.000	Supported
H_2 Customer Engagement -> Brand Loyalty	0.536	0.029	18.330	0.000	Supported
H_3 Customer Engagement -> Repurchase Intention	0.611	0.034	17.768	0.000	Supported
H_4 Customer Engagement -> Value Perception	0.474	0.041	11.678	0.000	Supported
H_5 Social Influence -> Brand Loyalty	0.403	0.031	13.095	0.000	Supported
H_6 Social Influence -> Repurchase Intention	0.131	0.038	3.481	0.001	Supported
H_7 Social Influence -> Value Perception	0.172	0.041	4.227	0.000	Supported
H_8 Value Perception -> Repurchase Intention	0.450	0.041	10.883	0.000	Supported

Overall, the hypothesis testing results provide a detailed view of the model's relationships. Supported hypotheses validate the theoretical framework, while nonsignificant findings highlight areas for further investigation or model refinement.

Conclusion

The purpose of this study has explored the intricate relationships between customer engagement, brand experience, social influence, value perception, and repurchase intention in the context of retail customers in Bangkok, Thailand. By leveraging structural equation modeling, the research has provided empirical evidence supporting the significant impacts of these constructs on consumer behavior and brand loyalty.

Customer Engagement has been identified as a critical driver of brand loyalty and repurchase intention. The findings indicate that high levels of customer engagement, characterized by attention, enthusiasm, and interaction, significantly enhance brand loyalty ($\beta = 0.536$, $p < 0.001$) and repurchase intentions ($\beta = 0.611$, $p < 0.001$). This aligns with previous literature that underscores the importance of engaging customers to foster emotional bonds and loyalty (Van Doorn et al., 2010). Retailers should focus on creating personalized and interactive experiences to deepen customer engagement and strengthen brand loyalty.

Brand Experience plays a crucial role in shaping value perception, which subsequently influences repurchase intentions. The study found that positive brand experiences significantly enhance customers' perceived value of the brand ($\beta = 0.474$, $p < 0.001$). This finding supports the notion that memorable and positive experiences are essential for differentiating brands and providing perceived value (Brakus et al., 2009; Pine & Gilmore, 1999). Retailers should aim to deliver high-quality sensory, affective, behavioral, and intellectual experiences to

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boost perceived value and drive repurchase intentions.

Social Influence has been shown to significantly impact brand loyalty ($\beta = 0.403$, $p < 0.001$) and value perception ($\beta = 0.172$, $p < 0.001$). Although its direct effect on repurchase intention is modest ($\beta = 0.131$, $p < 0.001$), the moderate indirect effects through enhanced brand loyalty and value perception are substantial. This emphasizes the importance of peer recommendations and social interactions in shaping consumer attitudes and loyalty towards brands. Retailers can leverage social proof and peer influence strategies, such as encouraging customer reviews and social media endorsements, to strengthen their brand's perceived value and loyalty (Venkatesh et al., 2003; Lee et al., 2011).

Value Perception is a pivotal determinant of repurchase intention. The study confirms that customers are more likely to repurchase when they perceive high value in terms of quality, emotional response, and fair pricing ($\beta = 0.450$, $p < 0.001$). This aligns with the Value Perception Model which suggests that perceived value is a consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zhang et al. 2016). Retailers should consistently meet or exceed customer expectations by ensuring high product quality, competitive pricing, and exceptional customer service to foster strong value perceptions and encourage repeat purchases.

In conclusion, this study provides valuable insights into the factors that drive brand loyalty and repurchase intentions in the retail sector. By enhancing customer engagement, creating compelling brand experiences, leveraging social influence, and delivering high perceived value, retailers can build stronger relationships with their customers and achieve long-term business success. Future research should continue to explore these relationships in different cultural and industry contexts to further validate and expand upon these findings.

Limitation and future research direction

Despite the valuable insights provided by this study, there are several limitations that should be acknowledged. Firstly, the study's sample was limited to retail customers in Bangkok, Thailand, which may affect the generalizability of the findings to other geographical regions or cultural contexts. Future research should consider expanding the sample to include participants from diverse locations and backgrounds to enhance the external validity of the results.

Secondly, the cross-sectional nature of the study limits the ability to infer causality between the constructs. While the structural equation modeling provides insights into the relationships among variables, longitudinal studies are needed to confirm the directionality and causality of these relationships over time. Future research could employ a longitudinal design to track changes in customer engagement, brand experience, social influence, value perception, and repurchase intention.

Thirdly, the reliance on self-reported data may introduce response biases, such as social desirability or recall bias, which could affect the accuracy of the findings. Future studies should consider using a combination of self-reported data and objective measures, such as actual

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purchase behaviors, to provide a more comprehensive understanding of consumer behavior.

Additionally, the study focused on specific constructs related to customer engagement, brand experience, social influence, value perception, and repurchase intention. Other relevant factors, such as customer satisfaction, brand trust, and perceived risk, were not included in the model but could play significant roles in influencing consumer behavior. Future research should explore the integration of these additional constructs to develop a more holistic model of brand loyalty and repurchase intention.

Moreover, technological advance-ments and changes in consumer behavior over time could impact the relevance of the findings. Future studies should continuously update and adapt the research framework to reflect the evolving retail landscape, considering factors such as digital transformation, omnichannel experiences, and emerging trends in consumer preferences.

Lastly, the study's methodological approach focused on quantitative analysis, which provides valuable statistical insights but may overlook the nuances of consumer experiences and perceptions. Future research could incorporate qualitative methods, such as interviews or focus groups, to gain deeper insights into the underlying motivations and attitudes of consumers.

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