

Marketing strategies that affect repeat purchase intentions Consumer products online

Zhang Zheng¹; Sompong Sumetkochakorn² and Kawee Boonlertvanich³

¹⁻³Master of Business Administration Faculty of Business, Bangkokthonburi University, Thailand

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Abstract: This research article has the objectives: 1) study marketing strategies used in selling products online 2) compare intentions to repurchase consumer products through the online system. Classified by personal factors and 3) study marketing strategies that affect the intention to repurchase consumer products online. The research format is quantitative research. The sample group is 400 consumers who have experience purchasing consumer products online. A simple random sampling method was used. There is 1 type of instrument used in the research: a questionnaire is a tool for collecting data. Data were analyzed using basic statistics such as frequency, percentage, mean, and standard deviation. Test value, one-way analysis of variance test Analysis of correlation coefficients and Multiple regression analysis the research results found that

1. Marketing strategy level of consumers who have experience in purchasing consumer products online. Overall and in each aspect, it is at a high level.
2. Comparison Classified by personal factors, it was found that gender, age, status, and educational level gave a high level of Intention to purchase consumer products online no different Occupation and average monthly income The level of intention to purchase consumer products through the online system is different.
3. Marketing strategies regarding locations or distribution channels Marketing with network groups and opinions or criticisms Affects the intention to purchase consumer products online.

Keywords: Marketing strategies; Intent, Repeat purchases; Consumer products and Online systems

1. Introduction

In an era where digital plays a greater role in our lives, "Internet" has become more important for everyone. From the COVID-19 period and having to live together with COVID-19 has made the behavior of Thai people use the internet change from before. Currently, Thai people spend the most time on various internet activities. And which professions use the internet? Electronic Transactions Development Agency (ETDA) survey of Thai people's internet usage behavior in 2022 or Thailand Internet User Behavior (IUB) 2022, which is an online survey. From a sample of 46,348 people nationwide, distributed by age and province in each region. From April to July 2022, in order to know the behavior of Thai people in using the internet and use it as a strategy to penetrate the market to meet the target group more closely.

Popular online activities that Thai people do the most It reflects the behavior of Thai people who like to watch Live and participate with sellers. The groups of people who visited the most were 1) Gen Y (88.36%), 2) Gen as pictured



Fig 1: Product type: TOP 5 most popular online activities that Thai people do the most
Source: Electronic Transactions Development Agency (ETDA) or ETDA, 2023

The types of products that Gen Y chooses to buy the most are clothing, shoes, sports equipment, and accessories, followed by cosmetics. Gen Sports equipment and jewelry are the most common, followed by cosmetics.

Baby Boomers choose to buy consumer products the most, followed by dry food, and Gen Builders choose to buy fresh food the most, etc. The reasons for buying products online are: 1) Cheap price (63.10%) 2) Product variety (58.73 %) 3) The platform is easy to use (45.81%)

4) Promotions such as 11.11, 12.12, Flash Sale (44.39%) 5) Cheap or free shipping (34.10%) as shown in the picture.



Fig 2: Product type: TOP 5 reasons for purchasing Online products/services and payment channels
Source: Electronic Transactions Development Agency (ETDA) or ETDA, 2023

When considering the channels that Thai people choose to buy products online the most, number 1 is e-Marketplace such as Shopee, Lazada, Kaidee 75.99%, followed by Facebook 61.51%, Website 39.7%, LINE 31.04%, Instagram 12.95% and Twitter 3.81%. As for channels The most commonly used by sellers to sell products or services are: 1) Facebook (66.76%) 2) e-Marketplace (55.18%) 3) LINE (32.05%) 4) Website (26.67%) 5) Instagram (19.91%) and 6) Twitter (9.90%) as shown.



Fig 3 Consumer online channels

Source: Electronic Transactions Development Agency (ETDA) or ETDA, 2023

In terms of payment channels, it was found that Thai people prefer to pay by transferring via websites or bank applications, up to 67.32%, followed by Cash on Delivery (COD), 58.49%, paying with electronic wallets. (e-Wallet) 24.43%, credit cards 17.09% and online payment services such as PayPal or Google Pay 15.51%, etc. In addition to the behavior of buying and selling things online that is popular. This year's survey also found that online activities that are likely to decrease and may disappear in the future include: Searching for information through search engines, sending and receiving e-mail because nowadays people often search for information and send and receive information. through social media more the same is true for downloading software, songs, dramas, and games to keep and watch later. In the future there may not be any more. Because it has been replaced by Streaming that can be watched in real time and replayed through that platform at the same time. It was also found that Gen Y and Gen Z are more likely to be content creators than other generations. Because this is the generation that is most popular in creating online content, the most popular types of content created are videos/clips 49.85%, writing articles/content/websites 41.79%, live broadcasting (Live) 36.77% game streaming/streaming. Other entertainment: 11.86%, online radio programs 10.32%, and podcast programs 8.98% (Transaction Development Office electronically (ETDA) or ETDA,2023)

From the foregoing, the researcher therefore studied the matter. "Marketing strategies that affect the intention to repurchase consumer products through the online system" because we recognize the importance of studying various marketing strategies that affect the intention to purchase consumer products through the online system. To allow business operators selling consumer products through the online system to use the information to improve quality and plan appropriate business strategies in the future.

Research objectives

1. To study marketing strategies used to sell products online.
2. To compare intentions to repurchase consumer products via the online system. Classified by factors personal
3. To study marketing strategies that affect the intention to repurchase consumer products online.

2. Literature Review

Concepts and theories regarding demographic characteristics

Schiffman and Kanuk (Schiffman & Kanuk, 2003) define demographic characteristics as information about an individual, such as age, gender, education, occupation, income, religion, and race, which influence consumer behavior. It is generally used as a basic characteristic that marketers often take into account. For market segmentation (Market Segmentation) by linking it to consumer needs, preferences, and product usage rates.

Suwasa Chaisurat (2020) gave the meaning of demographic characteristics. (Demographic) by saying that demography refers to various factors that are criteria for indicating the characteristics of the population within a person includes age, gender, family size, income, education, occupation, life cycle, family, religion, race, nationality, and social status.

In conclusion, people with different demographic characteristics will have different patterns. Different thoughts and decisions from concepts and theories about demographic characteristics the researcher is interested in studying the demographic characteristics of gender, age, status, educational level, occupation, average monthly income. Because it is an important variable that will reveal personal factors that affect the intention to purchase consumer products online.

Concepts and theories about online marketing strategies

Marketing strategy (Strategic Marketing) refers to marketing tools that a business Used to make the business successful according to the set goals, consisting of product (Product), price (Price), place or distribution channel (Place), marketing promotion (Promotion) and personal attention (Personalize or Personal) Interest) Marketing to network groups (Personal Network) and comments or criticisms (Public Commentary) Doing business online is another channel for doing business in the online business market. Because it is a business that does not rely on a storefront and is not available for sale like general products, for example, doing a premium product business is another channel that is suitable for online marketing channels, etc. Therefore, an online marketing strategy must have information (Benja Wangpanya, 2017) including 1) choosing a domain, 2) planning a website, 3) advertising the created website, 4) developing a website or updating a website, 5) must know and analyze groups. Target customers can 6) have the strengths of their own products or outstanding services, 7) marketing, and 8) have a definite goal. Phillip Kotler (Philip Kotler, 2000) gave the idea that Business must have management that Combine it with the marketing mix to make it appropriate and consistent for your business to succeed. The Marketing Mix is considered a marketing tool or factor that a business can control and must be used together to meet the needs and satisfaction of customers or to stimulate these target customer groups. Need products and services Types of online social networking websites are divided into 7 types as follows (Thitima Thongthap, 2018) 1) Publishing type 2) Community type 3) Media type 4) Games type 5) Photo Management type 6) Business/Commerce type and 7) Data/Knowledge type

In summary, online marketing strategies consist of the 4P's of the marketing mix: Product, Price, Distribution Channel (Place), Marketing Promotion (Promotion) and an additional 3P's: Personalize or Personal Interest) Network Marketing (Personal Network) Comments or Criticism (Public Commentary) Therefore, the researcher has brought This concept was used as a guideline for structuring the questionnaire in relation to strategy. Marketing that affects intention to purchase consumer products online

Concepts and theories about consumer behavior

Sundel and Sundel (Sundel & Sundel, 2004) stated that behavior (Behavior) refers to the actions of individuals which can be classified into 2 types: internal behavior and external behavior, Solomon (Solomon, 2009) said:

Consumer Behavior (Consumer Behavior) refers to the actions of individuals related to Deciding on the selection, purchase, use, and disposal of residuals. of various goods or services to satisfy their needs and desires. Schiffman and Kanuk (Schiffman & Kanuk, 2010) stated that consumption consists of There are 3 interrelated steps, namely, the input factor step. Process steps and result stage

Concepts and theories about the purchasing decision process purchase intention and the concept of repeat purchases

(Panisa Meechinda and Siriwan Serirat, 2011) with details as follows: 1) Recognition of needs/problems (Need/Problem Recognition) 2) Information Search (Information Search) 3) Evaluation of Alternatives and 4) Purchase Decision (Purchase Decision) Purchasing decision process theory The purchasing decision process is influenced by Various psychological factors, situational factors social factors and technological factors. The consumer purchasing decision process indicates decisions about what we will search for. What are we going to buy?

And when and where to buy it? and how to pay (lightning Witthayaudom, 2011) Searching for information about that product or service on the internet of consumers is a purchasing behavior (Itthiwat Rattanaphongpu, 2013). The consumer purchasing decision process consists of 5 steps: awareness to the problem Searching for information Evaluation of alternatives Purchasing decisions and subsequent behavior. Buying a Kotler (Kotler, 2012) Said that the purchasing decision process has 5 steps as follows: 1) Problem Recognition (Problem Recognition) 2) Information Search (Information Search) 3) Evaluation of Alternatives (Evaluation of Alternatives) 4) Purchase Decision (Purchase Decision) and 5) Post Purchase Behavior Selim Aren (Selim Aren, 2013) gave the meaning of repeat purchase behavior.

This means that this behavior shows the relationship between the customer and the company or seller. However, the satisfaction that arises as a result, it can develop into brand loyalty, which can be determined by the behavior of buying more products from the company or seller. Long-lasting loyalty, returning to buy Products are repeated when a company or seller releases a new product or product. When products are improved, repeat purchases will occur.

From the concept of purchasing decision purchase intention and the concept of repeat purchases mentioned here the researcher therefore used this concept as a guideline for structuring the questionnaire regarding intentions to purchase consumer products online.

2.2 The Conceptual Framework

This research There is a conceptual framework that aims to study marketing strategies that affect repeat purchase intentions. Consumer products online the independent variables are personal factors including gender, age, status, education level, occupation, average monthly income. and marketing strategy consisting of 4P's: Product (Product) Price (Price) Place or distribution channel (Place) Marketing promotion (Promotion) McCarthy (McCarthy, 1960) added another 3P's, namely Personalize or Personal Interest.) Marketing with the network group (Personal Network), comments or criticism (Public Commentary) and repeat purchase intentions, Kotler and Armstrong (Kotler & Armstrong, 2012) are the dependent variables as follows.

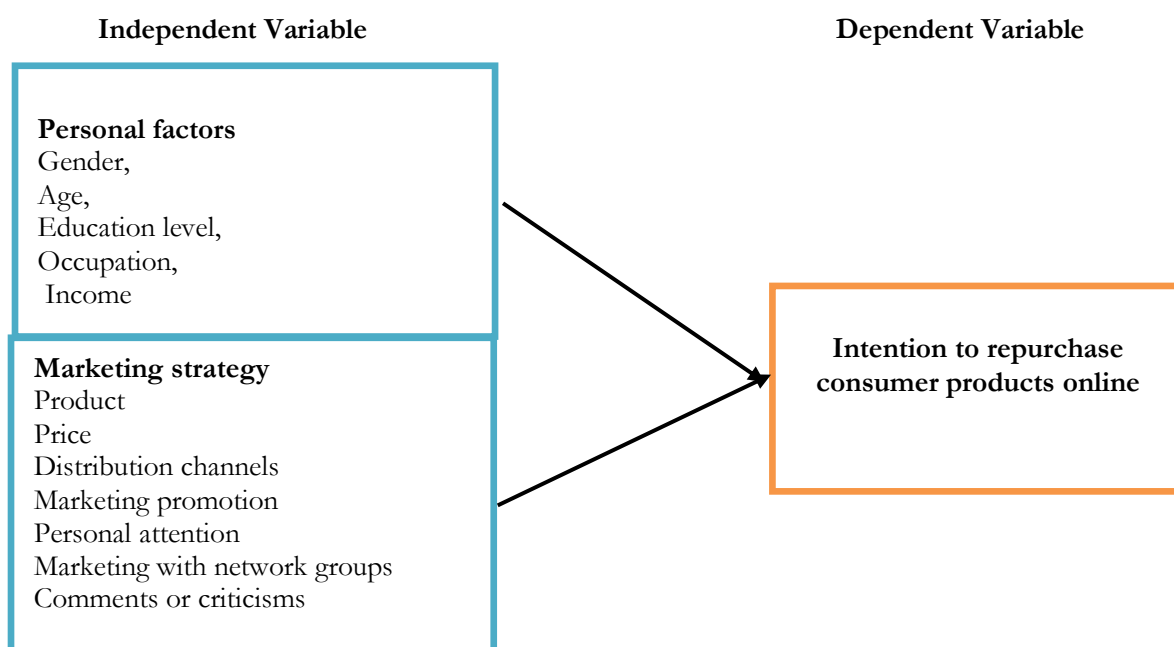


Figure 1: Research concept framework

3. Methods

This research is quantitative research. The research area is the online system. The population is consumers who have experience in purchasing consumer products through the online system. The exact number is not known. The sample group consisted of 400 consumers who had experience in purchasing consumer products online. A simple selection method was used. The research instrument is 1 type, which is a questionnaire, divided into 3 parts.

As follows: Part 1 is a questionnaire about personal factors of the respondents, consisting of gender, age, status, educational level, occupation, average monthly income. Part 2 is a questionnaire about marketing strategies, consisting of products, prices, locations or distribution channels. marketing promotion personal attention Marketing with network groups Comments or criticisms This is a rating scale question. and the third part is a questionnaire about intentions to purchase consumer products online. Used to study marketing strategies that affect the intention to purchase consumer products through the online system. Data was collected by the researcher. During January Until September 2023, quantitative data was analyzed with basic statistics, including frequency, percentage, average, standard deviation.

4. Results

1) Marketing strategy level of consumers who have experience in purchasing consumer products online. Overall and in each aspect, it is at a high level.

Table 1 Mean and standard deviation of marketing strategies consumers have experienced in purchasing consumer products through the online system overall

กลยุทธ์การตลาด	$\bar{X}$	S.D.	ระดับความสำคัญ
1. ด้านผลิตภัณฑ์	3.87	0.62	มาก
2. ด้านราคา	3.81	0.57	มาก
3. ด้านสถานที่หรือช่องทางการจัดจำหน่าย	3.95	0.54	มาก
4. ด้านการส่งเสริมทางการตลาด	3.82	0.60	มาก
5. ด้านการให้ความสนใจส่วนบุคคล	3.78	0.65	มาก
6. ด้านการตลาดกับกลุ่มเครือข่าย	3.66	0.63	มาก
7. ด้านข้อคิดเห็นหรือคำวิจารณ์	3.69	0.66	มาก
รวม	3.87	0.51	มาก

2) Comparison Classified by personal factors, it was found that gender, age, status, and educational level Give the level of intention to buy consumer products online. no different Occupation and average monthly income the level of intention to purchase consumer products through the online system is different.

Table 2 compares the repeat purchase intentions of consumers who have had previous experiences. In purchasing consumer products via the online system, classified by gender

ตัวแปร	เพศ				t-test	Sig.
	ชาย		หญิง			
	(n=117)		(n=283)			
	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
ความตั้งใจในการซื้อซ้ำ	3.74	0.66	3.80	0.60	0.38	0.13

* มีนัยสำคัญทางสถิติที่ระดับ 0.05

Table 3 compares the repeat purchase intentions of consumers who have had previous experiences. In purchasing consumer products through the online system

ตัวแปร	แหล่งความแปรปรวน	df	SS	MS	F	Sig.
อายุ	ระหว่างกลุ่ม	4	0.30	0.07	0.19	0.94
	ภายในกลุ่ม	395	154.39	0.39		
	รวม	399	154.69			
สถานภาพ	ระหว่างกลุ่ม	2	1.06	0.53	1.37	0.25
	ภายในกลุ่ม	397	153.63	0.38		
	รวม	399	154.69			
ระดับการศึกษา	ระหว่างกลุ่ม	2	6.805	1.70	4.33	0.10
	ภายในกลุ่ม	397	155.195	0.39		
	รวม	399	162.000			
อาชีพ	ระหว่างกลุ่ม	5	0.81	0.96	2.53	0.02*
	ภายในกลุ่ม	394	149.87	0.38		
	รวม	399	154.69			
รายได้เฉลี่ยต่อเดือน	ระหว่างกลุ่ม	3	10.535	3.51	9.18	0.03*
	ภายในกลุ่ม	396	151.465	0.38		
	รวม	399	162.000			

* Statistically significant at the 0.05 level.

3) Marketing strategy regarding locations or distribution channels Marketing with network groups and opinions or criticisms Affects the intention to purchase consumer products online.

ตารางที่ 4 ค่าสัมประสิทธิ์สหสัมพันธ์ระหว่างตัวแปรชีวิต

ตัวแปร/กลยุทธ์การตลาด	Unstandardized		Standardized	ค่า t	Sig.
	B	Std. Error	Beta		
ค่าคงที่	0.85	0.18		4.57	0.00*
1. ด้านผลิตภัณฑ์	0.06	0.06	0.06	1.14	0.25
2. ด้านราคา	0.10	0.07	0.09	1.44	0.14
3. ด้านสถานที่หรือช่องทางการจัดจำหน่าย	0.20	0.07	0.18	2.82	0.00*
4. ด้านการส่งเสริมทางการตลาด	0.10	0.06	0.10	1.68	0.09
5. ด้านการให้ความสนใจส่วนบุคคล	0.05	0.06	0.05	0.77	0.44
6. ด้านการตลาดกับกลุ่มเครือข่าย	0.12	0.05	0.13	2.32	0.02*
7. ด้านข้อคิดเห็นหรือคำวิจารณ์	0.24	0.05	0.26	4.22	0.00*
R = 0.64, R ² = 0.42,		R ² Adj= 0.41		F = 40.56	Sig.=0.00*

* มีนัยสำคัญทางสถิติที่ระดับ 0.05

5. Discussion

1. Marketing strategies for consumers who have experience in purchasing consumer products. Through the online system overall, it is at a high level. When considering the average values for each aspect, it was found that the level of marketing strategies of consumers who had experience in purchasing consumer products through the online system It is at a high level in every aspect as follows: location or Distribution channels Product side Marketing promotion, price, personal attention Comments or criticisms and marketing and networking groups, respectively, which is consistent with Saowakon Homsud (2014) who studied the Structural equation model of customer repeat purchase intention towards B2C electronic commerce in Bangkok area. The researcher analyzed the data to answer the research objectives using descriptive statistics and analyzed the data to answer the research objectives using structural equation modeling techniques. (Structural Equation Model: SEM) found that customers expressed their opinions on factors that influence repeat purchase intentions. The importance of website quality in all three aspects is at a high level: website system quality information quality. And the quality of service is consistent with Pulnat Dechamanon (2013) who studied the decision to purchase products through online social media during a limited period of time. This research aims to study decision-making behavior. Buy fruit products through online media. The research results found that the four marketing mix factors affecting online purchases, namely product, price, place, and sales promotion, are at a high level of importance. Not consistent with Suphawan Chaitaweewutthikul (2022) studied the topic Behavior of purchasing goods and services online Join a group to buy on the ENSOGO website for customers in Bangkok. With the objective of studying Behavior of purchasing products and services online in groups on the ENSOGO website of customers in Bangkok the research results found that Factors in the marketing mix of services on the ENSOGO website, product side, price side, service location side. and process Overall it is at a high level. Advertising section Sales promotion Public relations. The overall marketing activities and word of mouth were at a moderate level.

2. Level of repeat purchase intention of consumers who have had experience purchasing products. Consumer products through the online system at a high level and intend to visit consumer products consumption from the original website, consistent with Laddawan Thanasarnprasert (2013) who studied the factors that Influence on repeat

purchasing behavior via Instagram (Instagram), store case study Giftshopaahe The research results found that Customer satisfaction factors Brand preference factor, trust factor, positive word-of-mouth factor online. Quality factors of products and services, factors of fairness in services Factors of perceived usefulness in use Ease of use factor and the factor of the value of rights to products and services received affects repeat purchase behavior through Instagram (Instagram) in a positive way, consistent with Pranisa Suksawaeng (2013) studied the factors that Affecting repeat purchases of gems and jewelry through websites and Facebook. To study the trend of Repeat purchases of consumers who purchase Gems and accessories through website and Facebook the research results found that Overall repeat purchases through the website and Facebook have a high tendency to repeat purchases, while the credibility of the website has no effect on the trend. Purchasing through the website Statistically significant at the 0.05 level, consistent with Shin Eonyou (Shin Eonyou, 2016) have studied opinions and Individual characteristics of consumers in making online purchase decisions. Objectives of this study to develop an online system that happens in a good way to explore the role of information and consumer opinions in the online purchasing decision process. The research results found that the reliability of the website and Overall confidence in purchasing is positively related to attitude towards the retailer, which results in an effect positively affects future purchase intentions.

3. Comparison of repeat purchase intentions of consumers who have previously purchased Consumer products online Classified according to personal factors The results of the research found that between gender, male and female, age, status, and educational level The sample group provides a level of repeat purchase intention. Consumer products online no different It was found that females gave higher levels of intention to Buy consumer products online more than male Occupation and average monthly income The sample groups gave different levels of intention to purchase consumer products online, which is consistent with Natthasak Worawithayanon (2013) who conducted a study on Consumer attitude towards Business selling products and services online The research results found that Consumers with different levels of education and marital status have different attitudes towards businesses selling products and services online before making purchasing decisions. Overall, they are not different. Consumers with different average monthly incomes Have an attitude towards the business of selling products and services through online before deciding to purchase. Overall different Statistically significant at the 0.05 level, consistent with Pulnat. Detmanon (2013) Have studied the decision to purchase products through social network media. Online for a limited time the purpose of this research is to study purchasing decision behavior. Fruit through online media the research results found that Occupation and average monthly income affect marketing mix factors, price, location, and promotion because of the convenience of receiving products. In accordance with Thanyanuch Saejiw (2022), studied the factors affecting repeat purchases, a case study of Mueang Mai Super Retail and Wholesale Shop, Mueang District, Yala Province, with the objective of studying the factors affecting repeat purchases. Repeat purchases of consumers in Mueang Mai Super Retail and Wholesale stores, Mueang District, Yala Province. The research results found that Different demographic characteristics include occupation and average monthly income. There are different purchasing behaviors, not consistent with Punyanuch Bunyasunanon (2014) studied the factors affecting the purchase of women's clothing through online channels by working women. The research results found that A study of the relationship between demographic factors and the purchase of women's clothing through online channels by working women found that Differences in education levels result in differences in women's clothing purchases via online channels among working-age women. Those with a master's degree are more likely to buy women's clothing online than those with a lower level of education.

Suggestions

Suggestions for putting research results to good use

1. Marketing strategies for consumers who have experience in purchasing consumer products. Through the online system overall, it is at a high level. When considering the average values for each aspect, it was found that the level of marketing strategies of consumers who had experience in purchasing consumer products through the online system It is at a high level in every aspect as follows: In terms of location or Distribution channels Product side Marketing promotion, price, personal attention Comments or criticisms and marketing with network groups.
2. Repeat purchase intentions of consumers who have had experience purchasing consumer products. Consumption through the online system at a high level the researcher considered each item and found that the items with a high level The highest repeat purchase intention is that you often visit consumer products from the same website. It

shows that consumers are impressed with the original website. Therefore, online business operators the website should be improved to be modern, beautiful, eye-catching, and the ordering, delivery, and payment steps are simple. Including providing a complete range of products. and the product must be of quality suitable for the price to create Impress consumers to come back and buy again.

3. Comparison results of repeat purchase intentions of consumers who have experienced Buy consumer products online Classified according to personal factors The results of the research found that occupation and average monthly income It has an effect on repeat purchase intentions of consumers who have previously had purchasing experience. Consumer products online It can be seen that the occupation and average monthly income of consumers are Influence on purchasing consumer products through the online system. Therefore, online business operators Therefore, you should plan the consumer products that will be offered for sale on the website to meet the needs of consumers. For example, the prices of the products offered for sale must be appropriate to the quality of the products. Organize promotions for consumers who Come in and choose products. There is a wide variety of products to support consumers of all professions. that come in and choose to buy products, etc. In this regard, product price determination must take into account the occupation and average monthly income of the consumers as well

Suggestions for future research

From this study of marketing strategies that affect repeat purchase intentions. consumer products through the online system, so next time you should study other variables, such as studying consumer attitudes towards online product sales businesses, with the objective is to study the attitude of What do consumers think before buying and after buying products online? What are consumers' opinions and should study their motivations for purchasing consumer products online.

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