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**MASTER OF BUSINESS ADMINISTRATION**

**The Impact of Consumer Satisfaction, Site Brand and  
eWOM on Repurchase Intention in International  
Shopping- with Tmall International as the Background**

**The Graduate School of the University of Ulsan**

**Department of Business Administration**

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**The Impact of Consumer Satisfaction, Site Brand and  
eWOM on Repurchase Intention in International  
Shopping- with Tmall International as the Background**

Supervisor: Professor Kim Doyle

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the Graduate School of University of Ulsan

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Mr.Tian Yong

## **ABSTRACT**

With the development of the Internet, consumers can get a large amount of information quickly and accurately, which makes the switch cost and search cost of consumers continue reduce. For online sellers, how to retain customers and improve customer repurchase rate is important to increase sales and profits. In China, more and more consumers are not satisfied with buying domestic products and turn their attention to international famous-brand products. Therefore, in this environment, international shopping continues to develop. By asking people about international shopping experience in advance, combined with the characteristics of international shoppers, I set consumer satisfaction, site brand and eWOM as variables that affect repurchase intention.

The purpose of this study is to study how to improve customers' repurchase intention, in the international shopping, as well as the impact of utilitarian value and hedonic value on consumer satisfaction. The experimental platform of this study is Tmall International, the largest international shopping platform in China. The questionnaire is modified according to the previous research and combined with the actual situation of this study, through the wjx.com, and through Wechat, QQ and e-mail to send the questionnaire, and finally get the data. Questionnaires with no international shopping experience, missing answers, all the same answers or obvious rules in choosing answers will be deleted. Data analysis and conclusions were drawn based on the research results.

## 요 약

네트워크의 발달로 소비자들은 대량의 정보를 빠르고 정확하게 얻을 수 있게 되었고, 이로 인해 소비자의 전환 비용과 검색 비용이 지속적으로 감소하고 있다. 온라인 판매자 입장에서는 고객을 어떻게 유지할 수 있는지, 고객 환매율을 높이는 것이 매출을 늘리고 이윤을 높이는 데 더욱 중요해 보인다. 중국에서는 국내 제품 구매에 만족하지 않고 국제 제품으로 눈을 돌리는 소비자들이 늘고 있다. 그래서 이런 환경에서 국제 쇼핑은 끊임없이 발전하고 있다. 국제쇼핑 경력이 있는 사람에게 미리 묻고 국제쇼핑 이용자의 특징을 결합함으로써 소비자 만족, 사이트 브랜드와 인터넷 평론을 재구매 의향에 영향을 미치는 변수로 도입했다.

본 연구의 목적은 국제 쇼핑에서 고객의 재구매 의향을 향상시킬 수 있는 방법을 연구하는 한편, 공리적 가치와 향락적 가치가 소비자 만족에 미치는 영향도 연구하는 것이다. 본 연구의 실험 플랫폼은 중국 최대 국제 쇼핑 플랫폼, 티몰 인터내셔널이다. 설문지는 이전 연구에 맞춰 본 연구 실태와 함께 수정한 후 [xjx.com](http://xjx.com)을 통해 제작되고 위챗, QQ, 메일을 통해 설문지를 보내 최종 데이터를 얻게 된다. 국제 쇼핑 경험이 없거나, 답이 빠지거나, 답이 전부 같거나, 답변을 선택하는 뚜렷한 법칙이 있는 설문지는 삭제될 것이다. 연구 결과를 바탕으로 데이터를 분석하여 결론을 도출한다.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research background

The rapid development of e-commerce provides a necessary basis for the take-off of international shopping. International shopping refers to the behavior of consumers buying goods from other countries through the Internet (Ramkumar & Jin, 2016). According to the "Young people's Insight report on the New normal of Cross-border consumption" released by CBNdata and Tmall international in October 2019, the total amount of cross-border e-commerce imports increased by 53.7% compared with the same period last year. Goods come from more than 200 countries around the world, and China is expected to have more than 200 million cross-border consumers in 2020. Many online shopping companies see the opportunities in the international e-commerce market and begin to use international online shopping platforms to help consumers buy foreign goods (Little Red Book, Tmall International, JD.com, kaola.com).

This paper will choose Tmall International, the largest international shopping in China, as the sample collection platform. Tmall International, the cross-border e-commerce platform under Alibaba, is committed to supplying overseas original imported goods directly to domestic consumers and has ranked first in the industry for five consecutive years. At present, more than 25000 international brands from 92 countries and regions have settled in, covering more than 5100 categories. On August 20 2020, Alibaba released the financial results for the first quarter of the new fiscal year, and the core business indicators exceeded expectations in an all-round way. Among them, Tmall International's GMV (Gross Merchandise Volume) grew by more than 40 percent in the current quarter compared with the same period last year. With the restrictions on outbound travel due to the global epidemic, Chinese people's enthusiasm for outbound travel has been released in Tmall International. Take Tmall International, the largest "outbound shopping festival" this year, as an example. In the first three minutes of June 1 2020, more than 10 million people poured into Tmall International and bought more than 100 million yuan of imported goods in three minutes.

According to the data released by CBNdata and Tmall international (2019), people born after 1990 are the main users of international shopping. According to the summary of the report, these young people have five remarkable characteristics: first, skin care products are growing rapidly; second, health food is loved by many young people; third, they spend a lot on pets; fourth, they like to buy clothes that are popular abroad; fifth, they can only buy

electrical appliances and products that can improve their quality of life. Therefore, in order to improve consumers, repurchase intention, shopping platform operators should conduct targeted research according to the characteristics of the main consumer groups, so as to increase sales and improve profits.

Considering that most of the users who use the international online shopping platform at this stage are young people born after 1990, especially college students, they have more obvious characteristics, such as generally no heavy economic pressure and the pursuit of being different. They also hope to get the attention and praise of others through their own attire. In the e-commerce market, they have great commercial potential and influence, and their education level is generally higher than that of the general public (Gurtner & Soyez, 2016; Purani et al., 2019). Therefore, I think it is necessary to separate international shopping from ordinary domestic online shopping, and we will come to a different conclusion.

## **1.2 Purpose and necessity of the study**

At the present stage, most of the studies based on international shopping are related to hotel rooms, air tickets and scenic spot ticket booking (Ramos et al., 2016; Awadallah & Saad, 2017). Most of these products are virtual goods, which are very different from real goods, so virtual goods do not need to consider the impact of tariffs, express delivery effectiveness, product quality and other factors. However, for goods purchased in international shopping, due to the influence of long delivery distance, long timeliness and national policy, there are many uncertainties in international shopping.

And then, at this stage, most of the research based on the background of online shopping in China, there is no clear limit on samples before the study, which makes the samples of all ages are more evenly distributed in the research samples. It has been reported that most of the international shopping users are young people born after 1990, which makes this thesis focus on collecting people born after 1990 (73.7%).

In addition, utilitarian value and hedonic value are added to this study. Chinese consumers choose international online shopping for shopping in order to obtain foreign well-known brands with low price (monetary saving) for convenience (simple). Affected by this purpose, utilitarian value and hedonic value will have a stronger driving force.

Finally, due to the influence of customs clearance, express delivery and other factors. International shoppers usually have a stronger tolerance for time, but put forward higher requirements for the price or quality of the products. This is another difference from domestic shopping.

The purpose of this study is to study how to improve customers' repurchase intention, in international online shopping, as well as the impact of hedonic value and utilitarian value on consumer satisfaction. And through the research conclusion, this study will give some suggestions to the seller of the international shopping and business owner.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Utilitarian value, hedonic value and the influence factor**

The motivation of consumers who enter the international online shopping platform for the first time and repeatedly is generally different, so it is necessary for marketers to make sales strategies in line with the characteristics of different types of users. Experienced regular customers can better understand and find information, and constantly update the evaluation criteria of the platform or goods. Consumers' judgment on the platform or goods motivates consumers' behavior.

Perceived value refers to consumers' comparison of product cost and quality (Zeithaml, 1988). Walter (2004) regards perceived value as a trade-off between multiple benefits and losses. Although there are different opinions, most studies believe that there are two dimensions in perceived value: utilitarian value and hedonic value (Batra & Ahtola, 1991; Dhar & Wertenbroch, 2000). Utilitarian value refers to the functional, goal-oriented, and reasonable reasons for using a product or service. Hedonic value is the multi-sensory, novel, fantasy and emotional aspect of shopping (Batra & Ahtola, 1991; Dhar & Wertenbroch, 2000).

Babin et al. (2005) defines utilitarian shopping value as getting the benefits of the desired product effortlessly in the shopping process, in which hedonic shopping value includes the joy and excitement of shopping. It is generally believed that customers buy not only for the utilitarian value of the product, but also for satisfaction in the shopping process. Therefore, it is clear that, shopping value, utilitarian value and hedonic value (Babin et al., 2005; Babin & Darden, 1995; Wakefield & Baker, 1998; Rintamaki et al., 2005; Kaul, 2007) are all important to the consumer satisfaction. It is clear that, utilitarian value shows that the benefits of shopping depend on the completion of the task (Batra & Ahtola, 1991; Sherry et al., 1993; Babin et al., 1994). In other words, utilitarian value is the result of consciously pursuing the expected results. Consumers affected by utilitarian value may receive the impact on monetary saving, search simple, product information, product offering (Chiu et al., 2014). In the interviews before the study, monetary saving and search simple are more important in the process of international shopping. So monetary saving and search simple are put in the research model as factor in the research.

Bridges and Florsheim (2008) believe that online shoppers will get utilitarian value when they are goal-oriented, purchasing simple, information accessibility, ease of use, selectivity, and so on. In a study of shoppers' satisfaction in shopping malls, Kesari and Atulkar (2016)

divides utilitarian value into money savings, choice, simple and customized products. Moon et al. (2017) believes that in addition to simple, the richness and ease of use of product information also exist in the online shopping environment.

Hirschman and Holbrook (1982) proposed the concept of hedonic value from different perceptions. Hedonic value refers to those consumption behaviors that seek happiness, fantasy, awakening, senses and enjoyment. Scarpi (2012) describes hedonic value as enjoyment related to happiness and fun, rather than task completion, which reflects the experience of shopping. Hirschman and Holbrook (1982) believes that the hedonic shopping value obtained from the multi-sensory and emotional aspects of the shopping experience is related to consumers' emotional need for an interesting and enjoyable shopping experience. Moon et al. (2017) is recommended that the hedonic attribute of online shopping is reflected in role shopping, best transactions, and social interaction. The benefits of Hedonic motivation are experience and emotion. The reason why hedonic consumers like shopping is that they like the shopping process. This is not about achieving practical goals or accomplishing tasks. In other words, the study of hedonic motivation is the study of shopping enjoyment. Shopping is no longer just a boring task or a completed task (Bloch & Bruce, 1984; Sherry, 1993; Babin et al., 1994). Hedonic value is the extended value of shopping. Although it is not as necessary as some utilitarian value, its importance has attracted more and more attention in recent years. According to the research results of Chiu et al. (2014), the hedonic value includes benefits such as adventure, gratification, role, best deal, social, idea. According to the results of the survey of Chinese international shopping users before the study, it seems that the benefit of hedonic value is not very obvious in international shopping. Therefore, Those factors are not selected for research.

## **2.2 Consumer satisfaction**

According to Kotler and Caslione (2009), consumer satisfaction refers to a person's feeling of happiness or disappointment by comparing the performance of a product with his or her expectations. Satisfaction plays a key role in business strategy, the company's sustainability, and building and maintaining long-term relationships with customers (Wang et al., 2017). In a virtual environment, Anderson and Srinivasan (2003) define the e-satisfaction associated with previous online shopping experiences. In the context of online shopping, satisfaction is considered to be an important behavioral outcome, so it symbolizes "customer satisfaction with their previous purchase process at an e-commerce company" (Polites et al., 2012) although satisfaction as a major factor affecting customer purchase has been studied by

many researchers, consumer satisfaction is still a key focus in the marketing and management literature (Asnawi et al., 2019; Nabila, 2019). The concept of consumer satisfaction is usually based on the concept that a business owner or seller must satisfy its customers in order to continue to make a profit (Fatima et al., 2018; Paul et al., 2016). Consumer satisfaction is considered to be an effective measure of the usefulness of products or services used by customers, rather than exploring cognitive outcomes (Khan et al., 2014; Yang et al., 2018).

In e-commerce marketing activities, satisfaction can be defined as the overall and cumulative evaluation of products or services on customer needs and expectations after online purchase (Filieri et al., 2015; Oliver, 1980). In addition, consumer satisfaction may be a tool to check the current and potential performance of enterprises, because it will lead to customer loyalty, recommendation and repurchase (Meesala & Paul, 2018). As a seller in a highly competitive e-commerce environment, improving customer satisfaction will be very conducive to the sustainable development of e-commerce companies. At the same time, a large number of research results show that there is a positive relationship between, consumer satisfaction and repurchase intention (Nabila, 2019; Chen & Quester, 2006). Empirical evidence shows that, consumer satisfaction affects travel online shopping behavior, especially in repurchase intention and e-loyalty (Ali et al., 2018; Wang et al., 2017). However, since some exceptions to this effect have been found, and there are few studies on website loyalty, it is necessary to conduct more in-depth research on it (Agyeiwaah et al., 2019).

### **2.3 Site brand**

Brand is a logo, trademark and packaging design with a name and / or similar symbols that uniquely identifies the seller's product or service and distinguishes it from a competitor's product or service (Aaker, 1991). According to Baidu encyclopedia, site brand is the external reputation and image of a website, and the website brand affects consumers' expectations and trust in the site as a whole. For modern company, brand is increasingly becoming one of the core elements of enterprise survival and development, and a strong brand means market position and profit. For site brand, site brand is a kind of intangible asset that brings premium and value-added to the owner. its carrier is the name, terminology, symbol, mark or design and its combination used to distinguish from the products or services of other competitors. The source of value-added comes from the impression of its carrier formed in the minds of consumers. Therefore, more and more company realize the importance of the brand and are paid more and more attention to it.

Once site brand forms a certain popularity, company can make use of site brand effect to

expand the market and help company to resist the attack of competitors and maintain competitive advantage.

In the context of service branding, researchers have noticed the importance of brand name in consumers' evaluation of brand, because it helps consumers recall brand interests (Grace & O' Cass, 2005). As China's largest international shopping Tmall International, founded by China's largest e-commerce company, Alibaba, has a very wide range of users and financial support in China. In China, Alibaba as the representative of e-commerce enterprises, site brand has become the symbol of China's e-commerce. When Chinese consumers have a demand for goods, most users will first think of Alibaba's shopping platform. Alibaba's shopping platform has excellent consumer evaluation and shopping experience, so it is deeply trusted and praised by consumers. In this study, site brand is not only the basic meaning of logo, but also the brand that consumers can think of immediately when they have shopping needs. At the same time, when consumers use it, because of the site brand, consumers are full of confidence in shopping. When a product or industry lacks available information, at this time, the largest online shopping site brand will become a new synonym for the industry. At this time, the brand will become more important (Grace & O' Cass, 2005). Keller (1993) proposed a knowledge-based framework for brand equity creation, in which knowledge consists of two main dimensions: brand awareness and brand image. Popularity consists of brand recollection and identification, and image consists of various associations with the brand. Like the traditional concept of brand awareness, website awareness is defined here as the ability of potential buyers to identify or recall specific sites. The recognition of the site reflects the level of familiarity gained from past exposures. Website memory refers to the ability to remember the website. With the passage of time, familiarity and experience are different. Experience comes from interaction with the process, while familiarity is the result of simply touching a person, a store, or an event (Walczuc & Lundgren, 2004). As customers become more familiar and trust with the site brand, they will also help repurchase intention improve.

## **2.4 eWOM**

eWOM is an online form of communication, which spreads content through the evaluation system provided by blogs, social platforms and shopping platforms. According to the findings of Chu and Kim (2011), eWOM provides additional media management for customers who play an active role in purchasing choices. It is considered to be an effective way to spread information and build awareness in electronic marketing centers (Prasetio et al.,

2016). Before many customers consider ordering goods online, they can only rely on pictures or merchant introductions to understand the products. At this time, as an intangible commodity, it is difficult for customers to measure the various attributes of goods. Before consumers buy, consumers usually get information about product attributes and quality (De Maeyer, 2012) through comments left by customers who have bought goods and feelings of use posted by surrounding friends through social platforms. eWOM can not only make it easy for consumers to make purchase decisions by reducing cognitive load, but also help to improve product sales (Ye et al., 2011). Therefore, the impact of eWOM on consumer repurchase intention is very important. Some of the existing research results have been supported the relationship between eWOM and consumer repurchase intention. eWOM has a significant impact on consumers' purchase intention (Abubakar et al., 2015; Erkan & Evans, 2016; See-To & Ho, 2014; Xiao et al., 2016). Many studies in the past have shown that the "price" of reviews can also affect consumers' purchase decisions. The value of comments refers to the evaluation direction of comments, which can be positive, neutral or negative (Lee & Youn, 2009). Decisions are made on the basis of online reviews (Xu, 2014) only if the user trusts the reviewer.

On the eWOM platform, products with positive reviews will get higher friend recommendations (Lee & Youn, 2009) than products with negative reviews. The stronger the ability of a company to solve problems through these tools is, the more contact it will have with customers, resulting in positive word-of-mouth. However, most companies are still in the early stages of social care (Telus International, 2011). And as consumers become more and more dependent on eWOM, eWOM also affects the behavior of consumers, especially the younger generation as an international shopping platform, who understand new things faster and can master the essentials more skillfully. Therefore, more and more researchers are also studying the relationship between eWOM and repurchase intention (Hu & Kim, 2018).

## **2.5 Repurchase intention**

In the research related to marketing, repurchase intention often appears as a research factor in all kinds of research. Kim and Kim (2004) defines repurchase intention as the tendency of consumers to have specific goals, which is usually measured by actual purchase. In addition, Crosno, Freling and Skinner (2009) said that repurchase intention refers to the possibility of repurchasing a specific brand in a product category during the purchase process. For example, what products or brands consumers will buy on their next shopping trip. More specifically, repurchase intention is the future prediction of consumer behavior, which will

greatly contribute to the allocation of sellers' resources. However, the realization of product repurchase intention depends on a variety of factors, such as the customer's willingness and interest in the product, the social pressure exerted by others on the customer, and the feeling of what they receive. In e-commerce, sellers' competitive advantage comes from rewarding repeat customers and retaining (Hellier et al., 2003). Repeat purchase is to use the same seller to buy different kinds of goods (Khalifa & Liu, 2007), which indicates that an individual is willing to buy goods from the same company again. Similarly, other studies have suggested that repurchase intention refers to the extent to which consumers buy one product on a regular basis and refuse to switch to another product (Yoo et al., 2000). They also concluded that intention is different from attitude. Although attitude means the evaluation of the product, intention is a person's motivation to act from his or her will. The desire to buy back is a manifestation of consumer loyalty. Online service quality, other users' evaluation of products and additional services often have a positive impact on improving customers' desire to buy. Repurchase intention refers to consumers' subjective preference for a certain product, and it has also been proved to be an important indicator of consumer behavior (Frishtein & Ajzen, 1975). Repurchase intention is the probability that consumers are willing to buy a product. Repurchase intention is also a kind of trading behavior driven by consumers' evaluation of the product, and it is an emotional response that urges consumers to take action on the goal (Ho & Truong, 2012). The higher the intention is, the more likely it is to buy again. Therefore, in online shopping, online sellers often use a variety of integral discounts to guide customers who have already spent back to the same business to buy goods.

However, it is different from most studies that take repurchase intention as a dependent variable. In this study, Tmall International is used as the research background. As an international shopping platform, repurchase intention in this study more refers to the repeated use of Tmall International to buy the same or different kinds of goods. In this paper, Tmall International is more like a repurchase product in other studies.

## **CHAPTER 3**

### **HYPOTHESES DEVELOPMENT**

#### **3.1 The relationship between monetary saving and utilitarian value**

Monetary saving means spending less and saving money (Mimouni-Chaabane & Volle, 2010; Moon et al., 2017). For example, if you buy foreign goods on the Tmall international, according to China's policy, every Chinese citizen can buy foreign goods less than 100,000 RMB yuan duty-free every year. Usually, China levies an average tax rate of 15% on the import of foreign products, so, with the promotion, subsidies and concessions of the platform, Chinese consumers can monetary saving when buying foreign goods at Tmall International. Peterson (1995) said that saving money is of great value for joining regular courses and book clubs. So, monetary saving is of great significance to utilitarian value. When consumers can get financial discounts in various ways, they will feel utilitarian value.

Therefore, this study proposes the following hypothesis.

H1: Monetary saving is positively related to utilitarian value in the context of Tmall international.

#### **3.2 The relationship between search simple and utilitarian value**

In most of the existing studies, most of the simple is online shopping all year round, convenient to buy at any time, and is not affected by time, region, weather and other factors (Burke, 1997). Other researchers have defined simple as the time and effort saved by shopping online and the less restricted store hours or locations (Childers et al., 2001). Customers can choose shopping and checkout time freely according to their own time. Oliver et al. (1997) shows that there is a close relationship between simple and utilitarian value.

However, there are many differences between international shopping platform and ordinary e-commerce. For example, one is subject to customs duties. Due to the influence of exchange rate, jet lag and customs policy, customers need to spend more energy searching for relevant information on the web. This means that the international shopping platform needs to produce more pages to meet the search needs of consumers. According to the characteristics of international shopping, and combined with the results of interviews with friends who have the international shopping experience before the study, I added

search simple to the research model as a dependent variable to utilitarian value.

Therefore, this study proposes the following hypothesis.

H2: Search simple is positively related to utilitarian value in the context of Tmall international.

### **3.3 The relationship between utilitarian value, hedonic value and consumer satisfaction**

Now most studies have proved that perceived value has a significant positive correlation effect on consumer satisfaction (Choi et al., 2004; Gallarza & Saura, 2006; Chen & Xie, 2008; Chen & Tsai, 2008; Williams & Soutar, 2009). However, there are few studies on utilitarian value and hedonic value. Most researchers believe that utilitarian value and hedonic value are the two most important dimensions in perceived value (Batra & Ahtola, 1991; Dhar & Wertenbroch, 2000). According to the research results of Ryu et al. (2010), there is a significant difference in the effect of utilitarian value ( $\beta = 0.590$ ) and hedonic value ( $\beta = 0.30$ ) on consumer satisfaction. However, the research results also prove that the influence of utilitarian value and hedonic value on consumer satisfaction. Utilitarian value has a stronger influence on consumer satisfaction. Combined with the research background of international shopping, I think utilitarian value and hedonic value will also have an impact on consumer satisfaction.

Therefore, this study proposes the following hypothesis.

H3: Utilitarian value is positively related to consumer satisfaction in the context of Tmall international.

H4: Hedonic value is positively related to consumer satisfaction in the context of Tmall international.

### **3.4 The relationship between site brand and repurchase intention**

Site brand is the external reputation and image of a website, and the website brand affects consumers' expectations and trust in the site as a whole. The website brand is a finer branch of the brand. In the context of service branding, researchers have noticed the importance of brand names in consumers' evaluation of brands. Because it helps consumers to recall the benefits of the brand (Grace & O'Cass, 2005; Keller, 2003). When a product or industry lacks available information, at this time, the largest brand will become a new

synonym for the industry, at this time, the brand will become more important (Grace & O' Cass, 2005). In addition, Moslehpour et al. (2014) and Jin et al. (2015) found that there was a positive correlation between perceived brand reputation and consumers' willingness to buy. At the same time, Low, Charles and Lamb (2000) pointed out that higher awareness of brand quality increases the value of consumer purchase evaluation. Research by Supphellen and Rittenburg (2001) also shows that in developing countries, consumers are fully aware that the quality of local brands is often lower than that of foreign brands. Therefore, in China, capable consumers will be more inclined to buy foreign goods through international shopping platforms of big brands. In addition, previous studies have shown that perceived brand quality directly affects consumers' repurchase intention (Moslehpour et al., 2014; Pyun et al., 2011; Steenkamp et al., 2003).

Therefore, this study proposes the following hypothesis.

H5: Site brand is positively related to repurchase intention in the context of Tmall international.

### **3.5 The relationship between eWOM and repurchase intention**

eWOM is a form of online communication, which comes from consumers of different classes and regions. eWOM messages include anonymous or real-name online product reviews or product use experiences posted by previous or current consumers on shopping platform websites, and such information will affect or guide consumers' shopping intention to some extent. Before ordering goods, many customers can not have a specific understanding of product quality, product performance and other commodity properties, so they can only understand the products through the pictures or mosquito text introductions provided by the merchants.

However, many consumers do not fully believe in the self-boasting of the merchants, and consumers are more willing to believe the comments of their friends around them or those who have already bought the goods. According to the Nielsen (2012) report, consumers are four times more likely to buy products or services than to be recommended by friends, family or colleagues rather than through salespeople or advertisements. Therefore, in real life, the eWOM, of surrounding friends or virtual friends in the online world is more trusted by consumers. Many previous studies have proved that there is a relationship between eWOM and repurchase intention. (Chevalier & Mayzlin, 2006; Bambauer & Mangold, 2011). Jalilvand and Samiei (2012) further proves that there is a

positive correlation between eWOM and repurchase intention.

Therefore, this study proposes the following hypothesis.

H6: eWOM is positively related to repurchase intention in the context of Tmall international.

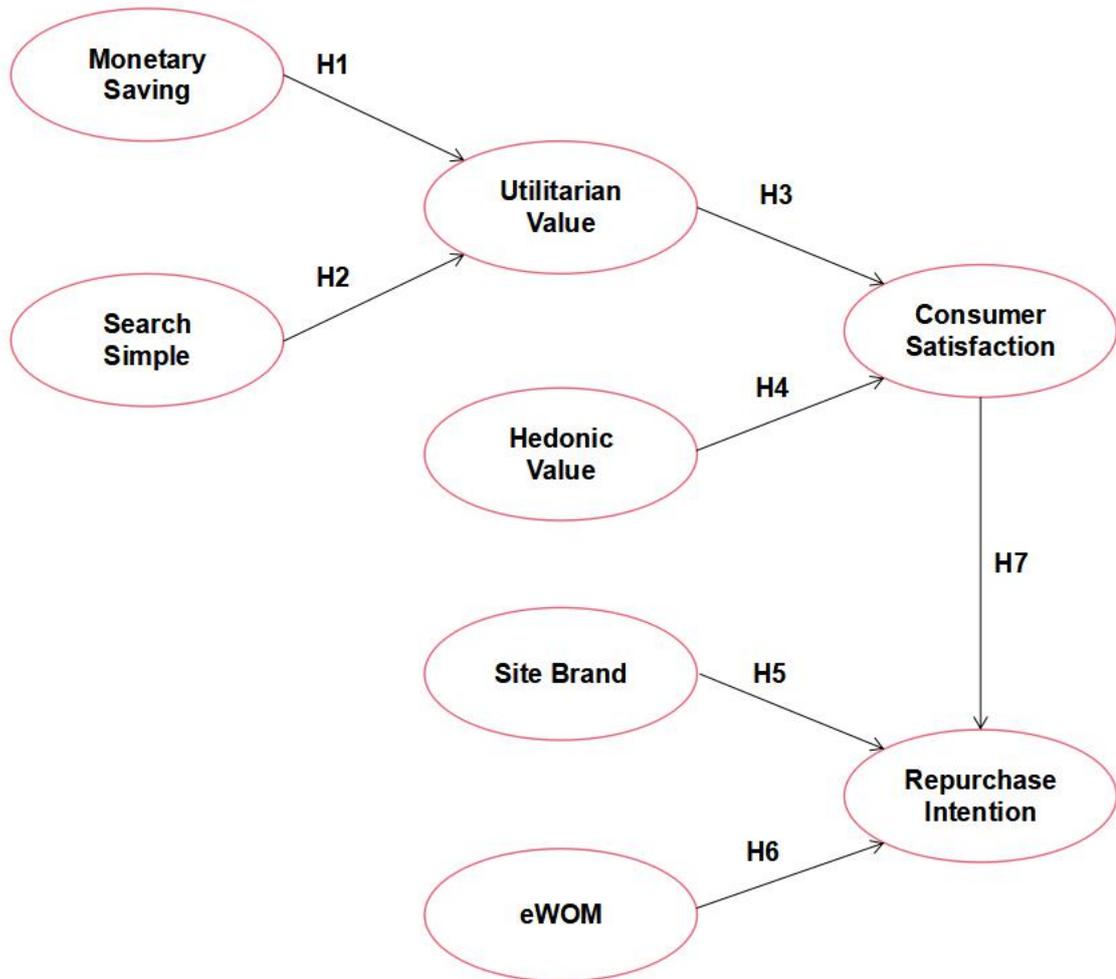
### **3.6 The relationship between consumer satisfaction and repurchase intention**

Consumer satisfaction refers to consumer's satisfaction with the enterprise and its products and services. Consumer satisfaction is also a kind of feeling state of the customer to the enterprise, in this kind of feeling state, it is easier to stimulate the occurrence of the transaction behavior. Consumer satisfaction can also be used as a potential indicator of corporate profits and performance. A large number of studies have shown that, consumer satisfaction can stimulate customers to repeat purchases and recommend products to other customers (Meesala & Paul, 2018).

As an increasingly competitive e-commerce economy, improving consumer satisfaction, and customer repurchase intention will make enterprises prosperous for a long time. At the same time, a large number of studies have also proved that there is a positive relationship between, consumer satisfaction and repurchase intention (Nabila, 2019). According to the research of Ali et al. (2018), consumer satisfaction on the tourism platform will increase the frequency of customers visiting the website again. Tmall International, as an international shopping platform, predicts that the situation will be similar to that of tourism websites.

Therefore, this study proposes the following hypothesis.

H7: Consumer satisfaction is positively related to repurchase intention in the context of Tmall international.



**Figure 1:** Research model

## **CHAPTER 4**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **4.1 Research method**

All the data are analyzed by SPSS 20 and AMOS 23. In SPSS 20, the value of KMO is obtained by the method of factor analysis. In the Rotated Component Matrix table, get the factor loading. Eigen Value and Cumulative Explained Variance are obtained from the Total Variance Explained table. The Cronbach's alpha value of each factor is obtained from Reliability Analysis. After the data are sorted out, the exploratory factor analysis (EFA) table is obtained, and the data are evaluated. Then, confirmatory factor analysis (CFA) is made through AMOS 23. According to the calculated result, convergent validity, discriminant validity, construct reliability (CR) and average variance extracted (AVE) were calculated to confirm that measurement scales achieved reliability standard in CFA. AMOS 23, is also used to establish the The Structural Equation Modeling (SEM) model to test the influence of the independent variable factor on the dependent variable factor. And in the output option of SEM, the method of Bootstrap to test the influence of mediation variables.

#### **4.2 Research measurement**

In this study, Likert five-point method is used to measure the subjects' judgment and perception of the problem (1=Strongly disagree; 5=Strongly agree). The questionnaire consists of two parts. The first part has eight questions, which mainly measure the basic characteristics of the subjects, including Gender, Age, Marital Status, Education, Experience with online international shopping, Online international shopping frequency, Monthly disposable income and Occupational classification. The second part has 22 questions, mainly for the measurement of each factor, which is divided into five concept,: monetary saving (MS), search simple (SS), utilitarian value (UV), hedonic value (HV), consumer satisfaction (CS), site brand (SB), eWOM and repurchase intention (RI).

Each concept is modified according to the problems used in previous studies and the actual situation of this study. Monetary saving was evaluated using 2 item, modified from the study of Chiu et al. (2012). Search Simple was evaluated using three item, modified from the study of Bi & Kim (2020). Utilitarian Value was evaluated using 2 item, modified from the study of Ryu et al. (2010). Hedonic Value was evaluated using 3 item, also modified from the study of Ryu et al. (2010). Consumer Satisfaction was evaluated using three item, modified from the study of Bhattacha (2001) and Ryu et al. (2010). Site Brand was evaluated using three item, modified from the study of Davis et al. (2007) and Aaker

(1996). eWOM was evaluated using 4 item, modified from the study of Abubakar et al. (2016). Repurchase Intention used two item for evaluation, revised from the study of Parasuraman et al. (2005) and Flaván & Guinalú (2006).

### **4.3 Data collection**

In order to facilitate the sample to answer the questionnaire, the questionnaire was translated from English into Chinese. In order to ensure the accuracy of the content, the translation uses two-way translation. After I translate English into Chinese, I ask my friends to retranslate the Chinese test paper into English, and compare the differences between the two English questionnaires to ensure the accuracy of the questionnaire.

After the questionnaire was translated into Chinese, I used the questionnaire star website ([www.wjx.com](http://www.wjx.com)), a popular online survey website in China, similar to the questionnaire website on Google. However, the questionnaire format of this website is various, and various requirements can be added according to the requirements of the questionnaire publishers to ensure the accuracy of the questionnaire results and better help the questionnaire publishers to get more accurate answers. For the subjects, it is also more convenient to answer the questionnaire.

The data collection took a total of three weeks and was completed on August 30 2020. A total of 374 questionnaires were collected, 104 questionnaires with complete, almost consistent or obvious regular answers were deleted, and 270 valid questionnaires were obtained. Through the analysis of SPSS 20, there is no missing answer in the questionnaire. The specific characteristics of the subjects will be shown in Table 1.

Table 1. Descriptive statistics of respondents

<b>N=270</b>	Classification	Number	Percentage %
Gender	Male	129	47.8
	Female	141	52.2
Age	Less than 20	25	9.3
	Less than 30	174	64.4
	Less than 40	40	14.8
	Less than 50	19	7.0
	50 or over 50	12	4.4
Marital Status	Single	175	64.8
	Married	95	35.2
Education	Middle school	5	1.9
	High school	30	11.1
	Undergraduate degree	195	72.2
	Postgraduate degree	40	14.8
Experience with online international shopping	Less than 1 year	106	39.3
	Less than 2 years	67	24.8
	Less than 3 years	29	10.7
	Less than 4 years	14	5.2
	4 and over 4 years	54	20.0
Online international shopping frequency	Less than once a month	207	76.7
	A few times a month	40	14.8
	A few times a week	18	6.7
	About once a day	5	1.9
Monthly disposable income	Less than ¥ 1000	60	22.2
	¥ 1000-¥ 2000	71	26.3
	¥ 2000-¥ 3000	35	13.0
	Over ¥ 3000	104	38.5
Occupational classification	College student	102	37.8
	Civil servant	32	11.9
	Freelancer	32	11.7
	Company staff	85	31.5
	Other	19	7.0

## **CHAPTER 5**

### **DATA ANALYSIS AND RESULTS**

After data collection and collation, input the available 270 pieces of data into SPSS 20 and AMOS 23. After the preliminary data analysis through SPSS 20, the results show that there are no error items or missing items in the data. In addition, the Reliability and Validity of the sample data are checked. The results show that the validity and reliability meet the requirements. The experimental data can be used for analysis. The model fit of, Confirmatory Factor Analysis (CFA) and The Structural Equation Modeling (SEM) also meet the requirements after data analysis by AMOS 23. Through the data results of CFA, the calculated construct reliability (CR) and average variance extracted (AVE) also meets the demand. Detailed data, results and conclusions will be explained in detail in the next section.

#### **5.1 Description of the sample**

Because the data show that in China, most of the consumers who use international shopping are college students. So, in terms of age, 64.4% of the subjects were 20-30 years old. I think this is acceptable. Subjects over the age of 50 had the lowest proportion, accounting for 4.4%. This was followed by 30-40 years old (14.8%), under 20 years old (9.3%) and 40-50 years old (7.0%). In terms of gender, the ratio of men and women is basically balanced, accounting for half of each other. In terms of Marital Status, 64.8% of the subjects were single, the 35.2% subjects were married. In terms of Education, 72.2% of the population had a university education, and 14.8% of the subjects had a master's degree or above. Only 13% of the subjects had a high school degree or less. Because international shopping is a new way of shopping in China, 64.1% of the subjects have less than two years of shopping experience. In terms of Online international shopping frequency, the vast majority of subjects (76.7%) shop less frequently than once a month. Usually in international shopping, most of the goods purchased are non-necessities of life, so the low frequency of use is understandable. In addition, in terms of Monthly disposable income, the distribution of options is more uniform, although most of the subjects are young people, it is not difficult to find that international shopping platform users have a high level of monthly disposable income. In terms of Occupational classification, when the questionnaire was released, there was a deviation between college students and young consumers, so the proportion of college students was the highest (37.8%), followed by company staff (31.5%). Other detailed data have been displayed in Table 1 Descriptive Statistics of Respondents.

## 5.2 Cronbach's alpha and exploratory factor analysis results

Detailed data from The result of exploratory factor analysis is displayed in table 2. The factor Cronbach's  $\alpha$  of each item is shown in table 2. In general, when  $\alpha > 0.9$ , the internal consistency is good when excellent,  $0.7 \leq \alpha < 0.9$ . According to Hatcher & Stepanski (1994), 0.55 can be used as a critical value for social science research. Therefore, when  $0.6 \leq \alpha < 0.7$ , it means accepted. The Cronbach's  $\alpha$  of all 8 variables is above 0.6, thus they achieved reliability.

These 8 items were analyzed by exploratory factor analysis (EFA) with Principal Component Analysis and Varimax method for rotation. Results show that 8 factors are extracted from the measurement scale, and the sum of the extracted square load is about 66.348% (greater than 50%). In KMO and Bartlett's Test, Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.855, Chi-Square = 1879.417, df = 231, Sig.= 0.000.

Table 2. The result of exploratory factor analysis

Construct	Item	Factor Loading	Cronbach's Alpha	Eigen Value	Cumulative Explained Variance %
Monetary Saving	MS1	0.804	0.714	6.284	10.764
	MS2	0.826			
Search Simple	SS1	0.680	0.679	2.193	20.923
	SS2	0.798			
	SS3	0.617			
Utilitarian Value	UV1	0.612	0.631	1.371	29.506
	UV2	0.571			
Hedonic Value	HV1	0.662	0.707	1.229	37.957
	HV2	0.782			
	HV3	0.585			
Consumer Satisfaction	CS1	0.536	0.604	1.080	45.707
	CS2	0.744			
	CS3	0.839			
Site Brand	SB1	0.762	0.623	0.963	53.216
	SB2	0.727			
	SB3	0.762			
eWOM	eWOM1	0.733	0.754	0.893	60.336
	eWOM2	0.823			
	eWOM3	0.628			
	eWOM4	0.719			
Repurchase Intention	RI1	0.775	0.639	0.860	66.348
	RI2	0.647			

### 5.3 Confirmatory factor analysis

Confirmatory factor analysis (CFA), is usually used to analyze construct validity, convergence validity and combinatorial reliability. All the data will be shown in table 3, and the details will be explained in later chapters.

In CFA model, Degrees of freedom=181, Chi-square=305.860, Chi-square/DF= 1.69<2,  $p=0.000$ , GFI=0.907 > 0.9, CFI=0.927 > 0.9, TLI=0.907 > 0.9, RMSEA=0.051 < 0.07, RMR=0.029 < 0.05, These data show that the model fit is very good in the CFA model, which shows that the research model has an excellent bridging effect with the original data.

As indicated in table 3, The standardized factor loading except that HV3 is 0.632, slightly less than 0.7. The standardized factor loading of all other projects is greater than 0.70. Therefore, there is a good corresponding relationship between the factor and the measurement item (scale title), which is statistically significant. Through the data in CFA, the calculation of AVE shows that except for the AVE value of site brand (0.491) is slightly less than 0.5, the AVE values of all other items are greater than 0.5, they are acceptable and meet the requirements of convergence validity. The Construct Reliability (CR) values of combinatorial reliability were all greater than 0.7. Generally, these numbers adequately proved the convergent validity requirements. The discriminant validity was tested in order to verify whether correlations between measurement values obtained when measuring different concepts to each other, and the fact that the measurement results of different composition concepts should be clearly different. Following the method suggested by Cohen and Cohen (1975), the square of correlation between two factors was compared with each AVE to see if both AVE would be bigger than the square of correlation. If both AVE is bigger than the square of correlation, there is the discriminant validity. According to the value in table 4, the AVE of each latent variable was bigger than the square of correlation of each latent variable, so the discriminant validity was secured.

Table 3. The result of confirmatory factor analysis

Construct	Item	Factor Loading	Standard Error	T-value	P-value	Construct Reliability	Average Variance Extracted
Monetary Saving	MS1	1.000				0.746	0.595
	MS2	0.936	0.111	8.392	0.000		
Search Simple	SS1	1.000				0.800	0.574
	SS2	0.993	0.111	8.957	0.000		
	SS3	1.106	0.149	7.418	0.000		
Utilitarian Value	UV1	1.000				0.741	0.589
	UV2	1.091	0.129	8.477	0.000		
Hedonic Value	HV1	1.000				0.819	0.607
	HV2	0.843	0.084	9.994	0.000		
	HV3	0.632	0.080	7.926	0.000		
Consumer Satisfaction	CS1	1.000				0.768	0.538
	CS2	1.514	0.267	5.668	0.000		
	CS3	1.319	0.237	5.557	0.000		
Site Brand	SB1	1.000				0.742	0.491
	SB2	0.951	0.129	7.387	0.000		
	SB3	0.911	0.139	6.562	0.000		
eWOM	eWOM1	1.000				0.847	0.582
	eWOM2	0.970	0.102	9.536	0.000		
	eWOM3	0.761	0.097	7.820	0.000		
	eWOM4	0.782	0.095	8.269	0.000		
Repurchase Intention	RI1	1.000				0.776	0.634
	RI2	1.226	0.151	8.099	0.000		

Table 4. Square of correlation and AVE

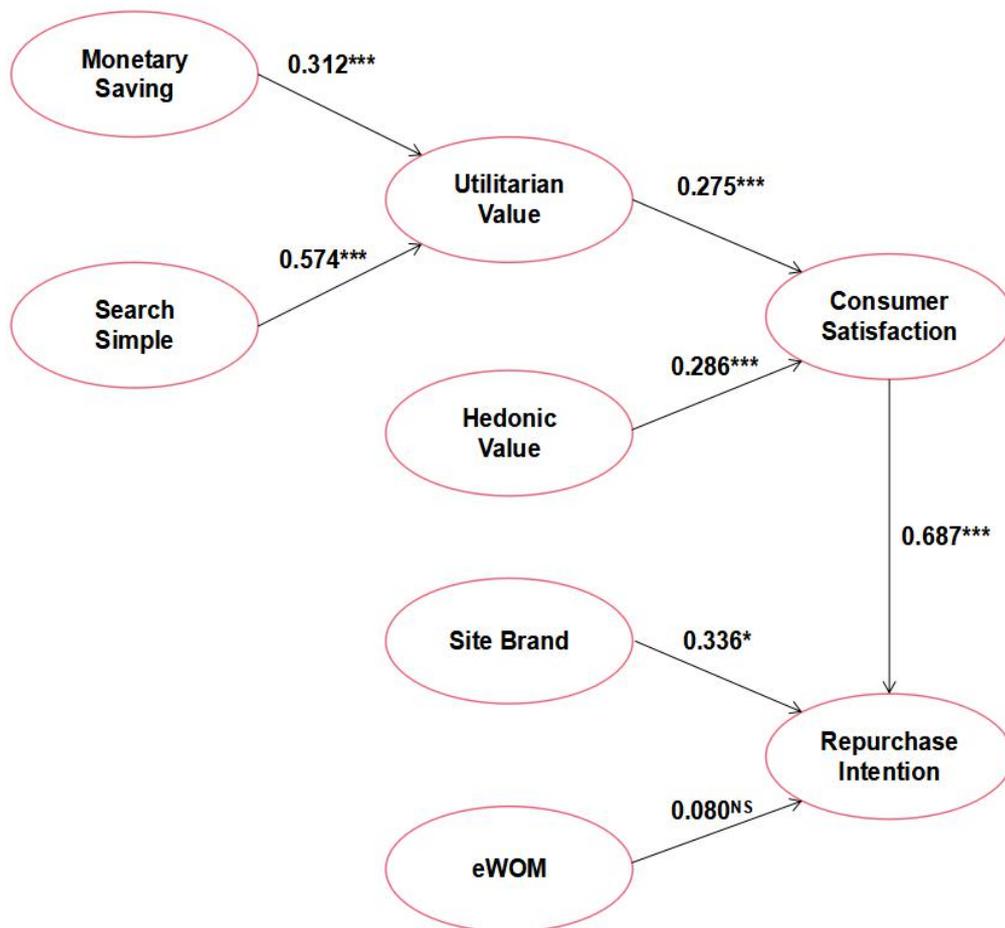
	Monetary Saving	Search Simple	Utilitarian Value	Hedonic Value	Consumer Satisfaction	Site Brand	eWOM	Repurchase Intention
Monetary Saving	<b>0.595</b>							
Search Simple	0.306	<b>0.574</b>						
Utilitarian Value	0.570	0.393	<b>0.589</b>					
Hedonic Value	0.204	0.497	0.512	<b>0.607</b>				
Consumer Satisfaction	0.167	0.293	0.412	0.463	<b>0.538</b>			
Site Brand	0.083	0.301	0.294	0.387	0.398	<b>0.491</b>		
eWOM	0.020	0.138	0.048	0.086	0.157	0.367	<b>0.582</b>	
Repurchase Intention	0.206	0.279	0.307	0.398	0.473	0.506	0.235	<b>0.634</b>

## 5.4 Structural equation modeling

SEM's model fit also shows satisfactory results. In SEM's model fit result, Chi-square=456.559, Chi-square/DF=2.294,  $p=0.000$ , GFI=0.848, CFI=0.849, TLI=0.825, RMSEA=0.069, RMR=0.083. The results of the model path and the results of each hypothesis will be shown in table 5 and figure 2 will present the results of the research model. All hypotheses are supported except for H6. This proves that in the research with Chinese consumers as the main consumer group and international shopping as the background, the influence of eWOM on repurchase intention is not significant.

Table 5. Path model results

Hypothesis	Coefficient( $\beta$ )	Standard Error	T-Value	P-Value	Result
Monetary Saving -> Utilitarian Value (H1)	0.312	0.079	3.940	0.000	Supported
Search Simple -> Utilitarian Value (H2)	0.574	0.132	4.356	0.000	Supported
Utilitarian Value -> Consumer Satisfaction (H3)	0.275	0.083	3.307	0.000	Supported
Hedonic Value -> Consumer Satisfaction (H4)	0.286	0.075	3.823	0.000	Supported
Site Brand -> Repurchase Intention (H5)	0.336	0.123	2.741	0.006	Supported
eWOM -> Repurchase Intention (H6)	0.080	0.085	0.941	0.347	Rejected
Consumer Satisfaction -> Repurchase Intention (H7)	0.687	0.154	4.448	0.000	Supported



Chi-square=456.559,  $p=0.000$ , GFI=0.848, CFI=0.849, TLI=0.825,  
 RMSEA=0.069, RMR=0.083.

$p^* < 0.05$ ,  $p^{***} < 0.001$ , NS: Non-significant.

Figure 2. The SEM results of research model

### 5.5 The mediating effects

To assess the indirect effects, the Bootstrap ML method with 1000 repeated sample was utilized (Cheung & Lau,2008; Diallo et al.,2013). Both Percentile confidence intervals and Bis-corrected confidence intervals are selected. The PC and BC confidence level range is 95%. The output will be shown in table 6. The results show that the mediating effect of utilitarian value on monetary saving and consumer satisfaction, search simple and consumer satisfaction is established. The mediating effect of consumer satisfaction on utilitarian value and repurchase intention, hedonic value and repurchase intention is established.

Table 6. The result of standardized indirect effects by Bootstrap Estimate

Hypothesis	Estimate	P-Value	Mediation
Monetary Saving -> Utilitarian Value -> Consumer Satisfaction	0.171	0.033	Yes
Search Simple -> Utilitarian Value -> Consumer Satisfaction	0.192	0.004	Yes
Utilitarian Value -> Consumer Satisfaction -> Repurchase Intention	0.216	0.006	Yes
Hedonic Value -> Consumer Satisfaction -> Repurchase Intention	0.295	0.001	Yes

## CHAPTER 6

### CONCLUSIONS

#### 6.1 Discussions and conclusions

In order to buy international big-name goods with low prices and high quality, Chinese consumers are beginning to come into contact with the new industry of international shopping. In addition, the current research on international shopping, most of its shopping goods are air tickets, hotel reservations and other virtual goods or services. They will not be affected by product quality, express delivery time and other factors, so the results of the analysis may also be different from the purchase of actual goods on the international shopping platform. In this case, it is necessary to study how to improve consumer repurchase intention. This study mainly analyzes how to improve the repurchase intention of Chinese consumers in the international shopping platform.

Because in the available data, most of China's international shoppers are young people. Therefore, when collecting the questionnaire, it deliberately deviates to the college students and the fresh graduates. Finally, in three weeks, a total of 374 sample data were collected. After deleting the abnormal 104 data, the remaining 270 data were analyzed and the final conclusion was drawn. SPSS 20 and AMOS 23 software are used to analyze and model the data.

There are seven hypothesis in this study. After analysis, six hypotheses are supported and one hypothesis is rejected. The detailed discussion based on the hypothesis and questionnaire is as follows. There was a positive correlation between Monetary saving and utilitarian value ( $\beta=0.312$ ,  $p=0.000$ ), search simple and utilitarian value also had a positive correlation ( $\beta=0.574$ ,  $p=0.000$ ). So H1 and H2 are supported. This confirms the study of Chui et al. (2012). However, in this study, it is found that, search simple has a more prominent impact on utilitarian value in international shopping, which echoes that mentioned above. International shopping is different from domestic online shopping, international shopping requires consumers to inquire more information (tariff, express limitation, exchange rate, etc.). Therefore, Chinese consumers have higher requirements for search simple when they shop internationally. Similarly, hypothesis H3 and H4 are also supported. In this study, it was found that there was a significant positive correlation between, utilitarian value and consumer satisfaction ( $\beta=0.275$ ,  $p=0.000$ ), hedonic value and consumer satisfaction ( $\beta=0.286$ ,  $p=0.000$ ). This confirms the results of Ryu et al. (2010), but, Ryu et al. (2010) shows that in online shopping utilitarian value ( $\beta=0.590$ ) has a stronger impact on consumer satisfaction than hedonic value ( $\beta=0.30$ ). However, in this study, this difference is almost not shown. It is hoped that the specific reasons can be further proved in the future research. The conclusion

also proves that, utilitarian value and hedonic value do affect the consumer satisfaction of Chinese consumers in the process of international shopping.

In the hypothesis that Repurchase intention is a dependent variable, H5 is supported, which proves that there is a significant positive correlation between site brand and repurchase intention ( $\beta=0.336$ ,  $p=0.006$ ). This also supports the previous research (Moslehpour et al., 2014; Pyun et al., 2011; Steenkamp et al., 2003). In China, there is a slogan called "believe in the power of the brand", which may give a better explanation. Tmall International is founded by Alibaba, China's largest Internet company. A strong brand can reduce customers' pre-shopping worries and increase customers' shopping and repurchase intention. At the same time, this study also proved that there was a significant positive correlation between H7 consumer satisfaction and repurchase intention ( $\beta=0.687$ ,  $p=0.000$ ). In this study, H7 has the highest Covent value, indicating that, consumer satisfaction can significantly improve consumers' repurchase intention in international shopping. This also proves the previous research (Nabila, 2019).

The only hypothesis that is not supported is H6. Surprisingly, in the international shopping study based on a sample of Chinese consumers, eWOM did not show a significant correlation with repurchase intention ( $\beta=0.080$ ,  $p=0.347$ ). Even the coefficient of eWOM and repurchase intention is very low, only 0.080, which means that in international shopping, the impact of eWOM on repurchase intention almost does not exist. This is inconsistent with the results of many previous studies (Chevalier & Mayzlin, 2006; Bambauer-Sachse & Mangold, 2011; Jalilvand & Samiei, 2012). After visiting the message area of Tmall International again, I found that most of the comments on goods were full marks without any description. Subsequently, after asking friends who often buy cosmetics at Tmall International, it is found that most people will have a preliminary understanding of the pre-ordered products on other cosmetic recommendation software (Little Red Book, Weibo and TikTok) before buying goods at Tmall International. After knowing something, they will buy directly at Tmall International. In addition, most of the subjects used international shopping for a short time, more than 60% of the subjects used international shopping for less than two years, and most of the subjects (76.7%) used it less than once a month, on the other hand, there are fewer users of the international shopping platform, perhaps because of this, buyers can get less useful information in Tmall's international comment area. Finally, because of the influence of the brand, most consumers will not worry about the goods or services purchased in Tmall International. Similarly, in the questionnaire, the questions of eWOM and repurchase intention are also confirmed again in the following two points. First, in the survey, all the samples have the experience of using Tmall International, which means that this is not the first time that all samples have used Tmall International. They have the experience of shopping at Tmall International. Second, the repurchase intention of this study refers to the

use of Tmall international shopping platform to buy goods again, rather than simply continue to buy the same goods, may be in Tmall international shopping, buy a new product that has never been known, consumers in Tmall International to buy new products, also need to refer to the eWOM of consumers who have purchased goods. Tmall International, as a collection of commodity shopping, has products from 25000 brands covering 5100 areas from 92 countries. Each product module has its own unique eWOM display. This may be different from the existing papers on international shopping. Therefore, there should be no problems in terms of questionnaires and data analysis. The specific reasons will continue to be concerned in future studies.

## **6.2 Managerial implications**

With the rapid development of the network, it is not limited by time, place and other factors, and a large amount of information can be obtained in short time to compare products, prices, services and so on. More and more consumers begin to use online shopping to buy goods, so for online sellers, how to improve the repurchase intention, of customers is more important for sellers. Similarly, in international shopping, sellers are faced with highly educated young people who have better access to information than older people. Therefore, this study was carried out.

This study points out the most important factors to improve repurchase intention. It provides a valuable reference for international shopping platform operators. The results of this study show that in the process of international shopping, improving consumer satisfaction is the most important factor to improve consumer repurchase intention. Therefore, in the future operation, operators should make great efforts to improve consumer satisfaction. In terms of improving consumer satisfaction, operators can provide consumers with preferential activities or gifts at an appropriate time. On the other hand, in order to meet the search needs of consumer, operators need to make the web page design concise and accurate in the process of designing web pages, so as to help consumers find the information they need more simply and conveniently. Similarly, as the largest operator of the website, Tmall International should continue to give full play to the advantages of the brand and make the brand as a synonym for reliability and integrity in the industry, so as to reduce customers' worries and worries in shopping, and make customers' confidence in shopping continue to improve, so as to continuously improve the repurchase intention, of customers so that the platform can develop healthily and stably for a long time.

In this study, the most important finding is that there is no significant correlation between eWOM and repurchase intention in international shopping, perhaps because of the influence of other APP or the inability to make consumers get useful information in the

platform review area. For customers who like to know what they want to buy in other APP, I think the platform public relations department should take the initiative to understand product information and comments through other relevant APP, and make positive responses according to the information obtained by the public relations department in other APP comment areas. On the other hand, platform operators and sellers should actively encourage consumers to leave their own comments or product usage through actual rewards (coupons, gifts not for sale, monetary gift, etc.). At the same time, in the same way, consumers who want to buy products are actively encouraged to raise their own questions and concerns in the comments area, so that sellers can respond and take corresponding measures in advance.

### **6.3 Limitations and future research**

Although, the study not only provides further support for the previous research results, but also analyzes the differences between eWOM and repurchase intention and other research results. But there are still many limitations. The limitation of this study also provides a lot of ideas for future research directions.

First of all, because the time of this study is short, the scale is small, and most of the subjects are high-income people in the eastern coastal areas of China, the data may not be very accurate.

Second, although according to the data, most international shoppers are young people under the age of 30, it cannot be ruled out that older consumers buy products through their children, and older people may be more sensitive to price, product quality and other factors than younger people. Therefore, in the future study, the age and distribution of the subjects were taken into account.

Third, although the interview before the study shows that the impact of hedonic value on consumer satisfaction is not very great, the analysis results show that the impact of hedonic value and utilitarian value on consumer satisfaction is equally important, which requires us to add subdivision variables about hedonic value, such as social, idea in future research.

Fourth, the influence of moderator variables is not considered in research model, such as risk, promotion, advertising and so on. In the future research, it is worth looking forward to whether it will have an impact on the results if it is added to the intermediary variable.

Fifth, Chinese consumers buy a variety of goods in international shopping, but the items purchased are not subdivided in this study. In the future research, the samples should be grouped according to the goods purchased by consumers, which can make the results more accurate. The difference between actual purchase behavior and product preference needs to be further studied.

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## **APPENDIX 1: QUESTIONNAIRE**

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### **Questionnaire (English)**

Hello, Madam/Sir

I am a student majoring in business administration at Ulsan University. Thank you very much for taking the time to complete this questionnaire. The questionnaire takes international shopping as the background and Tmall International as the shopping platform. Your answers will provide me with information to complete the analysis. Please fill out the questionnaire according to your real feelings. The data you do will be kept strictly confidential and will only be used in the data analysis of this study.

Finally, thank you again for filling out this questionnaire.

Please read the question and choose the right answer according to your actual situation.

1. Gender:

- (1) Male (2) Female

2. Age:

- (1) less than 20 (2) less than 30 (3) less than 40 (4) less than 50  
(5) 50 or over 50

3. Marital Status:

- (1) Single (2) Married

4. Education:

- (1) Middle school or below (2) High school (3) Undergraduate degree  
(4) Postgraduate degree

5. Experience with online international shopping:

- (1) less than 1 year (2) less than 2 years (3) less than 3 years  
(4) less than 4 years (5) 4 and over 4 years

6. Online international shopping frequency:

- (1) Less than once a month (2) A few times a month (3) A few times a week  
(4) About once a day

7. Monthly disposable income:

- (1) Less than ¥1000 (2) ¥1000-¥2000 (3) ¥2000-¥3000 (4) Over ¥3000

8. Occupational classification:

- (1) College student (2) Civil servant (3) Freelancer (4) Company staff  
(5) Other

### **The question about Monetary Saving**

MS1: I saved money when I shopped on Tmall International.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

MS2: I got my purchases cheaper via Tmall International than if I had made them elsewhere.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

### **The question about Search Simple**

SS1: The Tmall International is user-friendly for making purchases.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

SS2: The Tmall International is easy to understand and navigate.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

SS3: I am able to find the desired products and services quickly.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

### **The question about Utilitarian Value**

UV1: It is very convenient to shop at Tmall International.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

UV2: Shopping in Tmall International is both practical and economical.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

### **The question about Hedonic Value**

HV1: In the process of Tmall's international shopping, I can get a great experience.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

HV2: Shopping at Tmall International is both interesting and enjoyable.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

HV3: When I found what I really needed through Tmall International, I felt excited.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

### **The question about Consumer Satisfaction**

CS1: I am satisfied with the purchase experience of this internet store.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

CS2: I think Tmall International has contributed to my well-being.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

CS3: Tmall International does play an important role in enhancing the quality of my life.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

### **The question about Site Brand**

SB1: Tmall International is well-known in the international online retailer industry.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

SB2: Tmall International is a comparatively recallable website to me.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

SB3: Tmall International is made by an organisation I would trust.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

### **The question about eWOM**

eWOM1: To make sure I buy the right product/brand, I often read other consumers' online product reviews.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

eWOM2: I often consult other consumers' online product reviews to help choose the right product/brand.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

eWOM3: I frequently gather information from online consumers' product reviews before I buy a certain product/brand.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

eWOM4: When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brand.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

### **The question about Repurchase Intention**

RI1: I plan to continue using Tmall International to purchase products.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

RI2: It is likely that I will continue purchasing products from Tmall International in the future.

- (1) Strongly disagree (2) Disagree (3) Neither agree nor disagree (4) Agree  
(5) Strongly agree

Finished, thank you for your answer.

## 调查问卷（中文）

您好,女士/先生

我是蔚山大学工商管理专业的一名学生，非常感谢您够抽出宝贵的时间完成此调查问卷。调查问卷是以国际购物为背景、天猫国际为购物平台。您的所做的答案将会为我提供信息，以完成分析。请根据您的真实感受，填写问卷。您所做的数据将会严格保密且只用于本研究的数据分析之中。

最后，再次感谢您能够填写本问卷。

请阅读题目后，根据自己的实际情况，选出合适的答案。

1. 性别：

- (1) 男 (2) 女

2. 年龄：

- (1) 低于 20 (2) 低于 30 (3) 低于 40 (4) 低于 50 (5) 50 或高于 50

3. 婚姻状况：

- (1) 单身 (2) 已婚

4. 教育背景：

- (1) 初中及以下 (2) 高中 (3) 学士 (4) 硕士及以上

5. 已使用国际购物平台的时间：

- (1) 少于1年 (2) 少于2年 (3) 少于3年 (4) 少于4年 (5) 4年及以上

6. 使用国际购物平台的频率：

- (1) 每月不足一次 (2) 每月几次 (3) 每周几次 (4) 几乎每天一次

7. 月可支配收入：

- (1) 低于 ¥1000 (2) ¥1000-¥2000 (3) ¥2000-¥3000 (4) 高于 ¥3000

8. 职业：

- (1) 大学生 (2) 公务员 (3) 自由职业者 (4) 公司职员 (5) 其他

### 关于节省金钱方面的问题

MS1: :当我在使用天猫国际时，我可以节省金钱。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

MS2: 我通过天猫国际买的东西比在其他地方买的东西便宜。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

### 关于搜索便捷性方面的问题

SS1: 天猫国际非常方便用户购物。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

SS2: 商品分类直观，易于查找。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

SS3: 我总是能很快的找到我想要的商品。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

### 关于功利价值方面的问题

UV1: 在天猫国际购物非常方便。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

UV2: 在天猫国际购物既实用又经济。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

### 关于享乐价值方面的问题

HV1: 在天猫国际购物的过程中，我有很棒的购物体验。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

HV2: 在天猫国际购物，使我非常愉快。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

HV3:当我通过天猫国际找到我真正需要的东西时，我感到很兴奋。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

#### 关于顾客满意度方面的问题

CS1: 我对天猫国际的购物体验很满意。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

CS2: 我认为天猫国际为我的生活幸福方面做出了贡献。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

CS3: 天猫国际在提升我的生活质量方面发挥了重要作用。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

#### 关于网站品牌方面的问题

SB1: 天猫国际拥有很高的知名度。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

SB2: 天猫国际对我来说，是一个能够让我轻易记起的网站。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

SB3: 天猫国际是由一个我信任的公司创造的。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

#### 关于口碑方面的问题

eWOM1:为了确保我能够买到合适的商品，我经常阅读其他消费者的在线评论。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

eWOM2: 我经常阅读其他消费者的在线评论，以帮助我选择合适的商品。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

eWOM3: 在购买某种商品之前, 我经常在网上阅读其他消费者的产品评论, 以收集对我有用的信息。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

eWOM4: 当我购买商品时, 其他消费者的在线评论, 会让我对购买该商品充满信心。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

### 关于回购方面的问题

RI1: 我将继续使用天猫国际购买产品。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

RI2: 在未来, 我还会使用天猫国际购买商品。

(1) 非常反对 (2) 反对 (3) 既不赞成也不反对 (4) 赞成 (5) 非常赞成

结束, 感谢您的作答。

## APPENDIX 2: MEASUREMENT SCALE AND SOURCES

Concept	Measurements	Reference
Monetary Saving (MS)	MS1: I saved money when I shopped on Tmall International. MS2: I got my purchases cheaper via Tmall International than if I had made them elsewhere.	Chiu,C.M,Wang,W.T.G, Fang,Y.H and Huang,H.Y.(2012).
Search Simple (SS)	SS1: The Tmall International is user-friendly for making purchases. SS2: The Tmall International is easy to understand and navigate. SS3: I am able to find the desired products and services quickly.	Yahua Bi and Insin Kim. (2020) .
Utilitarian Value (UV)	UV1: It is very convenient to shop at Tmall International. UV2: Shopping in Tmall International is both practical and economical.	Ryu, K., Han, H., and Jang, S. (2010).
Hedonic Value (HV)	HV1: In the process of Tmall's international shopping, I can get a great experience. HV2: Shopping at Tmall International is both interesting and enjoyable. HV3: When I found what I really needed through Tmall International, I felt excited.	Ryu, K., Han, H., and Jang, S. (2010).
Consumer Satisfaction (CS)	CS1: I am satisfied with the purchase experience of this internet store . CS2: I think Tmall International has contributed to my well-being. CS3: Tmall International does play an important role in enhancing the quality of my life.	Bhattachar A.(2001). Ryu, K., Han, H., and Jang, S. (2010).
Site Brand (SB)	SB1: Tmall International is well-known in the international online retailer industry. SB 2: Tmall International is a comparatively recallable website to me. SB3: Tmall International is made by an organisation I would trust.	Davis, D.F., Golicic, S.L. and Marquardt, A.J. (2007)  Aaker, D.A.(1996).

<p>eWOM</p>	<p>eWOM1: To make sure I buy the right product/brand, I often read other consumers' online product reviews.  eWOM2: I often consult other consumers' online product reviews to help choose the right product/brand.  eWOM3: I frequently gather information from online consumers' product reviews before I buy a certain product/brand.  eWOM4: When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brand.</p>	<p>Abubakar, A.M.,  Ilkan, M. and Sahin, P.  (2016).</p>
<p>Repurchase Intention (RI)</p>	<p>RI1: I plan to continue using Tmall International to purchase products.  RI2: It is likely that I will continue purchasing products from Tmall International in the future.</p>	<p>Parasuraman, A.,  Zeithaml, V.A. and  Malholtra, A. (2005).    Flavián, C. and  Guinalú, M. (2006) .</p>

## APPENDIX 3: RELIABILITY STATISTICS

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### Monetary Saving

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.714	.714	2

Item Statistics

	Mean	Std. Deviation	N
MS1	3.96	.950	270
MS2	3.79	.899	270

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MS1	3.79	.809	.556	.309	.
MS2	3.96	.902	.556	.309	.

## Search Simple

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.679	.696	3

### Item Statistics

	Mean	Std. Deviation	N
SS1	4.09	.676	270
SS2	3.94	.673	270
SS3	4.10	.893	270

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SS1	8.04	1.761	.502	.291	.580
SS2	8.19	1.683	.562	.335	.510
SS3	8.02	1.382	.448	.206	.682

## Utilitarian Value

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.631	.632	2

### Item Statistics

	Mean	Std. Deviation	N
UV1	4.05	.791	270
UV2	3.83	.765	270

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
UV1	3.83	.586	.462	.213	.
UV2	4.05	.626	.462	.213	.

## Hedonic Value

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.707	.705	3

Item Statistics

	Mean	Std. Deviation	N
HV1	3.94	.779	270
HV2	3.83	.768	270
HV3	3.90	.709	270

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
HV1	7.72	1.495	.584	.352	.538
HV2	7.84	1.564	.551	.325	.583
HV3	7.77	1.852	.445	.200	.708

## Consumer Satisfaction

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.604	.623	3

Item Statistics

	Mean	Std. Deviation	N
CS1	3.94	.856	270
CS2	3.89	.704	270
CS3	3.93	.700	270

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CS1	7.81	1.534	.288	.094	.715
CS2	7.87	1.466	.536	.348	.333
CS3	7.83	1.594	.449	.312	.459

## Site Brand

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.623	.629	3

### Item Statistics

	Mean	Std. Deviation	N
SB1	4.10	.819	270
SB2	3.99	.695	270
SB3	4.09	.797	270

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SB1	8.09	1.558	.406	.177	.565
SB2	8.19	1.688	.491	.242	.454
SB3	8.09	1.601	.408	.180	.559

## eWOM

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.754	.755	4

Item Statistics

	Mean	Std. Deviation	N
eWOM1	4.14	.810	270
eWOM2	4.04	.751	270
eWOM3	4.05	.755	270
eWOM4	4.03	.708	270

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
eWOM1	12.11	3.009	.573	.342	.685
eWOM2	12.22	3.071	.624	.395	.656
eWOM3	12.20	3.345	.493	.245	.728
eWOM4	12.23	3.419	.518	.276	.715

## Repurchase Intention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.639	.645	2

Item Statistics

	Mean	Std. Deviation	N
RI1	4.06	.668	270
RI2	4.13	.785	270

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RI1	4.13	.616	.476	.226	.
RI2	4.06	.447	.476	.226	.

## APPENDIX 4: EXPLORATORY FACTOR ANALYSIS (EFA)

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.855
Approx. Chi-Square	1879.417
Bartlett's Test of Sphericity	df
	231
	Sig.
	.000

### Rotated Component Matrix<sup>a</sup>

	Component								
	1	2	3	4	5	6	7	8	9
eWOM2	<b>.823</b>	.029	.055	.116	.030	.071	.070	-.019	.079
eWOM1	<b>.733</b>	.044	.075	.034	.065	.022	.309	-.008	-.008
eWOM4	<b>.719</b>	.061	.106	.067	.261	.037	-.046	.194	-.184
eWOM3	<b>.628</b>	-.076	-.207	.024	.005	.250	.094	.156	.414
MS2	-.004	<b>.826</b>	.070	.062	.046	.107	.019	.064	.050
MS1	.086	<b>.804</b>	.098	.163	.121	.027	.007	.018	-.027
UV2	-.040	<b>.571</b>	.135	.214	.102	.261	.219	.032	.280
HV2	.059	.101	<b>.782</b>	.136	.114	.226	.041	.175	-.005
HV1	.072	.241	<b>.662</b>	.305	.201	.133	.258	-.101	.079
GS1	.013	.124	<b>.536</b>	-.069	-.017	.085	.111	.414	.334
SS2	.105	.094	.085	<b>.798</b>	.169	.035	.194	.034	.168
SS1	.189	.296	.261	<b>.680</b>	-.012	.123	.161	-.105	-.203
SS3	-.006	.228	.060	<b>.617</b>	.149	.178	-.126	.514	.064
R11	.166	.135	.028	.167	<b>.775</b>	.156	.145	.061	.051
R12	.145	.278	.126	-.057	<b>.647</b>	.182	.238	.249	-.153
HV3	.044	-.101	.364	.254	<b>.585</b>	.154	.055	-.142	.354
GS3	.098	.180	.143	.046	.146	<b>.839</b>	.116	.016	.025
GS2	.131	.092	.206	.151	.187	<b>.744</b>	.114	.162	.074
SB2	.220	.053	.172	.180	.058	.134	<b>.727</b>	.158	-.101
SB1	.119	.067	.055	.072	.247	.102	<b>.725</b>	.103	.161
SB3	.183	.025	.145	.033	.101	.097	.291	<b>.762</b>	.081
UV1	.060	.426	.332	.085	.082	.050	.032	.197	<b>.612</b>

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

## Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.284	28.564	28.564	6.284	28.564	28.564	2.368	10.764	10.764
2	2.193	9.968	38.532	2.193	9.968	38.532	2.235	10.159	20.923
3	1.371	6.232	44.764	1.371	6.232	44.764	1.888	8.583	29.506
4	1.229	5.588	50.352	1.229	5.588	50.352	1.859	8.451	37.957
5	1.080	4.909	55.261	1.080	4.909	55.261	1.705	7.750	45.707
6	.963	4.377	59.639	.963	4.377	59.639	1.652	7.509	53.216
7	.893	4.060	63.698	.893	4.060	63.698	1.566	7.120	60.336
8	.860	3.907	67.605	.860	3.907	67.605	1.323	6.012	66.348
9	.781	3.552	71.157	.781	3.552	71.157	1.058	4.809	71.157
10	.734	3.335	74.492						
11	.687	3.123	77.615						
12	.652	2.965	80.580						
13	.623	2.833	83.414						
14	.557	2.534	85.947						
15	.471	2.141	88.089						
16	.438	1.990	90.078						
17	.424	1.926	92.005						
18	.419	1.907	93.911						
19	.385	1.751	95.663						
20	.347	1.578	97.241						
21	.329	1.497	98.738						
22	.278	1.262	100.000						

Extraction Method: Principal Component Analysis.

## APPENDIX 5: MODEL FIT

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### Confirmatory Factor Analysis (CFA)

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	72	305.860	181	.000	1.690
Saturated model	253	.000	0		
Independence model	22	1938.262	231	.000	8.391

#### RMR, GFI

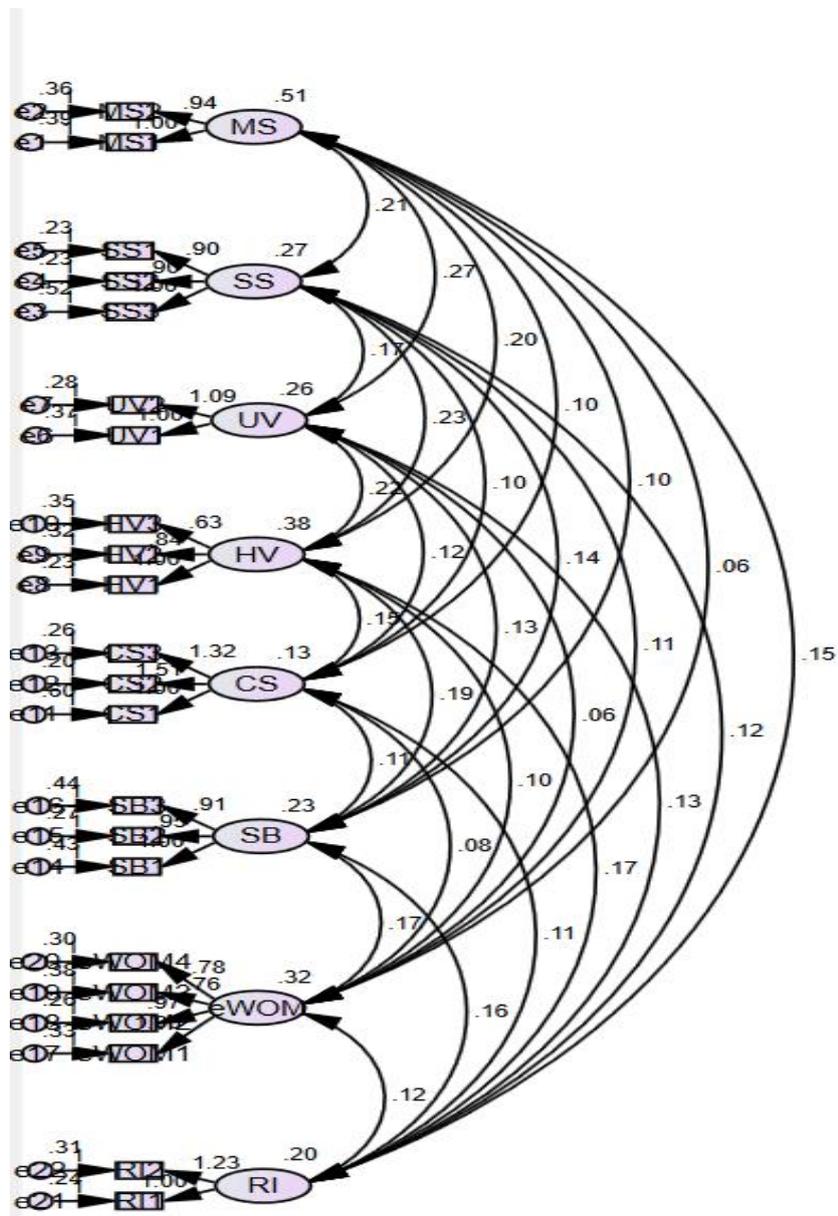
Model	RMR	GFI	AGFI	PGFI
Default model	.029	.907	.870	.649
Saturated model	.000	1.000		
Independence model	.152	.398	.341	.363

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.842	.799	.929	.907	.927
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

#### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.051	.041	.060	.446
Independence model	.166	.159	.173	.000



MS: Monetary Saving

UV: Utilitarian Value

CS: Consumer Satisfaction

eWOM: e-Word of Mouth

SS: Search Simple

HV: Hedonic Value

SB: Site Brand

RI: Repurchase Intention

## Structural Equation Modeling (SEM)

### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	54	456.559	199	.000	2.294
Saturated model	253	.000	0		
Independence model	22	1938.262	231	.000	8.391

### RMR, GFI

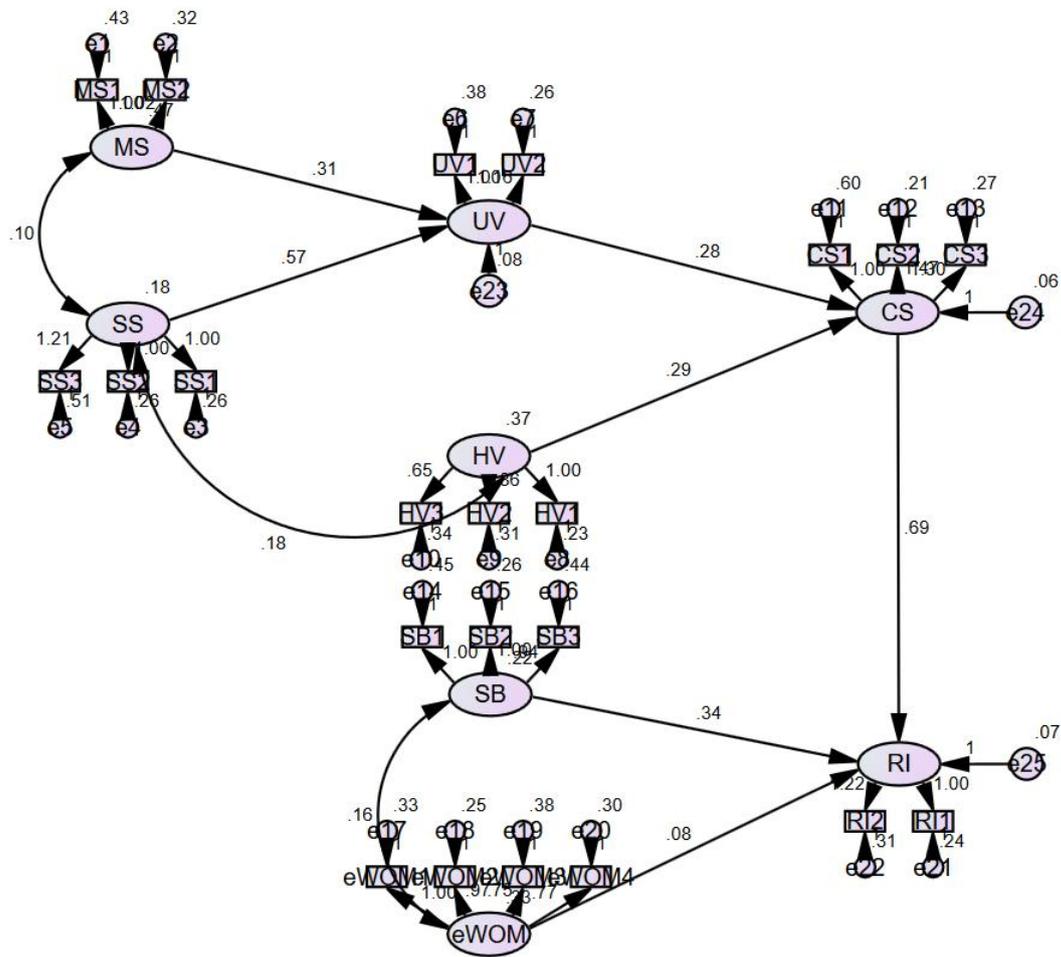
Model	RMR	GFI	AGFI	PGFI
Default model	.083	.868	.832	.682
Saturated model	.000	1.000		
Independence model	.152	.398	.341	.363

### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.764	.727	.852	.825	.849
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.069	.061	.078	.000
Independence model	.166	.159	.173	.000



MS: Monetary Saving

UV: Utilitarian Value

CS: Consumer Satisfaction

eWOM: e-Word of Mouth

SS: Search Simple

HV: Hedonic Value

SB: Site Brand

RI: Repurchase Intention