

Examining the Moderation Effects of Customer Satisfaction and Repurchase Behavior Relationship in Online Fashion Clothing Retailing

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ABSTRACT

The objective of the work is to answer the questions that “How do the moderating variables; *information sharing and variety-seeking behavior*, impact the relationship between customer satisfaction and repurchase behavior?” Fashion-clothing online shops in Bangkok, Thailand, were chosen as the context for a survey of 300 customers. Structural equation modeling was used for data analysis. A result of this work found the relationship of customer satisfaction and repurchase behavior was positive and significant. Regarding moderating effects, the customer satisfaction-repurchase behavior relationship is moderated by information sharing and variety seeking behavior. In other words, satisfied customers will have a higher chance of repurchase among customers with high information sharing from the shops and customers with low-seeking behavior. Future research should study this relationship in other industries to present different repurchase reasons and patterns.

Keywords:

customer satisfaction, repurchase behavior, online fashion retailing

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Introduction

Customer repurchase is an important aspect in marketing and business management. A number of studies find the positive relationships between customer repurchase and firm's competitive advantage (Voss, Godfrey & Seiders 2010; Wen, Prybutok & Xu 2011; Shahbaz, Li & Li, 2020; Trivedi & Yadav, 2020). Previous research generally examines the determinant factors of repurchase behavior and finds the major roles of customer satisfaction (Leecharoen, Butche & Chomvilailuk, 2014; Leecharoen, 2019). In particular, prior studies indicate the impact of satisfaction on increasing repurchase rate (Curtis, 2009; Cooil *et al.*, 2007; Gustafsson *et al.*, 2005; Leecharoen, Butche & Chomvilailuk, 2014; Leecharoen, 2019). However, academics and practitioners have found diverse results in terms of the explanation and prediction power of satisfactions on repurchase response (Seiders *et al.*, 2005; Tuu & Olsen, 2010; Voss, Godfrey & Seiders, 2010). A few studies found weak or negative relationship between customer satisfaction and repurchase behavior (e.g. Mittal & Kamakura, 2001; Van Doorn & Verhoef, 2008). In other words, a high satisfaction of customer does not automatically guarantee a customer response. Furthermore, Olsen

(2007) indicates that these relationships vary by industries, and various factors. That is, the traditional association of customer satisfaction, and repurchases still needs concentrated and specific examination for obtaining a high explaining and predicting power models (Olsen, 2007; Voss, Godfrey & Seiders 2010; Wen, Prybutok & Xu 2011; Shahbaz, Li & Li, 2020; Trivedi & Yadav, 2020).

This research, therefore, aims to study the relationships of satisfaction and repurchase. In particular, with respect to the preliminary review of literature, the current study finds two moderating constructs; *information sharing, variety-seeking behavior*, that may affect the relationships of satisfaction and repurchase. Specifically, the research question of this study is *How do moderating variables impact the relationship between customer satisfaction and repurchase behavior?*. With this research question, the current research expects to have higher power of explanation and prediction model.

Thus, these constructs are investigated in details for the context of fashion clothing product in Thailand. Thailand's fashion clothing industry is categorized under textile and garment industry in which textile is accounted for 40% while fashion clothing is accounted for 60%. The revenue value

of the fashion clothing business continues to expand from 2019, especially online fashion clothing stores. The value of the textile and clothing industry is 245 million baht or 3.82% of GDP of the industrial sector in 2018, de(Thailand Textile Institute, 2018).

In order to study the customer satisfaction-repurchase behavior relationship, this research particularly focuses on shoppers of online fashion clothing because fashion clothing is considered as high-involvement products (Hourigan & Bougoure, 2012). Therefore, buying patterns and reasons to repurchase fashion clothing can be observed, investigated and analyzed from fashion retail shoppers when compared to low involvement products such as toothpaste or soap.

Nowadays, Thailand's clothing shop online is rapidly increasing. Thai internet users spend an average of 10.5 hours per day online; more than 50% of them access internet to purchase fashion clothing from shop online via desktop or mobile device (ETDA, 2019). Specifically, the COVID-19 pandemic has already influenced our daily and social lives in a variety of ways (Shahbaz, Li & Li, 2020; Trivedi&Yadav, 2020; Sheth, 2020; Sigala, 2020; Woodside, 2020), including consumption patterns, as can be seen in the popularity of online for fashion and clothing, foods, games and streaming services (e.g., Netflix). This study, by the exploratory research, practitioners in online business particularly in Thailand may use the information from this research preliminarily to make decision what should do to improve the customer satisfaction and result in high repurchase.

Accordingly, research objectives are 1. develop modified conceptual models for the relationship between customer satisfaction and repurchase behavior 2. examine the impact of moderating variables: *information sharing and variety-seeking behavior*, on the relationship between customer satisfaction and repurchase behavior and 3. provide the implication and recommendations for management especially clothing online shops in Thailand.

Literature Review

A Review of Customer Satisfaction and Repurchase Behavior Relationship

Generally, repurchase behavior is the concept of customer purchasing again after an initial purchase has been made (Shahbaz et al., 2020; Voss, Godfrey & Seiders, 2010; Praditsuwat & Karnreungsiri, 2018; Jermssittiparsert *et al.*, 2019). This research, customer repurchase behavior means customer purchases his/her fashion-clothing product (s) from the same shop where he/she ever bought the fashion-clothing product (s). The types of repurchase may be the repurchase from the same store, brand, product and service. Based on the literature review, although there are many factors affecting customer repurchase, customer satisfaction is the factor which researchers pay the most attention to as a major driver of repurchase behavior (e.g., Akhter, 2010; Curtis, 2009; Gustafsson *et al.*, 2005; Lam *et al.*, 2004).

Customer satisfaction is usually defined as the degree of overall pleasure felt by the customer resulting from the ability of a product to fulfill the customer's needs (Oliver, 2014; Chienwattanasook, Jermssittiparsert, & Jarinto, 2019; Jermssittiparsert, Sriyakul, & Kunathikornkit, 2019; Mee-ngoen, Nualkaw, Sirariyakul, Tomcharoen, & Jermssittiparsert, 2020). Customer satisfaction is frequently studied as the determinant of repurchase behavior because satisfied customers are more likely to come back to buy the same products again than dissatisfied ones (Wong & Sohal, 2003). However, research findings on the relationship between customer satisfaction and repurchase are inconsistent. Some findings found that satisfied customers do not buy the product despite their previous purchase and satisfying experiences. In contrast, dissatisfied customers continue to purchase the product (Leecharoen, Butcher & Chomvilailuk, 2014; Pappas et al., 2014; Ya-Wen Yu et al., 2014; Leecharoen, 2019; Voss, Godfrey & Seiders, 2010). On the contrary, some findings suggested that satisfied consumers are more likely to continue their relationship with a

particular shop than general ones (e.g., Akhter, 2010).

According to the arguments above, it can be inferred that consumer satisfaction and repurchase behavior still have positive association between them. The first hypothesis is proposed that:

Hypothesis 1: The customer satisfaction has a positive association with repurchase behavior.

Moderating Variables

Information Sharing

Information sharing refers to the amount of useful information shared by the shops to their customers (Godfrey, Seiders, & Voss, 2011; Ghouri & Mani, 2019). For this research, information sharing is sharing information about clothing and services between customer and the fashion-clothing shop. In another word, information sharing means the amount of information that the shop shares in the relationship (Lages, Lages & Lages, 2005). Moreover, Leeman & Reynolds (2012) defined it as the formal or informal sharing of meaningful and timely information during the relationship between vendors and clients.

In this research, information sharing was proposed to be a moderator between customer satisfactions and repurchase behavior due to two main reasons. First, this research found positive relationship between satisfaction and information sharing. For example, Godfrey, Seiders, and Voss (2011) indicated that shops usually exchanged clothing information (i.e., new arrival, discount, promotion, best seller items) with satisfied customers. Second, the literature review also indicated that the amount of information sharing from buyers was positively and significantly associated with customer retention (Duncan & Moriarty, 1998; Lages, Lages & Lages, 2005).

Olsen(2007) indicated that customers with high shared information have better knowledge of products, product attributes, and price than other customers, they might have a greater ability to evaluate the product choices and could defect to another shop that offer better choices. On the other hand, lowly involved individuals patronize a limited number of stores or spend limited time in

searching of other alternatives (e.g. Godfrey, Seiders, & Voss, 2011)

In addition, the most literature review which indicates that highly involved customers would care and feel more attached to certain shops than lowly involved customers because they consider satisfaction as a very crucial factor in their decision to repeat their purchase (e.g. Shirin & Kambiz, 2011; Tuu & Olsen, 2010). Therefore, information sharing might possibly affect the customer satisfaction-repurchase relationship by increasing or decreasing its direct and indirect effects on repurchase behavior. As a result, this research proposes that:

Hypothesis 2: The information sharing moderates the relationship between customer satisfactions and repurchase behavior.

Variety-Seeking Behavior

Many researchers have shown that consumers tend to seek variety (Jung & Yoon, 2012; Sharma et al., 2010; Scriven et al., 2017). Variety-seeking behavior is defined as one switching from previous choice to new ones (Scriven et al., 2017). Leecharoen(2019) variety-seeking behavior means the action in which a customer looks for alternative fashion-clothing shop. Variety-seeking can occur in the manner in which consumers choose items, as well as in the items they choose (Drolet, 2002; Kim and Drolet, 2003; Mittelman et al., 2014). Variety-seeking can be a tool for enhancing one's freedom and feelings of control (Levav and Zhu, 2009; Yoon & Kim, 2018). For example, Levav and Zhu (2009) observed high levels of variety-seeking when decisions were physically limited, such as choosing a narrow (vs. wide)

Specifically, variety-seeking tendency is the propensity of individuals to seek diversity in their choices of goods or services over time by which customers' repurchase behavior can be affected. However, the motivation theory convinces that variety-seeking behavior is a condition of customer profile. Thus, this behavioral construct can be moderating variable in the relationships between

satisfactions and repurchase, and also between loyalty and repurchase.

Menon and Kahn (1995) also found that customer's variety-seeking tendency has an influence on the level of repurchase from the same shop. Customers who have a high variety-seeking behavior tend to seek new stimuli and have a tendency to switch to another whereas customers who have low variety-seeking behavior have a tendency to revisit again. Similarly, Sevilla et al. (2019) studied the relationship between the variety-seeking buying and shopping behavior in retail context and found that there is a negative relationship between them. That is, customers who seek variety and stimulation from shopping are more likely to change shopping product from a particular shop.

In contrast, Fishbach et al. (2011) found that customers only display variety-seeking behavior just to assure that their current choices are satisfactory enough and to become familiar with new options that might have attractive features, but do not change to new options. Fishbach et al. (2011), therefore, support that variety-seeking behavior

and repurchase has a positive relationship and that variety-seeking behavior does not mean that customers with high seeking behavior would change to new options (Mittelman et al., 2014; Leecharoen, 2019).

According to the literature review, this research proposes that the relationship between customer satisfaction and repurchase behavior could be moderated by variety-seeking behavior. In another word, satisfied customers would come back to buy again depending on their low or high variety-seeking behavior. Therefore, the hypothesis proposes that:

Hypothesis 3: The variety-seeking behavior moderates the influence of research constructs in the conceptual model.

This research developed a conceptual model by literature review and exploratory research where the independent variable in this research is customer satisfaction and the dependent variable is repurchase behavior. The moderating variables are information sharing and variety-seeking behavior. The conceptual model is presented in Figure 1.

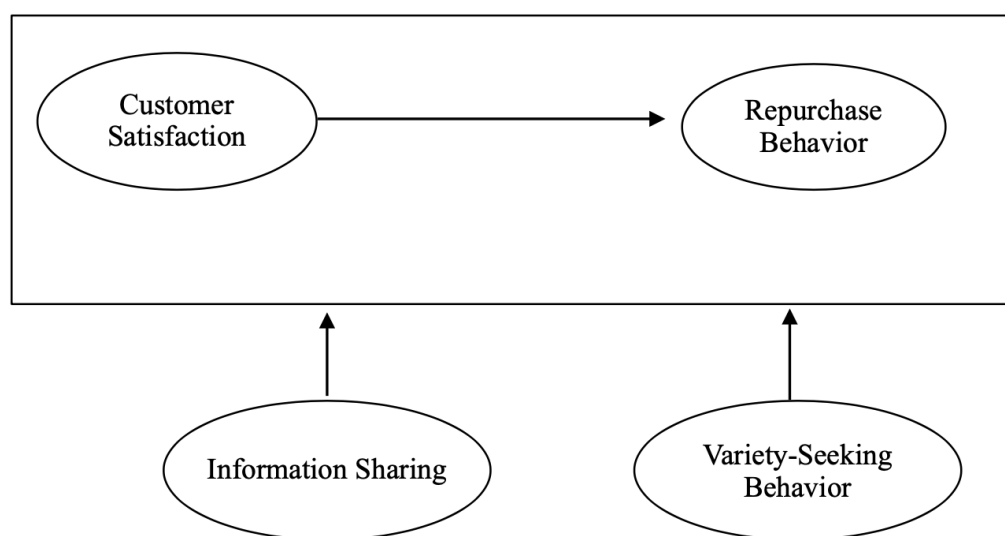


Figure 1 the conceptual model

Scope of the Study

The research, the quantitative research was used as “dominant role” to verify the conceptual framework and test research hypotheses. The target respondents of this research were fashion-clothing customers of online shop in Bangkok,

Thailand. Respondents are 18-49 year old. Study period is 4 months. This research pursued screening questions for sampling in the data collection as follows:

1. Have you bought fashion clothing from online shop by yourself in the last 12 months?

2. Have you ever bought fashion clothing from the same shop?
3. Are you 18-49 years old?

Methods

Measurement Items and Scale Design

The measurement scales were developed from existing measurement scales after considering consistency and relevancy in definition and importance in meaning. All four latent variables measured using 7-point Likert scales with “strongly disagree” and “strongly agree” anchoring the scales. First, customer repurchase behavior were measured using a combination of six items from a repurchase behavior scale developed by Kemapanmanas et al.(2016) and Curtis (2009) and Leecharoen (2019).

Second, customer satisfaction items were adapted from Leecharoen(2019) who modified the items to

measure satisfaction level of retail customers and Kemapanmanas *et al.* (2016) who adapted satisfaction measurements for online consumers. Third, regarding information sharing, all items will be adapted from Rachjaibun (2007). Finally, for variety-seeking behavior, all measures items will be adapted from Yoon & Kim (2018), Kim (2020).

After all measures were adopted and adapted, the processes of designing and developing questionnaire were composed of 4 steps: the pre-test, translation back translation, IOC and pilot test. The details of each process were explained below. Table1 showed processes and objectives of designing and developing the questionnaire for the real survey.

Table1 the processes of designing and developing the questionnaire

Process	Objective
Pretest	To ensure readability and logical arrangement of questions.
Translation back translation	To check translation from English language to Thai.
Item-Objective Congruence (IOC)	To validate content validity of the questions in the questionnaire
Pilot test	To test respondents' understanding in each question and check reliability and validity of the variables.

Sample

This research conducted as a quantitative research and distribute the questionnaires in Ladprao Bangkok, Thailand. The sampling method is a convenience sample. According to Grossnickle and Raskin (2001), the larger the sample size, the less error of sampling and the more likely the sample is representative of the target population. In general, sample size matters because SEM tests are sensitive to both sample size and differences in covariance. The literature suggests sample sizes

of 200 - 400 for a model with 10 -15 latent variables. Kling (1998) also claims that SEM sample sizes of less than 100 provide weak results and samples of 150 are too small unless the covariance coefficients are relatively large. Kling further suggests that when more than ten variables are used, sample sizes under 200 usually result in unstable parameter estimates and low significance levels. Similarly, Hair et al. (2010) indicate that a suitable sample size for SEM application should be between 200 to 400 respondents. Thus, the

questionnaires were collected from 300 online shoppers. In order to receive qualified shoppers, this research will ask shoppers the screening questions 1.) In the past 12 months, have you bought clothes from online shop? 2.) Have you ever bought clothes from the same shop? and 3.) Are you between 18 and 49 years old? The questionnaire contains three sections. The first section includes characteristics of fashion-clothing online shops. The second section includes survey questions related to purchases and the four variables. All items will be measured on a 7-point Likert Scale that ranged from (1) strongly disagree to (7) strongly agree. The last part includes demographic questions.

Results

Scale Development of Measurement Model

Before CFA analysis, the measurement items were developed to receive final items by eliminating measurement items and latent factors that did not make the model fit well. The elimination criteria

were factor analysis, reliability and construct validity.

Factor analysis was conducted to identify factor loading and also eliminate some items with high cross-loadings or low loading. The criteria for item elimination were high cross-loadings (>0.4) or low loading (<0.5) (Hair *et al.*, 2010). Table 2 presented that final scales had high factor loading (from 0.54 and 0.96) and high reliabilities. Cronbach's alpha ranged from 0.82-0.95. The results indicated high internal consistency among the scales within each factor. Also, all AVE values were greater than 0.50 indicating convergent validity (Anderson and Gerbing, 1988). AVE values were greater than squared correlations. These results indicated that there were no problems with discriminant validity for the research model. These results suggested that the five variables were distinct and unidimensional. These results suggested that the all variables were distinct and unidimensional.

Table 2 Factor loading, % of variance and Cronbach's alpha of final scales

Items	Measurements	Factor loadings	% of variance	Cronbach's alpha
Repurchase Behavior				
RB 1	You often buy fashion clothing from the shop.	0.59	58.82	0.82
RB 2	You own several pieces of fashion clothing from this shop.	0.66		
RB 3	You have visited this shop many times in the last 12 months.	0.56		
RB 5	You use this shop to buy most of your fashion clothes.	0.86		
RB 6	You usually go back to buy fashion clothing from this shop.	0.78		
Customer Satisfaction				
SAT 2	You feel happy with shopping at this shop.	0.64	72.22	0.86
SAT 3	You are satisfied with products and other things from this purchase.	0.98		

Items	Measurements	Factor load-ings	% of vari-ance	Cronbach's alpha
SAT 4	You enjoy visiting at this shop.	0.98		
Information Sharing				
INS 1	This shop usually sends you useful fashion clothing information.	0.91	75.15	0.88
INS 2	This shop usually informs the values or benefits that you get as a customer.	0.79		
INS 3	This shop often asks for your opinion about your experience of shopping fashion clothing in this shop.	0.89		
INS 4	The shop usually asks for your opinion about quality of service.	0.77		
Variety-Seeking Behavior				
SEEK 1	You like to important for experience novelty and change in daily routine	0.66	72.11	0.90
SEEK 2	You like to try something new.	0.76		
SEEK 3	You are continually seeking new ideas and experiences.	0.91		
SEEK 4	You like continually changing activities.	0.87		
SEEK 5	You like to find some new and unfamiliar experiences.	0.79		

Structural Equation Modeling

Before SEM analysis, CFA was used to confirm all the final scale items if there were good measurement model. Results indicated that all measurement model provided a good fit to the data because the goodness of overall model met the fit index suggested by Hair *et al.* (2010). Hair *et al.* (2010) suggested that p value should be more than 0.05, GFI and AGFI ≥ 0.90 , RMSEA 0.05-0.08, CFI and NFI ≥ 0.90 .

Regarding non-moderated model, SEM finding showed that customer satisfaction has a positive association with repurchase behavior. The result

of first SEM indicated a good model fit with $\chi^2 = 10.812$ with 15 degrees of freedom ($p = 0.766$), Root Mean Square Error of Approximation (RMSEA) = 0.02, Goodness-of-Fit Index (GFI) = 0.99, Adjusted Goodness-of-Fit Index (AGFI) = 0.97, Comparative Fit Index (CFI) = 0.99, and Normed Fit Index (NFI) = 0.99. This research found that customer satisfaction was statistically significant and positively associated with repurchase behavior ($\beta = 0.25$, $p < 0.01$). Therefore, the H1 was supported.

Testing the Moderating Effects

Regarding the research objective, this research aimed to examine the impact of moderators, information sharing and variety-seeking behavior, on the relationship between customer satisfaction and repurchase behavior. Theoretically, a moderating effect occurs when a third variable changes the relationship between two related variables (Hair et al., 2010).

Before the testing, the data was divided into two groups with high scores and low scores by conducting a median-split method (Dai, 2010). Information sharing and variety-seeking behavior have the median value equal to 5. Therefore, for information sharing, 300 respondents were divided into low sharing (115 samples) and high sharing (185 samples). For variety-seeking behavior was divided into low variety-seeking (105 samples) and high variety-seeking (195 samples).

Next, this research tested the moderation effects in the three steps. First step, this research tests overall model fit, if the two groups are similar in model fit then, second step, the comparison of the chi-square difference test between models is conducted. A two-group model is estimated by comparing chi-square differences between base model and constrained group model to test whether there are chi-square differences overall between two groups (Hair et al., 2010).

If the two groups are not different in chi-square then there is no need to test the on paths. However, if there is a significant difference in chi-square in this base model versus the constrained group model, this would suggest that a moderating effect exists between the two groups. Third, testing on

path should be conducted by testing the chi-square differences between parameters to determine which parameter can account for such differences. The results of the moderation analysis were discussed below.

Information Sharing

For information sharing, the moderating effect analysis was presented in Table 3. Both models showed acceptable fit indices, indicating their overall acceptability. The difference in χ^2 between the base model and constrained group model was significant ($\Delta\chi^2_{df=5} = 19.33, p < 0.01$) because the difference in χ^2 exceeded the critical value, which are 11.07 for five degree of freedom. That is, there are differences overall between low-involvement group and high-involvement group. The analytical results thus demonstrated that the moderation does exist. Therefore, this research tested the third step which was testing chi-square differences between parameters to determine which parameter can account for such differences. Table 4 presented testing moderation on the parameters for information sharing. The results showed that satisfaction-repurchase path was significant differences ($\Delta\chi^2_{df=1} = 5.25, p < 0.05$) leading to the differences in the two-group model in table 5. The analytical results thus demonstrated that the relationship between satisfaction and repurchase differed significantly between customers with low information sharing and those customers with high information sharing.

Table 3 Testing moderation on group model for information sharing

Model fit	Based model	Constrained group model	Chi-square differences ($\Delta\chi^2$)
Chi-square	117.27	136.60	19.33**
df	98	103	5
GFI	0.96	0.96	-
NFI	0.97	0.96	-
CFI	0.99	0.99	-
RMSEA	0.02	0.02	-

Note: Base model is non-restrict model in which the two groups were freely estimated.

Constrained model is a model in which the path coefficients were constrained to be invariant across the groups.

Table 4 Testing moderation on the paths for information sharing

Path	Base model X^2 (df=98)	Constrained model X^2 (df=99)	Chi-square Differences (Δx^2)
Satisfaction \rightarrow repurchase	114.90	119.78	4.88*

Table 5 Chi-square differences between Low and High information sharing group

Path	Low INS (N = 115) Standardized coefficients	p-value	High INS (N=185) Standardized coefficients	p-value
Satisfaction \rightarrow repurchase	.10	.14	.22	**

Variety-seeking behavior

Regarding variety-seeking behavior, the moderating effect analysis was presented in Table 6. Both models indicated acceptable fit indices. The difference in χ^2 between the base model and constrained group model was significant ($\Delta\chi^2_{df=5} = 24.20$, $p < 0.01$). That is, there are differences overall between low and high variety-seeking behavior groups. The analytical results thus demonstrated that the moderation does exist. Therefore, testing chi-square differences between parameters was conducted.

Table 7 revealed that satisfaction-repurchase path was significant differences ($\Delta\chi^2_{df=1} = 4.88$, $p < 0.05$) leading to the differences in the two-

group model. The difference in χ^2 between the constrained model and unconstrained model was significant ($\Delta\chi^2_{df=1} = 5.25$, $p < 0.05$).

In addition, the result presented the relationship between the satisfaction and repurchase differed significantly between customers with low variety-seeking behavior and those customers with high variety-seeking behavior. For the low group, the relationship between satisfaction and repurchase was significant ($\beta = 0.30$, $p < 0.001$) while the high shopping involvement group, such relationship was not significant ($\beta = 0.07$, $p > 0.05$) as revealed in Table 8.

Table 7 Testing moderation on the paths for variety-seeking behavior

Path	Base model X^2 (df=98)	Constrained model X^2 (df=99)	Chi-square Differences (Δx^2)
Satisfaction \rightarrow repurchase	114.90	119.78	4.88*

Table 6 Testing moderation on group model for variety-seeking behavior.

Model fit	Based model	Constrained group model	Chi-square differences ($\Delta\chi^2$)
Chi-square	114.90	139.10	24.20**
df	98	103	5
GFI	0.98	0.98	-
NFI	0.97	0.96	-
CFI	0.99	0.99	-
RMSEA	0.01	0.01	-

Note: Base model is non-restrict model in which the two groups were freely estimated.

Table 8 Chi-square differences between Low-seeking and High-seeking group

Path	Low SEEK (N = 105) Standardized coefficients	p-value	High SEEK (N=195) Standardized coefficients	p-value
Satisfaction \rightarrow repurchase	.30	***	.07	.30

Conclusion & Discussion

As expected, H1 was supported. It is found that unmoderated relationship of customer satisfaction and repurchase behavior was positive and significant. Standardized path coefficients (β) between customer satisfaction and repurchase behavior was 0.25 ($p < 0.01$). This finding is consistent with most of the extant literature which indicate that there is a significant relationship between customer satisfaction and repurchase behavior (e.g. Cronin et al., 2000; Curtis, 2009; Shoosanuk et al., 2018; Shahbaz et al., 2020; Trivedi & Yadav, 2020; Martin et al., 2008; Renaweena & Prabhu,

2003; Tsai et al., 2006). Generally, previous studies indicate that satisfaction positively affects repurchase behavior that customers want to continue their purchase because they are satisfied.

Customer satisfaction-repurchase relationship has been investigated in many of the service industries including healthcare (Gotlieb et al., 1994; Cronin et al., 2000); retailing (Curtis, 2009; Seiders et al., 2005; Wen, Prybutok & Xu, 2011; Tsai et al., 2006; Wen, Prybutok & Xu, 2011); entertainment (Garbarino & Johnson, 1999; Martin et al., 2008); and telecommunication (Burnham, Frels & Mahajan, 2003; Renaweena & Prabhu, 2003). These

researchers support that customer satisfaction is a predictor of customer repurchase. For example, Tsai et al., (2006) reported that longitudinal and cross-sectional studies have demonstrated that satisfied customers are more likely to continue their purchasing products with a particular retailer than dissatisfied ones.

For fashion retailing, a significant relationship between customer satisfaction and repurchase behavior is also found. However, Curtis (2009) studied the relationship between customer satisfaction and repurchase from 499 respondents who had purchased jeans and noted that customer satisfaction is not a surrogate for customer repurchase. Given these results, it appeared that although satisfaction is an important variable in retaining customers, satisfaction is not adequate to persuade customers to repurchase from the same shops because there are many factors affecting such relationship. Similarly, Hourigan & Bougoure (2012) studied purchase decision and behavior for fashion clothing and found that customers who are highly satisfied can possibly make decision to buy from the same shop.

According to H2 to H3, moderating effects, this research proposed moderating effect of information sharing and variety-seeking behavior. The research finding provided important evidence that customer satisfaction had a significant effect on the customer repurchase behaviour among customers with high information sharing from the shops but not for customers with low information. This result is consistent with previous research (e.g. Godfrey, Seiders, & Voss, 2011). For example, Leeman & Reynolds (2012), who found that highly shared information customers were more likely to repurchase than low shared information customers. Therefore, the shops more highly shared information to satisfied customers, the more they would repurchase with them.

Research results for variety-seeking behavior showed moderating effect on the customer satisfaction-repurchase relationship. Customer satisfaction had a significant effect on repurchase in the shops for customers with low-seeking behav-

ior. As a result, the relationship between customer satisfaction and repurchase was not significant for customers with high-seeking behavior. This finding is consistent with previous research (e.g. Fishbach et al., 2011; Kim, 2007; Belver-Delgado, T., San-Martín, S. & Hernández-Maestro, R.M., 2020). For example, Menon and Kahn (1995) found that high-seeking customers usually continued to change shops despite their satisfaction with the shops to avoid boredom, repetition or attachment to any particular shops. Therefore, the relationship between customer satisfaction and repurchase is not necessarily significant among high-seeking customers when compared to low-seeking customers.

Managerial Implications

This research provides contributions to practitioners in regards to customer satisfaction and repurchase behavior by presenting a detailed overview of customer satisfaction- repurchase behavior relationship. When customers are satisfied with their shopping experiences in the shop, it is possible that customers come back to buy again. However, the possibility of customer repurchase will be higher when satisfied customers get highly shared information from the shops.

Customer satisfaction is effective in improving repurchase behavior among customers with high shopping information. Thus, practitioners should arrange some special events or promotions, for example, fashion show, season sale, discount coupons to create high shopping involvement among all customers. These special events or promotion offers can inspire customers to have more interesting in shopping (Kim, Fiore & Lee, 2007).

Concerning variety-seeking behavior, this research found a negative link between variety-seeking behavior and customer repurchase behavior. That is, customers with high variety-seeking behavior tended to change clothing shops to avoid boredom and repetition or attachment to a single shop. Therefore, practitioners should regularly launch a new collection of their clothes or decorate the shop's window displays so that customers

will not feel bored when they go shopping at the shops.

Limitations and Recommendation for future research

Two limitations of this research should be addressed. First, this research studied customer satisfaction-repurchase behavior relationship in online fashion clothing, and therefore it may not be applicable to other industries. Future research should study this relationship in other industries to present different repurchase reasons and patterns. Second, the product category chosen must have the customers' noticeable re-buying patterns. This research recommends the future study to investigate shopping product which is a consumer and a considerable involvement product compared to low involvement products such as toothpaste or soap. Also, durable goods like house may not be appropriate because customers hardly get back to buy the product often. In addition, regarding moderating effects, suspected moderating variables including customer demographics should be included in the model to enhance understanding of customer satisfaction-repurchase behavior relationship.

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