

Factors Influencing Repurchase Intention of Facemasks from Online Platforms

Dinesh Elango, Simon Nnaemeka Ajah

Martin De Tours School of Management and Economics, Assumption University of Thailand,
 Hua Mak Campus, Assumption Building (A Building) Bangkok 10240 Thailand

| ARTICLE INFO | ABSTRACT |
|---|---|
| <p><i>Keywords:</i> Covid-19, Face Mask, Online, Perceived Quality, Repurchase Intention.</p> <p><i>Kata Kunci:</i> Covid-19, Masker wajah, Daring, Kualitas yang dirasakan, Pembelian Kembali.</p> | <p>At the end of the year 2019, a viral and deadly pandemic hit the world, referred to as the COVID-19 crisis. Healthcare professionals recommend that wearing face masks diminishes the prevalence of COVID-19 at the population level, resulting in a slower pandemic spread. In the COVID 19 situation there is everyday requirement of face mask and other precautionary products in order to prevent the spread of virus in Bangkok, Thailand. The study examined the factors influencing the Repurchase intention of face mask from 401 valid respondents. Inferential analysis to analyse the strength of influence of the independent variables and intervening variable on Repurchase intention of facemask was also performed through multiple linear regression and simple linear regression. The findings showed that other than Perceived Ease of use, all other variables Perceived usefulness, Satisfaction, Perceived website Quality, Privacy, System Availability, Trust has a statistically significant influence on Repurchase intention.</p> |
| <p>Corresponding author: Dinesh Elango vipdinesh@gmail.com</p> | <p>SARI PATI</p> |
| <p>Copyright © 2023 by Authors, Published by IRJBS. This is an open access article under the CC BY-SA License</p>  | <p><i>Pada akhir tahun 2019, pandemi yang menyebar dan mematikan menghantam dunia, yang disebut sebagai krisis Covid-19. Tenaga profesional kesehatan merekomendasikan bahwa mengenakan masker wajah mengurangi prevalensi Covid-19 di tingkat populasi, menghasilkan penyebaran pandemi yang lebih lambat. Dalam situasi pandemic Covid-19 ada persyaratan harian penggunaan masker wajah dan produk pencegahan lainnya untuk mencegah penyebaran virus ini di Bangkok, Thailand. Studi ini meneliti faktor-faktor yang mempengaruhi niat pembelian kembali masker wajah dari 401 responden yang valid. Analisis inferensial untuk menganalisis kekuatan pengaruh variabel independen dan variabel intervensi pada niat pembelian kembali masker wajah juga dilakukan melalui beberapa regresi linier dan regresi linier sederhana. Temuan menunjukkan bahwa selain kemudahan penggunaan yang dirasakan, semua variabel lain yang dirasakan kegunaan, kepuasan, kualitas situs web yang dirasakan, privasi, ketersediaan sistem, dan kepercayaan memiliki pengaruh yang signifikan secara statistik terhadap niat pembelian kembali.</i></p> |

INTRODUCTION

Global COVID-19 pandemic from the beginning of 2020 has significantly enlarged the need of face masks worldwide by encouraging research on its effectiveness. The primary definition of face mask can be it regulates a widespread choice of protecting devices with the basic purpose of reducing the penetration of particles or droplets. The continuing pandemic of COVID-19 has by this time diseased masses of people around the world and there is no vaccine available, so interventions are urgently needed to reduce the infection. Even though there has been widespread arrangement that travel limitations and public social distancing are favourable in preventing dissemination, the sanctions for the usage of face masks remain unreliable. Although the general use in present-day treatment is to protect the person who uses it, surgical face masks were initially announced to safeguard neighbouring individuals from the person who uses it, as kind of surgical teams of patients with exposed injuries against infectious substances. Patients with has tested the COVID-19 virus doesn't show any symptoms at the beginning, but should be protected as they can be transmitted for several days.

Wearing a face mask reduces the spread of respiratory droplet virus. Current studies recommend that wearing face masks diminishes the prevalence of COVID-19 at the population level, resulting in a slower pandemic spread. As of October 2022, World Health Organization's official data reported that, there were more than 600 million cases worldwide and more than 6.6 million deaths, occurring in most parts of the world (WHO, 2022). Infections are often asymptomatic or are associated only with mild symptoms in many people but can be severe and fatal. The mortality rate in the latter group is more than 1%. The fast spreading of the virus has led to anxieties that healthcare organizations have inadequate assets and incapable to cope with the problem of housing patients with COVID-19, leading to a significant increase in death rate. There is

a vital prerequisite to better comprehend the effectiveness of possible interferences to decrease further expanding of the disease, especially in the background of supply restrictions. To decrease the freight of infection, numerous countries have severely restricted transnational and national travel restrictions, shut schools and non-essential commerce and public get-togethers. These measures are aimed at reducing direct contact between individuals, reducing effective multiplicative numbers of infected people and therefore reducing pandemic growth rate. In addition, social distances, individual behaviours such as hand separation during therapeutic disease, hand washing, and disinfectants can additionally reduce the wide spread. Preventive measures such as these can provide safety (reducing the risk of infection), (reducing the threat of further spread) for people diseased by susceptible persons. Although such processes are almost collectively encouraged by the government health departments, there is limited transnational consent on the usage of face masks.

Online Repurchase Intention has captured the interest also as attention of researchers and it's mentioned as a medium of ensuring competitive advantages (Khan et al., 2015), (Zhang et al., 2011) and (Chih & Ren, 2020). Sohrabi Safa, Von Solms, & Furnell, 2016 mentioned that repurchase intention mentioned customers' intention to form another purchase from an equivalent supplier in the future, supported their previous online activities. Also, even the formation cost to draw in the online customers is higher compared to offline stores, the expansion and benefits towards online shopping accelerates when the connection has been settled (Alghareeb, 2022). Also, Joshi, Gupte, & Saravanan, 2018 stated that the present online customers tend to introduce online website they used to new users to create a purchase from their favourite online website which is taken into account to be an excellent source of company profits. Since the customers who make a repurchase from the firms

are seemed to be a valuable asset of the firm who can generate a long-term benefit, the researcher endeavours to review the factors influencing repurchase intention of facemask from online platform during Covid-19 in Bangkok, Thailand.

Research Objectives

The purpose of this study is to investigate factors that influence the Online Repurchase Intention of facemask through online platform during COVID-19 in Bangkok, Thailand. In this study, the researcher focused on the factors influencing customer's Online Repurchase Intention. There are numerous factors that influence Online Repurchase Intention, yet the researcher focused on Perceived Ease of Use, Perceived Usefulness, satisfaction, privacy, Perceived Website Quality, system availability, trust. The researcher adopted 7 hypothesis from the previous researches.

To investigate the influence of satisfaction and Privacy on trust towards repurchase intention of facemask from online platform during COVID-19.

To study the Influence of Perceived usefulness, Perceived Ease of Use, perceived website quality and privacy with repurchase intention of face mask from online platform during COVID-19.

To examine the influence between trust and repurchase intention of face mask from online platform during COVID-19.

Perceived Ease of Use

Perceived Ease of Use and Perceived Usefulness are significant theories in the TAM (Davis, 1989) and have been researched in several contexts and among different users. In Malaysia, the researcher inspected the part of both constructs in information systems (ISs) acceptance by entrepreneurs and establish to be instrumental (Oly Ndubisi, 2017). Perceived ease of use in perspective of this research talks about "the extent to which a consumer believes that online shopping are going to be freed from effort" (Tahar, Riyadh, Sofyani,

& Purnomo, 2020). The WWW is a standard that allows users arbitrary connections in an exposed setting, within this environment, customers have computer skills extending from beginner to skilled (Eze, Obichukwu, & Kesharwani, 2021). With all the available internet sites and therefore the varied set of customer skills, which motivates users to settle on a particular website over another may lie in their ease of use perceptions. If a user finds a site hard to use, and is not able to find the desired product in the E-commerce platform, or may be the site is not clear about the product. It offers, there are very high probability that user will leave the website (Eze et al., 2021).

Perceived Usefulness

Perceived Usefulness can be defined as a customer's belief that online shopping will enrich his online purchase performance" (Tahar et al., 2020). According to Tahar et al., 2020, studied that "a user will have more chances of usage when he feels it's useful for him" "Customers who have felt that when they purchased from online platform in an efficient manner will have more probability to repurchase from online platform" (Tahar et al., 2020). Previous studies have shown that "Perceived Usefulness has a statistically significant impact on customer's loyalty intentions (Tahar et al., 2020). "Perceived Usefulness is also showcased as a crucial determinant of ISs adoption in general" (Davis, 1989; Oly Ndubisi, 2017) "online shopping will boost a person's transactional performance.

Trust

"Customer's trust plays a fundamental role in maintaining long-term relationships with the retailer" as researched by (Tahar et al., 2020). (Oly Ndubisi, 2017; Tahar et al., 2020) gave a wider scope about trust that "Trust is observed as a collection of specific theories dealing primarily with the benevolence, competence and integrity of another party. Benevolence means the belief that the trustee won't act opportunistically against the trustor, even given the chance and Competence is that the belief within the trustee's ability to fulfil its

obligations evidently by the trustor” (Tahar et al., 2020). “Integrity refers to the confidence that online vendors are going to be honest and can honour its commitments” (Oly Ndubisi, 2017; Tahar et al., 2020). Customer’s trust denotes that the intention of the vendor or the ecommerce platform are not questioned by the online platform users or buyers, that the promises made does not create doubts to the online shoppers, where the communication between the two parties is honest. Customer’s ambiguity can imply the potential for online platform service failure and negative results, hence Trust turn out to be crucial in building long-lasting relationships (Eisingerich & Bell, 2017).

Privacy

Privacy means the point to which the online platform is safe and protects the data and information of the customer. The primary reason most of us hasn’t made a purchase online or hesitate to share our information to online vendors is due to lack of presence of trust factor, because customers are concerned that their personal data or information will be sold to 3rd parties without the consent and knowledge of the customers (Halder, Attili, & Gupta, 2022). Customers are not be willing to purchase from online platform if they are not assured that their payment card and other confidential data will be safe from hackers (Nugroho, 2018). Previous studies about purchasing from online platform proved that customers’ insights of privacy has a statistically significant and positive influence on their trust in online platforms (Fortes & Rita, 2017).

System Availability

System Availability can be defined as the appropriate technical functioning of the online shopping platform. Online platforms must be aware that an website that goes or experience a lot of technical problems such as frequently shutting down and does not function properly most of the times, as a result preventing consumers from purchasing their product through online shopping and buying products, is equivalent to placing a closed symbol on

a brick-and-mortar store (OECD, 2020). Consistent and dependable online E-commerce platform generates an influence about the competence of the supplier and as a result consumers tend to trust the vendor (Jadil, Rana, & Dwivedi, 2022).

Customer Satisfaction

Whole performance of products or services that meets the level of customer’s expectation can be called as satisfaction (Elango & Thansupatpu, 2020). Moreover, satisfaction is the scope that customers felt pleasure because of the potential to switch customer’s expectation and needs into pleasure (Ashfaq, Yun, Waheed, Khan, & Farrukh, 2019). Satisfaction as the feeling of the customer that the quality of product or service has met or exceeded their level of expectations (Kasemsap, 2018). According to Yang & Yen, (2018) customer satisfaction is the degree of usual pleasure through the customer, receiving the service that satisfies the customer’s desires, expectation and needs. Besides, consumer satisfaction can be defined as a basic evaluation primarily based on the overall consumption and buying experiences with the desirable or terrible service over time (Pan & Ha, 2022). Ashfaq et al., (2019) additionally implied that the customer expectation on how the product and services are being provided by organizations is the meaning of customer satisfaction.

Perceived Website Quality

Providing online services is now more crucial than ever for retaining customers. The experience of loyalty instilled by the exceptional degree of services supplied by a organization persuades customers return to a website. By giving exceptional digital services, companies can achieve competitive advantage. Service quality greatly influences customer satisfaction. Moreover, enhancing service quality with the goal of satisfying and retaining customers is a serious task for many businesses. Studies indicate that quality of digital services is based on two factors: (1) security and confidentiality of information and (2) website performance.

Online Repurchase Intention

Ellitan (2022) cited that repurchase intention alludes to the possibility of using a service provider once more in the future. Repurchase intention as shoppers behavioural intention which measures the tendency to continue, increase, or limit the quantity of service from a current supplier (Alvarez-Risco, Quipuzco-Chicata, & Escudero-Cipriani, 2021). The measures of repurchase intention are generally obtained by surveys of current customers assessing the tendency to buy the identical products, same brands, or services from the same vendor. In different words, repurchase intention is described as the opportunity and chance of the customers who would like to purchase the products once more (Issarapol, 2019). Additionally, Yang & Yen (2018) stated the Online Repurchase Intention as an individual's judgement about shopping for products once more from the same vendor. Additionally, Tho, Lai, & Yan (2017) mentioned that there are two types of repurchase intention which are the intention to repurchase and the aim to involve in effective words of mouth and recommendations. Moreover, the repurchase is the repeated system of buying products and services from one particular shop (Tho et al., 2017).

Related Literature Review

The Related Literature Review of Perceived Ease of Use and Repurchase Intention.

Chatzoglou, Chatzoudes, Savvidou, Fotiadis, & Delias, (2022) referenced that a various number of research have tested that Perceived Ease of Use is measured as a factor with the most urgent influence on an individual behaviour aim towards the repurchase intention. Proof from previous investigations confirmed that Perceived Ease of Use decidedly identifies with the behaviour of Repurchase Intention in web shopping (Lukito & Ikhsan, 2020). Furthermore, Borwonputtikun (2016) focused on «Variables Affecting Individual's Intention to Repurchase from Online Store in Services Perspective». The scientist testing on 200 Thai Web purchasers who had encounters in using on the web store. The effect indicated that

ease of use at once impacts Perceived Ease of Use and believe which straightforwardly effect on customers repurchase intention in online context. In view of diverse aptitudes of clients, what propels purchasers to select one web page over the others may lie in the ease of use perception (Nugroho, 2018).

The Related Literature Review of Perceived Usefulness and Repurchase Intention.

Vasic, Kilibarda, & Kaurin (2019) expressed that an individual will be likely to return to the online shop to make a purchase on the off chance that they perceived that the visited web page improvements the purchasing overall performance and help them to structure a buy decision. Moreover, Li (2016) researched that perceived usefulness companions emphatically with customers' satisfaction, will lead to repurchase behaviour. Users may proceed using an e-Commerce advantage in the event that they think about it useful. Furthermore, Davis (1989) expressed that customers' choice towards the use of technology relies upon on whether they consider that it is valuable to assist them perform the task better or less difficult to complete. C. Chiu, Chang, Cheng, & Fang, (2019) observed that an "individual is more likely to interact in continued utilization when such utilization is perceived to be beneficial to them". Moreover, online customers who fulfilled the shopping task successfully are more likely to enhanced repurchase intention (Chiu et al., 2019).

The Related Literature Review of Satisfaction and Trust

Satisfaction is an entire attitude based totally on their purchase experience. It may also be a reflection of the quality of the site. Sekhon, Ennew, Kharouf, & Devlin, (2018) endorsed the trust is the key driver in every organization. Trust was moreover characterised as the one of the primary essential factors for successful advertising and marketing relationship. Bodlaj, Povše, & Vida, (2017) mentioned trust as existing when one party has certainty in a exchange partner's reliability

and judgment. Concurring to the relationship of marketing system, trust is characterised as the company's conviction that end result in advantageous effect and keep a strategic distance from the sudden activity which would result in negative outcome. Moreover, satisfaction performs a fundamental role within the online commerce due to the fact it helps to create customer trust. Ravald and Gronroos (1996) added on that satisfaction is a crucial source for trust in the relationship marketing (Sudjana & *Sfenrianto, 2020). Concepts of trust and satisfaction are comparative within the feel that they communicate to a few general evaluations, feeling, or state of mind about the different party within the relationship. Within the same line, proposed that satisfaction was a fundamental predecessor to prompt customer trust (Rigo, Basso, Pauli, & Portilio, 2022).

The Related Literature Review of System Availability and Repurchase Intention

System availability per S-Qual model is defined as appropriate technical operation of the site (Bakri, Sian, Habidin, Aziz, & Masrom, 2021). Availability is the capacity of a service or system that can be activated when requested by a company. The availability of the system is the reliability function and logistics management (Gillespie, 2015). The availability of the system can be described as the website is always available, links to all work (Trivedi & Bhatt, 2019) and proper technical operation, no broken links (Kim et al., 2016). Bakri et al., (2021) stated that the technical software problem is related to shopping online shopping. When customers buy something from an online store or just search the internet for the item they want, system functionality or availability issues such as unclickable buttons or error links create a negative feeling about the online website. The customer may be disappointed to leave the site online. As a result, Online retailers may lose the ability to increase customer repurchase intention towards the website (Vachter, 2002) Picking and removing broken links is part of overall e-service quality (Bakri et al., 2021).

The Related Literature Review of Perceived Website Quality and Repurchase Intention.

Chang, (2018) expressed that a well-developed web page will minimize customer risk, extend perceived website brand image, create trust and subsequently will create a willingness to buy. Agreeing to the authors O. Pappas, G. Pateli, N. Giannakos, & Chrissikopoulos, (2018), right web site quality will impact the customer recognition and have an impact on their believe and satisfaction. Since, customers assume that familiar websites have way better abilities to fulfil their demand, the quality will provide assistance to strengthen the brand entity, minimize the perceived risk and in the long-run enlarge the customer's willingness to embrace a transaction. Moreover, Ha & Janda, (2018) added onto the significant relationship between Website Quality and Repurchase Intention as their research showed that there was a significantly high positive correlation between the web page quality and customers repurchase intention.

The Related Literature Review of Privacy and Trust

Yu & Cai, (2022) and (Chiu et al., 2019) specified that "the fundamental cause why people have however to purchase things online or give individual data online is due to a lack of trust in which customers accepted online destinations will handover the data to the third party without any notification or permission. Moreover, customers will hesitate to create an online purchase if they do not experience safety and their credit card data is protected and secure from the third party or hacker (Muhthar, Jaafar, & Nasir, 2022). Furthermore, (Chiu et al., 2019) mentioned that previous research within the online purchasing context illustrated that customers' perceptions of safety have a crucial and positive impact on their trust within the online seller. Sudjana & *Sfenrianto (2020) pointed out that the protection of customers' privacy is the most distinguished concern in the direction of online buyers"

The Related Literature Review of Trust and Repurchase Intention

if the client trusts online shoppers and realizes that online shopping improves the behaviour of buyers purchasing the same product / service, this will lead to an effective improvement in shopping performance (Nugroho, 2018). However, online shoppers and consumers who are unable to communicate trust are unlikely to act, so consumers are expected to take part in online shopping if they are to be trusted (Chiu et al., 2019). Park & Lee, (2018) show that consumers are not willing to deal with sellers they do not trust because of a lack of trust, and confidentiality, thus reducing their chances of engaging in online shopping. Trust is an important precedent for participation in commerce, especially in the online context, because online stores make it easier to behave optimistically (Ashfaq et al., 2019). Consumer trust implies that the goodwill of an online trust is not taken into account by the customer because the seller’s guarantees do not cause uncertainty to the merchant and the communication between the two is genuine (Park & Lee, 2018).

The figure shows the modified conceptual framework of the Factors Influencing Repurchase Intention of Facemask from Online Platform during COVID-19 in Bangkok, Thailand

Research Hypothesis

Hypothesis 1

H1o: Perceived Ease of Use has no statistically significant influence on Repurchase intention

H1a: Perceived Ease of Use has a statistically significant influence on Repurchase intention

Hypothesis 2

H2o: perceived usefulness has no statistically significant influence on Repurchase intention.

H2a: perceived usefulness has a statistically significant influence on Repurchase intention.

Hypothesis 3

H3o: Satisfaction has no statistically significant influence on trust

H3a: Satisfaction has a statistically significant influence on trust

Hypothesis 4

H4o: Privacy has no statistically significant influence on trust

H4a: Privacy has a statistically significant influence on trust

Hypothesis 5

H5o: perceived website quality has no statistically significant influence on Repurchase intention.

H5a: perceived website quality has a statistically significant influence on Repurchase intention.

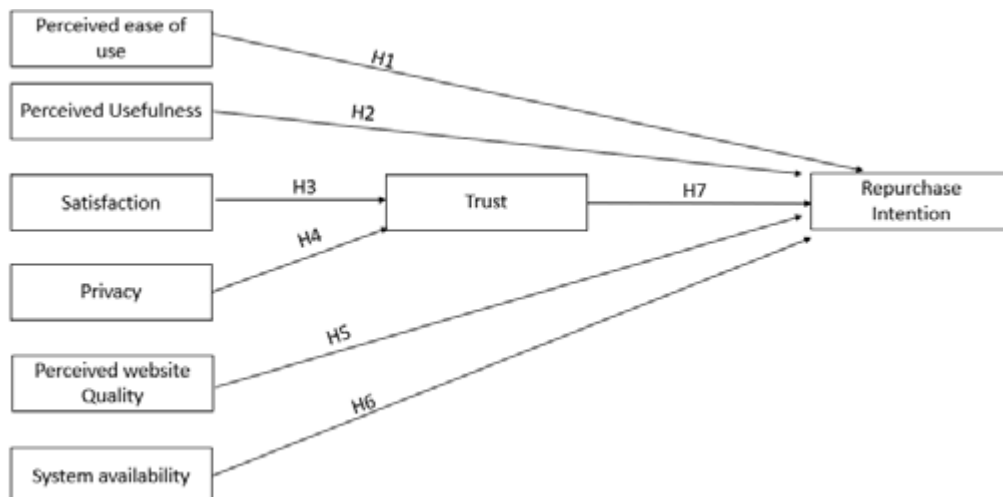


Figure 1. Conceptual Framework

Hypothesis 6

H6o: System availability has no statistically significant influence on Repurchase intention.

H6a: System availability has a statistically significant influence on Repurchase intention.

Hypothesis 7

H7o: Trust has no statistically significant influence on Repurchase intention.

H7a: Trust has a statistically significant influence on Repurchase intention.

METHODS

This study is tailored as a descriptive research. Koh & Owen, 2020, showed the importance of descriptive research as a method that used tools of survey, which generally includes normative surveys, personal interviews, telephonic surveys and questionnaires. To respond to the research objective and questions of this study, self-administered questionnaire were made available to respondent on online platform through Google Form, which is considered one of the most convenient method to gather raw data. Questionnaire were distributed to people who have purchased a face mask from online platform during COVID-19. The questionnaire questions were modified from the questions of the previous research according to the study, therefore a pre-test was piloted prior to the continuation of the study in order to check the reliability of the questionnaire. Reliability was assessed with Cronbach Alpha test with the assistance of statistical software.

The studied target population people was people who are living in Bangkok and have purchased facemask from online platform during COVID-19. The criteria used to screen participants were as follows:

Participants must be living in Bangkok, Thailand. Participant has purchased face mask from online platform during COVID-19. Participants who were interested in participating in the study had been screened to ensure they meet the above conditions prior to further participate in the questionnaire

about the study. 422 participants attempted the questionnaire, out of which 401 met the conditions and their results were taken for further analysis.

For selection of respondents a non-probability sampling method was utilised for this study. A combination of judgement or otherwise known as purposive sampling also most commonly known as convenience sampling.

The researcher had input the questionnaire into Google form. Thereafter, the researcher then collected 60 respondents of which 51 were valid response from individual living in Bangkok, Thailand who passed the qualification criteria and was provided access to the rest of the questionnaire and subsequently responded to all the questions on the questionnaire via Google Form. After the responses were collected, data was transferred onto a statistical package and which the Reliability Test was conducted by Cronbach Alpha. Questionnaire with the 5-point Likert Scale for responses, thereby assessing the internal Reliability. Variable score with a Cronbach Alpha score close to or more than 0.70 were utilised in the further study and a score which was below 0.70 was removed.

Data collection Procedures

The google form online survey was distributed by the researcher via direct survey links to individual living in Bangkok and have purchased facemask from online platform during COVID-19, questionnaire were distributed in Facebook, Line groups and among colleagues. Quantitative method was utilised to gather data on the independent and dependant variable among 422 participants.

RESULTS AND DISCUSSION

According to the outcome of this study, the major group was female (53.7%) followed by male (42.3%) and (4%) preferred not to say their opinion, 67.7% of the respondents were single and 31.8% of the respondents were married. 50.2% of the respondents were in the age category (21-30), 26.6% of the respondents were in the age category

(31-40), 12.4% of the respondents were in the age category (41-50), 7.5% of the respondents were in the age category (20 and below) and 3.2% of the respondents were in the age category (above 50), 50.2% of the respondents were in the age category (21-30), 26.6% of the respondents were in the age category (31-40), 12.4% of the respondents were in the age category (41-50), 7.5% of the respondents were in the age category (20 and below) and 3.2% of the respondents were in the age category (above 50), 49.8% of the respondents was in the category Bachelor's degree, 33.1% of the respondents was in the category Master's Degree, 9.2% of the respondents was in the category Doctoral degree, 8% of the respondents was in the category high school, 37% of the respondents was in the income group (10000-20000 Baht), 29.4% of the respondents was in the income group (20000-30000 Baht), 18.4% of the respondents was in the income group (above 30000 Baht) and 15.2% of the respondents was in the income group (Below 10000 Baht), 37% of the respondents was in the income group (10000-20000 Baht), 29.4% of the respondents was in the income group (20000-30000 Baht), 18.4% of the respondents was in the income group (above 30000 Baht) and 15.2% of the respondents was in the income group (Below 10000 Baht), 46.8% of the respondents was employed, 28.9% of the respondents was students and 24.4% of the respondents was self-employed,

46.8% of the respondent's made a purchase once in a month, 37.6% % of the respondents made a purchase once in a week, and 15.7% % of the respondents made a purchase once in 6 months, 42.3% of the respondents spend between 16-30 minutes for purchasing their product online, 27.4% of the respondents spend between 5-15 minutes for purchasing their product online, 14.7% of the respondents spend between 31-45 minutes for purchasing their product online, 9.2% of the respondents spend more than 45 minutes for purchasing their product online and 6.5% of the respondents spend time less than 5 minutes for purchasing their product online, 51.2% of the respondents use 2 platforms while purchasing facemask from online, 23.1% of the respondents use 1 platform while purchasing facemask from online, 17.2% of the respondents use 3 platforms while purchasing facemask from online, 8.5% of the respondents use more than 4 platforms while purchasing facemask from online.

Hypothesis Testing

In this research, 7 hypotheses were analysed from objectives and research questions to study the Factors Influencing Repurchase Intention of Facemask from Online Platform during COVID-19 in Bangkok, Thailand.

Table 1. The Summary of Hypothesis Test Results

| Hypothesis | Statistical Analysis | Level of significance | Coefficient Beta (β) | Results p-Value < 0.05 |
|-------------------------------|----------------------------|-----------------------|------------------------------|------------------------|
| H1: Perceived Ease of Use | Multiple Linear Regression | .014 | -.121 | Accepted |
| H2: Perceived Usefulness | Multiple Linear Regression | .000 | .283 | Rejected |
| H3: Satisfaction | Multiple Linear Regression | .000 | .629 | Rejected |
| H4: Privacy | Multiple Linear Regression | .000 | .243 | Rejected |
| H5: Perceived website Quality | Multiple Linear Regression | .000 | .374 | Rejected |
| H6: System Availability | Multiple Linear Regression | .000 | .299 | Rejected |
| H7: Trust | Simple Linear Regression | .000 | .675 | Rejected |

MANAGERIAL IMPLICATION

The objective of this study was to examine the factors influencing repurchase intention of facemask from online platform during COVID-19 in Bangkok, Thailand. The population of the sample size was 422 samples out of which 401 was accepted after qualifying the 2 screening questions (Are you living in Bangkok and have you purchased facemask from online platform). Data collected from the participants was transferred into analysis software and the data collected from the participants related to the following independent variable: Perceived Ease of Use, perceived usefulness, satisfaction, and privacy, perceived website quality and system availability, intervening variable –Trust. As for the descriptive analysis mean and standard deviation for all independent and intervening variable was found. For inferential analysis multiple linear regression and simple linear regression was performed, thereby inferring significant influence between the independent variables and the dependant variable of the study.

CONCLUSION

From the descriptive investigation of demographic factors, it was found that maximum of the respondents were female 53.7% and male 42.3%, while analysing marital status of the respondents it was found that 67.7 of the respondents were single and 31.8% of the employees were married, while analysing age factor the researcher found that 50.2% of the respondents were in the age category 20-30 which was the most, while analysing education level the researcher found that a majority of respondents fall in the category of bachelor's degree (49.8%), while analysing monthly income the researcher found that the main stream of the respondents fall in the category of 10000 -20000 baht (37.1%), , while analysing job status the researcher found that a majority of respondents fall in the category of employed (46.8%), (%), while analysing frequency of online purchase the researcher found that the majority of the respondents fall in the category of once in month (46.8%), while analysing time spend on online platform when purchasing

facemask the researcher found that the majority of the respondents fall in the category of 16- 30 minutes (42.3%),(%), while analysing number of platforms used when purchasing facemask online the researcher found that the majority of the respondents fall in the category of 2 (51.2%).

From the descriptive analysis and ranking of the means of the independent variables, the variables that most strongly influence on repurchase intention of facemask through online platform during COVID-19 in Bangkok, Thailand was Privacy 4.1346 (1), Perceived Ease of Use 3.9638 (2), Perceived usefulness 3.9301 (3), Perceived website Quality 3.8853 (4), Trust 3.8643 (5), Satisfaction 3.8487 (6), System availability 3.8227 (7).

The result of the multiple linear regression analysis for the inferential analysis revealed that Perceived usefulness, Perceived website Quality, Trust, Satisfaction, privacy and System availability were statistically significant in relation with repurchase intention of facemask from online platform during COVID-19. H1o Perceived Ease of Use was accepted. The factors that most strongly influenced repurchase intention of face mask from online platform during COVID-19 in Bangkok, Thailand was Trust ($\beta = .675$) followed by Satisfaction ($\beta = .629$) followed by Perceived website quality ($\beta = .374$) followed by System availability ($\beta = .299$) followed by Perceived usefulness ($\beta = .283$) followed by Privacy ($\beta = .243$) followed by Perceived Ease of Use ($\beta = -.121$).

Recommendations

From the study researcher has done on Factors Influencing Repurchase intention of facemask from online platform during COVID-19 in Bangkok, Thailand, there are many benefits that can be found. The ongoing COVID -19 pandemic has caused major problems and facemask and hand sanitisers were the only precautions, since there is no vaccine discovered for the virus until now. The COVID-19 pandemic has by now diseased millions and cost the life of millions of people around the

globe. To reduce the spread of the virus, many countries have imposed both transnational and national travel limitations and strictly restricted public get-togethers. Social distancing and lock down measures were taken in order to decrease the spread of the virus. People had to buy facemask and the only platform or channel available was through online.

The study found out that most number of the respondents had an intention to repurchase facemask from online platform. Participant's perception of perceived usefulness, satisfaction, perceived website quality, privacy, trust and system availability was a strong factors that influenced the repurchase intention of facemask.

The government with the help of this data can understand the peoples' need of facemask and their repurchase behaviour from online platforms during COVID-19, so the government can make sure that the supply meet the demand, since there is panic buying behaviour in customers and also the government can make sure there is timely delivery of facemask. The government can also keep this information in case of a future pandemic or pandemic to check which are the factors that influence the customers the most when they buy facemask from online platform and take necessary steps to follow up. Since trust is one of the very important factor when purchasing facemask online the government can make sure that all the facemasks are produced as per the norms of the COVID-19 guidelines for the near future.

For businesses this data can help you to analyse the repurchase intention of facemask from online platform and what all are the factors that influence them most when purchasing online. The business can also try to develop biodegradable face mask because since the pandemic the people are worried about purchasing facemask, they are least concerned about the threats if the mask are not disposed properly.

Online platforms should try to validate customer review system because it is one of the important factor that influence customers final purchase decision's since we can find a lot of fake review in many online website to reduce the rating of certain product of particular brands. Online platforms should also show a demo on the usage and disposal of the face mask so that there is proper method of usage of the facemask.

Moreover welfare organisations like Ministry of social development and human security can have an insight about the repurchasing intention of facemask from online platform during COVID -19 and take post pandemic measures for future pandemic and for taking preventive measures of the COVID -19.

Future Research

This study aimed to examine the factors influencing towards repurchasing face mask from online platform during COVID-19 in Bangkok, Thailand. Since the study was conducted in Bangkok, Thailand and not in other province of Thailand, so researchers can use this research for studying in different parts of Thailand. Future researchers can focus on more variables like E-service quality, Experience etc.

Researchers can use this study and focus on factors influencing Repurchase intention of facemask from online platform post COVID-19 to analyse the repurchasing behaviour of people after the pandemic.

Further study can be done on the different repurchase intention of purchase of facemask during a pandemic for gen Y and gen Z.

To investigate about the change in repurchase during cultural difference, further research can extend this business model to countries across the globe.

This research used only the survey method as a research model for gathering data, future research would apply different research techniques and

models such as qualitative approach to examine the factors influencing repurchasing intention of facemask from online platform during COVID-19. ■

Acknowledgement

We would like to acknowledge and thank to Mr.Jithin Raj for his support for this manuscript.

REFERENCES

- Alghareeb, S. (2022). Mobile Banking Adoption among Undergraduate Students in Kuwait University. *OALib*, 09(06), 1–13. <https://doi.org/10.4236/oalib.1106458>
- Alvarez-Risco, A., Quipuzco-Chicata, L., & Escudero-Cipriani, C. (2021). Determinants of online repurchase intention in COVID-19 times: Evidence from an emerging economy. *Lecturas de Economía*, 1(96), 101–143. <https://doi.org/10.17533/udea.le.n96a342638>
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 9(2), 1–14. <https://doi.org/10.1177/2158244019846212>
- Bakri, M. H., Sian, L. P., Habidin, N. F., Aziz, N. A. A., & Masrom, N. R. (2021). Determinants affecting customer perceived e-service quality towards e-retailing shopping site in Malaysia. *International Journal of Business Excellence*, 25(4), 491. <https://doi.org/10.1504/IJBEX.2021.119752>
- Bodlaj, M., Povše, H., & Vida, I. (2017). Cross-Border Relational Exchange in SMEs: The Impact of Flexibility-Based Trust on Export Performance. *Journal of East European Management Studies*, 22(2), 199–220. <https://doi.org/10.5771/0949-6181-2017-2-199>
- Borwonputtikun, P. (2016). Factor Affecting Individual's Intention to Repurchase from Online Store in Services Perspective. *Journal of Information Systems in Business*, 4(2), 1–20. <https://doi.org/10.14456/jisb.2016.4>
- Chang, K.-C. (2018). The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators. *International Journal of Innovation, Management and Technology*, 5(4), 255–260. <https://doi.org/10.7763/IJIMT.2014.V5.523>
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), e10619. <https://doi.org/10.1016/j.heliyon.2022.e10619>
- Chih, W.-H., & Ren, M. (2020). The Relationships between Website Reputation, Website Quality, and Repeat Purchase Intention: The Moderating Effect of Trust. *Open Journal of Social Sciences*, 08(03), 507–513. <https://doi.org/10.4236/jss.2020.83043>
- Chiu, C., Chang, C., Cheng, H., & Fang, Y. (2019). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761–784. <https://doi.org/10.1108/14684520910985710>
- Davis, F. D. (1989). *Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology*. Retrieved from <https://globalassistant.info/technology-acceptance-model-davis-1989-pdf-download-link-free/>
- Eisingerich, A. B., & Bell, S. J. (2017). Maintaining customer relationships in high credence services. *Journal of Services Marketing*, 21(4), 253–262. <https://doi.org/10.1108/08876040710758559>
- Elango, D., & Thansupatpu, V. (2020). The Factors Affecting Local Brand Perfume Packaging on Consumers Purchase Decision in Bangkok. *Journal of Management, Economics, and Industrial Organization*, 4(2), 59–76. <https://doi.org/10.31039/jomeino.2020.4.2.4>

- Ellitan, L. (2022). Increasing Repurchase Intention Through Experiential Marketing And Customer Satisfaction. *International Journal of Research*, 9(2), 15–21.
- Eze, N. U., Obichukwu, P. U., & Kesharwani, S. (2021). Perceived Usefulness, Perceived Ease of Use in ICT Support and Use for Teachers. *IETE Journal of Education*, 62(1), 12–20. <https://doi.org/10.1080/09747338.2021.1908177>
- Fortes, N., & Rita, P. (2017). Privacy concerns and online purchasing behaviour: Towards an integrated model. *European Research on Management and Business Economics*, 22(3), 167–176. <https://doi.org/10.1016/j.iedeen.2016.04.002>
- Gillespie, A. M. (2015). Reliability & maintainability applications in logistics & supply chain. *2015 Annual Reliability and Maintainability Symposium (RAMS)*, 1–6. <https://doi.org/10.1109/RAMS.2015.7105108>
- Ha, H.-Y., & Janda, S. (2018). The effect of customized information on online purchase intentions. *Internet Research*, 24(4), 496–519. <https://doi.org/10.1108/IntR-06-2013-0107>
- Halder, S., Attili, V. S. P., & Gupta, V. (2022). Information Privacy Assimilation. *International Journal of Digital Strategy, Governance, and Business Transformation*, 12(1), 1–17. <https://doi.org/10.4018/IJDSGBT.313954>
- Issarapol, I. (2019). *THE FACTORS INFLUENCING PURCHASE INTENTION AND REPURCHASE INTENTION OF THE COSMETIC PRODUCT IN THE ONLINE CHANNEL AND THE OFFLINE CHANNEL IN THAILAND* (Mahidol University). Retrieved from https://archive.cm.mahidol.ac.th/bitstream/123456789/3440/1/TP_MM.048_2019.pdf
- Jadil, Y., Rana, N. P., & Dwivedi, Y. K. (2022). Understanding the drivers of online trust and intention to buy on a website: An emerging market perspective. *International Journal of Information Management Data Insights*, 2(1), 100065. <https://doi.org/10.1016/j.ijime.2022.100065>
- Joshi, R., Gupte, R., & Saravanan, P. (2018). A Random Forest Approach for Predicting Online Buying Behavior of Indian Customers. *Theoretical Economics Letters*, 08(03), 448–475. <https://doi.org/10.4236/tel.2018.83032>
- Kasemsap, K. (2018). Facilitating Customer Relationship Management in Modern Business. In *Encyclopedia of Information Science and Technology, Fourth Edition* (pp. 1594–1604). <https://doi.org/10.4018/978-1-5225-2255-3.ch138>
- Khan, S. A., Liang, Y., Shahzad, S., Khan, S. A., Liang, Y., & Shahzad, S. (2015). An Empirical Study of Perceived Factors Affecting Customer Satisfaction to Re-Purchase Intention in Online Stores in China. *Journal of Service Science and Management*, 8(3), 291–305. <https://doi.org/10.4236/JSSM.2015.83032>
- Kim, D. S., Hong, J. B., Nguyen, T. A., Machida, F., Park, J. S., & Trivedi, K. S. (2016). Availability Modeling and Analysis of a Virtualized System Using Stochastic Reward Nets. *2016 IEEE International Conference on Computer and Information Technology (CIT)*, 210–218. <https://doi.org/10.1109/CIT.2016.97>
- Koh, E. T., & Owen, W. L. (2020). Descriptive Research and Qualitative Research. In *Introduction to Nutrition and Health Research* (pp. 219–248). https://doi.org/10.1007/978-1-4615-1401-5_12
- Li, Y. (2016). Empirical Study of Influential Factors of Online Customers' Repurchase Intention. *IBusiness*, 08(03), 48–60. <https://doi.org/10.4236/ib.2016.83006>
- Lukito, S., & Ikhsan, R. B. (2020). Repurchase intention in e-commerce merchants: Practical evidence from college students. *Management Science Letters*, 3089–3096. <https://doi.org/10.5267/j.msl.2020.5.014>
- Muhthar, N., Jaafar, H. S., & Nasir, S. (2022). Factors Influencing E-Retailer Choice of Courier Service Provider: A Conceptual Paper. *International Journal of Academic Research in Business and Social Sciences*, 12(11). <https://doi.org/10.6007/IJARBS/v12-i11/15236>
- Nugroho, M. B. (2018). Customers' Perception on the Trustworthiness of Electronic Commerce: A Qualitative Study. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- O. Pappas, I., G. Pateli, A., N. Giannakos, M., & Chrissikopoulos, V. (2018). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187–204. <https://doi.org/10.1108/IJRDM-03-2012-0034>
- OECD. (2020). E-commerce in the time of COVID-19. Retrieved from Organisation for Economic Co-operation and Development website: <https://www.oecd.org/coronavirus/policy-responses/e-commerce-in-the-time-of-covid-19-3a2b78e8/>
- Oly Ndubisi, N. (2017). Relationship marketing and customer loyalty. *Marketing Intelligence & Planning*, 25(1), 98–106. <https://doi.org/10.1108/02634500710722425>
- Pan, H., & Ha, H.-Y. (2022). An Empirical Test of Educational Donors' Satisfaction Levels in Donating for Education before and after the COVID-19 Era. *Sustainability*, 14(19), 1–28. <https://doi.org/10.3390/su141912874>
- Park, D.-H., & Lee, J. (2018). eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386–398. <https://doi.org/10.1016/j.elerap.2007.11.004>
- Rigo, L., Basso, K., Pauli, J., & Portilio, M. (2022). Affect and cognition as antecedents of patients' trust in the dentist. *Brazilian Journal of Oral Sciences*, 21, e227228. <https://doi.org/10.20396/bjos.v21i00.8667228>
- Sekhoni, H., Ennew, C., Kharouf, H., & Devlin, J. (2018). Trustworthiness and trust: influences and implications. *Journal of Marketing Management*, 30(3–4), 409–430. <https://doi.org/10.1080/0267257X.2013.842609>
- Sohrabi Safa, N., Von Solms, R., & Furnell, S. (2016). Information security policy compliance model in organizations. *Computers & Security*, 56, 70–82. <https://doi.org/10.1016/j.cose.2015.10.006>

- Sudjana, A. R. L., & *Sfenrianto. (2020). A Model of Factors Influencing E-learning Usability in Toastmasters International. *International Journal of Recent Technology and Engineering (IJRTE)*, 8(6), 327–332. <https://doi.org/10.35940/ijrte.F7170.038620>
- TAHAR, A., RIYADH, H. A., SOFYANI, H., & PURNOMO, W. E. (2020). Perceived Ease of Use, Perceived Usefulness, Perceived Security and Intention to Use E-Filing: The Role of Technology Readiness. *The Journal of Asian Finance, Economics and Business*, 7(9), 537–547. <https://doi.org/10.13106/jafeb.2020.vol7.no9.537>
- Tho, N. X., Lai, M.-T., & Yan, H. (2017). The Effect of Perceived Risk on Repurchase Intention and Word – of – Mouth in the Mobile Telecommunication Market: A Case Study from Vietnam. *International Business Research*, 10(3), 8. <https://doi.org/10.5539/ibr.v10n3p8>
- Trivedi, D., & Bhatt, A. (2019). ASSESSMENT OF E-SERVICE QUALITY IN ACADEMIC LIBRARIES: MODELS & INNOVATIVE PRACTICE. *The Role of Library & Information Services in the New Millennium*. Retrieved from www.digiquail.org/about
- Vasic, N., Kilibarda, M., & Kaurin, T. (2019). The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 0–0. <https://doi.org/10.4067/s0718-18762019000200107>
- WHO. (2022). WHO Coronavirus (COVID-19) Dashboard | WHO Coronavirus (COVID-19) Dashboard With Vaccination Data. Retrieved November 28, 2022, from World Health Organization website: <https://covid19.who.int/>
- Yang, H.-T., & Yen, G.-F. (2018). Impact of Consumers' Self-Construal, Empathy, and Moral Identity on Purchase Intention toward Cause-Related Marketing Goods: A Perspective of the Moderated Mediation Model. *Psychology*, 09(02), 260–279. <https://doi.org/10.4236/psych.2018.92017>
- Yu, Z., & Cai, K. (2022). Perceived Risks toward In-Vehicle Infotainment Data Services on Intelligent Connected Vehicles. *Systems*, 10(5), 162. <https://doi.org/10.3390/systems10050162>
- Zhang, Y., Fang, Y., Wei, K.-K., Ramsey, E., McCole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce—A relationship quality perspective. *Information & Management*, 48(6), 192–200. <https://doi.org/10.1016/j.im.2011.05.003>