

# ปัจจัยที่มีผลกระทบต่อความพึงพอใจและความตั้งใจซื้อซ้ำจากร้านเสื้อผ้าออนไลน์ของผู้บริโภคพม่า

## FACTORS AFFECTING SATISFACTION AND REPURCHASE INTENTION FROM CLOTHING ONLINE STORES OF MYANMAR CONSUMERS

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## บทคัดย่อ

อุตสาหกรรมแฟชั่นได้กลายเป็นหนึ่งในอุตสาหกรรมที่น่าสนใจโดยสร้างตำแหน่งงานและรายได้เป็นอย่างมาก ภาวะการแข่งขันในอุตสาหกรรมได้นำมาตรฐานใหม่มาใช้ในการสร้างความพึงพอใจให้กับลูกค้ามากขึ้น โดยการสร้างความสัมพันธ์กับลูกค้าในระยะยาว ซึ่งนับว่าเป็นปัจจัยที่สำคัญในการบรรลุความสำเร็จในการดำเนินธุรกิจอย่างยั่งยืน ดังนั้นงานวิจัยนี้มุ่งวิเคราะห์ส่วนประสมทางการตลาดบริการ 7 ด้าน ที่ส่งผลต่อความพึงพอใจของลูกค้าและความตั้งใจในการซื้อซ้ำในการซื้อเสื้อผ้าออนไลน์ของลูกค้าพบว่า ข้อมูลได้ถูกรวบรวมจากผู้ซื้อออนไลน์ในเชิงกึ่งจากแบบสอบถามจำนวน 634 ชุด การวิเคราะห์การถดถอยพหุคูณถูกนำมาใช้เพื่อทดสอบผลวิเคราะห์ทางสถิติ ผลการวิจัยพบว่า ส่วนประสมทางการตลาด ด้านผลิตภัณฑ์ ด้านบุคคล ด้านกระบวนการ และด้านกายภาพ มีความสัมพันธ์เชิงบวกกับความพึงพอใจของลูกค้าอย่างมีนัยสำคัญทางสถิติ เช่นเดียวกับส่วนประสมทางการตลาด ด้านราคา ด้านกระบวนการ และด้านกายภาพ มีความสัมพันธ์เชิงบวกกับความตั้งใจซื้อซ้ำของลูกค้า ส่วนข้อสรุปได้มีการนำเสนอกลยุทธ์ทางการตลาด

**คำสำคัญ:** ตลาดเสื้อผ้าออนไลน์ ส่วนประสมการตลาด 7 ด้าน ความพึงพอใจของลูกค้า ความตั้งใจซื้อซ้ำ

## Abstract

Fashion industry has become one of the attractive industries by mean of generating more employments and revenues. In this competitive industry, it brings new standard of providing more customer satisfaction by building a long-term customer relationship, which leads important factors in achieving the success of sustaining business. Thus, this paper aims to analyze how 7'Ps of service marketing mix affect the customer satisfaction and repurchase intention, and how customer satisfaction impacts on repurchase intention on buying clothing online of Myanmar consumers.

Data was collected from actual online shoppers in Yangon, with a response of 634 valid questionnaires. The multiple linear regression method was used to test the statistical results. From the study, we found that product, people, process, and physical evidence have highly statistical relationships with customer satisfaction Likewise, product, price, process, and physical evidence has highly positive correlations with customer repurchase intention. In conclusion, marketing strategies were suggested.

**Keywords:** Clothing Online Market, 7P's of Marketing Mix, Customer Satisfaction, Repurchase Intention

## Introduction

Today, the internet usage rate is growing quickly around the world and Asia is the highest internet usage rate in worldwide. According to the development of internet usage rate, business- to-consumer (B2C) ecommerce sales are growing in the countries of Asian region and clothing companies are also increasing on the internet market (Sterne, 2010). Thus, online shopping market or business-to-consumer industry is growing rapidly in the Asian countries involving Myanmar, developing countries. According to Myanmar Computer Association, E-commerce started in Myanmar from 2006. Since 2011, doing business online has started booming and people perform buying and selling transaction via online in many areas such as cosmetics, medicine, clothes, furniture, electronic products, kitchen appliances and even expensive items of gems and jewelry. Among of these products, clothes, shoes and slippers, and bags are the best selling products in Myanmar e-commerce (Yuwai, 2016). Especially, online market becomes the most development in Yangon region and clothes are the best-selling product of online shops in Yangon, because most of the people want to purchase the fashionable product with time and money saving and convenience. Therefore, the demand for online clothing industry is widely expanding in the present days. The demand for clothing online product is increasing day by day and thus, future of these products is very bright and profitable. Today, most of the consumers are not only eager for spending more money on the clothes products, but also looking for the best thing such as good quality, affordable price, and good service for clothes. There is a rise in the awareness of Myanmar's consumers towards the clothing product which leads to the rise in the overall growth of online clothing market. An increase in the demand for existing products is seen that companies are coming with new products having new features. It is a good opportunity for existing as well as new marketers. So, customers including Myanmar can get more benefits such as information about a variety of products, and even can compare prices and related features through the wide range of selection available from various website sources. Moreover, shopping from online even can lower switching costs based on many choices offered from different sources and shoppers can make a decision quickly. This can also provide more convenience for customers.

However, there is one biggest point that need to be careful to consider is hyper competition. According to the Reibestein (2002), the online marketers or manufacturers can keep their customers by creating customer satisfaction and retention attain to their store (Liang et al., 2008). However, it cannot be denied that there are some advantages offered by shopping online especially fast delivery service, trust comes from reliable sources and time- saving. Although there is a key challenge of how to provide whole customer satisfaction to foster repeated purchase. This can be achieved by proving good quality products in a timely and effective manner as well as other by getting support from marketing tools. Therefore, this paves the way for retailers in finding implications concerned with how to utilize effective marketing tools to foster satisfaction and repeated purchase behavior of online shoppers.

Therefore, in this study, researcher plans to examine effects of marketing mix variables on customer's satisfaction and repurchase intentions on online clothing shop. Additionally, this research plans to analyze whether marketing mix factors namely; product, price, place, promotion, people, process and physical evidence have significantly positive effects on online clothing buyers' satisfaction or not. Besides, the author wants to find out whether the links between customer satisfaction and customer repurchase intention are significant. Moreover, this study attempts to understand the customer satisfaction towards online clothing product in Yangon, Myanmar.

## Literature Review

### 7Ps of Marketing Mix

The definition of 7P's of marketing mix (product, price, place, promotion, people, process and physical evidence) is the manageable tools that the company use to get customer's satisfaction and to achieve the company purpose (Booms & Bitner, 1981; McCarthy, Perreault & Quester, 1990). All factors of the 7P's of marketing mix are equally important. In effect, the concept of the marketing mix outlines a course of action for the organization using controllable variables in an environment.

**Product** is defined as anything such as tangible or intangible that must be offered in the market to meet customers need and want when they use or consumption (Armstrong & Kotler, 2006). Design, quality, sizes, brand name and features are characterized of the product (Borden, 1984), and generally some supporting elements such as warranties, guarantees, and support is included in the scope of a product (Kotler, 1976). In online clothing market, product quality, design, brand name, the variety of items and warranties or return policy are suitable to measure the customer perception of clothing product. As the customer can't touch the product while purchase online, the marketer needs to show varieties of product list or categories for easy to choose an item (Fjermestand, 2001). And then, fit and size of the product are likely important in this online market as without physical interaction with the product (Sender, 2011).

**Price** is a quantity of money that customer pays for a product or service (Kotler et al., 2008). When the fashion marketers make pricing decisions, they should consider the value customers that attach to the benefits of the products, item physical attributes and quality and brand image (Kincade & Gibson, 2010; Kotler & Armstrong, 2011) because a given price has an influence when customers want to choose any products (Grewal & Levy, 2008). In online market, as customers cannot touch the product really, the customers find the lowest possible prices (French and O'Cass, 2001) so price reductions and pricing guarantees are relied to attract the customers by retailers.

**Place** means the ease of access that potential customer associates to a service such as location and distribution (Hirankitti et al., 2009) because of the important of the service and consumption occurring at the same time, at the same place; a place that provides all information for customer, competition, promotion action and marketing task. Online market is different with an off-line market such as a face to face auction, where the product will be purchased by computer screen in an online market (Mittal, 2013). The customer can choose a variety of products and easily compare the prices of the products as well in the website by shopping online (Jun, Yung & Kim, 2004; Kim & Niehm, 2009). Therefore, e-commerce can reduce time and efforts spent on finding relevant information because of no geographical limits. And then, the customer may be making better decision after finding detailed product information on the website.

**Promotion** is expressed as businesses communicate with customers in a variety of ways. Again, businesses supply promotional information to customers in order to build them for decision making in a product or service. The objectives of promotion are respectively to stimulate sales (or demand) which is the primary objectives of promotional programs, to acquire new customers, to encourage repeat purchase by current customers and to competitive actions. There are different promotion tools and strategies, for instance, direct selling, public relations, sales promotions, branding, and advertising (Kotler, 1994). Today's, E-shopping is actively doing promotion to attract

more customers (Krisnanto & Khatrine, 2016). In addition, Lee & Ahn (2016) found that promotion impact on customer repurchase intention in e-commerce.

**People** are defined as service employees who are important part of providing the service (Rust, Zahorik, & Keiningham, 1996). Performance of employee will affect the success of the companies' actions. Their functions such as communication, training, skills, learning, and listening to the views of others, will achieve evidence of the optimum value of the product and the company (Judd, 2001). In online market, employees of online shop deliver their services in e-content center or call center including e-mail, live online chatting and phone calls (Ha and Stoe, 2011; Parasuraman and Malhotra, 2005). So, customer satisfaction is the level of employee's skills, or the impact of their performance.

**Process** is an operation of action and function that growths the value of service with a low cost and a high advantage to the customer (Booms & Bitler, 1981). There are two buying process steps for e-retailer (Cao, Gruca, and Klemz, 2003). The first step is the ordering process, including the consumers searching the site for the desired product, comparing different features and aspects, making a selection and finally placing an order. The second step is the fulfillment process. Before the product arrives at the customers, the order's progress firstly so that arrival of the product and the decision to keep or return the item are also described as the second step in the process. Zhang et al., (2011) said an online retailer needs to deliver any product in a timely, efficient and safe manner for developing in relationships with online shoppers.

**Physical** evidence is the environment that the firms deliver the service. Any tangible that is hold the great importance to the consumer because consumers usually judge the quality of the service provided through physical evidence (Rafiq & Ahmed, 1995). And then, other visible environments which can affect the impression perceived by the consumers about service (Bitner, 1990). In online market, safe and design of packaging, employee service, technological tools such as security/ privacy (security of payment and privacy of given information), website quality and design were the suitable factor for physical evidence of online clothing market.

**Customer** satisfaction refers to the overall pleasure or contentment degree of customers, resulting from the ability of the service or product to fulfill the customer's desires, expectations, and needs in relation to the service. Oliver (1980) said that satisfaction is an overall affecting response to a perceived inconsistency between earlier expectation, and perceived performance after consumption.

**Repurchase** intention means the status of consumer's (ones who purchased at least once from the online clothing markets) desire to purchase again. Repurchase intention of customers are indispensable factor for successful operation of internet clothing markets. The value provided by steady and loyal customers has direct influence on the success of a company, and it is largely determined by customers' repurchase intention (Chung and Lee, 2013).

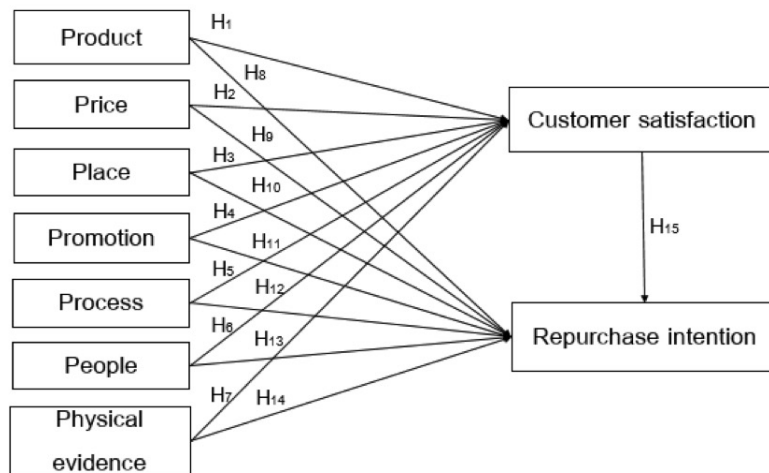


Figure 1 Conceptual framework model in this study

Source: Adopted from Booms and Bitner (1981) and Lumpoopinijpong (2007)

## Research Methodology

The population of this study was Myanmar online shoppers in Yangon for clothing market. A conveniently random sample of 650 respondents was required. However, the 634 valid questionnaires were analyzed. Data was collected from combining paper and online surveys during September to November 2017. The questionnaires were distributed among online clothing customers who had experienced at least one time in online shopping. In the end, a total of valid 634 questionnaires were employed in final data analysis.

The questionnaire for the main study contained 45 questions, which were five questions in the demographic information and 34 questions for 7P's of marketing mix, 8 questions for customer satisfaction, and 8 questions for customer repurchase intention. Moreover, the five-point Likert scale was applied, ranging from 1 (strongly disagree) to 5 (strongly agree). Before questionnaire distribution, the 30 pretests were conducted so as to determine the reliability by using Cronbach's Alpha Coefficient. Data analysis was done by using correlation and multiple regression analysis.

## Result and Discussion

Descriptive statistics was shown in Table 1. Gender composition is made up of nearly 50:50. Mostly, 328 respondents are in the age range between 20 and 37 years old (52%), followed by 38 to 52 years old (48%). Moreover, most marital status is single as many as 346 people (55%), followed by 288 married respondents (45.43%). In terms of monthly income, about 52% of respondents have their monthly income between 100,001 and 300,000 kyats.

Regarding frequency of purchase of the respondents, it found that 357 respondents (56.31%) are most likely to purchase clothing from online between 1 and 5 times in a month

**Table 1** Descriptive Statistics of Demographic Characteristics (n=634)

| Demographic               | Frequency | Percent (%) |
|---------------------------|-----------|-------------|
| Gender                    |           |             |
| Male                      | 319       | 50.32       |
| Female                    | 315       | 49.68       |
| Age                       |           |             |
| - 20-37 years             | 328       | 51.74       |
| - 38-52 years             | 306       | 48.26       |
| Marital Status            |           |             |
| - Single                  | 346       | 54.57       |
| - Married                 | 288       | 45.43       |
| Monthly Income            |           |             |
| - Below 100,000 kyats     | 9         | 1.42        |
| - 100,001- 300,000 kyats  | 331       | 52.21       |
| - 300,001- 500,000 kyats  | 172       | 27.13       |
| - 500,001- 700,000 kyats  | 76        | 11.99       |
| - more than 700,000 kyats | 46        | 7.26        |
| Frequency of purchase     |           |             |
| - 1 to 5 times            | 357       | 56.31       |
| - 6 to 10 times           | 194       | 30.60       |
| - over 10 times           | 83        | 13.09       |

**Multiple Regression analysis**

Before testing MRA, to test the internal consistency, the Cronbach’s alpha test of nine dimensions for all questions was examined. For male samples, Cronbach’s alpha values were between 0.87 and 0.91. Nunnally & bernstein (1994) said that an acceptable measure for the Cronbach’s alpha is 0.7 or above, consequently, the valid survey used in this study can be said reliable measurement.

**Table 2** Estimated model results from 7P's of Marketing Mix to customer satisfactions

| Variables               |         | t     | Sig. |
|-------------------------|---------|-------|------|
| Constant                | .512*   | 4.714 | .000 |
| Product                 | .176*   | 5.869 | .000 |
| Price                   | .053    | 1.632 | .103 |
| Place                   | -.027   | -.687 | .492 |
| Promotion               | .027    | .781  | .435 |
| People                  | .089*   | 2.817 | .005 |
| Process                 | .331*   | 9.735 | .000 |
| Physical Evidence       | .142*   | 9.393 | .000 |
| R <sup>2</sup>          | .646    |       |      |
| Adjusted R <sup>2</sup> | .642    |       |      |
| F                       | 162.203 |       |      |

Notes: \*Coefficients is significance at the 0.01

The results of the multiple regression analysis on customers' satisfaction on 7P's of marketing mix from online shopping are shown in Table 2. A regression analysis was performed for measuring the level of customer satisfaction as a dependent variable and marketing mix factors as independent variables. The results show that four factors: product, people, process and physical evidence have statistically significant coefficients with customer satisfaction ( $p < 0.01$ ). Therefore, each factors is positively influenced the customer satisfaction in Myanmar shoppers. This is consistent with the previous literatures of Mammon, (2012); and Addo & Kwartend, (2012). Among them, the people variable has positive coefficients with satisfactions, explaining that people factor can impact customer satisfaction in online shopping in Myanmar. Ojusalo (2003) and Siddiqi (2011) mentionedbi that there are positive connections between people to customer satisfaction. Good service from people can lead to strong satisfaction. From the findings, it is found that process service of the online clothing market impact on customer satisfaction in Myanmar. This result was aligned the other research reported by Casalo et al, (2008) and Harlinton & Weaven (2009). They reported that good process management may be effect customer satisfaction. Likewise, the physical evidence is another variable found to be positively and statistically significance, this may imply that a good physical evidence of the marketing mix factor brings to favorable satisfaction responses. This finding is in line with the studies of Mohammad et al, (2012) who viewed that physical evidence can effect on customer satisfaction.



**Table 3** Estimated model results from 7P's of Marketing Mix to repurchase intention

| Variables               | B       | t     | Sig. |
|-------------------------|---------|-------|------|
| Constant                | .034    | .298  | .766 |
| Product                 | .290*   | 9.173 | .000 |
| Price                   | .197*   | 5.764 | .000 |
| Place                   | -.023   | -.552 | .581 |
| Promotion               | .013    | .351  | .726 |
| People                  | .051    | 1.548 | .122 |
| Process                 | .292*   | 8.162 | .000 |
| Physical Evidence       | .119*   | 7.463 | .000 |
| R <sup>2</sup>          | .685    |       |      |
| Adjusted R <sup>2</sup> | .681    |       |      |
| F                       | 193.057 |       |      |

Notes: \*Coefficients is significance at the 0.01

Dependent Variable is customer repurchase intention. Table 3 shows that by using the multiple regression analysis, the relationship between customers repurchase intention and 7P's of marketing mix was tested. The results show that four factors: product, price, process and physical evidence have a positively statistical significance at the 0.01 level. Therefore, each factor has a highly positive relationship with customer repurchase intention in online clothing shop in Myanmar.

In details, the coefficient of the product has a positively statistical significance ( $p < 0.05$ ) in samples, which mean that the higher the level of product, the higher the level of repurchase intention. It is consistent with the study findings of Klein (2003), he reported that product or service have an influence on the adoption of e-shopping and online repurchase intention. While the analysis shows that price variable has a positive effect on the repurchase intention on both samples, implying that the lower the product price, the higher the repurchase intention. This result is similar to the previous work of Oh (2000) who indicated that price is considered as an important point in measuring repurchase intention. As the earlier research of Bisht, Belwal, & Pande (2010), it reported that the effective management of the service processes increases, the satisfaction level of customers rise, leading to the repeat purchase and favorable words of mouth. While physical evidence of online clothing company has positive effects on the repurchase intention, explaining that the higher the physical evidence level is, the higher the repurchase intention has been verified.

**Table 4** Estimated model results from Customer satisfaction to repurchase intention

| Variables               | B        | t      | Sig. |
|-------------------------|----------|--------|------|
| Constant                | .342*    | 3.470  | .001 |
| Satisfaction            | .901*    | 33.911 | .000 |
| R <sup>2</sup>          | .645     |        |      |
| Adjusted R <sup>2</sup> | .645     |        |      |
| F                       | 1149.926 |        |      |

Notes: \*Coefficient is significant at the 0.01 level, the figures in the brackets are t-values

The estimated model results from customer satisfaction to repurchase intention values are illustrated in Table 4. The customer satisfaction variable has the positive and statistically significant coefficient ( $p < 0.01$ ) on repurchase intention. This gives a meaning that the customers who have intention to purchase the online clothing in the future are more likely to respond “agree” for the answer, if they feel satisfied with the current online clothing market situation. This result is similar with the several previous studies (Rose et al., 2012; Wu et al., 2014).

## Conclusion

According to the results of this study, the author suggests the following influence factors to the online marketers to keep their customers for long-term relationship in the online clothing market.

First, online clothing marketers should promote their quality of products in order to gain customer satisfaction and consequently achieve competitive advantages and long run existence. The online shops must offer their customers with diverse products and to extend the width and depth of choices for their customers. Moreover, online clothing marketers should have more emphasis on an innovative and fashionable product in order to keep their customers from switching to other competitors. The return policy or warranty policy is the best factor to attract the customers to re-buy clothing from online in the future.

Second, the online clothing manufacturers should continue by providing cash payment system on delivery option in order to encourage customer satisfaction. In Myanmar, during the traditional festival time, Myanmar customers purchase many new clothing products. In such situation, the online clothing marketer should provide such a type of discounts in order to increase the purchase of their customers. Additionally, the marketers should emphasize on pricing strategy because most of the online customers want to buy the lowest price from online, as well as a variety of payment methods such as credit card, mobile banking, and other ways like cash.

Third, promotion is not significant impact on customer satisfaction and repurchase intention.

Fourth, the online clothing retailers should focus their employee skills, especially employee's interrelation skill with customers and website arrangement, call center service, message inquiry and answer timely because people variable is a factor to attract female customer satisfaction. In addition, the marketers should give more training to their employee concern about the product and service especially how to solve the customer's complaint and problem to response the customer fast.

Fifth, the online marketer should provide their process service to customer fast and easily. The marketer should promote their ordering process such as customer searching the site for the desired product easily, can compare different features easily and make a selection easily and place in order easily. Moreover, the online retailers should provide fast and timely delivery service, convenient payment system and fast response to any customer inquiries.

Sixth, the online clothing retailers need a variety of material tools and facilities to provide services and actualize potential services. These services are more up to date and more qualitative, that will lead to customer satisfaction. The marketers should improve web security because Myanmar people are very sensitive to security of their personal information and payment system. And then, the online clothing marketers should adopt safer payment system and give consumers enough information about the payment system to increase its trustworthiness.

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