

A Study of Customers' Repurchase Intention Toward Smartphones in Thailand

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Abstract— Purpose - In this research, the purpose is to explore the impact of brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence on customer repurchase intention toward smartphones in Thailand. **Design/Methodology/Approach** - This research is designed in order to explore the factors that influence customer repurchase intention toward smartphones in Thailand by using secondary data analysis and an archival study approach. In addition, this study has been using three frameworks from previous research to generate a new conceptual framework. **Findings** - This research provided factors that influence customer repurchase intention toward smartphones in Thailand. Also, this research was about the relationship between brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence that influence repurchase intention. **Research Limitations/Implications** - There are several limitations to investigating how repurchase intention is effect by independent variables such as brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence. Additionally, because this research was conducted in 2022, COVID-19 continues to spread. Therefore, the researcher distributed the question through an online channel only. **Originality/value** - This study is about the importance of influencing independent variables that affect the dependent variable such as repurchase intention.

Keywords— Brand Trust, Customer, Customer Satisfaction, Emotional Loyalty, Product Attribute, Repurchase Intention, Smartphone, and Social Influence.

1. INTRODUCTION

1.1 Background of the study

Repurchase intention refers to a person's decision to make a subsequent purchase of a particular product or service from the same business or vendor. Companies strive to provide the best possible offer or service to their customers in order to retain them and create positive future repurchase intentions. Customer repurchase has a significant impact on a company's performance because it provides a competitive advantage (Edvardsson et al., 2000; Lam et al., 2004; Reichheld et al., 2000; Zineldin, 2006). Due to significant financial gains, marketing strategies have recently placed a strong emphasis on the growth of customer loyalty. Some advantages of retaining current or potential clients consist of value premiums, customer recommendations, reduced operating costs, more purchases, and greater balances (Gwinner et al., 1998). Moreover, a business's success depends on its ability to retain customers. In the marketing literature, the term "customer loyalty" refers to a strongly held commitment to consistently purchase a preferred good or service (Dick & Basu, 1994), however, this indicates that maintaining existing customers is significantly less expensive than bringing in new ones (Oliver, 1999).

The popularity of mobile phones has increased rapidly in recent years. It will come as no surprise if, in a typical household, mobile phone usage has surpassed that of a landline, including in Thailand. The functions of a mobile phone have expanded beyond just making and receiving calls; with an internet connection, it can now perform a variety of tasks. Smartphones are in high demand because they allow users to use their functions to access the Internet via the device.

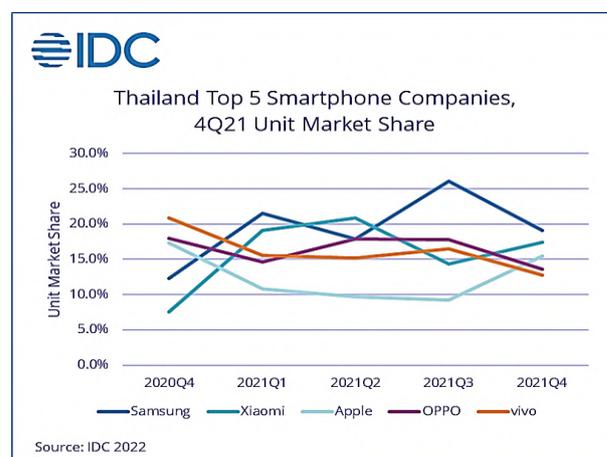


Figure 1: Top 5 Smartphone Vendor Highlights in 4Q21

Source: International Data Corporation (2022).

International Data Corporation (IDC, 2022) reveals a survey of smartphones in Thailand in 2021, with more than 20.9 million smartphones sold, a 20.9% increase from the previous year. It is the country with the highest demand for smartphones in Southeast Asia. With such a rapid increase, by focusing on repeat customer behavior in order to improve its marketing position, every smartphone manufacturer is attempting to protect its market share.

Globally, the smartphone industry is intensely competitive, especially as new competitors emerge. As a result, in order to keep market, share through repurchasing, to counteract their rivals, every player is improving their strategies. Marketers all over the world have spent a lot of money on research and development to figure out what factors influence consumer loyalty to a brand. For the purpose of achieving favorable external results, some studies have concentrated on enhancing internal management procedures. Nevertheless, there aren't many studies that have looked into repurchase intentions in the smartphone market. Increased customer usage satisfaction is one important factor in encouraging repurchase intention. According to Dimitriadis (2006), in order to survive in today's highly competitive business environment, marketers must implement a consumer-oriented business model. According to Sit et al. (2009), the only businesses that can retain customers and gain a competitive advantage are those that adopt a customer-centric strategy. In addition, this research will focus on the customer in Thailand as they have the highest smartphone demand in Southeast Asia.

Currently, smartphones have evolved into a part of living, an aid to daily life, and it is an indispensable item for people all over the world. The repurchase intention is one of the most important indicators for the people who intend to purchase the same products or brand again in the future. Due to rapidly changing mobile technology around the world, competition in the smartphone industry is intense. Also, the rapid advancement of mobile telecommunication systems is boosting smartphone repurchasing. In this research, the researcher studied, examined, and evaluated the relationship between brand trusts, customer satisfaction, emotional loyalty, product attribute, and social influence on smartphone repurchase intention.

As mentioned earlier, there are several factors in customer repurchase intention toward smartphones in Thailand. The independent variables are brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence. Finally, all of these independent variables affect repurchase intention

which is the dependent variable. Therefore, this study is to precisely examine those relations influencing variables of repurchase intention.

1. To determine the effect of brand trust and repurchase intention.
2. To determine the effect of customer satisfaction and repurchase intention.
3. To determine the effect of emotional loyalty and repurchase intention.
4. To determine the effect of product attribute and repurchase intention.
5. To determine the effect of social influence and repurchase intention.

Above align with research questions: -

1. Does the brand trust have a significant impact on repurchase intention?
2. Does the customer satisfaction have a significant impact on repurchase intention?
3. Does the emotional loyalty have a significant impact on repurchase intention?
4. Does the product attribute have a significant impact on repurchase intention?
5. Does the social influence have a significant impact on repurchase intention?

The significance of this research is to discover which variables are factors that influence Thai citizens' desire to repurchase smartphones. This research will provide more useful approaches for the company to support smartphone marketability, which will help with the development and understanding of Thai people repurchase intentions. The finding of this research should clarify the connection between every variable examined in Thailand, including brand trust, customer satisfaction, emotional loyalty, product attribute, social influence, and customers repurchase intention for smartphones.

Firstly, the results of this study will be beneficial to marketers in better understanding the effects of brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence on customers repurchase intentions. Consequently, with a strong customer repurchase intention, marketers can assess their high-yield strategies. Secondly, the research findings of this study will be beneficial to both local and foreign investors interested in the smartphone industry in Thailand in terms of attitude and knowledge. Moreover, the results of this study can help smartphone companies to develop appropriate strategies based on accurate information, as well as design the best product and service for their customers. Customers will be more likely to repurchase smartphones in Thailand if the strategy has

been successful. Thirdly, the results from this study will be beneficial in providing useful information to domestic smartphone shop owners, dealers, retailers, companies, and investors who are interested in customer repurchase intention regarding smartphones in Thailand.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Theories related to each variable

2.1.1 Brand trust

In the existing branding literature, brand trust has been conceptualized in a variety of ways. Delgado-Ballester et al. (2003), as an illustration, consider the concept of brand trust as a sense of safety experienced when interacting with a brand based on the conviction that the brand will continue to be reliable and accountable for meeting the needs of the customer. Some people define brand trust as a customer's disposition to believe in a company. This viewpoint views brand trust as being based on factors such as a company's ability and intentions to fulfill its promises to customers. ELNaggar and Bendary (2017) define brand trust as perceptions and expectations based on convictions that a brand possesses particular characteristics that are reliable, capable, and credible. In a similar vein, trust has been recognized as a key mediator in the growth of long-term bonds that result in brand loyalty. In order to achieve this, Garbarino and Johnson (1999) contend that brand trust reflects the learning process over time and is the result of prior experiences and interactions. This viewpoint supports Krishnan (1996) claim that brand experience is the most important and pertinent factor in determining brand trust. Morgan and Hunt (1994) believe that brand trust is a significant element in establishing high-value relationships, which is why it is so important in building loyalty. In support of the aforementioned, Ndubisi et al. (2007) and Lewis and Soureli (2006) believe that trust is critical in developing long-term customer relationships. Brand trust is thought to be a calculated phenomenon based on a brand's ability to consistently meet its obligations and an estimate of the benefits of staying in the relationship. In situations involving risk to the customer, brand trust is defined as the confident expectation of the brand's reliability and intent. As a result, customers with high levels of trust in a brand are less likely to perceive risk and are more likely to patronize the brand again. As can be deduced from the preceding conceptualizations, brand trust has the overarching effect of increasing consumer commitment and loyalty.

2.1.2 Customer satisfaction

According to Anderson and Sullivan (1993), a company's future profitability is dependent on keeping current customers satisfied. Customer satisfaction and return on assets are linked (Anderson et al., 1994). High quality leads to increased customer retention, loyalty, and positive word of mouth, all of which are strongly linked to profitability (Reichheld & Sasser, 1990). Customer satisfaction is a key factor for the success of the company, and it is highly dependent on the behaviors of frontline service providers. Customers should be managed as assets, according to Kutner and Cripps (1997), and customers differ in their needs, preferences, buying behavior, and price sensitivity. The company can stay competitive by improving service quality in comparison to competitors. To remain competitive, companies must provide superior customer value and satisfaction (Kotler & Armstrong, 1997; Weitz & Jap, 1995; Deng et al., 2013). Recognizing what customers value most is critical because it allows companies to allocate resources for continuous improvement based on their needs and desires. Customer Satisfaction Index (CSI) findings can be used to forecast a company's profitability and market value (Anderson et al., 1994; Eklof et al., 1999; Chiu et al., 2011). These findings offer a unique opportunity to test hypotheses and provide useful information about customer behavior based on a uniform method of customer satisfaction (Anderson et al., 1997).

2.1.3 Emotional loyalty

Loyalty is a business strategy, not a technique. Understanding and managing (Dymshits, 2007) one aspect of the customer, employee, and partner loyalty necessitates understanding and management of the other two. The philosophy of loyalty is to create value rather than profit. Customer loyalty has long been considered a successful business strategy. It plays a significant role in the interactions that make up the service profit chain, as some of us have called it (Heskett et al., 1997). Furthermore, repurchasing, having a good attitude, making a long-term commitment, desiring to keep the relationship going, getting good recommendations, being likely to stick with a company, or any combination of these things can be used to define a customer's loyalty (Reichheld & Sasser, 1990). The best kind of loyalty is emotional loyalty, where customers choose a brand because they have an emotional bond with it rather than because of its value, practicality, or other external factors. Consumers experience favorable feelings as a result of appealing appearance, unique materials, and unusual design technology, which provides emotional value.

According to Pihlström and Brush (2008), when customers consider a product/brand to have more emotional worth, they are more loyal to it. While general research findings suggest a positive relationship between customer loyalty and both the cognitive and emotional aspects of satisfaction, empirical evidence is lacking to determine which of the two components is a better predictor of satisfaction. This is especially important because the cognitive component of satisfaction has failed to predict customer loyalty on its own (Stauss & Neuhaus, 1997).

2.1.4 Product attribute

Product attributes are a set of features that describe a single product (Costley & Brucks, 1992). According to Smith and Deppa (2009), attributes are the aspects of a product that characterize a customer's consuming experience. Consumers will obtain useful information and undertake assessments before making final purchase decisions, according to an information model developed by Engel et al. (1986). Product attributes play a significant role in this process since they serve as the foundation for evaluation (Zhang et al., 2002). Other earlier research has found that how buyers perceive a product influence how it is appraised and whether it is purchased (Tom et al., 1987). In the opinion of the consumer, different product qualities have varying degrees of relevance, impacting the major selection criterion in the purchase decision.

2.1.5 Social influence

The study of social influence has provided a significant contribution to the development of social psychology as a scientific discipline. To start with the factors of social, such as empathy, connection, suggestion, approbation, and courtesy are all linked to a favorable purchase outcome (Butcher et al., 2002). Based on research from Bearden et al. (1989), there are two types of customer vulnerability to social influence. It demonstrates the characteristics that cause customers to be seen as having a social impact. One of these is normative susceptibility, which refers to the case in which customers make decisions about their purchases to please other people (Ang et al., 2001; Penz & Stottinger, 2005; Wang et al., 2005). For example, in terms of purchasing decisions, an individual place a high value on acknowledgment. In an effort to impress their social circle, he or she is likely to buy a product or a service. Then, according to Ang et al. (2001), information susceptibility occurs when customers rely on their purchase decisions on information or expert opinions from others. This point of view exemplifies how consumers rely on the advice

and knowledge of others when making decisions about products or services they are unfamiliar with.

2.1.6 Repurchase intention

Repurchase intention is defined as the willingness of a customer to repeatedly purchase products or services from the same brand, according to previous research. It is a simple, objective predictor of purchasing behavior that is anticipated (Jones & Sasser, 1995; Seiders et al., 2005; Lin & Liang, 2011; Kuo et al., 2013). Repurchase behavior occurs when a product meets the customer's expectations and approval, indicating a high possibility of purchasing and using it in larger quantities in the future (Schiffman & Kanuk, 2004). Consumer repurchase intention is a critical factor in maintaining high profitability stated by Reichheld and Sasser (1990). According to their research, an increase of 5% in customer retention can result in a 25-85% increase in profits. Furthermore, another reason customer retention is so important is that the cost of acquiring a new customer is five times the cost of retaining a customer who has already purchased (Kuo et al., 2013). Hence, if product or service providers can successfully retain customers and promote repurchase behavior, they may be able to lower costs while increasing profits. Moreover, repurchases are also beneficial to companies because they are loyal, willing to pay higher prices, have an easy time comprehending information, and perform promotional duties on behalf of the products or services (Zeithaml et al., 1996). These qualities are necessary for establishing a sustainable brand.

2.2 Related literature review

2.2.1 Brand trust and repurchase intention

"The willingness of the average consumer to rely on the ability of the brand to perform its stated function" is how brand trust is defined (Chaudhuri & Holbrook, 2001). According to Vlachos et al. (2009), trust is a crucial precondition for purchasing behavior. In more specific terms, brand trust lessens ambiguity and affects purchasing behavior (Chaudhuri & Holbrook, 2001). This took place because the trust factor makes people more confident in the brand's effectiveness. As previously discovered, consumers are more likely to make a purchase when they trust a brand more (Delgado-Ballester & Munuera-Alemán, 2001). Customer commitment is said to be influenced by brand trust, which leads to repurchases (Morgan & Hunt, 1994; Gremler & Brown, 1999). Trust, according to Garbarino and Johnson (1999), enables the mediation of the relationship between intention and attitude. To put it another way, trust is a more

important antecedent than attitude. Furthermore, in a recent study, Hegner and Jevons (2016) discovered that brand trust has a significant effect on consumers' decisions to purchase and repurchase products.

2.2.2 Customer satisfaction and repurchase intention

One of the elements that have been recognized in studies in the past is customer satisfaction. According to Lee et al. (2009), if a customer is satisfied, the customer tends to make another purchase from the same brand or company. Notably, according to some researchers, satisfied customers will return to the same vendors time and time again to achieve the best results (Kuo et al., 2013). There is another study that is similar by Engel et al. (1986) suggested that post-purchase satisfaction would improve customers' positive attitudes toward the product or service, increasing their possibility of repurchasing.

According to Hansemark and Albinsson (2004), customer satisfaction can provide several advantages. To begin with, price sensitivity is less likely to exist among happy customers. They are also less influenced by their rivals and tend to purchase more products from the same brand (Zineldin, 2000). Customer satisfaction has been linked to a higher probability of repurchasing in numerous studies, its effect on attitude both directly and indirectly (Brady et al., 2001; Cronin et al., 2000; Johnson & Fornell, 1991; Zeithaml et al., 1996). Also, online shopping tests were conducted using the same model, and the results were positive in correlation with previous studies (Collier & Bienstock, 2006; Lee & Lin, 2005). Furthermore, many other studies have found that customer satisfaction is a contingency factor that influences customers' intention of purchasing once more (Sánchez-García et al., 2012).

2.2.3 Emotional loyalty and repurchase intention

Loyalty is a corporate strategy, not a technique. Understanding and managing (Dymshits, 2007) one element of customer, employee, and partner loyalty necessitates understanding and management of the other two. The concept of loyalty is to create value rather than profit. Law et al. (2004) used Oliver's definition of loyalty, "a deeply held commitment to repurchase or re-patronize a preferred product/service in the future, resulting in repetitive same-brand or same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior." In other words, they saw consumer loyalty as a mindset rather than a behavior. Repurchase of a product or service is the sole definition of behavioral loyalty. Despite competitive efforts, loyal customers are expected to repurchase,

according to Dixon et al. (2005). The highest level of loyalty is emotional, where consumers select a brand because they have a strong emotional bond with it rather than because of its value, usefulness, or other external considerations. Due to the appealing appearance, cutting-edge materials, and innovative design technology, consumers feel good, adding emotional value to the product.

Arruda-Filho et al. (2010) conducted a qualitative social media research analysis and interviewed iPhone users, finding that consumers may derive social value from owning and using smartphones. Consumers may perceive iPhone ownership as a symbol of luxury and social status, according to the researchers. Furthermore, sharing smartphone experiences improves consumer interpersonal relationships. When consumers perceive a product/brand to have higher social value, they engage in more brand loyalty behaviors such as sharing positive information and paying higher prices. According to Pihlström and Brush (2008), when consumers perceive a product/brand to have higher emotional value, they are more likely to show brand loyalty as measured by repurchase intentions, willingness to pay, and positive word of mouth.

2.2.4 Product attribute and repurchase intention

According to Costley and Brucks (1992), a single product is defined by a group of qualities called product attributes. Smith and Deppa (2009) described attributes as the aspects of product that defines the experience of a customer's consumption. Before making a final purchase decision, consumers will gather relevant information and perform assessments, according to an information model developed by Engel et al. (1986). Product attributes play an important role in this process, as they serve as the foundation for evaluation (Zhang et al., 2002). Other previous studies have found that how customers perceive a product influence how it is evaluated and whether it is purchased (Tom et al., 1987). In the eyes of consumers, various product characteristics are valued differently, influencing the important selection criteria in the purchasing decision.

A product attribute is widely acknowledged as a key factor in consumers' purchasing decisions. Product attributes, according to Anderson and Mittal (2000), are at the core of quality innovation and customer satisfaction. It is critical to present high-quality product attributes because they will significantly improve the consumer's experience and, as a result, lead to repurchase intention. The ability to link consumer perceptions of product attributes to the

creation of new products makes them valuable. They are designed to meet customers' needs and preferences to the greatest extent possible, and if those needs are met, consumer satisfaction and, ultimately, repurchase behavior might very well increase.

2.2.5 Social influence and repurchase intention

Empathy, relationship, recommendation, approval, and politeness are all positive social influences that are linked to a positive purchasing outcome (Butcher et al., 2002). Bearden et al. (1989) claim that there are two types of customer susceptibility to social influence, based on their research. It demonstrates how social influence affects how consumers are perceived. One of them would be a prescriptive vulnerability, which refers to instances in which customers make purchases in an effort to impress everyone else (Ang et al., 2001; Penz & Stottinger, 2005; Wang et al. 2005). For example, when it comes to purchasing decisions, an individual place a high value on recognition. He or she will frequently purchase a product or service to impress their social circle. Secondly, according to Ang et al. (2001), information susceptibility occurs when customers base their purchasing decisions on information or expert opinions from others. This viewpoint demonstrates how customers use the opinions and information of other customers to provide reassurance when buying goods or services about which they are not very knowledgeable.

Before deciding on a final purchase, customers frequently consult their friends or family. Word-of-mouth is another social factor to consider. Word-of-mouth marketing is held to be a more trustworthy medium that conveys reliable and legitimate information about a product itself in contrast to what advertising companies or marketing companies represent in their promotional campaign (Kuo et al., 2013; Bansal & Voyer, 2000; Carl, 2006). Consumers use the Internet to trade comments and share thoughts about the products and services they use with one another in today's world of rapid technological advancement (Kuo et al., 2013). Consumers look at feedback and reviews from those who have used the products to determine whether they are positive or negative, and the majority of these comments are based on post-purchase knowledge. As a result, when making a purchase, consumers refer to this as a benchmark rather than relying solely on service providers' and marketers' messages. As a result of the positive effects of word-of-mouth, customers are therefore more likely to repurchase the same brand

again because there are reliable factors (Dellarocas, 2003; Park et al., 2007; Sen & Lerman, 2007; Sun et al., 2006). According to Kuo et al. (2013), if those consumers have been influenced by someone close to him or her, it can be assumed that they will have a stronger repurchase intention.

2.3 Conceptual framework

In this study, three first theoretical framework has been adapted to formulated the conceptual framework. The first theoretical framework from A Study of Consumer Repurchase Behaviors of Smartphones Using Artificial Neural Network by Hong Joo (2020). According to Henkel et al. (2006), satisfied customers use services more frequently and have higher intentions to use them in the future. Furthermore, Cronin et al. (2000) discovered that providing added value and quality services can increase consumer satisfaction and repurchase intentions. And the independent variable is consisting of customer satisfaction, social influence, emotional loyalty, and habit. The second theoretical framework from The Impact of Brand trust, Self-image Congruence and Usage Satisfaction toward Smartphone Repurchase Intention by Goh et al. (2016). Customers who plan on making additional purchases of the same brand of products or services are said to have intentions to purchase again. If a product satisfies and ends up winning over the customer, it is likely that they will purchase and use it more frequently and in greater amounts (Schiffman & Kanuk, 2004). Therefore, the dependent variable is the repeat purchase of smartphones. The independent variable is brand trust, usage satisfaction, and self-image congruence.

The third theoretical framework from Determinants of Smartphone Repeat Purchase Intention among Malaysians: A Moderation Role of Social Influence and a Mediating Effect of Consumer Satisfaction by Goh et al. (2016). The repeat purchase intent occurred when customers decided to buy the same product, brand, or service once more. A customer who is prepared to buy the same brand or product again has had a positive experience or has had their expectations met. The most important factor in a company's profitability is repeat purchases (Reichheld & Sasser, 1990). This shows the importance of repeat purchase intention which is the dependent variable.

Hence, the conceptual framework of A Study of Customers' Repurchase Intention Toward Smartphones in Thailand has been presented in Figure 2.

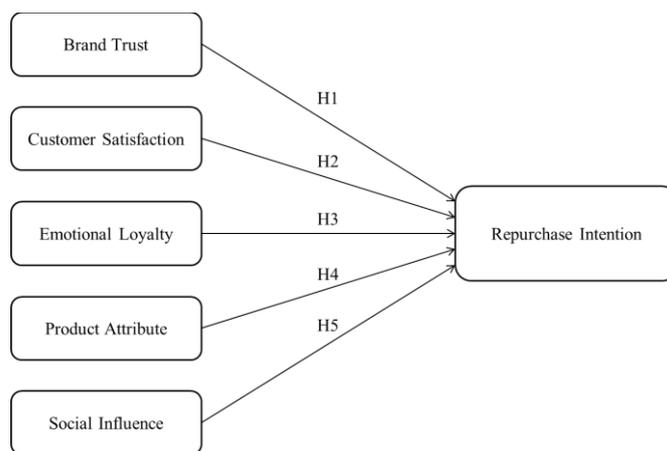


Figure 2: The Conceptual Framework

Source: Constructed by the researcher

Based on the proposed conceptual framework, the researcher composed five hypotheses to investigate the effect on the repurchase intention of smartphones. The hypotheses are as follows:

- **Hypotheses 1 (H1):** Brand trust has a positive effect on repurchase intention.
- **Hypotheses 2 (H2):** Customer satisfaction has a positive effect on repurchase intention.
- **Hypotheses 3 (H3):** Emotional loyalty has a positive effect on repurchase intention.
- **Hypotheses 4 (H4):** Product attribute has a positive effect on repurchase intention.
- **Hypotheses 5 (H5):** Social influence has a positive effect on repurchase intention.

3. METHODS AND MATERIALS

This research's main objective is to identify the variables that influence repurchase intention toward smartphones in Thailand which are related to brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence for those people who are currently using a smartphone. Moreover, this study will also determine the level of impact for each variable that affects repurchase intention toward smartphones in Thailand. There are various types of analysis used in this study, including multiple linear regression, descriptive data analysis, and Cronbach's Alpha because it is quantitative research. First, to determine the necessary target respondents' size for an unknown population with a 95% confidence level, 50%

standard deviation, and a 5% margin of error, the sample size in this study has been adjusted to around 400 respondents by using an equation from Cochran (1977). In order to recruit the respondents, the researcher applies convenience sampling and snowball sampling methods. In terms of the questionnaire, there are 33 questions in total which are divided into three parts. Then, the researcher has been applied IOC with three experts, in order to obtain content validity, each item in the questionnaire has been approved and the value greater than 0.5. For internal consistency, the researcher applies Cronbach's alpha in the reliability test, all the scale items have met the criteria according to Sekaran (1992) which obtain a good strength for internal consistency and is applicable for distribution to the target respondents in this study. Lastly, multiple linear regression (MLR) was used to analyze the factors affecting repurchase intention toward smartphones in Thailand, composed of brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence. Table 1 presented the IOC and Cronbach Alpha with pilot test at 50 respondents.

From the table 1, the research can conclude that Cronbach's Alpha of each variable are Brand Trust is reliable with $\alpha = .790$, Customer Satisfaction is reliable with $\alpha = .780$, Emotional Loyalty is reliable with $\alpha = .770$, Product Attribute is reliable with $\alpha = .770$, Social Influence is reliable with $\alpha = .850$, and Repurchase Intention is reliable with $\alpha = .760$. All factors are above 0.6, which means they are reliable

Table 1: Result from Pilot Test - Cronbach's Alpha

Variables	Cronbach's Alpha	Number of Items	IOC Results	Strength of Association
Brand Trust (BT)	0.79	4	BT1, BT2, BT3, BT4 = 1.00	Acceptable

Customer Satisfaction (CS)	0.78	4	CS1, CS2, CS3, CS4 = 1.00	Acceptable
Emotional Loyalty (EL)	0.77	4	EL1, EL2, EL3, EL4 = 1.00	Acceptable
Product Attribute (PA)	0.77	4	PA1, PA2, PA3, PA4 = 1.00	Acceptable
Social Influence (SI)	0.85	4	SI1, SI2, SI3, SI4 = 1.00	Good
Repurchase Intention (RI)	0.76	4	RI1, RI2, RI3, RI4 = 1.00	Acceptable

4. RESULTS

4.1 Descriptive Analysis with Demographic Factors

All the respondents are currently living in Thailand and currently using a smartphone. The screening questions that are given at the start of the questionnaire are what led to the results. The researcher will reject any additional responses that are not required. In the second part, the demographic information that was used are gender, age, education level, income per month, employment status, “where are you living in Thailand?”, and “which brands of smartphone that you are currently using?”. The purpose is to analyze the characteristics of respondents. The frequency distribution revealed the following information about a total of 400 respondents.

From table 2 shows that among the 400 respondents who made up the sample size, the frequency distribution, and percentage are **gender**; among all 400 respondents, their distribution showed the higher percentage of female with 57.5% which is higher than male respondents that have 42.5%. The results of respondents for female and male are 230 and 170 respectively. **Age**; the most respondent in this research is age between 31 - 40 years old with the percentage of 168 respondents with 42.0%, follow by respondents age between 18 - 30 years old with 118 respondents with the percentage of 29.5%, follow by respondents age between 41 - 50 years old with 62 respondents with the percentage of 15.5%, follow by respondents age under 18 years old with 40 respondents with the percentage of 10.0%, follow by respondents age between 51 - 60 years old with 10 respondents with the percentage of 2.5%, and the lowest respondents follow by respondents age over 60 years old with 2 respondents with the percentage of 0.5%.

Education level; from 400 respondents, 232 respondents with the percentage of 58.0% have completed Bachelor's Degree, following by 71 respondents with the percentage of 17.8% have completed Master's Degree, following by 51 respondents with the percentage of 12.8% have completed vocational certificate or high vocational certificate, following by 40 respondents with the

percentage of 10.0% have completed high school or lower, and lastly 6 respondents with the percentage of 1.5% have completed Ph.D. Degree or higher. **Income per month**; most respondents participate in this survey have earning income between 35,001 - 55,000 baht per month with 165 respondents with the percentage of 41.3%, following by income between 15,000 - 35,000 baht per month with 139 respondents with the percentage of 34.8%, following by income under 15,000 baht per month with 57 respondents with the percentage of 14.2%, following by income between 55,001 - 75,000 baht per month with 33 respondents with the percentage of 8.3%, and lastly following by income over 75,000 baht per month with 6 respondents with the percentage of 1.5%. **Employment status**; among all 400 respondents, 325 respondents with the percentage of 81.3% have employed full-time, followed by 50 respondents with the percentage of 12.5% have employed part-time, followed by 25 respondents with the percentage of 6.3% have unemployed, and lastly not have any retired respondents.

Table 2, **asking about area in Thailand**; the most respondents are living in Central Thailand with 161 respondents with the percentage of 40.3%, following by Eastern Thailand with 88 respondents with the percentage of 22.0%, following by Northeastern Thailand with 69 respondents with the percentage of 17.3%, following by Northern Thailand with 31 respondents with the percentage of 7.8%, following by Southern Thailand with 30 respondents with the percentage of 7.5%, and lastly following by Western Thailand with 21 respondents with the percentage of 5.3%. **Asking about brands of smartphone that they are currently using**; among all 400 respondents, the most smartphone brands that respondents are using is Apple with 137 respondents with the percentage of 34.3%, following by Samsung with 95 respondents with the percentage of 23.8%, following by Oppo with 60 respondents with the percentage of 15.0%, following by Huawei with 22 respondents with the percentage of 5.5%, following by Vivo with 20 respondents with the percentage of 5.0%, following by Asus with 19 respondents with the percentage of 4.8%,

following by Xiaomi with 16 respondents with the percentage of 4.0%, following by Realme with 8 respondents with the percentage of 2.0%, following by Nokia and OnePlus with 5 respondents with the percentage of 1.3%, following by Google, HTC, and

Motorola with 4 respondents with the percentage of 1.0%, following by Sony with 1 respondents with the percentage of 0.3%, and lastly not have any respondents used any other smartphone brand other than this list of smartphone brands.

Table 2. Utilizing frequency and percentage to analyze demographic factors

Demographic Factors	Frequency	Percent
Gender		
Male	170	42.5 %
Female	230	57.5 %
Total	400	100.0 %
Age (Years)		
Under 18	40	10.0 %
18-30	118	29.5 %
31-40	168	42.0 %
41-50	62	15.5 %
51-60	10	2.5 %
Over 60	2	0.5 %
Total	400	100.0 %
Education Level		
High School or Lower	40	10.0 %
Vocational Certificate / High Vocational Certificate	51	12.8 %
Bachelor's Degree	232	58.0 %
Master's Degree	71	17.8 %
Ph.D. Degree or Higher	6	1.5 %
Total	400	100.0 %
Income per month (Baht)		
Under 15,000	57	14.2 %
15,000-35,000	139	34.8 %
35,001-55,000	165	41.3 %
55,001-75,000	33	8.3 %
Over 75,000	6	1.5 %
Total	400	100.0 %
Employment Status		
Employed Full-Time	325	81.3 %
Employed Part-Time	50	12.5 %
Retired	0	0 %
Unemployed	25	6.3 %
Total	400	100.0 %
Where are you living in Thailand?		
Central Thailand	161	40.3 %
Eastern Thailand	88	22.0 %
Northeastern Thailand	69	17.3 %
Northern Thailand	31	7.8 %
Southern Thailand	30	7.5 %
Western Thailand	21	5.3 %
Total	400	100.0 %
Which brands of smartphone that you are currently using?		
Apple	137	34.3 %

Asus	19	4.8 %
Google	4	1.0 %
HTC	4	1.0 %
Huawei	22	5.5 %
Motorola	4	1.0 %
Nokia	5	1.3 %
OnePlus	5	1.3 %
Oppo	60	15.0 %
Realme	8	2.0 %
Samsung	95	23.8 %
Sony	1	0.3 %
Vivo	20	5.0 %
Xiaomi	16	4.0 %
Other	0	0 %
Total	400	100.0 %

4.2 Descriptive Analysis with Mean and Standard Deviation

From table 3, the highest mean of Brand Trust was “Using my current smartphone brand makes me trust this brand.” which equals to 4.38. Contrarily, the lowest mean was “I am interested in purchasing this smartphone because I trust this brand.” which equals to 4.10. For the standard deviation, the highest was “I feel very confident when I use this smartphone brand more than other brands.” which equals to 0.96, while the lowest was “I am interested in purchasing this smartphone because I trust this brand.” which equals to 0.79.

The highest mean of Customer Satisfaction in table 3 was “I am satisfied with my decision to purchase this smartphone brand.” which equals to 4.29. Contrarily, the lowest mean was “The store service of the smartphone brand that I use was satisfactory when I visited the brand store.” which equals to 4.15. For the standard deviation, the highest was “The store service of the smartphone brand that I use was satisfactory when I visited the brand store.” which equals to 0.96, while the lowest was “The smartphone brand that I use has met my expectations.” which equals to 0.86.

From table 3, the highest mean of Emotional Loyalty was “I intend to keep purchasing this smartphone brand.” which equals to 4.25. Contrarily, the lowest mean was “I feel loyal to this smartphone brand.” which equals to 4.09. For the standard deviation, the highest was “I often tell my surrounding people how good the smartphone brand I use is.” which equals to 0.97, while the lowest was “I intend to keep purchasing this smartphone brand.” which equals to 0.83.

The highest mean of Product Attribute in table 3 was “The quality of the camera of this smartphone brand

makes this brand more outstanding than other brands.” which equals to 4.26. Contrarily, the lowest mean was “I always search for product information before I purchase a smartphone even though it's the same brand I have used.” which equals to 4.13. For the standard deviation, the highest was “The quality of the camera of this smartphone brand makes this brand more outstanding than other brands.” which equals to 0.98, while the lowest was “The excellent design of this smartphone brand makes me want to obtain it.” which equals to 0.90.

From table 3, the highest mean of Social Influence was “I purchased this smartphone brand because I watched reviews on YouTube, etc.” which equals to 3.97. Contrarily, the lowest mean was “I purchased this smartphone brand because of the influence from advertisements and sponsors from dramas, series, and movies.” which equals to 3.77. For the standard deviation, the highest was “Many celebrities use this smartphone brand, which influenced me to purchase this brand.” which equals to 1.24, while the lowest was “Most of the people around me use this smartphone brand, which influenced me to purchase this brand.” which equals to 1.20.

Lastly in table 3, the highest mean of Repurchase Intention was “I plan to purchase this smartphone brand again because of the positive impression.” which equals to 4.27. Contrarily, the lowest mean was “I plan to purchase this smartphone brand again when they launch a new product with a new feature.” which equals to 3.85. For the standard deviation, the highest was “I plan to purchase this smartphone brand again when my current smartphone is outdated.” which equals to 1.29, while the lowest was “I plan to purchase this smartphone brand again because of the positive impression.” which equals to 0.88.

Table 3: Utilizing mean and standard deviation

Brand Trust	Mean	Std. Deviation
BT1: Using my current smartphone brand makes me trust this brand.	4.38	0.89
BT2: I am interested in purchasing this smartphone because I trust this brand.	4.10	0.79
BT3: The smartphone brand that I used has a good reputation which makes me can trust them.	4.28	0.86
BT4: I feel very confident when I use this smartphone brand more than other brands.	4.28	0.96
Customer Satisfaction	Mean	Std. Deviation
CS1: I am satisfied with my overall experience with the current smartphone brand that I am using.	4.19	0.91
CS2: The store service of the smartphone brand that I use was satisfactory when I visited the brand store.	4.15	0.96
CS3: The smartphone brand that I use has met my expectations.	4.25	0.86
CS4: I am satisfied with my decision to purchase this smartphone brand.	4.29	0.87
Emotional Loyalty	Mean	Std. Deviation
EL1: I feel loyal to this smartphone brand.	4.09	0.96
EL2: I intend to keep purchasing this smartphone brand.	4.25	0.83
EL3: Although the price of other smartphone brands is more affordable, I still purchase this smartphone brand absolutely.	4.20	0.96
EL4: I often tell my surrounding people how good the smartphone brand I use is.	4.14	0.97
Product Attribute	Mean	Std. Deviation
PA1: The attractive feature of this smartphone brand makes me enjoy it.	4.17	0.91
PA2: The excellent design of this smartphone brand makes me want to obtain it.	4.16	0.90
PA3: The quality of the camera of this smartphone brand makes this brand more outstanding than other brands.	4.26	0.98
PA4: I always search for product information before I purchase a smartphone even though it's the same brand I have used.	4.13	0.94
Social Influence	Mean	Std. Deviation
SI1: Most of the people around me use this smartphone brand, which influenced me to purchase this brand.	3.89	1.20
SI2: Many celebrities use this smartphone brand, which influenced me to purchase this brand.	3.79	1.24
SI3: I purchased this smartphone brand because of the influence from advertisements and sponsors from dramas, series, and movies.	3.77	1.23
SI4: I purchased this smartphone brand because I watched reviews on YouTube, etc.	3.97	1.21
Repurchase Intention	Mean	Std. Deviation
RI1: I plan to purchase this smartphone brand again because of the positive impression.	4.27	0.88
RI2: I plan to purchase this smartphone brand again when they launch a new product with a new feature.	3.85	1.10
RI3: I plan to purchase this smartphone brand again when my current smartphone is outdated.	3.90	1.29
RI4: Whenever I visit the smartphone store of the brand I am using, I always look for a new smartphone model that I want to purchase in the future.	3.86	1.19

4.3 Hypothesis Testing Results

Multiple linear regression was employed by the researcher as a statistical analysis technique in this section to ascertain the degree of influence factors of brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence toward repurchase intention. By using multiple linear regression, the proportion of the dependent variable's variation that is relied on the independent variable, as

indicated by the R-square value, can be used to explain the variable.

As illustrated in table 4 shows a multiple linear regression was carried out to determine if brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence significantly predicted repurchase intention. The result from hypotheses 1, 2, 3, 4, and 5 showed that all independent variables used to

determine the influence to repurchase intention are not overlapping and it had no problem of multicollinearity due to the VIF being less than 5. The result of the VIF value of brand trust is 1.60, customer satisfaction is 1.52, emotional loyalty is 1.58, product attribute is 1.63, and social influence is 1.84. Moreover, R-square was .53 at a 95% of confidence level. It means that the independent variables (brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence) can justify dependent variables (repurchase intention) by

approximately 53%. Results show that 53% of the variance in repurchase intention can be accounted for by five predictors, collectively $F(5,394) = 88.77, p < .05$. By looking at the individual contributions of each predictor, the result shows that brand trust ($\beta = .18, p < .05$), customer satisfaction ($\beta = .17, p < .05$), emotional loyalty ($\beta = .10, p < .05$), product attribute ($\beta = .27, p < .05$), and social influence ($\beta = .23, p < .05$) are positively significant to repurchase intention. **Table 4.** Multiple Linear Regression analysis H1, H2, H3, H4, and H5

Variables	B	SE B	β	t-value	Sig.	VIF
(Constant)	-1.06	.28		-3.80	.000	
H1: BT → RI	.27	.07	.18	4.09	.000*	1.60
H2: CS → RI	.23	.06	.17	3.92	.000*	1.52
H3: EL → RI	.13	.06	.10	2.32	.021*	1.58
H4: PA → RI	.37	.06	.27	6.02	.000*	1.63
H5: SI → RI	.21	.04	.23	4.96	.000*	1.84
R ²	0.530					
Adjusted R ²	0.520					
ANOVA	F(5,394) = 88.77					

Note. *p < .05. Dependent Variable = Repurchase Intention

Statistical Hypothesis

H₀: Brand trust (H1), customer satisfaction (H2), emotional loyalty (H3), product attribute (H4), and social influence (H5) have no significance influence on repurchase intention.

H_a: Brand trust (H1), customer satisfaction (H2), emotional loyalty (H3), product attribute (H4), and social influence (H5) have a significant influence on repurchase intention.

From table 4, the significant level of H1, H2, H4, and H5 was at .000, and .021 for H3, which were less than 0.05. Null hypothesis in H1, H2, H3, H4, and H5 were rejected. Consequently, they are evident that brand trust (H1), customer satisfaction (H2), emotional loyalty (H3), product attribute (H4), and social influence (H5) significantly influence on repurchase intention (RI) of smartphone. Brand trust has a standardized coefficient of .18. Customer satisfaction has a standardized coefficient of .17. Emotional loyalty has a standardized coefficient of .10. Product attribute has a standardized coefficient of .27. Social influence has a standardized coefficient of .23.

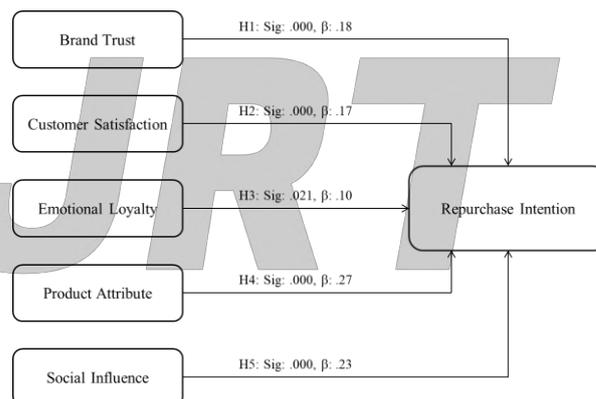


Figure 3. The result of structural model

5. DISCUSSION

The results of using multiple linear regression for the hypotheses testing show the strengths of factors that influence variables to repurchase intention.

It shows that the most significant factor that influences repurchase intention is product Attribute. The ranking results of hypothesis testing are summarized in the table 5 below.

Table 5: Summary results from the hypotheses testing

Hypotheses	Significant Value	Standardized Coefficient	Result
H1 ₀ Brand trust has no significance influence on repurchase intention	0.000*	0.18	Rejected

H2 _o Customer satisfaction has no significance influence on repurchase intention	0.000*	0.17	Rejected
H3 _o Emotional loyalty has no significance influence on repurchase intention	0.021*	0.10	Rejected
H4 _o Product attribute has no significance influence on repurchase intention	0.000*	0.27	Rejected
H5 _o Social influence has no significance influence on repurchase intention	0.000*	0.23	Rejected

Note. *P-value < 0.05

Table 6 indicates the ranking from the most significant influence to least significant of a product attribute, social influence, brand trust, customer satisfaction, and emotional loyalty that affect repurchase intention. The beta is used to measure the relationship between the independent variable and the dependent variable. The

results show that the independent that has the strongest relationship with repurchase intention is product attribute 0.27, followed by social influence 0.23, followed by brand trust 0.18, followed by customer satisfaction 0.17, and the least factors that influence repurchase intention is emotional loyalty 0.10.

Table 6: Strengths of factor influence of variable to Repurchase Intention

Rank	Independent Variable	Beta
1 st	Product Attribute	0.27
2 nd	Social Influence	0.23
3 rd	Brand Trust	0.18
4 th	Customer Satisfaction	0.17
5 th	Emotional Loyalty	0.10

Brand Trust and Repurchase Intention

This research showed that brand trust had a positive and significant relationship with repurchase intention. The significant value of brand trust and repurchase intention is 0.000. This is able to show that the credibility of the smartphone brand affects customers repurchases intention of the smartphone brand. In addition, this is in line with Morgan and Hunt (1994), Gremler and Brown (1999), customer commitment is said to be influenced by brand trust, which leads to repurchases. Moreover, this is also in line with Chaudhuri and Holbrook (2001), in which brand trust lessens ambiguity and affects purchasing behavior. By looking in deep detail at a descriptive analysis of brand trust which came from four questions in the questionnaire that the researcher collected, the statistical data shows that the means of brand trust is 4.26. The lowest mean among the four questions is “I am interested in purchasing this smartphone because I trust this brand.” which is equal to 4.10 which is lower than the average means. However, the question that has the highest standard deviation is “I feel very confident when I use this smartphone brand more than other brands.” which is equal to 0.96.

Customer Satisfaction and Repurchase Intention

This research showed that customer satisfaction had a positive and significant relationship with repurchase intention. The significant value of customer satisfaction

and repurchase intention is 0.000. This is able to show that customer satisfaction toward the smartphone brand affects customers repurchase intention of the smartphone brand. In addition, this is in line with Lee et al. (2009), if a customer is satisfied, the customer trend to make another purchase from the same brand or company. Moreover, this is also in line with Engel et al. (1986), who suggested that post-purchase satisfaction would improve customers' positive attitudes toward the product or service, increasing their possibility of repurchasing. By looking in deep detail at a descriptive analysis of customer satisfaction which came from four questions in the questionnaire that the researcher collected, the statistical data shows that the means of customer satisfaction is 4.22. The lowest mean among the four questions is “The store service of the smartphone brand that I use was satisfactory when I visited the brand store.” which is equal to 4.15 which is lower than the average means. Furthermore, this question has the highest standard deviation of 0.96. As the results of standard deviation show that the respondents' score is spread out, the smartphone company should focus more on how to improve and develop the service of the store and employees when customers come to use the services at the store.

Emotional Loyalty and Repurchase Intention

This research showed that emotional loyalty had a positive and significant relationship with repurchase

intention. The significant value of emotional loyalty and repurchase intention is 0.021. This is able to show that the emotional loyalty of customers toward the smartphone brand affects customers repurchase intention of the smartphone brand. In addition, this is in line with Law et al. (2004), the concept of loyalty is to create value rather than profit. Also, used Oliver (1999)'s definition of loyalty is a deeply held commitment to repurchase or re-patronize a preferred product/service in the future, resulting in repetitive same-brand or same-brand-set purchasing. By looking in deep detail at a descriptive analysis of emotional loyalty which came from four questions in the questionnaire that the researcher collected, the statistical data shows that the means of emotional loyalty is 4.17. The lowest mean among the four questions is "I feel loyal to this smartphone brand." which is equal to 4.09 which is lower than the average means. Furthermore, this question has the second highest standard deviation of 0.96. As the results of standard deviation show that the respondents' score is quite spread out, the smartphone company should focus more on how to increase the loyalty of the current customers and other customers who have never purchased our brand.

Product Attribute and Repurchase Intention

This research showed that product attributes had a positive and significant relationship with repurchase intention. The significant value of product attribute and repurchase intention is 0.000. This is able to show that the product attribute of customers' perception toward the smartphone brand affects customers repurchase intention of the smartphone brand. In addition, this is in line with Engel et al. (1986), before making a final purchase decision, consumers will gather relevant information and perform assessments.

By looking in deep detail at a descriptive analysis of product attributes which came from four questions in the questionnaire that the researcher collected, the statistical data shows that the means of product attribute is 4.18. The lowest mean among the four questions is "I always search for product information before I purchase a smartphone even though it's the same brand I have used." which is equal to 4.13 which is lower than the average means. Furthermore, this question has the second highest standard deviation of 0.94.

As the results of standard deviation show that the respondents' score is spread out, smartphone companies should provide a quantity and quality of information on their website and related platform. Because these will give customers sufficient and accurate information to make a smartphone purchase decision.

Social Influence and Repurchase Intention

This research showed that social influence had a positive and significant relationship with repurchase intention. The significant value of social influence and repurchase intention is 0.000. This is able to show that social influence affects customers repurchase intention of the smartphone brand. In addition, this is in line with Kuo et al. (2013), Bansal and Voyer (2000), and Carl (2006), that before deciding on a final purchase, customers frequently consult their friends or family. Word-of-mouth is another social factor to consider. Word-of-mouth marketing is held to be a more trustworthy medium that conveys reliable and legitimate information about a product itself in contrast to what advertising companies or marketing companies represent in their promotional campaign. Moreover, this is also in line with Kuo et al. (2013), consumers use the Internet to trade comments and share thoughts about the products and services they use with one another in today's world of rapid technological advancement. By looking in deep detail at a descriptive analysis of social influence which came from four questions in the questionnaire that the researcher collected, the statistical data shows that the means of social influence is 4.17. The lowest mean among the four questions is "I purchased this smartphone brand because of the influence from advertisements and sponsors from dramas, series, and movies." which is equal to 3.77 which is lower than the average means. Furthermore, this question has the second highest standard deviation of 1.23. As the results of standard deviation show that the respondents' score is quite spread out, smartphone companies should invest more in advertising and multi-channel advertising, both online platform and offline platform. Also, the companies should make advertising more interesting and attractive in order to increase customer perception of advertising.

6. CONCLUSION AND SUGGESTIONS

The results of this study show that the repurchase intention of the customer in Thailand depends on brand trust, customer satisfaction, emotional loyalty, product attribute, and the social influence of customers. Therefore, the researcher suggests that smartphone companies should develop a department that involves repurchase intention, including product, service, and marketing which is able to increase the positive effect on the repurchase intention of the customer. In the future, smartphone companies should add new modern features to their customers. Furthermore, smartphone companies should design a more beautiful and attractive design. Also, creating a good experience for customers who buy smartphones of that brand, will allow customers to trust the brand more. In the same way,

smartphone companies should improve camera quality. Because today's smartphone camera is an important part of the purchase decision of customers. At the same time, marketing is also important because many customers buy smartphones based on reviews on YouTube, from the fact that their favorite celebrities are using smartphones of that brand, and from dramas or series which is already shown in a series from South Korea. All of the above will be a part that can help increase the repurchase intention of the customer in the future.

7. FURTHER STUDY

The results of this study show that the customer repurchase intention toward smartphones in Thailand depends on brand trust, customer satisfaction, emotional loyalty, product attribute, and social influence. Therefore, the researcher suggests that further research is needed on independent variables that can be used to support dependent variables such as repurchase intention. If the author has multiple independent variables, complexes, and quality. And at the same time, the diversity of respondents is also important. The author should distribute the questionnaire to reach many areas of Thailand and distribute the questionnaire through diverse channels. These will be able to make the author's research completer and more useful.

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