Examining the Relationships between Customer Satisfaction and Repurchase Behavior in Online Fashion Retailing

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Abstract

This study aims to find salient mediators and moderators of the customer satisfaction-repurchase behavior relationship by proposing five mediating variables: information sharing, customer trust, customer commitment, perceived price value and perceived product value. Fashion-clothing online shops in Bangkok, Thailand, were chosen as the context for a survey of 340 customers. Structural equation modeling was used for data analysis. The findings indicate that satisfied customers will have a higher chance of repurchase when the customers' trust toward the retail shop is higher, which in turn results in higher commitment with the shop. Specifically, two types of mediation—partial and complete—are found. When either customer trust or customer commitment mediates the customer satisfaction-repurchase relationship, partial mediation is supported. However, when the customer satisfaction-repurchase behavior relationship is first mediated by customer trust and then mediated by customer commitment, complete mediation is supported. With respect to this research, there is a need to develop the current theory explaining and predicting the customer satisfaction on repurchase behavior. Although the current findings did not support a significant mediating effect of perceived values, a reinvestigation in future research on the conditions of significant and insignificant effect of the perceived value variables on the customer satisfaction-repurchase model should be conducted.
Keywords: Customer Satisfaction, Repurchase Behavior, Online Fashion Retailing

Introduction

How to attract customers to buy again is a question that retailers pay their attention to study. The reason is that when customers come back to retailers, retailers will have lower cost due to the decrease of marketing cost and the higher sales volume of increasing purchases. Consequently, retailers can make more profit leading to achieve a competitive advantage (Mittal & Kamakura 2001; Voss, Godfrey & Seiders 2010; Wen, Prybutok & Xu 2011). With respect to the importance of customers' repurchase, previous research generally examines the determinants of repurchase behavior and finds the major roles of customer satisfaction (Curtis, 2009; Cooil *et al.,* 2007; Gustafsson *et al.,* 2005; Pappas et al.,2014; Ya-Wen Yu et al., 2014; Kemapanmanas et al.,2016; Somboon, 2017). Because the greater the degree to which a consumer experiences satisfaction with a retailer, the greater the probability the consumer will repurchase the retailer (Curtis, 2009; Somboon, 2017).

However, academics and practitioners have found diverse results in tems of the explanation and prediction power of satisfactions on repurchase response. Specifically, the current research has reviewed and found various degree of the association between customer satisfactions and repurchase from strong to zero effects (Seiders *et al.,* 2005; Tuu & Olsen, 2010; Voss, Godfrey & Seiders, 2010). Therefore, research question is to understand

repurchase behavior, which turn to research questions is "what *factor(s) mediate the relationship between customer satisfaction and repurchase behavior.*" Specifically, this research reviews literature and develops a conceptual framework and hypotheses, including recommendation to conduct empirical research in order to test the research hypotheses.

From reviewing previous literature, the effect of satisfaction on repurchase behavior is proposed to be mediated by information sharing, customer trust, customer commitment, perceived price value and perceived product value (Godfrey, Seiders, & Voss, 2011; Ercis *et al.*, 2012; Nusair, 2007; Somboon, 2017). According to the mediators, thus, this research expects to have higher explanatory power of customer satisfaction on repurchase behavior.

In order to study the customer satisfaction-repurchase behavior relationship, this research particularly focuses on shoppers of online fashion clothing. Thailand's clothing shop online is rapidly increasing. Thai internet users spend an average of 10.5 hours per day online; more than 50% of them access internet to purchase fashion clothing from shop online via desktop or mobile device (ETDA, 2019) Fashion clothing is considered as high-involvement products (Hourigan & Bougoure, 2012). Therefore, buying patterns and reasons to repurchase fashion clothing can be observed and investigated from fashion retail shoppers when compared to low involvement products such as toothpaste or soap.

Moreover, Thailand's fashion clothing industry is categorized under textile and garment industry in which textile is accounted for 40% while fashion clothing is accounted for 60%. The value of the textile and clothing industry is 245 million baht or 3.82% of GDP of the industrial sector (Thailand Textile Institute, 2018).

This study therefore proposes to 1) develop a modified conceptual framework from the study of the relationship between customer satisfaction and repurchase behavior in fashion-clothing online shops in Thailand. 2) investigate the mediating variables on the relationship between customer satisfaction and repurchase behavior. Practitioners may then use the findings from this study to make decisions on what practitioners should accomplish in order to improve customer satisfaction that would result in higher repurchase behavior.

Literature Review and Research Hypotheses
Customer Satisfaction and Repurchase Behavior Relationship

Generally, repurchase behavior is the concept of customer purchasing again after an initial purchase has been made (Akhter, 2010; Seider *et al.*, 2005; Voss, Godfrey & Seiders, 2010; Praditsuwan & Karnreungsiri, 2018; Jermsittiparsert *et al.,* 2019). The types of repurchase may be the repurchase from the same store, brand, product and service. Based on the literature review, although there are many factors affecting customer repurchase, customer satisfaction is the factor which researchers pay the most attention to as a major driver of repurchase behavior (e.g., Akhter, 2010; Curtis, 2009; Gustafsson *et al.*, 2005; Lam *et al.*, 2004).

Customer satisfaction is usually defined as the degree of overall pleasure felt by the customer resulting from the ability of a product to fulfill the customer's needs (Anderson *et al.*, 1994; Oliver, 2014).Customer satisfaction is frequently studied as the determinant of repurchase behavior because satisfied customers are more likely to come back to buy the same products again than dissatisfied ones (Wong & Sohal, 2003). However, research findings on the relationship between customer satisfaction and repurchase are inconsistent. Some findings found that satisfied customers do not buy the product despite their previous purchase and satisfying experiences. In contrast, dissatisfied customers continue to purchase the product (Mittal & Kamakura, 2001; Seiders *et al.*, 2005; Verhoef, 2003; Voss, Godfrey & Seiders, 2010). On the contrary, some findings suggested that satisfied consumers are more likely to continue their relationship with a particular shop than general ones (e.g., Akhter, 2010).

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

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

Information Sharing

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

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

As a result, it was possible that relationship between customer satisfaction and repurchase behavior might be mediated by information sharing. The operational definition was defined as *sharing useful information between customer and the fashion-clothing online shops*. Sharing useful information in fashion-clothing online shops can include, for example, information on new arrival products, monthly promotions, and social activities. This research proposes that when customers are satisfied with clothes shops, they are willing to receive product information from the shops so that they can follow the information related to products and the update of new products. As a result, the shops would have a higher chance of customers coming back to repurchase the products. Therefore, second hypothesis is as follows:

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

Customer Trust

Trust plays a critical role in an enduring customer-retailer relationship (Ercis *et al*., 2012; Twing-Kwong *et al*., 2013; Shoosanuk *et al.,* 2018). Customer trust has been defined in various ways in the relationship quality literature as "a willingness to rely on an exchange partner in whom one has confidence" (Moorman *et al*., 1992) and as "one party's confidence in an exchange partner's reliability and integrity." (Morgan & Hunt, 1994). Moreover, Shoosanuk *et al*. (2018) defined customer trust as a feeling of security held by the consumer that the store will meet his/her consumption expectations. As a result, this research adapted existing definitions to be the operational definition. In this research, customer trust is defined as *the confidence in a fashion-clothing online shop's reliability and integrity*.

Moreover, this research found positive relationships among customer trust, customer satisfaction, and repurchase behavior. Shoosanuk *et al*. (2018) stated that satisfying shopping experience could contribute to perceptions of trust. In another word, satisfaction was an antecedent to trust (Shoosanuk *et al*., 2018; Ercis *et al.,* 2012; Twing-Kwong *et al*., 2013; Curtis, 2009). Customer satisfaction is viewed as an essential construct for successfully created customer trust (Ercis *et al.,* 2012).

In all, this research proposes that the more customers trust the relationship with the fashion-clothing online shops, the more he or she feels the need to go back to buy fashion clothing from the same shops. It could be concluded that trust could mediate the relationship between

customer satisfactions and repurchase behavior. Therefore, this research proposes the third hypothesis as follows:

Hypothesis 3: The customer's trust mediates the relationship between customer satisfactions and repurchase behavior.

Customer Commitment

Similar to customer trust, customer commitment appears to be one of the most important variables for predicting future repurchase behavior (e.g., Ercis *et al*., 2012; Twing-Kwong *et al*., 2013; Morgan & Hunt, 1994). Literature review defined commitment as a desire to maintain a relationship (Morgan & Hunt, 1994), a pledge of continuity between parties, and the sacrifice or potential for sacrifice if a relationship ends. To some others, commitment referred to an enduring desire to continue the relationship with a shop (Twing-Kwong *et al*., 2013).

The importance of customer commitment for explaining customer satisfaction-repurchase behavior relationship has been recognized in the literature (Curtis *et al*., 2009; Ercis *et al*., 2012; Morgan & Hunt, 1994). In regards to satisfaction-customer commitment, previous research has indicated that satisfaction is related to commitment (e.g., Curtis, 2009; Ercis *et al*., 2012). In general, satisfied customers tended to feel more commitment to sellers and were willing to improve and sustain an affective bond with the shop that made consumers feel satisfied and enjoyable (e.g., Ercis *et al*., 2012; Nusair, 2007).

For customer commitment-repurchase behavior relationship, a study by Curtis (2009) showed that committed customers have a much stronger behavior to repurchase in a regular shop than general customers. The more commitment a customer had on the shop, the more he or she would stay with the shop and less likely that he or she would switch to another shop (e.g., Curtis*,* 2009; Morgan & Hunt, 1994; Wong & Sohal, 2002). Based on the association among these variables, it seems plausible to hypothesize that customer commitment could be proposed as a mediator between customer satisfaction and repurchase behavior.

Hypothesis 4: The customer's commitment mediates the relationship between customer satisfactions and repurchases behavior.

Customer Trust and Commitment

Previous research also found that customer trust was a predictor of customer commitment (e.g., Garbarino & Johnson, 1999; Morgan & Hunt, 1994; Smith, 1998; Shoosanuk et al., 2018)**.** For example, Morgan and Hunt (1994) indicated that "the more customers perceive trust in a seller, the more he/she is attached to the relationship". This research found that creating repurchase behavior from satisfied customers needed trust as the first priority to build customers' trust in retailers. which then led to commitment in shops. Therefore, this research proposed H5:

Hypothesis 5: Relationship between customer satisfaction and repurchase behavior is first mediated by customer trust and then mediated by customer commitment.

Perceived Shopping Values

Perceived shopping value was also proposed as a mediator of customer satisfaction-repurchase behavior relationship after this research found a positive relationship between them. Perceived shopping value was defined as customer's overall assessment of the utility of a product based on perceptions of what was received and what was given (Shoosanuk et al., 2018). In addition, Dehghan, Alizadeh and Mirzaei-Alamouti (2015) described that the perceptions of value typically involved a trade-off between what the consumer received (e.g., quality, benefits, and utility) and what he or she gave up to acquire and use a product (e.g., price, sacrifices).

Accordingly, although most research on perceived value focused on perceived economics and product performance value, the literature stated that in retail shops especially clothing retail, customer perceived value actually focused on shopping values (Dehghan, Alizadeh &

Mirzaei-Alamouti, 2015; Davis & Hodges, 2012; Terblanche & Boshoff, 2004). Perceived shopping value in clothing shop includes product and price value (Davis & Hodges, 2012; Seo & Lee, 2008; Terblanche & Boshoff, 2004). For these reasons, perceived shopping value in this research is composed product and price. The operational definition of customer's perceived shopping value in this research is defined as customers evaluating the worthiness of shopping experiences in fashion-clothing online shops. The specific definitions of the four components of perceived shopping value are further explained as below.

In regards to the mediating effect of perceived shopping value, this research proposes this construct to be a mediator because of two major reasons. First, this research found that customer's perceived shopping value and satisfaction were correlated. Previous research showed that perceived value was positively influenced by customer satisfaction (Cronin *et al*., 2000; Shoosanuk et al., 2018). Second, the positive relationship between customer's perceived shopping value and repurchase behavior was found (Shoosanuk et al., 2018; Dehghan, Alizadeh & Mirzaei-Alamouti, 2015).

From these reasons, it could be concluded that perceived shopping values are the consequence of customer satisfaction, which in all lead to higher repurchase rates. This research expects that the relationship between customer satisfaction and repurchase behavior could be better explained by customer's perceived product and service values. Hypotheses are therefore proposed as follows:

Hypothesis6: The customer perceived product value mediates the relationship between customer satisfactions and repurchase behavior.

Hypothesis 7: The customer perceived price value value mediates the relationship between customer satisfactions and repurchase behavior.

In accordance with the literature reviews above, this research proposes the research hypotheses and developed conceptual model as shown in the Figure 1.

Figure 1 Conceptual model developed by literature review
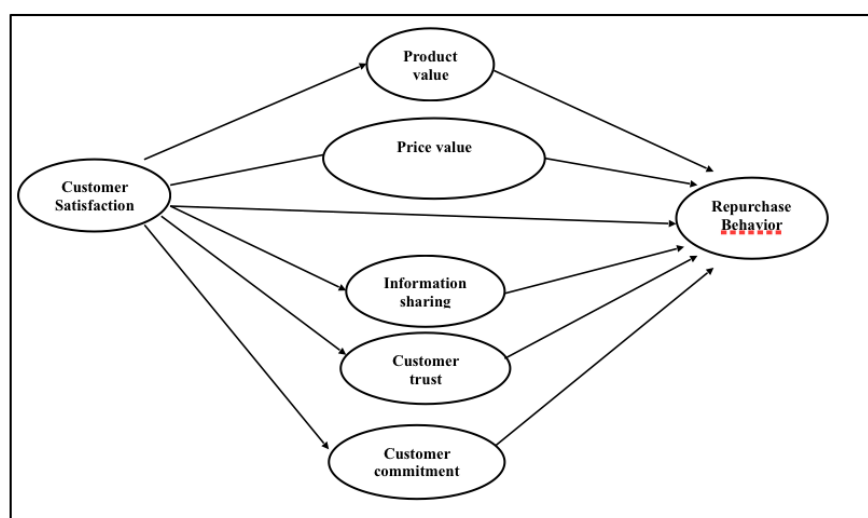
Research Methodology

Measures

The measurement scales were adopted and adapted from existing measurement scales after considering consistency and relevancy in definition and importance in meaning. All five latent variables were measured using seven-point Likert scales with "strongly disagree" and "strongly agree" anchoring the scales. First, customer repurchase behavior was measured

using a combination of six items from a repurchase behavior scale developed by Kemapanmanas et al.(2016) and Curtis (2009) and Voss, Godfrey and Seiders (2010).

Second, customer satisfaction items were adapted from Vesel and Zabkar (2009) who modified the items to measure satisfaction level of retail customers and Kemapanmanas *et al.* (2016) who adapted satisfaction measurements for online consumers.

Third, regarding information sharing, all items were adapted from Rachjaibun (2007). Original items were adapted to use to measure customer' perceived information sharing level in hotel industry because there were consistency and relevancy in information sharing definition and meaning between this research and Rachjaibun' study.

Fourth, for measurement items of customer trust and customer commitment were adapted and adopted from Wong and Sohal (2002).Finally, for product value and price value value, all measures items were adapted and adopted from Terblanche and Boshoff's (2004) items.

Sample and Survey Method

This research distributed questionnaires in Ladprao Bangkok, Thailand in order to increase the representative of sample. The sampling method was a convenience sample. The questionnaires collected daily from 500 shoppers. In order to receive qualified shoppers, this research asked shoppers the screening questions 1.) In the past 12 months, have you bought clothes from online shop?, 2.) Have you ever bought clothes from the same shop? and 3.) Are you between 18 and 49 years old?

The questionnaire contained three sections. The first section included characteristics of fashion-clothing online shops. The second section included survey questions related to purchases and five latent variables. All items were measured on a 7-point Likert Scale that ranged from (1) strongly disagree to (7) strongly agree. The last part included demographic questions. After screening data and preliminary analyses, there were 340 useable questionnaires for analyzing Confirmatory Factor Analysis and Structural Equation Modeling.

Results

Scale Development of Measurement Model

Regarding gender of the entire participants, most of them were females accounted for 66.8% and males for 32.2%. Most of the participants were 18-27 years old.

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

Factor analysis was conducted to identify factor loading and also eliminate some items with high cross-loadings or low loading. The criteria for item elimination were high cross-loadings (>0.4) or low loading (<0.5) (Hair *et al.*, 2018). Table1 presented that final scales had high factor loading (from 0.54 and 0.96) and high reliabilities. Cronbach's alpha ranged from 0.82-0.95.The results indicated high internal consistency among the scales within each factor. Also, all AVE values were greater than 0.50 indicating convergent validity (Hair *et al.*, 2018). AVE values were greater than squared correlations. These results indicated that there were no problems with discriminant validity for the research model. These results suggested that the five variables were distinct and unidimensional. These results suggested that the all variables were distinct and unidimensional.

Table 1 Factor loading, % of variance and Cronbach's alpha of final scales

Items	Measurements	Factor loadings	% of variance	Cronbach's alpha
Repurchase Behavior RB 1	You often buy fashion clothing from the online shop.	0.59	58.82	0.82
RB 2	You own several pieces of fashion clothing from this online shop.	0.66		
RB 3	You have visited this online shop many times in the last 12 months.	0.56		
RB 5	You use this online shop to buy most of your fashion clothes.	0.86		
RB 6 **Customer Satisfaction**	You usually buy fashion clothing from the same shop.	0.78		
SAT 2	You feel happy with shopping at this shop.	0.64	72.22	0.86
SAT 3	You are satisfied with products and other things from this purchase.	0.98		
SAT 4	You enjoy visiting at this shop.	0.98		
Information Sharing INF 1	This shop usually sends you useful fashion clothing information.	0.91	75.15	0.88
INF 2	This shop usually informs the values or benefits that you get as a customer.	0.79		
INF 3	This shop often asks for your opinion about your experience of shopping fashion clothing in this shop.	0.89		
INF 4	The shop usually asks for your opinion about quality of service.	0.77		
Customer Trust TRUST 1	This online shop is reliable.	0.81	66.04	0.83
TRUST 2	You can trust that this online shop can do as promised.	0.77		
TRUST 3	This online shop is very honest.	0.86		

Table 1 (Con.)

| Items	Measurements	Factor loadings	% of variance	Cronbach's alpha
Customer Commitment		0	8	0.91
COMMIT 1	The relationship between you and this online shop is important.	.85	5.53	
COMMIT 2	You give importance to the relationship between you and this online shop.	0 .88		
COMMIT 3	You like to tell others that you are a customer of this online shop.	0 .73		
Product Value				
QUAL 1	Fashion clothing of this shop is good quality fabric.	0.54	69.96	0.88
QUAL 4	Fashion clothing of this shop has high quality.	0 .66		
Price Value			72.11	0.90
PRICE 1	The price of fashion clothing in this shop is worth the money.	0.93		
PRICE 2	Fashion clothing at this shop offers value for money.	0 .96		
PRICE 4	You feel that the price of fashion clothing in this shop is cheaper than other shops.	0 .66		

Structural Equation Modeling

Before SEM analysis, CFA was used to confirm all the final scale items if there were good measurement model. Results indicated that all measurement model provided a good fit to the data because the goodness of overall model met the fit index suggested by Hair *et al.* (2018). Hair *et al.* (2018) suggested that p value should be more than 0.05, GFI and AGFI $\geq$0.90, RMSEA 0.05-0.08, CFI and NFI $\geq$0.90.

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

Regarding mediating effects, five mediators of this research: information sharing, customer trust, customer commitment, perceived product value and price value, were included in to the SEM model as presented in Figure 2. Those mediators were measured both direct and indirect relationships between customer satisfaction and behavioral repurchase. Path coefficients and significance levels were assessed to determine whether the mediators mediate the relationship

between customer satisfactions and repurchase behavior according to three criteria suggested by Hair *et al.* (2018).
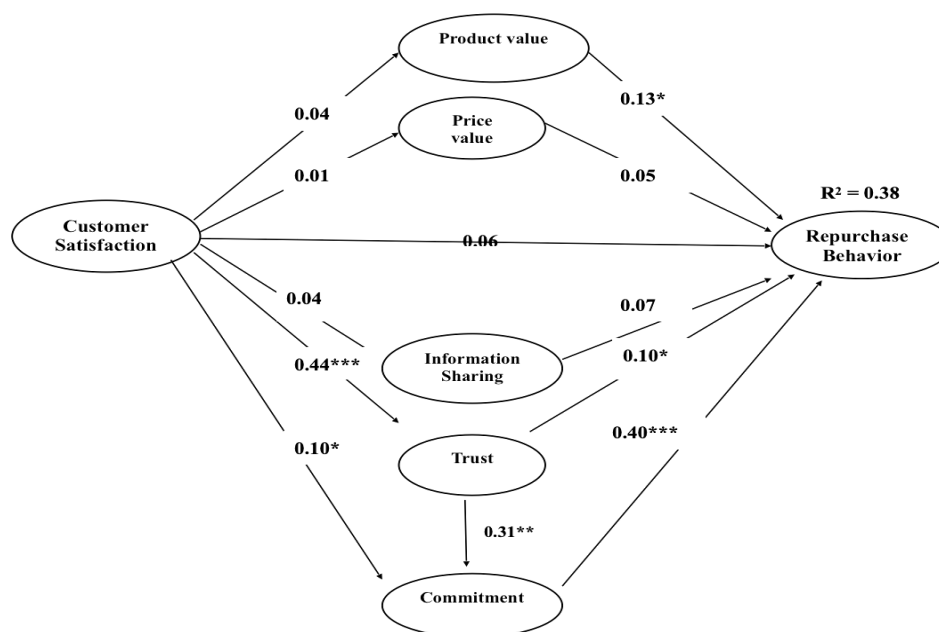
Figure 2 Hypotheses testing results for the conceptual model

Regarding Figure 2, the results indicated a good model fit with χ2 = 222.95 with 224 degrees of freedom (p = 0.62), Root Mean Square Error of Approximation (RMSEA) = 0.02, Goodness-of-Fit Index (GFI) = 0.98, Adjusted Goodness-of-Fit Index (AGFI) = 0.95, Comparative Fit Index (CFI) = 0.99, and Normed Fit Index (NFI) = 0.98. Information sharing, product value, and price value, the results did not support the mediating effects whereas customers trust and commitment, the results supported the mediating effects. Therefore, H2, H6 and H7 were not supported.

This research found two types of mediating effects: partial and complete. When either customer trust or customer commitment mediates the customer satisfaction-repurchase relationship, the results presented partial mediation. Therefore, H3 and H4 were supported. However, when the customer satisfaction-repurchase behavior relationship is first mediated by customer trust and then mediated by customer commitment, complete mediation is supported. Particularly, the customer satisfaction-repurchase relationship is reduced to non-statistical significance zero (β = 0.06, p> 0.05). Variance in repurchase behavior increases from 17% in the non-mediated model to 38% in the mediated model. Thus, this research supported H5. This research presented summary of hypotheses testing result in Table 2.

Table 2 The results of hypotheses testing

Research Hypotheses	
H1: Customer satisfaction has a positive association with repurchase behavior.	Supported
H2: Information sharing mediates the relationship between customer satisfactions and repurchases behavior.	Not supported
H3: Customer's trust mediates the relationship between customer satisfactions and repurchases behavior.	Supported
H4: Customer's commitment mediates the relationship between customer satisfactions and repurchases behavior.	Supported
H5: Relationship between customer satisfaction and repurchase behavior is first mediated by customer trust and then mediated by customer commitment.	Supported
H6: Customer perceived product value mediates the relationship between customer satisfactions and repurchase behavior.	Not supported
H7: Customer perceived price value mediates the relationship between customer satisfactions and repurchase behavior.	Not supported

Discussion

The results indicated that satisfied customers repurchase because of trust and commitment. The more satisfaction in shopping experience at the fashion clothing shop leads to more trust in relationship with shop, which in turn results in higher commitment with the shop. Consequently, they usually go back to buy fashion clothing from this same shop. If customers feel satisfied without feeling of trust and commitment, it is possible that they can defect to another shop. Trust and commitment are key factors to increase repurchase rate.

This research extends the work of Curtis (2009), who studied customers' repurchase behavior with jeans, by expanding the scope to study fashion clothes. This research also extends Voss, Godfrey and Seiders's (2010) study, who state that a sequence of customer satisfaction-repurchase behavior relationship should involve at least one mediating construct, by integrating five mediators into the conceptual model.

This research also contributes previous research in the retail context by integrating statistically significant mediators to investigate the customer satisfaction-repurchase behavior relationship including information sharing (Godfrey, Seiders, & Voss, 2011; Leeman & Reynolds, 2012; Ghouri & Mani, 2019); customer trust (Shoosanuk *et al*., 2018; Ercis *et al.,* 2012; Twing-Kwong *et al*., 2013; Curtis, 2009); customer commitment (Curtis, 2009;Wong & Sohal, 2002); product value and price value (Shoosanuk et al., 2018; Dehghan, Alizadeh & Mirzaei-Alamouti, 2015).

However, the results from this research do not present the mediating effects of information sharing and perceived shopping values on customer satisfaction-repurchase behavior relationship.This may be due to type of research context and different levels of fashion-clothing shops (i.e. high-ended vs. low-ended).

Although the finding of this research does not support the findings from previous research, it greatly contributes to the existing literature. This is because this research is the first study to investigate the mediating effect of information sharing on the customer satisfaction-repurchase behavior relationship in the fashion-clothing online shops.

Theoretical Implications

This research contributes to the theoretical knowledge on customer satisfaction-customer repurchase behavior relationship and its mediating effects. Theoretical implications are divided into three issues as follows.

First, this research supports the literature that customer satisfaction-repurchase behavior relationship is a positive and significant relationship. However, this relationship is complex because the relationship is affected by many factors (i.e. a wide range of shopping alternatives, customer characteristics, and "situational" shopping). Therefore, although satisfaction is an important variable in repurchase behavior, the customer satisfaction-repurchase behavior relationship should incorporate mediators to enhance the explanatory and predictive power of the relationship.

Second, regarding mediators, the existing theoretical understanding on the explanatory and prediction power of satisfaction on repurchase behavior is still inadequate to explain why a satisfied customer does not repurchase. The literature review therefore has addressed this issue by arguing that there is a missing link between customer satisfactions and repurchase behavior (e.g. Jermsittiparsert *et al.,* 2019; Curtis et al., 2012; Voss, Godfrey & Seiders, 2010).

Research findings contribute to the existing research by providing customer trust and customer commitment as the key mediators in increasing the repurchase rate among satisfied customers. Particularly, the variance in repurchase behavior also increases from 17% in the non-mediated model to 38% in the mediated model. These results support that customer repurchase behavior is therefore better explained through both customer trust and commitment.

Third, this research enhances knowledge to existing research which has proposed a mediating effect of information sharing and perceived shopping values by investigating the mediating effects of information sharing and perceived shopping values on customer satisfaction-repurchase behavior relationship in the online fashion-clothing shop. This is the first study to investigate such mediators directly.

Managerial Implications

The statistical results present positive and significant relationship between customer satisfaction and repurchase behavior. When customers are satisfied with their shopping experiences in the shop, it is possible that customers would return to buy again. However, the possibility of customer repurchase will be higher when satisfied customers trust and have commitment to the shop. Practitioners therefore need to take trust and commitment into consideration in developing marketing strategy that would help increase repurchase rate.

This research provides interesting implications to increase repurchase rate. Practitioners must first develop customer trust in the shop by showing trustworthiness and maintaining persistent honesty to the customers (Ranaweera & Prabhu, 2003).

Secondly, practitioners need to also highlight customer commitment to the shop. Research findings support that repurchasing fashion clothing from the same online shops is due to customer's feeling that the relationship between them and this shop is important and shopping at this shop has a lot of personal meaning to them. Accordingly, practitioners could therefore create customer commitment by making shopping experiences personal to the customers. Practitioners could achieve this objective by, for example, providing member cards, VIP cards or special privileges in order to stimulate customer's feelings regarding the importance of the relationship between them and the shop.

Limitations and Recommendation for Future Research

Two limitations of this research should be addressed. First, this research studied customer satisfaction-repurchase behavior relationship in fashion-clothing online retailing, and therefore it may not be applicable to other industries. Future research should study this relationship in other industries to present different repurchase reasons and patterns.

Second, in the process of scale development, nine scales including RB4, SAT1, SAT5, TRUST4, TRUST5, COMIIT4, QUAL2, QUAL3, and PRICE3 were eliminated due to the lack of either reliability or discriminate validity or a combination of both. All of these eliminated scales may actually be able to apply to other study contexts and may turn out to be reliable and valid.

For the future research, a reinvestigation on the conditions of significant and insignificant effect of information sharing and perceived values on the customer satisfaction-repurchase model should be conducted because the current findings did not support a significant mediating effect of information sharing and perceived values on the customer satisfaction-repurchase relationship but the literature review showed an expected impact of both variables.

Furthermore, to be specific benefits for market practitioners, the future research should identify and investigate clearly what scope of aspects; product, brand, and shop, will be appropriate for the testing of the customer satisfaction and repurchase relationship. Based on this aim, the product category chosen must have the customers' noticeable re-buying patterns. This research recommends the future study to investigate shopping product which is a consumer and a considerable involvement product compared to low involvement products such as toothpaste or soap. Also, durable goods like automobile may not be appropriate because customers hardly get back to buy the product often. In addition, regarding moderating effects, suspected moderating variables including shopping involvement and customer demographics should be included in the model to enhance understanding of customer satisfaction-repurchase behavior relationship.

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