Factors Influencing Customer Repurchase Intentions for Sun-Dried Fish Products via Facebook Fan Pages in Nan Province

Jittra Punroob[1*] Natthawoot Punroob[1] and Ekachai Duangjai[2]

Abstract

The purpose of this research was to examine the factors that influence customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province using the theory of planned behavior (TPB) framework. The study incorporated five predictive variables, including product quality, online store environment, promotion, customer service, and customer satisfaction. Data was collected from 400 respondents with online shopping experience via Facebook in Nan province. The analysis involved descriptive statistics and multiple regression analysis to test the research hypotheses. The results indicated that repurchase intentions were positively and significantly impacted by product quality ($\beta = 0.781$), online store environment ($\beta = 0.154$), promotion ($\beta = 0.118$), and customer satisfaction ($\beta = 0.067$), all with $p < 0.01$. However, customer service ($\beta = -0.092$) was found to have a negative but statistically significant influence on repurchase intentions ($p < 0.01$). The study highlights the importance of product quality, online store environment, promotion, and customer satisfaction, as these factors were found to positively influence repurchase intentions. Conversely, repurchase intentions were negatively impacted by deficiencies in customer service quality. Therefore, improvements in product quality and customer service, enhancements in promotional strategies, and efforts to foster customer satisfaction are recommended to increase the likelihood of repeat purchases through Facebook fan pages in the long term.
Keywords: Repurchase Intentions, Sun-Dried Fish Products, Facebook Fan Pages

Introduction

In today's competitive business environment, effective marketing communication is essential for capturing consumer attention and driving product success (Hussain et al., 2019). One of the most impactful strategies in this realm is the use of celebrity endorsements (Khan & Nasr, 2019). Celebrities, with their widespread recognition and influence, make marketing message more memorable and impactful. As digital marketing continues to advance, especially within niche markets like traditional food products (Sarkar & Kotler, 2020). Platforms like Facebook are particularly influential with fan pages serving as effective tools for promoting local delicacies (Dholakia & Durham, 2020). These

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fan pages not only facilitate brand promotion but also foster a sense of community. Understanding the factors that drive customer repurchase intentions on these platforms is crucial for businesses aiming to succeed in the competitive online market (Gómez & Chalmeta, 2020).

Research consistently identifies product quality as a primary driver of repeat purchase behavior with consumers returning to brands that reliably meet or exceed their expectations (Smith & Johnson, 2020). High-quality products build consumer trust making customers more confident in their purchasing decisions and fostering brand loyalty (Johnson & Huang, 2022). The sun-dried fish market in Northern Thailand, particularly in provinces like Nan, is predominantly composed of small and medium-sized enterprises and family-owned businesses. Traditionally, these producers sold their products locally or distributed them to nearby provinces. However, the rise of e-commerce platforms, especially Facebook fan pages, has expanded the market, enabling producers to reach consumers across Thailand. Sun-dried fish holds deep cultural and economic value in local markets, particularly in Nan province. Its significance stems from its sustainable preservation methods, consistent demand, and contributions to both local identity and tourism. The product supports local economies by providing income for fishers and producers while preserving cultural heritage and promoting unique culinary traditions (Belton et al., 2022; Dholakia & Durham, 2020).

However, marketing sun-dried fish faces several challenges that impact the success of small-scale producers and local markets. These challenges include difficulties in expanding the customer base beyond the local market which limits business growth and sales opportunities (Smith & Johnson, 2020; Phan, 2022). This study selected sun-dried fish for its economic significance to local entrepreneurs and its increasing presence in the online retail space. In order to fill these gaps, the research objectives is to investigate the factors that influence customer repurchase intentions for sun-dried fish on Facebook fan pages. The core research question guiding this study is: How do product quality, online store environment, promotion, customer service, and customer satisfaction impact customer repurchase intentions on Facebook fan pages for sun-dried fish in Nan province?. The findings provide empirical evidence on the significance of these variables in shaping customer repurchase intentions. Furthermore, this information can assist companies in refining their marketing approaches to enhance customer retention and boost sales.

Research Objectives

To study the influence of product quality, online store environment, promotion, customer service, and customer satisfaction on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province.

Literature review

1) The relationship between product quality and repurchase intentions

According to perceived quality theory, consumers evaluate product quality based on their subjective perceptions of the product's attributes. Higher perceived quality typically results in greater customer satisfaction, which in turn has a positive effect on future purchase behavior (Zeithaml, 1988). Zhou and Wang (2020) define product quality as the set of characteristics inherent in a product that determines its capacity to meet or exceed customer expectations, while Chen and Chen (2019) define repurchase intentions as a customer's likelihood or willingness to buy a product or service again in the future based on their previous experience with the brand. The relationship between product quality and repurchase intentions is vital in consumer behavior and marketing, as it directly impacts customer retention and the likelihood of repeat purchases. Product quality plays a crucial role in shaping consumer behavior, particularly in online marketing contexts where direct product interaction is limited. High product quality enhances repurchase intentions by building trust and satisfaction among customers (Zhao et al., 2022). Several studies support the positive link between product quality and repurchase intentions. For instance, Gómez and Chalmeta (2020) reported that superior product quality strengthens customer trust, thereby increasing their commitment to repurchase. Their study revealed that consumers are more inclined to make repeat purchases when they perceive the product to be of high quality, as it fosters trust and satisfaction. Thus, the study proposes the following hypothesis.

H1: Product quality has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province.

2) The relationship between online store environment and repurchase intentions

According to cue utilization theory, consumers rely on various environmental cues to form judgments about product quality, online store reputation, and the likelihood of a satisfying shopping experience. A positive online store environment enhances perceived value and trust, which can ultimately lead to repeat purchases (Olson & Jacoby, 2021). According to Harris and Goode (2019), online store environment refers to the overall design, layout, visual appeal, and ease of navigation of an online retail platform. It encompasses various elements, including website aesthetics, usability, and interactive features, which collectively influence customer satisfaction, engagement, and purchasing decisions. In the digital marketplace, the online store environment plays a critical role in shaping customer repurchase intentions. This concept includes factors such as website design, ease of navigation, visual appeal, and overall user experience. Research consistently demonstrates that a well-designed online store environment has a significant influence on customer satisfaction, which, in turn, drives repurchase intentions. For instance, Rose et al. (2019) reported that a user-friendly website that is

easy to navigate enhances customer satisfaction by reducing frustration and creating a more enjoyable shopping experience. This positive interaction is essential for building customer loyalty and promoting repeat purchases. Similarly, Harris and Goode (2020) found that the visual appeal of an online store can greatly affect a customer's perception of the brand increasing their likelihood to return for future purchases. Therefore, the study proposes the following hypothesis.

H2: The online store environment has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province.

3) The relationship between promotion and repurchase intentions

According to promotion theory, price promotions such as discounts and special offers effectively reduce the perceived cost of a product making it more attractive to customers and increasing the likelihood of repurchase (Smith & Sinha, 2021). According to Kim and Choi (2020) define promotion as a range of marketing activities and strategies aimed at communicating the value of a product or service to customers. However, the primary goal of promotion is to increase sales and foster consumer engagement. It encompasses various techniques such as advertising, sales discounts, special offers, public relations, direct marketing, and other approaches designed to raise awareness and influence customers' purchasing decisions. (Kim & Choi, 2019; Kim & Choi, 2020). These promotional strategies enhance the perceived value of a product, encouraging consumers to take advantage of reduced prices. For example, Zhang and Li (2021) found that promotional offers significantly boost the chances of customers returning for additional purchases because promotions create a sense of added value. Similarly, Lee et al. (2020) demonstrated that time-sensitive promotions and personalized offers are particularly effective in encouraging customer loyalty especially in online shopping contexts. As a result, the study proposes the third hypothesis as the following.

H3: Promotion has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province.

4) The relationship between customer service and repurchase intentions

Based on loyalty theory, customer service plays a key role in developing brand loyalty. Satisfied customers are more likely to build long-term relationships with a brand, leading to repeat purchases. High levels of customer service create a positive emotional bond with the brand (Davis & Lee, 2023). In online marketing, where direct interaction is limited, customer service significantly influences repurchase intentions. High-quality service builds trust and satisfaction both of which are critical for driving repeat purchases. Several studies indicate that responsiveness, reliability, and personalized service greatly impact customer satisfaction and behavior. For instance, Lee and Cheng (2018) demonstrated that in the competitive online marketplace, superior customer service differentiates companies and leads to higher customer retention rates. The Customer

Satisfaction Model further supports this, proposing that customer service directly influences satisfaction, which in turn mediates the relationship between service quality and repurchase intentions (Smith & Johnson, 2020). Studies, including those by Lee and Cheng (2018), highlight that timely responses and effective issue resolution enhance the shopping experience, increasing customer satisfaction and repurchase intentions. Based on these insights, the following hypothesis is proposed.

H4: Customer service has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province.

5) The relationship between customer satisfaction and repurchase intentions

Based on the customer satisfaction model, customer satisfaction directly impacts repurchase intentions. When customers feel satisfied with their experience, they develop positive attitudes toward the brand, increasing their likelihood of returning for future purchases. Satisfaction serves as a key mediator between the product/service experience and future buying behavior (Smith & Johnson, 2020; Smith & Johnson, 2021). Smith and Clark (2021) define customer service as the assistance, support, and services provided by a business to its customers before, during, and after a purchase to ensure a smooth and satisfactory experience. Customer satisfaction plays a pivotal role in influencing repurchase intentions. Numerous studies have highlighted the importance of customer satisfaction as a key determinant of customer loyalty and repeat purchase behavior. For instance, Oliver (1981) found that the relationship between customer satisfaction and repurchase intentions which foster trust and emotional attachment to the brand. Similarly, Gómez and Chalmeta (2020) found that in the context of online shopping, customer satisfaction is crucial not only for securing initial sales but also for ensuring. Their study emphasizes that in highly competitive online markets, clear communication, and reliable delivery processes are better positioned to achieve higher repurchase rates. Based on these insights, the following hypothesis is proposed.

H5: Customer satisfaction has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province.

Conceptual Framework

According to the theory of Planned Behavior (TPB), Bangun and Handra (2021) reported that TPB is a psychological framework that explores human behavior through three core components: attitude toward the behavior, subjective norms, and perceived behavioral control. Initially developed by Ferraz et al. (2017), TPB is extensively utilized across fields like psychology, marketing, and social sciences to understand and predict behavioral intentions. Therefore, the relationships among all variables of the research framework were shown as follows:
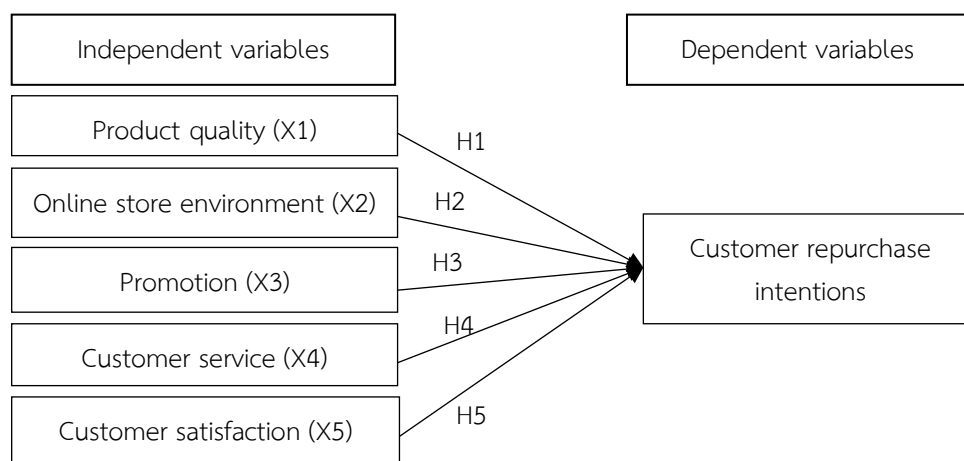
Figure 1 Research Framework

Research Methodology

1) Research Design

The research was granted approval by the Human Research Ethics Committee of Rajamangala University of Technology Lanna, under approval number RMUTL-IRB 068/2024, dated August 23, 2024, and valid until August 22, 2026. The study adheres to the ethical guidelines and policies established by the Office of the National Research Council of Thailand. Based on the research framework presented in figure 1, the study utilized a correlational design within a quantitative framework, first analyzing demographic data and user frequency to characterize the sample population. Reliability of the constructs was ensured through Cronbach's Alpha, and the association among variables was assessed. In addition, Pearson correlation matrix analysis, ANOVA analysis, and multiple regression analysis were conducted to examine the relationships among the variables and to test the research hypotheses.

2) Population and Sample

The target population for this study consisted of customers residing in Nan province who had previously purchased sun-dried fish products through Facebook fan pages in the region. According to the Department of Provincial Administration, the population of Nan province in 2021 was approximately 472,222 registered residents. The sample size for the study was determined using Taro Yamane's sample size calculation method (Yamane, 1973), with a 95% confidence level and a margin of error of 0.05, resulting in a calculated sample size of 400 respondents. The sample size calculation was based on the following formula:

$$n = \frac{N}{1 + N(e^2)}$$

Where:

  n   is the sample size

  N   is the population size

  e   is the margin of error

3) Research Tool

The questionnaire for this study was meticulously developed based on a thorough literature review and subsequently modified to ensure its relevance for assessing customer purchase intentions concerning sun-dried fish products on Facebook fan pages in Nan province. These modifications aimed to align the questionnaire with the specific market context and consumer behaviors, thereby enhancing the validity and reliability of the data collected. The questionnaire was structured as follows: The first section served as a screening tool to confirm whether respondents had experience with purchasing sun-dried fish products on Facebook fan pages. The second section gathered personal information such as gender age educational qualifications, occupation and monthly salary range. In the third section, questions were categorized according to the dimensions of the independent and dependent variables. For instance, product quality was assessed through performance, durability reliability and conformance (Suhaily & Soelasih, 2021). Online store environment factors included product presentation, trustworthiness, engagement, and local relevance (Wang & Liu, 2022; Lee & Park, 2020). Promotion was measured by dimensions like advertising, discounts, brand communication, and endorsements (Kim & Choi, 2020; Chen & Zhao, 2021). Customer service was evaluated based on responsiveness, reliability, assurance, and empathy (Parasuraman et al., 2020; Smith & Clark, 2021). Customer satisfaction encompassed dimensions such as product quality, service quality, customer expectations, and value for money (Johnson & Huang, 2022; Oliver, 1981). Finally, customer repurchase intentions were gauged through customer satisfaction, perceived value, trust, and perceived risk (Parasuraman et al., 2020; Davis & Brown, 2023). The fourth section of the questionnaire focused on measuring the constructs using a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), to capture responses related to both independent and dependent variables. The survey was administered using a self-administered questionnaire, which included screening questions at the beginning to verify respondents' experiences with purchasing sun-dried fish products through Facebook fan pages. The data collection was conducted across 15 districts in Nan province.

4) Validity and reliability of the research tool

To ensure the instrument's validity, the Index of Item-Objective Congruence (IOC) was used, as recommended by Smith and Johnson (2021), with each item scoring between 0.6 and 1, exceeding the necessary threshold. A quantitative approach was

then applied, involving 400 respondents from Nan province who had experience purchasing sun-dried fish online via Facebook. A pilot test conducted with 30 participants confirmed the reliability of the questionnaire, with Cronbach's alpha values surpassing 0.70 for all six variables. The Kaiser-Meyer-Olkin (KMO) measure of 0.687 indicated adequate sample suitability, while Bartlett's Test of Sphericity (χ^2 = 1956.638, p = 0.000) confirmed strong correlations among variables, justifying the factor analysis. The final questionnaires were then distributed to 400 respondents across 15 districts in Nan province, with data collection facilitated by the researcher. A quota sampling method was utilized to ensure a representative selection of 400 customers from the specified districts.

5) Data collection method

In this study, both primary and secondary data were utilized. Given the quantitative approach, communication methods were employed to collect data. A total of 400 online shoppers were asked to complete a questionnaire designed using Google Forms. The questionnaire was disseminated via various platforms including Line groups, Facebook, and other social media. The data collection process involved two key steps. First, Thai online shoppers, particularly those with Facebook accounts, were identified and classified based on their online shopping experience in Nan province. Second, friends with Facebook accounts were enlisted to help distribute the questionnaire through their networks including Line groups and other social media applications.

6) Data Analysis

In this study, demographic factors included in the questionnaires were analyzed using descriptive statistics encompassed minimum, maximum, frequency, percentage, mean, and standard deviation. The internal consistency of all scale items was assessed through reliability analysis. Relationships between variables were evaluated using Pearson correlation matrix analysis, ANOVA analysis, and multiple regression analysis.

Research Results

1) Descriptive statistics for the demographic factors

As previously noted, the questionnaire was administered to 400 respondents who had experience purchasing sun-dried fish online via the Facebook platform and resided in Nan province. A 100% response rate was achieved. The demographic analysis revealed that the majority of respondents were female (90.50%), with males comprising 9.5% of the sample. The age group most represented among respondents was 41 to 50 years old, accounting for 41.3% of the participants. A significant portion of the respondents (90.0%) were married, and 60.50% had attained education at the high school level. The occupations of respondents were diverse, with 45.0% being business owners, 25.0% employed in state enterprises, 20.0% working as government officers, and 10.5% as company employees. Regarding income, 60.5% of respondents reported earning

between THB 10,001 and 15,000 per month, while 10.0% reported an income between THB 20,001 and 25,000. Dietary preferences revealed that 45.0% of respondents consumed meat, 44.50% consumed fish, and 10.5% consumed pork.

2) Descriptive statistics for variables

According to table 1, descriptive statistics are vital in summarizing the main features of the data collected in a study. For this research, the descriptive statistics included the mean, standard deviation, minimum, and maximum values of the variables under study. The reliability of the questionnaire data was assessed using Cronbach's alpha, which measures internal consistency. According to Sullivan and Artino (2013), the interpretation of Cronbach's alpha coefficients was categorized as follows: scores between 2.60 and 3.39 indicated neutrality, 3.40 to 4.19 indicated agreement, and 4.20 to 5.00 indicated strong agreement. As displayed in table 1, the mean scores and standard deviations for the variables were as follows: product quality (3.58±0.24) online store environment (3.67±0.23) promotion (3.54±0.24) customer service (3.66±0.24) customer satisfaction (3.68±0.26) and repurchase intentions (3.58±0.24). These results suggest that respondents generally agreed with the statements related to each variable, indicating a positive perception across the factors analyzed in this study.

Table 1 Descriptive Statistics for Variables

Variables	Min.	Max.	Mean ± S.D.	Level of agreement
Product quality (X1)	3.00	4.25	3.58±0.24	agree
Online store environment (X2)	3.25	4.25	3.67±0.23	agree
Promotion (X3)	3.00	4.25	3.54±0.24	agree
Customer service (X4)	3.25	4.25	3.66±0.24	agree
Customer satisfaction (X5)	3.25	4.50	3.68±0.26	agree
Repurchase intentions (X6)	3.00	4.25	3.58±0.24	agree

Note: Level of agreement was applied with the following interpretations: 2.60-3.39 as neutral; 3.40-4.19 as agree; and 4.20-5.00 as strongly agree. The Kaiser-Meyer-Olkin (KMO) was 0.68, Bartlett's Test of Sphericity (χ^2) was 1956.63 (p = 0.000), N=400.

3) Pearson correlation coefficient matrix analysis

In this study, the analysis results of the primary data collected from 400 qualified questionnaires based on the conceptual framework of the research were presented. Correlation analysis was employed to identify the degree of relatedness between each variable which assisted in determining the level of association between two or more variables. The results of the correlation matrix for hypothesis testing, shown in table 2, indicated the relationships among product quality (X1) online store environment (X2) promotion (X3) customer service (X4) customer satisfaction (X5) and repurchase intentions (X6). All correlation values were positive, ranging from 0.199 to 0.949, signifying

that all variables in this study were positively correlated. According to table 2, the association among all variables was positive, with the lowest correlation of 0.199 between customer service (X4) and product quality (X1) and the highest correlation of 0.949 between repurchase intentions (X6) and product quality (X1)

Table 2 Pearson Correlation Coefficient Matrix for Independent and Dependent Variables of the Regression Model

Variable	X1	X2	X3	X4	X5	X6
Product quality (X1)	1					
Online store environment (X2)	0.660**	1				
Promotion (X3)	0.323**	0.235**	1			
Customer service (X4)	0.199**	0.397**	0.693**	1		
Customer satisfaction (X5)	0.701**	0.642**	0.345**	0.267**	1	
Repurchase intentions (X6)	0.949**	0.703*	0.365**	0.224**	0.729**	1

Note: **$p < 0.01$(2-tailed), N= 400

4) The multiple regression analysis

According to table 2, the analysis of multilevel multiple regression for predicting factors influencing the purchase of sun-dried fish products via the Facebook platform in Nan province revealed significant findings. The regression coefficients (β) for the predicting variables, product quality (X1) online store environment (X2) promotion (X3) customer service (X4), customer satisfaction (X5) and repurchase intentions (X6) were all statistically significant at the 0.01 level. The overall model's coefficient of determination was $R^2 = 0.920$, indicating that 92.00% of the variance in repurchase intentions (X6) could be explained by these factors. The standardized regression weights (β) were as follows: 0.781 for product quality (X1), 0.154 for online store environment (X2), 0.118 for promotion (X3), -0.092 for customer service (X4), and 0.067 for customer satisfaction (X5), To assess multicollinearity, the variance inflation factor (VIF) was calculated. VIF values ranged from 2.031 to 2.920, well below the threshold of 5 indicating that multicollinearity was not an issue in this regression model.

Table 3 Multiple Regression Analysis

Predictors	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.**	Collinearity Statistics	
	β	S.E.	β			Tolerance	VIF
(Constant)	-0.148	0.071		-2.081	0.038		
Product quality (X1)	0.785	0.023	0.781	34.337	0.000	0.394	2.538
Online store environment (X2)	0.165	0.024	0.154	6.772	0.000	0.393	2.542
Promotion (X3)	0.120	0.022	0.118	5.377	0.000	0.422	2.371
Customer satisfaction (X5)	0.063	0.020	0.067	3.076	0.002	0.434	2.303
Customer service (X4)	-0.094	0.023	-0.092	-4.106	0.000	0.404	2.474

Note: **$p < 0.01$, t. > 2.33 (one tailed), β=Beta, S.E.= Standard Error

According to table 3, it was observed that product quality (X1), online store environment (X2), promotion (X3), customer service (X4), and customer satisfaction (X5) have positive influences on repurchase intentions (X6). The standard score regression equation predicting customer repurchase intentions is expressed as follows:

The equation in raw score form:

Y = -0.148 + 0.785X1 + 0.165X2 + 0.120X3 - 0.094X4 + 0.063X5

The equation in standard score form:

z = 0.781X1 + 0.154X2 + 0.118X3 - 0.092X4 + 0.067X5

This model and the corresponding equation indicate the strong predictive capability of these factors with the analysis suggesting that 92.10% of the variation in customer repurchase intentions can be attributed to these variables. The detailed predictive model was represented in figure 2.

5) **Analysis of variance testing**

According to table 4, the ANOVA table for the regression model which evaluates the impact of product quality, online store environment, promotion, and customer service on customer satisfaction and repurchase intentions, highlights the significance of these variables in predicting the dependent variable. The sum of squares for the regression (22.50) accounts for the variation in the dependent variable explained by the model, while the residual sum of squares (1.962) represents the unexplained variation. Together, these totals sum to 24.462 indicating the overall variation in the dependent variable. The F-statistic (903.520) is notably high demonstrating the model's effectiveness in explaining the variation in customer satisfaction and repurchase intentions. The significance level of 0.00 confirms that the independent variables collectively have a statistically significant impact on the dependent variable.
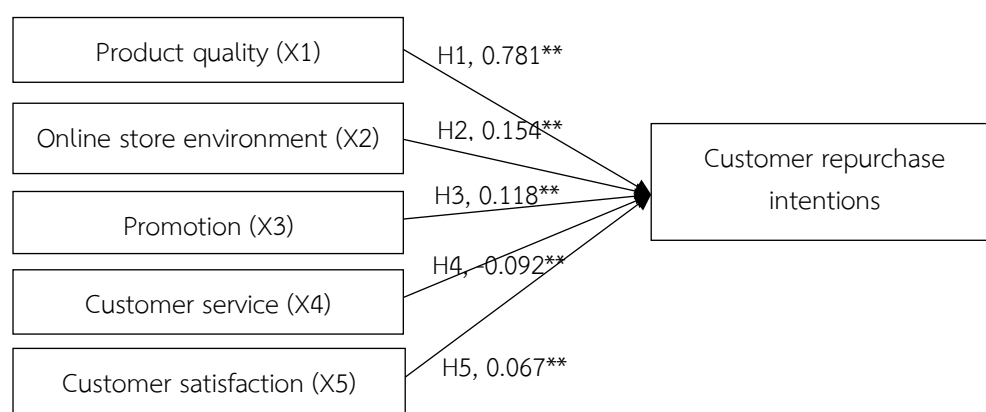
Table 4 Analysis of Variance Testing

		ANOVA			
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	22.500	5	4.500	903.520	0.000[**]
Residual	1.962	394	0.005		
Total	24.462	399			

Note: **$p < 0.01$(2-tailed)

6) Hypothesis testing

For results of hypothesis testing, based on figure 2, the impact of product quality (β = 0.781, p = 0.000) online store environment (β = 0.154, p = 0.000) promotion (β = 0.118, p = 0.000) and customer satisfaction (β = 0.067, p = 0.000) positively affected repurchase intentions. However, customer service had a negative but statistically significant effect on repurchase intentions (β = -0.092, p = 0.000) for sun-dried fish products via the Facebook platform among residents in Nan province was confirmed as all p-values were found to be less than 0.05 (p-value < 0.05).

Figure 2 Prediction model of customer repurchase intentions

According to table 5, the findings from this study confirm that product quality, online store environment, promotion, and customer satisfaction all have a positive and significant impact on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province. We aligns with previous research indicating that these factors are critical in shaping consumer behavior in online shopping environments as follows: The acceptance of H1 suggests that product quality (β = 0.781, t = 34.337) was considered a crucial determinant of repurchase intentions, as evidenced by studies conducted by Zhang and Li (2021) which underscore the importance of perceived quality in fostering customer loyalty & encouraging repeat purchases. Similarly, H2's acceptance indicates that the online store environment (β = 0.154, t = 6.772) was perceived as significantly influencing customer repurchase intentions. This finding aligns with research by Lee and Kim (2021) found that a well-designed & trustworthy online store

environment positively impacts customer satisfaction and loyalty. The acceptance of H3 highlights the influence of promotion (β = 0.118, t = 5.377) on repurchase intentions, a conclusion supported by Kim and Choi (2019) emphasized the role of targeted and effective promotional strategies in driving consumer engagement and repurchase behavior in digital marketplaces. The null hypothesis (H_4) for this analysis posits that customer service does not have a significant effect on customer repurchase intentions for sun-dried fish products sold through Facebook fan pages in Nan province. In formal terms: H_0 (null hypothesis): Customer service has no effect on repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province (β = 0). Conversely, the alternative hypothesis (H_4A) suggests: H_4A (alternative hypothesis): Customer service has a positive and significant effect on repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province ($\beta \neq 0$). The regression analysis yielded the following statistical results: Standardized beta coefficient (β) = -0.092, t-value = -4.106, p-value = 0.000 (significant at the 0.05 level). Interpretation: The negative beta value (-0.092) may seem unexpected, as a positive effect was anticipated. However, it suggests that any decline in customer service quality could lead to a corresponding decrease in repurchase intentions. This underscores the critical role of maintaining high standards of customer service. The t-value of -4.106 and the p-value of 0.00 both confirm that the relationship between customer service and repurchase intentions is statistically significant. Therefore, the null hypothesis can be rejected. This finding aligns with research by Zhao et al. (2022) who also found that customer service significantly impacts repeat purchase behavior especially in digital and social media-driven sales environments. Finally, the acceptance of H5 indicates that customer satisfaction (β = 0.067, t = 3.076) was perceived as directly contributing to repurchase intentions, a conclusion supported by extensive literature including Wang and Liu (2022).

Table 5 The Summary of Hypothesis Testing

Null Hypothesis	Results
H1: Product quality has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province (β=0.781, t.=34.337, p=.000)	accepted H_1
H2: The online store environment has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province (β=0.154, t.=6.772, p=.000)	accepted H_2
H3: Promotion has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province (β=0.118, t.=5.377, p=.000)	accepted H_3
H4: Customer service has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province (β=-0.092, t.=-4.106, p=.000)	rejected H4

H5: Customer satisfaction has a positive and significant effect on customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province (β=0.067, t.=3.076, p=.002)	accepted H5

Note: **p < 0.01(2-tailed), t. > 2.33 (one tailed), β=Beta, S.E.= Standard Error

Discussion

The conceptual model proposed for investigating customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province was found to be statistically significant. Positive relationships among product quality, online store environment, promotion, customer service, customer satisfaction, and repurchase intentions were observed in the correlation matrix used for hypothesis testing. The positive correlation coefficients ranged from 0.199 to 0.949, indicating meaningful associations among the variables within the context of online purchasing of sun-dried fish products. The lowest correlation coefficient (0.199) was identified between customer service and product quality, whereas the highest correlation coefficient (0.949) was found between repurchase intentions and product quality, suggesting that product quality plays a particularly critical role in shaping customers' repeat purchase behavior.

This result is consistent with the findings of Sarkar and Kotler (2020), who emphasized customer satisfaction as a primary driver of repurchase intentions and a crucial factor in meeting customer expectations. Their study highlighted that fulfilling customer needs helps build loyalty and increases the likelihood of repeat purchases, particularly in digital marketplaces where perceived value and positive interactions play an essential role in customer retention. In the present study, the positive correlation observed between customer satisfaction and repurchase intentions indicates that satisfied customers are more inclined to engage in repeated purchasing behavior, reinforcing the importance of maintaining high product quality alongside effective customer service. Conversely, the relatively lower correlation between customer satisfaction and the online store environment suggests that, although the store environment remains influential, product quality and customer service may exert a more direct and substantial influence on customer satisfaction. Furthermore, the strong association between customer satisfaction and repurchase intentions aligns with prior online shopping research, which underscores customer satisfaction as a key mechanism for fostering customer loyalty and repeat purchasing behavior (Zhang & Li, 2020). This finding is also consistent with studies conducted in online shopping contexts in Thailand, such as Zhang and Li (2021) and Chaiyasoonthorn et al. (2021), which reported that customer satisfaction accounted for a substantial proportion of the variance in purchase intentions.

The study revealed that product quality, online store environment, promotion, and customer satisfaction positively influenced repurchase intentions for sun-dried fish products marketed through Facebook fan pages in Nan province, which is consistent with

prior research in online shopping contexts (Lee & Park, 2020). However, a contrasting result was observed with respect to customer service. Unlike the findings of Sarkar and Kotler (2020), who reported that customer service did not significantly influence repurchase intentions in online environments, the present study found that customer service exhibited a negative but statistically significant effect on repurchase intentions. This finding suggests that, while customer service remains a vital component of online retailing, deficiencies in service quality—such as delayed responses or ineffective problem resolution—may reduce customers' willingness to make repeat purchases. The standardized beta coefficient (β = -0.092) and t-value (-4.106) confirm the statistical significance of this relationship (p = 0.000). This result is consistent with the observations of Phuong and Dai (2022), who noted that inadequate service performance in social commerce platforms can weaken customer trust and diminish repeat purchasing behavior. Although good customer service generally enhances customer experience and loyalty (Shao et al., 2020), the negative coefficient identified in this study indicates that a decline in service quality may have a disproportionately adverse effect on repurchase intentions, particularly for niche products such as sun-dried fish that rely heavily on trust and relationship quality (Ali et al., 2023).

Conclusions

This study investigated the factors influencing customer repurchase intentions for sun-dried fish products marketed through Facebook fan pages in Nan province. The findings indicate that product quality, online store environment, promotion, and customer satisfaction significantly enhance customers' intentions to make repeat purchases, with product quality playing a particularly important role in building trust in a social commerce context. Customer satisfaction was also confirmed as a key driver of purchasing intentions, emphasizing the importance of delivering products that meet customer expectations and implementing effective promotional strategies. However, the results reveal that customer service had a negative but statistically significant effect on repurchase intentions, suggesting that deficiencies such as delayed responses or ineffective problem resolution may discourage repeat purchasing, even when other aspects of the online store are perceived positively. Overall, the findings highlight that while strong product quality, effective promotion, and high customer satisfaction can foster repurchase intentions, inadequate customer service may undermine long-term customer relationships, underscoring the need for sellers to maintain consistent and responsive service alongside product excellence.

Suggestions for Future Research

Based on the findings of this study, several recommendations for future research can be made. Firstly, while this study provided valuable insights into the factors

influencing customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province, future studies could expand the scope to include other regions or product categories. This would allow for a broader understanding of how these factors operate across different contexts. Additionally, future research could explore the role of other potential variables, such as brand trust, social media engagement, or perceived value, which may also influence repurchase intentions but were not covered in this study. Lastly, qualitative research methods, such as interviews or focus groups, could be employed to gain deeper insights into the motivations and perceptions of consumers regarding their online shopping experiences.

Limitations of the Research

While this study offers valuable insights into the factors influencing customer repurchase intentions for sun-dried fish products on Facebook fan pages in Nan province, several limitations should be acknowledged. Firstly, the study's focus on a single product category, sun-dried fish, may limit the generalizability of the findings to other products. Future research could explore similar factors in different contexts to validate these results. Secondly, the study was geographically confined to Nan province which may not fully capture the diversity of consumer behavior across other regions. Thirdly, the reliance on self-reported data through questionnaires may introduce response biases, as participants might not accurately reflect their true behaviors or intentions. Finally, the cross-sectional design of the study provides a snapshot of consumer behavior at a single point in time.

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