



Original Article

The influence of utilitarian and hedonic value on customer satisfaction and repurchase intention in e-commerce

Le Thi Mai¹, Luu Thi Minh Ngoc¹, Ngo Thien My¹, Le Bao Ngoc^{2,*}

¹*VNU International School*

No. 144 Xuan Thuy, Cau Giay District, Hanoi, Vietnam

²*Posts and Telecommunications Institute of Technology*

Km10 Nguyen Trai, Ha Dong District, Hanoi, Vietnam

Received: March 10, 2024

Revised: August 2, 2024; Accepted: August 25, 2024

Abstract: This research aims to examine factors affecting consumers' shopping value in the online environment, which, in turn, lead to customer satisfaction and repurchase intention based on an integrated model of the cognition-affect-behavior model and personal shopping value. An online questionnaire was administered to 202 consumers of e-commerce purchases in Vietnam. Partial least square structural equation modelling (PLS-SEM) was utilized for data analysis. Results show that system quality and perceived price fairness positively affect hedonic shopping value, while information quality and service quality positively affect utilitarian shopping value. These shopping values collectively nurture customer satisfaction, resulting in repurchase intention. This study contributes to the literature on online consumer behavior by examining both the antecedents and outcomes of consumer shopping values in e-commerce. The findings can help e-commerce enterprises optimize marketing strategies to improve consumer shopping experiences and repurchase intention.

Keywords: Online shopping, customer satisfaction, repurchase intention, utilitarian shopping value, hedonic shopping value.

1. Introduction

Retail e-commerce phenomenon is experiencing an uptake in emerging markets. The global online retail sector is projected to increase by \$ 1.4 trillion from 2022 to 2027. Remarkably, emerging markets are predicted to account for over 64% of this growth as e-

commerce expansion in these regions will surpass that in developed markets (Euromonitor, 2023). The understanding of consumer online behavior in emerging markets has received paramount attention from the research community (Adeola et al., 2021; Ventre & Kolbe, 2020). However, Vietnam is among the fastest-growing internet economies within the

* Corresponding author

E-mail address: ngoclb@ptit.edu.vn

<https://doi.org/10.57110/vnu-jeb.v4i4.311>

Copyright © 2024 The author(s)

Licensing: This article is published under a CC BY-NC 4.0 license.

Southeast Asian region with the second-largest e-commerce market value (Statista, 2023). The majority of the most popular e-commerce platforms have been operating in Vietnam. Despite growing academic interest in consumer behavior in the e-commerce platforms, some research gaps exist in the extant literature in the context of Vietnam. However, the current literature also has some notable gaps. First, existing studies have extensively focused on consumers' online purchase behavior, leaving the post-purchase stage overlooked (Bui, 2023). Post-purchase behaviors, such as repurchasing, are essential to maintain business in the long term due to their cost-saving benefits (Hride et al., 2021). Second, there is a scarcity of research that examines consumers' experience in the online environment, even though e-commerce platforms with their advanced functions and increasingly user-friendly features can provide consumers with more vivid and multisensory shopping experiences (Hwang et al., 2020).

To address these literature gaps, this study examines repurchase intention in the e-commerce environment based on an integrated model of the cognition-affect-behavior model and consumer shopping values. Past research has validated the role of system quality, information quality, service quality, and product in shaping the online repurchase intention of consumers. Still, it has not accounted for the relationship between these factors and consumer shopping values. Given the value-satisfaction-loyalty chain has been justified in diverse retail contexts (El-Adly, 2019), the objectives of this study are three-fold:

(1) To identify the antecedents of utilitarian and hedonic shopping values, focusing on system quality, information quality, service quality, and perceived price fairness.

(2) To examine the effect of utilitarian and hedonic shopping values on customer satisfaction and repurchase intention.

(3) To investigate the impact of customer satisfaction on repurchase intention.

This study makes several valuable contributions. From a theoretical standpoint, by investigating the impact of the characteristics of e-commerce websites on consumer responses, this study clarifies how consumers' experience with the e-commerce platforms impacts their repurchase intention. From a practical standpoint, the findings will provide

implications for e-commerce business operators to maintain a long-term relationship with their consumers, which is essential for a sustainable business model (Khalifa & Liu, 2007). Additionally, by choosing Vietnam as the research context, the findings of this study advance the understanding of consumers' post-purchase behavior in emerging markets, where opportunities for growth are increasing and the competition between online e-commerce businesses is getting more intensive (Euromonitor, 2023).

2. Theoretical background and hypothesis development

2.1. Theory of the cognition-affect-behavior model

The cognition-affect-behavior model (C-A-B) views consumer behavior as a standard-learning hierarchy which means a consumer will first establish belief (cognition) and then develop feelings (affect), which leads to behavioral responses (behavior) (Hussin & Abdul Wahid, 2023). The C-A-B model assesses the rationale behind behavior through an individual's cognition, being particularly effective in elucidating the mediating impact of emotions. The model has been employed to analyze brand selection and shopping experiences (Fiore & Kim, 2007). It serves as a precursor to theories like buyer behavior, appraisal theories of emotion, and the consciousness-emotion-value model (Holbrook & Batra, 1987). The C-A-B model has been widely applied to examine consumers' post-purchase behavior (Chen et al., 2020). In line with an earlier study by Chen et al., (2020), the cognitive stage is manifested by consumers' perceived utilitarian and hedonic shopping values in this study. Customer satisfaction represents the affective stage, and the behavioral stage is reflected through repurchase intention. In this study, the behavioral component of the C-A-B model is defined by behavioral intention, as the intention is considered the most robust proxy for consumers' actual behavior (Ajzen, 1991).

2.2. Utilitarian and hedonic shopping value

Existing literature has agreed that shopping can provide value to consumers. Babin et al. (1994) developed scales to measure consumer

value in shopping activities, including utilitarian shopping value and hedonic shopping value. Utilitarian shopping value refers to the practical value of the product or service and is related to the consumer's reasoning capability (Ong et al., 2022). In other words, hedonic shopping value pertains to the emotional and sensory experiences acquired during shopping, including fantasy elements. On the other hand, utilitarian shopping value relates to the value derived from efficient product acquisition and information gathering, which is more task-focused, cognitive and less emotionally driven. In online shopping, utilitarian value refers to extra benefits such as various product choices, higher discounts or more gifts. On the other hand, hedonic shopping value represents the emotional value of the shopping experience and is linked to the customer's enjoyment, pleasure, and fun (Ong et al., 2022).

2.3. Customer satisfaction and repurchase intention

Customer satisfaction measures the extent to which consumption is delightful as product performance exceeds consumers' expected needs (Oliver, 1980). According to Khalifa (2004), satisfaction is a mental state that significantly indicates vital behaviors such as repeat purchase, positive word-of-mouth, and referrals. Long-standing literature has identified customer satisfaction as a crucial driver of customer loyalty (Miao et al., 2021). Repurchase intention refers to consumers' willingness to rebuy an available product or service (Singh & Alok, 2021). The relationship between customer satisfaction and repurchase intention has been validated in previous research on online shopping (Pappas et al., 2014). Pleasant buying experiences usually encourage consumers to return to a particular store (Khalifa & Liu, 2017). Thus, the following hypothesis is proposed:

H1: Customer satisfaction has a positive effect on repurchase intention.

Moreover, previous studies have highlighted the connection between utilitarian and hedonic value and customer satisfaction in the e-commerce environment (Evelina et al., 2020). The higher the value of the benefits obtained by consumers from e-commerce, the higher the level of customer satisfaction consumers will feel. Chen et al. (2020) revealed that in the e-

commerce environment, consumers can enjoy more benefits than conventional shopping channels, such as higher discounts or free delivery. These extra benefits have a positive impact on customer satisfaction. Furthermore, the sense of pleasure consumers perceive from online shopping is proportional to their satisfaction (Chen et al., 2020). Nowadays, many e-commerce platforms incorporate virtual gift-giving or live-stream interactions with the sellers into consumers' purchase experience. These are likely to result in positive buying experiences for consumers. Therefore, it can be safely assumed that the higher the value of enjoyment and pleasure experienced on e-commerce platforms, the more satisfied consumers will feel (Evelina et al., 2020). In addition, Chen et al. (2020) pointed out that perceived discounts and perceived entertainment from online shopping can drive repurchase intention. Thus, the following hypotheses are formulated:

H2a: Utilitarian shopping value has a positive effect on customer satisfaction.

H2b: Utilitarian shopping value has a positive effect on repurchase intention.

H3a: Hedonic shopping value has a positive effect on customer satisfaction.

H3b: Hedonic shopping value has a positive effect on repurchase intention.

2.4. System quality

Research on information systems has led to the development of different tools for assessing system quality. Previous researchers have identified several characteristics of system quality, such as adaptability, reliability, availability, and usability (Rouibah & Al-Hasan, 2022). This prior research also measures ease of navigation, layout, appearance, and page load speed (Fang et al., 2011). Previous research indicated that system quality can significantly shape consumers' continuance intention to use an online platform (Jo, 2022). E-commerce has the potential to bridge the communication gap between customers and businesses by offering convenient access regardless of time and location. This facilitates more effective interaction between the two parties. Customers can benefit from practical values, such as the convenience of quick transactions, and hedonic values, such as the comfort of not needing to

carry cash or physical cards (Mohammad Salameh et al., 2018). As a result, hedonistic and utilitarian purchasing values will increase with greater personal information security and speed of access (Lu, 2009). Thus, the following hypotheses are proposed:

H4a: System quality has a positive effect on utilitarian shopping value.

H4b: System quality has a positive effect on hedonic shopping value.

2.5. Information quality

Conventional shopping allows consumers to physically interact with products, while online transactions rely on the information displayed on websites. According to Patrada and Andajani (2021), consumers' perceptions and attitudes toward products in online transactions depend on the quality of the displayed information, which includes accuracy, relevancy, and completeness. Previous studies have found that websites with good information quality contribute to customer satisfaction (Lai et al., 2020). Although there is no universal definition of information quality, previous scholars have agreed that the quality of information is subjective and varies among consumers (Hilligoss & Rieh, 2008). If a website can provide correct and precise information, it can lead to delight and positive purchasing behavior (Lai et al., 2020).

Furthermore, since most e-commerce websites enable product reviews and ratings, consumers can access transparent disclosures of product information and make their judgments. Hence, when consumers can quickly search for a product they want and obtain a wide range of information from e-commerce websites, they will perceive utilitarian and hedonic shopping values. The below hypotheses are proposed:

H5a: Information quality has a positive effect on utilitarian shopping value.

H5b: Information quality has a positive effect on hedonic shopping value.

2.6. Service quality

Service quality represents the overall assessments and judgements that users make about the quality of the service provided by an e-commerce website (Jo, 2022). It reflects the users' perceptions and evaluations of the overall service delivery by the e-commerce website. It

encompasses responsiveness, contact, and privacy (Fang et al., 2011). Previous research has consistently shown that the quality of service is a crucial aspect for a company as it directly impacts customer satisfaction. When the company provides high-quality service, it leads to increased customer satisfaction (Jasin et al., 2023). For online retailers, it is important to promptly address various consumer requests such as efficient ordering, prompt delivery, order modifications, cancellations, returns, and refunds (Lin, 2007). Resolving product issues promptly and efficiently leads to an improved customer experience, including high satisfaction and a convenient online shopping process (Ha, 2009). Thus, improvement in service quality can help consumers complete their shopping tasks and generate enjoyment for them. We propose the following hypotheses:

H6a: Service quality has a positive effect on utilitarian shopping value.

H6b: Service quality has a positive effect on hedonic shopping value.

2.7. Perceived price fairness

Price fairness is the customer's perception that an exchange is satisfactory and reasonable (Hride et al., 2022). Consumers determine price fairness by evaluating whether the price offered by the seller is reasonable, acceptable, and fair (Hride et al., 2022). A potential buyer considers a price fair when they believe the benefits provided by the product or service exceed their expectations (Hride et al., 2022). On e-commerce websites, consumers can enjoy price-related benefits such as higher discounts or credits per purchase (Chen et al., 2020). Moreover, consumers enjoy price fairness by comparing different sellers' products. When consumers find a product or service reasonably priced, their value perception will increase as their purchase is perceived as reasonable, resulting in a positive buying experience (Rodriguez et al., 2020). Thus, the following hypotheses are developed:

H7a: Perceived price fairness has a positive effect on utilitarian shopping value.

H7b: Perceived price fairness has a positive effect on hedonic shopping value.

Figure 1 depicts the research framework of this study.

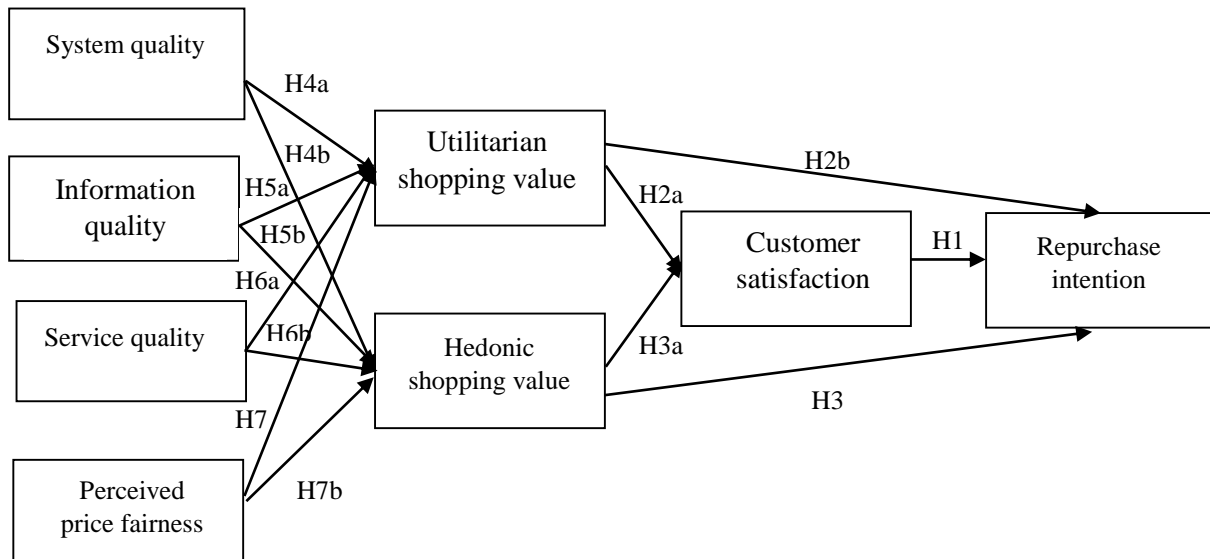


Figure 1: The research model
 Source: Authors' suggestion.

3. Research methodology

3.1. Measures

Items in the measurement scales in this study were adopted from prior literature because of their high validity and reliability (Table 1). A five-point Likert scale anchor from 1 (strongly

disagree) to 5 (strongly agree) was used to measure the main questionnaire items. Back translation was used to design the questionnaire, as recommended by Behr (2017). A group of e-commerce experts and scholars pretested the translated questionnaire to ensure clarity and alignment with the original version, following the recommendation of Behr (2017).

Table 1: Measures of variables

Variable	Items	Indicators	Sources
System quality	SYQ1	Internet shopping system provides good protection of personal information.	Fang et al. (2011)
	SYQ2	Internet shopping system generally offers safe transactions	
	SYQ3	Internet shopping system does not cause discomfort in the checkout & payment process	
	SYQ4	Internet shopping site has a simple layout for its contents	
	SYQ5	The organization and layout of the internet shopping site facilitate searching products	
Information quality	IQ1	Information provided by the internet shopping site is easy to comprehend.	Fang et al. (2011)
	IQ2	Information provided by site is frequently updated	
	IQ3	Information provided by the internet shopping site is abundant regarding product functions and quality.	
	IQ4	Information provided by the internet shopping site is relevant to my purchase decisions	
Service quality	SEQ1	Internet shopping sites deliver products at promised time	Fang et al. (2011)
	SEQ2	Internet shopping site reacts/replies quickly my requests	

	SEQ3	The internet shopping site delivers products safely packaged	
	SEQ4	Internet shopping site provides me with convenient options for returning products	
	SEQ5	Internet shopping site takes care of my problems promptly	
	SEQ6	Internet shopping site offers the ability to speak to a live person if there is a problem	
Perceived price fairness	PF1	Goods bought online are cheaper than through other channels	Hride et al. (2021)
	PF2	The internet shopping site provides the best discount options	
	PF3	I can save more money when buying goods at the internet shopping site through discount programs	
	PF4	I find what I got is fair compared to the price I paid	
	PF5	I find the products that I received from the internet shopping site are the same quality as advertised.	
	PF6	Products purchased online are considered to be a good buy	
Utilitarian value	UV1	The price of the product I purchased from this Internet retailer are at the right level, given the quality	Ong et al. (2022)
	UV2	When I make purchases from this Internet site, I save time	
	UV3	The products I purchased from this Internet retailer was a good buy	
Hedonic value	HV1	Internet shopping is very pleasant/fun	Ong et al. (2022)
	HV2	Purchasing online is my hobby	
	HV3	I get excited when I choose from products offered on Internet shopping sites	
Customer satisfaction	CS1	My choice to purchase from this site was a wise one	Fang et al. (2011)
	CS2	I am happy that I made my purchase at this website	
	CS3	I was absolutely delighted with my overall shopping experience	
Repurchase intention	RI1	I will make purchase again on the website	Fang et al. (2011)
	RI2	There is a high probability that I will purchase online from the same vendor	
	RI3	I intend to recommend the Internet shopping site that I regularly use to people around me	

Source: Authors' suggestion.

3.2. Sample and data collection

Respondents in this study are individuals who have previously made purchases from any of the four leading e-commerce platforms in Vietnam (i.e., Tiki, Lazada, Shopee, and Sendo). Given the absence of a sampling frame, non-probability convenience sampling was used. An online questionnaire was created and circulated among the researchers' acquaintances, friends, and colleagues via several social media platforms for three months, from September to December 2023. The use of online surveys is popular for online consumer behavior research (Le et al., 2024). Respondents had the option to

exit the survey at any time, and their privacy and confidentiality were assured. The final sample consisted of 202 responses, surpassing the aforementioned criteria. As a general rule of thumb, there should be at least five observations per indicator (Hair et al., 2014). Our respondent number shows a ratio of 6.12 observations per indicator, meeting the minimum required sample size. Table 2 provides details of the respondents' demographic characteristics. The respondents were 65.8% female and 34.2% male. The majority were between 20-25 years old (71.3%). Most were students who had a monthly income of less than VND 5 million. Most respondents had over 18 months of e-commerce purchase

experience (59.4%) and made fewer than 5 purchases per month (87.6%).

3.3. Analysis methods

Partial least squares structural equation modeling (PLS-SEM) was used to test the hypothesized relationships for the following reasons. First, it is a causal-prediction method

ideal for prediction-focused research (Reinartz et al., 2009). Second, PLS-SEM handles non-normal data better, which is common in social science studies where data often deviates from a multivariate normal distribution (Hair et al., 2019). Third, PLS-SEM is a flexible technique suitable for various research scenarios, including complex path models with latent variables, and does not require a large sample size (Hair et al., 2019).

Table 2: Profile of respondents (n = 202)

Variables	Items	Frequency	Percent (%)
Gender	Male	69	34.2
	Female	133	65.8
Age	Under 20	16	7.9
	20-25	144	71.3
	26-30	18	8.9
	31-40	17	8.4
	Over 40	7	3.5
	Occupation	Student	123
	Employee	45	22.3
	Self-employed	24	11.8
	Specialist	8	4.0
	Housewife	2	1.0
	Retirement	0	0.0
Monthly income (Million VND)	Under 5	121	59.9
	5-10	47	23.3
	10-16	19	9.4
	16-22	5	2.5
	Over 22	10	5.0
E-commerce purchase experience (Months)	Under 1	15	7.4
	1-6	20	9.9
	6-12	28	13.9
	12-18	19	9.4
	Over 18	120	59.4
E-commerce purchase frequency (Per month)	Under 5 times	177	87.6
	5-10 times	20	9.9
	11-15 times	2	1.0
	16-20 times	1	0.5
	Over 20 times	2	1.0

Source: Authors' suggestion.

4. Research results

4.1. Measurement model

Cronbach's Alpha was used to assess the internal consistency reliability of variables in this study, as recommended by Hair et al. (2014). Reliability is satisfactory when Cronbach's Alpha value exceeds the cutoff value of 0.60 (Hair et al., 2014). One observed item of utilitarian value (UV3) was deleted due to low

Cronbach's Alpha value. All other variables show good reliability in this study.

Table 3 shows that composite reliability (CR) ranged from 0.904 to 0.937, exceeding the cutoff value of 0.70. The average variance extracted (AVE) values also ranged from 0.638 to 0.863, exceeding the cutoff value of 0.50. Moreover, outer loadings exceeded the cutoff value of 0.70. These results demonstrate a good convergent validity for the measures in this study (Hair et al., 2014).

Table 3: Key results of the measurement model

Construct	Item	Outer loading	Cronbach's Alpha	Composite Reliability (CR)	Average variance Extracted (AVE)
System quality (SYQ)	SYQ1	0.801***	0.887	0.922	0.702
	SYQ2	0.816***			
	SYQ3	0.888***			
	SYQ4	0.870***			
	SYQ5	0.812***			
Information quality (IQ)	IQ1	0.870***	0.885	0.911	0.719
	IQ2	0.812***			
	IQ3	0.884***			
	IQ4	0.885***			
Service quality (SEQ)	SEQ1	0.827***	0.923	0.937	0.711
	SEQ2	0.845***			
	SEQ3	0.877***			
	SEQ4	0.855***			
	SEQ5	0.850***			
	SEQ6	0.805***			
Perceived price fairness (PF)	PF1	0.786***	0.891	0.913	0.638
	PF2	0.813***			
	PF3	0.757***			
	PF4	0.828***			
	PF5	0.824***			
	PF6	0.780***			
Utilitarian shopping value (UV)	UV1	0.922***	0.841	0.927	0.863
	UV2	0.936***			
Hedonic shopping value (HV)	HV1	0.884***	0.853	0.913	0.777
	HV2	0.877***			
	HV3	0.883***			
Customer satisfaction (CS)	CS1	0.897***	0.871	0.921	0.795
	CS2	0.890***			
	CS3	0.888***			
Repurchase intention (RI)	RI1	0.892***	0.839	0.904	0.758
	RI2	0.866***			
	RI3	0.853***			

Note: *** $p < 0.001$.

Source: Authors' suggestion.

Table 4: Discriminant validity

Variable	CS	HV	IQ	PF	RI	SEQ	SYQ	UV
CS								
HV	0.760							
IQ	0.539	0.530						
PF	0.636	0.611	0.845					
RI	0.894	0.714	0.538	0.623				
SEQ	0.518	0.529	0.817	0.901	0.454			
SYQ	0.590	0.591	0.918	0.853	0.495	0.869		
UV	0.386	0.327	0.665	0.534	0.328	0.646	0.586	

Source: Authors' suggestion.

Furthermore, discriminant validity is confirmed by the Heterotrait-monotrait (HTMT) ratio values, which fell below 0.90, as presented in Table 4 (Henseler et al., 2015).

4.2. Structural model

The results of the structural model assessment are presented in Table 5. Variance inflation factor (VIF) values were below the threshold of 5, indicating the absence of multicollinearity issues (Hair et al., 2014). The findings revealed that customer satisfaction is positively associated with repurchase intention ($\beta = 0.645$, $p < 0.001$), supporting H1.

Additionally, utilitarian value positively affected customer satisfaction ($\beta = 0.158$, $p < 0.001$), supporting H2a. However, utilitarian value did not significantly affect repurchase intention ($\beta = 0.011$, $p > 0.05$), rejecting H2b. On the other hand, hedonic value was positively associated with both customer satisfaction ($\beta = 0.615$, $p < 0.001$) and repurchase intention ($\beta = 0.183$, $p < 0.05$), supporting H3a and H3b.

Table 5: Results of hypotheses testing

Path	Coefficients	t- value	p-value	Hypothesis	Hypotheses supported
SYQ → UV	-0.032	0.245	0.807	H4a	Rejected
SYQ → HV	0.291	2.034	0.043*	H4b	Supported
IQ → UV	0.401	3.160	0.002**	H5a	Supported
IQ → HV	-0.002	0.019	0.985	H5b	Rejected
SEQ → UV	0.432	3.608	0.000***	H6a	Supported
SEQ → HV	-0.033	3.034	0.802	H6b	Rejected
PF → UV	-0.161	1.269	0.205	H7a	Rejected
PF → HV	0.346	2.394	0.017*	H7b	Supported
UV → CS	0.158	2.505	0.013*	H2a	Supported
HV → CS	0.615	10.821	0.000***	H3a	Supported
UV → RI	0.011	0.185	0.853	H2b	Rejected
HV → RI	0.183	2.527	0.012*	H3b	Supported
CS → RI	0.645	8.956	0.000***	H1	Supported

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Source: Authors' suggestion.

Furthermore, system quality was not significantly associated with utilitarian value, leading to the rejection of H4a ($\beta = -0.032$, $p > 0.05$). Nonetheless, system quality was positively related to hedonic value ($\beta = 0.291$, $p < 0.05$), supporting H4b. Information quality was positively associated with utilitarian value ($\beta = 0.401$, $p < 0.01$), supporting H5a. However, information quality did not significantly affect hedonic value ($\beta = -0.002$, $p > 0.05$), rejecting H5b.

Regarding service quality, it was found to have a positive association with utilitarian value ($\beta = 0.432$, $p < 0.001$), supporting H6a. Conversely, service quality did not significantly impact hedonic value ($\beta = -0.033$, $p > 0.05$), leading to the rejection of H6b. Similarly, perceived price fairness did not significantly affect utilitarian value ($\beta = -0.161$, $p > 0.05$). Thus, H7a was rejected. However, perceived price fairness was positively related to hedonic value ($\beta = 0.346$, $p < 0.05$), supporting H7b.

Next, the model's explanatory power is assessed. The adjusted R^2 values indicated that the independent variables exhibited 45.2 % variance in customer satisfaction, 30.9 % variance in hedonic shopping value, 37.1% variance in utilitarian shopping value, and 60.4% variance in repurchase intention, exceeding the 10% cutoff value in marketing research, as suggested by Hair et al. (2014). Thus, the R^2 values observed in this study were significant.

5. Discussion and implications

5.1. Discussion of main findings and theoretical implications

The main purpose of this research was to investigate how customer experience during online shopping on e-commerce platforms can influence their intention to repurchase. This study reveals several interesting findings about

consumers' experience on e-commerce platforms and its impacts on their satisfaction and repurchase intention. Consistent with Miao et al. (2021), this study found that customer satisfaction positively affects repurchase intention. Customer satisfaction can be predicted by utilitarian shopping value and hedonic shopping value. The findings of this study are consistent with results in prior literature which reported positive effects of utilitarian value and hedonic value on customer satisfaction (Chen et al., 2020; Evelina et al., 2020). However, hedonic shopping value has a much stronger effect on customer satisfaction than utilitarian shopping value. This indicates that consumers are more likely to look for fun and enjoyment from online purchase experiences.

One key finding is that the information and service quality positively impacts utilitarian shopping value. However, consumers prioritize the general quality of service over the informativeness of the platforms. One possibility is that in Vietnam, the Internet infrastructure is quite advanced in big cities, giving consumers access to various types of information. As a result, the differences in the level of information quality provided by each platform become less apparent to consumers.

Another important finding is that system quality and perceived price fairness positively influence consumers' hedonic shopping value. However, consumers place more importance on products, indicating that as e-commerce platforms now offer similar features, consumers are less likely to differentiate between systems and focus more on the variety of available products.

5.2. Practical implications

The findings of this study provide multiple ways for online retailers and business owners to enhance customer satisfaction, which in turn increases their repurchase intention. First, given service quality is the strongest determinant of utilitarian value of the e-commerce website, online retailers should enhance the efficiency of handling problems and returns through the e-commerce website. Consumers should be provided numerous methods to contact the online vendor for assistance. Second, e-commerce website developers should focus on creating websites with good content. The information presented on the website should be

easy to comprehend, accurate, timely, and relevant to customers' buying journey. Third, as perceived price fairness plays a crucial role in forming hedonic value, online retailers should offer a consistent, fair, and reasonable price to stimulate enjoyment for customers. Lastly, recognizing the vital role of customer satisfaction in forming repurchase intention, online retailers should engage in two-way communication with their consumers during and after the purchase process to reduce uncertainty.

5.3. Limitations and future research

This study has certain limitations that should be addressed in further studies. First, the study's findings are based on Vietnamese consumers. Given that the consumption pattern may vary with geographic locations, future researchers should expand the study to different contexts to include a comparative and cross-cultural analysis of consumer repurchase intentions. Second, the study's sample size is narrow and disproportionately represents individuals from Generation Z. Future research should increase the sample size to enhance the generalizability of the findings. Third, the study only examines direct relationships. Future researchers may consider incorporating other potential factors, such as social influence and product category, as mediators and moderators. Fourth, this study considered a convenience sampling approach for data collection. More probabilistic sampling approaches should be considered for future data collection process. Lastly, the study's ability to establish causal relationships between variables is limited due to using cross-sectional data. Therefore, future research could consider conducting longitudinal studies for a more comprehensive assessment of actual repurchase behavior.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179 - 211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work And/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *The Journal of consumer research* 20(4), 644-656. <https://doi.org/doi.org/10.1086/209376>
- Behr, D. (2017). Assessing the use of back translation: the shortcomings of back translation as a quality

- testing method. *International Journal of Social Research Methodology*, 20(6), 573-584. <https://doi.org/10.1080/13645579.2016.1252188>
- Borisavljevic, K. (2016). The influence of information technology on marketing performances of tourist agencies. *Ekonomski horizonti*, 18(3), 277-288. <https://doi.org/10.5937/ekonhor1603277B>
- Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: the online experience. *Journal of Business Research*, 61(4), 304-314. <https://doi.org/doi.org/10.1016/j.jbusres.2007.06.017>
- Bui, T. K. (2023). Intention to continue using mobile commerce: Explanatory study of the expectation-confirmation model. *Journal of Economics and Development*, 313, 50-59. <https://doi.org/10.33301/jed.Vi.1061>
- Chen, C., & Kao, Y. (2010). Relationships between process quality, outcome quality, satisfaction, and behavioural intentions for online travel agencies - Evidence from Taiwan. *The Service Industries Journal*, 30(12), 2081-2092. <https://doi.org/10.1080/02642060903191108>
- Chen, Y., Lu, F., & Zheng, S. (2020). A Study on the Influence of E-Commerce Live Streaming on Consumer Repurchase Intentions. *International Journal of Marketing Studies*, 12(4). <https://doi.org/10.5539/ijms.v12n4p48>
- Comegys, C., Hannula, M., & Vaisanen, J. (2009). Effects of consumer trust and risk on online purchase decision-making: a comparison of Finnish and United States students. *International Journal of Management*, 26(2), 295-308.
- DeLone, W., & McLean, E. (2003). The DeLone and McLean model of information systems success: a ten-year update. *Journal of Management Information Systems*, 19(4), 9-30. <https://doi.org/10.1080/07421222.2003.11045748>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322-332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Euromonitor (2023). *Strategies for Expanding into Emerging Markets with E-Commerce*. Retrieved 29 December from, <https://www.euromonitor.com/strategies-for-expanding-into-emerging-markets-with-e-commerce/report>
- Evelina, T. Y., Kusumawati, A., & Nimran, U. (2020). The influence of utilitarian value, hedonic value, social value, and perceived risk on customer satisfaction: survey of e-commerce customers in Indonesia. *Business: Theory and Practice*, 21(2), 613-622.
- Fang, Y. H., Chiu, C. M., & Wang, E. T. G. (2011). Understanding customers' satisfaction and repurchase intentions. *Internet Research*, 21(4), 479-503. <https://doi.org/10.1108/10662241111158335>
- Fiore, A. M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail & Distribution Management*, 35(6), 421-442. <https://doi.org/10.1108/09590550710750313>
- Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: antecedents in a technology acceptance model. *Journal of Business Research*, 62(5), 565-571. <https://doi.org/10.1016/j.jbusres.2008.06.016>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th Edition ed.). Pearson Education.
- Hair, J.F., Risher, J.J., Sarstedt, M., & Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing structural validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hilligoss, B., & Rieh, S. Y. (2008). Developing a unifying framework of credibility assessment: construct, heuristics, and interaction in context. *Information Processing and Management*, 44, 1467-1484. <https://doi.org/10.1016/j.ipm.2007.10.001>
- Holbrook, M. B., & Batra, R. (1987). Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. *Journal of Consumer Research*, 14(3), 404-420. <https://doi.org/10.1086/209123>
- Hride, F. T., Ferdousi, F., & Jasimuddin, S. M. (2021). Linking perceived price fairness, customer satisfaction, trust, and loyalty: A structural equation modeling of Facebook-based-e-commerce in Bangladesh. *Global Business and Organizational Excellence*, 41(3), 41-54. <https://doi.org/10.1002/joe.22146>
- Hussin, H., & Wahid, A. N. (2023). Conceptualizing Customer Experience in Organic Food Purchase Using Cognitive-Affective-Behavior Model. *Journal of Governance and Integrity*, 6(2), 577-586. <https://doi.org/10.15282/jgi.6.2.2023.9732>
- Hwang, A., Oh, J., & Scheinbaum, C. A. (2020). Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. *Psychology & Marketing*, 37. <https://doi.org/10.1002/mar.21338>
- Jasin, M., Sesunan, Aisyah, Y. S., Fatimah, C. E. A. & Azra, F. E. A. (2023). SMEs repurchase intention and customer satisfaction: Investigating the role of utilitarian value and service quality. *Uncertain Supply Chain Management*, 11(2), 673-682. <https://doi.org/10.5267/j.uscm.2023.1.013>
- Jo, H. (2022). Antecedents of continuance intention of social networking services (SNS): Utilitarian, hedonic, and social contexts. *Mobile information systems*, 2022(1), 7904124. <https://doi.org/10.1155/2022/7904124>
- Khalifa, A. S. (2004). Customer value: a review of recent literature and an integrative configuration. *Management Decision*, 42(5), 645-666. <https://doi.org/10.1108/00251740410538497>

- Khalifa, M., & Liu, V. (2017). Online consumer retention: contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, 16(6), 780-792. <https://doi.org/10.1057/palgrave.ejis.3000711>
- Lai, I., Huang, Y. F., Siang, J. H., & Weng, M. W. (2020). Evaluation of key success factors for web design in Taiwan's bike case study. *The Journal of Asian Finance, Economics, and Business*, 7, 927-937. <https://doi.org/10.13106/jafeb.2020.vol7.no11.927>
- Le, B. N., Vu, V. T., & Le, T. M. (2024). Source credibility of beauty vloggers and consumer purchases of vegan cosmetics: The mediating role of cognitive and affective attitude. *Innovative Marketing*, 20(3), 14-27. [https://doi.org/10.21511/im.20\(3\).2024.02](https://doi.org/10.21511/im.20(3).2024.02)
- Lin, H. (2007). The impact of website quality dimensions on customer satisfaction in the B2C e-commerce context. *Total Quality Management*, 18(4), 363-378. <https://doi.org/10.1080/14783360701231302>
- Liu, M., & Xiao, Y. (2008). Reach on relationship between consumer satisfaction and web consumer shopping behavior. *International Journal of Business Research*, 8(5), 127-135.
- Lu, H. P., & Su, P. Y. (2009). Factors affecting purchase intention on mobile shopping web sites. *Internet Research*, 19(4), 442-458. <https://doi.org/10.1108/10662240910981399>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. U. A., & Javed, M. K. (2021). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184-2206. <https://doi.org/10.1108/apjml-03-2021-0221>
- Salameh, M. A. A., Ahmad, H., Zulhumadi, F., & Abubakar, F. M. (2018). Relationships between system quality, service quality, and customer satisfaction. *Journal of Systems and Information Technology*, 20(1), 73-102. <https://doi.org/10.1108/jsit-03-2017-0016>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469. <https://doi.org/10.1177/002224378001700405>
- Ong, A. K. S., Prasetyo, Y. T., Vallespin, B. E., Persada, S. F., & Nadlifatin, R. (2022). Evaluating the influence of service quality, hedonic, and utilitarian value on shopper's behavioral intentions in urban shopping malls during the COVID-19 pandemic. *Heylion*, 8(12), e12542. <https://doi.org/10.1016/j.heliyon.2022.e12542>
- Pappas, I. O., Adamantia, G. P., Giannakos, M. N., & Chrissikopolous, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187-204. <https://doi.org/10.1108/IJRDM-03-2012-0034>
- Patrada, R., & Andajani, E. (2021). Effect and consequence e-customer satisfaction for e-commerce users. *IPTEK Journal of Proceedings Series*, 1, 219-227.
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing*, 26(4), 332-344. <https://doi.org/10.1016/j.ijresmar.2009.08.001>
- Rodriguez, P. G., Villarreal, R., Valino, P.C., & Blozis, S. (2020). A PLS-SEM approach to understanding E-SQ, e-satisfaction and e-loyalty for fashion e-retailers in Spain. *Journal of Retailing and Consumer Services*, 57. <https://doi.org/10.1016/j.jretconser.2020.102201>
- Rouibah, K., & Al-Hasan, A. (2022). Mechanisms to increase system quality and B2C e-commerce reuse: An empirical test. *Issues in information systems*, 23(3), 139-157. https://doi.org/10.48009/3_iis_2022_112
- Singh, S., & Alok, S. (2021). Drivers of Repurchase Intention of Organic Food in India: Role of Perceived Consumer Social Responsibility, Price, Value, and Quality. *Journal of International Food & Agribusiness Marketing*, 34(3), 246-268. <https://doi.org/10.1080/08974438.2020.1869135>
- Statista. (2023). *E-commerce in Vietnam - statistics & facts*. Statista. Retrieved 29 December from <https://www.statista.com/topics/5321/e-commerce-in-vietnam/#topicOverview>