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TITLE: The impact of social network marketing on customer repurchase intention towards online shopping for clothing

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Abstract

This study aims to examine how social network marketing creates an impact on customer repurchase intention towards online shopping for clothing and what are the main driving forces of that social network marketing that impact the repurchase intention. To investigate the impact, the study chooses four independent variables: entertainment, usefulness, informativeness, and interactivity, which are the forces of social network marketing that affect the customer repurchase intention, which in this case is the dependent variable. To implement the study, a survey of 158 respondents in the Norwegian population that belong to the age group of 20 to 35, were carried out. The data collection procedure was conducted by using a questionnaire and the analyses were performed by using SPSS. The hypotheses of the study were tested by using a multiple regression analysis, which revealed that entertainment, informativeness, and interactivity of social network marketing have a positive impact on customer repurchase intention towards online shopping for clothing. Based on the results from this study, it is recommended that online clothing stores should focus on creating social network marketing content that is entertaining and informative, and interaction with existing and potential customers should also be prioritized. Based on this study, such actions can lead to higher customer repurchase intention.

Keywords: Social network marketing, entertainment, informativeness, usefulness, interactivity, repurchase intention, online shopping in Norway.

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1. Introduction

1.1. Problem statement

Nowadays, the practice of communication has immensely changed due to social media platforms and this platform has become a useful way of communication for all ages. Before purchasing a new product, consumers search the product, view the review and ranking by the existing customer (Surenderkumar, 2016). Eventually, customer purchase decisions are influenced by social media, especially by group communications. Graham and Havlena (2007) argued that customer opinion via online platforms is long-standing and far reaching and has an impact on customer purchase decisions. Hyllegard, Ogle, Yan, and Reitz (2011), also point out that customers trust more in the opinion of other consumers in social media. Also, Schinvinski and Dabrowski (2014) contend that social media has transformed traditional marketing communication which is finally recognized as highly relevant and one of the most effective marketing channels to communicate with possible customers. According to Ashley and Tuten (2014), potential buyers mostly confirm their buying decision after a social search.

Previous studies investigate and explore the issue of the customer purchase decision based on social media and network's contribution as marketing channels. Also, customer purchase intentions have been studied from both the consumer's and the company's perspectives, but there is still room for the development of new research on how social network marketing creates an impact on customer's repurchase intention. Several researchers have conducted their research on social media marketing but very few studies on social network marketing as well as there is little investigation of customer repurchase intention based on social network marketing.

1.2. Research objectives

The specific objectives of this study are to:
   a. Assess the usefulness of social network marketing on customer repurchase intention.
   b. Assess the impact of the driving forces of social network marketing on customer repurchase intention.

c. Determine the effectiveness of driving forces of social network marketing on customer repurchase intention.

d. Determine the most effective driving forces of social network marketing for customer repurchase intention.

1.3. Research questions

The main goal of this thesis is to investigate the impact of social network marketing on customer repurchase intention. Therefore, this study aims to search for answers to these specific research questions:

1. What are the driving forces of social network marketing on customer repurchase intention and how?

2. Which of the driving forces of social network marketing makes the most impact on customer repurchase intention?

1.4. Academic relevance

A study conducted by Nobre and Silva (2014) shows that social network marketing strategy has a significant role in increasing sales and developing relationships with customers. Another study by Barhemmati and Ahmad (2015) finds that social network marketing has a positive impact on customer engagement and purchase intention. Even though there are several studies exploring social network marketing's impact on purchase intention, there is still no research that has been conducted on the impact of social network marketing on repurchase intention. However, repurchase intention itself is a phenomenon that has been studied widely in early 2000 (Ibzan, Balarabe, & Jakada, 2016) but based on the degree of the comprehensive pleasure which refers to the satisfactory level of product or service only. Hence, the relation between social network marketing and customer repurchase intention is unresolved yet.

1.5. Managerial relevance

As the aim of this study is to find the impact of social network marketing on customer repurchase intention it can add managerial value and emphasize the significant role for understanding the social network marketing impact for increasing sales. This thesis can therefore be particularly beneficial in the following ways:

- It could help managers to increase their understanding of how social network marketing could increase its value for the company.
- It could help to make a roadmap to reveal the customer repurchase intention.
- It could help to increase the usage of social network marketing as an effective tool.
- It could help to improve the social networking marketing strategy.

1.6. Scope of the study

According to Kotler and Keller (2016), consumer goods can be distinguished between convenience, shopping, specialty, and unsought goods. Convenience goods are typically products that consumers buy frequently, immediately, and with minimal effort, such as soft drinks, candy bars, and magazines. Shopping goods are the ones that the consumer often compares on such bases as quality, price, and style (Kotler & Keller, 2016). Examples include furniture, clothing, and home electronics. Specialty goods have unique characteristics or brand identification that are enough for the buyer to be willing to purchase the product. Some examples are cars and designer clothes. Unsought goods are the ones that the consumer does not know about or does not think of buying, such as smoke detectors, life insurance, and gravestones (Kotler & Keller, 2016). In this study, we are focusing on shopping for goods that are being purchased online.

As it is mentioned above, furniture, clothing, electronics, and accessories are included under the most purchased product segments online, however, in this study, we choose to focus only on clothing, as the recent study and statistics from Sabanoglu (2020b) indicate that clothing is the most popular online shopping product category. Among all categories, clothing ranked first with a 57% online purchase (Sabanoglu, 2020b).

Since the scope of the study is aimed to explain what the study will explore the consumer age group from 20 to 35 years who are living in Norway and buying clothing from the online marketplace is taken into consideration as the sample group. The recent research from the Eurostat Statistics Explained (2021) found that the age group of 25 to 34 are the more active e-shoppers and have more repeated purchases than the other age groups. In addition, according to Statistics Norway, 50 percent of this age group are buying clothing from the online marketplace (Statistics Norway, 2021).

Therefore, this study chooses to conduct a survey on the age group of 20 to 35 because the highest number of active online shoppers belong to this group. As we could not find any research studying social network marketing impact on customer repurchase intention in the Norwegian market nor in the age group of 20 to 35 in Norway, this thesis aims to examine the impact of social network marketing on customer repurchase intention towards online shopping for clothing among the Norwegian population between 20 and 35 years old.

2. Literature review

As stated by Kaplan and Haelein (2010), social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content, which includes various forms of media content that are publicly available and created by end-users.

In May 2020, Statista announced that the total number of active social media users worldwide was 4.14 billion (Clement, 2020b). At the same time, the global social media advertising market size reached US$97,7 billion in 2020 and is expected to grow at a 7.2 percent Compound Annual Growth Rate by 2025 (Statista, 2021f). The numbers, therefore, indicate that social media is an important and expanding marketing tool.

This chapter presents literature and theories that will be relevant for building the conceptual map, choosing the research method, and discussing the research problem. The chapter mainly contains theories regarding social media marketing, social network marketing, buyer's journey, and repurchase behavior. At the end, we will present the conceptual map and hypothesis that will be tested in this study.

2.1. Social media marketing

According to Sajid (2016), social media marketing can be defined as "a strategic and methodical process to establish the company's impact, reputation, and item within areas of potential clients, visitors or supporters". In addition, Dave Chaffey describes social media marketing as:

Monitoring and facilitating customer-customer interaction and participation throughout the web to encourage positive engagement with a company and its brands. Interactions may occur on a company site, social networks and other third-party sites. (Chaffey, 2015)

The Social Media Marketing Radar (Figure 2.1.) designed by Chaffey and Bosomworth is an infographic tool that divides social media marketing into eight groups: networks, streaming, search, knowledge, blogging, customer service, publishing, and bookmarking (Bosomworth, 2015). The radar was created to help companies understand the importance of different social

media sites, and the order they should be prioritized in building a social media marketing strategy.

Figure 2.1. Social Media Marketing Radar

Source: Bosomworth (2015)

On the basis of Social Media Marketing Radar and the statistics on leading social media platforms used for marketing purposes (Statista, 2021g), social networks such as Facebook, Instagram, LinkedIn, and Twitter are the most exploited platforms in social media marketing. Further, as this thesis aims to investigate the impact of social network marketing on customer repurchase intention, we are now going to clarify the meaning and importance of social network marketing.

2.2.   Social network marketing

Social media interprets the online tools in which people can share their opinions, content, and perspective (Nair, 2011). Due to the huge popularity of social media among people all over the

world, it became a powerful marketing tool to attain target customers and make marketing much easier (Kahle and Valette-Florence, 2012). In addition, social media brought a new concept – social networks, which include social networking sites and platforms where people and organizations can create their own profiles, share information and communicate with each other (Kaplan and Haenlein, 2010). Because of its easy and useful access, social networks became a popular marketing mechanism to reach the desired groups of customers. Also, Barhemmati & Ahmad (2015) explores how social network marketing influences people's ideas and found a significant relationship between social network marketing and customer's buying behavior. For example, Facebook, Instagram, and LinkedIn have huge numbers of users that are constantly increasing, which creates the possibility of displaying products or services to billions of eyes. Moreover, the short way of reaching companies and organizations along with the easy communication with other consumers give the customer a kind of option to be more engaged, which can influence customer purchase intentions (Barhemmati & Ahmad, 2015).

According to Cohen (2009), the difference between social media and social networks is that social media is a strategy of broadcasting the information over online platforms while networking marketing is the strategy to connect the online users and involve them in a communication process.

In a social science context, a social network is described as "a set of socially relevant nodes connected by one or more relations", where the nodes are people or organizations connected by the relations (Scott & Carrington, 2011). Simultaneously, in a digital context, a social network is a site that facilitates the exchange of text, audio, or video content (Chaffey & Smith, 2017). Thus, one can argue that a social network is a platform where people and organizations connect with each other to exchange digital content. For marketing purposes, this means that by sharing digital marketing content, companies can create communities and reach out to existing and potential customers through their relations.

Research states that social network marketing is a phenomenon that allows companies to establish communities around products and services, which helps them build brand loyalty, obtain customer input, create exit barriers, and facilitate viral marketing through self-emergent customer testimonials (Gotta & O'Kelly, 2006). In the book *The Facebook Era,* Clara Shih declared that:

Social networking sites are giving marketers new abilities to hypertarget campaigns using profile information, engage community members by tapping social capital within friend groups, and systematically cultivate word-of-mouth marketing across their existing customer base. (Shih, 2009)

2.3.   Social network marketing in practice

As more and more brands and companies all over the world are using social network platforms for marketing and advertising purposes, it is crucial to look closer at its practical functioning as well. Following the earlier statement, Facebook, Instagram, LinkedIn, and Twitter are the most important social network platforms used for marketing purposes (Statista, 2021g), however, each of them must be approached differently.

Facebook, having 2.8 billion active users (Tankovska, 2021a), is the largest social networking platform, where businesses have great opportunities to reach out to numerous potential and existing customers. On Facebook, businesses are able to share photos, videos, statuses, and practical information; create communities and events; and obtain reviews and ratings. Figure 2.2. illustrates the main Facebook page of NYX Cosmetics Nordics and shows the type of content that can be found on a brand's Facebook page. According to Statista (2021b), the most effective advertising formats on Facebook are single image ads, videos, lead ads (Figure 2.3.), and dynamic product ads (Figure 2.4.).

Figure 2.2. Facebook for Business
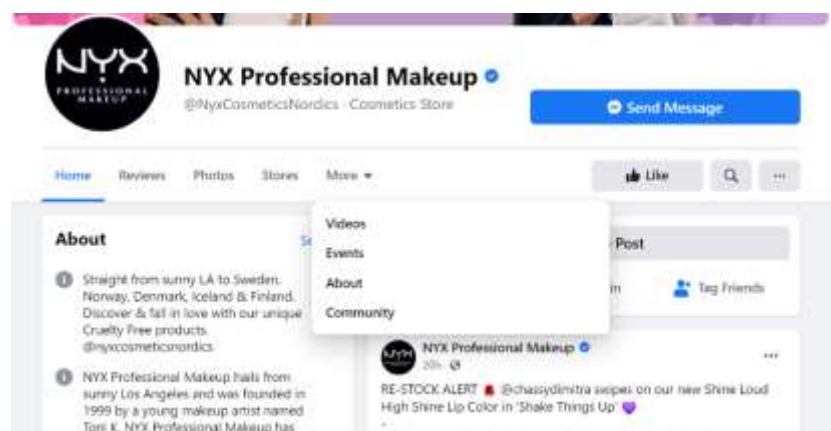
Sources: NYX Professional Makeup (2021)

Figure 2.3. Facebook Lead Ad
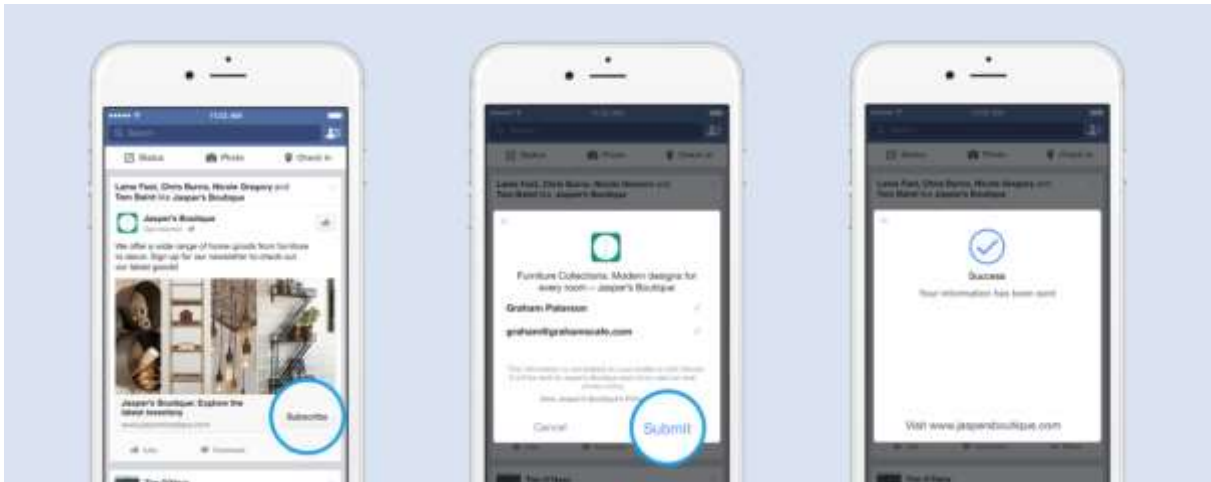
Source: Oumedian (2016)

Figure 2.4. Facebook Dynamic Ad

Source: Ekine (2017)

Instagram – a social networking platform owned by Facebook – has 1 billion active users (Clement, 2020a) and is the second most used platform for marketing purposes (Statista, 2021g). This growing platform allows brands and companies to share photos, videos and stories as well as enable paid partnerships and other collaborations with influencers and other businesses. Even though Instagram is constantly introducing new features such as Reels (short videos with editing options), IGTV, and Instagram shopping (Figure 2.5.), the most effective marketing formats are still photos, videos, and stories (Statista, 2021c).

Figure 2.5. Instagram shopping. Example of Bik Bok
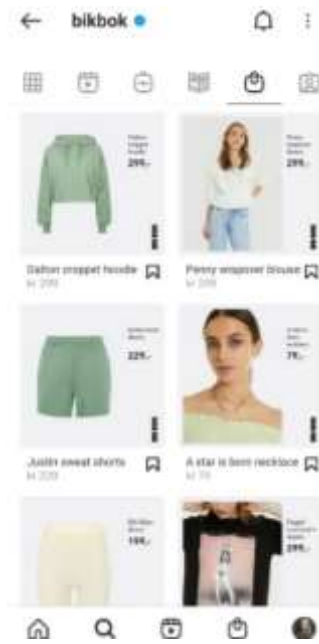
Source: BIK BOK (2021)

Unlike Facebook and Instagram, LinkedIn is a platform that is mostly used for professional networking purposes. From a marketing perspective, LinkedIn helps companies to engage communities of professionals in order to drive actions that are relevant for the business (LinkedIn, 2021). Besides ordinary posts, businesses on LinkedIn are able to promote themselves by sponsored content and messaging, text ads, and dynamic ads. However, the most effective ones are sponsored posts and lead gen forms (Figure 2.6.) (Statista, 2021d).

Figure 2.6. LinkedIn Lead Gen Forms

Source: FitzHenry (2017)

Twitter – a platform that has 192 million active users (Tankovska, 2021b) – differs from the other social networking services by its unique function of only allowing users to post short messages with up to 280 characters. Just as Facebook and LinkedIn, in addition to ordinary posts for marketing intentions, Twitter also offers several opportunities for advertising, such as polls, promoted tweets, and Twitter Ads (Twitter, 2021). Nevertheless, the most effective advertising formats on Twitter are image website cards (link to the website), single-image tweets, and GIFs, as well as promoted videos (Figure 2.7.) (Statista, 2021e).

Figure 2.7. Promoted video on Twitter

Source: Twitter (2021)

Despite the individuality of each of these four social networking platforms, there are some crucial elements that are important to adapt in a social network marketing strategy. In addition to photos, videos, posts, and advertising; elements such as hashtags, interactivity, customer engagement, and communication with the audience and other businesses are important to utilize on all the social networking platforms. Eventually, a harmonical combination of all these elements and features would be an essential part of a successful social network marketing strategy.

2.4. The impact of social media and network marketing on customer attitudes

As mentioned in the introduction, there are several studies examining the impact of social media marketing on customer attitudes such as purchase intention and loyalty. The resemblance between these studies is often a desire to find the driving forces or features of social media marketing that affect customer attitudes. Therefore, in order to understand social media and social network marketing factors affecting customer behavior, we are looking closer at these studies.

Research from Griffith University in Australia, investigating the effect of social media on customer attitudes (i.e., brand loyalty, brand awareness, and purchase intention), identified four key features that influence customer attitude towards social media marketing: entertainment, usefulness, informativeness, and irritation (Arli, 2017). The results showed that both entertainment, usefulness, and informativeness had a positive impact on customer attitudes, where entertainment had the strongest impact. As expected, irritation had a negative effect on customer attitudes. (Arli, 2017). Another study examining the impact of social media marketing on brand loyalty revealed that brand loyalty was positively affected when the brand offered advantageous campaigns, offered relevant and popular content, and appeared on various platforms and applications of social media (Erdogmus & Cicek, 2012).

As social network marketing is a part of social media marketing, the research analyzing social network marketing's effect on customer behavior is quite similar to the research examining social media marketing and its factors affecting customer behavior. Han (2014), investigating how social network characteristics affect customers' trust and purchase intention, claimed that by using earlier research he identified four factors that affect customer's trust and purchase intentions: interactivity, informativeness, convenience of use, and brand reputation. Similarly, research studying the relationship between the characteristics of social network marketing and the impact on purchase intention (Lee & Park, 2020), identified the three most important characteristics of social network marketing: interaction, convenience, and entertainment.

To sum up, the research investigating the driving forces of both social media and social network marketing shows comparable results. The factors that reappeal in several studies are entertainment, usefulness, informativeness, and interactivity in social media and network marketing. Therefore, knowing that social network marketing is a part of social media

marketing we will adapt the driving forces of social media and network marketing to investigate whether these can be utilized and/or give a similar effect for social network marketing impact on customer repurchase intention.

2.5. The buying process

From the first visit, customers move across a certain process called buyer's journey as the journey depicts the sequence from awareness stage to purchase phase through the decision-making stage (Kakalejcik, Bucko, & Vejacka, 2019). According to Dave Evans (2008), the journey has three stages that influence the buyer's purchase decision.

The first stage represents the realization of the buyer's wish for a product, or a service and the second step is the consideration which represents the buyer's evaluation to make the possible best decision while the final stage addresses the endpoint when the buyer has decided on a product or a service. On the other hand, Kotler and Keller (2016) state that a buying process starts long before the actual purchase and has consequences long afterward. Unlike the theory of Evans (2008), Kotler and Keller's theory declares that a customer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016).

The main difference between the two theories is that Kotler and Keller's version includes a stage in the buyer's journey that comprises post-purchase behavior. The post-purchase behavior involves post-purchase satisfaction, which is a function of the closeness between expectations and the product's perceived performance; post-purchase actions as good or bad reviews in terms of word-of-mouth, comments, etc.; and post-purchase uses and disposal, including the use and disposal of the product and repurchase intention (Kotler & Keller, 2016).

2.6. Repurchase intention

To anticipate future intentions and behavior based on the customer decision-making process is the aim of many psychologies, marketing, and customer behavior theories (Han, Hsu, & Sheu,

2011). According to Ryu, Han, and Kim (2008), satisfaction, quality, switching cost, and commitment are repeatedly gaining significance in analyzing customer repurchase intentions.

Several researchers have investigated repurchase concepts and the factors behind the repurchase intention. According to Hume, Mort, and Winzar (2007), repurchase intention is defined as the customer's decision to engage in future activity with a service provider. Zeithaml, et al. (1996) divide repurchase intention into two forms, first, the intention of repurchase (re-buy) and second, the intention to involve with positive word-of-mouth or the recommendation. Both behaviors are correlated and have a positive effect on the repurchase (Dixon, Bridson, Evans & Morrison, 2005).

In the concept of online shopping, Khalifa and Liu (2007) define repurchase as the re-usage of the online channel to buy from a particular retailer or the continuance behavior of shopping from the same online store. In addition, Chen, Huang, Hsu, Tseng, and Lee (2010) state that repurchase intention is the "repeat intention of Internet shoppers for the buying of products or services delivered by a Web-based shopping mall".

Research from Hume et al. (2007) additionally states that repurchase intention is often confused with loyalty. The researchers declare that repurchase intention refers to the intended behavior, while loyalty means that a customer is committed and prefers to repurchase a particular product over time. A customer can have positive, or negative repurchase intentions but not necessarily be loyal (Hume et al., 2017).

2.7.   Fashion e-commerce in Norway

E-commerce, whose sales has reached the value of US$4.28 trillion worldwide (Coppola, 2021), allows online retailers to predictably provide convenient, informative, and personalized experience of all types of product categories for vastly different types of consumers (Kotler & Keller, 2016).

Fashion, as the largest segment of e-commerce, has a projected market volume of US$759,466 million worldwide in 2021 (Statista, 2021a). In Norway, as in most other countries, clothing and footwear is the most popular product category among online shoppers (Sabanoglu, 2020a).

It actually accounts for 29 percent of the e-commerce revenue in Norway (EcommerceDB, 2021b). In fact, approximately 65 percent of women and 38 percent of men between 16 and 44 years old purchased clothing online in 2020 in Norway (Statistics Norway, 2021). This leads to a total of 51 percent of both sexes purchasing clothing online in 2020 in Norway.

Since fashion is the largest product segment in the Norwegian e-commerce market, the competition between online stores is also big. The most popular fashion online stores in Norway are Zalando, H&M, Boozt and, Nelly. Verily, Zalando, as the most popular online store in the fashion segment, generated nearly US$150 million (EcommerceDB, 2021a).

3. Hypothesis development

3.1. Conceptual map

The conceptual map of this study aims to illustrate the objective of the research and help to build the hypotheses that will be used to answer the research question. As the main objective of this study is to investigate what are the driving forces of social network marketing that influence customer repurchase intention, the conceptual map will help to investigate whether entertainment, usefulness, informativeness, and interactivity of social network marketing content have an impact on customer repurchase intention. The driving forces used in this conceptual map are drawn from the literature review (Arli, 2017; Erdogmus & Cicek, 2012; Han, 2014; Lee & Park, 2020).

The purpose of the conceptual map, in this case, is to demonstrate how the independent variables, which in this case are the driving forces of social network marketing, affect the customer repurchase intention, which is the dependent variable. The junctions between entertainment, usefulness, informativeness, interactivity, and customer repurchase intention represent the hypotheses of this study.

Figure 3.1. Conceptual map
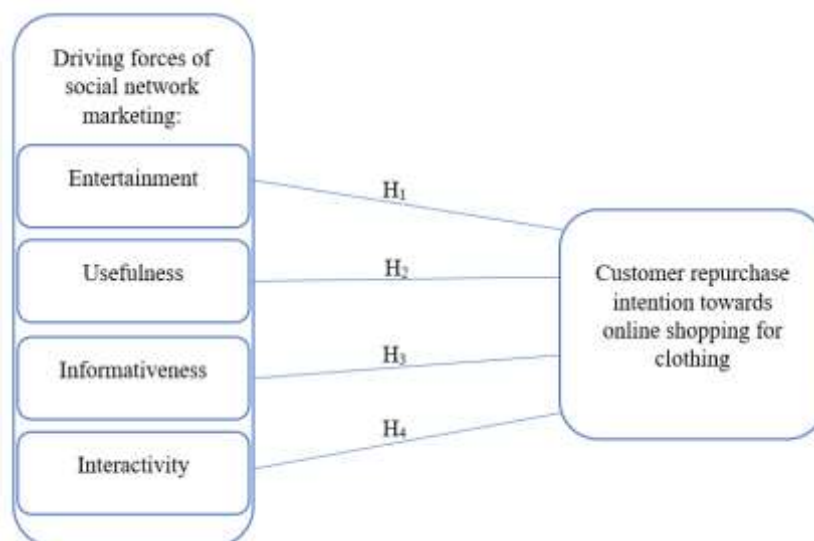
3.2. Hypothesis development

In order to examine whether the driving forces of social network marketing that are used in the conceptual map have any impact on customer repurchase intention of shopping goods, we created four hypotheses that comprise each of the driving forces. The hypotheses will contribute to clarifying whether the variables in the conceptual map will correspond with the subsequent findings of this research.

3.2.1. Entertainment

In Cambridge Dictionary (2021) entertainment is described as activities that entertain and enjoy people. From a marketing perspective, entertainment is therefore associated with content that appears entertaining, amusing, or in other ways interesting in customers' eyes. According to Sheth and Kim (2017, p.65), offering entertainment over social media evokes positive emotions which influence the attitude towards the brand. Research from Arli (2017) and Lee & Park (2020) indicate that entertainment has a strong impact on customers' attitude towards a brand and purchase intention, which we assume can also have a significant impact on customer repurchase intention.

H_1: Entertaining social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.

3.2.2. Usefulness

As people are spending more and more time on social media and social networking platforms, they are both consciously and unconsciously expecting to perceive value and usefulness from the information they obtain from these platforms. Referring to the research conducted by Arli (2017), the usefulness of a brand's social media marketing content can improve customers' shopping performance and has a positive impact on brand awareness and loyalty. Providing useful and relevant content is therefore one of the most crucial strategies to succeed with marketing on social networking platforms (Erdogmus & Cicek, 2012).

H$_2$: Useful social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.

3.2.3. Informativeness

Informativeness is defined as the "informative quality" (Han, 2014) or the "ability to inform users about product alternatives that enable them to make choices yielding the highest value" (Rotzoll, Haefner & Sandage, as cited in Lee & Hong, 2016). In terms of social media marketing, informativeness is associated with the fact that social media sites provide relevant and high-quality product information (Arli, 2017).

H$_3$: Informative social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.

3.2.4. Interactivity

According to Leggat (as cited in Erdogmus & Cicek, 2012), customers view social networking platforms as a service channel, where they can engage with the businesses on real-time bases. As stated by Ariel & Avidar (2015) interactivity is an important element of the communication process that serves a relational maintenance strategy that contributes to relational outcomes. When it comes to marketing on social networks, interactivity could involve direct communication between customers and companies in terms of communities, customer engagement, messages, comments, polls, etc. Customers' perceived interactivity has a positive effect on their attitudes toward the brand's social network page and their emotional responses toward the brand community (Huang, Liao, Wang & Lin, 2018).

H$_4$: Interactive social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.

4. Research methodology

4.1. Research design

It is said that marketing research is the sum of functions to collect information, analyze the information and use the result to improve the process of marketing. According to the American Marketing Association, marketing research is a systematic tool to identify the objectives and collection of data to analyze and use the information for decision making (Malhotra & Dash, 2016).

Eventually, the research design is the formal structure to carry on the research project but according to Malhotra & Dash (2016), a research design is the guideline of a marketing research project which represents the detailed procedure of information collection, measuring, and scaling to analyze the information to solve the research problem.

Research design is classified into two major categories: exploratory research design and conclusive research design. Exploratory research provides a better understanding of the problem without providing any definite results, and the research process could be unstructured and flexible (Malhotra & Dash, 2016). Conclusive research, on the other hand, consists of structured and formal research design. Conclusive research is conducted based on extensive and representative samples which are considered for quantitative analysis and findings are used for decision making as well (Malhotra & Dash, 2016). Conclusive research is further distinguished between descriptive or causal research.

In this study, we are using descriptive research design as exploratory research only works to discover the insight and causal research work with the aim of cause and effect, while descriptive research aims to work with the functions or characteristics based on a particular hypothesis. Moreover, descriptive research is a structured and formal research design that works great with quantitative data analysis processes and the findings can be used for further decision making (Malhotra & Dash, 2016). Hence, this master's thesis uses descriptive research design to conduct the research.

4.2. Methodology

Data is the cardinal point of every research. Research data is divided into primary and secondary data, where primary data is originated to specifically address the research problem, while secondary data is collected for other purposes than the research problem (Malhotra & Dash, 2016). Primary data may be qualitative or quantitative (Malhotra & Dash, 2016). Qualitative research is an unstructured, nonstatistical method that helps to provide an insight to interpret the problem, while quantitative research helps to find a course of action based on data quantifying in a structural and statistical way (Malhotra & Dash, 2016). The quantitative method seeks clarification and to form a mathematical analysis to forecast the action (Williams, 2007).

According to Creswell (2003), quantitative research starts with the problem statement and requires the development of a hypothesis and a literature review with quantitative data analysis. The author also added that the findings of such research can be predicted, explanatory, and confirming. Quantitative research originates from physical science, especially from chemistry and physics so it uses the mathematical model for data analysis through formatting a structured research design, measurement procedure, and statistical analysis (Creswell, 2003). Therefore, this master's thesis chooses to use the quantitative research methodology as this method helps to reach the research objective by creating the meaning of collected data.

The three main categories of quantitative research are descriptive, experimental, and causal comparative where descriptive research examines or identifies the attributes of certain phenomena based on observation or exploration of the correlation between two or more occurrences (Leedy and Ormrod, 2001). To conduct this study, we, therefore, chose a quantitative descriptive research method with a single cross-sectional design, where only one sample of respondents is drawn from the target population and information is obtained only once (Malhotra & Dash, 2016).

4.3. Questionnaire design

The questionnaire used for data collection in this study consists of 14 questions, an introductory text, an information text explaining the situation the respondents should imagine themselves in, and a closing text. Each question of the survey has the purpose of gathering data for each

variable that is necessary for data analysis, hypothesis testing, and answering the research questions. Therefore, all questions included in the survey can be divided into four groups (variables): filter questions, demographic variables, independent variables, and a dependent variable.

In order to make sure that the respondents are qualified to be included in the research, the questionnaire includes two filter questions; the first asking whether the respondent has ever purchased clothing online, and the second asking whether the respondent is using any of the social networks.

The demographic variables that are included in the survey are gender, age, employment status, education, the usage of social networks, and the online shopping experience for the purchase of clothing. The demographic questions are created based on similar research and references used in the literature review (Arli, 2017; Han, 2014; Lee & Park, 2020; Wen, Prybutok & Xu, 2011). As the survey is totally anonymous, we are not collecting any identifiable information. The questions regarding the usage of social networks and the shopping experience of buying clothing online are included to understand the pattern of consumer behavior that is relevant for the research.

The independent variables of this study are the four driving forces of social network marketing: entertainment, usefulness, informativeness, and interactivity. In the survey, each variable (driving force) has 3-5 questions or statements that respondents have to express their level of agreement to. Lastly, the dependent variable, which in this case is repurchase intention, has a similar question design as questions regarding independent variables, where respondents have to identify their level of agreement on several statements. Both the questions regarding independent and dependent variables are constructed in the light of earlier similar research of either driving forces and features of social media/network marketing impacting purchase intention or repurchase intention of online shopping (Arli, 2017; Han, 2014; Bao, et al., 2015; Chiu, et al., 2009; Kim et al. 2012; Lin, Yan, Chen & Luo, 2017).

Based on Malhotra and Dash's (2016) statement that questions in the survey can be either unstructured or structured, we choose to only include structured questions as they are easier to answer and give more specific data that is easier to analyze. Also, structured questions specify

the set of response alternatives and the response format which could be multiple-choice, dichotomous, or a scale (Malhotra & Dash, 2016).

4.3.1. Scaling

As structured questions require a specific format of response alternatives, this thesis makes use of multiple-choice and the Likert scale as response formats. A Likert scale is a measurement scale with four, five, or seven response alternatives, typically used to indicate the respondent's degree of agreement or disagreement with a statement related to the stimulus objects (Malhotra & Dash, 2016). As mentioned previously, in the questionnaire used for this study, both the dependent and independent variables include questions with statements that respondents have to express their level of agreement to. These questions will therefore involve five-point Likert scales. The demographic variables in the survey consist mostly of multiple-choice questions, which include three or more answers.

4.4.   Target population of the study

According to Malhotra and Dash (2016), a population is "the aggregate of all the elements that share some common set of characteristics that comprises the universe for the purpose of the marketing research problem." In other words, a population is a group of individuals that share a certain set of characteristics that a study lays interest in.

The target population of this thesis consists of Norwegian inhabitants between 20 and 35 years old. The reasons for choosing this population are because this study is conducted in Norway and as mentioned in the introduction, the age group of 20 to 35 years old is purchasing online the most. In addition, approximately 96 percent of the Norwegian population in this age group are using social networks (Tankovska, 2020b), of whom 91 percent are daily users of social networks (Tankovska, 2020a).

4.5.   Research sampling

After defining the target population of the study, we have to outline the sample size of the research. A sample is a subgroup of the population selected for participation in the study, while sample size refers to the number of elements (respondents) to be included (Malhotra & Dash, 2016). Referring to Malhotra and Dash (2016), the sample size is often influenced by the average size of samples in similar studies. Therefore, this study will have a sample size of 150 to 200 respondents.

In order to reach the sample size that has been adopted in the thesis, it is crucial to implement the correct sampling method. Malhotra and Dash (2016) distinguish between two main sampling techniques: probability sampling, where respondents are selected by chance, and nonprobability sampling that relies on the personal judgment of the researcher rather than the chance selection procedure. For the purpose of this study, we are using probability sampling, and specifically simple random sampling, where "each element in the population has a known and equal probability of selection" (Malhotra & Dash, 2016).

4.6.   Data collection

Data collection is an important part of the research that involves the acquisition of relevant information, which in this case is data, in order to solve the research problem. Research data is divided into primary and secondary data, where primary data is originated to specifically address the research problem, while secondary data is collected for other purposes than the research problem (Malhotra & Dash, 2016). This study is using primary data in the form of a survey for the purpose of data collection.

The survey method of obtaining information is based on a structured questionnaire that is given to a sample of a population and designed to elicit specific information from respondents (Malhotra & Dash, 2016). Survey questionnaires can be gathered either by mail, by telephone, in person, or online (Kotler & Keller, 2016). This thesis makes use of an online survey created on Qualtrics.

4.7. Research tools

4.7.1. Validity and reliability of the measurements

An important procedure of the research that includes data collection is to assess the value of the gathered data, which can be done by evaluating the validity and reliability of the measurements that are included. In other words, reliability and validity are used to evaluate the accuracy and the applicability of the scales that are used in the different variables of the data (Malhotra & Dash, 2016).

According to Malhotra and Dash (2016), the validity of a scale is "the extent to which difference in observed scale scores reflect a true difference among objects on the characteristic being measured, rather than systematic or random error". To ensure that the validity of the scales used in the different variables is at its optimal, the questions of the survey as well as their scales are based on and adapted from similar research that has been done earlier and utilized by several researchers.

Reliability, on the other hand, refers to "the extent to which a scale produces consistent results if repeated measurements are made on the characteristics" (Malhotra & Dash, 2016). According to Babbie (2013) "reliability is a matter of whether a particular technique, applied repeatedly to the same object, yields the same result each time". One of the most popular methods for testing reliability is to implement a Cronbach's alpha test.

4.7.2. Common method bias

Referring to MacKenzie and Podsakoff (2012), common method bias occurs when the variation in responses is caused by the measurement instrument rather than the predispositions of the respondents. To mitigate the common method bias in this study, some procedural remedies based on the research from MacKenzie and Podsakoff (2012) have been implemented. First, all questions in the survey are structured, have fixed response alternatives, and use simple and concise language. Second, the survey includes information explaining the importance of the respondents' opinion and their participation in the research as well as why the questions are important and how the information will be used. Third, the survey makes use of several types

of scales and reverse wording. Additionally, common method bias can be tested by implementing Harman's Single Factor Test.

5. Data analysis and results

5.1. Reliability test

To measure the internal consistency reliability of a data set, it can be useful to conduct a Cronbach's Alpha test. Cronbach's Alpha is not exactly the statistical test but a coefficient of reliability in which additional analysis can be performed (Malhotra & Dash, 2016). Basically, the coefficient varies from 0 to 1 where the value 0.6 or less indicates unsatisfactory internal consistency reliability (Malhotra & Dash, 2016).

In this study, the Cronbach's Alpha test was taken to measure the reliability of the independent and dependent variables. The outputs from all Cronbach's Alpha tests taken in this study can be found in Appendix B, but the most crucial numbers are shown in Table 5.1. The results show that all the variables are reliable with Cronbach's Alpha coefficients over the value of 0.6, which indicates that all variables have high levels of internal consistency reliability. This indicates that further analyses can be performed, and the results will be reliable.

Table 5.1. Cronbach's Alpha of independent and dependent variables

Variable	Number of questions	Cronbach's Alpha
Entertainment	3	0.859
Usefulness	3	0.839
Informativeness	5	0.886
Interactivity	3	0.905
Repurchase intention	3	0.811

5.2. Harman's Single Factor test

As mentioned earlier, the common method bias can be tested by using Harman's Single Factor test. To implement the test, we entered all variables from the data and chose the principal axis factoring method with a single factor. The test showed a result of 34.35 percent of the total variance, which is below the recommended threshold of 50 percent. This indicates that there is no common method bias in this study.

5.3. Descriptive statistics

5.3.1. Demographics

Age

As this study aims to investigate the impact of social network marketing on customer repurchase intention towards online shopping for clothing among the Norwegian population between 20 and 35 years old, for further analysis we are excluding the answers that do not belong to this age group. Even though we had 159 respondents in total, only 143 respondents belong to the age group 20 to 35 or were qualified to be complete the survey. Eight of the respondents were not qualified to be included in the research as they did not meet the requirements in the control questions of the survey. In addition, seven respondents belonged to the age group of 36 to 50, and one respondent belonged to the age group of 51 to 65. Figure 5.1. shows the distribution of respondents in different age groups.

Figure 5.1. Distribution of sample by age group
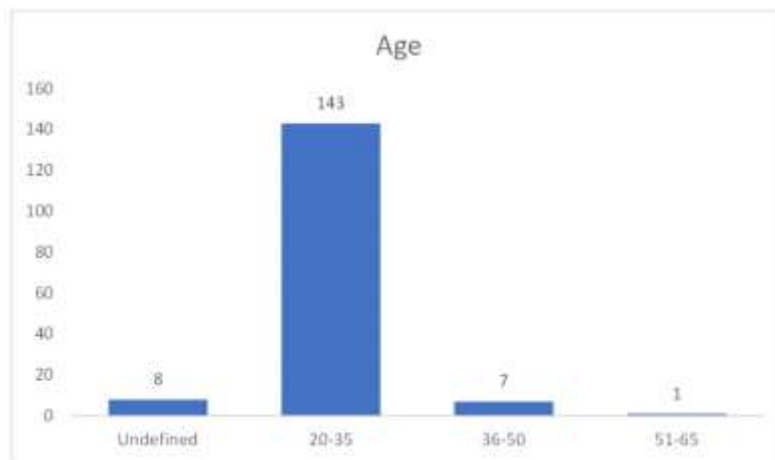
Gender

Out of 143 respondents that belonged to the age group of 20-35, 68 percent were women, and only 32 percent were men. The uneven distribution in gender can be explained by our own contact lists and groups of friends with whom we shared the survey, which mainly consist of females.

Figure 5.2. Distribution of sample by gender
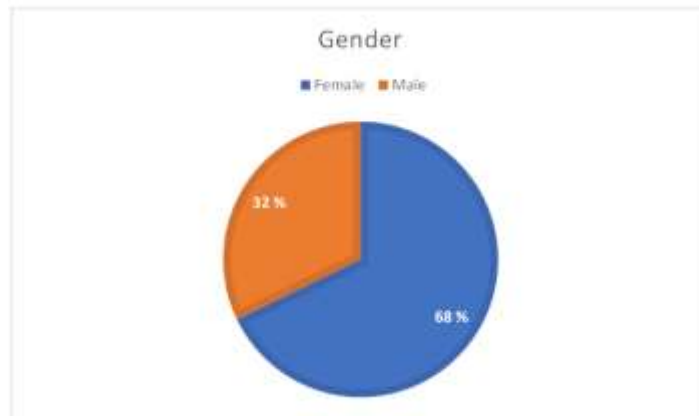
Employment status

Among 143 respondents, there were 85 students, which is 60 percent of the total number, respondents that are employed full-time represent 22 percent and is the second-highest number. Respondents who are employed part-time made-up 16 percent of the total number, while only one respondent is unemployed, and two respondents preferred not to tell their employment status and one has been found as unemployed.

Figure 5.3. Distribution of sample by employment status

Educational level

From our descriptive analysis, we have found that 59 percent of the respondents have a master's degree, 30 percent have a bachelor's degree, while 6 percent are high school graduates, 4 percent have done some college and 1 percent preferred not to tell their education level.

Figure 5.4. Distribution of sample by educational level
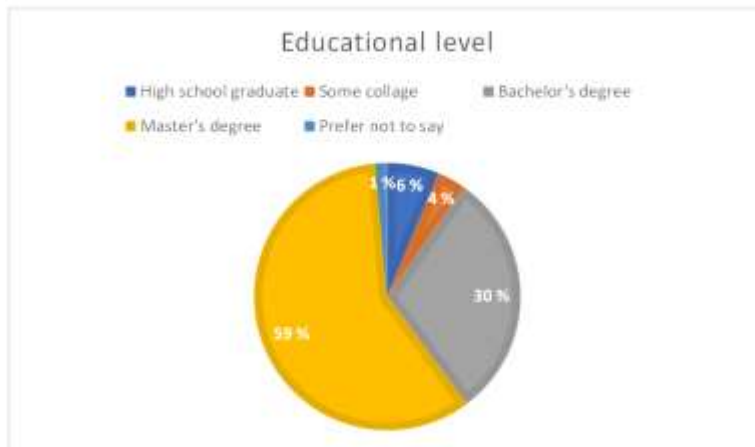
Time spent on social networks

The results from the descriptive statistics show that a quite big and even number of the respondents spend either 2 to 4 hours (44 percent) or 30 minutes to 2 hours (40 percent) on social networks. 13 percent are spending more than 4 hours on social networks while only 3 percent spend less than 30 minutes on social networking sites.

Figure 5.5. Distribution of sample by time spent on social networks
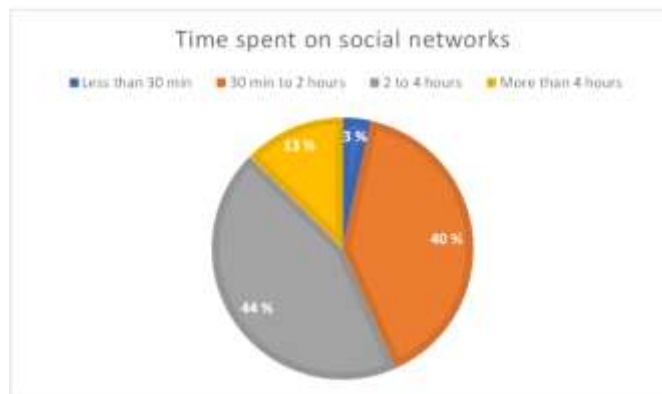
Following favorite online clothing store on social networks

Among the sample of 143 respondents, 88 of them, which is the largest proportion and makes up 61 percent, answered that they are following some of their favorite online clothing stores on social networks. 22 percent of the respondents follow all their favorite online clothing stores, while 17 percent do not follow any of their favorite online clothing stores on social networks.
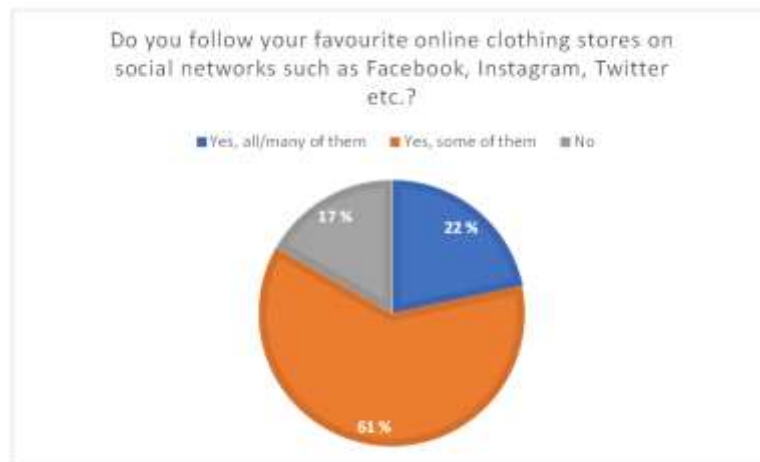
Frequency of purchasing clothing online

The results show that a large number of the respondents are purchasing clothing online either a few times in months (38 percent) or once a month (33 percent). However, as many as 26 percent answered that they hardly ever purchase clothing online, and only 3 percent purchase clothing online once a week.

Figure 5.7. Distribution of sample by frequency of purchasing clothing online

Frequencies of using Facebook, Instagram, LinkedIn, and Twitter

The descriptive statistics reveal that among all 143 respondents, Facebook is the most popular social networking site as 99 percent of the sample is using Facebook. The results also show that

71 percent of the respondents are using Instagram, 68 percent are using LinkedIn, but only 31.5 percent are using Twitter.

Figure 5.8. Distribution of sample by social network usage
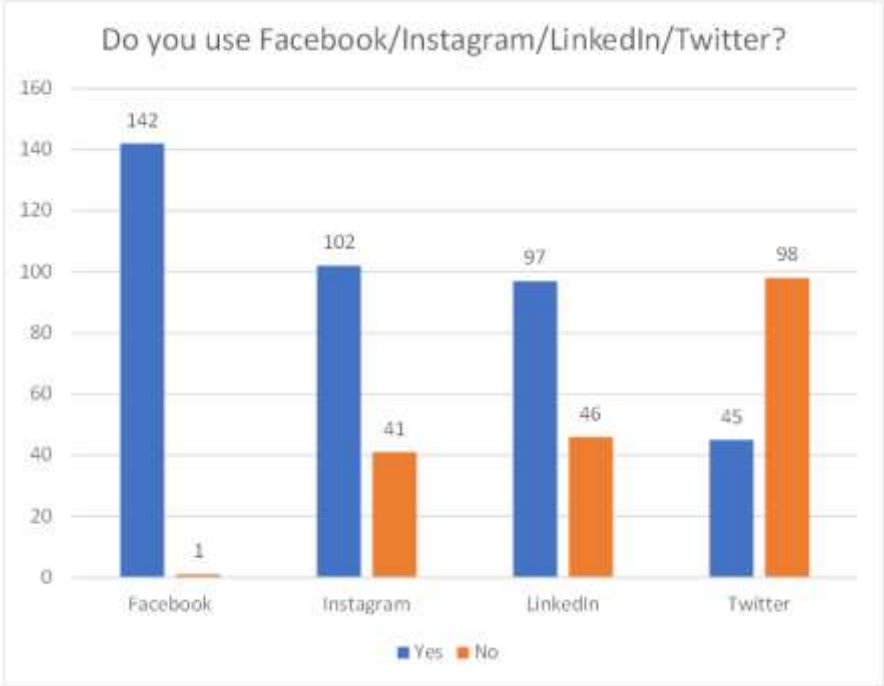
5.3.2. Independent variables

Entertainment

Each of the independent variables and the dependent variable consist of 3-5 statements that have been used in the survey of this study, where the respondents had to express their level of agreement. For the *Entertainment* we used three statements that referred to the online clothing stores sharing enjoyable, pleasing, and entertaining content on their social network pages. The descriptive statistics that are available in Appendix E showed that the majority of the respondents somewhat agree with the statements that online clothing stores share enjoyable and pleasing content. However, the statement regarding the entertaining content had a lower mean value, so that 35 percent of the respondents neither agree nor disagree that online clothing stores share entertaining content on their social network pages.

Figure 5.9. Response distribution of entertainment
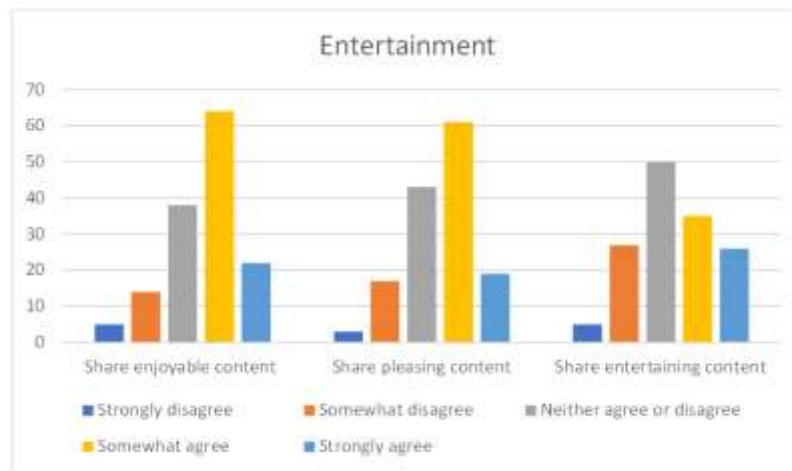
Usefulness

The variable *Usefulness* also consisted of three statements where the main idea was to see how strongly the respondents agree to the statements that using social networks can improve their performance and effectiveness and easiness when searching for and purchasing clothing. The results from the descriptive statistics indicate that the respondents mostly agree on all three statements, but performance gets the highest mean value.

Figure 5.10. Response distribution of usefulness
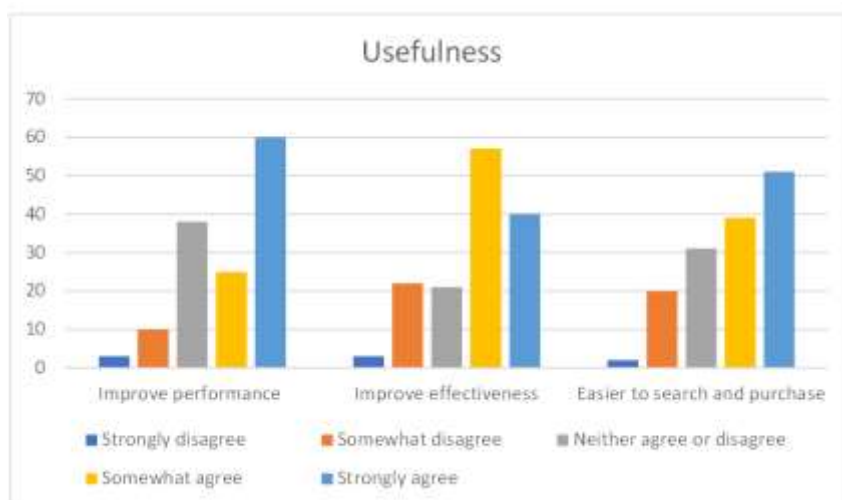
Informativeness

Informativeness is the variable that has the highest number of statements, which is five. The statements involved that social networks are good and convenient sources of information; and that online clothing stores provide relevant, timely, and up-to-date information on social networks. The descriptive statistics reveal that the distribution of the level of agreement is quite even between the statements. In all the statements, the most popular answer is "Somewhat agree", and only a few respondents have disagreed with the statements regarding the informativeness of social network marketing.

Figure 5.11. Response distribution of informativeness
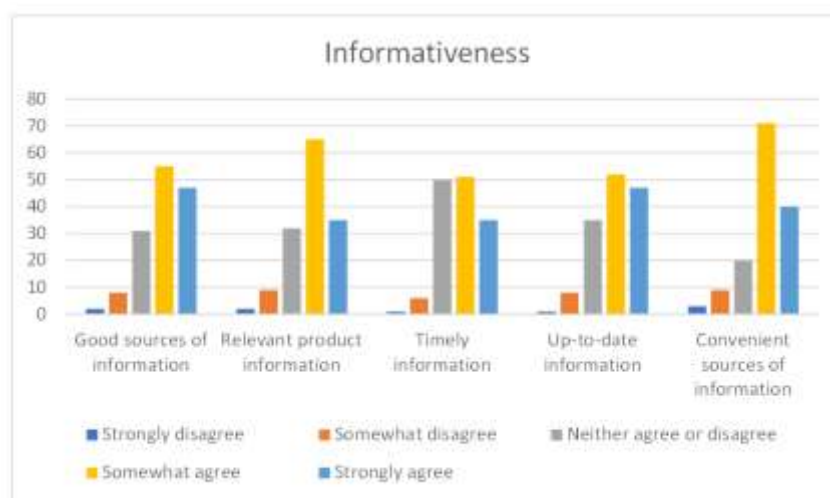
Interactivity

The variable *Interactivity* includes three statements, which state that online clothing stores actively exchange information and frequently interact with followers on their social network pages; and that online clothing stores often respond in a timely manner to inquiries or comments from followers. The statistics show that also here, the most popular answer is "Somewhat agree" on all three statements. However, the number of respondents answering "Strongly agree" was rather low, which gives a lower mean value in general.

Figure 5.12. Response distribution of interactivity
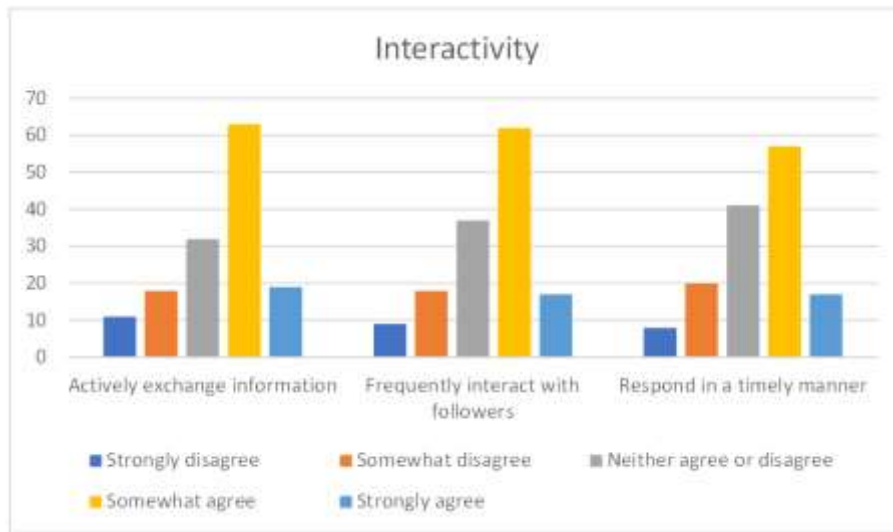
5.3.3. Dependent variable

Repurchase intention

Like all of the independent variables, the dependent variable also includes statements that the respondents were asked to express their level of agreement on. *Repurchase intention* includes three statements that are about the likelihood for the respondents to continue to purchase clothing from the online stores that they regularly use; to recommend these to the people around; and to use them as the priority option for future purchases. Unlike in the independent variables, the respondents agreed more on the statements regarding repurchase intention and the most popular answer for all three statements was "Strongly agree". Also, there were only a few who disagreed with these statements, which indicates that people have strong intentions to repurchase from the same online clothing stores that they regularly use.

Figure 5.13. Response distribution of repurchase intention
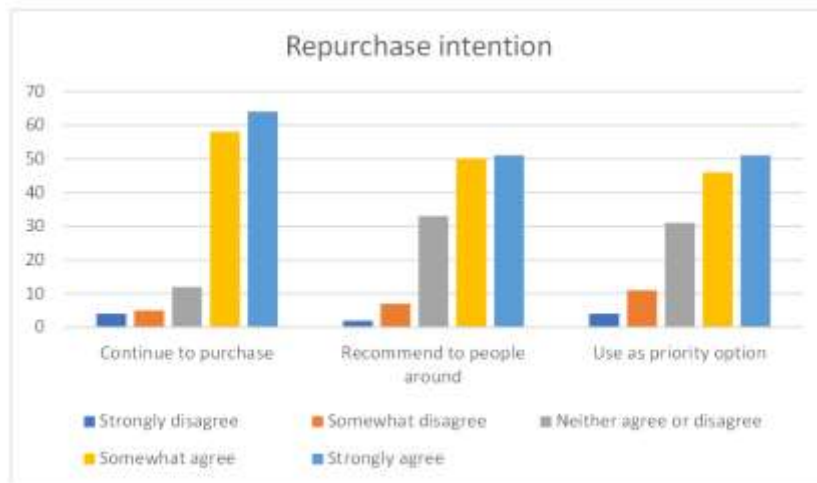
5.4.   Correlation analysis

A correlation analysis is a statistical measurement that summarizes the strength of association between two metric variables and indicates the degree to which the variation in one variable is related to variation in another variable (Malhotra & Dash, 2016). As this theory was originally proposed by Karl Pearson, it is known as *the Pearson correlation coefficient* (Malhotra & Dash, 2016). A correlation analysis is used in this study to understand the correlation among the independent and dependent variables. In other words, it is here used to see the strength of relationship between all four driving forces of social network marketing and also the relationship between each of the driving forces and the repurchase intention. The table below (Table 5.2.) shows Pearson correlation values from correlation analysis (Appendix G) of independent and dependent variables.

Table 5.2. Pearson correlation analysis of independent and dependent variables

	Entertainment	Usefulness	Informativeness	Interactivity	Repurchase intention
Entertainment	1				
Usefulness	0.424	1			
Informativeness	0.469	0.645	1		
Interactivity	0.186	0.050	0.063	1	
Repurchase intention	0.507	0.316	0.409	0.224	1

As the Pearson correlation coefficient varies between -1 and 1, the value of 0.5 or higher indicates a strong correlation between variables, while the value that is lower than 0 indicates a negative correlation between variables. The results from Table 5.2. show that among all independent variables, informativeness and usefulness of social network marketing content have the strongest association with each other. Also, the results indicate that entertainment of social network marketing content is correlated with several other variables such as usefulness, informativeness, and repurchase intention. Even though the correlation between interactivity and usefulness, as well as interactivity and informativeness, are extremely low, the two values are not significant (see Appendix G), and therefore, cannot be used to make any statement.

5.5.   Two-tailed t-test and ANOVA test

In this study, we wish to examine the differences in each of the independent variables and the dependent variable with respect to factors such as gender, time spent on social networks per day, purchase frequency, and whether the respondent is following online clothing stores on social networks. Therefore, we use two types of tests: a two-tailed t-test to study the difference in the independent and dependent variables with respect to gender and an ANOVA test for the rest of the factors. Both tests are used to examine the difference among means for two or more populations (Malhotra & Dash, 2016). The results and plots from the two-tailed t-test and the ANOVA analyses for each variable can be found in Appendix H.

Gender

The only two variables that are significant in the two-tailed t-test are entertainment and informativeness. The results from the test show quite a high difference in how the two genders react to the social network marketing content posted by online shopping stores. The results indicate that women agree more with the statements that the content posted by online clothing stores is more entertaining and informative, while men tend to agree less.

Time spent on social networks

The first ANOVA test was conducted to see the difference in respondents' reactions to the different driving forces of social network marketing with respect to the respondents' time spent on social networks per day. As there were three out of five variables that were significant in this test, we can conclude that the part of the target population who spend the least time on

social networks tend to agree less to the statements that online clothing stores share entertaining, useful, and informative content on their social network profiles. In addition, the part of the target population who spends four or more hours on social networks scores highest on the usefulness of social network marketing.

Following online clothing stores on social networks

The next ANOVA test was taken to study the difference in respondents' reactions to the driving forces of social network marketing and the repurchase intention with respect to whether the respondent is following his/her favorite online clothing stores on social networks. All five variables were significant, which allows us to study the differences in each of the variables. The results indicate that the part of the target population that is following all or many of their favorite online clothing stores agree most on the statements regarding entertainment, usefulness, and informativeness of the social network marketing. Simultaneously, the part of the target population that is not following any of the online clothing stores on social networks tend to agree less on the impact of all the driving forces of social network marketing, and also, they seem to have smaller intentions to repurchase from the same online clothing stores.

Purchase frequency

When it comes to the difference in purchase frequency and its impact on the driving forces of social network marketing and repurchase intention, we can draw conclusions from three variables that are significant: usefulness, informativeness, and repurchase intention. The ANOVA test indicates that the part of the target population that hardly ever purchases clothing online tend to agree less on the impact of usefulness and informativeness as well as on repurchase intention. However, the results also indicate that the part of the population that purchases clothing online once a month agrees more than the one that purchases clothing once a week.

5.6. Regression analysis

Regression analysis is a statistical procedure for analyzing associative relationships between a dependent variable and one or more independent variables (Malhotra & Dash, 2016). In this study, regression analysis is used to test the hypotheses, as it aims to measure the impact of the driving forces of social network marketing on repurchase intention towards online shopping for

clothing. As the conceptual map of the study includes four independent variables (entertainment, usefulness, informativeness, and interactivity) and one dependent variable (repurchase intention), we chose to conduct a multiple regression analysis.

To check whether the data is suited for regression analysis, we checked the assumptions of linearity, normality, homoscedasticity, and multicollinearity. The complete output from SPSS is available in Appendix I. To sum up the results from the linear regression analysis, the residuals in the Normal Predicted Probability (P-P) plot (Appendix I) follow the normality line but have some small deviations, which indicates that the residuals are distributed normally. The Scatterplot (Appendix I) shows clear linearity between the dependent and independent variables, as well as no violation of homoscedasticity. The absence of multicollinearity was checked by using Variance Inflation Factor (VIF) values, which indicated that there was no sign of multicollinearity. Therefore, all the assumptions were met, and the data satisfy the assumptions for regression analysis.

The output from SPSS with complete multiple regression analysis is available in Appendix J. The model that was assessed for the multiple regression is:

$$Repurchase\ intention = \beta_0 + \beta_1 * Entertainment + \beta_2 * Usefulness + \beta_3 * Informativeness + \beta_4 * Interactivity + \varepsilon$$

In order to use the regression analysis in hypothesis testing, it is crucial that the analysis has an overall significance level of 95 percent or higher and has an acceptable level of strength of association between variables (R^2). The significance level of the whole regression analysis is 100 percent, however, the association between variables is a bit low, but still acceptable, where 31.4 percent of the variation in repurchase, intention is explained by the four driving forces of social network marketing.

5.7. Test of hypothesis

To inspect whether a hypothesis can be accepted or has to be rejected, it is important to conduct a hypothesis test. As mentioned in the chapter above, we use multiple regression analysis for

this purpose. In a hypothesis test, the null hypothesis is always the one that is tested, but when it is rejected, the alternative hypothesis will be accepted. The alternative hypotheses in this study were developed in chapter 3.2.

Table 5.3. Values from hypothesis testing

Independent variable	Unstandardized B	P-value
Entertainment	0.355	0.000
Usefulness	0.008	0.927
Informativeness	0.242	0.024
Interactivity	0.120	0.053

Hypothesis 1: *Entertaining social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.*

The significance level of the variable *Entertainment* is 100 percent, and the unstandardized coefficient has a value of 0.355, which implies that we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1).

Hypothesis 2: *Useful social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.*

Unfortunately, the P-value (significance coefficient) of *Usefulness* is very high and the unstandardized coefficient is very low, which means that we cannot draw any conclusions from this variable. Therefore, we accept the null hypothesis and reject the alternative hypothesis.

Hypothesis 3: *Informative social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.*

The significance level of *Informativeness* is acceptable at 98 percent and the value of the unstandardized coefficient is 0.242. This means that we can reject the null hypothesis and accept the alternative hypothesis.

Hypothesis 4: *Interactive social network marketing content has a positive impact on customer repurchase intention towards online shopping for clothing.*

The independent variable *Interactivity* has an acceptable significance level (95 percent) and an unstandardized coefficient of 0.120. Therefore, we reject the null hypothesis and accept the alternative hypothesis.

5.8.   Limitations

As a master's thesis has boundaries in both time and the resources, this study is limited at several points. Firstly, we limited the scope of the study by restricting the customer repurchase intention to only cover one specific product class and commerce. Therefore, we chose to focus on repurchase intention towards online shopping for clothing. Secondly, we made limitations on the population of the study. As this study was done in Norway, we focused on the Norwegian market. Eventually, we decided to focus on the Norwegian population only involving the age group between 20 and 35 years old.

A possible limitation to the study could be the non-response bias, which occurs "when actual respondents differ from those who refuse to participate" (Malhotra & Dash, 2016). In order to avoid the non-response bias in this study, the survey was posted on different platforms several times and shared directly with our acquaintances. Also, the survey was short and concise and made in a simple way that was easily completed. In addition, the respondents were informed about the purpose of their participation and their anonymity.

6. Conclusion

6.1. General discussion

The main purpose of this study was to investigate the driving forces of social network marketing that influence customer repurchase intention, using online shopping for clothing among the Norwegian population between 20 and 35 years old as the case.

After exploring the earlier research that has been done on driving forces and factors of social network marketing, we concluded to utilize entertainment, usefulness, informativeness, and interactivity as the driving forces of social network marketing that impact customer repurchase intention. Both the descriptive statistics and data analyses of this study showed that all four driving forces are important in social network marketing. However, some of them seem to be more important than others. The descriptive statistics indicated that out of all driving forces of social network marketing, informativeness is the most important one, while interactivity scored lowest. This implies that for online clothing stores, the informative content of social network marketing is most appreciated, but interactivity such as direct communication with the customers and customer involvement is less important for the customers.

The regression analysis and hypothesis testing indicated that entertainment, informativeness, and interactivity are the driving forces of social network marketing that have a positive impact on customer repurchase intention towards online shopping for clothing. In addition, the results showed that entertainment is the most important factor of social network marketing that impacts customer repurchase intention the most.

The results from the two-tailed t-test and ANOVA analysis showed that women are more positive and tend to agree more on the importance of entertainment and informativeness in social network marketing. When it comes to the time spent on social networks, the ANOVA analysis indicated that people who spend four or more hours on social media each day are the ones that find social network marketing content useful for product search and purchase process. Also, people who follow many or all of the online clothing stores that they are regularly purchasing from believe that both entertainment, usefulness, and informativeness are important elements of social network marketing. Finally, the results indicated that the more frequently a

person is purchasing clothing online, the more positive impact the usefulness and informativeness of social network marketing has on that person.

6.2. Managerial implications

Based on our procedural analysis and findings, the study provides the following managerial implications:

Firstly, the study finds that the entertaining content of social network marketing has the most impact on customer repurchase intention towards online shopping for clothing. Thus, managers should be concerned about the entertaining content on their social network marketing strategy which must enhance and encourage the repurchase intention of existing customers as well as help to gain and engage new customers. Also, it could be helpful in building brand identity.

This study also finds that informative content of social network marketing is influential for customer repurchase intention. Hence, it could be recommended to make the social network marketing content more informative regarding the products that a company is selling. In addition, this study reveals a positive impact of interactivity on customer repurchase intention. As interactivity is the way of exchanging information that helps to build a communication process between seller and buyer. Therefore, prompt replies, comments, or concerns encourage customers to stick with the same product and seller. It could be recommended for companies to inspire and motivate their customers for inquiries and comments which could help to improve their social network marketing strategy.

Finally, online clothing stores should target customers who spend four or more hours on social networks by providing them useful product information that could improve their effectiveness in searching for and purchasing clothing. This can be done by utilizing Facebook dynamic ads, Instagram shopping, promoted tweets on Twitter, etc. Also, the customers with a high purchase frequency for clothing should be targeted by providing useful, as well as informative content.

6.3. Directions for future research

As mentioned at the beginning of this study, there are many research papers focusing on social media and social network marketing and their impact on purchase intention or customer loyalty. However, there is little research made on social network marketing and its impact on repurchase intention, especially in Norway. Therefore, future research might investigate the whole Norwegian market of online shopping for clothing.

It could also be interesting to study the difference between different age groups, other demographic characteristics, specific brands, or even several countries. As this study revealed that there is a significant difference in how women and men react to social network marketing and repurchase intention, a potential field for future research could be to study the cause of this difference and what triggers the different genders to repurchase.

Additionally, future research might include several dependent variables to the conceptual map, such as customer satisfaction, loyalty, or brand awareness. Considering other product categories might also be interesting to include in future research. It could also be interesting to study the social network marketing impact on repurchase intention on the different social network platform and how this platform makes impact on repurchase intention by using different marketing methods.

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Appendix A: Survey questions

Introduction:

This survey is conducted as a part of a master's Thesis in Business Administration at the University of Stavanger. The purpose of the study is to investigate the impact of social network marketing on repurchase intention towards online shopping for clothing. The survey should not take more than 7 minutes to answer.

All data collected through this form will only be used for purposes of this study. The survey is taken completely anonymously, and your answer will not be distinguishable from the rest of the data. Your personal opinion is very important to us, therefore, we would ask you to be as honest as possible.

Thank you for participating in our study!

Filter questions:

Have you ever purchased clothing online?

○ Yes

○ No

Which of these social networks are you using? (Multiple answers allowed)
- Facebook
- Instagram
- LinkedIn
- Twitter
- None of these

Informational text:

For the following questions we would like you to think about online clothing stores that you regularly use. We are now going to ask you about your experience with online clothing stores and their activities on social networks (Facebook, Instagram, LinkedIn, Twitter, etc.)

Independent variables:

Entertainment

Please indicate the extent to which you agree or disagree with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
	1	2	3	4	5
Online clothing stores share enjoyable content on their social network pages					
Online clothing stores share pleasing content on their social network pages					
Online clothing stores share entertaining content on their social network pages					

Usefulness

Please indicate the extent to which you agree or disagree with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Using social networks can improve my performance when searching and purchasing clothing	○	○	○	○	○
Using social networks can improve my effectiveness in searching and purchasing clothing	○	○	○	○	○
Using social networks makes it easier to search for and purchase clothing	○	○	○	○	○

Informativeness

Please indicate the extent to which you agree or disagree with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Social networks are good sources of product information	○	○	○	○	○
Online clothing stores provide relevant product information on social networks	○	○	○	○	○
Online clothing stores provide timely information on social networks	○	○	○	○	○
Online clothing stores provide up-to-date product information on social networks	○	○	○	○	○
Social networks are convenient sources of product information	○	○	○	○	○

Interactivity

Please indicate the extent to which you agree or disagree with each of the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Online clothing stores actively exchanges information with followers on their social network pages	○	○	○	○	○
Online clothing stores frequently interact with followers on their social network pages	○	○	○	○	○
Online clothing stores often respond in a timely manner to inquiries or comments from followers on their social network pages	○	○	○	○	○

Dependent variable:

Repurchase intention

Please indicate the extent to which you agree or disagree with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
	1	2	3	4	5
It is likely that I will continue to purchase clothing from online stores that I regularly use in the future					
I intend to recommend online clothing stores that I regularly use to people around me					
I intend to use online clothing stores that I regularly use as the priority option for future purchases					

Demographic variables:

Gender

Please identify your gender

○ Male

○ Female

○ Other/Prefer not to say

Age

Please indicate the age group you belong to

○ Under 20

○ 20 - 35

○ 36 - 50

○ 51 - 65

○ 66 - 80

○ Over 80

Employment status

Please select your current employment status

○ Employed full time

○ Employed part time

○ Unemployed

○ Retired

○ Student

○ Prefer not to say

Education

Please identify your highest level of education

○ High school graduate

○ Some college

○ Bachelor's degree

○ Master's degree

○ Doctorate

○ Prefer not to say

Time on social networks

How much time do you spend on social networks in total each day?

○ Less than 30 min

○ 30 min to 2 hours

○ 2 to 4 hours

○ More than 4 hours

Following clothing stores on social networks

Do you follow your favourite online clothing stores on social networks such as Facebook, Instagram, Twitter etc.?

○ Yes, all/ many of them

○ Yes, some of them

○ No

Online shopping for clothing frequency

How often do you purchase clothing online?

○ Once a week

○ Once a month

○ A few times in months

○ Hardly ever

Appendix B: Reliability test (Cronbach's Alpha)

Entertainment:

Case Processing Summary

		N	%
Cases	Valid	143	100,0
	Excluded	0	,0
	Total	143	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,859	3

Usefulness:

Case Processing Summary

		N	%
Cases	Valid	143	100,0
	Excluded	0	,0
	Total	143	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,839	3

Informativeness:

Case Processing Summary

		N	%
Cases	Valid	143	100,0
	Excluded	0	,0
	Total	143	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,886	5

Interactivity:

Case Processing Summary

		N	%
Cases	Valid	143	100,0
	Excluded[a]	0	,0
	Total	143	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,905	3

Repurchase intention:

Case Processing Summary

		N	%
Cases	Valid	143	100,0
	Excluded[a]	0	,0
	Total	143	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,811	3

Appendix C: Harman's Single Factor Test

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,417	37,749	37,749	5,840	34,351	34,351
2	2,716	15,978	53,726			
3	1,695	9,973	63,700			
4	1,228	7,226	70,925			
5	1,068	6,280	77,205			
6	,634	3,729	80,934			
7	,494	2,907	83,842			
8	,474	2,786	86,628			
9	,402	2,362	88,990			
10	,338	1,990	90,980			
11	,290	1,707	92,687			
12	,278	1,633	94,321			
13	,252	1,483	95,804			
14	,226	1,327	97,131			
15	,176	1,036	98,166			
16	,168	,990	99,157			
17	,143	,843	100,000			

Extraction Method: Principal Axis Factoring.

Appendix D: Descriptive statistics of the demographic variables

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		8	5,0	5,0	5,0
	20 - 35	143	89,9	89,9	95,0
	36 - 50	7	4,4	4,4	99,4
	51 - 65	1	,6	,6	100,0
	Total	159	100,0	100,0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	97	67,8	67,8	67,8
	Male	46	32,2	32,2	100,0
	Total	143	100,0	100,0	

Employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full time	32	22,4	22,4	22,4
	Employed part time	23	16,1	16,1	38,5
	Unemployed	1	,7	,7	39,2
	Student	85	59,4	59,4	98,6
	Prefer not to say	2	1,4	1,4	100,0
	Total	143	100,0	100,0	

Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate	9	6,3	6,3	6,3
	Some collage	5	3,5	3,5	9,8
	Bachelor's degree	43	30,1	30,1	39,9
	Master's degree	84	58,7	58,7	98,6
	Prefer not to say	2	1,4	1,4	100,0
	Total	143	100,0	100,0	

Time spent on social networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 min	5	3,5	3,5	3,5
	30 min to 2 hours	57	39,9	39,9	43,4
	2 to 4 hours	63	44,1	44,1	87,4
	More than 4 hours	18	12,6	12,6	100,0
	Total	143	100,0	100,0	

Do you follow your favourite online clothing stores on social networks such as Facebook, Instagram, Twitter etc.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, all/many of them	31	21,7	21,7	21,7
	Yes, some of them	88	61,5	61,5	83,2
	No	24	16,8	16,8	100,0
	Total	143	100,0	100,0	

How often do you purchase clothing online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hardly ever	37	25,9	25,9	25,9
	A few times in months	54	37,8	37,8	63,6
	Once a month	47	32,9	32,9	96,5
	Once a week	5	3,5	3,5	100,0
	Total	143	100,0	100,0	

Do you use Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	,7	,7	,7
	Yes	142	99,3	99,3	100,0
	Total	143	100,0	100,0	

Do you use Instagram?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	41	28,7	28,7	28,7
	Yes	102	71,3	71,3	100,0
	Total	143	100,0	100,0	

Do you use LinkedIn?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	46	32,2	32,2	32,2
	Yes	97	67,8	67,8	100,0
	Total	143	100,0	100,0	

Do you use Twitter?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	98	68,5	68,5	68,5
	Yes	45	31,5	31,5	100,0
	Total	143	100,0	100,0	

Appendix E: Descriptive statistics of the independent variables

Entertainment:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Online clothing stores share enjoyable content on their social network pages	143	1	5	3,59	,981
Online clothing stores share pleasing content on their social network pages	143	1	5	3,53	,941
Online clothing stores share entertaining content on their social network pages	143	1	5	3,35	1,089
Valid N (listwise)	143				

Online clothing stores share enjoyable content on their social network pages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	3,5	3,5	3,5
	2	14	9,8	9,8	13,3
	3	38	26,6	26,6	39,9
	4	64	44,8	44,8	84,6
	Strongly agree	22	15,4	15,4	100,0
	Total	143	100,0	100,0	

Online clothing stores share pleasing content on their social network pages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2,1	2,1	2,1
	2	17	11,9	11,9	14,0
	3	43	30,1	30,1	44,1
	4	61	42,7	42,7	86,7
	Strongly agree	19	13,3	13,3	100,0
	Total	143	100,0	100,0	

Online clothing stores share entertaining content on their social network pages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	3,5	3,5	3,5
	2	27	18,9	18,9	22,4
	3	50	35,0	35,0	57,3
	4	35	24,5	24,5	81,8
	Strongly agree	26	18,2	18,2	100,0
	Total	143	100,0	100,0	

Usefulness:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Using social networks can improve my performance when searching and purchasing clothing	143	1	5	3,94	,980
Using social networks can improve my effectiveness in searching and purchasing clothing	143	1	5	3,76	1,087
Using social networks makes it easier to search for and purchase clothing	143	1	5	3,82	1,111
Valid N (listwise)	143				

Using social networks can improve my performance when searching and purchasing clothing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2,1	2,1	2,1
	2	10	7,0	7,0	9,1
	3	25	17,5	17,5	26,6
	4	60	42,0	42,0	68,5
	Strongly agree	45	31,5	31,5	100,0
	Total	143	100,0	100,0	

Using social networks can improve my effectiveness in searching and purchasing clothing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2,1	2,1	2,1
	2	22	15,4	15,4	17,5
	3	21	14,7	14,7	32,2
	4	57	39,9	39,9	72,0
	Strongly agree	40	28,0	28,0	100,0
	Total	143	100,0	100,0	

Using social networks makes it easier to search for and purchase clothing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1,4	1,4	1,4
	2	20	14,0	14,0	15,4
	3	31	21,7	21,7	37,1
	4	39	27,3	27,3	64,3
	Strongly agree	51	35,7	35,7	100,0
	Total	143	100,0	100,0	

Informativeness:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social networks are good sources of product information	143	1	5	3.96	.948
Online clothing stores provide relevant product information on social networks	143	1	5	3.85	.911
Online clothing stores provide timely information on social networks	143	1	5	3.79	.887
Online clothing stores provide up-to-date product information on social networks	143	1	5	3.95	.929
Social networks are convenient sources of product information	143	1	5	3.95	.929
Valid N (listwise)	143				

Social networks are good sources of product information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1,4	1,4	1,4
	2	8	5,6	5,6	7,0
	3	31	21,7	21,7	28,7
	4	55	38,5	38,5	67,1
	Strongly agree	47	32,9	32,9	100,0
	Total	143	100,0	100,0	

Online clothing stores provide relevant product information on social networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1,4	1,4	1,4
	2	9	6,3	6,3	7,7
	3	32	22,4	22,4	30,1
	4	65	45,5	45,5	75,5
	Strongly agree	35	24,5	24,5	100,0
	Total	143	100,0	100,0	

Online clothing stores provide timely information on social networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	,7	,7	,7
	2	6	4,2	4,2	4,9
	3	50	35,0	35,0	39,9
	4	51	35,7	35,7	75,5
	Strongly agree	35	24,5	24,5	100,0
	Total	143	100,0	100,0	

Online clothing stores provide up-to-date product information on social networks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	,7	,7	,7
	2	8	5,6	5,6	6,3
	3	35	24,5	24,5	30,8
	4	52	36,4	36,4	67,1
	Strongly agree	47	32,9	32,9	100,0
	Total	143	100,0	100,0	

Social networks are convenient sources of product information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2,1	2,1	2,1
	2	9	6,3	6,3	8,4
	3	20	14,0	14,0	22,4
	4	71	49,7	49,7	72,0
	Strongly agree	40	28,0	28,0	100,0
	Total	143	100,0	100,0	

Interactivity:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Online clothing stores actively exchanges information with followers on their social network pages	143	1	5	3,43	1,110
Online clothing stores frequently interact with followers on their social network pages	143	1	5	3,42	1,058
Online clothing stores often respond in a timely manner to inquiries or comments from followers on their social network pages	143	1	5	3,38	1,048
Valid N (listwise)	143				

Online clothing stores actively exchanges information with followers on their social network pages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	7,7	7,7	7,7
	2	18	12,6	12,6	20,3
	3	32	22,4	22,4	42,7
	4	63	44,1	44,1	86,7
	Strongly agree	19	13,3	13,3	100,0
	Total	143	100,0	100,0	

Online clothing stores frequently interact with followers on their social network pages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	6,3	6,3	6,3
	2	18	12,6	12,6	18,9
	3	37	25,9	25,9	44,8
	4	62	43,4	43,4	88,1
	Strongly agree	17	11,9	11,9	100,0
	Total	143	100,0	100,0	

Online clothing stores often respond in a timely manner to inquiries or comments from followers on their social network pages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	5,6	5,6	5,6
	2	20	14,0	14,0	19,6
	3	41	28,7	28,7	48,3
	4	57	39,9	39,9	88,1
	Strongly agree	17	11,9	11,9	100,0
	Total	143	100,0	100,0	

Appendix F: Descriptive statistics of the dependent variable

Repurchase intention:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
It is likely that I will continue to purchase clothing from online stores that I regularly use in the future	143	1	5	4,21	,941
I intend to recommend online clothing stores that I regularly use to people around me	143	1	5	3,99	,957
I intend to use online clothing stores as the priority option for future purchases	143	1	5	3,90	1,064
Valid N (listwise)	143				

It is likely that I will continue to purchase clothing from online stores that I regularly use in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2,8	2,8	2,8
	2	5	3,5	3,5	6,3
	3	12	8,4	8,4	14,7
	4	58	40,6	40,6	55,2
	Strongly agree	64	44,8	44,8	100,0
	Total	143	100,0	100,0	

I intend to recommend online clothing stores that I regularly use to people around me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1,4	1,4	1,4
	2	7	4,9	4,9	6,3
	3	33	23,1	23,1	29,4
	4	50	35,0	35,0	64,3
	Strongly agree	51	35,7	35,7	100,0
	Total	143	100,0	100,0	

I intend to use online clothing stores as the priority option for future purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2,8	2,8	2,8
	2	11	7,7	7,7	10,5
	3	31	21,7	21,7	32,2
	4	46	32,2	32,2	64,3
	Strongly agree	51	35,7	35,7	100,0
	Total	143	100,0	100,0	

Appendix G: Correlation analysis

Correlations

		Entertainment	Usefulness	Informativeness	Interactivity	Repurchase_intention
Entertainment	Pearson Correlation	1	,424**	,469**	,186*	,507**
	Sig. (2-tailed)		,000	,000	,026	,000
	N	143	143	143	143	143
Usefulness	Pearson Correlation	,424**	1	,645**	,050	,316**
	Sig. (2-tailed)	,000		,000	,553	,000
	N	143	143	143	143	143
Informativeness	Pearson Correlation	,469**	,645**	1	,063	,409**
	Sig. (2-tailed)	,000	,000		,457	,000
	N	143	143	143	143	143
Interactivity	Pearson Correlation	,186*	,050	,063	1	,224**
	Sig. (2-tailed)	,026	,553	,457		,007
	N	143	143	143	143	143
Repurchase_intention	Pearson Correlation	,507**	,316**	,409**	,224**	1
	Sig. (2-tailed)	,000	,000	,000	,007	
	N	143	143	143	143	143

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

# Appendix H: Two-tailed t-test (gender) and ANOVA tests

Gender (t-test):

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Entertainment	Female	97	3,62199	,866865	,088017
	Male	46	3,21014	,875901	,129145
Usefulness	Female	97	3,93471	,902208	,091605
	Male	46	3,63768	,942353	,138942
Informativeness	Female	97	4,00412	,727999	,073917
	Male	46	3,68261	,799529	,117884
Interactivity	Female	97	3,40893	1,001741	,101711
	Male	46	3,41304	,953706	,140616
Repurchase_intention	Female	97	4,12371	,842065	,085499
	Male	46	3,84058	,818729	,120715

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Entertainment	Equal variances assumed	,088	,767	2,645	141	,009	,411848	,155705	,104030	,719666
	Equal variances not assumed			2,635	87,549	,010	,411848	,156286	,101245	,722451
Usefulness	Equal variances assumed	,004	,948	1,813	141	,072	,297027	,163842	-,026877	,620931
	Equal variances not assumed			1,785	85,088	,078	,297027	,166423	-,033861	,627915
Informativeness	Equal variances assumed	,187	,666	2,390	141	,018	,321515	,134546	,055526	,587504
	Equal variances not assumed			2,311	81,440	,023	,321515	,139142	,044689	,598341
Interactivity	Equal variances assumed	,000	,995	-,023	141	,981	-,004109	,176633	-,353301	,345083
	Equal variances not assumed			-,024	92,533	,981	-,004109	,173546	-,348759	,340542
Repurchase_intention	Equal variances assumed	,139	,710	1,895	141	,060	,283132	,149426	-,012274	,578537
	Equal variances not assumed			1,914	90,766	,059	,283132	,147926	-,010716	,576979

Time spent on social networks:

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Entertainment	Between Groups	6,248	3	2,083	2,739	,046
	Within Groups	105,709	139	,760		
	Total	111,956	142			
Usefulness	Between Groups	6,849	3	2,283	2,783	,043
	Within Groups	114,007	139	,820		
	Total	120,856	142			
Informativeness	Between Groups	8,998	3	2,999	5,644	,001
	Within Groups	73,872	139	,531		
	Total	82,870	142			
Interactivity	Between Groups	3,449	3	1,150	1,194	,314
	Within Groups	133,816	139	,963		
	Total	137,265	142			
Repurchase_intention	Between Groups	2,277	3	,759	1,072	,363
	Within Groups	98,459	139	,708		
	Total	100,737	142			
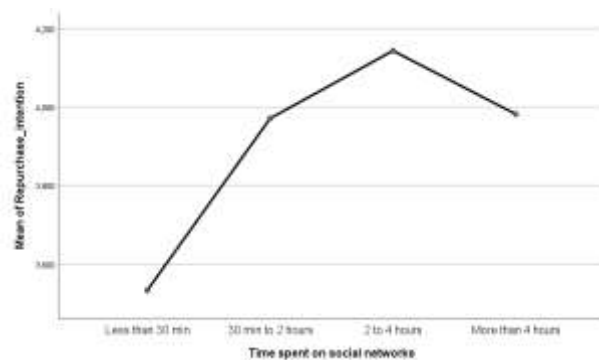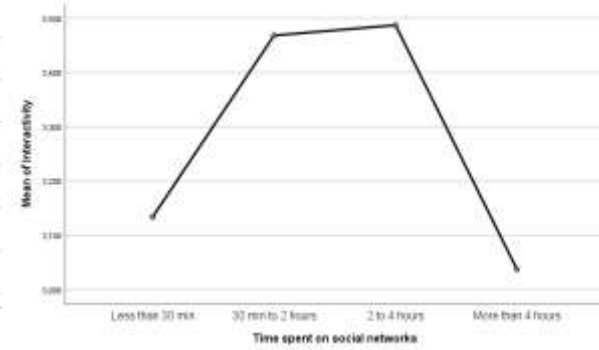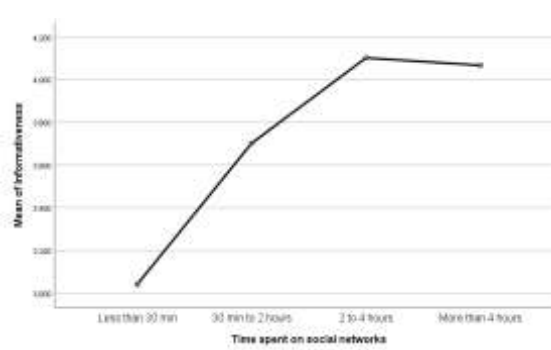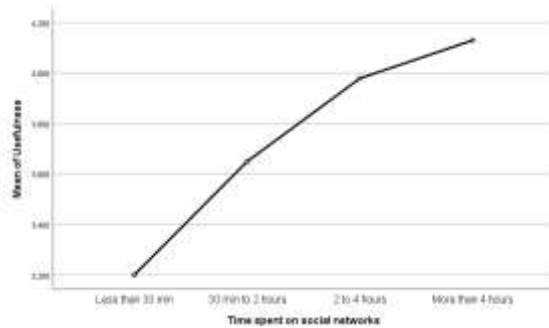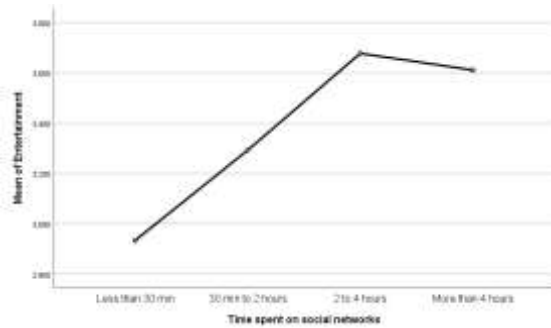
Following online clothing stores on social networks:

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Entertainment	Between Groups	8,411	2	4,205	5,686	,004
	Within Groups	103,546	140	,740		
	Total	111,956	142			
Usefulness	Between Groups	7,584	2	3,792	4,686	,011
	Within Groups	113,273	140	,809		
	Total	120,856	142			
Informativeness	Between Groups	10,575	2	5,287	10,239	,000
	Within Groups	72,295	140	,516		
	Total	82,870	142			
Interactivity	Between Groups	5,903	2	2,952	3,146	,046
	Within Groups	131,362	140	,938		
	Total	137,265	142			
Repurchase_intention	Between Groups	7,085	2	3,543	5,296	,006
	Within Groups	93,651	140	,669		
	Total	100,737	142			
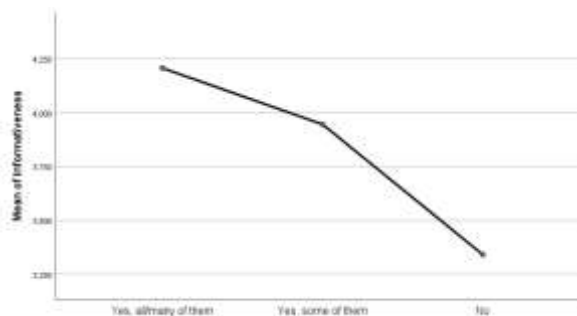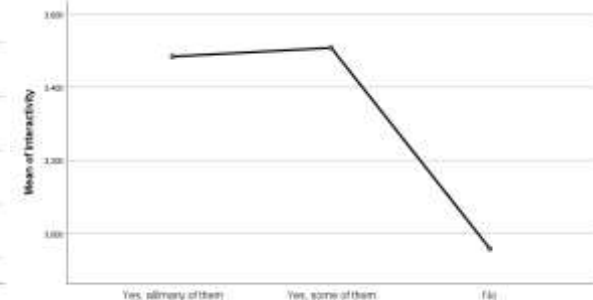
Purchase frequency:

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Entertainment	Between Groups	4,246	3	1,415	1,826	,145
	Within Groups	107,711	139	,775		
	Total	111,956	142			
Usefulness	Between Groups	9,992	3	3,331	4,176	,007
	Within Groups	110,864	139	,798		
	Total	120,856	142			
Informativeness	Between Groups	9,704	3	3,235	6,145	,001
	Within Groups	73,166	139	,526		
	Total	82,870	142			
Interactivity	Between Groups	1,334	3	,445	,455	,714
	Within Groups	135,931	139	,978		
	Total	137,265	142			
Repurchase_intention	Between Groups	5,542	3	1,847	2,697	,048
	Within Groups	95,195	139	,685		
	Total	100,737	142			
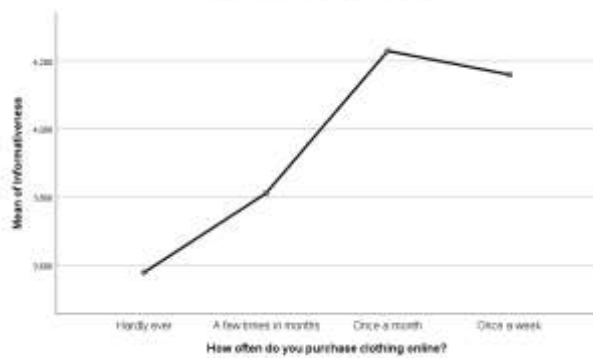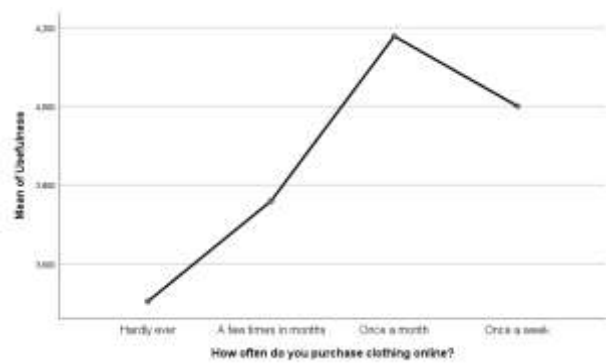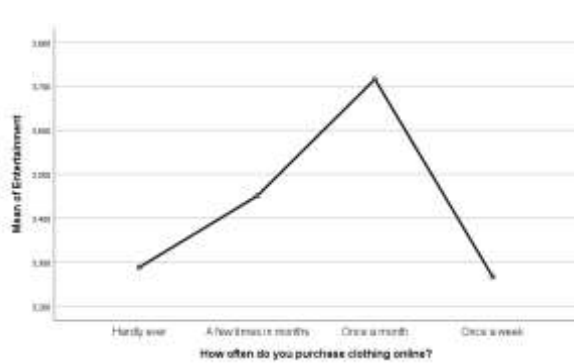
Appendix I: Assumptions of linear regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,560[a]	,314	,294	,707868

a. Predictors: (Constant), Interactivity, Usefulness, Entertainment, Informativeness

b. Dependent Variable: Repurchase_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,588	4	7,897	15,760	,000[b]
	Residual	69,149	138	,501		
	Total	100,737	142			

a. Dependent Variable: Repurchase_intention

b. Predictors: (Constant), Interactivity, Usefulness, Entertainment, Informativeness

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	1,411	,372		3,791	,000		
	Entertainment	,355	,078	,374	4,538	,000	,731	1,369
	Usefulness	,008	,086	,009	,091	,927	,565	1,770
	Informativeness	,242	,106	,220	2,283	,024	,538	1,859
	Interactivity	,120	,062	,140	1,948	,053	,964	1,037

a. Dependent Variable: Repurchase_intention

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Entertainment	Usefulness	Informativeness	Interactivity
1	1	4,855	1,000	,00	,00	,00	,00	,00
	2	,074	8,121	,00	,02	,06	,02	,72
	3	,035	11,779	,03	,95	,14	,03	,00
	4	,023	14,667	,65	,01	,45	,02	,23
	5	,014	18,751	,32	,02	,35	,94	,04

a. Dependent Variable: Repurchase_intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,50252	5,03461	4,03263	,471646	143
Residual	-2,339646	1,655312	,000000	,697827	143
Std. Predicted Value	-3,244	2,124	,000	1,000	143
Std. Residual	-3,305	2,338	,000	,986	143

a. Dependent Variable: Repurchase_intention

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Repurchase_intention

Scatterplot

Dependent Variable: Repurchase_intention
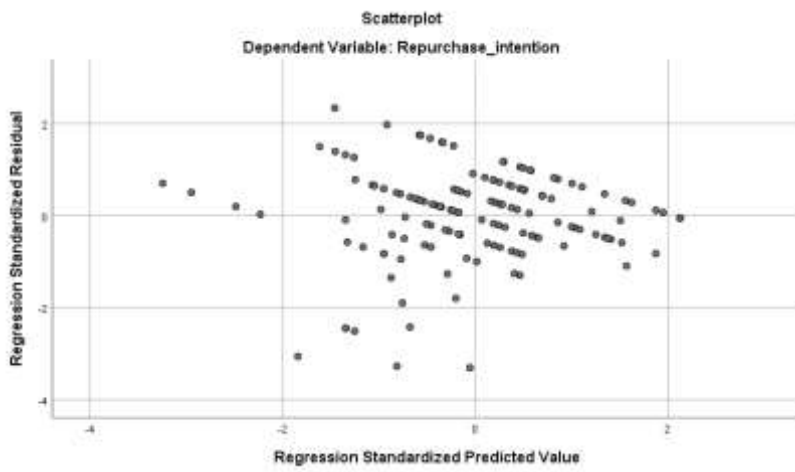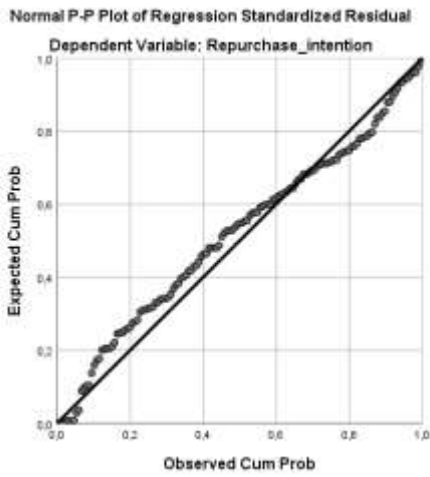
Appendix J: Regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,560[a]	,314	,294	,707868

a. Predictors: (Constant), Interactivity, Usefulness, Entertainment, Informativeness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,588	4	7,897	15,760	,000[b]
	Residual	69,149	138	,501		
	Total	100,737	142			

a. Dependent Variable: Repurchase_intention

b. Predictors: (Constant), Interactivity, Usefulness, Entertainment, Informativeness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1,411	,372		3,791	,000	,675	2,147
	Entertainment	,355	,078	,374	4,536	,000	,200	,510
	Usefulness	,008	,086	,009	,091	,927	-,162	,177
	Informativeness	,242	,106	,220	2,283	,024	,032	,452
	Interactivity	,120	,062	,140	1,948	,053	-,002	,242

a. Dependent Variable: Repurchase_intention