

TikTok Video Marketing: The Effect of Enjoyment and Satisfaction, Repurchase Intention of Gen Z in Bangkok

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Abstract

The purpose of this study is to investigate the impact of TikTok video marketing on the enjoyment and satisfaction of Generation Z in Bangkok, and then examine the influence of enjoyment and satisfaction on their repurchase intention. Finally, the mediating role of enjoyment and satisfaction in the relationship between TikTok video marketing and repurchase intention is explored. In order to achieve these objectives, a purposive sampling method was adopted. The research sample consists of Thai Gen Z who watch TikTok videos. The survey questionnaire was distributed through both online and offline channels. In the end, a total of 401 valid samples were collected, and various statistical techniques, including descriptive analysis (percentage, frequency, mean, and standard deviation), as well as multiple regression analysis and simple regression analysis, were used to analyze the data. The results of this study indicate that TikTok video marketing has a significant and positive impact on the enjoyment and satisfaction of Generation Z in Bangkok, explaining 73.9 percent and 71.6 percent of the variance in enjoyment and satisfaction respectively. At the same time, enjoyment and satisfaction also have a significant and positive impact on their repurchase intention, explaining 49.7 percent and 27.3 percent of the variance in repurchase intention respectively. In addition, the Sobel test revealed that enjoyment and satisfaction partially mediate the relationship between TikTok video marketing and repurchase intention.

Keywords : TikTok video marketing, enjoyment, satisfaction, repurchase intention, Gen Z

1. Introduction

Today, Thailand has become the second largest e-commerce market in Southeast Asia (ECDB, 2023). With the COVID-19 epidemic restricting access to physical stores, Thai consumers are increasingly turning to online shopping platforms, prompting enterprises to turn to social commerce, making social media an important marketing tool. Therefore, it has greatly promoted the development of Thailand's social e-commerce industry, and the value of the social e-commerce industry has reached 200 billion baht in 2022, accounting for 26 percent of the entire e-commerce market. According to the "Future Shopper" report released by Wunderman Thompson in 2023, 91 percent of online shoppers in Thailand use social commerce, which is far higher than the global average of 61 percent.

At this time, TikTok a video sharing social media platform composed of short video clips, has become popular around the world, encouraging users to upload and watch their favorite videos. Therefore, enterprises have launched activities on platforms like TikTok, which has become a popular content sharing medium. By December 2022, 49.3 percent of Thai social media users visited TikTok, and by January 2023, there were about 39.5 million TikTok users in Thailand, a large proportion of whom were in Bangkok (Singhkangwan, 2021; Norcross, 2023; OOSGA, 2023). TikTok is particularly popular among people under the age of 30, with three-quarters of Generation Z using it, and 66 percent spending at least one hour on this app every day (YouGov, 2022). Kashyap's survey 2022 found that 40 percent of Generation Z prefer TikTok's short video ads.

It is limited to understanding the influence of TikTok on consumers' behavior of Generation Z. Researchers have emphasized the potential of social media marketing and urged

more research (Yadav & Rahman, 2018; Dwivedi et al., 2021; Yang et al., 2022). This study aims to explore TikTok video marketing's impact on enjoyment, satisfaction, and repurchase intention. Combining previous research, six dimensions of social media marketing are identified: interactivity, informativeness, entertainment, trendiness, customization, and electronic word-of-mouth (EWOM) (Sohaib et al., 2022).

This research aims to provide marketing professionals and the academic community with in-depth insights into TikTok as a marketing tool and its role in shaping Thai Generation Z's purchasing behavior. We hope this review will help us understand the attraction of TikTok to Generation Z consumers and how the company can make better use of the video marketing platform to promote the sales of products or services.

Objectives

- 1) To study the impact of TikTok video marketing on Generation Z's enjoyment and satisfaction;
- 2) To study the impact of enjoyment and satisfaction on the repurchase intention of Generation Z who watch video marketing from TikTok;
- 3) To study the mediating role of enjoyment and satisfaction.

2. Literature Review

In this chapter, the researchers first discuss the background of TikTok, definitions and concepts of social media marketing, as well as definitions and concepts of enjoyment, satisfaction, repurchase intention and Generation Z. Then, the conceptual model and research hypothesis of this study are proposed.

2.1 TikTok

TikTok is a short video application launched by China ByteDance Company in May 2017. It merged with Musical.ly in 2018, expanding its global influence, making it the most popular video social application in the world (Wadhwa et al., 2020). TikTok is a platform for creative and entertaining short videos and is primarily used for creating music-backed videos on social media (TikTok, 2023).

In just six years, TikTok has become one of the most popular social media platforms, which is available in more than 155 countries and 75 languages (TikTok, 2023). According to the data of Sensor Tower, as of August 2023, TikTok has been ranked first in the global application downloads volume for 12 consecutive quarters, with more than 3.5 billion downloads and 1.677 billion active users.

2.2 Social Media Marketing

Social media marketing is a supplement to traditional marketing communication tools (Li et al., 2021). It is characterized by social connectivity and interactivity in company-audience communication (Shawky et al., 2019). Defined as consumer-initiated communication where enterprises share product or service promotions and learn from each other's experiences, it benefits all parties involved (Fraccastoro et al., 2021). Simply put, social media marketing uses social media technology and channels to share and provide marketing products, thus enhancing value for stakeholders (Yadav & Rahman, 2018).

2.3 Characteristics of Social Media Marketing: Tiktok Video Marketing

Marketing through social media conforms to the concept of social media itself and promotes the interaction between enterprises and consumers, without being limited by time or distance (Vizano et al., 2021). Researchers have identified six key factors of social media marketing: interactivity, informativeness, entertainment, trendiness, customization, and electronic word-of-mouth (Sohaib et al., 2022). These factors help companies create, communicate, and distribute marketing products on social media, and cultivate valuable relationships with stakeholders (Yadav & Rahman, 2018). Therefore, social media has become one of the most effective tools to educate, attract, and retain customers and is widely used by enterprises and marketers (Yang et al., 2022). In the following paragraph, these six

characteristics of social media marketing are discussed:

Interactivity refers to the trend of companies to promote online information sharing and exchange among their members (Jiang et al., 2021). The core of social media is the interactive communication between companies and consumers, which fundamentally changes the communication between companies and customers (Appel et al., 2020). When users can communicate and exchange opinions or information with other users in the online communities easily and freely, interaction occurs on social media.

Informativeness refers to the extent to which company convey information to consumers, thus enhancing their attitudes and helping them make better purchase decisions (Hanaysha, 2022). It includes effectively communicating product options to help consumers make the best choices (Kapri et al., 2021). This meets the needs of consumers and promotes wise decision-making by providing choices and cultivating a positive attitude towards products or services. Alalwan (2018) noted that informativeness significantly impacts social media advertising. In addition, research shows that product information shared on social media shapes customer perceptions and positively influences purchase behavior (Yadav & Rahman, 2018; Wang et al., 2019).

Entertainment on social media includes providing engaging content, which can generate positive emotions and make people familiar with the enterprise and its products (Sharma et al., 2022). It serves as a source of enjoyment, encouraging consumer behavior (Hanaysha, 2022). Baym (2021) found that social media entertainment attracted a global audience, which highlighted its importance in the global market. When marketers use social media to create positive experiences through games, photos, and videos, they enhance their entertainment (Cheung et al., 2019). This kind of entertainment encourages consumers to participate in virtual communities, cultivates positive connections with products and promotes long-term contact (Hanaysha, 2022).

Social media provides the latest news and trending discussion topics in society every day, and it is also a channel for consumers to search for products. Consumers often use various types of social media to obtain information, because they think social media is a more reliable source of information than traditional communication sponsored by enterprises (Khan et al., 2019). Furthermore, consumers have the motivation to consume popular product-related information on social media platforms to understand the latest developments and related trends of the product (Bilgin, 2018).

Customization reflects customer demands and improvements in social media communication. Social media platforms provide users with the ability to search and access information they need, as well as personalized services (Liu et al., 2021). However, social media customization is based on personal user contact, allowing for timely response to customer needs and requests. Marketers utilize social media as a platform to provide consumers with customized product-related information that meets their individual needs, including pricing, product attributes, and functionalities (Yadav & Rahman, 2018).

Electronic word-of-mouth is word-of-mouth communication directly to individuals through social media marketing. Al-Ja'afreh and Al-Adaileh (2020) also described word-of-mouth as an important indicator of purchasing intention in online purchases. When consumers plan to buy a product or service, they usually search for related comments, which can minimize the fear or anxiety of users about the failures of the product or service by verifying the information. The reason is that consumers can generate and disseminate information about a product or service to their friends, colleagues, and other acquaintances without restrictions (Sulthana & Vasantha, 2019). As a result, consumers believe that the information collected through electronic word-of-mouth is true and reliable, and there is no exaggeration (Kang, 2018).

2.4 Enjoyment

Online shopping enhances enjoyment. Enjoyment is defined as the pleasure, interest, and excitement that consumers feel in the shopping process (Kim & Ammeter, 2018). Enjoyment is the conglomeration of consistency and intensity predictions that affects online shopping (Hossain et al., 2018). When consumers like shopping online, they will develop a positive attitude and prefer to use the internet to shop.

Enjoyment in online shopping relates to the interest and excitement customers feel. The reason is that consumers are constantly looking for happiness or enjoyment when consuming products or services. (Cheng & Jiang, 2020). Enjoyment in online activities attracts their willingness to shop online (Patel et al., 2020). When consumers perceive enjoyment, they are more likely to engage in purchasing, believing that online shopping is pleasurable and exciting (Othman et al., 2019).

2.5 Satisfaction

Satisfaction is the satisfaction that consumers feel based on based on their expectations and past experiences after using a product or service (Chen & Lin, 2019). In simple terms, satisfaction is the evaluation of the experience provided to consumers, and it can be a pleasant satisfaction.

In marketing, consumer satisfaction affects repurchase intention, post-purchase attitude, and loyalty (Bindroo et al., 2020). It predicts purchase attitudes and is crucial for shaping them (Ashfaq et al., 2019). Satisfaction enhances repurchase intention, which helps to establish long-term customer relationships (Pandiangan et al., 2021).

2.6 Repurchase Intention

Repurchase intention is very important to the company's profit, reflecting consumers' willingness to buy a product or service again (Patria et al., 2023). This is an observable behavior, indicating loyalty and the desire to repurchase a product in the near future (Nunes et al., 2018).

According to survey reports, 51 percent of Generation Z prefers online shopping over brick-and-mortar stores (Verint, 2022). They rely on diverse information sources and social media for inspiration (Chen, 2018; Brewis, 2021). Digital marketing significantly influences their purchasing decisions (Fathinasari et al., 2023), so posting attractive content on social media platforms is crucial for appealing to Generation Z consumers (Pham et al., 2021).

Gen Z online repurchase intention is mainly driven by perceived benefits and psychological belonging, often surpassing concerns about potential drawbacks. Furthermore, Nguyen et al. (2022) identified factors such as usefulness, ease of use, satisfaction, and environmental awareness as significant contributors to Gen Z online repurchase intention. Tran (2023) also found that satisfaction positively influences Gen Z's willingness to repurchase online products.

2.7 Generation Z

"Generation" refers to people with different characteristics who were born in the same period. "Generation Z", born between 1995 and 2010, is often termed the "Google Generation," "post-millennials," "digital natives," and more (Farrell & Phungsoonthorn, 2020). They are the first generation that is truly digital and global. They are good at using the Internet, social media and smart devices since childhood. They also know more about how to use the Internet and social media than any other generation (Fromm & Read, 2018).

2.8 Conceptual Model

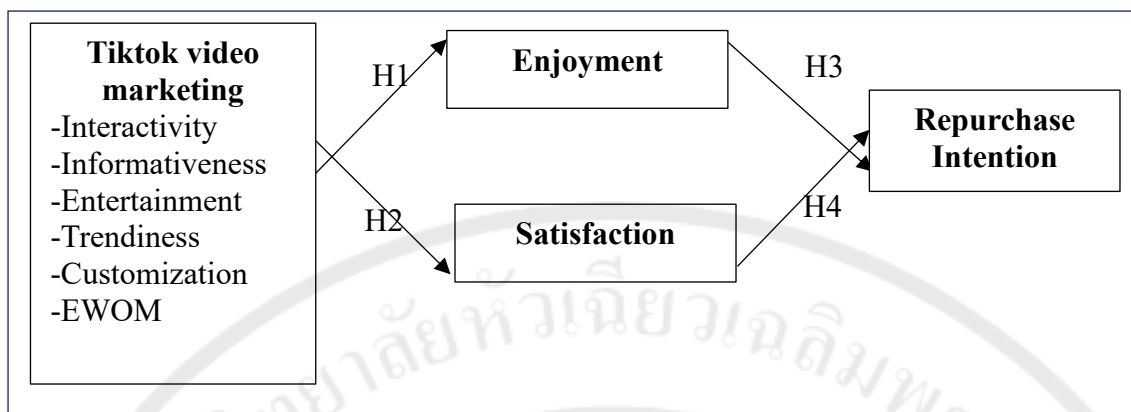


Figure 2.1 Conceptual Model

2.9 Hypothesis

The hypothesis of this study is as follows:

H1: Tiktok video marketing has a positive effect on enjoyment.

H2: Tiktok video marketing has a positive effect on satisfaction.

H3: Enjoyment has a positive effect on repurchase intention.

H4: Satisfaction has a positive effect on repurchase intention.

To further validate the hypotheses, the model equation can be represented as:

$$Y_{RI} = \beta_1 + \beta_2 EJ + \beta_3 ST$$

$$Y_{EJ} = \beta_4 + \beta_5 TVM$$

$$Y_{ST} = \beta_6 + \beta_7 TVM$$

Where: RI is Repurchase Intention. EJ is Enjoyment.

TVM is Tiktok Video Marketing. ST is Satisfaction.

3. Research Methodology

This study uses quantitative research methods, which are systematic empirical investigations that emphasize objective measurement and statistical, mathematical, or numerical analysis of data collected through questionnaires.

3.1 Population and Sample

The sample size of this study is determined with the following formula utilized by Krejcie and Morgan (1970). According to the Krejcie and Morgan sample scale (Krejcie, R. V., & Morgan, D. W. 1970) and the formula of Krejcie and Morgan (1970), the final sample size was determined to be 384. And this study used the purposive sampling method.

3.2 Instrument Development

3.2.1 Development Questionnaire

The questionnaire was designed based on the research objectives, literature review, and conceptual framework. Moreover, this study focuses on 4 variables, namely Tiktok video marketing, enjoyment, satisfaction and repurchase intention. The questionnaire consists of 5 sections. The first section is demographic information, such as gender, age, income. The other four section are about Tiktok video marketing, enjoyment, satisfaction and repurchase intention.

3.2.2 Mean Interpretation Scale

The interpretation scale is shown as follows:

Width per layer for each interval = 0.8

Rang 4.21-5.00 stands for Strongly Agree

Rang 3.41-4.20 stands for Agree

Rang 2.61-3.40 stands for Neutral

Rang 1.81-2.60 stands for Disagree

Rang 1.00-1.80 stands for Strongly Disagree

3.2.3 Validity and Reliability

Content validity was used for this research in order to ensure the validity of the variable. The questionnaire draft was submitted to experts to prove the 3 persons. After the questionnaire was modified, a pilot test was conducted. 30 questionnaires test the reliability using Cronbach's alpha coefficient. As a result, the Cronbach coefficient was .916.

3.3 Data Collection

The questionnaires were distributed using Google Forms. The online questionnaire was self-administered and designed in Google Forms. Respondents were asked to fill out questionnaires via Google Forms at reside Bangkok. The researcher uploaded the questionnaires through Facebook and Line and distributed them to the target group. Finally, 401 valid questionnaires were collected, of which 153 were from online and 248 were from offline.

3.4 Statistics and Data Analysis

In this study, two types of statistical data were used: descriptive statistics and inferential statistics. 1) Descriptive statistics. In this study, descriptive statistics would include frequency, percentage, mean, and standard deviation. 2) Inferential statistics involve the population and address the research objectives by testing proposed hypotheses (Huber & McCann, 1982). This study used multiple linear regression analysis, simple regression analysis and Sobel test to test the mediating role of enjoyment and satisfaction.

4. Data Analysis

This section provides demographic information about the participants in this study, including gender, age, education, and income. This section also presents the mean and standard deviation for each variable, namely TikTok video marketing, enjoyment, satisfaction, and repurchase intention. In addition, descriptive and inferential statistical analyses were performed to verify the relationship between the variables.

4.1 Descriptive Statistical Analysis

This section aims to understand the demographics of the participants in this study.

Table 4.1 Descriptive Results of Participant Demographic ($N = 401$)

	Items	Frequency	Percent
Gender	Male	185	46.10
	Female	216	53.90
Age Range	18 - 21 years old	174	43.40
	22 - 25 years old	149	37.20
	26 - 28 years old	78	19.50
Educational Level	High school	32	8.00
	Vocational Certificate	49	12.20
	Bachelor	279	69.60
	Above Bachelor	41	10.20
Income	Less than 15000 baht	232	57.90
	15,000 baht. - 25,000 baht	92	22.90
	25,001 baht. - 35,000 baht	40	10.00
	More than 35,000 baht	37	9.20
Total		401	100

As shown in Table 4.1, in this study, 53.90 percent of the respondents were female. 43.4 percent of the respondents were in the age range of 18-22 years old. Additionally, the majority of the respondents had a bachelor's degree, accounting for 69.60 percent. Moreover, over half of the respondents had a monthly income of less than 15,000 Baht, accounting for 57.90 percent.

4.2 Descriptive Results of Tiktok Video Marketing, Enjoyment, Satisfaction, and Repurchase Intention.

This section is aimed at gaining a more detailed understanding of the average scores and standard deviations of participants in this study on each variable. First, this study analyzed the mean and standard deviations on each variable.

Table 4.2 Mean and Standard Deviation of Tiktok Video Marketing, Enjoyment, Satisfaction, and Repurchase Intention. ($N = 401$)

Variable	Mean	Std. Deviation	Result
Tiktok Video Marketing	3.69	.77	Agree
Enjoyment	3.75	.96	Agree
Satisfaction	3.60	.99	Agree
Repurchase Intention	3.69	.89	Agree

Table 4.2 shows the mean values of the study. The mean value for each variable indicates that the respondents agreed. Among them, the mean value for enjoyment is 3.75. The next highest mean values are for Tiktok video marketing and repurchase intention, both at 3.69, and the last item is the mean value for satisfaction, which is 3.60.

4.3 Linear Regression Analysis In this study, repurchase intention is a dependent variable, assuming the effects of enjoyment (EJ) and satisfaction (ST). The following is the general equation of multiple regression equation of repurchase intention.

$$Y_{RI} = \beta_1 + \beta_2 EJ + \beta_3 ST \quad (4.1)$$

$$Y_{EJ} = \beta_4 + \beta_5 TVM \quad (4.2)$$

$$Y_{ST} = \beta_6 + \beta_7 TVM \quad (4.3)$$

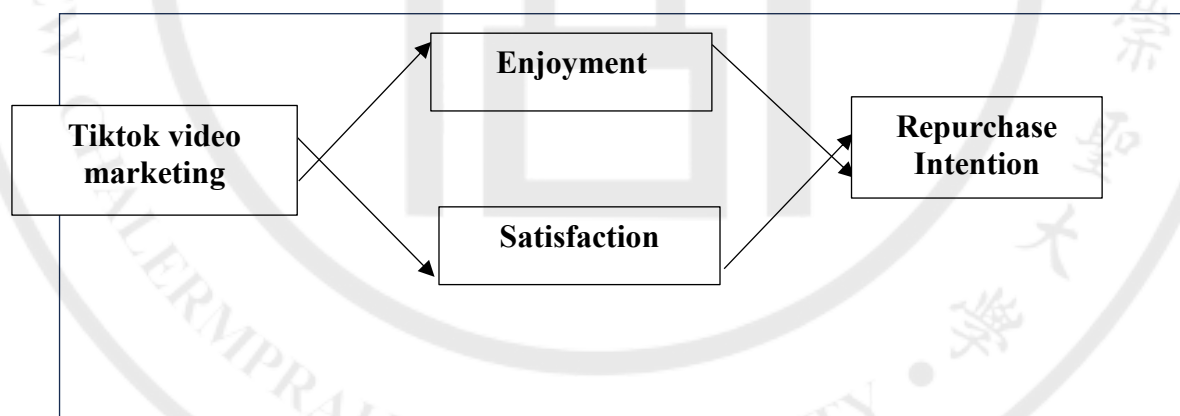


Figure 4.1 Model for TVM, EJ, ST and Repurchase Intention

Table 4.3 Results of the Multiple Regression Coefficients for the Repurchase Intention ($N = 401$)

Variables	Unstandardized	Standardized	t	Sig	VIF	Tolerance value
	Coefficients	Coefficients				
	B	Beta				
(Constant)	1.132		8.754	.000**		
EJ	.253	.273	5.321	.000**	2.195	.456
ST	.447	.497	9.674	.000**	2.195	.456

R = .722 R² = .522 SEE = .621 F = 217.180

* p value < .05

** p value < .01

a. dependent variable: RI

Further analysis was conducted in equation 4.1 to determine the relationship between the independent variables EJ and ST and the dependent variable RI. As shown in table 4.3, the R-squared value is 0.522, indicating that the independent variables EJ and ST collectively explain 52.2 percent of the variance in repurchase intention. This suggests that EJ and ST have a positive effect on repurchase intention. Based on table 4.3, the equation can be transformed as follows:

$$RI = 1.132 + .253EJ + .447ST \quad (4.4)$$

(5.321) (9.674)

In addition, standardized equation can be expressed as:

$$Zy \hat{=} .273zEJ + .497zST \quad (4.5)$$

The standardized equation 4.5 shows that ST is the variable with the greatest influence on RI, followed by EJ.

Table 4.4 Results of the Regression Coefficients for the Enjoyment ($N = 401$)

Variables	Unstandardized	Standardized	t	Sig
	Coefficients	Coefficients		
	B	Beta		
(Constant)	.340		2.131	.034
TVM	.925	.739	21.903	.000**
R = .739 R ² = .546 SEE = .652 F = 479.757				

* p value < .05 ** p value < .01

Further analysis of equation 4.2 was performed to determine the possible relationship between the independent variables TVM and EJ. As shown in table 4.4, the R-squared value is 0.546, indicating that TVM can explain 54.6 percent of the variance in EJ, with a significance level less than 0.05. According to table 4.4, the coefficients can be expressed by the equation:

$$EJ = .925TVM \quad (4.6)$$

(21.903)

Table 4.5 Results of the Regression Coefficients for the Satisfaction ($N = 401$)

Variables	Unstandardized	Standardized	t	Sig
	Coefficients	Coefficients		
	B	Beta		
(Constant)	.193		1.137	.256
TVM	.923	.716	20.475	.000**
R = .716 R ² = .512 SEE = .696 F = 419.226				

* p value < .05 ** p value < .01

Further analysis of equation 4.3 was performed to determine the possible relationship between the independent variables TVM and ST. As shown in table 4.11, the R-squared value is 0.512, indicating that TVM can explain 51.2 percent of the variance in ST, with a significance level less than 0.05. According to table 4.11, the coefficients can be expressed by the equation:

$$ST = .923TVM \quad (4.7)$$

(20.475)

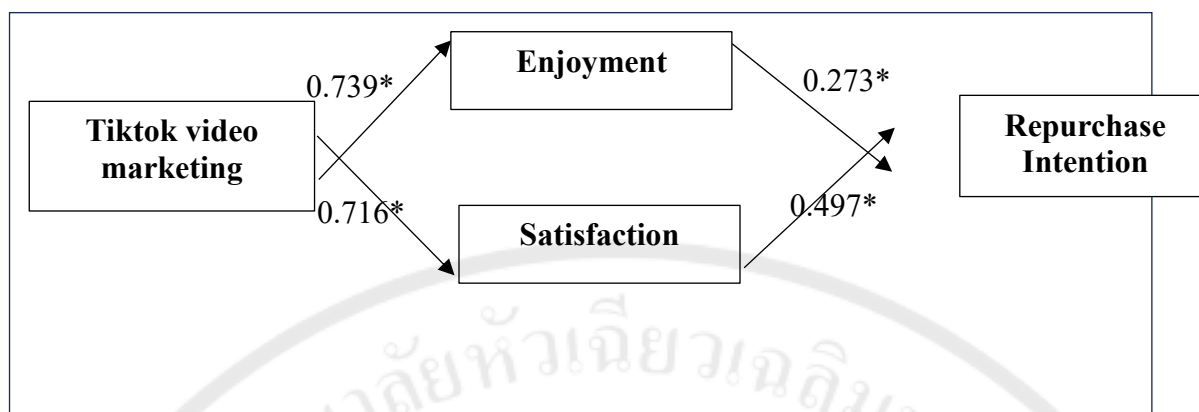


Figure 4.2 Model for Repurchase Intention

4.5 Mediation Analysis

This study also used the Sobel test to verify the mediating role of enjoyment and satisfaction. The mediating role of enjoyment and satisfaction is significant ($P < 0.001$). In the relationship between TVM and RI, EJ acts as a partial mediator (Sobel test statistic: 7.273, $p < 0.001$; Aroian test: 7.266, $p < 0.001$). ST acts as a partial mediator in the relationship between TVM and RI (Sobel test statistic: 5.036, $p < 0.001$; Aroian test: 5.022, $p < 0.001$).

5. Conclusion and Discussion

5.1 Conclusion

The purpose of this study is to investigate the impact of TikTok video marketing on enjoyment and satisfaction, to examine the influence of enjoyment and satisfaction on repurchase intention, and to study the mediating role of enjoyment and satisfaction.

The research findings indicate that TikTok video marketing has the greatest impact on enjoyment, explaining 73.9 percent of the variance in enjoyment. And TikTok video marketing has a significant impact of on satisfaction, explaining 71.6 percent of the variance in satisfaction. Moreover, the results of this study revealed that enjoyment and satisfaction have an impact on repurchase intention. Among them, satisfaction has the greatest influence, explaining 49.7 percent of the variance in repurchase intention. Enjoyment, on the other hand, explains 27.3 percent of the variance in repurchase intention.

The final results are shown in Table 5.1. The results indicate that all hypotheses are accepted. Then, this study adopted Sobel test to verify the mediating role of enjoyment and satisfaction and found that enjoyment and satisfaction have a partial mediating role.

Table 5.1 Summary of Test Results for the Hypotheses

Hypotheses	Outcome
H1: Tiktok video marketing has a positive effect on enjoyment.	Accepted
H2: Tiktok video marketing has a positive effect on satisfaction.	Accepted
H3: Enjoyment has a positive effect on repurchase intention.	Accepted
H4: Satisfaction has a positive effect on repurchase intention.	Accepted

5.2 Discussion

The research findings indicate that TikTok video marketing has the greatest impact on enjoyment. This result is consistent with the findings obtained by Tarigan (2024), who suggested that social media, when used as a marketing tool, has a positive impact on enhancing consumer perceived enjoyment. Other researchers also found that social media can provide users with more fun and happiness, thereby alleviating user tension (Soares & Pinho, 2014;

Cheng & Yee, 2014; Cheikh-Ammar & Barki, 2016). In addition, this study also found a significant impact of TikTok video marketing on satisfaction. It means that TikTok video marketing can dramatically increase influence consumer satisfaction. Yang et al. (2020) also confirmed this point, suggesting that social media marketing activities have a significant and positive impact on customer satisfaction.

Furthermore, TikTok video marketing has a high impact on enjoyment and satisfaction. Therefore, TikTok merchants must pay more attention to improving these 6 aspects, so that the impact of TikTok video marketing on enjoyment and satisfaction can be enhanced.

Moreover, the results of this study revealed that enjoyment and satisfaction have an impact on repurchase intention. Among them, satisfaction has the greatest influence. Olanami (2019) found that improving consumer satisfaction can affect their continued patronage of online stores. Rini et al. (2021) suggested that satisfaction has a positive impact on the repurchase intention of e-commerce. Several studies also further demonstrated the positive and significant impact of satisfaction on repurchase intention (Ilyas et al., 2020; Chiu & Cho, 2021; Lin et al., 2022). Therefore, improving consumer satisfaction can enhance their repurchase intention.

5.3 Suggestions

For TikTok merchants, they should create more videos that interest consumers, allowing them to participate more in the interactive aspect of TikTok video marketing, and encourage them to like or bookmark the videos more, thereby enhancing interactivity. In addition, merchants should showcase more detailed information about the products, usage methods, advantages, and disadvantages in TikTok video marketing to help consumers gain a better understanding of the products and improve informativeness. Moreover, merchants can create more entertaining TikTok video marketing content to immerse consumers and make them watch more TikTok videos, thereby enhancing entertainment.

Furthermore, merchants can continuously produce videos on the latest news and information about the products in TikTok video marketing, allowing consumers to stay updated on the latest product information. Merchants can also emphasize customization information about the products in TikTok video marketing.

By improving the above six aspects of TikTok video marketing, merchants can better enhance consumer enjoyment and satisfaction. Additionally, merchants need to provide simpler and more convenient purchasing methods in TikTok video marketing to allow consumers to enjoy purchasing more products through TikTok video marketing. Finally, in TikTok video marketing, merchants need to ensure the presentation of good products and showcase the actual situation of more products, as well as be responsive to consumer inquiries, thereby improving consumer satisfaction. According to the results of this study, merchants can prioritize improving consumer satisfaction, followed by enhancing consumer enjoyment, which will further increase consumer repurchase intention.

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