

Precision marketing method and strategy of e-commerce platform based on clustering algorithm

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Abstract. In the ever-changing community e-commerce, it is crucial to comprehend the complex connection between quality of a community e-commerce platform and the behavior of consumers in order to maintain growth and competitiveness. This study empirically examines the influence of community e-commerce platforms' quality, including system quality, information quality, and service quality, on consumers' intention to repurchase, with a specific focus on daily necessities. Stimulus-Organism-Response (SOR) paradigm is adopted to examine how the perception of hedonic and utilitarian values influence the connection between platform quality and repurchase intentions. The results of an online survey conducted with 181 users of community e-commerce platforms demonstrate significant impact of system quality and service quality on repurchase intention. This study particularly emphasizes the key role of the clustering algorithm in precision marketing. Clustering algorithm helps to organize and collect user behavior models and related information, and segment consumer groups, thus laying a solid foundation for precision marketing. During the process of users segmentation, it explores the similarities and differences of different groups, combines market and product development strategies, and targets the selection and integration of user markets. This improves the accuracy of market strategies, ensures the full implementation of consumer-centric service concept, fully meets the needs of different consumer groups, tracks the status of target customers in real-time, and carries out marketing work. This enhancement is predominantly mediated by perceived hedonic and utilitarian values, highlighting their crucial importance in the process of consumer decision-making. The study also reveals that the impact of information quality on repurchase intentions is limited, and its indirect effect through perceived utilitarian value is also minimal. This sheds light on the complex relationship between platform quality and consumer perceptions. This study enriches the existing literature by providing a detailed understanding of the factors that influence customer loyalty in the digital market. It also provides strategic advice to community e-commerce platforms that seek to increase consumer engagement and enhance their competitive position by implementing qualitative improvements in systems, services, and information distribution.

Key words. Clustering algorithm; community e-commerce platform; system quality; information quality; service quality; perceived value; repurchase intention

1. Introduction

With the rapid advancement of the internet and increasing disposable incomes, online shopping has become integral to daily life, significantly altering traditional commerce dynamics[1]. The advent of community e-commerce platforms (CECPs) has notably expanded products accessibility and streamlined procurement process[2], further propelled by the COVID-19 pandemic's acceleration of Online to Offline (O2O) commerce[3]. China's O2O market transaction volume expected to reach 250 billion yuan in 2023[4], evidencing robust growth and highlighting the importance of understanding factors influencing consumer loyalty and repurchase intentions in this domain.

Despite the extensive adoption of CECPs, characterized by their immediacy and convenience[5], retaining customers and enhancing their repurchase intentions remain significant challenges[1]. Prior research has focused on general website and product quality impacts on consumer behavior[6-9]; however, less attention has been given to how specific qualities of CECPs influence perceived value and repurchase intentions, particularly for daily necessities. These products, essential and frequently purchased, provide a unique lens through which to examine consumer behavior on CECPs.

This study aims to bridge this gap by employing the Stimulus-Organism-Response (SOR) model to investigate how CECPs' system, information, and service quality influence consumers' perceived hedonic and utilitarian values and, subsequently, their repurchase

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intentions. Although the SOR model has been proven effective for understanding how platform quality impacts customer behavior[10, 11], previous applications have not sufficiently explored the nuances of daily necessities purchasing, making this study particularly relevant. By focusing on daily necessities, the research will offer insights into specific factors that drive consumer loyalty in community e-commerce, distinguishing it from broader e-commerce behaviors.

Within the CECPs context, the SOR model posits that customer perceptions (Organism) are molded by external stimuli (Stimulus) such as platform features [7], which in turn catalyze behaviors (Response) like purchase intention[12], continuous use[13], and customer engagement[7]. This focused approach aims to provide deeper insights into the dynamics that drive consumer behavior in the realm of CECPs, particularly for daily essentials.

Theoretically, this study focuses on the influencing factors of consumers repurchase intention on CECPs in the field of daily necessities. By constructing a new theoretical model and employing Structural Equation Modeling (SEM) for quantitative analysis, the goal is to reveal and clarify the primary factors that influence consumers repurchase intention and their internal mechanism, providing a solid theoretical basis for CECPs to formulate effective strategies. This study attempts to rigorously validate the key determinants that drive consumers' continued willingness to engage using quantitative methods, thus enriching the body of research on consumer behavior intentions in the field of community e-commerce.

Practically, in the fiercely competitive community e-commerce market only a few CECPs have achieved profitability. Given the significant differences between the environment of community e-commerce and traditional e-commerce, directly applying marketing strategies from traditional e-commerce to community e-commerce may not yield optimal outcomes. The paramount challenge for current CECPs lies in how to build and implement sustainable business strategies. Therefore, conducting in-depth research on the intrinsic connection between platform quality and consumers repurchase intention in the context of community e-commerce is essential. On one hand, this will provide practical guidance and decision support for CECPs to identify their core growth drivers and optimize service processes to enhance customer experience. On the other hand, it will also assist platforms in more accurately catering to the personalized needs of community e-commerce consumers, thereby enhancing consumers' perceived value of CECPs and improving overall satisfaction levels.

Therefore, the research seeks to answer how CECPs' quality influences consumer repurchase intention, affects perceived hedonic and utilitarian values, and how these perceived values mediate the relationship between CECP quality and repurchase intention. The next section describes the literature review about CECPs' quality, perceived value and repurchase intention before developing a theoretical model to formulate hypotheses. Using quantitative methods to analyze data from 181

questionnaires with SmartPLS 4.1.0, the study verifies these hypotheses, summarizes the findings, discusses implications, and acknowledges limitations.

According to the operation of Daily necessities group purchase platform, the user behavior model and related information are collated and collected, and the consumer groups are segmented, thus laying a solid foundation for precision marketing. Data mining will find valuable content in massive information, and predict the future development trend after effective analysis. The application of clustering algorithm in the precision marketing of e-commerce platform can divide the sample set into multiple classes. As one of the most practical tools for data mining, a variety of categories have emerged with the continuous research of scholars, as shown in Figure 1 below:

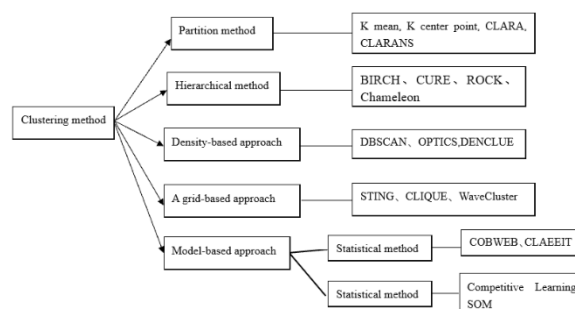


Figure 1. Classification results of the clustering method

2. Literature Review

2.1 Community E-commerce

Community e-commerce involves "group leaders" utilizing social software to gather community residents for collectively product purchase[14]. Pan (2019) describes it as a localized, niche-oriented group buying model rooted in real communities, offering significant discounts on products[15]. Community e-commerce, originating from traditional e-commerce, shares certain similarities with its predecessor while diverging significantly in focus. Unlike traditional e-commerce, which primarily focuses on products and commercial activities, community e-commerce prioritizes interactions between consumers and the community[7]. This necessitates a dual focus on consumer-to-consumer and consumer-to-platform relationships, featured by distinct quality of interactivity, sharing, and locality, marking a significant shift from traditional e-commerce practices[1]. Community e-commerce can be broadly categorized into two main types based on the community's nature, online (virtual) communities and offline communities[1]. The "virtual community + e-commerce" model involves a fixed group that gathers on virtual websites or platforms due to shared interests[16], while the region-based social e-commerce model serves the daily consumption needs of local residents, facilitating online ordering and offline service provision by local businesses[5]. Both models aim to foster connections within the community and between

consumers and the platform, thereby enhancing user experience and creating business value.

Previous research on community e-commerce primarily focused on online group buying and the construction of virtual communities[17, 18]. These studies identified significant factors such as participation intention and the quality of shared information in influencing group buying behavior and community cohesion. More recent investigations have expanded the understanding of community e-commerce, exploring dimensions like customer engagement within e-commerce portal brand communities[19] and factors influencing consumer loyalty to CECPs, including user satisfaction[20], trust[21] and perceived value[22].

These explorations not only have widened the applicability of community e-commerce research across diverse domains but also have filled critical gaps in understanding the ecosystem of community-based platforms. Therefore, this thesis will explore the impact of community e-commerce platform quality on repurchase intention, aiming to offer novel insights into this area.

2.2 Platform Quality

Platform quality refer to the distinguishing features, attributes, or qualities of an online platform that shape its functionality, user experience, and overall value proposition[23]. Besides, scholars have proposed diverse definitions of platform quality, reflecting variations in research focus and methodology. Park et al., (2018) focused on the adoption of smart speakers, identifying platform quality as perceived service availability, network size, complementary[24]. Han et al. (2023) investigated the role of platform quality on consumer purchase intention in the context of cross-border e-commerce, distinguishing service quality, information quality, and system quality as key platform quality, a categorization echoed by Ngoc and Thi (2018)[8, 25].

Therefore, service quality, information quality, and system quality are selected as the research definitions and classifications for platform quality in this thesis.

2.2.1 System quality

System quality is a critical attribute that defines the technical and functional performance objectives that an information system seeks to attain[8]. It encompasses consumers' holistic evaluation of an online store's performance in terms of information delivery, response time, and retrieval efficiency[26]. Prior studies have shown that a platform's user-friendly interface and intuitive functionality significantly enhance consumer comfort and confidence, facilitating ease of use[27]. DeLone and McLean (2003) emphasized that users prioritize accessibility, availability, and reliability as the most crucial factors in system quality[28]. Echoing this sentiment, Ngoc and Thi (2018) identified four critical dimensions: ease of use, navigation, interactivity, and accessibility, as central to assessing system quality[25]. These dimensions cover the spectrum from the perceived effortlessness of system use, through the effectiveness of

navigational links, to the dynamic engagement with system features and the system's overall accessibility.

In the architecture industry, Song et al. (2017) investigated the influence of system quality on building information modeling user satisfaction[29]. Their analysis concluded that system quality does not have a significant influence on BIM user satisfaction. Conversely, in the field of e-commerce, Wang (2017) explored the relationship between website quality and online retail performance consumer-perceived value, discovering that system quality directly contributes to enhancing the perceived utilitarian value of online stores[30].

Similarly, in the context of digital libraries, Xu and Du (2018) integrated the information system success theory, Technology Acceptance Model, and affinity theory to discern the factors influencing user satisfaction and loyalty[31]. Their findings indicate that system quality significantly impacts users' perceived ease of use, usefulness, and their affinity towards digital libraries.

In summary, previous scholars agree on the core aspects of system quality, such as its accessibility and ease of use. Hence, in this study, this study adopts the definition provided by Chompis et al. (2014), as it aligns closely with the attributes of community e-commerce platform, thereby offering a relevant framework for our analysis.

2.2.2 Information quality

Information quality refers to important aspects and attributes of products or services, which enable e-retailers to deliver tailored, innovative, value-added, and seamlessly integrated products or services to consumers[32]. It entails dimensions of content adequacy and content usefulness, where the former encompasses the reliability, sufficiency, and completeness of the provided information, and the latter relates to the informativeness and overall value of the displayed information[25].

Information quality was assessed based on its accuracy, timeliness, completeness, relevance, and consistency[28]. Echoing this, Kim and Park (2013) argued that the essence of a website's quality lies in its capacity to provide relevant, accurate, comprehensible and useful information[33].

In the context of social e-commerce, Maia et al. (2018) have examined the primary factors influencing consumer participation, underscoring the importance of trust, perceived usefulness, and particularly, information quality[34]. Similarly, in the construction industry, Song et al. (2017) mentioned that the adoption of Building Information Modeling (BIM) by architecture, engineering, and construction companies worldwide globally has been significantly influenced by the quality of information reflecting its impact on enhancing competitive advantage and re-engineering business processes[29].

Drawing from the literature mentioned above, this thesis conceptualizes information quality as encompassing accuracy, completeness, relevance, and consistency. The provision of accurate, complete, relevant, and consistent information is pivotal, as it not only enriches the overall

user experience, but also fosters a sense of credibility and reliability within the community. Consequently, information quality emerges as a critical factor contributing to the success and sustainability of the community e-commerce platform.

2.2.3 Service quality

Service quality pertains to the degree to which online websites enhance the efficiency and effectiveness of customers' browsing and consumption experiences, covering aspects like change and refund policies and the availability of consultation services[35]. It represents customers' comprehensive perception of the quality of the online transaction process and the outcomes of the service provided[36]. Indeed, service quality is widely acknowledged as a cornerstone factor influencing customer perception[22].

Service quality has been extensively researched across various industries, including logistics[37], aviation[38], hospitality[39], among others. Indeed, in recent years, research on service quality in the field of e-commerce has started gaining significant attention and involvement[7, 40]. Fan et al. (2022) have formulated a research model to elucidate how the e-service quality of a community e-commerce platform influences customer engagement behavior via the mediating factors of customer trust and perceived risk. The findings suggest that e-service quality, which includes factors such as system design, intelligent fulfillment, security assurance, and interactive service, has a positive impact on customer engagement behavior. Lin et al. (2021) adopting the perspective of perceived value, focused on organic foods as the research subject. It examines gender differences and establishes a theoretical model to elucidate the factors influencing consumers' continued purchase intention on fresh food e-commerce platforms. The findings reveals that service quality significantly influences consumers' perceived value, thereby affecting their continued purchase intention. Given these insights, this thesis reaffirms service quality as a paramount research variable, furthering its exploration within the e-commerce domain. This approach is aimed at unraveling the nuanced effects of service quality on various facets of consumer behavior and platform success in the evolving e-commerce ecosystem.

2.3 Perceived Value

Consumer perceived value refers to users' assessment of products or services, which significantly influences their purchasing behavior[41]. Previous studies have shown that perceived value is a multidimensional concept, with various dimensions identified by different researchers[42, 43]. For instance, Sheth et al. (1991) identified five types of perceived value: social, functional, emotional, epistemic, and conditional values[44]. Grönroos (1997) categorized perceived value into cognitive and emotional value[45], while Sweeney and Soutar (2001) distinguished functional, emotional, and social values[46]. Among these dimensions, perceived hedonic value and perceived utilitarian value are the most commonly utilized

in marketing research[47]. Several studies have employed these two values to investigate consumer purchasing behavior. In line with this, this thesis utilizes these two values to elucidate consumers repurchase intention in community e-commerce[48, 49].

2.3.1 Perceived hedonic value

Babin et al. (1994) posited that consumers are also motivated by hedonic value, which encompasses the recreational, emotional, and experiential benefits of shopping activities[47]. Hirschman and Holbrook (1983) argued that hedonic value is subjective and conscious, relying more on consumer perceptual experiences than rational outcomes[50]. Lascu (1991) supported this viewpoint, suggesting that people shop not just to acquire goods but also for the enjoyment and pleasure derived from the shopping process itself. Later scholars have conducted many studies on hedonic value, and their specific manifestations have been comprehensively explored depending on the subject of the study. For example, Gao (2021) and Du (2022) categorized online interactivity as hedonic value[51, 52], while Chen and Xu (2018) included subservient consumption in this category[53].

In the context of CECPs, hedonic value is evident in the shopping experience. For instance, during the group-buying process, the social interactions among residential consumers or between consumers and group leaders create a sense of enjoyment and contribute to positive shopping experiences. These interactions, whether in real-life settings or through online social networks, allow consumers to perceive the pleasure of group buying[54]. Additionally, appealing visual displays and promotional activities on the platform contribute to consumer satisfaction and enjoyment during the shopping process. Product information and service quality, we mentioned when describing the three qualities of platform quality, are all manifestations of platform features.

Dedeoglu et al. (2018) argued that hedonic value is comprised of the value components related to entertainment and emotion in products or services[55]. After using online shopping platforms, customers can derive hedonic value by assessing whether the process elicited pleasure and enjoyment, whether it aided in alleviating stress, and the extent to which they were engaged in the shopping experience[56-58]. Therefore, it is evident that platform quality have an impact on the perceived hedonic value.

Social interaction has become increasingly crucial in driving repeat purchase behaviors, largely due to the enhanced social interaction capabilities offered by online stores[43]. Gratification shopping theory posits that individuals are driven to engage in behaviors that alleviate tension or stress, resulting in heightened pleasure, which aligns with perceived hedonic value. Parsons (2002) asserted that gratification serves as a significant shopping motive, increasing the likelihood of a consumer patronizing a specific online store and subsequently returning[59].

2.3.2 Perceived utilitarian value

Babin et al. (1994) argued that utilitarian value is derived from fulfilling consumer needs, driving shopping behavior as consumers find the products they seek[47]. Gresham (2000) and Kuusela (2006) further elaborated on this, emphasizing that utilitarian value lies in saving consumer money, time, and effort, and enhancing convenience in access, search, appropriation, and transaction. Bridges and Florsheim (2008) found utilitarian value strongly influence purchase intentions and behaviors, particularly in online shopping for discounted goods. Recent studies confirmed that favorable pricing and product quality reflect utilitarian value[51, 60]. Similarly, other researches also highlighted the importance of price concessions and shopping convenience in reflecting utilitarian value[61-63]. In community e-commerce, daily necessities fulfill immediate resident needs, showcasing clear utilitarian value. Additionally, in group purchasing, both the products themselves and the process offer utilitarian value, with consumers attracted by favorable prices and convenient ordering for self-pickup.

Usefulness, convenience, and information effectiveness, reflect aspects of platform features. Crowley et al. (1992) analyzed 24 product categories and identified "useful," "beneficial," "wise," and "valuable" as variables associated with utilitarian emotions[64]. To et al. (2007) identified important factors influencing utilitarian value in online shopping, including cost savings, convenience, varied choices, information availability, lack of social contact, and customized goods or services. Therefore, it is evident that platform quality has an impact on the perceived utilitarian value[65].

Online shoppers tend to seek variety in their purchases. Meeting their demand for a wide range of product options is essential in encouraging them to revisit online shopping platforms[43]. Compared to offline retailers, online stores typically provide a more extensive selection of products. Consequently, the probability of finding the needed or wanted product, which is a manifestation of the perceived usefulness of perceived utilitarian value, is higher online, leading to a more efficient shopping experience[66].

2.4 Repurchase Intention

The concept of consumer repeat purchase intention originates from research in consumer behavior and marketing. Jones and Sasser (1996) thought that repeat purchase intention signifies customers' willingness to continue transactions with an existing merchant after a transaction[67]. In the study of Khalifa and Liu (2007), repeat purchase intention denoted customers' willingness to continue making purchases after their initial purchase[68]. Recent research indicated that repeat purchase intention is the willingness of customers to continue purchasing the same product or service after purchasing and using it[69]. In general, scholars both domestically and internationally have a relatively consistent definition of repeat purchase intention. In this thesis, in conjunction with the actual consumption context of community group buying, repeat purchase intention is

defined as the willingness of customers who have made purchases on a community group buying platform to make future purchases on the same platform.

Currently, scholars have conducted extensive research on consumer repurchase intention, but much of it has focused on consumer quality. For instance, the research of Nazir et al. (2023) investigated how consumer engagement on social media and providing a satisfying consumer experience are significant factors influencing consumer repurchase intentions in the hospitality industry[70]. Besides, according to Ding (2023), enhancing the focus on customer experience by platform merchants can increase the competitive advantage of community group-buying businesses[71]. Istanbulluoglu and Sakman (2022) suggested in their study that consumer trust influences companies' responses to social media complaints, thereby affecting consumer repurchase intentions[72]. Hieronanda and Nugraha (2021) also argued in their study that trust significantly influences repurchase intentions among e-commerce consumers[6].

Some studies have taken platform quality into account, but still simultaneously consider the influence of consumer quality and consumer quality are primarily emphasized[73-75]. This makes it difficult to comprehensively and fully discern the impact of platform quality on consumer repurchase intentions. Hence, this study aims to investigate the factors influencing consumers' repeat purchase intention on CECPs in light of platform quality. In doing so, a more comprehensive approach can be employed to thoroughly consider the impact of platform quality on consumer repurchase intentions.

3. Theoretical Model and Hypotheses Development

The partition-based clustering algorithm is the most basic way and will divide the set into several independent clusters. Suppose that the set contains n sample points, then divide these sample points into k clusters, and divide n sample points into clusters, which conforms to the minimum value of the calculation formula, and each cluster is a non-empty set, and each sample point belongs to only one cluster in the cluster. K-means algorithm is a partition-based clustering algorithm and an unsupervised classification technology. In the classification process, corresponding similarity criteria are followed to make samples of different types of clusters as different as possible, while samples of the same type are as similar as possible. The overall algorithm operation is proposed according to the minimum error sum of squares criterion. After iteration, multiple initial distance centers are randomly selected in a given data set, the similarity measure of the remaining data to the cluster center is calculated and analyzed, and the data samples with large similarity measure are divided into the same category, and then the distance center is recalculated in each category. The flow of the clustering algorithm is shown in Figure 2 below:

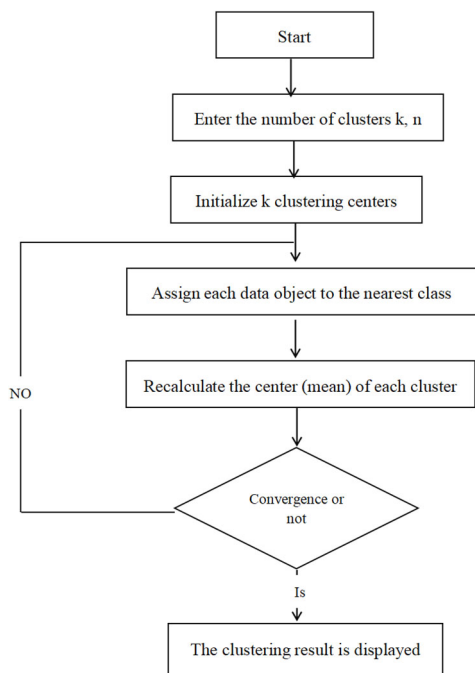


Figure 2 Flowchart of K-means algorithm

From the perspective of practical application, this algorithm has high scalability requirements, excellent application performance when processing big data combination, which can ensure the universality of the algorithm, strong processing ability of noisy data, which can reduce the impact of cluster analysis results and avoid wrong cluster information, and existing clusters are less affected by object update. It can meet the research and integration needs of precision marketing methods and strategies of an enterprise's e-commerce platform. By integrating theoretical knowledge with actual business situation, the indicators that may be used during user decision-making are divided into three levels, among which the second-level indicators represent the evaluation system embodied by combining user decision-making theory, and the third-level indicators represent the evaluation indicators based on user behavior model, as shown in Table 1 below:

Table 1 Consumer decision-making behavior indicators and contents

| User decision theory data | Secondary evaluation index | Three-level evaluation index | Data type | Data standardization |
|---------------------------|----------------------------|--|--|--|
| Customer value algorithm | Total customer value | Customer purchase category | Discrete type | Range conversion |
| | | | Discrete type | Range conversion |
| | Total customer cost | The time the customer receives the goods Average amount per customer order | Continuous numeric variable Continuous numeric variable | Normalized transformation Normalized transformation |
| Heuristic method | Promotional activity | Whether it is the first time to order during the promotion Promotional responsiveness | 0-1 variable Discrete type | Normalized transformation Normalized transformation |
| Endowment effect | Repeat purchase rate | How often customers order | Continuous numeric variable | Normalized transformation |
| Mental account | Price sensitivity | Customer price sensitivity | Continuous numeric variable | Normalized transformation |

After reasonably classifying customers, it can help enterprises to have a deeper understanding of the service objects, and finally formulate corresponding sales strategies and management models according to the product and service content related to different types of customer demands, so as to change the existing marketing model. Meanwhile, the cluster analysis results can also find the dissatisfaction points of consumer groups with products and services, so as to facilitate enterprises to propose improvement strategies for specific problems. Using the clustering algorithm to determine the precision marketing methods and strategies of e-commerce platforms, we need to start from the following steps:

First, data preparation. This link includes data acquisition, data cleaning, data conversion and data integration and other steps. Data collection is the basic element of successful modeling. Enterprises need to collect all content such as users' online ordering and customer information, regard improving data quality as the main purpose, and ensure the integrity and consistency of data in data cleaning. At the same time, the data is transformed and integrated into the data set required by the algorithm, and the range normalization calculation is carried out on all variables according to the analysis of user decision behavior data.

Second, reduction of variables. During data exploration, certain variables are highly correlated, and when modeling, some variables have no value, resulting in data redundancy. Variable reduction can eliminate the interference factor during modeling, reduce the difficulty of modeling, and increase the usability and speed of modeling. Common reduction methods of variables include mode analysis, correlation coefficient analysis, etc.

Third, extreme value processing. After data analysis, 0.3% of users were in the extreme value range, which was cleared during modeling.

Fourth, algorithm experiment. When dividing customer groups in detail, the clustering algorithm is used to carry out the operation. The typical clustering algorithm K-means can be selected, which mainly divides the data set into K categories first, and then regards the mean value of each category as the cluster center to represent such data, and then calculates the square error and the minimum division through iteration. k objects are selected as the initial cluster centers, and the remaining objects are matched to the most similar clusters according to their similarity to these cluster centers, and finally a new cluster center is obtained. This process is repeated until the standard measure function begins to converge, and the mean square error is generally regarded as the standard measure function.

Since K-means algorithm is proposed for continuous variables, the operation speed is faster, but it is not applicable when categorical variables are involved. In this case, Two-steps clustering algorithm can be used, which can process both categorical variables and continuous variables at the same time, and can automatically identify the best number of categories. After research, it is believed that there are some problems in the above

methods during the research period, so various methods should be comprehensively used to compare the application effects of different distance algorithms during the business modeling period, so as to propose precision marketing strategies for the operation of e-commerce platforms. After mastering the evaluation indicators and relevant parameters of consumer behavior, the final available variables are determined, data modeling methods and tools are comprehensively applied, and a variety of clustering algorithms are reasonably applied. After research and experiments, the consumer behavior characteristics and purchase motivation of different groups are analyzed, and appropriate consumer models are constructed and applied to the daily operation of enterprises. Finally, from the three aspects of improving loyalty, subdividing group communication and personalized service, we will fully implement precision marketing strategies for community e-commerce platforms. The final practice results prove that the results of cluster analysis based on consumer behavior data can provide an effective basis for the establishment of consumer models and marketing methods, and can provide new ideas for enterprise managers and marketing strategy makers.

3.1 Theoretical Model

The SOR model elucidates the process by which environmental factors (stimuli) impact an individual's internal emotional and cognitive states (organism), leading to their specific behavior (response)[22, 76]. Within this theoretical framework, the perceived state of the organism acts as a mediator between stimuli and subsequent customer behavior[77]. In the realm of e-commerce, numerous studies have applied the SOR model to explore how website attributes, serving as stimuli — ranging from platform environmental quality to service quality — influence customer behavior, notably purchasing behavior[10, 78]. For instance, Lin et al. (2017) utilized the SOR model to investigate how technical features of social commerce websites influence customers' repurchase intentions.

These studies have identified a wide array of factors influencing customers' perceived state, notably trust and perceived risk. The findings collectively demonstrate that the SOR model effectively captures the nuanced ways in which specific website stimuli, such as e-service quality, influence customer perception, subsequently impacting their engagement behavior. By delineating a causal link between stimulus, organism, and response, the model also offers a viable mechanism for assessing the effects stemming from the quality of CECPs. These platforms are crafted to evoke particular cognitive perceptions among customers, ultimately bolstering satisfaction and repurchase intention[22].

3.2 Hypotheses Development

3.2.1 *Quality of community e-commerce and repurchase intention*

Liang et al. (2011) found that website quality directly impacted repurchase intentions in e-commerce because high-quality websites can facilitate users in connecting with their friends and exchanging information conveniently and comfortably[79]. Building upon this, Khanijoh et al. (2020) further highlighted that platform quality, such as the standard of service quality and user-friendly and easy system, holds the utmost importance in influencing consumer satisfaction, in consequence, increases the repurchase intention. From the researcher's point of view, platform quality should be maintained at all times[80]. Therefore, ensuring consistent high platform quality can significantly enhance customers repurchase intention. Based on these propositions, this thesis posits the following hypothesis:

- H1a. Information quality is positively correlated with consumers repurchase intention.
- H1b. System quality is positively correlated with consumers repurchase intention.
- H1c. Service quality is positively correlated with consumers repurchase intention.

3.2.2 *System quality and perceived hedonic value*

Shihab et al. (2018) highlighted that system quality relates to the technical quality of a website such as ease of use and user friendliness has a positive impact on perceived hedonic value[81]. Similarly, Kim et al., (2012) emphasized the impact of easy website access on the perceived hedonic value of purchasing, noting that online shoppers tend to be impatient with data access delays[82]. Sagala (2020) supported these findings, demonstrating that system quality significantly influences users' perceived hedonic value when shopping on social media platforms. High-quality systems, known for their user-friendliness and reliability, enhance overall enjoyment and satisfaction during shopping experiences[83]. These studies indicate that system quality, as a key factor, enhances consumers' hedonic experience on e-commerce platforms by improving shopping convenience, reducing operational difficulties, and increasing system reliability. Based on these propositions, this thesis posits the following hypothesis:

- H2. The system quality of the e-commerce platform is positively correlated with consumers' perceived hedonic value.

3.2.3 *System quality and perceived utilitarian value*

Previous research has highlighted the significance of system stability in shaping perceived utilitarian value, demonstrating a favorable association between the stability of system connections and the perceived utility of online experiences[81]. Furthermore, improving the system quality of traffic-related platforms can raise

customers' perceived utilitarian value[84]. As system quality encompasses efficiency from an engineering standpoint, researchers have also proposed that consumers' perceptions of efficiency positively influence their perceptions of utilitarian value towards a website[85]. Therefore, it can be assumed that system quality can positively influences consumers' perceived utilitarian value of e-commerce platforms by enhancing the system's stability, efficiency, and overall performance. Based on these propositions, this thesis posits the following hypothesis:

- H3. The system quality of the e-commerce platform is positively correlated with consumers' perceived utilitarian value.

3.2.4 *Information quality and perceived hedonic value*

As consumers navigate through the browsing and selection process, their excitement and enjoyment are further amplified by encountering accurate and relevant product information. This experience not only enhances their overall satisfaction but also augments the perceived hedonic value of the entire e-commerce platform[86]. Moreover, the more knowledge customers get from the suggestions, reviews, and forums on the site, the better will be his/her evaluation of the site. In other word, if a website provides high-quality content, consumers will perceive good hedonic value[87]. Therefore, it can be assumed that information quality can positively influences consumers' perceived hedonic value of e-commerce platforms by enhancing the sensory pleasure of product information and the excitement of the shopping experience. Based on these propositions, this thesis posits the following hypothesis:

- H4. The information quality of the e-commerce platform is positively correlated with consumers perceived hedonic value.

3.2.5 *Information quality and perceived utilitarian value*

The provision of clear, precise, and exhaustive information not only instills confidence in e-commerce transactions but also contributes to an elevated perceived utilitarian value of the e-commerce platform, ultimately influencing consumer decision-making processes[88]. Online store managers ensure information quality by providing sufficient, reliable, and appropriate descriptions of products, which in turn contributes to building consumers' perceived utilitarian and hedonic value of their online store[30]. Furthermore, a plain and easy-to-understand presentation of information is highly favored to allow for consumers' perceived utilitarian value and speedy decision-making. Therefore, it can be assumed that information quality is a crucial factor that positively impacts consumers' perceived utilitarian value in the context of e-commerce[84]. Based on these premises, this thesis posits the following hypothesis:

H5. The information quality of the e-commerce platform positively influences consumers' perceived utilitarian value.

3.2.6 *Service quality and perceived hedonic value*

Consumers' perceived hedonic value refers to their overall assessment of whether the product or service is enjoyable[89]. Simjanović et al. (2022) emphasized the importance of service quickness and receptiveness in shaping hedonic value, suggesting that efficient and responsive service delivery enhances the enjoyment and pleasure derived from the overall experience[90]. Additionally, El-Adly (2019) implied that the quality of service, such as receiving special treatment or benefits, contributes to the hedonic value perceived by hotel guests[39]. Therefore, service quality may evoke positive consumer emotions, enhance their shopping enjoyment, and prompt positive hedonic shopping benefits[91]. Based on these premises, this thesis posits the following hypothesis:

H6. The service quality of the e-commerce platform positively influences consumers' perceived hedonic value.

3.2.7 *Service quality and perceived utilitarian value*

The research conducted by Simjanović et al. (2022) has revealed that the speed and responsiveness of service play a crucial role in consumers' perception of utilitarian value, emphasizing the significance of timely and attentive assistance in meeting consumers' practical needs. Additionally, Lien et al. (2015) suggested that to enhance customers' perceived utilitarian value, hotels should provide service excellence, which contributes to a seamless and satisfactory stay experience[92]. Drawing on insights from the hospitality industry, we can see the pivotal role of service quality in shaping consumers' perceived utilitarian value. The same applies to the e-commerce industry. Based on these premises, this thesis posits the following hypothesis:

H7. The service quality of the e-commerce platform positively influences consumers' perceived utilitarian value.

3.2.8 *Perceived hedonic and utilitarian values and repurchase intention*

Chiu et al. (2014) examined the substantial influence that customers' hedonic and utilitarian values have on their desire to repurchase. Additionally, Can and Erdil (2018) proposed that enhancing the visual appeal of a product can evoke feelings of enjoyment and uniqueness among customers. This improvement in perceived hedonic value, they argue, ultimately fosters brand loyalty, leading consumers to continue using or purchasing the product, akin to repurchase intention. Additionally, they suggest that improving system quality can enhance customers' perception of utilitarian value and thus increase their willingness to re-purchase. This aligns with Guo and Li (2022), who argued that When items in social commerce

deliver more utilitarian and hedonic value, consumers are more likely to repurchase[93]. Based on these propositions, this thesis proposes the following hypothesis:

H8a. The perceived hedonic value positively influences consumers repurchase intention.

H8b. The perceived utilitarian value positively influences consumers repurchase intention.

3.2.9 *The mediating role of perceived value*

In the research of Zhu et al. (2022), they have found that customer involvement may not always lead to specific behavioral intentions. Instead, customer perceived value serves as an intermediary factor between customer-enterprise co-creation behavior and consumers' willingness to continue usage. Hapsari et al. (2016) explored the mediating role of perceived value in the connection between service quality and customer satisfaction, suggesting a significant intermediary function[94]. Likewise, Hanaysha (2018) concurred with this perspective[95]. He delved into the mediating effect of perceived value, examining its role between factors such as social media marketing and sales promotion and customer retention, ultimately concluding its pivotal role in mediating these relationships. Based on these propositions, this thesis posits the following hypothesis:

H9a. Perceived utilitarian value plays a mediating role on the effects of information quality of community e-commerce on repurchase intention.

H10a. Perceived hedonic value plays a mediating role on the effects of information quality of community e-commerce on repurchase intention.

H9b. Perceived utilitarian value plays a mediating role on the effects of system quality of community e-commerce on repurchase intention.

H10b. Perceived hedonic value plays a mediating role on the effects of system quality of community e-commerce on repurchase intention.

H9c. Perceived utilitarian value plays a mediating role on the effects of service quality of community e-commerce on repurchase intention.

H10c. Perceived hedonic value plays a mediating role on the effects of service quality of community e-commerce on repurchase intention.

3.3 **The Framework of this Thesis**

Following the SOR model, this paper operationalizes "stimulus" as the characteristic of CECs (system quality, information quality and service quality), "organism" as perceived hedonic value and perceived utilitarian value, and "response" as customer repurchase intention. Therefore, based on conceptual models of previous studies, and three dimensions of quality of community e-commerce, the author proposes the following framework as shown in Figure 3.

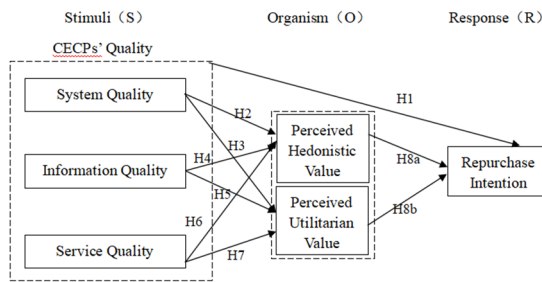


Figure 3 The Conceptual Framework of this Thesis

4. Research Methodology

4.1 Instruments

A questionnaire survey was utilized to investigate the factors influencing consumers' repurchase intention on CECPs. The questionnaire comprised two sections. The first section aimed to gather demographic information from respondents, covering aspects such as gender, age, educational level, career, monthly income, and their usage of CECPs. The second section consisted of theoretical constructs discussed earlier, assessing the quality of platforms, perceived value, and repurchase intention. Except for the basic information of the demographic sample, the questionnaire implemented a 5-point Likert scale with five level from “very disagree”, “disagree”, “neutral”, “agree” to “very agree” to collect the crucial data.

4.1.1 Independent variables

Quality of community e-commerce platform: The scale was adapted from Song et al. (2017), Chiu et al. (2014) and Rita et al. (2019), including three sub-dimensions, system quality (SQ) with an item stating that “The BIM software platform is fast.”, information quality (IQ) with an item stating that “I thought that this website provided detailed information about the products feature.”, and service quality (SEQ) with an item stating that ‘The online shop provides a telephone number to reach the company.’. Others are 20 items as shown in Table 4.1 totally.

4.1.2 Dependent variables

Repurchase Intention (RI) was adapted from Chatzoglou et al. (2022), with an item stating that “I intend to shop at this store again in the future.” Others are 3 items, as shown in Table 2.

4.1.3 Mediating variables

Perceived value: The scale was adapted from Hsiao (2020), including 2 sub-dimensions: perceived hedonic value (PHV) with a item stating that “using social commerce help me relax for shopping.”, and perceived utilitarian value (PUV) with an item stating that “using social commerce enables me to do shopping more quickly.”[96]. Others are 7 items as shown in Table 2 totally.

Table 2 Scales of Variables

| Constructs | Items | Sources |
|---|---|--------------------------|
| System Quality (SQ) | SQ1. The Building Information Modeling software platform is fast. | Song et al, (2017) |
| | SQ2. The Building Information Modeling software platform is stable. | |
| | SQ3. It is easy to understand the functions/interface of Building Information Modeling application. | |
| Information Quality (IQ) | IQ1. I thought that this website provided detailed information about the products featured. | Chiu et al, (2014) |
| | IQ2. This website provided a comprehensive list of the technical specifications of the products featured. | |
| | IQ3. This website provided information on a large number of attributes for each of the products featured. | |
| | IQ4. The information provided by this website is up to date. | |
| Service Quality (SEQ) | SEQ1. The online shop provides a telephone number to reach the company. | Rita et al, (2019) |
| | SEQ2. The online shop has customer service representatives available online. | |
| | SEQ3. The online shop offers the ability to speak to a live person if there is a problem. | |
| | SEQ4. The online shop provides me with convenient options for returning items. | |
| | SEQ5. The online shop handles product returns well. | |
| | SEQ6. The online shop offers a meaningful guarantee. | |
| Perceived Hedonic Value (PHV) | PHV1. Using social commerce help me relax for shopping. | Hsiao (2020) |
| | PHV2. Using social commerce help me be more interesting for shopping. | |
| | PHV3. Using social commerce help me arouse my emotions and feelings for shopping. | |
| | PHV4. Using social commerce help me is very exciting for shopping. | |
| Perceived Utilitarian Value (PUV) | PUV1. Using social commerce enables me to do shopping more quickly. | Hsiao (2020) |
| | PUV2. Using social commerce helps me be more effective. | |
| | PUV3. Using social commerce saves me time to use it. | |
| | PUV4. Using social commerce makes it easier to do it. | |
| | PUV5. Using social commerce is useful to me. | |
| Repurchase Intention (RI) | RI1. I intend to shop at this store again in the future. | Chatzoglou et al, (2022) |
| | RI2. I am likely to visit this store again in the future. | |
| | RI3. I will probably use the products (and associated services) of this store in the future. | |
| | RI4. I will shop more at this store in the future. | |

4.2 Procedure and Data Collection

4.2.1 Questionnaire design

A questionnaire survey method was utilized in this study to validate the research hypotheses. The survey items used in this study were meticulously selected to align with the research objectives, enabling the collection of essential data to test the research hypotheses.

The questionnaire was initially developed in English and underwent content validity review by two English-speaking academics. Subsequently, for the survey conducted in China, the questionnaire was translated into Chinese by the primary researcher. Following this, the translated version was back-translated into English by a second researcher to ensure consistency. In order to ensure validity and intelligibility of the translation, trial test was conducted by several respondents (excluded in the final test). Based on their feedback, certain items were revised to enhance the clarity and comprehensibility of the questionnaire.

4.2.2 Data collection

The survey was conducted in China between 30th January and 17th February 2024 for three weeks. Wenjuanxing (<https://www.wjx.cn>) a professional online questionnaire website, was chosen to distribute the survey questionnaire. Then it was distributed via WeChat, Xiaohongshu and other social media for collection.

The questionnaire in which respondent chose that he has not used community e-commerce was regarded as invalid. Excluding the invalid questionnaires, a total of 181 valid questionnaires were finally used in this study. In this study, PLS-SEM will be adopted to analyze the data collected. Exploratory factor analysis typically recommends considering the sample-to-item ratio when determining the sample size for a study based on the number of items. The ratio should not be less than 5-to-1 [97, 98]. In the questionnaire used in this study, there were a total of 26 items. Therefore, according to this ratio, at least 130 valid questionnaires are required. This study collected 181 valid questionnaires, which is greater than 130, thereby validating the adequacy of the questionnaire quantity in this study.

4.3 Analysis Technique

In this chapter, we employ SmartPLS 4.1.0.0, a professional software for partial least squares structural equation modeling (PLS-SEM), to analyze Likert scale items from 181 questionnaires. The utilization of PLS-SEM is justified by the quality of our data and model. Given our relatively small sample size and the complexity of our model, PLS-SEM is deemed more suitable [99]. Within SmartPLS, latent variables are constructed, and the model is established through connections. Subsequently, the PLS Algorithm and bootstrapping techniques are employed to assess correlations, variable significance, and the potential mediation of satisfaction.

5. Results

5.1 Descriptive Statistics

The total responses of survey participants are comprised of 181 valid questionnaires for data analysis. To analyze the demographic characteristics descriptive statistics using smart PLS were used.

The findings as presented in Table 3 show that 69.61% of the participants are females, whereas males accounted for 30.39% of the overall responses. On participants' ages, the following distribution is presented as follows: under 20 years old (5.52%); between 21 and 30 years old (77.35% %), between 31 and 40 years old (13.26 %); 41 years old or above (3.86%).

Additionally, the analysis revealed that 7.73% of the participants have a postgraduate certificate, 76.24% have a bachelor degree qualification, 9.94% have a Diploma certificate, and 6.08% have higher secondary school or below certificate. The data analysis revealed that the majority of respondents (53.59%) identified as students, followed by 33.7% who were employed full-time, and 9.39% who classified themselves as freelancers. A smaller percentage, 3.31%, fell into the "other" category. The output of descriptive analysis also showed that 5.52% of the participants had an average monthly income that is below RMB1000, whereas 43.09% had a monthly income between RMB1001 and RM2000. But those who receive a monthly income in the range of RMB2001 to RMB5000 accounted for 40.32% of total responses, while 11.05% had an average monthly income that is above RMB5001. Moreover, among the surveyed CECPs, Meituan Youxuan stands out as the most widely used platform, with 81.77% of respondents having used it. Dodo Buy ranks next, with a substantial 64.64% of respondents indicating usage. Meanwhile, other platforms such as Xingsheng Youxuan and WeChat group purchases also exhibit notable usage percentages, though to a lesser extent.

Table 3 Respondents' Demographic

| Items | Categories | Frequency | Percentage Rates (%) |
|--------------------------------|--------------------------|-----------|----------------------|
| Gender | Male | 55 | 30.39 |
| | Female | 126 | 69.61 |
| Age(years) | <20 | 10 | 5.52 |
| | 21-30 | 140 | 77.35 |
| | 31-40 | 24 | 13.26 |
| | 41-50 | 6 | 3.31 |
| | >51 | 1 | 0.55 |
| | High school or below | 11 | 6.08 |
| Qualification | College degree | 18 | 9.94 |
| | Bachelor degree | 138 | 76.24 |
| | Master's degree or above | 14 | 7.73 |
| | Student | 97 | 53.59 |
| Occupation | Office worker | 61 | 33.7 |
| | Freelancer | 17 | 9.39 |
| | Other | 6 | 3.31 |
| | <1000 | 10 | 5.52 |
| Monthly disposable income(¥) | 1001-2000 | 78 | 43.09 |
| | 2001-3000 | 30 | 16.57 |
| | 3001-4000 | 26 | 14.36 |
| | 4001-5000 | 17 | 9.39 |
| | >5000 | 20 | 11.05 |

Source: Obtained from data collation of this thesis

5.2 Value Inflation Factor

Variance inflation factor (VIF) analysis investigates the potential existence of factor multidisciplinary. The VIF values for our constructs ranged from 1.192 to 2.962, remaining under the suggested cut-off value of 5.0. Therefore, multidisciplinary was not an issue in our data[99, 100].

5.3 Measurement Model Evaluation

Table 4 displays construct reliability and validity scores of this study. Results indicate that all factor loading for constructs were statistically significant, surpassing the 0.70 cut-off[99, 100]. Additionally, the average variance extracted (AVE) values for all constructs exceeded the 0.50 threshold, indicating satisfactory convergent validity[99, 100]. Composite reliability measures ranged from 0.706 to 0.863, and Cronbach's alphas ranged from 0.704 to 0.805, demonstrating certain scale reliability. Discriminant validity was assessed by using Fornell and Larcker's (1981) criterion[99, 100]. As depicted in Table 5, the square root of each construct's AVE surpassed its respective inter-correlation, supporting the condition.

Table 4 Construct Reliability and Validity

| Constructs and Items | Loading | CR | AVE | α |
|-----------------------------|---------|-------|-------|----------|
| Information Quality | | 0.842 | 0.572 | 0.749 |
| IQ1 | 0.818 | | | |
| IQ2 | 0.72 | | | |
| IQ3 | 0.803 | | | |
| IQ4 | 0.677 | | | |
| Perceived Hedonic Value | | 0.823 | 0.539 | 0.725 |
| PHV1 | 0.803 | | | |
| PHV2 | 0.765 | | | |
| PHV3 | 0.692 | | | |
| PHV4 | 0.669 | | | |
| Perceived Utilitarian Value | | 0.863 | 0.559 | 0.801 |
| PUV1 | 0.801 | | | |
| PUV2 | 0.814 | | | |
| PUV3 | 0.726 | | | |
| PUV4 | 0.73 | | | |
| PUV5 | 0.657 | | | |
| Repurchase Intention | | 0.832 | 0.555 | 0.733 |
| RI1 | 0.764 | | | |
| RI2 | 0.77 | | | |
| RI3 | 0.789 | | | |
| RI4 | 0.647 | | | |
| System Quality | | 0.836 | 0.63 | 0.704 |
| SQ1 | 0.845 | | | |
| SQ2 | 0.794 | | | |
| SQ3 | 0.738 | | | |
| Service Quality | | 0.855 | 0.502 | 0.805 |
| SEQ1 | 0.528 | | | |
| SEQ2 | 0.619 | | | |
| SEQ3 | 0.596 | | | |
| SEQ4 | 0.83 | | | |
| SEQ5 | 0.83 | | | |
| SEQ6 | 0.787 | | | |

Note: IQ = information quality, SQ = system quality, SEQ = service quality, PHV = perceived hedonic value, PUV = perceived utilitarian value, RI = repurchase intention
 Source: Obtained from data collation of this thesis

Table 5 Fornell and Larcker's Criterion

| Constructs | IQ | PHV | PUV | RI | SQ | SEQ |
|------------|-------|-------|-------|-------|-------|-------|
| IQ | 0.757 | | | | | |
| PHV | 0.596 | 0.734 | | | | |
| PUV | 0.545 | 0.65 | 0.748 | | | |
| RI | 0.452 | 0.614 | 0.715 | 0.745 | | |
| SQ | 0.476 | 0.53 | 0.626 | 0.669 | 0.794 | |
| SEQ | 0.723 | 0.65 | 0.667 | 0.571 | 0.597 | 0.709 |

Note: IQ = information quality, SQ = system quality, SEQ = service quality, PHV = perceived hedonic value, PUV = perceived utilitarian value, RI = repurchase intention
 Source: Obtained from data collation of this Thesis

5.4 Structural Model Assessment

To assess the structural model, a specific procedure is followed here. Firstly, we evaluated the predictive power of the model by examining the R² and Q² values of our predictor variables. All R² values surpassed the 0.10 threshold, indicating satisfactory predictive power. Specifically, for Perceived Hedonic Value (PHV), the R² value was 0.483, for Perceived Utilitarian Value (PUV) it was 0.530, and for Repurchase Intention (RI) it was 0.613. Additionally, all Stone-Geisser's Q² values for our endogenous constructs were positive, further confirming the model's predictive capability[99, 100]. Specifically, for PHV, the Q² value was 0.452, for PUV it was 0.500, and for RI it was 0.467. These results collectively support the robustness of our structural model.

Table 6 shows the estimated path coefficients for the modeled relationships. As suggested in H1b, system quality influences repurchase intention, exerting a strong effect ($\beta = 0.507, p < 0.001$), supporting H1b. As hypothesized in H1c, service quality influences repurchase intention, emitting an impact ($\beta = 0.244, p = 0.003$), establishing H1c. Likewise, as postulated in H2, system quality influences perceived hedonic value, exerting an effect ($\beta = 0.204, p = 0.004$), supporting H2. As postulated in H3, system quality boosts perceived utilitarian value, emitting a very strong impact ($\beta = 0.347, p < 0.001$), supporting H3. As envisaged in H4, information quality influences perceived hedonic value, revealing an effect ($\beta = 0.243, p = 0.014$), establishing H4. Further, service quality was found to strongly affect perceived hedonic value ($\beta = 0.353, p < 0.001$) and perceived utilitarian value ($\beta = 0.388, p < 0.001$), supporting H6 and H7. As hypothesized in H8a, perceived hedonic value influences repurchase intention, emitting an impact ($\beta = 0.204, p = 0.014$), supporting H8a. As proposed in H8b, perceived utilitarian value influences repurchase intention, exercising a strong impact ($\beta = 0.392, p < 0.001$), supporting H8b. However, contrary to hypotheses proposed in H5 and H1a, information quality was found to have no effect on perceived utilitarian value ($\beta = 0.1, p = 0.260$) and repurchase intention ($\beta = 0.034, p = 0.414$), rejecting H5 and H1a.

Table 6 Structural Model Results

| Hypothesis | Path | Effect | t Value | p values | Remarks |
|------------|------------|--------|---------|----------|-----------|
| H1a | IQ -> RI | 0.034 | 0.414 | 0.679 | Rejected |
| H1b | SQ -> RI | 0.507 | 5.478 | 0.000 | Supported |
| H1c | SEQ -> RI | 0.244 | 2.455 | 0.014 | Supported |
| H2 | SQ -> PHV | 0.204 | 2.854 | 0.004 | Supported |
| H3 | SQ -> PUV | 0.347 | 4.08 | 0.000 | Supported |
| H4 | IQ -> PHV | 0.243 | 2.468 | 0.014 | Supported |
| H5 | IQ -> PUV | 0.100 | 1.125 | 0.260 | Rejected |
| H6 | SEQ -> PHV | 0.353 | 3.679 | 0.000 | Supported |
| H7 | SEQ -> PUV | 0.388 | 3.785 | 0.000 | Supported |
| H8a | PHV -> RI | 0.204 | 3.011 | 0.003 | Supported |
| H8b | PUV -> RI | 0.392 | 4.578 | 0.000 | Supported |

Note: IQ = information quality, SQ = system quality, SEQ = service quality, PHV = perceived hedonic value, PUV = perceived utilitarian value, RI = repurchase intention
 Source: Obtained from data collation of this Thesis

5.5 Mediating Effect

This study employs the Bootstrap method to examine the mediating role of consumer trust and attitude in the model. The utilization of the Bootstrap method for testing mediation effects is well-recognized within the scholarly community[101]. It is widely accepted that if the confidence interval obtained from the test does not include 0, it indicates the existence of a mediating effect. Conversely, if the confidence interval encompasses 0, the mediation effect is deemed non-existent[102].

The results, presented in Table 7, reveal that information quality (IQ) has no indirect effect on repurchase intention (RI) through PUV (coefficient = 0.039, 95% CI [-0.027, 0.119]). Notably, the confidence interval includes 0, indicating the absence of a mediating role for PUV, rejecting H9a. Conversely, the indirect effect of system quality (SQ) on RI through PUV was significant (coefficient = 0.136, 95% CI [0.055, 0.248]), supporting H9b. Similarly, the indirect effect of service quality (SEQ) on RI through PUV was significant (coefficient = 0.152, 95% CI [0.064, 0.252]), establishing H9c. And the indirect effect of information quality (IQ) on RI through PHV was significant (coefficient = 0.05, 95% CI [0.006, 0.103]), supporting H10a. Furthermore, the indirect effect of system quality (SQ) on RI through PHV was significant (coefficient = 0.042, 95% CI [0.007, 0.087]), supporting H10b. The indirect effect of service quality (SEQ) on RI through PHV was significant (coefficient = 0.152, 95% CI [0.064, 0.252]), supporting H10c.

Table 7 Moderating Effects

| Path | Indirect Effect | 95% Confidence Interval | | Remarks |
|-----------------------|-----------------|-------------------------|------------|-----------|
| | | Lower Boot | Upper Boot | |
| H9a IQ -> PUV -> RI | 0.039 | -0.027 | 0.119 | Rejected |
| H9b SQ -> PUV -> RI | 0.136 | 0.055 | 0.248 | Supported |
| H9c SEQ -> PUV -> RI | 0.152 | 0.064 | 0.252 | Supported |
| H10a IQ -> PHV -> RI | 0.05 | 0.006 | 0.103 | Supported |
| H10b SQ -> PHV -> RI | 0.042 | 0.007 | 0.087 | Supported |
| H10c SEQ -> PHV -> RI | 0.072 | 0.019 | 0.144 | Supported |

Note: IQ = information quality, SQ = system quality, SEQ = service quality, PHV = perceived hedonic value, PUV = perceived utilitarian value, RI = repurchase intention
 Source: Obtained from data collation of this Thesis

5.6 Discussions

The results indicated that the system quality and service quality of the community e-commerce platform have a significant impact on repurchase intention, which support H1a, H1b and H1c, and this effect is statistically significant, as supported by previous scholarly research[11, 80]. Hence, CECPs can boost repeat purchases by improving website usability, providing prompt customer service, ensuring transaction security and accuracy. When consumers are satisfied and trust the platform, they're more likely to repurchase.

The findings also showed that system quality, information quality and service quality have an significant effect on perceived value and it is statistically significant, which was supported by the scholars[82, 89, 92]. This is consistent with H2, H3, H4, H6 and H7. This implies that CECPs must provide accurate, timely, and comprehensive information to enhance consumers' awareness and understanding of products or services, thereby improving their shopping experience. Additionally, efficient and stable system operations can enhance user convenience, reduce operational barriers, and increase user satisfaction. Therefore, community e-commerce platform merchants should also pay attention to this aspect. Furthermore, CECPs can provide high-quality customer service, such as promptly addressing returns and refunds issues, to enhance user trust and satisfaction.

The findings also indicated that perceived value significantly influences repurchase intention, a relationship supported by scholars and statistically significant[43, 73, 93]. This aligns with the H8a and H8b. Therefore, CECPs should focus on providing high-quality products and services, optimizing website or app interface design, improving page loading speed, simplifying the shopping process, etc., to enhance consumer satisfaction and perceived value. Perceived value helps businesses establish good relationships and trust with customers, thereby strengthening consumer loyalty and repurchase intentions, leading to sustainable development.

The findings of this thesis indicated that perceived hedonic value mediates the relationships between system quality, information quality and service quality and customer repurchase intention, which is supported by Hapsari et al. (2016). This is consistent with H9. This means that perceived hedonic value strengthens the

effects of the above stated factors on customer repurchase intention. Besides, perceived utilitarian value mediates the relationships between system quality, service quality, and repurchase intention, indicating its strengthening effect on customer repurchase intention.

However, the mediating effect of perceived utilitarian value on information quality and repurchase intention was found to be insignificant in our study, which is inconsistent with H9a, contrary to findings by Beldad et al. (2010). This discrepancy may be attributed to various factors such as weak relationship between information quality and perceived utilitarian value, presence of alternative mediators, and sample population quality. Further research could explore additional variables like perceived trust and user experience or employ qualitative methods for deeper insights.

6. Conclusions

6.1 Major Findings

The findings indicate that system quality, information quality, and service quality are positively associated with customers' intention to repurchase. Additionally, perceived hedonic value serves as a mediator between quality factors and repurchase intention, while perceived utilitarian value acts as a mediator between system quality, service quality, and repurchase intention.

6.2 Theoretical Implications

Previous studies on community e-commerce have not integrated the quality of platforms, perceived utilitarian and hedonic value and repurchase intention. Therefore, this study proposed an integrated model to determine the effect of platforms quality on consumer utilitarian and hedonic value perceptions and consumers' repurchase intention in the context of community e-commerce. Consumers' repurchase intention were positively affected by information, system, and service quality, which was consistent with the results of Khanijoh et al. (2020). Compared with Khanijoh's findings, we incorporate perceived utilitarian value and perceived hedonic value into our analysis, we aim to comprehensively understand their roles in influencing consumer behavior on CECPs. These dimensions provide insights into the functional and emotional aspects of consumers' experiences, shedding light on how they perceive the value offered by these platforms and how it impacts their repurchase intentions. By considering both utilitarian and hedonic aspects, we can capture the diverse motivations driving consumer behavior in this context and develop strategies to enhance their satisfaction and loyalty. In summary, conducting integrated research on information, system, and service quality, and consumer-perceived value is crucial to building consumer perception and constitutes a critical topic in marketing research. Consumers' perceived utilitarian and hedonic value facilitated the building of consumers' repurchase intention to an community e-commerce.

6.3 Managerial Implications

Hence, community e-commerce managers must emphasize the significance of enhancing consumers' perceived utilitarian and hedonic value within their store. Improving platform quality and retail performance is pivotal for creating consumer value in community e-commerce. While various factors influence consumer behavior, prioritizing the enhancement of platform quality is paramount for impacting consumers' perceived hedonic and utilitarian value. This can be achieved by ensuring intuitive navigation and functionality tailored to the platform's nature, thus shaping positive system quality perceptions. Additionally, promptly addressing customer service requests and projecting professionalism further enhance service quality perceptions. Enriching product descriptions, encouraging genuine user feedback, and maintaining accurate inventory updates foster information quality perceptions, meeting user expectations. In sum, enhancing platform quality is key for managers aiming to boost customer repurchase intention.

6.4 Limitations and Future Research

The study had limitations, and its results should be interpreted with caution. One potential limitation was the use of convenience sampling, which may not have been representative of the entire online shopping population, thereby limiting the generalizability of the findings. Therefore, future research utilizing stratified random sampling is necessary to validate the study's findings.

While the present study concentrated on the impact of platform quality on consumers' perceived value in community e-commerce, future research should explore our model within the framework of hedonic versus utilitarian community e-commerce. Understanding individuals' hedonic versus utilitarian shopping motivations could yield valuable insights. Additionally, future studies could introduce other antecedent variables of consumers' perceived utilitarian and hedonic value within the model. These factors, including environmental responsibility and perceived risk, such as concerns about product quality, security of transactions, and reliability of the platform, warrant further investigation.

Due to the significant surge in online shopping in recent years, competition among e-stores has intensified, making user loyalty to an online store increasingly crucial. Delivering product or service value remains the ultimate objective for all businesses. Therefore, comprehending how consumers form their value perceptions is paramount. Investigating the antecedent factors of consumers' perceived values and the moderators of relationships aids in understanding Internet shopping behavior from the perspective of consumers' perceived value.

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