



A Validation of the Multidimensional Perceived Value in the Model of E-loyalty towards Sino-Thai Cross-border E-commerce based on China's Customers

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| ARTICLE INFO | ABSTRACT |
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| <p>Keywords: Cross-border E-commerce, Perceived Value E-satisfaction E-loyalty</p> <p>Received 17 March 2020 Revised 21 April 2020 Accepted 4 April 2020</p> <p>Article Classification: Research Article</p> | <p>Purpose – The primary purposes of the research are to confirm the stability of multiscale measurement of perceived value in the E-loyalty model and illustrate the interrelationship between perceived value, (functional value, procedural value, social value, and emotional value) e-satisfaction and e-loyalty objectively and comprehensively in the context of Sino-Thai Cross-border E-commerce (CBE) by the literature analysis and the empirical research.</p> <p>Design/Methodology/Approach – This quantitative research collected 244 valid samples from online stores via the internet based multichannel approach. The confirmatory factor analysis (CFA) and the structural equation modeling (SEM) with Bootstrap were conducted to assess the research hypotheses.</p> <p>Findings – The findings presented that the multidimensional scale of perceived value was capable of describing and explaining the effects of perceived value on the E-loyalty model. The overall perceived value positively and indirectly influenced E-loyalty through the mediator of e-satisfaction in this research.</p> <p>Discussion – The research contributed to the fulfillment of the literature gap in Cross-border E-commerce. Therefore, if any application and extension of this model to other contexts should be re-examined. Furthermore, it was also recommended to conduct qualitative analysis to explore and identify more constructs to rich the concept of Perceived Value in future research.</p> |

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