

THE EFFECT OF BRAND ATTACHMENT AND ELECTRONIC WORD-OF-MOUTH ON THE REPURCHASE INTENTION FOR COSMETICS VIA THE SHOPEE APPLICATION AMONG GENERATION Z CONSUMERS IN CHIANG MAI PROVINCE*

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Abstract

This study investigates the effect of brand attachment and electronic word-of-mouth on the repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province. In the digital era, e-commerce has become a central platform for shopping, and the cosmetics industry is one of the fastest growing sectors. Shopee, as the leading e-commerce platform in Thailand, plays an important role in shaping consumer behavior through its features such as personalized recommendations, promotions, and user reviews. The research focuses on two key factors: brand attachment, which reflects the emotional and psychological connection between consumers and cosmetic brands, and electronic word-of-mouth,

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which represents online reviews, ratings, and recommendations that strongly influence purchase decisions. A survey of 400 Generation Z consumers was conducted using a structured questionnaire, and data were analyzed through multiple regression.

The results show that both brand attachment ($\beta = 0.185$, $p < 0.05$) and electronic word-of-mouth ($\beta = 0.286$, $p < 0.05$) have significant positive effects on repurchase intention, with eWOM showing a stronger impact. The model explained 63.2% of the variance in repurchase intention, confirming the importance of these two factors. The findings suggest that businesses should strengthen brand attachment by creating positive consumer experiences and trust, while also managing eWOM effectively through online engagement, reviews, and influencer strategies. This study provides valuable insights for online cosmetic retailers and marketers in designing strategies that encourage repeat purchases and build sustainable consumer loyalty in the competitive e-commerce environment

Keywords: Brand Attachment, Electronic Word-of-Mouth, Repurchase Intention, Shopee Application, Generation Z Consumers

Introduction

In the digital age, consumer behavior is changing quickly (Kamkankaew et.al, 2022). Buying things on e-commerce platforms is now a main way to shop. This is very true for the cosmetics industry, which is growing all the time. E-commerce platforms make it easy for people to buy products (Donthu et.al., 2021). They can see many different products in a short time. Also, consumers can compare prices, read reviews, and learn about products easily. Shopee is a leading platform that is very important for the cosmetics market in Thailand (Inchai, Kamkankaew & Thanitbenjasith, 2025). It has a good business system that helps make buying and selling smooth. For example, it uses smart features

like personalized recommendations based on what users look at. It also has good promotions and real user reviews. This helps Shopee build trust and makes consumers want to buy things.

The Shopee application is the most popular e-commerce app in Thailand. It is easy for anyone to download and use on their mobile phone (Angkananon & Ploadaksorn, 2025). Inside the app, there are many kinds of stores. There are shops for cosmetics, men's and women's clothes, accessories, and products for mothers and children. These are all things people need in their daily lives. Shopee wants its brand to be a part of users' everyday lives. It builds a close relationship with users by advertising online and offline. The app has a bright design and is easy to use. The features are clear and easy to find, which makes using Shopee a unique experience for customers.

Theerachoksawat, Thanawatparinya & Silpcharu (2025) noted that the cosmetics market in Thailand is getting bigger every year. One big reason is that e-commerce makes it easier for people to buy cosmetics. In 2024, the market value is expected to be 281 billion baht, which is a 10.4% increase from 2023. Skincare products are the biggest part of the market, at 46.8%. Haircare and hygiene products are next. The market is expected to keep growing. However, there is a lot of competition because it is easy for new businesses to start. Also, beauty trends change very fast, which is a challenge for companies. Social media is very important for cosmetics marketing now. Many people buy products through social media like Line, Facebook, and Instagram, or through e-marketplaces like Shopee and Lazada.

Brand attachment is an important idea in this research. It is the emotional connection a consumer has with a brand (Shimul, 2022). This feeling is not just about the quality of the product. It also comes from good experiences with the brand and communication from the company. Studies show that when consumers feel a strong connection to a brand, they are more likely to buy it again. They trust the brand and become loyal. Another

important idea is electronic word-of-mouth (eWOM) (Kusawat & Teerakapibal, 2024). This means online reviews, comments, and ratings. Today, consumers trust eWOM a lot, sometimes more than advertising from the brand itself. Positive reviews from other users can make people trust a brand and decide to buy its products, and also to buy them again in the future.

Although many studies have looked at why people buy cosmetics online again, there is a gap in the research in Thailand (Inchai, Kamkankaew & Thanitbenjasith, 2025). Specifically, not much is known about this topic in local areas like Chiang Mai, where e-commerce is growing. It is important to study this because consumers in different places might have different habits and attitudes. Understanding these factors can help cosmetics companies create better marketing plans for local customers. Therefore, this research is interested in studying the influence of brand attachment and electronic word-of-mouth. It will focus on the repurchase intention for cosmetics on the Shopee application among Generation Z consumers in Chiang Mai Province. The results will help online businesses understand how to build trust and use eWOM to create better marketing strategies.

Objectives

This study aims to test the effect of brand attachment and electronic word-of-mouth on the repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province.

Literature Review

Repurchase Intention

Wen, Prybutok & Xu (2011) noted that repurchase intention refers to the willingness of consumers to buy the same product or service again after their first experience. It shows the consumer's satisfaction and positive attitude

toward the product or brand, which leads them to repeat their purchase. Studies suggest that when consumers recognize the value of a product and feel satisfied, they tend to choose the same brand or service provider as their first option in the future. This decision is not only based on product quality but also on emotional connection, trust, and convenience in the buying process. Factors such as age, occupation, income, brand loyalty, service quality, marketing mix, and trust in the seller all play a role in shaping repurchase intention (Lin & Lekhawipat, 2014). Ease of use of online platforms and the recognition of benefits also support this process, making consumers more likely to repeat their purchases. Therefore, repurchase intention is a psychological and behavioral outcome that shows both satisfaction and loyalty.

Theories of consumer behavior explain repurchase decisions in different ways. One explanation is repeated problem solving, which occurs when consumers feel dissatisfied with their past choices and seek better alternatives (Nguyen, Nguyen& Tan, 2021). Another explanation is habitual decision making, where consumers repurchase due to convenience, routine, or brand loyalty. These behaviors show that repurchase can happen either because of dissatisfaction that pushes consumers to search for better options or because of habit that simplifies decision-making (Safari et.al., 2024). To encourage repurchase, businesses need to understand consumer preferences, improve products and services, and provide memorable experiences. Techniques such as studying customer behavior, upgrading products, creating positive experiences, and responding to customer feedback are essential to build long-term relationships. When applied effectively, these strategies increase consumer trust and satisfaction, which strengthen their intention to repurchase (Simanjuntak, et.al, 2020). In the cosmetics market on Shopee, these insights are important because competition is strong and consumer expectations change quickly.

Brand Attachment

Brand attachment is understood as the emotional and psychological connection that consumers develop toward a specific brand. It goes beyond product quality or functional benefits and involves trust, satisfaction, and positive experiences. Park et.al. (2010) described a brand as a complex symbol that combines feelings about appearance, name, packaging, reputation, and advertising. Dennis et.al. (2003) defined a brand as a name, word, or symbol that identifies and differentiates products from competitors. Brand attachment, therefore, reflects the loyalty and confidence that consumers feel when they repeatedly choose the same brand over alternatives. This emotional connection makes it difficult for consumers to switch, which results in continuous purchases and strong customer loyalty. Shimul (2022) suggest that strong brand attachment reduces marketing costs, increases customer retention, and builds a stable customer base. For businesses in the cosmetics industry, this means creating meaningful experiences that lead consumers to trust and remain committed to a brand.

Several factors influence the development of brand attachment. Ugalde, Vila-Lopez & Kuster-Boluda (2023) noted that customer liking, benefits, and motivation all play important roles. When customers have positive feelings toward a brand, they are more likely to recommend it to others without expecting rewards. At the same time, incentives such as discounts, loyalty points, or special privileges can strengthen attachment by making customers feel recognized and valued. Brand attachment can also be classified into emotional and rational types. Emotional attachment arises from feelings, attitudes, and satisfaction with past experiences, while rational attachment is based on product quality, service performance, and the brand's ability to meet consumer needs (Banerjee & Shaikh, A. (2022). Amaral & Redden (2025) further identify four groups of customers: non-loyal, price-sensitive, switchers between

brands, and highly attached loyal customers. Among these, the highly attached group is most valuable because they generate repeated purchases and long-term brand loyalty. In competitive markets like cosmetics on Shopee, understanding and developing brand attachment is critical to ensure sustainable consumer loyalty and repurchase intention.

Based on the evidence of Kaufmann et.al. (2016) Ahmad & Akbar (2023) Asif et.al. (2024) Inchai, Kamkankaew & Thanitbenjasith (2025) Zhang (2025) found that brand attachment has a significant impact on repurchase intention. Thus, this study can state the hypothesis that

H1: Brand attachment has a significant effect on repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province.

Electronic Word-of-Mouth

Electronic word-of-mouth (eWOM) is an important form of communication that influences consumer decision-making in the digital era. Traditional word-of-mouth occurs when satisfied consumers share their positive or negative experiences with others (Huete-Alcocer, 2017). This process spreads product and service information quickly and creates trust because it comes from real users. Yoo, Kim & Sanders (2015) explained that word-of-mouth is a normal conversation in which consumers express their opinions about a brand and pass the information to others. Later, with the growth of the internet, Chu & Kim (2020) extended this concept to electronic word-of-mouth, which refers to consumer messages shared online in both positive and negative forms. eWOM can be expressed through reviews, ratings, comments, or social media posts. It allows consumers to search for information from both known and unknown people, making it a powerful tool for shaping perceptions of products and brands (Donthu et.al., 2021). This type of communication has a strong influence because it conveys real experiences, emotions, and satisfaction that traditional advertising cannot always deliver.

The effectiveness of eWOM depends on several conditions. Consumers who share experiences may want to pass on valuable information, prevent others from using unsatisfying products, or introduce new trends (Abdullah et.al., 2023). Opinion leaders, who are seen as neutral and trustworthy, often play a key role in spreading this type of communication. Businesses also encourage eWOM by building strong relationships with communities and using strategies such as member-get-member programs or influencer marketing (Kusawat & Teerakapibal, 2024). With the internet, eWOM has become more powerful through viral marketing, where messages spread rapidly like a chain reaction across platforms. The speed, accessibility, and global reach of the internet make eWOM a central force in marketing, especially in highly competitive industries such as cosmetics. On platforms like Shopee, eWOM can shape Generation Z consumers' trust, influence their evaluation of product quality, and increase their repurchase intention. Therefore, managing eWOM effectively is essential for building brand credibility, sustaining consumer loyalty, and improving long-term business performance.

Based on the evidence of Abdullah et.al. (2023) Ngo et.al (2024) Inchai, Kamkankaew & Thanitbenjasith (2025) Tafolli, Qema & Hameli (2025) found that electronic word-of-mouth has a significant impact on repurchase intention. Thus, this study can state the hypothesis that

H2: Electronic Word-of-Mouth has a significant effect on repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province.

Methodology

Population and sample size

The population in this study is Generation Z consumers in Chiang Mai Province who purchase cosmetics through the Shopee application. Since the

exact number of these consumers is unknown, the sample size was calculated using Cochran's formula (1977 cited in Kotlik & Higgins, 2001) for an unknown population. The calculation was based on a 95% confidence level with a Z-score of 1.96, a margin of error of 5% (0.05), and a proportion (p) of 0.5 to ensure the largest and most reliable sample size. From this calculation, the minimum sample size required was 384 respondents. To increase reliability and to prevent incomplete or unusable responses, the researcher added 16 more cases, making the final sample size 400 respondents. The sampling method used was convenience sampling, focusing on Generation Z consumers in Chiang Mai Province who had experience purchasing cosmetics through the Shopee application.

Research instrument

The research instrument used in this study was an online questionnaire created by the researcher to match the research objectives. The questionnaire was divided into four main parts. Part one collected personal information of the respondents using a check-list format. Part two measured brand attachment with cosmetics brands, using a six-point rating scale. Part three focused on electronic word-of-mouth, also using a six-point rating scale. Part four measured repurchase intention through a six-point rating scale as well. The rating scale ranged from 1 (least) to 6 (most), which allowed respondents to show different levels of agreement or perception. This structure helped to ensure that the data collected was clear, reliable, and suitable for analyzing the influence of brand attachment and electronic word-of-mouth on repurchase intention among Generation Z consumers in Chiang Mai Province.

The quality of the research instrument was checked through content validity and reliability testing. For content validity, the questionnaire was reviewed by three experts, and the Item-Objective Congruence (IOC) values for all items were higher than 0.70, which showed that the questions were suitable and relevant (Turner & Carlson, 2003). A pre-test was then conducted with 30

respondents who had similar characteristics to the target sample in order to check clarity and accuracy. The reliability of the questionnaire was tested using Cronbach's alpha coefficient. The results showed alpha values between 0.709 and 0.781 across the main variables, with brand attachment at 0.781, electronic word-of-mouth at 0.751, and repurchase intention at 0.709. These results confirmed that the questionnaire had good reliability and could be trusted as an effective tool for collecting data in this study (Agbo, 2010).

Data Collection

The data collection in this study used a survey method together with the study of related concepts, theories, and research. The data were divided into two types. Primary data were collected through an online questionnaire created by the researcher and distributed via Google Form to 400 Generation Z consumers in Chiang Mai Province who purchased cosmetics through the Shopee application. The data were collected between August and September 2025 using convenience sampling. All responses were analyzed with statistical methods to answer the research objectives. Secondary data were obtained from related research to support the analysis and provide a strong theoretical background for the study.

Data analysis

The data analysis in this study was conducted using multiple regression analysis with the enter method. This technique was applied to examine the influence of brand attachment and electronic word-of-mouth on the repurchase intention of cosmetics through the Shopee application among Generation Z consumers in Chiang Mai Province.

Results

Based on the research objectives, this study aims to examine the influence of brand attachment and electronic word-of-mouth on the repurchase intention of

cosmetics through the Shopee application among Generation Z consumers in Chiang Mai Province. The results of this research are presented below.

Results of the normality test of the data.

The results of the normality test in table 1 show that all variables are normally distributed and suitable for further analysis. The mean scores indicate that brand attachment ($M = 5.652$, $S.D. = 0.364$) is at a high level, suggesting that Generation Z consumers in Chiang Mai have strong emotional connections with cosmetic brands on Shopee. Electronic word-of-mouth ($M = 5.235$, $S.D. = 0.348$) is also high, reflecting the importance of online reviews and recommendations in shaping consumer decisions. Repurchase intention ($M = 5.362$, $S.D. = 0.308$) is similarly high, showing that consumers are likely to continue buying cosmetics through Shopee. The skewness and kurtosis values for all variables fall within acceptable ranges, supporting the assumption of normality (Kwak & Park, 2019). These results suggest that brand attachment and electronic word-of-mouth play important roles in influencing repurchase intention among Generation Z consumers.

Table 1 Results of the normality test of the data

Variable	Mean	S.D.	SK	KU
Brand attachment (BRA)	5.652	0.364	0.067	0.875
Electronic word-of-mouth (EWM)	5.235	0.348	0.070	0.485
Repurchase intention (RPI)	5.362	0.308	0.405	0.535

Results of the linear relationship test among variables

The results of the linear relationship test in table 2 show that all variables are significantly related at the 0.01 level. Repurchase intention (PRI) has a strong positive relationship with brand attachment (BRA) ($r = 0.752$) and

electronic word-of-mouth (EWM) ($r = 0.762$), suggesting that both factors strongly influence consumers' intention to buy cosmetics again through Shopee. In addition, brand attachment and electronic word-of-mouth are also highly correlated with each other ($r = 0.764$), indicating that consumers who are emotionally attached to a brand are also more likely to engage in online sharing and reviews. The tolerance values (0.702 and 0.715) and VIF values (1.652 and 1.643) are within acceptable ranges, which means there is no multicollinearity problem in the data (Daoud, 2017). These findings confirm that brand attachment and electronic word-of-mouth are important predictors of repurchase intention among Generation Z consumers in Chiang Mai.

Table 2 Results of the linear relationship test among variables

	PRI	BRA	EWM	Tolerance	VFI
PRI	1.000				
BRA	0.752**	1.000		0.702	1.652
EWM	0.762**	0.764**	1.000	0.715	1.643

Note: ** indicates statistical significance at the 0.01 level.

Multiple regression results

The results of the multiple regression analysis show that both brand attachment (BRA) and electronic word-of-mouth (EWM) have a significant impact on repurchase intention (PRI) for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province. The findings indicate that brand attachment has a positive effect ($b = 0.172$, $\beta = 0.185$, $t = 3.452$, $p < 0.05$), supporting H1. This means that when consumers feel emotionally connected to a cosmetic brand, they are more likely to purchase the product

again through Shopee. The results confirm that brand attachment plays an important role in strengthening consumer trust and loyalty, which then increases the likelihood of repeat purchases.

Electronic word-of-mouth also shows a stronger positive effect on repurchase intention ($b = 0.246$, $\beta = 0.286$, $t = 5.239$, $p < 0.05$), supporting H2. This result highlights that online reviews, recommendations, and shared experiences have a powerful influence on Generation Z consumers when deciding to buy cosmetics again. The overall model fit is strong, with $R^2 = 0.632$, showing that brand attachment and electronic word-of-mouth together explain 63.2% of the variance in repurchase intention. The F-test result ($F = 56.233$, $p < 0.05$) confirms that the regression model is statistically significant. These findings suggest that businesses in the cosmetics sector should focus on strategies that build emotional brand attachment and encourage positive online communication to sustain customer loyalty and drive repeat purchases on Shopee.

Table 3 Results of Multiple regression

Dependent variable: PRI					
Independent variable	b	SE	β	t	p-value
a(constant)	1.654	0.225		6.652	0.000*
BRA	0.172	0.046	0.185	3.452	0.000*
EWM	0.246	0.052	0.286	5.239	0.000*
$R = 0.652$, $R^2 = 0.632$, $R^2_{\text{change}} = 0.569$, $F = 56.233$, Sig. $F = 0.000$, Durbin–Watson = 1.752					

*Note: * indicates statistical significance at the 0.05 level*

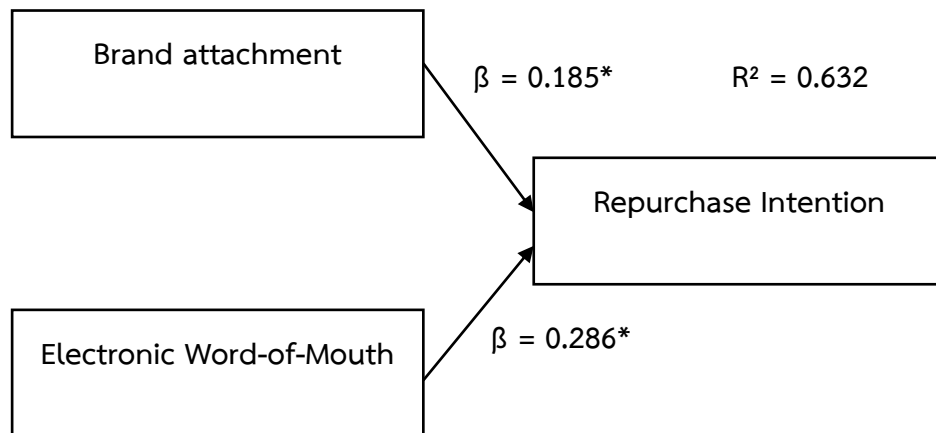
The results of the hypothesis testing show that both brand attachment and electronic word-of-mouth have significant impacts on repurchase intention

for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province. Hypothesis 1 (H1) is accepted with a standardized coefficient (β) of 0.185, indicating that emotional connection and trust in a brand positively influence the decision to buy again. Hypothesis 2 (H2) is also accepted with a higher standardized coefficient (β) of 0.286, showing that online reviews and recommendations have an even stronger influence on repeat purchase behavior. These findings confirm that while brand attachment is important in building loyalty, electronic word-of-mouth plays a more powerful role in encouraging Generation Z consumers to repurchase cosmetics on Shopee.

Table 4 Results of Hypothesis Testing

Hypothesis	β	Hypothesis Testing
H1: Brand attachment has a significant effect on repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province.	0.185*	Accepted
H2: Electronic Word-of-Mouth has a significant effect on repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province.	0.286*	Accepted

*Note: * indicates statistical significance at the 0.05 level*



Note: * indicates statistical significance at the 0.05 level

Figure 1 Results of Hypothesis Testing

Discussion

The findings of this study confirm that brand attachment has a significant and positive effect on repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province, supporting H1. This result is consistent with earlier studies that highlight the role of brand attachment in consumer decision-making. Park et al. (2010) explained that brand attachment reflects emotional and psychological connections that go beyond product quality and include trust, satisfaction, and personal experiences. When consumers develop such connections, they are more likely to remain loyal and repurchase the same brand. Similarly, Shimul (2022) noted that strong brand attachment reduces marketing costs, improves customer retention, and builds a stable customer base. Ugalde, Vila-Lopez, and Kuster-Boluda (2023) also found that positive feelings, benefits, and motivations strengthen attachment and encourage repeat buying behavior. The results of this study align with Kaufmann et al. (2016), Ahmad and Akbar (2023), Asif et al. (2024), Inchai, Kamkankaew, and Thanitbenjasith (2025), and Zhang (2025), who

reported that brand attachment has a direct impact on repurchase intention in different contexts. Therefore, this research supports the idea that cosmetics brands on Shopee should focus on strategies that build emotional bonds with Generation Z consumers, since this attachment plays an important role in creating trust, loyalty, and repeat purchases.

The findings of this study show that electronic word-of-mouth has a stronger positive effect on repurchase intention for cosmetics via the Shopee application among Generation Z consumers in Chiang Mai Province, supporting H2. This result is in line with the work of Huete-Alcocer (2017), who explained that word-of-mouth spreads information quickly and builds trust because it comes from real users. Chu and Kim (2020) also noted that electronic word-of-mouth, expressed through online reviews, ratings, and comments, strongly shapes consumer perceptions and purchase behavior. Donthu et al. (2021) confirmed that eWOM is more powerful than traditional advertising because it communicates real experiences and emotions. The results of this study also support Abdullah et al. (2023), Ngo et al. (2024), Inchai, Kamkankaew, and Thanitbenjasith (2025), and Tafolli, Qema, and Hameli (2025), who all found that eWOM significantly impacts repurchase intention. The stronger effect of eWOM compared to brand attachment shows that Generation Z consumers rely heavily on online information when deciding to buy again. On Shopee, positive eWOM helps create credibility, encourages repeat buying, and strengthens long-term consumer loyalty. Therefore, businesses should actively manage eWOM by encouraging reviews, engaging with consumers online, and using influencers to expand reach and build sustainable trust.

Recommendation

Recommendation for Shopee application

The results of this study suggest that Shopee should focus on strategies that strengthen both brand attachment and electronic word-of-mouth to increase repurchase intention for cosmetics among Generation Z consumers in Chiang Mai Province. Building brand attachment can be achieved through personalized experiences, loyalty programs, and consistent quality that create emotional bonds and long-term trust. At the same time, electronic word-of-mouth should be managed by encouraging customers to leave reviews, share their experiences, and engage with the platform through interactive features. Using digital campaigns, promotions, and influencer collaborations can further expand positive messages and improve credibility. By combining these approaches, Shopee can enhance consumer satisfaction, build stronger loyalty, and increase repeat purchases in the highly competitive cosmetics market.

Recommendation for shops on Shopee application

The results of this study suggest that shops on Shopee should focus on creating strategies that build strong brand attachment and support electronic word-of-mouth to increase repeat purchases among Generation Z consumers in Chiang Mai Province. Shops can strengthen brand attachment by offering consistent product quality, attractive packaging, and personalized services that make customers feel valued and connected. Emotional bonds can also be supported through loyalty programs, discounts for repeat buyers, and memorable shopping experiences. At the same time, shops should actively encourage electronic word-of-mouth by asking satisfied customers to share reviews, ratings, and recommendations. Providing small rewards or recognition for reviews can help motivate customers to engage more. Shops can also collaborate with online influencers and create campaigns that highlight real user experiences, which can spread quickly across digital platforms. By

combining these strategies, shops can increase trust, improve satisfaction, and ensure higher levels of repurchase intention in the competitive cosmetics market.

Recommendation for academia and future research

The results of this study provide important implications for academia in the field of consumer behavior and digital marketing. The evidence shows that both brand attachment and electronic word-of-mouth significantly influence repurchase intention, with electronic word-of-mouth having a stronger effect. This highlights the need for academic research to further explore how emotional connections and digital interactions shape purchasing behavior in online platforms. Future studies can expand on this work by examining other consumer groups, product categories, or cultural contexts to better understand how these factors operate across different markets. There is also value in exploring how digital technologies, such as social media and influencer marketing, interact with psychological factors like trust and satisfaction to build long-term loyalty. By addressing these areas, academic research can contribute to both theory and practice by offering insights into how businesses can adapt strategies to meet the expectations of Generation Z consumers in a fast-changing digital environment.

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