Perceived Value Effect of Customer Satisfaction and Behavioral Intentions the Case Study of China's Cross-Border E-Commerce Platforms in Thailand

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Abstracts

The major aim of this paper is to put forward a model that inquiries into the relationships among four components (exotic cultural identity, procedural value, functional value, and emotional value) of perceived value; customer satisfaction, and behavioral intentions. Based on China's cross-border e-commerce platform in the Thai market. The research used mixed methods research, explanatory sequential design. Firstly, quantitative data were collected and analyzed, and the data obtained from qualitative interviews were analyzed through the research method of explanatory sequence design. Before testing the research hypothesis, the validity and reliability of the measurement have been confirmed. A total of 453 formal research questionnaires come from customers who have used the Chinese cross-border e-commerce platform in Thailand. Empirical research on structural equation model (SEM) by SPSS23.0 and AMOS24.0 programs for statistical data analysis.

The results of the study show that exotic cultural identity, emotional value, and functional value Positive impact customer satisfaction, also positively impact behavioral intentions. Customer satisfaction is an intermediary component in the relationship between perceived value and customer behavioral intentions. Procedural value has no significant impact on satisfaction and behavioral intentions.

Keywords: Perceived Value; Customer Satisfaction; Behavioral Intentions; China's Cross-Border E-Commerce Platforms; Structural Equation Model.

Introduction

With the popularization of Internet technology and the development of economic globalization, cross-border e-commerce has become an important part of the strategy to promote trade and cultural exchanges between countries (Ni, Fan, Lou, & Shao, 2019 : 76) With the implementation of the Belt and Road Initiative, Chinese e-commerce platforms are gradually expanding overseas, while Customers in Thailand are easily transferred due to the nature of e-commerce platforms. Chinese cross-border e-commerce platforms such as JD.com and Alibaba have just entered Thailand. It is particularly important to improve the stability of the relationship between e-commerce platform enterprises and customers(Woodruff, 1997 : 139). The influencing factors of this relationship include the customer's perceived value (Ravald & Grönroos, 1996 : 8) If a company gives customers higher perceived value than another competitor, then the company can obtain higher customer satisfaction and customer loyalty(Yang & Peterson, 2004 : 2394-2403). According to the mentioned, a researcher is interested to study the relationship between the customer perceived value, customer

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satisfaction, and behavioral intentions in China's Cross-Border E-Commerce platforms in Thailand.

Objectives

1. In order to learn the factor of perceived value (exotic cultural identity, functional Value, Procedural value, Emotional value), customer satisfaction, customer behavioral intentions.

2. The purpose of this study was to test the relationship between a structural equation.

3. In order to study the perceived value effect to behavioral intention through customer satisfaction of China's Cross-Border E-Commerce platform in Thailand.

Literature Review

Perceived value

According to existing studies and the background of CBEC, individual cognition can be divided into three stages: perception, emotion, and intention. Perception is the customer's perception of the value of a product or service. Satisfaction is the preference or inclination of emotional customers. Recommendation, loyalty, and repeat purchase are the will of customers, which constitute the theoretical framework of this paper. The relationship between these three stages will be analyzed. Customer perceived value: Many scholars have defined it (Fandos Roig, García, & Moliner Tena, 2009 : 775-789), Perceived value is a variable that can be divided into many dimensions. Value refers to the evaluation of what consumers get from the effort and gain of products(Parasuraman, Zeithaml, & Berry, 1988 : 12-40). This study divides the perceived value of customers into Exotic cultural identity, procedural value, emotional value, and functional value.

Perceived value and customer behavioral intentions

Exotic cultural identity reflected by consumers in cross-border online shopping. (Gelbrich, Gäthke, & Westjohn, 2012 : 393-413)It refers to the process in which consumers are satisfied with a particular culture, identify with the culture of the country and intentionally pursue it. Procedural value is an evaluation of the extent to which consumers can provide products or services through online channels during the shopping process. (Warshaw & Davis, 1985 : 213-228.)Based on the existing research, whether a shopping website can attract customers, the interface design, and system security of the website are the key factors affecting consumers' behavior.(Becker & McClintock, 1967 : 239-286). Functional value refers to the benefits derived from the perceived quality or performance of a product or service. When a product or service has a price advantage or has promotional activities, it will attract consumers' attention. When consumers' expectations are met, they will have a higher intention to repeat purchases. customers are the most important, it is also an effective strategic mode to establish a good emotional relationship with customers (Peng, Zhang, Wang, & Liang, 2019 : 317-328) Emotional value is the user's perception of joy, happiness, or increased pleasure generated through cross-border online purchases. When customers get emotional satisfaction, they will form a higher degree of satisfaction then affect consumers' purchase intention.

H1a: Customer Exotic Cultural Identity (ECI) positively affects Behavioral intentions (BI)

H1b: Functional Value (FV) positively affects Behavioral Intentions (BI).

H1c: Procedural Value (PV) positively affects Behavioral Intentions (BI)

H1d: Emotional Value (EV) positively affects Behavioral Intentions (BI).

Perceived value and customer satisfaction

Buyers have a high awareness of Chinese culture and people's living habits. Will increase product recognition and satisfaction(Jeerasantikul, 2018 : 43-58). When consumers buy products with high value, consumers' perceived value will be increased and satisfied(Fandos Roig et al., 2009 : 775-789). When the page of the website is simple and easy to operate, it saves the user a lot of time cost. Businesses pay attention to the protection of consumers' privacy, can improve security and reliability, customer satisfaction and trust on the website will be satisfied with the business.Preview the web page, the pleasure of buying goods to customers so that consumers produce emotional identity, thus increasing satisfaction.

H2a: Exotic Cultural Identity (ECI) positively affects Customer Satisfaction (CS).

H2b: Functional Value (FV)positively affects Customer Satisfaction (CS).

H2c: Procedural Value (PV) positively affects Customer Satisfaction (CS).

H2d: Emotional Value (EV) positively affects Customer Satisfaction (CS).

Customer satisfaction and customer behavioral intentions

After consumers buy products or get services, they reach their expectations and form satisfaction. (Wen, 2012 : 5)Satisfaction will affect consumers' liking and dependence on websites make corresponding behavioral intentions.

H3: Under the cross-border e-commerce environment, Customer Satisfaction (CS) positively affects Behavioral Intentions (BI).

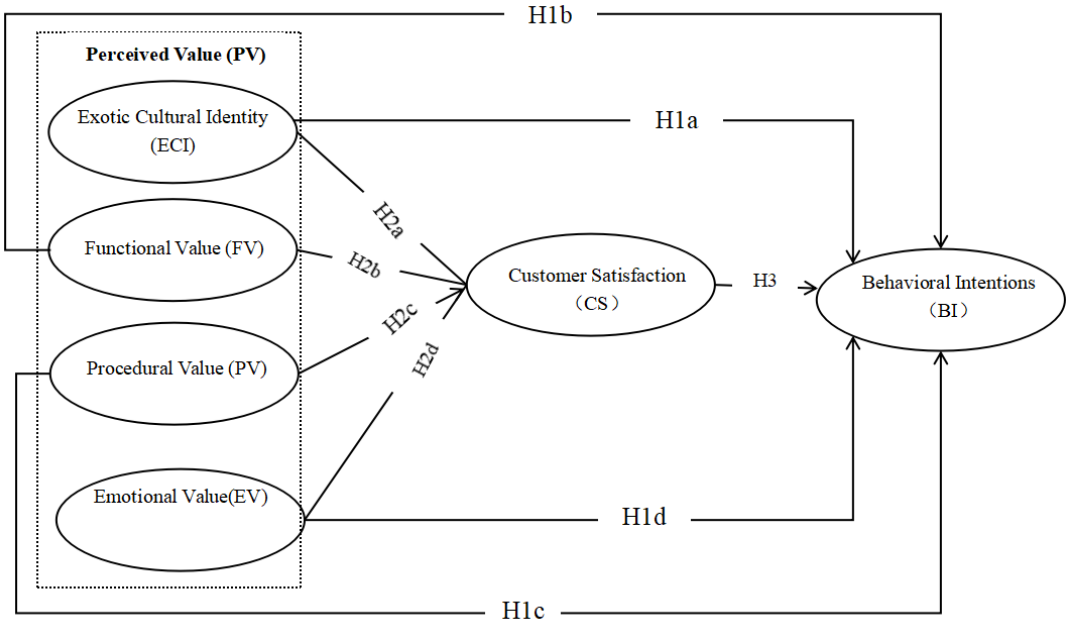

Figure 1 The structure mode Hypotheses

Table 1 Operational construct definitions

Exotic cultural identity（ECI）		
ECI1	I have a good general impression of Chinese people.	(Dai, 2011 : 57; Du.P, 2004 : 5 ; Ma, Yang , & Wang, 2015 ; Su & Li, 2008)
ECI2	I agree with the Chinese people's spirit (such as warmest and generosity).	
ECI3	I like products made in China.	
ECI4	I would like to know the character of the Chinese people.	
ECI5	I would like to know about Chinese culture.	
ECI6	I would like to know about the Chinese lifestyle	
ECI7	I know about Chinese specialty products and tourist attractions.	
ECI8	If I have the opportunity, I will participate in some festivals and celebrations held in China.	
ECI9	Compared with similar products in other countries, I will first choose products made in China.	
Procedural value (PV)		
PV1	Online payment for this Cross-Border E-Commerce platform online shopping website is safer.	
PV2	The Cross-Border E-Commerce online shopping platform focusing on the protection of personal privacy.	
PV3	The system security of this Cross-Border E-Commerce online shopping platform is high, and there will be no loss of data information.	
PV4	This Cross-Border E-Commerce online shopping platform is easy to understand from selection product to checkout.	
PV5	This Cross-Border E-Commerce online platform has a good Guidance System to help me step by step to do the Online Shopping process.	
Functional value (FV)		
FV1	The price of this Cross-Border E-Commerce online shopping platform product is reasonable.	(Sweeney & Soutar, 2001 : 203-220)
FV2	These Cross-Border E-Commerce online shopping platform products are valued for money.	
FV3	This Cross-Border E-Commerce online shopping platform has a good quality product.	
FV4	Products that are sold by The Cross-Border E-Commerce online shopping platform are consistent with the description.	
Emotional value (EV)		

EV1	The Cross-Border E-Commerce online shopping platform makes me feel joviality.	(Sweeney & Soutar, 2001 : 203-220)
EV2	Shopping on this Cross-Border E-Commerce online shopping platform makes me feel relaxed.	
EV3	I really enjoy the shopping process at this Cross-Border E-Commerce online shopping platform.	
EV4	I have intention to buy products on this Cross-Border E-Commerce online shopping platform.	
Customer Satisfaction (CS)		
CS1	I am satisfied with the general product of this Cross-Border E-Commerce online shopping platform.	(Aldas-Manzano, Ruiz-Mafe, Sanz-Blas, & Lassala-Navarre, 2011 : 1165-1190; Anderson, 1994 : 53-66)
CS2	I am satisfied with the decision to use this Cross-Border E-Commerce online shopping platform.	
CS3	I am satisfied with the overall service of this Cross-Border E-Commerce online shopping platform.	
CS4	This Cross-Border E-Commerce online shopping platform is my ideal Cross-Border E-Commerce platform.	
Behavioral Intention (BI)		
BI1	Compared with other Cross-Border E-Commerce online shopping platforms, I will choose this E-Commerce platform first.	(Bing & Mo, 2020 : 8; Boulding, Kalra, Staelin, & Zeithaml, 1993 : 7-27)
BI2	I will increase the number of purchases on this Cross-Border E-Commerce online shopping platform.	
BI3	I will actively recommend this Cross-Border E-Commerce online shopping platform to others.	
B15	If someone mentions this Cross-Border E-Commerce online shopping platform in the future, I will take the initiative to give positive feedback.	

Research Methodology

Population and sample size

Quantitative research: The population is the online shopping customers who using Chinese cross-border e-commerce platforms in Thailand. Based on (ETDA, 2019) the total number of online shoppers in Thailand was 30,700,000 million. Use(Yamane, 1967) theory calculate sample size(n) equal population size (N) divide 1 plus population size(N) multiple square of confidence interval(e)±5% is 400. SEM model was used in the study, based on the rule of thumb (Thompson 2000), The acceptable size is fifteen times (15:1). There are 31 parameters in this study, so 465 questionnaires need to be issued to be valid. A total of 453 valid questionnaires were obtained through the questionnaire survey. Respondents are valid samples equals 97.41%.

Qualitative research: In the interview, "12-15" interviewees can reach the saturation of the interview(McLafferty, 2004 : 187-194). Population is a third-party seller who uses China's cross-border e-commerce platform to sell and has sold to Thailand. Select the top six Chinese cross-border e-commerce platforms in Thailand, three respondents for each platform, a total of 18 respondents should be choose. Respondents need to meet the following conditions: stores with good sales in the past year according to recommended ranking of the platform. (Cook & Reichardt, 1979 : 54) The respondent has more than ten months of work experience in the store as an operator or manager.

Instrument

Related to the mixed methods research, the explanatory sequential design had been selected for this particular research (Creswell, Klassen, Plano Clark, & Smith, 2011).

Quantitative methods

The questionnaire was used to collect online shopping customers using Chinese cross-border e-commerce platforms in Thailand. There are two parts; Part 1 Personal information data. The second part is the 31 items that need to be measured in the variables, with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree)("5-Point Likert Scale," 2010 : 4288-4288).

Qualitative method

In addition to quantitative sample data collection, there is also a need to be aware of third-party sellers opinions. The researchers conducted in-depth interviews with third-party Chinese sellers with sales experience in Thailand and accurately designed the interview questions into the first part of 10 items: personal basic information. The second part includes 7 questions related to Exotic cultural identity, procedural value, emotional value, functional value, customer satisfaction, and behavioral intentions.

Validity and reliability

The first stage: five professors in related fields were used to test the validity of the questionnaire. IOC was calculated, and each item was evaluated as three levels from 0 to 1(Rovinelli & Hambleton, 1977 : 49-60). The result of IOC should be greater than 0.5.Questionnaire was translated by qualified language agencies. In the second stage, the Cronbach's α coefficient test of reliability was conducted, with a pre-test (n=175) and a sample size of 453 online shopping customers using Chinese cross-border e-commerce platforms in Thailand.

The reliability of the results showed that each item met Cronbach's Alpha minimum standard item greater than 0.7. Value of Corrected-Item Correlations greater than 0.3(Joseph F Hair, Celsi, Ortinau, & Bush, 2010 : 6).

Data collection

The data was collected from March 2020. Customers who used Chinese cross-border e-commerce platforms to shop online in Thailand.

The Researcher Also Interviewed third-party sellers who sold products to Thailand through cross-border e-commerce platforms in China. Arrange a time with the interviewee in advance, and send the questionnaire in advance by e-mail to let the interviewee know the content of the interview, when formal interview audio and paper records are made during the call.

Data analysis

Quantitative research: Demographic statistics are mainly carried out. Factor analysis results consist of analysis Exploratory Factor analysis (EFA) and Confirmatory Factor analysis (CFA), Results of research hypothesis analysis. SPSS and AMOS program were used for analysis.

Qualitative research: recording transcribed into paper version, extracting keywords, analyzing, and summarizing. Conduct mixed qualitative and quantitative research.

Results

Quantitative Results

Table 2 Sample profile quantitative research

Characteristics		Frequency	Percentage
Gender	Male	168	37.16
	Female	285	62.84
Age	Under 20 years old	22	4.86
	21-29years old	286	63.13
	30-39years old	117	25.83
	40-49years old	23	5.08
	Over 50 years old	5	1.10
education	High School	47	10.38
	Bachelor degree	285	62.91
	Master degree	85	18.76
	Doctor degree	27	5.96
Income/Month	Less than10000BAHT	56	12.36
	10001-20000BAHT	151	33.33
	20001-30000BAHT	109	24.06
	30001-40000BAHT	54	11.92
	40001-50000BAHT	39	8.61
	More than50001BAHT	44	9.71
Occupation	Students	105	23.18
	Government Officer	37	8.17
	Business owner	86	18.98
	Employee	214	47.24
	Others	11	2.43
Total	453	453	100

It can be seen from the table: People who use China's cross-border e-commerce platform to shop online in Thailand. Female has the highest ratio. Most people are between 21-29 years old. Bachelor's degree is the most, and the monthly income is the most in 10001-20000 BHAT. Occupations are mainly employees.

Analysis and Results

The four stages of model establishment: exploratory factor analysis, confirmatory factor analysis, SEM model verification, and testing whether the parameters are significant. In the report indicators, the commonly accepted values are Chi-square, In the case of the questionnaire survey When the P-value is not significant number of samples is usually above 200 Therefore, the suitability of the overall type shall be referred to other fitness indexes Scholar(Rigdon, 1995 : 359-383).degree of freedom (df), Goodness-of-fit Index (GFI)>0.90, Comparative fit Index (CFI)>0.90, Root Mean Square Error of Approximation (RMSEA)<0.08.

Exploratory Factor Analysis

Exploratory factor analysis of independent variables and intermediate variables use the principal component analysis method, set to extract the principal components with a feature value greater than 1, and perform the maximum variance method rotation. The results in Tables 3 and 4 show that the KMO value is greater than 0.6, and the Bartlett sphere test is significant, indicating that the data is suitable for exploratory factor analysis. A total of 6 principal components with eigenvalues greater than 1 were extracted, and the cumulative variance explanation rate exceeded 60%. All factor loadings were at a high level more than0.7. There was no large cross-loading, and the results were acceptable. It shows that the structure validity of the independent variable and the intermediate variable is better(Joe F Hair, Sarstedt, Ringle, & Mena, 2012 : 414-433).

Table 3 Exploratory factor analysis of independent variables and intermediate variables

Items	Factors 1	Factors 2	Factors 3	Factors 4	Factors 5	Communality
ECI1	0.788					0.662
ECI2	0.815					0.683
ECI3	0.858					0.780
ECI4	0.845					0.740
ECI5	0.849					0.751
ECI6	0.813					0.690
ECI7	0.776					0.640
ECI8	0.772					0.625
ECI9	0.858					0.763
FV1				0.827		0.749
FV2				0.771		0.651
FV3				0.764		0.680
FV4				0.826		0.741
PV1		0.831				0.708
PV2		0.792				0.652
PV3		0.798				0.649
PV4		0.857				0.742
PV5		0.804				0.658

EV1			0.786			0.691
EV2			0.800			0.695
EV3			0.850			0.764
EV4			0.850			0.747
CS1					0.794	0.748
CS2					0.761	0.679
CS3					0.763	0.657
CS4					0.823	0.752
						Accumulation
Eigenvalues	8.158	3.727	2.834	1.974	1.603	18.297
Percentage of variance	31.378	14.335	10.901	7.591	6.167	70.373
KMO				0.916		
Bartlett's test of sphericity Approx. Chi-Square.df.sig				$\chi2(df)=7290(325)$，$p<0.001$		

Table 4 Exploratory factor analysis of dependent variables

Items	Factor load	Communality	Eigenvalues	Percentage of variance
BI1	0.826	0.682		
BI2	0.824	0.679		
BI3	0.810	0.657	3.248	64.953
BI4	0.790	0.625		
BI5	0.778	0.606		
KMO		0.839		
Bartlett's test of sphericity		$\chi2(df)=1027(10)$，$p<0.001$		

Confirmatory factor analysis

In the case of good model fitting. According to standardized factor loading. Construct Reliability and Average variance extracted were calculated. The results are shown in Table 5. CR of all dimensions is greater than 0.7 and AVE is greater than 0.5, indicating that there is good converging validity between the items measured in the same dimension.

Table 5 Confirmatory factor analysis

Construct	Item	Standardized Factor Loading	Convergent validity CR	AVE
ECI	ECI1	0.779	0.95	0.66
	ECI2	0.796		
	ECI3	0.876		
	ECI4	0.821		
	ECI5	0.853		
	ECI6	0.797		
	ECI7	0.775		
	ECI8	0.752		
	ECI9	0.862		
FV	FV1	0.824	0.86	0.60
	FV2	0.715		
	FV3	0.750		
	FV4	0.816		
PV	PV1	0.818	0.88	0.59
	PV2	0.698		
	PV3	0.748		
	PV4	0.843		
	PV5	0.713		
EV	EV1	0.748	0.87	0.62
	EV2	0.743		
	EV3	0.845		
	EV4	0.816		
CS	CS1	0.824	0.86	0.61
	CS2	0.740		
	CS3	0.727		
	CS4	0.823		
BI	BI1	0.815	0.86	0.55
	BI2	0.797		
	BI3	0.776		
	BI4	0.652		
	BI5	0.632		

To further research whether the data is suitable for structural equation modeling. Confirmatory factor analysis was performed on the data. Confirmatory factor analysis of independent variables and intermediate variables Carry out a confirmatory factor analysis on all dimensions of independent variables and intermediate variables. The results show in Table 6 that the model fits well:

Table 6 Model fitting index

	Model fitting index							
Recommend value		≤ 3.00	＞0.05	＞0.9	＞0.9	＜0.08	＜0.08	
variable	x^2	x^2/df	P-value	GFI	CFI	RMR	RMSEA	Result
ECI	26.059	1.133	0.298	0.987	0.999	0.012	0.017	Accept
FV	3.635	1.817	0.161	0.996	0.998	0.017	0.043	Accept
PV	4.278	1.07	0.37	0.996	1	0.015	0.012	Accept
EV	5.146	2.573	0.076	0.994	0.996	0.017	0.059	Accept
CS	0.228	0.114	0.892	1	1	0.004	0	Accept
BI	4.898	1.225	0.298	0.996	0.999	0.015	0.022	Accept
ECI, FV, PV EV, CS	301.313	1.099	0.123	0.953	0.996	0.038	0.015	Accept

Structural Equation Model Test

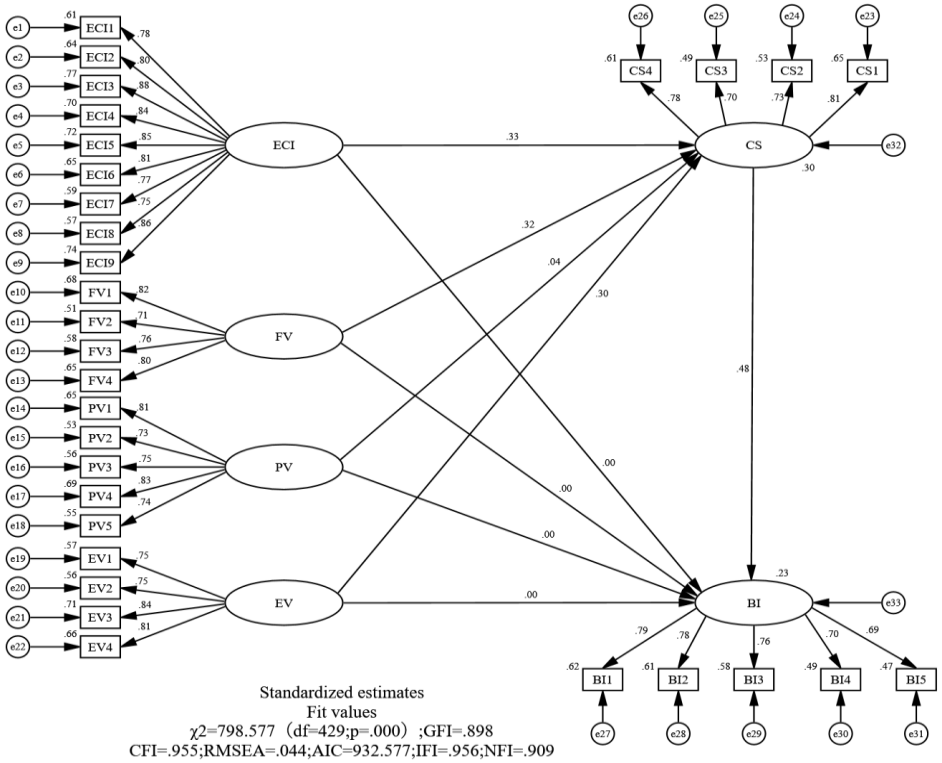

Figure 2 Standardized overall structural equation model fitting and adjustment

x^2（df）=798.577(429)get the NC value equals 1.861this is a good range. p=0, GFI=0.955more than 0.9, CFI=0.955 more than 0.9, RMSEA=0.044 less than 0.05 is a good fit, NFI=0.909more than0.9. The model fits can acceptable. But we see it in the output file.

There are higher modification indices between items. Adjust the higher values between paths. After adjusting the correlation between the items, re-run the model. as follow:

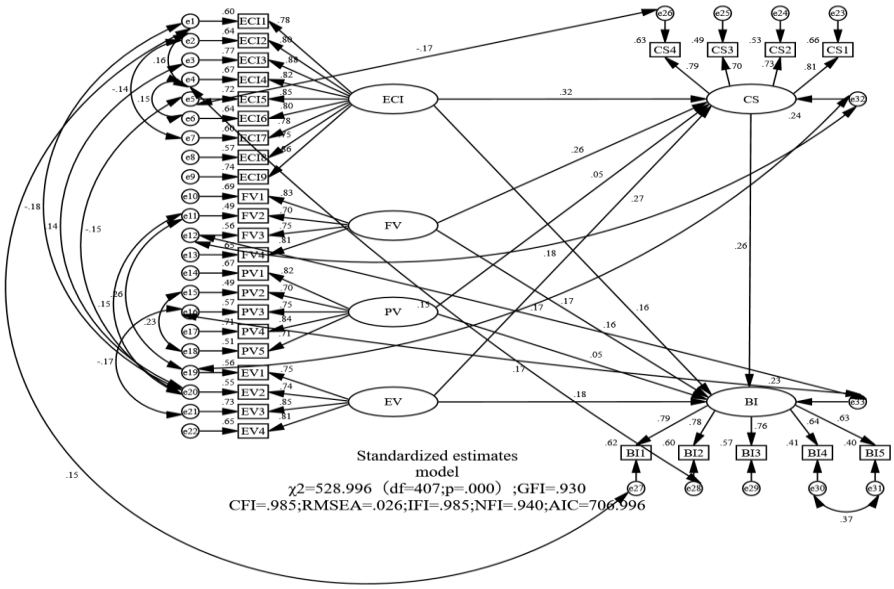

Figure 3 Model After adjusting and fitting the structural equation model

Table 7 After adjusting and fitting the structural equation model fitting index

Model	χ2(df)	GFI	CFI	RMSEA	ACI	BI'SMC
	528.996 (407)	0.930	0.985	0.026	706.996	0.23

After adjusting the model, the best fit of the model is obtained. x^2(df)=528.996(407) get the NC value equals 1.30this is a good range. p=0, GFI=0.930more than 0.9, CFI=0.985 more than 0.9, AIC=706.996, NFI=0.940 more than0.9. R^2 of BI is 0.23 The model fits can acceptable.

Results of research hypothesis analysis

Table 8 Results of research hypothesis analysis

Path			Standardized coefficient	S.E.	C.R.	P	Result
ECI	→	CS	0.315	0.061	6.187	***	Accept
FV	→	CS	0.261	0.050	4.746	***	Accept
PV	→	CS	0.047	0.047	0.978	0.333	Reject
EV	→	CS	0.267	0.060	5.147	***	Accept
CS	→	BI	0.264	0.059	4.347	***	Accept

ECI	→	BI	0.160	0.063	2.980	0.003**	Accept
FV	→	BI	0.161	0.052	2.764	0.006**	Accept
PV	→	BI	0.046	0.048	0.913	0.361	Reject
EV	→	BI	0.185	0.061	3.380	***	Accept

p<0.05 the significance level is acceptable (*),
p<0.01 has a better significance level (**),
p<0.001 has a very high level of significance (***)

Table 9 Results of research hypothesis analysis
(Direct Effect, Indirect Effect, Total Effect)

Hypo thesis	Path	Direct effect	Indirect effect	Total effect	Result
H1a	ECI → BI	0.160	0.083	0.244	Accept
H1b	FV → BI	0.161	0.069	0.230	Accept
H1c	PV → BI	0.046	0.012	0.059	Reject
H1d	EV → BI	0.185	0.070	0.253	Accept
H2a	ECI → CS	0.315	0	0.314	Accept
H2b	FV → CS	0.261	0	0.262	Accept
H2c	PV → CS	0.047	0	0.048	Reject
H2d	EV → CS	0.267	0	0.266	Accept
H3	CS → BI	0.264	0	0.265	Accept
	ECI→CS→BI				Accept
	FV→CS→BI				Accept
	PV→CS→BI				Reject
	EV→CS→BI				Accept

According to the analysis results in the above table. Under the influence of many factors, a little bit impact of PV on BI（β = 0.048, t = 0.913, P (0.361) ＞ 0.05). the hypothesis that H1C is rejected. The results of PV to CS not significant level（β = 0.047, t = 0.978, P (0.333) ＞ 0.05), hypothesis that H2C is rejected. Because of PV to CS, the impact is not significant. PV cannot significantly affect BI through CS, so it is assumed is rejected. In addition to the above two hypotheses, others hypothesis is supported by data and acceptable.

Qualitative results

According to the explanatory sequence method, after completing the quantitative data collection and analysis, conduct qualitative data collection through in-depth interviews, and conduct analysis to support the quantitative results. So as to better understand the research problem(Creswell et al., 2011 : 541-545).Most interviewees believe that Exotic cultural identity, functional value, and emotional value can improve customers' satisfaction with using this platform and service, and they do not regret their choice of using this platform. To increase the awareness platform of foreign culture and promote activities during festivals, we constantly update the functions of the platform to make the operation easier. Customers have a high

perceived value for the platform or service, which will improve customers' satisfaction with the website products and services, then recommend continued use.

Discussion

According to the model test results and interview results, the exotic cultural identity of consumers has a positive effect on customer satisfaction. The standardized path coefficient is 0.315. Significance is 0.001. In addition, exotic cultural identity has a significant impact on behavioral intentions, with a standard path coefficient of 0.160. The significance is 0.01. It can be seen that in the cross-border online shopping platform. Cross-border online shopping users are more yearning for Chinese culture. The higher cultural identity the stronger trust in the product. Will have desire to learn culture of the region, and actively share similar values(Westjohn, Magnusson, Peng, & Jung, 2019 : 1-25). Different cultural backgrounds will bring about different behavioral intentions. A higher degree of recognition of exotic cultures will lead consumers to have a higher purchase intention for products of that country. When a consumer's exotic cultural identity is high, they will show a strong trust in overseas brands, and the possibility of actually buying overseas products will be higher. Brands are not only to meet the cultural needs of consumers. It also meets social and psychological needs. Consumers buy Chinese products not only for their appearance and basic functions, but also for their special cultural meanings. The platform can combine marketing activities with special cultural activities of festivals and meet customers' psychological needs through the form of implanted advertisements. Provide language translation websites to eliminate language and culture gaps, integrate development with local brands. Improve consumer Exotic cultural identity.

Functional value has a positive effect on customer satisfaction. The standardized path coefficient is 0.261. Significance is 0.001. Functional value has a significant impact on behavioral intentions. The standard path coefficient is 0. 167.Significance is 0.01. Product function display, information details, quality, style, price, its special meaning, and promotional activities will all affect customer satisfaction and customer purchase intentions. This is consistent with the research(Ryu, Lee, & Kim, 2012 : 54).Platforms should carefully review sellers' products, monitor prices and ensure product quality.

Procedural value is not significant for customer satisfaction, the standardized path coefficient is 0.047. From the overall model test results, it can be seen that the path coefficient of the procedural value to behavioral intentions is 0.046. Not significant, which is different from previous research results. But it is same the previous considerations.(Gu, Tan, & Zeng, 2020 : 997-1007) With the advancement of technology, the reliability and security of the platform have improved. The platform's web design is simple, safe and reliable to satisfy consumers. Platform still needs to continuously improve itself, with a professional team to ensure safety.

Emotional value has a positive effect on customer satisfaction. The standardized path coefficient is 0. 267, reaching a significant level of 0. 001. Emotional value has a significant impact on behavioral intentions. The standard path coefficient is 0.174, reaching a significant level of 0.001.This is consistent with previous research findings by scholars(Gu et al., 2020 : 997-1007). The platform not only meets the basic functional needs of customers, but also pays attention to emotional communication and interaction with customers, timely understands customer needs, regular return visits, and effective guidance services.

Customer satisfaction has a significant positive effect on behavioral intention. The standard path coefficient is 0. 264. Significance is 0. 001. Customer satisfaction has a positive effect on behavioral intention. This result is consistent with the research results obtained by (Bolton & Lemon, 1999; Cronin Jr & Taylor, 1992). When customers use the platform, their perceived value is higher and their satisfaction will increase, which is conducive to higher purchase intention.

Conclusion

This study discusses the relationship between perceived value and customer satisfaction and behavioral intention. Quantitative and qualitative analysis based on empirical research results, suggestions are put forward as follows: First of all, platform should pay attention to cultural differences such as language and lifestyle. Culture placement advertising, festival promotion, local culture integration, and marketing through cooperation with local companies improve customers' understanding of Exotic cultural identity and Chinese culture. Improve functional value. The platform monitors prices, pays attention to the quality of platform products, and has fair transaction rules to ensure the interests of buyers and sellers. The platform has a comfortable beautiful page design, convenient payment to provide customers with quality service, customers get value, get emotional satisfaction. New technology makes the operation of the website more convenient and the system more secure, which is sufficient to meet the needs of consumers for shopping website procedures. Procedural value is no longer a concern for large cross-border electronic platforms.

Quantitative and qualitative analysis determines the improvement of perceived value in cross-border e-commerce shopping. Exotic cultural identity, made in China, Chinese culture. Functional value, price rationality, product quality, consistency of product and description, and pleasure provided by the platform are also important to consumers' satisfaction. Customers feel happy, satisfied, and relaxed when using the platform. Behavioral intentions are directly or indirectly affected by their satisfaction.

Contribution

There are few research literatures on the development of Chinese cross-border e-commerce platforms in Thailand, A new model for this area-related research can enrich it. It has suggested how China's CBEC platform can better develop in Thailand and provide customer support for customer relationship management. As a new CBEC platform for entering Thailand, it facilitates maintenance reference between the platform, third-party seller, and buyer relationships.

Recommend for future researches

This study mainly cross-border e-commerce platforms in the China B2C model as a case study B2B, C2C, B2B, and other e-commerce models have not been differentiated, not suitable to all cross-border e-commerce platforms.

In future research, the research can be extended to different business platforms. "Exotic culture identity" is limited to Chinese culture, there are few references, which limits the research. researchers can make a more detailed analysis of the functional value and exotic culture identity variables, researchers can study: Japan, South Korea, Europe, America and other foreign cultures.

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