RESEARCH ON THE IMPACT OF ONLINE SHOPPING EXPERIENCE ON CONSUMERS' REPEATED PURCHASE INTENTION

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ABSTRACT

Title: **Research on the Impact of Online Shopping Experience on Consumers' Repeated Purchase Intention**

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With the rapid development of mobile Internet technology and the popularity of mobile terminals such as tablet computers and smart phones, mobile shopping, a new shopping mode, has been favored by an increasing number of consumers. However, enterprises are faced with serious problems such as homogenization of products and services, low customer loyalty, and so on. Accordingly, to improve the repeat purchase rate of users is the most important thing to maintain the competitive advantages of the brand and realize the profits and long-term development of the enterprise. This paper selects mobile shopping users as the research object, and explores the factors influencing the repurchase intention, and provides opinions or suggestions for reference to these e-commerce enterprises.

Firstly, this paper puts forward the hypothesis on the basis of combing and analyzing the relevant literature domestic and international, sorting out the relationship between the variables; then, drawing on the S-O-R model, basing on the perspective of customer satisfaction and taking the user's mobile online shopping experience as the breakthrough point, this paper constructs the theoretical model of the impact of mobile online shopping experience on repeat purchase intention. This paper mainly uses the questionnaire to collect 263 users who have mobile online shopping experience in half a year as the sample data for empirical analysis. Showing on the data analysis software, this paper studies the influence mechanism between online shopping experience and repeat purchase intention of mobile shopping users. The final empirical analysis results show that: mobile online shopping experience has a significant positive impact on customer satisfaction; mobile online shopping experience has a significant positive impact on repurchase intention; customer satisfaction has a significant positive impact on repeat purchase intention; customer satisfaction plays a complete intermediary role between mobile online shopping experience and repeats purchase.

Keywords: Shopping, Online Shopping Experience, Customer Satisfaction Willingness to Repeat Purchases

摘 要

标题: 在线购物体验对消费者重复购买意愿的影响研究
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.....3...../.....8...../.....2020.....

移动互联网技术的快速发展，平板电脑、智能手机等移动终端的普及，都使得移动购物，这一新型的购物模式得到越来越多消费者的青睐。但移动购物企业间面临着产品，服务同质化、客户端用户忠诚度低等严重问题，提高用户重复购买率是保持品牌竞争优势、实现企业盈利与长久发展的重中之重。本文选取移动购物用户为研究对象，立足于用户的移动在线购物体验，探究影响重复购买意愿的因素，能为电商企业提供可供参考的意见或建议。

本文首先在梳理与分析国内外相关文献、整理各变量间关系的基础上，提出了研究的假设；然后借鉴 S-O-R 模型，基于顾客满意的视角，以用户的移动在线购物体验为切入点，构 建本研究移动在线购物体验影响重复购买意愿的理论模型。本文主要利用调查问卷采集 263 名半年内有过移动在线购物经历的用户作为实证分析的样本数据，通过数据分析软件，定性研究移动购物用户的在线购物体验与重复购买意愿间的影响机制。最终实证分析结果显示：移动在线购物体验对顾客满意有显著正向影响；移动在线购物体验对重复购买意愿有显著正向影响；顾客满意对重复购买意愿有显著正向影响；顾客满意在移动在线购物体验与重复购买意愿之间充当完全中介的作用。

关键词：购物　在线购物体验　顾客满意　重复购买意愿

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Two years passed in the blink of an eye. The two years of studying were the most memorable time in my life. I started a completely different life in a new country, and I also got here before. Growth when graduation came, I was filled with emotion, and my student career was about to end. I walked out of the ivory tower on campus and every day in the future will be in society. While wishing myself and everyone around me a bright future, I want to thank everyone here.

I thank my parents for more than 20 years of parenting, the unselfish companionship of my growth, and my unlimited support for my academic career. It is a great honor for me to be able to meet my mentor and be fortunate to be his student through repeated guidance of the thesis; thank the academic clerk for his care and supervision of our daily life and study the learning platform allows me to continue to absorb new knowledge and enrich myself. Thank you for your hard work. Thank you, my classmates, for two years of studying and graduation with you. It is the best time in life. All thanks in a thousand words are because of meeting you, and finally, I wish you all a good future, not forgetting your original intentions and bravely sailing for

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Chapter 1 INTRODUCTION

1.1 Research Background and Research Questions

1.1.1 Research Background

(1) The era of mobile Internet: the rapid development of mobile online shopping

According to the 《Statistical Report on Internet Development in China》(the 42nd), as of June 30, 2019, mobile Internet users accounted for 98.3% of China's Internet users, reaching 788 million, far ahead of traditional computer Internet users. This means that there will be a huge user scale in the mobile Internet era. There are several reasons for this phenomenon: First, the variety of smartphones is constantly increasing, the price is decreasing, and it is becoming more and more popular in consumers' lives; second, operators have significantly reduced communication tariffs, and the government has introduced various support policies 3. The mobile network platform continuously optimizes the Internet access environment. Third, the popularity of the "Internet+" boom has deepened the integration of various traditional industries and the Internet industry. Various mobile application developers have continuously developed various applications to meet the needs of enterprises and consumers. To enrich mobile Internet application scenarios.

The introduction and deepening of "Internet+," "Broadband China" and other related strategies, the improvement of Internet hardware, software and other infrastructure (including the construction of communication base stations, the transformation of communication fiber, etc.), and the mutual penetration of various industries have promoted mobile Internet The rise of users of the times has made more and more mobile business service applications favored by more users. According to statistics from the China Internet Network Information Center (CNNIC), as of June 2019, the user scale of various mobile phone applications, the utilization rate of netizens, and the half-year growth rate are shown in Table 1.1.

Table 1.1 As of June 2019, Chinese netizens have various types of mobile Internet applications.

Application	Subscribers (million)	Internet usage	Half-year growth rate
Mobile instant	75583	94.3%	4.9%
Mobile Internet News	66285	82.7%	2.5%
Phone search	65688	81.9%	2.7%
Mobile video	60906	76.0%	5.2%

Mobile Internet Music	55482	69.2%	1.2%
Mobile online payment	56608	71.9%	7.4%
Mobile online shopping	55717	70.7%	10.2%
Mobile online games	45833	58.2%	12.6%
Mobile Internet Banking	38227	48.5%	3.3%
Mobile Internet Literature	40595	50.6%	7.5%
Mobile travel booking	39285	49.0%	4.5%
Mobile mail	30556	38.1%	7.5%
Mobile banking	16855	21.0%	30.9%
Mobile online education courses	17186	21.4%	10.7%

Data source: CNNIC China Internet China development statistics questionnaire

As shown in Table 1.1, the user scale of various mobile phone applications and the utilization rate of netizens have always maintained a steady growth. Among them, mobile business applications in all mobile phone applications are more rapid, which has largely driven mobile online shopping development. As of June 2019, the number of mobile online shopping users in China reached 557 million, the utilization rate of netizens was as high as 70.7%, and the half-year growth rate increased to 10.2%, which shows that more and more netizens tend to choose more convenient mobile online (mobile network) shopping.

According to the relevant statistical report data, the Tmall platform completed a total of 168.2 billion yuan in transactions on the day of the "Double Eleven" shopping carnival in 2019, a year-on-year increase of 39.35%, of which the mobile terminal, the mobile client, completed 151.3 billion yuan in transactions. It accounted for 89.95% of the total transaction volume and refreshed the single-day transaction record of global mobile e-commerce. With the emergence of Tmall's "Double Eleven ," major e-commerce platforms have also created their e-commerce festivals, such as Jindong Butterfly Festival, Suning Girlfriends' Festival, Jumei Youpin Store, etc. It is constantly guiding consumers to shift from offline consumption to online consumption, from traditional PC-side consumption to mobile-side consumption.

(2) The development bottleneck of e-commerce companies: the difficulty of increasing the return rate. In the traditional shopping situation, consumers are at a disadvantage. The information is lacking, asymmetry, the price is more difficult, and it is impossible to grasp the information of the entire market accurately. Under the online shopping mode, consumers' disadvantaged position is improved, and consumers can grasp perfect product information anytime and anywhere. In terms of information exchange and commodity prices becoming more transparent, consumers are also in a good position—location throughout the shopping

process. As users become more familiar with specific information about products and services, they can easily compare the quality and price of products and services and choose online shopping sites more freely. At this time, e-commerce companies faced development bottlenecks, the competition between them became increasingly fierce, and their respective market shares and profit margins gradually decreased. Therefore, improving the return rate of users, cultivating and maintaining user loyalty for a long time, and maintaining the company's competitive advantage are the keys to the profit and long-term development of large e-commerce companies.

(3) Experience economic age: Experience creates value

At present, due to social progress, the improvement of the overall level of social science and technology, the constant change of economic supply, and the change of people's development concept, people are paying more and more attention to the value of experience. As a new type of commercial shopping model, mobile shopping essentially belongs to the service industry. Intangibility is one of the main characteristics of service as a service product. This feature prevents consumers from having an intuitive experience of service quality during consumption, and can only measure its quality through experience. The better the consumer experience, the better the service provided by the enterprise, the worse the consumer experience, the worse the service provided by the enterprise. Consumers increasingly rely on their own experience to judge or evaluate the company's products, brands, and overall reputation in the consumer market. Therefore, all e-commerce companies must pay great attention to the value that the experience can create during the development process by continuously improving the user experience, maximizing the user's consumption pleasure, creating as much value as possible for the user, and consolidating their experience. The user's brand or corporate loyalty lays a solid foundation for the long-term development of the enterprise.

1.1.2 Research Questions

As the shopping environment develops from "physical shopping-online shopping-mobile shopping," systematic research on mobile shopping is becoming more important. However, research specifically on mobile shopping is still relatively lacking, and there are many limitations. First, because mobile shopping is a new shopping model developed based on mobile commerce when researching users' purchase intentions and behaviors, they rarely distinguish between mobile shopping and traditional online shopping; second, there are existing documents on mobile shopping Most of the research perspectives focus on the analysis of external factors of mobile shopping, and the research that takes the mobile shopping user experience as the entry point is still rare; the third is that the existing research on mobile shopping mainly focuses on the mobile shopping users' adoption, use or continued use willingness. Influencing factors, few studies specifically target mobile shopping user's repurchase intentions.

In response to the above problems, and based on drawing on previous research achievements, this institute will discuss what the structural dimensions of the overall consumer

experience of mobile shopping and how the overall consumer experience of mobile shopping are in the current new situation of informatization and mobile commerce Affect the user's willingness to buy again. This article will focus on the core issue of "the impact of the comprehensive consumer experience of mobile shopping on repurchase intentions," trying to explore the following issues in-depth:

1. What are the connotation and structural dimensions of the overall consumer experience of mobile shopping? What is the specific meaning of each dimension?

Traditional shopping consumers can obtain psychological feelings through actual contact, and scholars have conducted in-depth research on user experience from different perspectives. The rise of online shopping has also done a lot of research on user experience from the perspective of websites. However, what is the user's consumer experience during the mobile shopping process? What are the specific dimensions? At present, few scholars have studied this. Given the increasing number of mobile shopping and the focus on user experience, it is necessary to conduct in-depth research on the overall consumer experience of mobile shopping.

2. How does the overall consumer experience of mobile shopping affect users' repurchase intentions? What role does trust play in the overall shopping experience of mobile shopping for mobile users' willingness to repurchase, and how much does trust affect mobile shopping?

The purpose of exploring the repurchase intention of users in the comprehensive shopping experience of mobile shopping is to find the reason behind the behavior to improve the user's repurchase behavior. The answers to these questions directly affect the relevant strategies of mobile shopping companies.

1.2 Research Significance

This study takes mobile shopping users as the research object, based on exploratory research methods and theoretical logic to deduce the structural dimensions of mobile shopping comprehensive consumption experience, and explores the impact of mobile shopping comprehensive consumption experience on users' repurchase intentions. Structural dimensions of consumer experience, trust, and willingness to repurchase mobile shopping and build a mechanical model for the impact of comprehensive consumer experience on mobile shopping on repurchase willingness,

Collect data and conduct empirical testing through research methods and then put forward corresponding opinions and suggestions. This study intends to achieve the following goals:

(1). Clarify the structural dimensions of the overall consumer experience of mobile shopping in the current research, the industry and academia generally believe that mobile shopping has a unique consumer experience, but few related studies have been conducted. Due to the similarity between the mobile Internet environment and the Internet environment, the relevant research on online shopping user experience is relatively rich, serving as a reference.

This article will be based on the overall experience. The corner explores the connotation and structural dimensions of the overall consumer experience of mobile shopping.

(2). Explore the impact mechanism of mobile shopping comprehensive consumption experience on repurchase intention. Under the mobile shopping model, the user's repurchase rate is one of the keys to the survival and profitability of the enterprise, and the user's repurchase intention is directly related to the user's repurchase rate. In a competitive environment where products are homogenized, and services are homogenized, providing users with a good experience is an effective way for companies to get rid of homogenous competition, increase users' willingness to repurchase, and increase the repurchase rate. This article clarifies the internal connection of the overall shopping experience, trust, and repurchase intention of mobile shopping. On this basis, it further explores the mechanism of online shopping consumption experience affecting repeated purchase intentions.

Since mobile shopping has become a "new darling" of policies, sellers and consumers, it seems indispensable to explore how mobile shopping platforms should develop This article's application value is reflected in this article: In the context of mobile shopping, this article discusses the mechanism of the impact of mobile online shopping experience on repeated purchase intentions, and based on empirical analysis results, provides e-commerce enterprises with referenced and targeted countermeasures or suggest.

1.3 Research Methods

1.3.1 Research Methods

The research methods used in this article are mainly the following four:

(1) The combination of qualitative research and quantitative research: qualitative research is a qualitative analysis of the research object, quantitative research focuses on the analysis of the proportion of things and their changes, the two methods are complementary to each other. If a single qualitative or quantitative analysis is used, it is difficult to reflect the complexity and systematicity of the research problem deeply. A combination of qualitative and quantitative research methods can be used to describe and evaluate the mobile shopping user experience and user behavior more comprehensively and profoundly. This article takes the method of combining qualitative research and quantitative research. The paper uses qualitative analysis methods to sort out related concepts and variable definitions, propose relevant research hypotheses, and uses qualitative analysis methods to analyze research results; quantitative analysis also occupies a lot of space in the text, such as the use of SPSS and AMOS software for mobile shopping. Validation of variable structure dimensions, an inspection of theoretical models, etc.

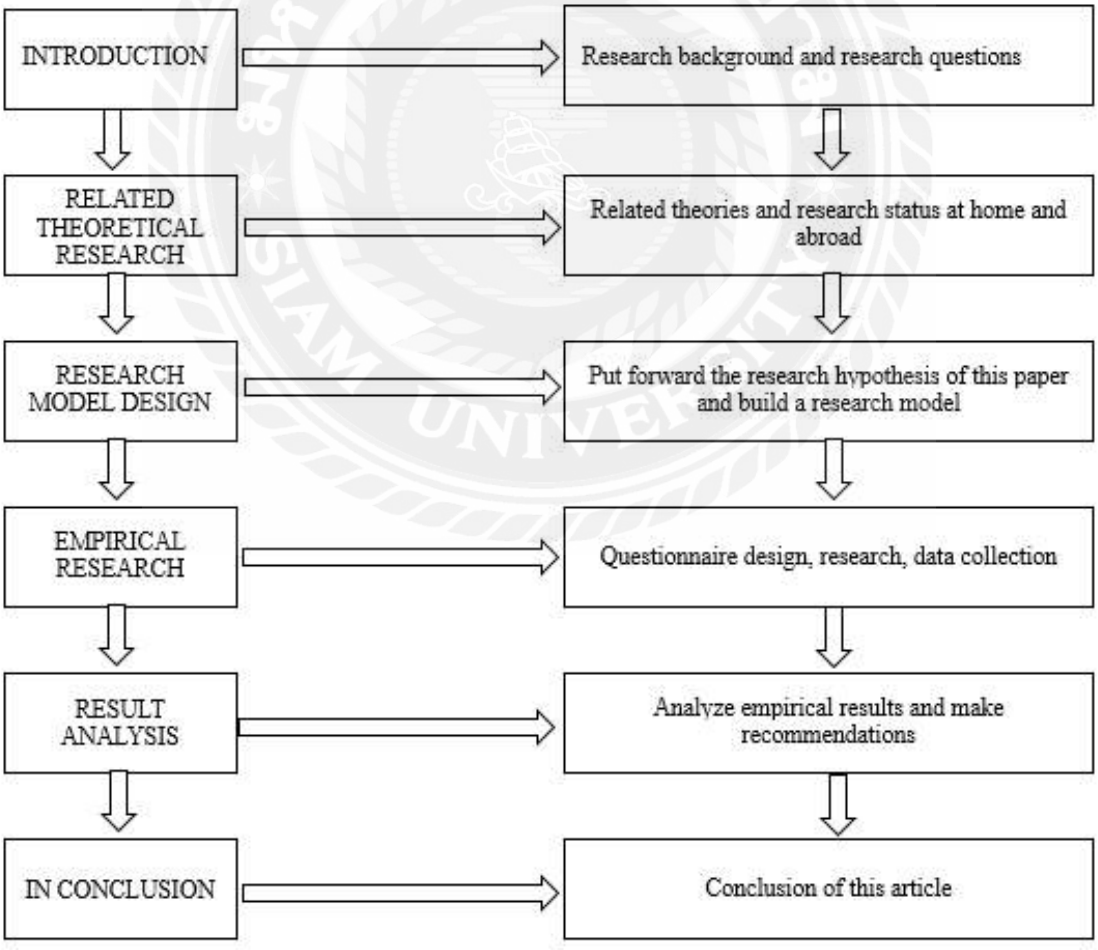
(2) Literature research method: Based on the summary of relevant domestic and international research results and summary, this article clarifies the relationship between variables, and then puts forward the research hypothesis and constructs a research model to provide theoretical support for the subsequent empirical analysis of the article.

(3) Questionnaire survey method: to obtain the basic materials and data information of the respondent to study and verify the influence mechanism between various variables, the author himself consulted a large number of relevant literature, drawing on the more mature variable measurement scales at home and abroad, Designed the measurement items of each variable involved in this research and formed the initial questionnaire.

(4) Statistical data analysis method: In the empirical analysis part of this article, the collected sample data is first entered into the data analysis software SPSS, and the invalid sample data is eliminated, and finally 263 valid sample data are obtained; then through SPSS and AMOS data analysis software Perform post-analysis on the data. Post-analysis includes descriptive statistical analysis, reliability, and validity test, independent sample T-test, analysis of variance, correlation analysis, path analysis, and intermediary effecT-test; after passing a series of analyses, the article is finally verified Put forward research hypotheses and draw empirical analysis conclusions.

1.3.2 Frame Structure

This study mainly uses the following basic framework route, as shown in Figure 1.1



Frame structure Figure 1.1
Data source: author made

1.4 Research Content

This study contains five chapters, and the main contents are as follows:

Chapter 1 Introduction: This chapter first introduces the research background of the article, and raises research questions on this basis; then the research significance of this article is explained; the method of this research (document research method, questionnaire survey method, data analysis method) is introduced again), logical framework and major innovations.

Chapter 2 Literature Review: This chapter reviews and sorts out related research results such as mobile shopping, user experience, customer satisfaction, and willingness to repeat purchases, and provides theoretical support for the subsequent research hypotheses and construction of research models.

Chapter 3 Research Methods: This chapter is based on literature review, By integrating the relationships between the variables involved in the study, put forward research hypotheses and build a theoretical model of the mobile online shopping experience required by the research that affects users' willingness to repeat purchases, laying a research foundation for empirical analysis.

Chapter 4 Data Analysis: This chapter includes questionnaire design, variable measurement and definition, data collection methods and analysis methods, pre-survey data, etc. It is intended to provide a good basis for subsequent empirical analysis.

Empirical Analysis: An empirical analysis of the sample data collected by the survey to test the above research hypotheses and research models. The data analysis tools are SPSS and AMOS. The specific analysis includes descriptive statistical analysis, reliability and validity analysis, variance analysis, Correlation test, path analysis, and intermediary effecT-test.

Chapter 5 Summary and Recommendations: The main content of this chapter is to summarize the empirical analysis results of Chapter V and provide e-commerce enterprises with opinions or suggestions for reference based on the research conclusions, and finally point out the limitations of this research and future research direction.

Chapter 2 LITERATURE REVIEW

2.1 Research on Mobile Shopping

2.1.1 The Concept of Mobile Commerce

The continuous exploration of science and technology has accelerated the progress of mobile Internet technology. Smartphones and portable computers are no longer rare objects that only "nobles" can own. The public has popularized mobile intelligence, and mobile business has an opportunity and nourishment for development as a new business model, there is no consensus in the definition of the concept of mobile commerce in academic circles. Different scholars at home and abroad have defined the concept of mobile commerce based on different research perspectives. Greater disagreement,

Millirems F (1999) Mobile commerce is any transaction activity realized through a mobile communication network and is a special form of e-commerce. Tsalgatidou A& VeijalainenJ (2000) mobile commerce is any economically valuable transaction realized by using mobile terminals through a mobile communication network. Clarke11 (2001) mobile commerce is any business activity that has value through the mobile communication network. Siau et al. (2004), mobile commerce is an emerging form of electronic transaction. It is carried out through mobile communication equipment and is a business form integrated with wired e-commerce technology and wireless communication. Ngai & Gunasekaran (2007) Mobile commerce is a transaction with monetary value through a wireless communication network. Li Xinyang et al. (2015) Mobile commerce is a variety of transaction activities realized through mobile communication networks, using mobile communication terminals such as mobile phones and PDAs. Du Wei, Gao Changyuan (2017) Mobile commerce refers to all business activities that people carry out through various mobile terminal devices that can access wireless networks, including mobile phones, PDAs, and handheld computers.

2.1.2 The Concept of Mobile Shopping

With the increasing improvement of the construction of communication base stations, mobile networks' coverage is becoming wider and wider, and mobile terminal devices such as smartphones are becoming more and more popular. At present, the mobile shopping market has entered a stage of rapid development. Losu (2009) has made such positioning for mobile shopping in the research. Mobile shopping is a daily consumption activity that consumers carry out anytime and anywhere with mobile terminal devices with mobile features such as mobile phones. OzokA&WeiJ (2010) also gave their views on mobile shopping in their research. They believe that mobile shopping is a kind of online shopping activity for consumers. This activity relies on the physical basis of mobile terminals, such as smartphones and mobile networks. Yang Kiseol & Kim Hype Young (2012) believe that mobile shopping freedom allows consumers to enjoy shopping anytime, anywhere, fully. By sorting out the concept of mobile shopping, this article defines mobile shopping as follows: Mobile shopping is a general sense of mobile shopping, which is a kind of purchase that people use smartphones, laptops and other devices in their daily lives, relying on mobile networks—consumer behavior of products or

services.

2.1.3 Features of Mobile Shopping

As an emerging shopping model, mobile shopping is developed based on traditional online shopping. It is closely related to traditional online shopping and has characteristics of traditional online shopping and its unique characteristics. Unlike traditional online shopping using PCs, mobile shopping mainly uses portable smartphones, computers and other devices to optimize consumers' mobile online shopping experience. Also, mobile shopping relies on the fully covered high-speed fourth-generation communication network. The speed of the network has enabled mobile shopping users to have better network access conditions. They can browse products smoothly and quickly anytime, anywhere, and make purchases—the enthusiasm for mobile shopping.

The convenience of terminal equipment and the smooth communication network make mobile shopping more popular with consumers. Mobile users can meet their shopping needs and purchase their favorite products and services regardless of time and location. The specific application of mobile shopping to mobile e-commerce is both an affiliation and inevitably inherits the characteristics of mobile e-commerce. After sorting out the related documents of mobile e-commerce, it summarizes the characteristics of mobile e-commerce. This study believes that mobile shopping has Four characteristics: broadness, convenience, individuality and location.

2.2 Overview of Mobile Online Shopping Experience Theory

2.2.1 The Concept of Customer Experience

"Father of experiential marketing" Schmitt (1999) believes that customer experience is an external stimulus received by individuals, and is the individual's feedback to the company's current activities when they are shopping. This feeling is caused by consumers directly participating and generating after being stimulated. Schiffman & Kamik (2000) believes that customer experience is an intuitive feeling produced by consumers after purchasing products or services. This view can be understood as the personalized feedback generated by individuals who directly participate in the enterprise's activities when they are engaged in consumption activities and consumers' perception of the products or services they consume after experiential consumption shopping. CarboneL.P. (2004) Xian has shown in his research that customer experience is the emotional, psychological reaction of consumers shifting their own will. Like CarboneLP's view, Meyeretal (2007) also defined customer experience as a psychological response of consumers in the study. This psychological response is highly subjective and formed in the interaction of consumers, products, or services. Between.

In addition to foreign scholars' research on customer experience, many domestic experts and scholars have also carried out the research. Pei Dina (1998) is the first person to study customer experience in China. In her research, she pointed out that customer experience is a perception of whether her needs are met. Wang Long and Qian Xuchao (2007) paid great attention to individual consumers' actual feelings when they carried out related research. They believed that the customer experience was in the process of consumption after the individual

consumer’s consumption concept was realized and continuously deepened, the emotional state formed. Zheng Ruihong and Yang Lei (2012) put more emphasis on the interactivity of experience:companies interact with consumers to realize their ideas in the process of consuming products. Yu Benhai et al. (2015) believe that as an indispensable part of the company's development process, customer experience deserves high attention from the enterprise. The so-called customer experience refers to a psychological feeling produced by consumers during the shopping process. Wang Fengling et al. (2017) conducted a more comprehensive study of customer experience, starting from the aspects of participation and relevance, and believed that customer experience is obtained uniquely.

Through combing, we find that the specific definition of customer experience has not been unified, but after summarizing the definitions in the existing literature, we conclude that although everyone and scholars have different priorities in studying customer experience, the definition of There is also different degrees of differences in definitions, but there are similarities in these definitions. Scholars believe that customer experience is a psychological feeling formed by consumers in the consumption process.

2.2.2 Concept of Mobile Online Shopping Experience

The constant changes and reforms in the consumer market have led scholars to consider the emerging Internet shopping environment comprehensively, study customer experience from different research perspectives, enrich the content of customer experience theory and draw new research conclusions. After sorting out the relevant literature, based on the customer experience theory at home and abroad, the definitions of the mobile online shopping experience are mainly defined as follows; Holbrook (1982) is a way to create a better online marketing activity consumers. Csikszentmihalyi (1997) Customers' psychological feelings in the process of online shopping. Lemke et al. (2011) Consumers' internal subjective response in the process of online shopping. He Heping (2011) website's interactive services and shopping experience environment bring consumers psychological feelings. He Heping, Zhou Zhimin (2013) Cognitive process brought to customers by website marketing mix. Shen Pengyi and Fan Xiucheng (2016),at different shopping stages, consumers' inner feelings caused by direct and indirect contact with the website.

According to the connotation of consumers' mobile online shopping experience in the above online consumption process, the current scholars' research on the mobile online shopping experience, the selection of consideration factors is diverse, from the initial collection of information, shopping decisions, to Finally, the process of purchasing goods and receiving services. Therefore, in summary, this article believes that changes in the shopping environment experienced by customers will not cause qualitative changes in the experience itself. That is to say, consumers' mobile online shopping experience is clearly what consumers do when they make purchases through online platforms. The resulting experience is psychological feelings.

2.2.3 The Size of The Mobile Online Shopping Experience

In the current research on online shopping, many terms are similar to "mobile online shopping experience," such as "consumer Internet experience," "online experience," "online customer experience," "virtual experience," although these names There are differences in terminology, they are similar in connotation. The reason for this phenomenon is that the research background of the research scholars is different.

Regarding the division of the mobile online shopping experience dimension, different scholars have put forward their views in the research. In the research, Schmitt (1999) divided the research prospect into a deeper discussion, which has great guiding significance for future related research. Since then, the discussion of customer experience theory has been paid more and more attention from scholars. In the follow-up research, each scholar has a different division of dimensions due to different research backgrounds. After combing the literature and summarizing, the internal relevant mobile online shopping experience dimensions are sorted out, as shown in Table 2.1 Place.

Table 2.1Summary table of dimension division of mobile online shopping experience

Author	Research Background	Mobile online shopping experience dimension
Grabner-Kraeuter(2002)	online shopping	Sense of control, pleasure, the concentration of spirit
Lee & Tan(2003)	Web browsing	Sense of control, attention, curiosity, interest
Hennig-Thurau et al (2004)	Web browsing	Pleasant, distorted sense of time, long-distance presence
Wen Tao (2007)	3D environment	Immersive, situational involvement, sense of competence
Chen et al (2008)	online shopping	The interactive experience, perceived trading experience, realization experience
Dinev et al (2008)	online shopping	Senses, interaction, happiness, flow and community relations
Park & Lee (2009)	Information gathering	Daydreaming, pleasure and addiction
He Aizhong (2010)	online shopping	Following the division of Schmitt (1999): Sensory, emotional, thinking, action and connected experiences
Rose et al. (2011)	Web browsing	Cognitive experience, emotional experience

Data source: The author organizes according to the literature

From collating the above documents, it is found that there is no very consistent view on

the division of the consumer online shopping experience dimension at home and abroad, but Schmidt's (1999) view has been recognized by many scholars and has been continuously used and research. This article also agrees with Schmitt's experience dimension division, using Schmitt's division criteria as the five dimensions of the research model's independent variables, exploring how the five dimensions affect consumer psychological changes, and through this psychological change to affect consumers Repeat purchase intention.

2.3 Summary of Customer Satisfaction Theory

2.3.1 The Concept of Customer Satisfaction

The concept of customer satisfaction has long been the focus of academia, and the related research content is also relatively mature and rich. Oliver (1980) proposed that customer satisfaction is an emotional response that stems from the fact that the customer's actual consumption process is the same as expected in advance Sex. Wilton (1988) believes that customer satisfaction is the evaluation obtained by comparing consumers' performance through the consumption process with the expectations of products and services before consumption. Yang Yan et al. (2016) believe that customers have psychological expectations of the promises given by the company. Such expectations are generated by the customer actively, and there may be a certain gap from the promises that the company can give, which will produce internal Variables. Li Lei et al. (2017) suggested that customer satisfaction is a comparison between the inherent expectations before buying and the perception in the actual consumption process. It is a feeling. When there is a big gap with consumer expectations, feelings of loss and dissatisfaction will form. Customers will show strong dissatisfaction. Conversely, when a product or service gives users a very comfortable feeling, even exceeding the customer's psychological expectations, a happy and joyful mood will be formed, and the customer will show a strong state of satisfaction. Consumers' buying expectations are formed through the accumulation of past consumption experience, word-of-mouth product impressions and product promotion. The customer satisfaction defined in this article is the psychological state of satisfaction or dissatisfaction that the customer compares between the experience and the expectations formed based on his experience after consuming the product or service.

2.3.2 Customer Satisfaction Model

At present, there are three main models used by scholars to study customer satisfaction, namely: the expectations proposed by Oliver (1980)-the comparison model of customer consumption experience proposed by Cronin & Taylor (1992) and Brown teal (1993) The proposed customer needs satisfaction model.

Richard L. Oliver proposed the first type of expected performance theoretical model in 1980. This medium the most far-reaching model, mainly measuring customer satisfaction. Oliver believes that customers will compare their actual feelings with the expectations in their hearts to form a gap between the two during the consumption process. Such a gap will cause customers to have different emotional reactions in their hearts: when the gap between the two is small or even not When there is, the customer's heart will produce a satisfactory emotional

response; when the gap between the two is large, the customer's heart will produce an unsatisfactory emotional response. Many scholars agree with Richard L. Oliver's expectation model, but many scholars have doubts about its model. Through empirical research, Cronin & Taylor showed that customer satisfaction is not affected by the gap between actual performance and expectations. Brown & Churchill also believe that the model is not strong enough to explain the formation of customer satisfaction and the process.

The second kind, the comparison model of the customer consumption experience, was jointly proposed by Cronin & Taylor in 1992. In the research, Cronin & Taylor showed empirical evidence that customer satisfaction is not affected by the gap between actual performance and expectations, questioning Richard L. Oliver's expectation model. Cronin & Taylor's Customer consumption experience comparison model believes that in the process of shopping consumption, customers will form three different expectations, which are the expectations of the best similar products (services), the expectations of similar general products (services) and the expectation of products (services) to be consumed. If the customer's actual performance at the time of consumption is greater than the first expectation, then the customer will have a very satisfying emotional response; if the customer's actual performance at the time of consumption is less than the second expectation, then the customer will have a dissatisfied emotion reaction.

The third kind, the customer demand satisfaction model, was jointly proposed by Brown & Churchill in 1993. They believe that customer satisfaction should be a pleasant emotional response generated by the customer's heart after consumption. When a customer consumes a product or service, the degree of satisfaction they receive is affected by their degree of satisfaction. If the enterprise can fully meet or exceed the customer's demand, the customer will be satisfied; otherwise, if the customer's demand cannot be met, the customer will feel dissatisfied, the higher the degree of dissatisfaction, the deeper the dissatisfaction.

2.4 Summary of The Theory of Repeated Purchase Intention

2.4.1 The Concept of Repeated Purchase Intentions

Will is a different term from attitude, which can be understood as a motivation, which is the motivation generated by individuals or groups to achieve a certain goal or plan. This medium the original meaning of will when it appears in psychology, and then the will is applied to management, and the meaning has been newly enriched. In the context of management, a will is a mental activity or psychological hint that takes precedence over physical action. Fishbein & Ajzen (1975) pointed out that purchase intention is a subjective tendency of consumers to consume enterprises' goods or services. Schiffman & Kamk (2000) believes that consumers' willingness to purchase is a subjective tendency of consumers to consume a product, and it has a very close relationship with purchasing behavior.

After foreign scholars have researched consumers' purchase intentions, domestic research scholars have also conducted in-depth research. Li Yuping (2014) believes that purchase intention is a psychological suggestion when consuming products or services of interest,

suggesting that further consumption activities are a psychological transition from generating the idea of purchasing to completing consumption. Li Qi, Wang Luyao (2016) pointed out that the willingness to buy determines whether consumers will take the next step or even make a purchase decision.

Online consumption is a form of online-based consumption. Consumers take consumer behavior by browsing the goods or service information on the website. Although this consumption process is not a physical situation, it is a virtual situation, but the generation of online consumption behavior is also caused by purchase Affect the decision. Therefore, the purchase intention in online shopping can be completely borrowed from the purchase intention in actual shopping, which can be understood as: the subjective possibility that customers take purchase behaviors for the required products or services in time during the online shopping. Customers' customers' repeated purchase intentions are the tendency of customers to choose their favorite products and services repeatedly. This applies to actual consumption and online consumption. Therefore, when researching online customer purchase behavior, this article takes the purchase intention as the entry point to discuss the impact mechanism between mobile online shopping experience, customer satisfaction, and repeated purchase intention. Based on the existing research results, this article defines mobile shopping users' repeated purchase intentions as customers who have already experienced shopping on a mobile shopping platform. When faced with the same needs, they open the platform website again, browse and view the consumption After the product continues to choose the subjective probability of placing an order.

2.4.2 Measurement of Repeated Purchase Intention

Customers' repeated purchase intentions are consumers' willingness to make repeated purchases on mobile shopping platforms. Customers with a willingness to repeat purchases will share their satisfactory shopping experience on this shopping platform with their relatives and friends and recommend products or services that they consider to be quality. Measurement of willingness to repeat purchases: In related research, Parasuraman et al (2005) used five measurement items, namely: "Promote the advantages of the site to others," "Recommend others to use the site," "Encourage friends and family Shopping on this site," "Priority will be given to this site when shopping in the future" and "There will be repeated purchases on this site." In related research, Chiu et al. (2013) used three measurement items, namely: "Plan to continue to use the shopping website," "Recommend others to use the shopping website," and "Prefer this website in the future." In this paper, the measurement of customers' repeated purchase intention is integrated with the mature scales of Parasuraman et al. (2005) and Chiu et al (2013), and five measurement items are generated after finishing.

2.5 Literature Summary

By sorting and summarizing the existing materials, it is found that the research on the user experience of traditional shopping is more abundant and complete. The research on the consumers' repeated purchase expectations in online shopping is rare. However, many academic researchers have realized that But maturity, Therefore, in conjunction with the

emerging mobile Internet background, it is necessary to explore the impact mechanism of the mobile online shopping experience on repeated purchase intentions.

Chapter 3 METHODOLOGY

3.1 Research Hypothesis

3.1.1 Relationship Between Mobile Online Shopping Experience and Customer Satisfaction

Scholars at home and abroad have conducted relevant research on the relationship between mobile online shopping experience and customer satisfaction. Lin (2007) ran through empirical analysis in his research and concluded that experience positively affects customer satisfaction. Penina et al. (2011) also studied the relationship between customer experience, customer satisfaction and online store performance in online stores and finally concluded that online store customer experience would affect online store customer satisfaction and online store performance It has a significant positive impact. Also, it concludes that customer satisfaction plays an indirect role in this mechanism. Sahin etal (2011) combines the research background of brand globalization to explore the relationship between brand experience and customer satisfaction. Finally, it concludes that under the background of brand globalization, customers' brand experience will impact their satisfaction. Huang Liuying and Huang Ruru (2014) selected the destination hotel as the research object to discuss the relationship between customer experience and customer satisfaction at the destination hotel. Also, in the study, Schmitt (1999) was used to divide the customer experience and the customer experience the relationship between the five dimensions and customer satisfaction is studied. The research results show that both the customer experience and its five-dimension variables have a significant positive effect on customer satisfaction. In summary, the following assumptions are made:

H1: The mobile online shopping experience has a significant positive impact on customer satisfaction.

H2: The sensory experience has a significant positive effect on customer satisfaction.

H3: Emotional experience has a significant positive effect on customer satisfaction.

H4: Thinking experience has a significant positive effect on customer satisfaction.

H5: The mobile experience has a significant positive effect on customer satisfaction.

H6: The related experience has a significant positive effect on customer satisfaction.

3.1.2 Research on The Relationship Between Mobile Online Shopping Experience And Repeat Purchase Expectations

Consumers' mobile online shopping experience will affect their buying expectations. Mobile online shopping experience arises from the entire process of online shopping. The interaction with other consumers or shopping platforms and the quality of the products or

services consumed will affect the mobile online shopping experience. The repeated purchase intention of mobile shopping users refers to users who have already experienced one or more shopping experiences on a mobile shopping platform, and when the same demand arises, open the platform again, browse the web, consult the platform or other consumers to gain a deeper understanding After the details of the products or services that have been purchased, choose the subjective probability of purchasing the products or services again. Through combing domestic and international research, the research on the relationship between mobile online shopping experience and repeat purchase expectations and the main types are as follows. See Table 3.1. Based on the summary of the research and research in the above table, it is not difficult to produce: good shopping Experience has a positive role in promoting repeated purchases. In summary, the following assumptions are made:

H1: The mobile online shopping experience has a significant positive impact on repeat purchase intentions.

H2: The sensory experience has a significant positive effect on repeat purchase intentions.

H3: Emotional experience has a significant positive effect on repeated purchase intentions.

H4: Thinking experience has a significant positive effect on repeated purchase intentions.

H5: Action experience has a significant positive effect on repeat purchase intentions.

H6: The associated experience has a significant positive effect on repeated purchase intentions.

Table 3.1 Summary Table of Research Methods and Research Conclusions

Author	research method	Analysis of conclusion
Hoffman & Novak (1996)	Document Analysis	The mobile online shopping experience can influence future decision-making behavior by exploring its psychology
Grabner-Kraeuter (2002)	Questionnaire	A good mobile online shopping experience can significantly positively influence future purchase intentions
Gefen& Straub (2004)	Questionnaire	The Mobile online shopping experience increases purchase intention or purchase behavior through learning behavior
Hassanein & Head (2007)	experimental method	The mobile online shopping experience has a positive impact on purchase intention
Chen et al. (2008)	Questionnaire	The mobile online shopping experience promotes consumers' patronage

Hsu&Tsou (2011)	Questionnaire	Mobile online shopping experience will positively affect customer satisfaction and willingness to repurchase
He Aizhong (2010)	Questionnaire	The mobile online shopping experience is closely related to consumers' repurchase intentions.
Song Liang, Ma Jianshan (2015) [53]	Questionnaire	There is a significant positive impact between the mobile online shopping experience and the willingness to repeat purchases
Li Guangming, Cai Wangchun (2015) [54]	Questionnaire	A positive mobile online shopping experience can further positively affect consumers' willingness to repurchase

Data source: The author organizes according to the literature

3.1.3 Research on The Relationship Between Customer Satisfaction and Repeated Purchase Intention

Bolton & Drew (1991) and others found that customer satisfaction significantly affects customers' behavior intentions when they study customers' actual purchasing behaviors. When the customer is more familiar,and the merchant service level is higher, the customer's willingness to repeat purchases will be significantly affected by customer satisfaction. Oliver (1997) selected customer satisfaction as the independent variable, customer expectation and customer attitude as the intermediary variable, and customer repeated purchase willingness as the dependent variable in the study, and explored the relationship between customer satisfaction and customer repeated purchase willingness, and finally concluded that the customer is buying Satisfaction attitudes and expectations generated after products or services will significantly affect customers' repeated purchase intentions. Wang Chunxiao, Han Xiaoyun and Wen Biyan (2003) carried out relevant empirical research on multiple industries as research objects and concluded that customer satisfaction is an important prerequisite for customer loyalty. Customer satisfaction significantly affects customer behavior loyalty, etc. in conclusion. Chen Mingliang (2003) used investment model theory and social transaction theory as the theoretical basis for his research. After analysis, he found that customer satisfaction, customer cognition value, and customer conversion cost are all important factors that affect customers' repeated purchase intentions. Jing Fergie and Zeng Fu's (2004) pointed out in the study that when conducting relevant research on customer satisfaction and customer behavior, the moderating or controlling role of intermediary variables between customer satisfaction and customer behavior should be considered.Customer satisfaction should be regarded as continuous Variables to examine customer consumption behavior. Li Siman et al. (2009) established a research model for consumers' online shopping decisions based on customer satisfaction. Empirical research indicates that customer satisfaction directly affects consumers' willingness to purchase. Yang Chaojun (2015), through cross-validation analysis of local and multinational Amazon, concluded that customers' satisfaction with e-commerce Amazon's shopping would positively impact their purchase intentions. Therefore, this article proposes the following assumptions:

H3: Customer satisfaction has a significant positive effect on repeated purchase intentions.

3.1.4 Intermediary Role of Customer Satisfaction

With the deepening of research, scholars at home and abroad generally believe that customer satisfaction is one of the most critical factors influencing customer behavior intentions on the Internet. Good customer experience will increase customer satisfaction with the website. Customer satisfaction with the website will positively affect the customer's willingness to repeat purchases, and customer experience will affect the willingness to repeat purchases through customer satisfaction. He Aizhong et al. (2010) selected website brand as the research object, customer experience as the independent variable, brand satisfaction as the intermediary variable, and customer consumption loyalty as the dependent variable, constructing a research model to discuss the impact mechanism of customer experience on customer consumption loyalty. : Customer satisfaction plays an intermediary role in the influence mechanism. The "brand satisfaction" in this study refers to the degree of customer satisfaction with the website brand, consistent with customer satisfaction in the connotation. KotbA&RobertsC (2011) carried out relevant research from the perspective of presence, and the results show that presence is positively affecting customer satisfaction, and further has an impact on users' purchase intentions. In this process, customer satisfaction acts as a "bridge" intermediary.

Hsu&Tsou (2011) selected customer experience as the antecedent variable, customer satisfaction tendency and customer confidence as the intermediary variables, and customer purchase willingness as the outcome variable. The relationship between customer experience and customer shopping willingness was studied. The research conclusion confirmed its research hypothesis: A good customer experience would positively impact customers' purchase intentions. Customer satisfaction and customer confidence play a part in the intermediary role. It is inferred from the above explanation that customer satisfaction may play a certain role in mediating the relationship between the mobile online shopping experience and the willingness to repeat purchases. Therefore, based on the above analysis, this study proposes the following assumptions:

H4: Customer satisfaction plays an intermediary role between the mobile online shopping experience and the willingness to repeat purchases.

3.2 Research Model

In psychology research, the specific meaning of the SOR (stimulus-organism-response) model shows that when the external environment stimulates human intuition and emotions, human beings as an organism will produce a series of psychological reactions on this basis, indirect follow-up Kind of action or behavior. Belk (1975) combined the SOR model with the marketing context, using the market environment that consumers perceive as an external stimulus environment. When consumers receive an external stimulus, they will form a certain psychological response. Driven by psychological reactions, some follow-up actions are taken, and this entire process is also the process of individual consumption behavior in the traditional

sense.

According to Schmitt (1999), the consumer's experience when shopping is the stimulus the individual receives. This stimulus will affect the consumer's behavior intention based on the psychological response. Since customer satisfaction plays a key role in the impact of customer experience on consumer shopping, especially online shopping, many scholars have begun to pay attention to the relationship between the three and discuss the customer responses that can be triggered between the three. The S-O-R model in psychology believes that organisms' behavior is the main result of individual psychological reactions. However, the purchase behavior cannot be directly expressed in the present moment, and the purchase intention can be expressed in the present, which indicates future purchase behavior. Therefore, many scholars will replace purchase behavior with purchase intention when conducting research. Based on the SOR model and literature analysis, this article uses the mobile online shopping experience as the external environment stimulus felt by the individual, customer satisfaction as the individual's psychological response, and repeated purchase intention as the follow-up behavior to construct the "mobile online shopping experience-customer Satisfaction-willingness to repeat purchases" research model to carry out follow-up empirical research.

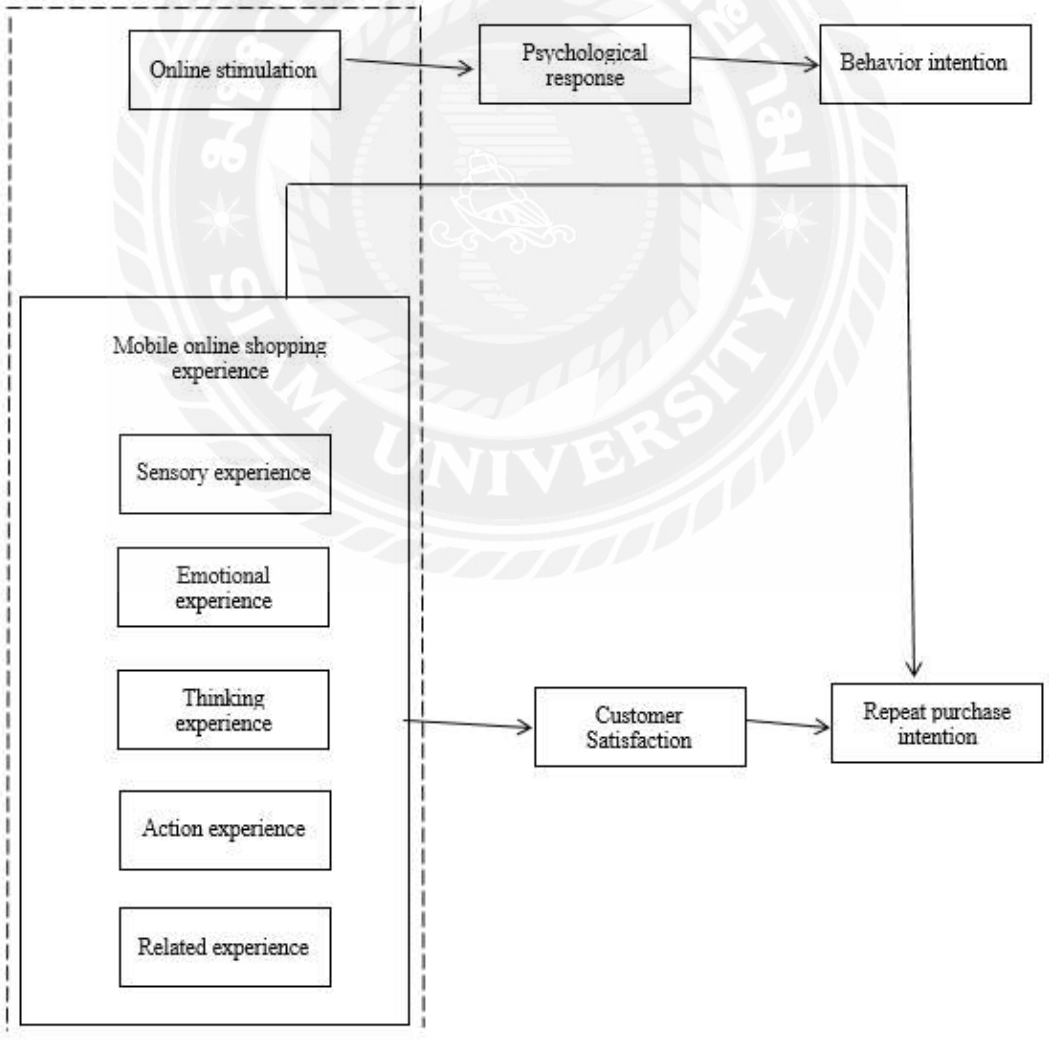


Figure 3.1 Research model diagram

Data source: author made

This article takes customer experience as the entry point of research and takes consumers who have experienced mobile online shopping as the research object to investigate the factors influence consumers' repeated purchase intentions on mobile shopping platforms. Based on the comprehensive customer experience theory and SOR model, Schmitt (1999) selected the definition and dimensions of customer experience (sensory experience, emotional experience, thinking experience, action experience and related experience five dimensions), and used it as an independent variable, Select customer satisfaction as an intermediary variable, select repeated purchase willingness as the dependent variable, and thus propose the theoretical model of this study as shown in Figure 3.1.

3.3 Research Methods

3.3.1 Questionnaire Design

In this paper, we will collect sample data using questionnaires and test research hypotheses and research models in the empirical analysis. The questionnaire scale is based on a literature retrospective method obtained by sorting out and extracting mature scales of relevant literature at home and abroad. And based on the combination of the actual research background of this article and the characteristics of the research object of this article, the measurement items of the scale are adjusted accordingly to ensure the content validity of the scale.

3.3.2 Variable Measurement

This research mainly involves three key variables: mobile online shopping experience, customer satisfaction (referred to as CS) and repeated purchase willingness (referred to as RI). Specifically, the mobile online shopping experience is an antecedent variable, customer satisfaction is an intermediary variable, and repeated purchase willingness is an outcome variable. The details of the structural dimension and measurement scale of each key variable are shown below.

Mobile online shopping experience. Academia has rich research on the mobile online shopping experience. Different scholars measure this variable differently, but the commonly accepted measurement scale is the measurement item used by Schmitt in the 1999 study. This study will follow Schmitt (1999) to divide the dimensions of the mobile online shopping experience and draw on the measurement items used by Schmitt (1999) and Pullman Gross (2003) when the same scholars study them. A total of 19 measurement items, of which 1-4 measure the sensory experience of mobile shopping, items 5-7 measure the emotional experience, items 8-11 measure the thinking experience, items 12-16 Action experience is measured, and items 17-19 measure related experience, as shown in Table 3.2.

Table 3.2 Measurement Dimensions and Measurement Questions of Mobile Online Shopping Experience

Dimension experience	Code	project
Sensory	S1	I think the shopping platform is visually appealing to me.
	S2	I think the shopping platform navigation function is reasonable.
	S3	I think the overall image of the shopping platform page is good.
	S4	I think the picture of the shopping platform looks very comfortable.
Sensory	F1	Shopping on this shopping platform can bring me to a certain emotional atmosphere.
	F2	Shopping on this shopping platform can stimulate my pleasant
.	F3	Shopping on this shopping platform can make me forget my troubles temporarily.
Thinking	T1	Shopping on this shopping platform can remind me of many things.
	T2	The products of this shopping platform can arouse my curiosity.
	T3	The products of this shopping platform can arouse my creative thinking.
	T4	I think the shopping platform is very interesting and innovative.
Action	A1	When shopping, the shopping platform reminded me to participate in some promotional activities.
	A2	When shopping, the shopping platform provides tools or technological facilities to solve the problem by myself.
	A3	The shopping platform can help me deal with problems quickly when shopping.
	A4	The shopping platform provides many links for me to query information or solve problems.
	A5	The shopping platform can provide interactive services to solve problems for me.
Related	R1	Shopping on this shopping platform can increase others' recognition of me.
	R2	The shopping platform provides opportunities to interact with others.
	R3	The shopping platform gives me a sense of belonging.

Data source: SPASS data analysis software

Customer Satisfaction. In mobile shopping, customer satisfaction refers to a psychological feeling that customers are satisfied with the products or services they purchase. Customer satisfaction is mainly measured by the overall satisfaction level of customers' purchase and consumption experience on mobile shopping platforms. The customer satisfaction scale used in this study mainly refers to the original scale in the study of Jana Swindler teal (2002), and the customer satisfaction scale of the mobile shopping platform is obtained based on the modification. The specific measurement items are shown in Table 3.2.

Table 3.2 Customer satisfaction measurement items and measurement basis

Variable	Code	Item	references

Customer Satisfaction	C1 C2 C3 C4	Based on the past mobile shopping consumption experience and experience, I am satisfied that it is wise to choose to spend on this shopping platform I have a good overall evaluation of the products or services provided by the shopping platform the products or services on the shopping platform can meet my needs well	Janda & S winder (2002)

Data source: author made

Repeat purchase intention. In mobile shopping, the user's willingness to repeat purchases refers to the platform that has already experienced shopping and once again chooses to purchase the goods or services that have been consumed to solve their own needs. The repeat purchase willingness scale used in this study. Mainly refer to the original scales studied by scholars such as Parasuraman et al (2005) running and Chiu et al (2013). Based on the characteristics of mobile shopping, the revised shopping willingness scale of the mobile shopping platform is finally obtained after modification. A total of 5 measurement items and repeated willingness to buy the specific initial measurement items are shown in Table 3.3.

Table 3.3 Measurement Items and Measurement Basis of Repeated Purchase Intention

Variable	Code	Item	Basis of measurement
Repeat purchase intention	R1 R2 R3 R4 R5	In the future, I will continue to use my mobile phone to shop on this platform If necessary, I will give priority to purchase products on this shopping platform. I am willing to recommend this shopping platform for other friends and family. This shopping platform. I am willing to share the advantages of this shopping platform with others. I think I might become a regular or loyal customer of this shopping platform	Parasuraman Et al (2005)、Chiu et al (2013)

Data source: author made

Mainly refer to the original scales studied by scholars such as Parasuraman et al (2005) and Chiu et al (2013). Based on the characteristics of mobile shopping, the revised shopping willingness scale of the mobile shopping platform is finally obtained after modification. A total of 5 measurement items are provided. The initial measurement items are shown in Table 3.3.

3.3.3 Exploratory Factor Analysis and Reliability Test

When measuring whether the scale can accurately reflect the objective facts and whether the collected scale data can achieve the purpose of the test, the two indicators of reliability and Validity are usually selected to investigate, so the reliability and Validity.

Reliability (Reliability) is used to measure the consistency and stability of the scale measurement results, also known as reliability. In this study, the Cronbach's coefficient value and the deleted Cronbach's value are selected to test the scale's reliability and to measure the consistency of the scale measurement results comprehensively. There is no unified standard for judging the value of Cronbach's coefficient. There is no unified standard for judging the value of Cronbach's coefficient. This article refers to the measurement standard of Cronbach's coefficient value by Nunally (1967): The minimum standard for measuring the scale's reliability is that the Cronbach's coefficient value is equal to 0.5. When the Cronbach's coefficient value is greater than 0.6, the scale reliability is better. When the reliability of the scale is higher, the consistency of the scale is higher.

Generally, the pre-research will select three indicators: Content Validity>Criterion Validity>Construct Validity. Because the variable measurement scale used in this study comes from the existing mature scale, it has certain content validity and index validity. Next, you only need to check the structural validity of the scale. Generally, the exploratory factor analysis (Exploratory Factor Analysis, EFA) method is used to test the internal structural validity. The general steps to check the inherent structural validity of the scale are: the first step is to perform KMO detection and Bartlett sphere test on the sample data to ensure that the sample data is suitable for factor analysis; the second step is to perform exploratory factor analysis on the sample data. There is no uniform standard for judging the KMO value in academia. This article refers to Kaiser's KMO value measurement standard: the minimum KMO value for measuring whether the sample data is suitable for factor analysis is 0.7. When the KMO value is greater than 0.7, it indicates that the sample data is suitable for factor analysis. The larger the KMO value is, the more suitable it is for factor analysis.

In the exploratory factor analysis, mainly with the help of SPSS20.0 data analysis software, the principal component analysis method and the maximum variance rotation method are used to extract the factors according to the characteristic root (Eigenvalue) greater than 1. When the factor load of the item is greater than 0.5, it indicates that the internal structure validity of the sample data is good, and it is accepted; and when the factor load of the item is less than 0.5, it indicates that the internal structure validity of the sample data is not very good, and should be eliminated.

3.3.4 Exploratory Factor Analysis and Reliability Test of Mobile Online Shopping Experience

The effective samples of the mobile online shopping experience are tested below. The results are shown in Table 3.4, Table 3.5, and Table 3.6.

Table 3.4 KM0 and Bartlett spherical test results of mobile online shopping experience KM0 and BartletT-test

Kaiser-Meyer-Olkin metric with sufficient sampling	0.883

Bartlett's sphericity test	Approximate chi-square	1350.765
	df	171
	Sig.	.000

Data source: SPASS data analysis software

It can be seen from Table 3.4 that the KMO value of the mobile online shopping experience scale data is 0.883, which is greater than 0.7; the value of the Bartlett spherical test is 1350.765, and the P-value is 0.000, indicating that 19 items have a common factor, and there are significant differences among the variables Relevance, suitable for factor analysis.

Table 3.5 Analysis results of mobile online shopping experience factors show that the mobile online shopping experience is divided into five factors, and all factor loads are above 0.500, indicating that each factor can effectively reflect the index variables. Table 3.6 shows that after factor rotation, the mobile online shopping experience scale item extracts five feature roots with feature values greater than 1 to obtain five factors. The cumulative contribution rate of the variance of the five factors is 75.174, greater than 50%. Therefore, these 19 items can be used as items of the official online shopping experience scale.

Table 3.5 Rotating component matrix of mobile online shopping experience factor analysis

Dimension	Item	Ingredients				
		Factor1	Factor2	Factor3	Factor4	Factor5
Action Experience (AE)	AE1	0.586				
	AE2	0.625				
	AE3	0.764				
	AE4	0.743				
	AE5	0.728				
Emotional Experience (FE)	FE1		0.847			
	FE2		0.837			
	FE3		0.831			
Sensory experience (SE)	SE1			0.685		
	SE2			0.716		
	SE3			0.803		
	SE4			0.781		
Thinking Experience (TE)	TE1				0.612	

	TE2				0.766	
	TE3				0.840	
	TE4				0.730	
Relevant experience (RE)	RE1					0.854
	RE2					0.742
	RE3					0.801

Data source: SPASS data analysis software

Table 3.6 Total variance explained by factor analysis of mobile online shopping experience

Ingredients	Initial eigenvalue			Rotate square sum loading		
	Total	variance%	Cumulative%	Total	variance%	accumulation %
1	8.760	46.105	46.105	3.302	17.380	17.380
2	1.715	9.026	55.131	2.824	14.864	32.244
3	1.476	7.770	62.900	2.761	14.529	46.773
4	1.334	7.019	69.919	2.721	14.321	61.093
5	0.998	5.255	75.174	2.675	14.080	75.174

Data source: SPASS data analysis software

Next, the SPSS20.0 software was used to test further the reliability of the five dimensions of the mobile online shopping experience and the entire scale, and find its Cronbach's coefficient. The higher the Cronbach's value, the better the reliability.

Table 3.7 Reliability of mobile online shopping experience scale

Dimensions and measurement items		Corrected items total correlation	Cronbach*s a value when the item is deleted	Cronbach*s a subscale	Total Cronbach*s a
Sensory experience	SE1	0.625	0.830	0.847	0.934
	SE2	0.632	0.827		
	SE3	0.749	0.776		
	SE4	0.731	0.784		
Emotional experience	FE1	0.805	0.812	0.885	
	FE2	0.808	0.816		
	FE3	0.727	0.882		
Thinking experience	TE1	0.612	0.843	0.850	
	TE2	0.719	0.797		

	TE3	0.748	0.783		
	TE4	0.681	0.812		
Action experience	AE1	0.640	0.869	0.877	
	AE2	0.660	0.862		
	AE3	0.766	0.838		
	AE4	0.779	0.834		
	AE5	0.707	0.852		
Related experience	RE1	0.838	0.829	0.901	
	RE2	0.769	0.888		
	RE3	0.807	0.856		

Data source: SPASS data analysis software

It can be seen from Table 3.7 that the Cronbach's coefficient values of the five-dimension subscales of the mobile online shopping experience are 0.847, 0.885, 0.850, 0.877, and 0.901, all of which are above 0.6. The Cronbach's value of a certain item cannot be greater than the initial value. The value indicating that the measurement of the mobile online shopping experience has good reliability, and the scale can be directly used for formal research.

Summary: After pre-survey data analysis, mobile online shopping experience, customer satisfaction and repeated purchase willingness, three subscales do not need to delete the item. At the same time, the mobile online shopping experience sub-scale extracts five factors, the customer satisfaction sub-scale extracts 1 factor, and the repurchase willingness sub-scale extracts 1 factor, which meets the theoretical preset. After the pre-investigation, the scales and items required for the formal investigation were successfully obtained.

Chapter 4 DATA ANALYSIS

This chapter mainly analyzes the collected sample data with the help of data analysis software SPSS20.0 and AMOS22.0 to test the research hypothesis and research model. The specific analysis includes： descriptive statistical analysis, reliability and validity analysis of the scale, difference analysis (independent sample T-test and one-way ANOVA), correlation test, path analysis, and intermediary effecT-test.

4.1 Descriptive Statistical Analysis

Based on the preliminary investigation, a formal review is conducted here. The divergent questionnaire forms are questionnaire star electronic questionnaire and paper questionnaire. On the online side, the author himself replaced WeChat, QQ And other tools to send survey questionnaire links to relatives, friends, and classmates around him, and at the same time asked them to forward the links to the user groups of different types of regions to reset the sample data to be relevant. Three hundred online questionnaires were redistributed and 250 copies were recovered. Offline, the author himself collected a total of 100 copies of paper questionnaires in shopping malls and stores around the school. Based on random sampling, 62 copies of the paper questionnaires were finally recovered. In the past six months, there was no mobile shopping at all. There were many same choices in answer to the question (the choices for more than ten consecutive questions were the same). There were 49 invalid questionnaires, such as unfilled items, and a total of 263 valid questionnaires were obtained.

Next, it analyzes from the statistical characteristics of the sample (gender, age, education level, occupation, monthly disposable income, mobile shopping history, the average monthly number of mobile shopping, average daily use of mobile Internet time) and scales statistical characteristics, From the frequency, frequency, mean, standard deviation and other aspects of the sample attribute distribution statistics.

4.1.1 Sample Statistical Characteristics

As can be seen from Table 4.1, among the mobile shopping users surveyed, in terms of gender, men accounted for 44.5%, women accounted for 55.5%, and most were female users. The majority of young shopping groups are 20-25 years old (12.9% under the age of 20, 38.4% under the age of 20-25, 28.1% under the age of 26-35, and 20.5% under the age of 36). The most undergraduate/junior college education accounts for 59.3%, the junior high school and below education level account for 9.1%, the high school/secondary school education level accounts for 17.5%, and the master's degree and above education level accounts for 14.1%. In terms of occupations, students and corporate employees account for the majority, accounting for 31.9% and 41.1% respectively (institutions and institutions account for 10.3%, freelancers account for 11.8%, and other occupations account for 4.9%). In terms of personal disposable income, users below 1000 yuan,1001-2000yuan, 2001-3000yuan, 3001-4000yuan, 4001-5000 yuan and above 5000 yuan each account for 16.0%, 14.1%, 26.6%, 19.8%, 15.2% and 8.4%,

the distribution is more even. From the above statistical characteristics of the sample, the selected survey objects are representative.

Table 4.1 Sample statistical characteristics

Basic personal information		Frequency(N=263)	percentage
gender	male	117	44.5
	Female	146	55.5
age	Under 20	34	12.9
	20-25 years	101	38.4
	26-35 years	74	28.1
	36 years old and above	54	20.5
education level	Junior high school and below	24	9.1
	High school	46	17.5
	Bachelor/College	156	59.3
	Master degree and above	37	14.1
Occupation	student	84	31.9
	Personnel of institutions and institutions	27	10.3
	Corporate employee	108	41.1
	Freelancers	31	11.8
	other	13	4.9
Occupation	<1000 yuan	42	16.0
	1001-2000 yuan	37	14.1
	2001-3000 yuan	70	26.6
	3001-4000 yuan	*52*	19.8
	4001-5000 yuan	40	15.2
	>5001 yuan	22	8.4

Table 4.2 Statistics of mobile internet purchases

Project	Classification	Frequency (N=263)	percentage
Mobile shopping history	one year and below	30	11.41
	1-2 years	63	23.95
	3-4 years	94	35.74
	five years	76	28.90
Average monthly mobile phone online purchases	1-3 times	88	33.46
	4-6 times	77	29.28
	7-10 times	64	24.33

	11 times and above	34	12.93
Daily use of mobile phone Internet time	1 hour less	19	7.22
	1-3 hours	100	38.02
	3-8 hours	100	38.02
	8 hours and above	44	16.73

Data source: SPASS data analysis software

4.1.2 Statistical Characteristics of The Scale

The research variables in this article include mobile online shopping experience, customer satisfaction, and willingness to repeat purchases. A descriptive statistical analysis of these three key variables is performed. The results are shown in Table 4.3, Table 4.4, and Table 4.5.

Table 4.3 Descriptive statistical analysis results of the mobile online shopping experience (N=263)

Variable	Dimension	Minimum value	Maximum	Mean	Standard deviation
The mobile online shopping experience	Sensory experience (SE)				
	SE1	1	5	3.66	1.002
	SE2	1	5	3.73	0.972
	SE3	1	5	3.72	1.036
	SE4	1	5	3.57	1.020
	Emotional Experience (FE)	Minimum value	Minimum value	Mean	Standard deviation
	FE1	1	5	3.59	1.162
	FE2	1	5	3.54	1.065
	FE3	1	5	3.57	1.068
	Thinking Experience (TE)	Minimum value	Minimum value	Mean	Standard deviation
	TE1	1	5	3.42	1.115
	TE2	1	5	3.70	1.035
	TE3	1	5	3.42	1.095
	TE4	1	5	3.50	1.108
	Action Experience (AE)	Minimum value	Minimum value	Mean	Standard deviation

	AE1	1	5	3.62	1.081
	AE2	1	5	3.60	0.995
	AE3	1	5	3.54	1.021
	AE4	1	5	3.41	1.070
	AE5	1	5	3.80	0.940
	Related Experience (RE)	Minimum value	Minimum value	Mean	Standard deviation
	RE1	1	5	3.30	1.122
	RE2	1	5	3.44	1.099
	RE3	1	5	3.27	1.112

Data source: SPASS data analysis software

Table 4.4 Descriptive statistical analysis results of customer satisfaction (N=263)

Variable	Variable	Minimum value	Maximum	Mean	Standard deviation
Customer satisfaction (CS)	CS1	1	5	3.60	1.018
	CS2	1	5	3.48	1.059
	CS3	1	5	3.40	1.079
	CS4	1	5	3.52	1.062

Table 4.5 Descriptive statistical analysis results of repeated purchase intentions (N=263)

Statistical analysis results (N=263)

Variable	Variable	Minimum value	Maximum	Mean	Standard deviation
Repeat purchase intention Wish (RP)	RP1	1	5	4.05	1.357
	RP2	1	5	3.99	1.355
	RP3	1	5	4.07	1.333
	RP4	1	5	4.14	1.402
	RP5	1	5	4.10	1.427

Data source: SPASS data analysis software

4.2 Scale Inspection

The measurement scales of the three key variables involved in this study are all borrowed from mature scales at home and abroad. Many scholars have used these scales to test, but there

are differences in the sampling data between this study and previous studies. This survey is rigorous, scientific, and accurate. Before conducting other data analysis, you should first check the reliability and validity of the sample data.

4.2.1 Reliability Analysis of The Scale

Reliability tests were conducted on the mobile online shopping experience, customer satisfaction, and repeated purchase willingness scales. The results are shown in Table 4.6, Table 4.7, and Table 4.8.

Table 4.6 shows that the Cronbachfsa value of the total mobile online shopping experience table and the Cronbach's value of each dimension of the mobile online shopping experience are 0.874, 0.868, 0.864, 0.882, 0.876, and 0.877, which are all greater than the minimum standard value of 0.60, indicating that the mobile online shopping experience The scale has good reliability. The corrected item-total correlation (CITC) value of 19 measurement items of the mobile online shopping experience variable is between 0.641-0.807. Deleting an item will not improve the dynamic online shopping experience scale. Cronbach's a value.

Table 4.6 Reliability analysis of mobile online shopping experience scale

Dimensions and measurement items		Corrected item-total correlation	When the item is deleted Cronbach's a	Subscale Cronbach's a	Total Table Cronbach's a
Sensory experience	SE1	0.742	0.823	0.868	0.874
	SE2	0.641	0.862		
	SE3	0.786	0.804		
	SE4	0.713	0.835		
Emotion Experience	FE1	0.781	0.773	0.864	
	FE2	0.730	0.820		
	FE3	0.719	0.830		
thinking Experience	TE1	0.761	0.843	0.882	
	TE2	0.672	0.876		
	TE3	0.807	0.824		
	TE4	0.741	0.851		
action Experience	AE1	0.735	0.843	0.876	
	AE2	0.682	0.856		
	AE3	0.781	0.832		

	AE4	0.683	0.856		
	AE5	0.656	0.862		
Related Experience	RE1	0.775	0.814	0.877	
	RE2	0.747	0.840		
	RE3	0.765	0.823		

Data source: SPASS data analysis software

Table 4.7 shows that the Cronbach's value of the customer satisfaction scale is 0.920, which is greater than the minimum standard value of 0.60, indicating that the customer satisfaction scale has good reliability. The corrected item-total correlation (CITC) value of all items of the customer satisfaction variable is between 0.769-0.845. Deleting any item cannot increase the Cronbach's value of the customer satisfaction scale.

Table 4.7 Reliability analysis of customer satisfaction scale

Variable	Measurement item	Corrected item -total correlation	When the item is deleted Cronbach's a	Scale Cronbach's a
Customer Satisfaction	CS1	0.769	0.912	0.920
	CS2	0.828	0.893	
	CS3	0.845	0.887	
	CS4	0.825	0.894	

Data source: AMOS data analysis software

Table 4.8 shows that the Cronbach's a value of the repeated purchase intention scale is 0.940, which is greater than the minimum standard value of 0.60, indicating that the repeated purchase intention scale has good reliability. The corrected item-total correlation (CITC) value of all items for repeated purchase intentions is between 0.793-0.888. Deleting an item will not increase the Cronbach's value of the repeated purchase intention scale. In summary, the overall reliability of the existing questionnaire is good.

Table 4.8 Reliability analysis of repeated purchase willingness scale

Variable	Measurement item	Corrected item - total correlation	When the item is deleted Cronbach's a	Scale Cronbach's a
Repeat purchase intention	RP1	0.822	0.929	0.940
	RP2	0.793	0.934	
	RP3	0.888	0.916	

	RP4	0.872	0.919	
	RP5	0.813	0.930	

4.2.2 Validity Analysis of The Scale

The so-called validity refers to the effectiveness of measuring the measurement results of the scale, and simply refers to the accuracy of the measurement results. Generally, the formal survey will select two indicators, Content Validity and Construct Validity, for inspection. Content validity is used to test the relevance of the content of the measurement scale. The construction validity measures the degree of consistency between the variable concept and the measurement items of the variable scale. Content validity includes convergence validity and differentiation validity. Convergence validity measures the relevance of all measurement items under the same concept; difference validity measures the degree of difference between different concepts.

(1) Content validity analysis

The measurement scales of the mobile online shopping experience, customer satisfaction and willingness to repeat purchases used in this study all refer to the mature scales in relevant studies at home and abroad, and many authoritative scholars have also used these scales for testing. In the pre-investigation stage, we have further tested whether it is necessary to purify the scale items. The results show that the scale content can well reflect consumers' mobile online shopping experience, customer satisfaction and willingness to repeat purchases. The three variables involved in this study the measurement scale have good content validity.

(2) Convergence validity analysis

Three indicators are generally selected: Factor Loading (Factor Loading Combined Reliability (CR), Average Variance Extraction (AVE), to test the convergence validity. When each variable measurement item's Factor Loading (Factor Loading) value is in When the level is above 0.50, it indicates that the factor load (normalized path coefficient) of this variable has reached a significant level. The values of the two indicators of combined reliability (C.R.) and average variance extraction (AVE) can be calculated from the factor load. When the combined reliability (C.R.) value is greater than 0.6, and the average variance extraction (AVE) is greater than 0.5, it indicates that the model has good internal quality.

The calculation formula of combined reliability (CR) is:

$$CR = (\Sigma\lambda) \ / \ (\Sigma\lambda)2 + \Sigma\theta \qquad \text{Formula 4.1}$$

The calculation formula of the average variance extraction amount (AVE) is:

$$AVE = \Sigma\lambda\ 2 \ / \ \Sigma\lambda 2 + \Sigma\theta \qquad \text{Formula 4.2}$$

Note: λ represents the load of standardized factors, and θ is the error of the observed variable

In formal research, the confirmatory factor analysis (Confirmatory Factor Analysis) method is usually used to select the fitting index to test the convergence validity. Model fitting indicators are divided into absolute fitting indicators and relative fitting indicators. The absolute fitting indicators examined in this study include: x2/df (chi-square degrees of freedom ratio), RMSEA (progressive residual mean square sum square root), GFI (Good fitness index), relative fitting indicators include IFI, TLI (non-standard fitness index), CFI (comparative fitness index). In this paper, Wen Zhonglin, Hou Jietai and others (2004) are used to determine the criteria for each verification index: when π2/df is between 1-3, it indicates that the model fits well. When the RMSEA is less than 0.08, it indicates that the model fits well, and when it is less than 0.05, it indicates that the model fits well. The closer the value is to 0, the better the model fit. When the values of GFI, IFI, TLI, and CFI are greater than 0.90, it indicates that the model fits well.

(1) The Mobile online shopping experience

The confirmatory factor analysis model of the mobile online shopping experience is shown in Figure 4.1, the confirmatory factor analysis fitting indicators are shown in Table 4.9, and the confirmatory factor analysis convergence validity is shown in Table 5.10.

Table 4.9 Mobile online shopping confirmatory factor analysis fitting index R test confirmatory factor analysis fitting index

CFA fitting index	x2/df	RMSEA	GFI	IFI	TLI	CFI
The mobile online shopping experience	1.89	0.058	0.903	0.955	0.945	0.954

Data source: SPASS data analysis software

In Table 4.9, x2/df is equal to 1-3, between 1-3; RMSEA value is equal to 0.058, less than 0.08; GFI, IFI, TLI, CFI values are 0.903, 0.955, 0.945, 0.954, all are greater than 0.90.In summary, the confirmatory factor analysis model of the mobile online shopping experience can be well adapted and accepted.

As shown in Table 4.10, the five dimensions of the mobile online shopping experience scale and the factor load values of 19 measurement items are between 0.68-0.80, which is at an ideal level greater than 0.50 and less than 0.95, indicating the factors of this variable The amount of load (normalized path coefficient) reached a significant level. The combined reliability (CR) value of each item is between 0.864-0.885, which is at a level greater than 0.70; the average variation extraction value (AVE) of each item is between 0.622-0.706, which is at a level greater than 0.50. In summary, the intrinsic quality of the mobile online shopping experience model is ideal, the convergence validity of the five dimensions is good, and further models have better construction reliability.

Table 4.10 Verification Factor Analysis of Mobile Online Shopping Experience Convergence Validity Test Results

Latent variable	Measurement items	Factor load	Combined reliability (CR)	Mean-variance extraction (AVE)
Sensory experience (SE)	SE1	0.82	0.869	0.636
	SE2	0.68		
	SE3	0.88		
	SE4	0.77		
Emotional experience (FE)	FE1	0.89	0.864	0.681
	FE2	0.79		
	FE3	0.79		
Thinking experience (TE)	TE1	0.84	0.885	0.660
	TE2	0.72		
	TE3	0.87		
	TE4	0.81		
Action experience (AE)	AE1	0.79	0.879	0.622
	AE2	0.72		
	AE3	0.85		
	AE4	0.76		
	AE5	0.72		

Related experience (RE)	RE1	0.86	0.878	0.706

Data source: SPASS data analysis software

(2) Customer satisfaction

The confirmatory factor analysis model of customer satisfaction is shown in Figure 4.2,

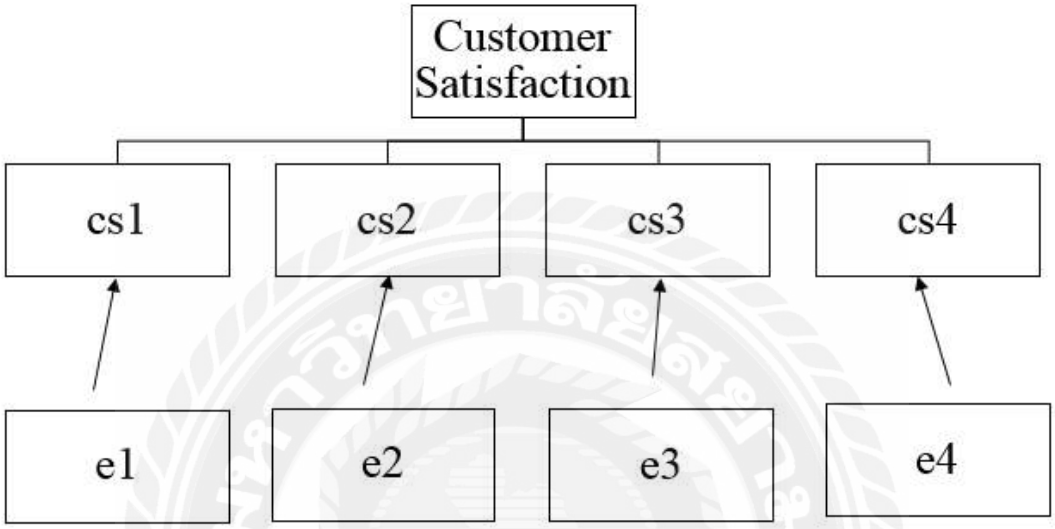


Figure 4.2 Verification Factor Analysis Model of Customer Satisfaction (Standardized)

Data source: AMOS data analysis software

Table 4.11 Customer satisfaction verification factor analysis fitting index

CFA fitting index Mark	X^2/df	RMSEA	GFI	IFI	TLI	CFI
Customer Satisfaction	2.392	0.073	0.991	0.996	0.989	0.996

Data source: SPASS data analysis software

In Table 4.11, the RMSEA value is equal to 0.073, which is less than 0.08. The values of GFI, IFI, TLI, and CFI are 0.991, 0.996, 0.989, and 0.996, all greater than 0.90. In summary, the model of confirmatory factor analysis of customer satisfaction is good and can be accepted.

Table 4.12 Customer satisfaction verification factor analysis convergence validity test results

Latent variable	Measurement item	Factor load	Combined Reliability (CR)	Average variance extraction (AVE)
Customer Satisfaction (CS)	CS1	0.80	0.921	0.736
	CS2	0.87		

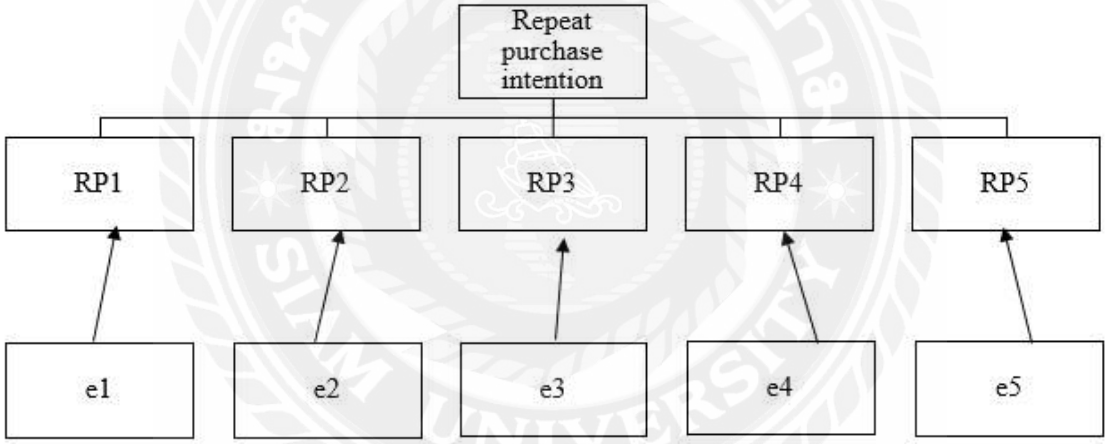
	CS3	0.90		
	CS4	0.88		

Data source: SPASS data analysis software

As shown in Table 4.12, the factor load of the four measurement items of the customer satisfaction scale is 0.80, 0.87, 0.90, 0.88, which is at an ideal level greater than 0.50 and less than 0.95, indicating that the factor load of this variable (standardized Path Coefficient) reached a significant level. The combined reliability (CR) value of the variable is 0.92L at a level greater than 0.70; the average variability extraction value (AVE) of the variable is 0.736 at a level greater than 0.50. In summary, the customer satisfaction model's internal quality is ideal, the convergence validity is good, and the further model has good construction reliability.

(3) Willingness to repeat purchases

The confirmatory factor analysis model of repeated purchase intention is shown in Figure 4.3, the fitted index of confirmatory factor analysis is shown in Table 4.13, and the validated factor analysis convergence validity is shown in Table 4.14.



The confirmatory factor analysis model of repeated purchase intention is shown in Figure 4.3

Data source: AMOS data analysis software

Table 4.13 Repeated purchase willingness verification factor analysis fitting index

CFA fitting index	x^2/df	RMSEA	GFI	IFI	TLI	CFI
Repeat purchase intention	1.125	0.022	0.998	1.000	0.999	1.000

Data source: SPASS data analysis software

In Table 4.13, x2/df is equal to 1.125, between 1-3; RMSEA value is equal to 0.022, less than 0.08; GFI, IFI, TLI, CFI values are 0.998, 1.000, 0.999, 1.000, all are greater than 0.90- In the above, the model of confirmatory factor analysis showing the willingness to repeat purchases has good adaptability and can be accepted.

Table 4.14 Repeated purchase intention verification factor analysis convergence validity test results

Measurement item	Factor load	Combined reliability (CR)	Average variance extraction (AVE)
RP1	0.84	0.936	0.71
RP2	0.76		
RP3	0.92		
RP4	0.93		
RP5	0.86		

Data source: SPASS data analysis software

As shown in Table 4.14, the factor load of the five measurement items of the repeated purchase willingness scale is 0.84, 0.76, 0.92, 0.93, 0.86, which is at an ideal level greater than 0.50 and less than 0.95, indicating the factor load of this variable (Standardized path coefficient) reached a significant level. The combined reliability (CR) value of the variable is 0.936, which is greater than 0.70; the average variability extraction value (AVE) of the variable is 0.71, which is at a level greater than 0.50. In summary, the intrinsic quality of the repeated purchase willingness model is ideal, the convergence validity is good, and further models have good construction reliability.

(4) Analysis of difference validity

The step of testing the difference validity of each variable is mainly the method of Larker (1981). They believe that when the value of the average variation (AVE) is greater than 0.50, it can be directly judged that the model has a difference validity; when the average variation When the value (AVE) is less than 0.50 and greater than the square of the correlation coefficient between each latent variable, it can be judged that there is a discriminative validity between each latent variable. When the value of the square root of AVE is greater than the value of the correlation coefficient, it indicates that each latent variable's measurement model is significantly distinguishable.

The difference validity test results of the latent variables of the mobile online shopping experience are shown in Table 5.15, which can be seen from the table: sensory experience (SE), emotional experience (FE), thinking experience (TE), action experience (AE), and related experience (RE) The square root value (diagonal) of the AVE of each variable is greater than the absolute value of the correlation coefficient between each dimension, indicating that the mobile online shopping experience measurement scale can distinguish the validity well.

Table 4.15 Repeated purchase intention verification factor

Latent variable	SE	FE	TE	AE	RE
SE	(0.797)				
FE	0.284**	(0.825)			

Data source: SPASS data analysis software

4.3 Difference Analysis

To verify whether there are significant differences in the mobile online shopping experience, customer satisfaction and repeated purchase intentions among different groups, this study will conduct a different analysis.

4.3.1 Independent Sample T-Test

When the control variable is binary, the independent sample T-test method should be used to test the differences between different groups. The following will conduct a gender analysis and seven variables (sensory experience, emotional experience, thinking experience, action experience, related experience, customer satisfaction and willingness to repeat purchases). The final output of the SPSS independent sample T-test is shown in Table 4.16.

The independent sample T-test analysis results of each variable in Table 4.16 under the gender difference: In terms of gender differences in "sensory experience." The F value of the Levine's Test (Levine's Test for Equality of Variances) does not reach the significance level of 0.05 (F=1.216, p=0.271>0.05), and the null hypothesis should be accepted, that is to say, the variances of the two groups of samples are homogeneous, which requires Equal observation variances assumed (assuming equal variances) of t statistics and p-values, t = 0.729, p=0.466>0.05, not reaching the 0.05 significant level, indicating that there is no significant difference between the "sensory experience" of mobile shopping platforms for men and women.

In terms of the Comparison of gender differences in emotional experience, the F value of the Levene test (Levene's test with equal variances) reaches a significant level of 0.05 (F = 14.678, p = 0.000 <0.05), and the opposite hypothesis should be accepted, while both T = 3.061, p = 0.002 <0.05, reaching a significance level of 0.05, indicating that there is a significant difference between the "emotional experience" of mobile shopping platforms for male and female users. The sample mean of male users and female users can be trimmed. The emotional experience is significantly higher than that of male users.

Regarding the comparison of gender in "thinking experience," the F value of the Levene test (Levine's Test for Equality of Variances) does not reach a significant level of 0.05 (F=0.031, p=0.860>0.05), and the null hypothesis should be accepted. It means that the variances of the two groups of samples are homogeneous, and then you need to observe the t statistic and p-value of the line of Equal variances assumed (assuming equal variances).

L=0.202, p=0.840>0.05, not reaching the 0.05 significant level, indicating that male and female users are moving There is no significant difference in the "thinking experience" of the shopping platform.

Regarding the comparison of gender in "action experience," the F value of the Levene test (Levine's Test for Equality of Variances) does not reach a significant level of 0.05 (F=0.579, p=0.448>0.05). The null hypothesis should be accepted, and It means that the variances of the two groups of samples are homogenous. You need to observe the t statistic and p-value of the line of Equal variances assumed (assuming equal variances). T= 0.428, p=0.669>0.05, and the significance level of 0.05 is not reached, indicating that male and female users are moving. There is no significant difference in the "action experience" of the shopping platform.

Regarding the comparison of gender in the "associated experience," the F value of the Levene test (Levine's Test for Equality of Variances) reached a significant level of 0.05 (F=7.124, p=0.008<0.05), and the opposite hypothesis should be accepted, that is, If the variances of the two groups of samples are not homogeneous, then the t-statistic data of the second line of Equal variances not assumed (t = 1.995, p=0.047<0.05, reaching a significant level of 0.05, indicating men and women There is a significant difference in the “associated experience” of mobile shopping platforms. Comparing the sample mean of male users and female users shows that female users' associated experience is significantly higher than that of male users.

As far as the comparison of gender in "customer satisfaction" is concerned, the F value of the Levene test (Levine's Test for Equality of Variances) does not reach a significant level of 0.05 (F=0.917, p=0.339>0.05). The null hypothesis should be accepted, and It means that the variances of the two groups of samples are homogeneous. The t statistic and p-value of one line of Equal variances assumed (assuming equal variances) need to be observed. t=1.879, p=0.061>0.05, and the significance level of 0.05 are not reached, indicating that male and female users are moving. There is no significant difference in the "customer satisfaction" of the shopping platform.

As far as gender is concerned in the comparison of differences in willingness to repeat purchases, the F value of the Levene test (Levine's Test for Equality of Variances) reaches a significant level of 0.05 (F=7.240, p=0.008<0.05), the opposite hypothesis should be accepted, and That is to say, the variance of the two groups of samples is not homogeneous. At this time, the t statistic data in the second line of Equal variances not assumed should not be considered. t=2.014, p=0.045<0.05, reaching the 0.05 significant level, indicating significant differences between male and female users on the "duplicate purchase intention" of mobile shopping platforms. Comparing the sample mean of male users and female users shows that female users' repeated purchase intentions are significantly higher than those of male users.

Table 4.16 Independent sample T-test summary table of gender differences

Control variable	Dependent variable	Mean		Variance equation Levene test		T-test of the mean equation	
				F	Sig.	t	Sig(Bilateral)
gender	Sensory experience SE	male	3.628	1.216	0.271	-0.729	0.466
		Female	3.706				
	Emotional experience FE	male	3.359	14.678	0.000	-3.061	0.002
		Female	3.732				
	Thinking Experience TE	male	3.524	0.031	0.860	0.202	0.840
		Female	3.500				
	Action Experience AE	male	3.569	0.579	0.448	-0.428	0.669
		Female	3.614				
	Related Experience RE	male	3.199	7.124	0.008	-1.995	0.047
		Female	3.447				
	Customer satisfaction CS	male	3.376	0.917	0.339	-1.879	0.061
		Female	3.596				
	Repeat purchase intention RPRP	male	3.436	7.240	0.008	-2.014	0.045
		Female	3.623				

Data source: SPASS data analysis software

4.3.2 Analysis of Variance

When the control variable is a three-point category or above, a single the "sensory experience." The research hypothesis is supported. As for the factor analysis of variance should be used. (analysis of variance, ANOVA) this article will conduct a single factor analysis of variance on seven variables: age, education, occupation, monthly disposable income, mobile shopping history, average monthly mobile phone online purchases, and daily average mobile phone online time.

(1) One-way analysis of variance (ANOVA) for the variable "age."

From the summary table of analysis of variance in Table 4.17, it can be seen that in terms of the six variables of "emotional experience," "thinking experience," "action experience," "associated experience," "customer satisfaction," and "willing to repeat purchases," The F values of the overall test were 0.887 (p=0.448>0.05), 0.800 (p=0.495>0.05), 0.477 (p=0.669>0.05), 2.051 (p=0.107>0.05), 0.911 (p=0.436>0.05)), 1.304 (p=0.274>0.05), have not reached a significant level, so must accept the null hypothesis, reject the opposite

hypothesis, research hypothesis cannot be supported, that is, the "emotional experience" and "thinking" of users of different ages on the mobile shopping platform There is no significant difference between “experience,” “action experience,” “associated experience,” customer satisfaction, and “willingness to repeat purchases.” In terms of "sensory experience," the F value of the overall test is 3.056 (p=0.016<0.05), which reaches a significant level. Therefore, it is necessary to reject the null hypothesis and accept the opposite hypothesis, indicating that the user groups of different ages are on the mobile shopping platform. There are significant differences between "sensory experience." The research hypothesis is supported. As for the differences between the paired groups that are significant, it needs to be compared afterward.

Table 4.17 Summary table of "age" one-way ANOVA

		sum of square	df	Mean square	F	Distinctiveness
Sensory experience SE	Between groups	7.442	3	2.481	3.506	0.016
	Within the group	183.234	259	0.707		
	total	190.675	262			
Emotional experience FE	Between groups	2.530	3	0.843	0.887	0.448
	Within the group	246.348	259	0.951		
	total	248.879	262			
Thinking Experience TE	Between groups	2.109	3	0.703	0.800	0.495
	Within the group	227.549	259	0.879		
	total	229.659	262			
Action Experience AE	Between groups	1.007	3	0.336	0.477	0.699
	Within the group	182.343	259	0.704		
	total	183.350	262			
Related Experience RE	Between groups	6.025	3	2.008	2.051	0.107
	Within the group	253.583	259	0.979		
	total	259.608	262			
Customer satisfaction CS	Between groups	2.457	3	0.819	0.911	0.436
	Within the group	232.792	259	0.899		
	total	235.249	262			

Repeat purchase intention RP	Between groups	2.189	3	0.730	1.304	0.274
	Within the group	144.902	259	0.559		
	total	147.091	262			

Data source: SPASS data analysis software

Before conducting the post-mortem comparison, we need to observe the variance homogeneity test table (variance homogeneity test result). If the significance p-value>0.05, then the variance homogeneity test result does not reach the significance level of 0.05, does not violate the variance homogeneity assumption, and should accept the null hypothesis, that is, the sample variance is homogeneous. The LSD method is used; if the significance p-value <0.05, then the variance homogeneity test results reach a significant level of 0.05, violating the variance homogeneity assumption, the null hypothesis should be rejected, that is, the sample variance is heterogeneous (variance), In this case, Tamhane, sT2 test method is used for post-mortem comparison.

By observing the variance homogeneity test table for the "sensory experience" variable, p<0.05, at this time, the Tamhane5s T2 test method was used for post-mortem comparison. Because the chart is too large, to save the corresponding space, this article only lists the data when the average difference is significant and does not list the groups that have not reached a significant level. The specific results are shown in Table 4.18.

Table 4.18 "Age" multiple comparison test results (the dependent variable is a sensory experience)

Dependent variable		(I) your age	(I) your age	Mean difference (I-J)	The standard error(I-J)	Lower limit	Lower limit	
							Lower limit	Upper limit
Sensory experience	Tamhane	Under 20 years old 20-25 years old	Under 20 years old 20-25 years old	-.50794*	0.167	0.028	-0.977	-0.039
		20-25 years old	20-25 years old	.50794*	0.167	0.028	0.039	0.977

The significance level of the mean difference is 0.05

Data source: SPASS data analysis software

It can be seen from Table 4.18 that in terms of multiple comparisons of "sensory experience," the sensory experience of the user group of 20-25 years old is significantly higher than that of the user group under the age of 20, with an average difference of 0.50794, and there is no obvious difference between other user groups difference.

(2) Single-factor analysis of variance (ANOVA) of the variable "education level."

Table 4.19 Summary of single-factor analysis of variance for “education level”

		sum of square	df	Mean square	F	Distinctiveness
Sensory experience SE	Between groups	2.963	3	0.988	1.363	0.255
	Within the group	187.712	259	0.725		
	total	190.675	262			
Emotional experience FE	Between groups	2.111	3	0.704	0.739	0.530
	Within the group	246.768	259	0.953		
	total	248.879	262			
Thinking Experience TE	Between groups	3.859	3	1.286	1.476	0.222
	Within the group	225.800	259	0.872		
	total	229.659	262			
Action Experience AE	Between groups	1.132	3	0.377	0.536	0.658
	Within the group	182.218	259	0.704		
	total	183.350	262			
Related Experience RE	Between groups	5.236	3	1.745	1.777	0.152
	Within the group	254.372	259	0.982		
	total	259.608	262			
Customer satisfaction CS	Between groups	1.607	3	0.536	0.594	0.620
	Within the group	233.642	259	0.902		
	total	235.249	262			
Repeat purchase intention RP	Between groups	1.422	3	0.474	0.843	0.471
	Within the group	145.668	259	0.562		
	total	147.091	262			

Data source: SPASS data analysis software

From the summary table of analysis of variance in Table 4.19, we can see that the “sensory experience,” “emotional experience,” “thinking experience,” “action experience,” “associated

experience," "customer satisfaction," and "willing to repeat purchases"7 For each variable, the F values of the overall test are 1.363 (p=0.255>0.05), 0.739 (p=0.530>0.05), 1.476 (p=0.222>0.05), 0.536 (p=0.658>0.05), 1.777 (p=0.152>0.05), 0.594 (p=0.620>0.05), 0.843 (p=0.471>0.05), all have not reached the significant level, so they must accept the null hypothesis, reject the opposite hypothesis, and the research hypothesis cannot be supported, that is, receive education There are no significant differences between users of different degrees in the "sensory experience," "emotional experience," "thinking experience," "action experience," "associated experience," "customer satisfaction," and "repetitive purchase intention" of the mobile shopping platform.

(3) Single factor analysis of variance (ANOVA) for the variable "occupation"

In terms of variables, the F values of the overall test were 0.222 (p = 0.926> 0.05), 2.135 (p = 0.077> 0.05), and 0.224 (p = 0.925> 0.05), which did not reach the significant level, so the null hypothesis must be accepted, For the hypothesis, the research hypothesis cannot be supported, that is, there is no significant difference between the "sensory experience," "thinking experience," and "action experience" of users of different occupations on the mobile shopping platform. As for the four variables of "emotional experience," "associated experience," "customer satisfaction" and "repetitive purchase necessary," the F value of the overall test is 4.013 (p = 0.004 <0.05), 3.474 (p = 0.009v0.05), 3.040 (p = 0.018) <0.05), 3.093 (p = 0.016 <0.05), the mean reaches a significant level, so the null hypothesis should be rejected, and the opposite hypothesis should be accepted, indicating that users of different occupations are moving There are obvious differences between the "emotional experience," "relevant experience," "customer satisfaction," and "repetitive purchase expectations" of the shopping platform. The research hypothesis is supported, and the difference between the paired groups is significant. Must be compared afterward to understand.

Table 4.20 Variance homogeneity test results

	Levene Statistics	dfl	df2	Distinctiveness
Emotional experience FE	2.210	4	258	0.068
Related Experience RE	0.729	4	258	0.573
Customer satisfaction CS	1.603	4	258	0.174
Repeat purchase intention RP	5.736	4	258	0.000

Data source: SPASS data analysis software

By observing the variance homogeneity test table (Table 4.21) of the four variables "Emotional Experience," "Related Experience," "Customer Satisfaction," and "Repetitive Purchase Willingness," p>0.05 for the first three variables, using the LSD method for ex-post

Comparison; p<0.05 of the latter variable, the Tamhane5sT2 test can be used for post-mortem comparison. Because the chart is too large, to save the corresponding space, this paper only lists the data when the average difference is significant, and the groups that do not reach the significant level will not be listed. The specific results are shown in Table 4.22.

As can be seen from Table 4.21, in terms of multiple comparisons of “emotional experience,” the emotional experience of the user groups of agencies and institutions is significantly higher than that of other user groups, with an average difference value of 0.64185, and the emotional experience of the corporate employee user group is significantly higher For students, freelancers, and other user groups, the average difference values are 0.41196, 0.49352, and 0.75481, respectively. There is no significant difference between other user groups; in terms of multiple comparisons of "associated experience,” personnel from government agencies, public institutions, and corporate employees the user group’s associated experience is significantly higher than that of the student user group, with average difference values of 0.60369 and 0.43304, respectively. There is no significant difference between other user groups; as far as the multiple comparisons of “customer satisfaction” are concerned, customers from government agencies and public institutions’ user groups Satisfaction is significantly higher than students and other user groups, the average difference values are 0.42262 and 0.75, respectively, and customer satisfaction of enterprise employee user groups is significantly higher than students and other user groups, and the average difference values are 0.33234 and 0.65972, respectively. Significant differences; in terms of multiple comparisons of “willing to repeat purchases,” the repeated buying intentions of enterprise employee user groups are significantly higher than student user groups, with an average difference value of 0.34074, and no significant differences among other user groups.

Table 4.21 “Occupation” multiple comparison test results

Dependent variable (I) your job (J) Your job		Dependent variable (I) your job (J) Your job	Dependent variable (I) your job (J) Your job	Dependent variable (I) your job (J) Your	Dependent variable (I) your job	Dependent variable (I) your job	Dependent variable (I) your	
							(J) Your job	(J) Your job
Emotional experience FE	LSD	student	Corporate employee	-.41196*	0.139	0.003	-0.685	-0.139
		Institutions and business orders	other	.64185*	0.322	0.047	0.008	1.275
		People Corporate employee Freelancers	student	.41196*	0.139	0.003	0.139	0.685
			Freelancers	.49352*	0.194	0.012	0.111	0.876
			other	.75481*	0.280	0.007	0.204	1.306
		other	Corporate employee	-.49352*	0.194	0.012	-0.876	-0.111
		student	Institutions and business orders	-.64185*	0.322	0.047	-1.275	-0.008
			People	-.75481*	0.280	0.007	-1.306	-0.204

Related experience RE	LSD	student	Institutions and business orders	-.60369*	0.216	0.006	-1.029	-0.178
			People	-.43304*	0.142	0.003	-0.713	-0.153
		Institutions and business orders	Corporate employee	.60369*	0.216	0.006	0.178	1.029
		People	student	.43304*	0.142	0.003	0.153	0.713
Customer Satisfaction CS	LSD	student	Institutions and business orders	-.42262*	0.206	0.042	-0.829	-0.016
			People	-.33234*	0.136	0.015	-0.600	-0.065
		Institutions and business orders People	Corporate employee	.42262*	0.206	0.042	0.016	0.829
			student	.75000*	0.315	0.018	0.130	1.370
		Corporate employee	other	.33234*	0.136	0.015	0.065	0.600
			student	.65972*	0.274	0.017	0.120	1.199
		other	Institutions and business orders	-.75000*	0.315	0.018	-1.370	-0.130
			People	-.65972*	0.274	0.017	-1.199	-0.120
	Tamhane	student	Corporate employee	-.34074*	0.108	0.019	-0.648	-0.034
		Corporate employee	Corporate employee	.34074*	0.108	0.019	0.034	0.648

The significance level of the mean difference is 0.05.

Data source: SPASS data analysis software

(4) Single factor analysis of variance (ANOVA) of the variable "Monthly disposable income"

For the seven variables of "action experience," "associated experience," "customer satisfaction," and "willingness to repeat purchase," the F values of the overall test were 1.637 (p=0.151>0.05), 0.908 (p=0.476>0.05), 1.371 (p=0.236>0.05), 0.776 (p=0.568>0.05), 1.711 (p=0.132>0.05), 1.625 (p=0.154>0.05), 1.776 (p=0.118>0.05), did not reach the significant level Therefore, it is necessary to accept the null hypothesis, reject the opposite hypothesis, and the research hypothesis cannot be supported, that is, the "sensory experience," "emotional experience," "thinking experience," "action experience" of users with different monthly disposable incomes on the mobile shopping platform, There is no significant difference between "associated experience," "customer satisfaction" and "repetitive purchase intention."

(5) Single-factor analysis of variance (ANOVA) for the variable "mobile shopping history"

For the seven variables of "action experience," "associated experience," "customer

satisfaction,” and "willingness to repeat purchase,” the F values of the overall test were 0.571 (p=0.635>0.05), 0.859 (p=0.463>0.05), 0.394 (p=0.758>0.05), 0.839 (p=0.474>0.05), 0.808 (p=0・491>0.05), 0.256 (p=0.857>0.05), 0.137 (p=0.938>0.05), none Significant level, so you must accept the null hypothesis, reject the opposite hypothesis, and the research hypothesis cannot be supported, that is, the "sensory experience,” "emotional experience,” "thinking experience,” "action experience" of users with different mobile shopping history on the mobile shopping platform , “Related Experience,” “Customer Satisfaction,” and “Duplicate Purchase Intention” are not significantly different.

(6) Single factor analysis of variance (ANOVA) for the variable "Average monthly mobile phone online purchases."

From the summary table of analysis of variance in Table 4.22, it can be seen that for the four variables of "sensory experience,” "emotional experience,” "thinking experience,” and "customer satisfaction,” the F values of the overall test are 0.114 (p= 0.952>0.05), 0.339 (p=0.797>0.05), 0.243 (p=0.866>0.05), 2.249 (p=0.083>0.05), all of which have not reached the significant level, so they must accept the null hypothesis, reject the opposite hypothesis, and the research hypothesis cannot be Get support, that is, users with different average mobile phone online purchases per month do not have significant differences between the "sensory experience,” "emotional experience,” "thinking experience" and "customer satisfaction" on the mobile shopping platform. For the three variables of "action experience,” "associated experience,” and "willing to repeat purchases,” the F values of the overall test are 3.814 (p=0.011<0.05), 2.924 (p=0.034<0.05), 2.674 (p=0.048<0.05), reaching a significant level, so it is necessary to reject the null hypothesis and accept the opposite hypothesis, indicating that the user groups with different average monthly mobile phone online purchases have “mobile experience,” “associated experience,” and “duplicate purchases” on the mobile shopping platform There is a significant difference between "willingness,” and the research hypothesis is supported. The difference between which pairing groups reach a significant difference needs to be compared afterward.

Table 4.22 "Average number of monthly mobile phone online purchases.”

		sum of square	df	Mean square	F	Distinctiveness
Sensory experience SE	Between groups	0.251	3	0.084	0.114	0.952
	Within the group	190.424	259	0.735		
	total	190.675	262			
Emotional experience FE	Between groups	0.972	3	0.324	0.339	0.797
	Within the group	247.906	259	0.957		
	total	248.879	262			

Thinking Experience TE	Between groups	0.644	3	0.215	0.243	0.866
	Within the group	229.015	259	0.884		
	total	229.659	262			
Action Experience AE	Between groups	7.757	3	2.586	3.814	0.011
	Within the group	175.593	259	0.678		
	total	183.350	262			
Related Experience RE	Between groups	8.504	3	2.835	2.924	0.034
	Within the group	251.104	259	0.970		
	total	259.60	262			
Customer satisfaction CS	Between groups	5.973	3	1.991	2.249	0.083
	Within the group	229.276	259	0.885		
	total	235.249	262			
Repeat purchase intention RP	Between groups	4.419	3	1.473	2.674	0.048
	Within the group	142.672	259	0.551		
	total	147.091	262			

Data source: SPASS data analysis software

(6) Single factor analysis of variance (ANOVA) for the variable "Average monthly mobile phone online purchases"

From the summary table of analysis of variance in Table 4.23, it can be seen that the F values of the overall test are 0.114 (p= 0.952>0.05), 0.339 (p=0.797>0.05), 0.243 (p=0.866>0.05), 2.249 (p=0.083>0.05), which have not reached the significant level, so they must accept the null hypothesis, reject the opposite hypothesis, and study the hypothesis Unable to obtain support, that is to say, users with different average monthly mobile online purchases have no significant difference between the "sensory experience," "emotional experience," "thinking experience" and "customer satisfaction" on the mobile shopping platform. For the three variables of "action experience," "associated experience," and "willing to repeat purchases," the F values of the overall test are 3.814 (p=0.011<0.05), 2.924 (p=0.034<0.05), 2.674 (p=0.048<0.05), reaching a significant level, so it is necessary to reject the null hypothesis and accept the opposite hypothesis, indicating that the "mobile experience," "associated experience," and "repetitive purchase" of the user groups with different average monthly mobile online purchases on the mobile shopping platform There is a significant difference between "willingness," and the research hypothesis is supported. As for the difference between which pairing groups are significant, it needs to be compared afterward.

Table 4.23 "Average number of monthly mobile phone online purchases"

		sum of square	df	Mean square	F	Distinctiveness
Sensory experience SE	Between groups	0.251	3	0.084	0.114	0.952
	Within the group	190.424	259	0.735		
	total	190.675	262			
Emotional experience FE	Between groups	0.972	3	0.324	0.339	0.797
	Within the group	247.906	259	0.957		
	total	248.879	262			
Thinking Experience TE	Between groups	0.644	3	0.215	0.243	0.866
	Within the group	229.015	259	0.884		
	total	229.659	262			
Action Experience AE	Between groups	7.757	3	2.586	3.814	0.011
	Within the group	175.593	259	0.678		
	total	183.350	262			
Related Experience RE	Between groups	8.504	3	2.835	2.924	0.034
	Within the group	251.104	259	0.970		
	total	259.608	262			
Customer satisfaction CS	Between groups	5.973	3	1.991	2.249	0.083
	Within the group	229.276	259	0.885		
	total	235.249	262			
Repeat purchase intention RP	Between groups	4.419	3	1.473	2.674	0.048
	Within the group	142.672	259	0.551		
	total	147.091	262			

Data source: SPASS data analysis software

By observing the variance homogeneity test table (Table 4.24) of the two variables, "sensory experience" and "associated experience," $p>0.05$ of the two variables can be compared afterward using the LSD method. Because the chart is too large, to save the

corresponding space, this paper only lists the cases where the average difference is significant, and the groups that do not reach the significant level will not be listed. The specific results are shown in Table 4.25.

Table 4.24 Variance homogeneity test results

	Levene	dfl	df2	Distinctiveness
Action Experience AE	2.677	3	259	0.048
Related Experience RE	1.620	3	259	0.185
Repeat purchase intention RP	3.826	3	259	0.010

Data source: SPASS data analysis software

Table 4.25 Multiple comparison test results of "average monthly mobile phone online purchases"

Dependent variable		(I) your average monthly mobile shopping	(J) your average monthly mobile shopping	Mean difference	(I-J) Standard error	Distinctiveness	95% confidence interval	
							Lower limit	Upper limit
Action experience AE	Tamhane	1-3 Times	4-6 Times	-.27045*	0.128	0.036	-0.523	-0.017
			7-10 Times	-.31506*	0.135	0.021	-0.581	-0.049
		4-6 Times	1-3 Times	27045*	0.128	0.036	0.017	0.523
			11 More than times	.41551*	0.170	0.015	0.082	0.749
		7-10 Times	1-3 Times	.31506*	0.135	0.021	0.049	0.581
			11 More than times	.46011*	0.175	0.009	0.116	0.804
		11 More than times	4-6 Times	-.41551*	0.170	0.015	-0.749	-0.082
			7-10 Times	-.46011*	0.175	0.009	-0.804	-0.116
Related experience RE	LSD	1-3 Times	4-6 Times	-.38709*	0.154	0.012	-0.690	-0.085
			7-10 Times	34257*	0.162	0.035	-0.661	-0.024
		4-6 Times	1-3 Times	.38709*	0.154	0.012	0.085	0.690
		7-10 Times	1-3 Times	.34257*	0.162	0.035	0.024	0.661

repeat purchase Willing RP	Tamhane	1-3 Times	4-6 Times	-.25195*	0.116	0.031	-0.480	-0.024
			7-10 Times	-.31449*	0.122	0.010	-0.555	-0.074
		4-6 Times	1-3 Times	.25195*	0.116	0.031	0.024	0.480
		7-10 Times	1-3 Times	.31449*	0.122	0.010	0.074	0.555

Data source: SPASS data analysis software

By observing the variance homogeneity test table (Table 4.26) of the two variables "sensory experience" and "associated experience," the p>0.05 of the two variables can be compared afterward using the LSD method. Because the chart is too large, to save the corresponding space, only the fact that the average difference is significant is listed here, and the groups that do not reach the significant level will not be listed. The specific results are shown in Table 4.26.

Table 4.26 Variance homogeneity test results

	Levene statistics	dfl	df2	significance
Sensory experience SE	2.104	3	259	0.100
Related Experience RE	1.598	3	259	0.190

Data source: SPASS data analysis software

Table 4.27 Results of multiple comparison tests for "average daily time spent on the Internet using mobile phones"

Dependent variable		(I) your average monthly mobile shopping	(J) your average monthly mobile shopping	Mean difference	(I-J) Standard error	Distinctiveness	95% confidence interval	
							Lower limit	Upper limit
Sensory experience SE	LSD	1 Under hours	1-3 hour	-.64474*	0.211	0.002	-1.060	-0.230
			3-8 hour	-.60224*	0.211	0.005	-1.017	-0.187
			8 Under hours	-.54815*	0.231	0.019	-1.004	-0.093
		1-3 hour	1 Under hours	.64474*	0.211	0.002	0.230	1.060
		3-8 hour	1 Under hours	.60224*	0.211	0.005	0.187	1.017
		8 Hours and above	1 Under hours	.54815*	0.231	0.019	0.093	1.004
Related experience	LSD	1 Under hours	1-3 hour	-.86845*	0.244	0.000	-1.348	-0.389
			3-8 hour	-.54525*	0.244	0.026	-1.025	-0.065

			8 Hours and above	-.58554*	0.267	0.029	-1.112	-0.059
		1-3 hour	1 Under hours	.86845*	0.244	0.000	0.389	1.348
			3-8 hour	.32320*	0.138	0.020	0.052	0.594
		3-8 hour	1 Under hours	.54525*	0.244	0.026	0.065	1.025
			1-3 hour	-.32320*	0.138	0.020	-0.594	-0.052
		8 Hours and above	1 Under hours	.58554*	0.267	0.029	0.059	1.112

The significance level of the mean difference is 0.05.

Data source: SPASS data analysis software

As can be seen from Table 4.27, in terms of multiple comparisons of "sensory experience," the sensory experience of the user groups who use mobile phones online for 1-3 hours, 3-8 hours and 8 hours or more per day is significantly higher than that of daily The sensory experience of user groups who all use mobile phones for less than 1 hour online, the average difference values are 0.64474, 0.60224, 0.54815; for multiple comparisons of "associated experience," the average daily use of mobile phone Internet time is 1-3 hours, The associated experience of the user groups of 3-8 hours and 8 hours and above are significantly higher than the associated experience of the user groups who use mobile phones for less than 1 hour per day, and the average difference values are 0.86845, 0.54525, and 0.58554; The associated experience of a user group using a mobile phone for 1-3 hours of Internet access is significantly higher than the associated experience of a user group using an average of 3-8 hours of mobile phone Internet access. The average difference is 0.3232, and there is no significant difference between other user groups.

4.4 Path Analysis

The so-called path analysis refers to the analysis by constructing a structural model between potential variables with only one observation variable. The purpose of conducting path analysis is to verify the research hypothesis proposed in this study. In this section, we will use AMOS22.0 software to build a relationship model between variables and perform path analysis.

4.4.1 Analysis of The Impact of Mobile Online Shopping Experience on Customer Satisfaction

(1) Analysis of the impact of mobile online shopping experience on customer satisfaction

Use AMOS22.0 software to establish the relationship model of mobile online shopping experience on customer satisfaction, and analyze the data.

Table 4.29Analysis of the Adaptability of the Customer Relationship Satisfaction Relationship Model

Statistical test	X^2/df	RMSEA	GFI	IFI	TLI	CFI
Critical value	<3	<0.08	>0.90	>0.90	>0.90	>0.90
Inspection result data	1.200	0.028	0.935	0.992	0.988	0.991
Model fit judgment	Yes	Yes	Yes	Yes	Yes	Yes

Data source: SPASS data analysis software

It can be seen from Table 4.29 that x2/df is equal to 1.200, between 1 and 3, RMSEA is equal to 0.028, less than 0.08, GFI is equal to 0.935, IFI is equal to 0.992, TLI is equal to 0.988, CFI is equal to 0.991, all are greater than 0.90, indicating that the model Suitable. The impact of the mobile online shopping experience on customer satisfaction is the output of the relationship model. Table 4.29 shows the model's path normalized estimation, unstandardized estimation, S.E., C.R. And the significance probability p.

Table 4.30 Path Analysis Statistics of the Relationship Model of the Impact of Mobile Online Shopping Experience on Customer Satisfaction

	Estimate	S.E.	C.R.	P	Estimate
Customer Satisfaction V--Mobile Online Shopping Experience	0.927	0.098	9.471	***	0.956

Data source: SPASS data analysis software*p<0.001

As can be seen from Table 4.30, the normalized regression coefficient value of the path "Customer Satisfaction V... Mobile Online Shopping Experience" is 0.956, and the C.R. value is 9.471 (C.R. is the critical ratio, which is used to judge the significance of the path coefficient, general | C.R. |> 1.96 indicates that the path coefficient reaches the 0.05 significance level at the significance probability value p; when | C.R. |>2.58, indicates that the path coefficient reaches the 0.01 significance level at the significance probability value p), the significance probability value preaches 0.001 significance Level, thus assuming that sample data support H1.

(2) Analysis of the impact of various dimensions of mobile online shopping experience on customer satisfaction Uses AMOS22.0 software to establish a relationship model of the impact of various dimensions of the mobile online shopping experience on customer satisfaction (see Table 4.31) and analyze the data.

Table 4.31 The Analysis of the Adaptability of the Relationship Model of the Impact of Various Dimensions of Mobile Online Shopping Experience on Customer Satisfaction

Statistical test	X^2/df	RMSEA	GFI	IFI	TLI	CFI
Critical value	<3	<0.08	>0.90	>0.90	>0.90	>0.90
Inspection result data	1.665	0.050	0.895	0.967	0.960	0.966
Model fit judgment	Yes	Yes	No	Yes	Yes	Yes

Data source: SPASS data analysis software

It can be seen from Table 4.31 that x2/df is equal to 1.665, between 1 and 3, RMSEA is equal to 0.050, less than 0.08, GFI is equal to 0.895, IFI is equal to 0.967, TLI is equal to 0.960, CFI is equal to 0.966, there are three indicators are greater than 0.90, This shows that the model fit is good.

In the results of the relationship model output of the impact of various dimensions of the mobile online shopping experience on customer satisfaction, the standardized estimates, unstandardized estimates, S.E., C.R., and significance probability p of each path of the model are shown in Table 4.32.

Table 4.32 The path analysis statistics of the relationship model of the impact of various dimensions of mobile online shopping experience on customer satisfaction

	Estimate	S.E.	C.R.	P	Estimate
Customer satisfaction V-sensory experience	0.332	0.030	11.163	***	0.303
Customer Satisfaction V--Emotional Experience	0.242	0.026	9.402	***	0.244
Customer satisfaction v - thinking experience	0.336	0.027	12.452	***	0.352
Customer Satisfaction V-Action Experience	0.488	0.042	11.543	***	0.387
Customer Satisfaction V--Related Experience	0.245	0.024	10.121	***	0.266

Data source: SPASS data analysis software* p<0.001

It can be seen from Table 4.32 that the standardized regression coefficient value of the path “Customer Satisfaction V…sensory experience” is 0.303, CR value is 11.163>2.58, and the significance probability value p is significant at the level of 0.001. The research assumes that Hla obtains the sample data stand by. The standardized regression coefficient value of the path "customer satisfaction V... the emotional experience" is 0.244, the C.R. value is 9.402>2.58, and the significance probability preaches significance at the level of 0.001. The sample data support the research hypothesis Hub. The standardized regression coefficient value of the path "customer satisfaction <... thinking experience" is 0.352, the C.R. value is 12.452>2.58, and the significance probability value preaches significance at the level of 0.001. The sample data support the research hypothesis Hlc. The normalized regression coefficient value of the path "Customer Satisfaction V…Action Experience" is 0.387, the C.R. value is 11.543>2.58, and the significance probability value p is significant at the level of 0.001. The sample data support the research hypothesis Hid. The standardized regression coefficient value of the path "customer satisfaction <...relevant experience" is 0.266, the C.R. value is 10.121>2.58, and the significance probability value p is significant at the level of 0.001. The sample data support the research hypothesis Hie.

4.4.2 Analysis of The Impact of Mobile Online Shopping Experience on Repeat Purchase Expectations

(1) Analysis of the impact of mobile online shopping experience on repeat purchase expectations Uses AMOS22.0 software to establish a relationship model of mobile online shopping experience on repeated purchase expectations (Table 4.33) and analyze the data.

Table 4.33 Analysis of the relationship between the model of mobile online shopping experience and repeated purchase intention

Statistical test	X^2/df	RMSEA	GFI	IFI	TLI	CFI
Critical value	<3	<0.08	>0.90	>0.90	>0.90	>0.90
Inspection result data	1.669	0.051	0.910	0.970	0.957	0.969
Model fit judgment	Yes	Yes	Yes	Yes	Yes	Yes

Data source: SPASS data analysis software

It can be seen from Table 4.33 that X^2/df is equal to 1.669, between 1 and 3, RMSEA is equal to 0.051, less than 0.08, GFI is equal to 0.910, IFI is equal to 0.970, TLI is equal to 0.957, CFI is equal to 0.969, all are greater than 0.90, indicating the model Good fit. The effect of the mobile online shopping experience on repeated purchase intentions. The output of the relationship model includes the model's path standardized estimates, unstandardized estimates, S.E., C.R., and significance probability value p.

Table 4.34 The influence of mobile online shopping experience on repeat purchase expectations

	Estimate	S.E.	C.R.	P	Estimate
Willingness to Repeat Purchase v-- Mobile Online Shopping Experience	0.836	0.090	9.297	***	0.933

Data source: SPASS data analysis software* p<0.001

From Table 4.34, it can be seen that the standardized regression coefficient value of the path "Repetitive purchase intention V... mobile online shopping experience" is 0.933, and the C.R. value is 9.297>2.58, indicating that the path coefficient reaches significance at the significance probability value p at 0.001 level , sample data support research hypothesis H2.

(2) Analysis of the impact of various dimensions of mobile online shopping experience on repeat purchase intention

Use AMOS22.0 software to establish a relationship model of the impact of various dimensions of the mobile online shopping experience on repeated purchase intentions and analyze the data. The results of the model adaptation analysis can be seen in Table 4.34. %2/df is equal to 1.732, ranging from 1 to 3. Time, RMSEA is equal to 0.053, less than 0.08, GFI is equal to 0.883, IFI is equal to 0.960, TLI is equal to 0.952, CFI is equal to 0.959, there are three indicators are greater than 0.90, indicating that the model fit is good.

Table 4.34 The influence of various dimensions of mobile online shopping experience on repeated purchase intention

Statistical test	X^2/df	RMSEA	GFI	IFI	TLI	CFI
Critical value	<3	<0.08	>0.90	>0.90	>0.90	>0.90
Inspection result data	1.732	0.053	0.883	0.960	0.952	0.959
Model fit judgment	Yes	Yes	No	Yes	Yes	Yes

Data source: SPASS data analysis software

The impact of various dimensions of the mobile online shopping experience on repeated purchase intentions. The output of the relationship model is the standardized estimated value, unstandardized estimated value, S.E., C.R. and significance probability value p of each path of the model, as shown in Table 4.35.

Table 4.35 The influence of various dimensions of mobile online shopping experience on repeated purchase intention

	Estimate	S.E.	C.R.	P	Estimate
Repeated purchase intention V--sensory experience	0.098	0.055	1.788	0.054	0.191
Repeated purchase intention v-emotional experience	0.260	0.043	6.080	***	0.300
Repetitive purchase intention V--Thinking experience	0.236	0.038	6.187	***	0.289
Repetitive purchase intention V-action experience	0.321	0.052	6.123	***	0.299
Willingness to repeat purchase v--associated experience	0.179	0.038	4.745	***	0.230

Data source: SPASS data analysis software* p<0.0

As can be seen from Table 4.35, the normalized regression coefficient value of the path "repetitive purchase intention<...sensory experience" is 0.19L C.R. value1.788V1.96, the significance probability value p has not reached the significance level, and the study assumes that the sample data cannot support H2a. The normalized regression coefficient value of the path "repetitive purchase intention <... emotional experience" is 0.300, C.R. The value is 6.080>2.58, and the significant probability value p is significant at the level of 0.001. The sample data support the research hypothesis H2b. The standard regression coefficient value of the path "repetitive purchase intention v ... thinking experience" is 0.289, C.R. The value is 6.187> 2.58, and the significant probability value p is significant at the 0.001 level. The sample data support the research hypothesis H2c. The standard regression coefficient value of the path "repetitive purchase intention v... action experience" is 0.299, C.R. The value is 6.123>2.58, and the significant probability value p is significant at the level of 0.001. The sample data support the research hypothesis H2d. The normalized regression coefficient value of the path "Repetitive purchase intention <... related experience" is 0.230, C.R. The value is 4.745> 2.58, and the significant probability value p is significant at the level of 0.001. The study assumes

that the sample data support H2e

4.4.3 Analysis of The Impact of Customer Satisfaction on Repeated Purchase Intentions

Use AMOS22.0 software to establish a relationship model of customer satisfaction's impact on repeated purchase intentions and analyze the data. From Table 4.36, it can be seen that X/df is equal to 1.561, between 1 and 3, RMSEA is equal to 0.046, less than 0.08, GFI. It is equal to 0.973, IFI is equal to 0.995, TLI is equal to 0.991, CFI is equal to 0.995, both are greater than 0.90, indicating that the model fits well.

Table 4.36 Analysis of the relationship between customer satisfaction and repeated purchase intention

Statistical test	X^2/df	RMSEA	GFI	IFI	TLI	CFI
Critical value	<3	<0.08	>0.90	>0.90	>0.90	>0.90
Inspection result data	1.561	0.046	0.973	0.995	0.991	0.995
Model fit judgment	Yes	Yes	Yes	Yes	Yes	Yes

Data source: SPASS data analysis software

The effect of customer satisfaction on repeated purchase intentions is the output of the relationship model. The model's path normalized estimates, unstandardized estimates, S.E., C.R., and significance probability p are shown in Table 4.37.

Table 4.37 The path analysis statistics of the relationship model of the impact of customer satisfaction on repeated purchase intentions

	Estimate	S.E.	C.R.	P	Estimate
Willingness to repeat purchase v - customer satisfaction	0.655	0.045	14.617	***	0.827

Data source: SPASS data analysis software*p<0.001

It can be seen from Table 4.37 The value of C.R. is 14.617>2.58, indicating that the path coefficient is significant at the significance probability value p at the level of 0.001. The research assumes that the sample data support H3.

4.5 Analysis of Mediating Effect of Customer Satisfaction on Mobile Online Shopping Experience and Repeated Purchase Intention

In the relationship between variable X and variable Y, X needs to affect Y through M, then M is an intermediary variable, and the following equation can express the relationship between variables: (1) Y=Cx+cl; (2) M=aX+c2 ; (3) YFX+bM+c3. Wen Zhonglin Yan Yan and others proposed the intermediary effecT-test procedure,

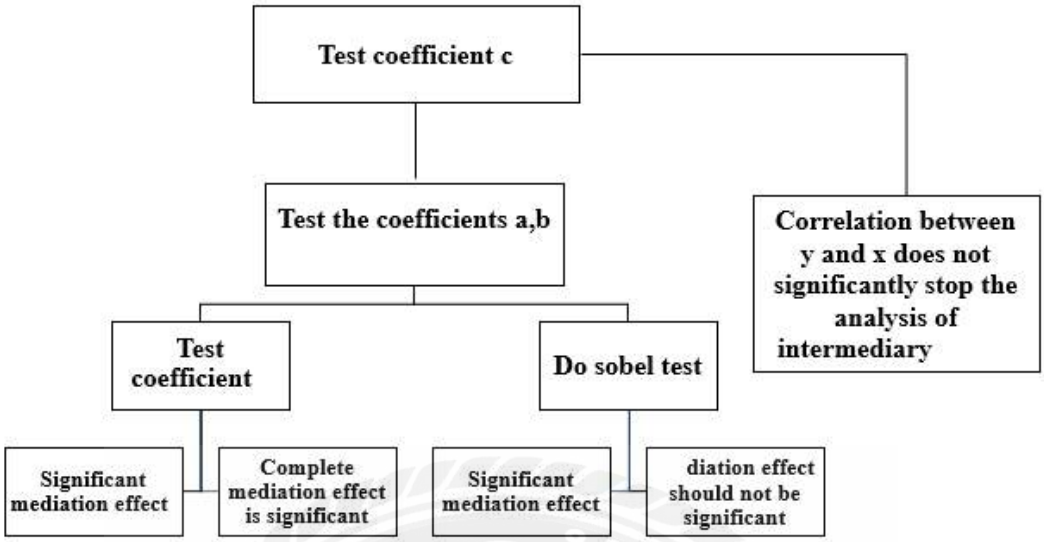


Figure 4.38 Intermediary effecT-test procedure

Data source: author made

In this study, the sequential test method was used to test the significance of c, a, b, and L. The first step is to test c and analyze whether the mobile online shopping experience has a significant impact on repeated purchase intentions. The result obtained in the previous section's path analysis shows that the value of c is (normalized coefficient) and is significant, so the second step, a, b, and C.P. significance tests are performed. The second step is the significance test of a, b and chan. Use AMOS22.0 software to establish the customer satisfaction intermediary effecT-test model and analyze the data, model adaptation analysis.

Table 4.39Analysis of the fitness of the customer satisfaction intermediary effecT-test model

Statistical test	x^2/df	RMSEA	GFI	IFI	TLI	CFI
Critical value	<3	<0.08	>0.90	>0.90	>0.90	>0.90
Inspection result data	1.513	0.044	0.896	0.973	0.966	0.973
Model fit judgment	Yes	Yes	No	Yes	Yes	Yes

Data source: SPASS conducts data analysis through data analysis software

It can be seen from Table 5.42 that Z7df is equal to 1.513, between 1 and 3, RMSEA is equal to 0.044, less than 0.08, GFI is equal to 0.896, IFI is equal to 0.973, TLI is equal to 0.966, CFI is equal to 0.973, there are three indicators are greater than 0.90, indicating the model The adaptability is good. In the results output by the mediation effect model, the normalized estimated value, unstandardized estimated value, S.E., C.R. and significance probability value p of each path of the customer satisfaction mediation effect model are shown in Table 4.39

Table 4.40 Path Analysis Statistics of Customer Satisfaction Mediation EffecT-test Model

	Estimate	S.E.	C.R.	P	Estimate
Customer Satisfaction V--Mobile Online Shopping Experience	0.967	0.091	10.683	***	0.896
Willingness to repeat purchase v - customer satisfaction	0.676	0.050	13.615	***	0.789
Willingness to Repeat Purchase v--Mobile Online Shopping Experience	0.069	0.039	1.777	0.076	0.051

Data source: SPASS conducts data analysis through data analysis software *p<0.001

Wen Zhonglin et al. proposed the intermediary effecT-test procedure, combined with this research model, the test steps for the role of intermediary customer satisfaction, are shown in Table 4.41.

Table 4.41 Analysis Table of Intermediary Effect of Customer Satisfaction

step	Dependent variable	Independent variable	Estimate	P
1	Repeat purchase intention	The mobile online shopping experience	0.933	***
2	Customer Satisfaction	The mobile online shopping experience	0.896	***
3	Repeat purchase intention	Customer Satisfaction	0.789	***
		The mobile online shopping experience	0.051	0.076

Data source: SPASS conducts data analysis through data analysis software

According to the analysis table of customer satisfaction intermediary effect in Table 4.41, the specific steps to obtain the intermediary effecT-test of customer satisfaction mainly include the following steps: The first step, without adding intermediary variables to customer satisfaction, examine the mobile online shopping experience for repeated purchase intentions Whether the impact is significant, the path coefficient and significance probability value p of "willing to repeat purchases <... mobile online shopping experience" is selected. The results show that the path coefficient value is 0.933, and the significance probability value p is significant at the 0.001 level ;that is, the coefficient c is significant. In the second step, the coefficients a and b are sequentially checked based on the results of the first step: whether the effect of the mobile online shopping experience on customer satisfaction and customer satisfaction on repeated purchase intentions is significant, and select "customer satisfaction ＜ …Mobile online shopping experience," "repetitive purchase intention v…customer satisfaction" path coefficient and significance probability value p were investigated, the results showed that the path coefficient values were 0.896 and 0.789 respectively and the significance probability value preached at 0.001 level Significant, that is, the coefficients a and b are significant; the third step, because the coefficients a and b are both significant, the last step of the mediation effecT-test can be carried out, and the mediation variable is added to the premise of customer satisfaction, and the mobile online shopping experience is again investigated for

repeated purchases. Whether the influence of willingness is significant, the path coefficient and significance probability value p of the "willingness to repeat purchase v... mobile online shopping experience" are selected. The results show that the path coefficient value is 0.051. The significance probability value p is 0.076, which has not reached significance Level, that is, the impact of the mobile online shopping experience on repeated purchase intentions disappears. Based on this, we can conclude that customer satisfaction plays a full intermediary role between the mobile online shopping experience and the willingness to repeat purchases, assuming that sample data support H4.

4.6 Summary

This chapter is based on sampled data, with the help of data analysis tools SPSS20.0 and AMOS22.0 for data analysis to test research hypotheses and research models. The specific steps are: first do a descriptive statistical analysis, including basic data such as gender, age, education level, occupation, monthly disposable income, mobile shopping history, average monthly mobile phone purchases, average daily mobile phone online time, etc. Descriptive statistical analysis on the aspect; secondly, the reliability and validity of the questionnaire data are tested, based on the analysis of the difference of variables presented by different sample characteristics, the correlation analysis between variables and the verification analysis of research hypotheses and research models (path analysis and Intermediary effecT-test). The empirical analysis results show that: the questionnaire used in the research is of good quality and has good reliability and validity; the difference analysis proves that each variable presents different differences at the level of different control variables; the sample data matches the research model well, and the research model Pass the test, and the final test results of the research hypothesis are summarized in Table 4.42

Table 4.42 Summary Table of Research Hypothesis Test Results

Serial number	Hypothetical content	Empirical test results
H1	The mobile online shopping experience has a positive effect on customer satisfaction	Pass
Hla	Sensory experience has a positive effect on customer satisfaction	Pass
Hlb	Emotional experience has a positive effect on customer satisfaction	Pass
Hlc	Thinking experience has a positive effect on customer satisfaction	Pass
Hid	Mobile experience has a positive effect on customer satisfaction	Pass
Hie	Related experience has a positive effect on customer satisfaction	Pass
H2	The mobile online shopping experience has a positive effect on repeat purchase intentions	Pass
H2a	Sensory experience has a positive effect on repeat purchase intention	Did not pass
H2b	Emotional experience has a positive effect on repeated purchase intentions	Pass

H2c	Thinking experience has a positive effect on repeat purchase intention	Pass
H2d	Action experience has a positive effect on repeat purchase intentions	Pass
H2e	Related experience has a positive effect on repeat purchase intention	Pass
H3	Customer satisfaction has a positive effect on repeat purchase intentions	Pass
H4	Customer satisfaction mediates the mobile online shopping experience and repeats purchase intentions	Pass

Data source: author made

Chapter 5 DISCUSSION AND CONCLUSION

The main content of this chapter: first summarize the empirical analysis results of Chapter 4, then provide practical opinions or suggestions for e-commerce enterprises based on the research conclusions, and clarify the limitations of this research and the future research direction.

5.1 Discussion and Suggestions

After a series of theoretical research and empirical analysis, the relationship between mobile online shopping experience, customer satisfaction and repeated purchase intention was verified. Based on the empirical analysis conclusions, the next step is to provide e-commerce enterprises with feasible, practical strategies or suggestions.

(1) Taking the sensory experience as the starting point to improve consumers' shopping satisfaction.

The empirical results show that the sensory experience of the mobile shopping platform significantly affects customer satisfaction. For many e-commerce companies, attention should be paid to improving the construction and optimization of platform pages. Specifically, when designing pages, you can use text or images related to products or services on web pages to stimulate consumers' vision and impact consumers. Eyeballs. For the application of color in page design, e-commerce companies need to match colors reasonably according to the characteristics of different products or services. For example, technology products and outdoor sports products are technical, refreshing, easy and free, suitable for young user groups. The page design can be matched with blue, green, etc.

(2) Focus on emotional experience to build consumers' "utopia."

The empirical results show that the mobile shopping platform's emotional experience significantly affects customer satisfaction and customers' willingness to repeat purchases. All e-commerce companies should use consumer emotion as an entry point in practical activities and focus on inspiring consumers' psychological reactions. Consumers enjoy the process of shopping on the platform. For example, the technical department of an e-commerce enterprise designs different web interfaces based on consumers' shopping characteristics and browsing habits of big data. That way, each type of shopping user can have a personalized web interface.

(3) Take the thinking experience as an entry point to guide consumers' independent thinking.

The empirical results show that the mobile shopping platform's thinking experience significantly affects customer satisfaction and customers' willingness to repeat purchases. The so-called mobile shopping platform's thinking experience is that consumers will have associated thinking after contacting the product. The mobile shopping platform can satisfy consumers' curiosity and desire for related knowledge. In practice, e-commerce companies can display relevant knowledge of the products sold at multiple levels in the form of text, pictures, and short videos, including product instructions, product brand stories, and even the manufacturer's development history. This knowledge can enrich and enhance the consumer's thinking experience and deepen consumer's perception of the product. To promote consumers' level of thinking in the shopping experience, you can use small games that are not difficult and set some small gifts in the game link to allow consumers to think in the game actively.

(4) Optimize the consumer shopping process with mobile experience as the key point.

Empirical results show that the mobile shopping platform's mobile experience significantly positively affects customer satisfaction and customers' willingness to repeat purchases. The convenience of shopping is an important factor that affects consumers' shopping decisions. In terms of the mobile experience, e-commerce companies should pay special attention to the convenience of each link of shopping, such as quickly identifying the authenticity, knowing the source of suppliers, logistics of goods, Commodity return and exchange process, etc.

(5) Focus on connected experiences to deepen consumer loyalty and belonging.

The empirical results show that the mobile shopping platform's associated experience significantly affects customer satisfaction and customers' willingness to repeat purchases. In terms of related experiences, the establishment and interaction frequency of consumers' sense of belonging should be valued by e-commerce companies. Companies can establish "virtual clubs" and "social spaces" for consumers to share experiences on the platform, encouraging them to focus on certain topics communicated in private social spaces to enhance their sense of belonging and identity. For such "clubs" and "spaces," e-commerce enterprises also need to be properly managed. Proposals that can promote the development of enterprises and enhance consumers' shopping experience should be carried out promptly.

By analyzing the online review data and interview data of mobile shopping users on the mobile shopping website, we have obtained a model of the mechanism of the impact of mobile shopping comprehensive consumption experience on repurchase willingness, and initially constructed a comprehensive shopping experience of mobile shopping with trust as an intermediary variable. The influence mechanism model of willingness, and then theoretically

deduced it, with the help of the S-0-R model, established a mechanism model of the impact of mobile shopping comprehensive consumption experience on repurchase intentions. Then on the comprehensive consumer experience of mobile shopping, trust, mobile Assumptions were made on the relationship between the purchase repurchase variables. Empirical research methods were used to verify and analyze the structural equation model using SPSS19.0 and AM0S22.0 statistical analysis software on the 263 effective questionnaires randomly conducted. The main conclusions drawn by the study are:

(1). trust has a significant positive effect on mobile shopping repurchase intentions. Trust has played a part in the intermediary role in the impact mechanism of the perceptual experience, interactive experience, and social experience on mobile shopping comprehensive consumption experience and its structural dimension on mobile shopping repurchase intention.

(2). the overall consumer experience of mobile shopping has a significant positive effect on repurchase intentions. This article uses a variable combination strategy to simplify the measurement model and converts the four constituent variables (perceived experience, interactive experience, emotional experience, and social experience) of mobile shopping comprehensive consumption experience-Structural equation model of purchase intention. The verification results show that mobile shopping's overall consumption experience has a significant positive effect on repurchase intentions.

(3). of the four component dimensions of the overall consumer experience of mobile shopping, perception experience, interactive experience, and social experience have a significant positive effect on trust, and their impact on trust is a social experience, interaction in turn Experience, perception experience. However, the impact of the emotional experience on mobile shopping's overall consumer experience on trust is not significant.

(4). of the four component dimensions of the overall consumer experience of mobile shopping, the perceived experience and social experience have a significant positive effect on the repurchase intention. The perceived experience has a greater impact on the repurchase intention than the social experience. Influence level. However, the interactive experience and emotional experience in the comprehensive consumer experience of mobile shopping have no significant impact on repurchase intentions. Combining the interactive experience has a significant positive effect on trust, and trust has a significant positive effect on the willingness to repurchase. Trust plays a part in the intermediary role in the interactive experience and the willingness to repurchase. This shows that the interactive experience must obtain the user's trust to stimulate the user the willingness to buy again effectively.

Based on the above results, this article puts forward some strategies or suggestions for the development of mobile shopping companies: (1) Starting from the sensory experience to improve consumers' shopping satisfaction; (2) Building on the emotional experience as the focus Consumer's "Utopia"; (3) Take thinking experience as the starting point to guide consumers to think independently; (4) Take action experience as the key point to optimize consumers' shopping process; (5) Focus on related experience to deepen Consumer loyalty and belonging.

The limitations of this study mainly include the following three aspects:

First, in the sample sampling, when supplementing the questionnaire here, only the mobile shopping groups in different regions and different occupations need to be checked, but the sample structure of the final empirical research is still mainly based on the student group (undergraduates, graduates). Random samples are not enough. In terms of sample size, due to the author's limited research time and research efficiency, in the formal discovery stage, only 400 questionnaires were distributed for sampling, while meeting the minimum sample size required by data analysis software and statistical analysis, but now In the trend of big data, the number of samples here may be difficult to represent all mobile shopping people.

The ultimate goal of corporate marketing is to stimulate consumers' purchasing behavior, and the relationship between users' repeated purchase intention and repeated purchase behavior is not necessarily directed. After the user’s repeated purchases are formed, it is unpredictable whether they will further replace the final repeated purchases, because the repeated purchases are mainly affected by the user’s economic ability. In this study, it is clearly stated that the user’s repeated purchases are expected to be different from the actual purchases. The transformation mechanism is a major flaw in this study and is it worthy of further study.

Finally, the scope of mobile shopping researched in this article is relatively large. When conducting research, this article is subdivided into types of mobile shopping. It can also distinguish mobile users, mobile shopping operators, product types, etc., which will inevitably affect external applicability.

5.2 Research Topics

This study focuses on the repeated purchase intentions of mobile shopping platform users. Starting from the user's mobile online shopping experience, the relationship between mobile online shopping experience, customer satisfaction, and repeated purchase intentions is assumed, and then converted into a SOR model to make it based on customer Satisfaction is

the research model of intermediary variables. The questionnaire is designed again concerning the existing mature scales to collect sample data. Finally, SPSS 20.0 and AMOS 22.0 statistical analysis software are used to conduct an empirical analysis of the sample data of 263 valid questionnaires. The following speculation.

5.2.1 Values for Difference Analysis

The results of the difference analysis show that the independent sample T-test results of the "gender" variable are: Of the seven variables involved in the research model, only "emotional experience," "associated experience," and "repetitive purchase replacement" have significant gender differences. Others There are no significant differences in the variables, and female users are significantly higher than male users. Therefore, each mobile shopping platform should focus on the maintenance of female users, improve the shopping experience of female users, and increase the retention rate of female users. The single-factor analysis of variance for the variables is: there are significant differences in the "sensory experience" variable among different age groups of users, of which the sensory experience of the user group of 20-25 years old is significantly higher than that of the user group under the age of 20, which It may be related to the aesthetic concept of the user group under the age of 20. It is recommended that each mobile shopping platform distinguish user groups of different ages and carry out corresponding marketing promotions according to their shopping characteristics. The results of the single factor analysis of variance for the "career" variable were: significant differences were achieved in the four variables "emotional experience," "relevant experience," "customer satisfaction," and "repetitive purchase expectations." The difference between the variables of the unit staff and enterprise staff user groups is significantly higher than that of students and other user groups. This result is consistent with common sense and may be caused by the occupational attributes and economic affordability of this group . The variable "Average monthly mobile online purchases" also achieves significant differences in the three variables of "Action Experience," "Related Experience," and "Repetitive Purchase Expectations," of which the average monthly purchases are between 4-6 times and The user group of 7-10 times significantly exceeds the user group with less than 3 or 11 or more purchases. This may be related to the frequency of purchases. Too many or too few purchases will affect the user experience and repurchase intentions. The variable "Daily average time spent using mobile phones online" showed significant differences between the "sensory experience" and "associated experience," and the average daily time spent using mobile phones was 1-3 hours, 3-8 hours and more than 8 hours Of user groups are significantly higher than those who use mobile phones for less than one hour per day. This may be because, on average, users who spend less than one hour online on their mobile phones rarely spend time on online shopping.

Finally, it is recommended that e-commerce companies conduct targeted marketing based on the characteristics of different groups to meet each group's needs and achieve precise marketing.

5.2.2 Embodiment of The Impact of Mobile Online Shopping Experience on Customer Satisfaction

The results of correlation analysis and path analysis show that the mobile online shopping experience has a significant positive impact on customer satisfaction, but the independent variable mobile online shopping experience has different degrees of impact on each dimension: the average customer satisfaction of each dimension produces Positive significant impact. Among them, actions have the largest positive impact on customer satisfaction, and the standardized regression coefficient variable is 0.387; thinking has the second influence, the standardized regression coefficient variable is 0.352, the third is the sensory experience, and the standardized regression coefficient is 0.303, the fourth is the associated experience. The standardized regression coefficient is defined as 0.266, with the least impact on emotional experience, and its coefficient is 0.244.

For mobile online shopping users, the sensory experience is mainly reflected in the visual experience. The user observes the web design and web image of the mobile shopping platform to check whether it is humanized, rationalized, and beautiful. When users get good visual enjoyment, sensory experience and emotional experience for mobile online shopping users, it is mainly manifested as a psychological reaction formed in the entire process of online shopping. When users receive a good stimulus-response, the thinking experience is mobile online shopping for users. It is mainly a thinking behavior. The user thinks promptly manner under the trigger of the mobile shopping platform and gets the action experience under the guidance of this thinking. For mobile online shopping users, it is mainly a way of solving problems Way, way; when users encounter problems when shopping on the website platform, they can introduce tools provided by the platform or consult the customer service of the platform to solve these problems autonomously and promptly. This good personal experience will enhance the user’s satisfaction with the website platform. As a kind of "conformity behavior,” the so-called conformity behavior is the attribute of human beings as a social person. Other people's recognition of themselves will adhere to their belief that they choose correctness. In the social activities of human beings, the psychological discomfort of belonging is unpleasant. People are happy to find the same crowd. When shopping online, users will substitute for a mobile shopping platform that can bring recognition and belonging to themselves. A certain platform will enhance their psychological satisfaction.

5.2.3 Indicators of The Expected Impact of Mobile Online Shopping Experience on Repeat Purchases

The results of correlation analysis and path analysis show that the mobile online shopping experience has a positive impact on customers' repeated purchase expectations, but the independent variable mobile online shopping experience has different degrees of impact on each dimension: the sensory experience has a repetitive purchase intention The effect is not significant, emotional experience has the largest positive impact on customers' repeated purchase expectations, its standardized regression coefficient variable is 0.300; the second is the impact of action experience, the standardized regression coefficient variable is 0.299, and the third is the impact of thinking experience. The standardized regression coefficient the variable is 0.289, the fourth is the influence degree of the associated experience, and the standardized regression coefficient variable is 0.230.

Related experience is that a mobile online shopping user takes a platform as a scene, and about a certain commodity, service, or topic is closer to each other to achieve and enhance others' recognition. This experience will increase the user's preference for the product, service, or topic to some extent, and stimulate the user's repeated purchase expectations. The thinking experience is that mobile online shopping users think actively under the guidance of the website platform, and take further positive actions under the guidance of thinking behavior. For example, if they are curious about a certain product or service, they will want to learn more about it. There may be further positive buying behaviors, and this experience extends to some extent, future repeat purchases leading to an impact. It will help users to solve problems autonomously and self-help and solve users' urgent needs. This convenient and fast response will also positively affect users' willingness to repeat purchases to a certain extent. The emotional experience reflects the degree of psychological pleasure of mobile online shopping users. When the website platform can stimulate the user's sense of pleasure to a certain extent, this sense of pleasure will stimulate the user's current desire to buy and the desire to consume again in the future (repetitive purchase intention)

5.2.4 Embodiment of The Impact of Customer Satisfaction on Repeated Purchase Expectations

The results of correlation analysis and path analysis show that customer satisfaction has a significant positive effect on customer repeated purchase expectations, and its standardized regression coefficient variable is 0.827. The satisfaction of mobile online shopping users in the process of consumption on the shopping platform will deeply affect the users' repeated

purchase intentions in the future.

5.2.5 Intermediary Role of Customer Satisfaction

In the final part of the empirical analysis, this paper conducts a mediation test of the relationship structure model between the variables to verify the mediation effect of customer satisfaction. The specific results show that customer satisfaction is completely mediated in the entire model. As a result, the "SOR" model was also verified at a certain scale, that is, individuals will experience satisfactory or unsatisfactory psychological reactions under certain stimuli of experience, judgment and feeling, and further occurrence or cancellation of repeated purchase substitution or repeated purchase behaviors.

5.3 Conclusion

This research topic can conduct more in-depth research and exploration from the following aspects (1) In future research; we can divide the types of mobile shopping and study the divided fields in a targeted manner. For example, B2C and C2C (2) can continue to study the impact of the conversion of mobile shopping repurchase intentions to repurchase behaviors. The research on user loyalty behavior is extremely complex. The research on user loyalty behavior is extremely complex. Certain factors and the influence mechanism also influence it. This is also a problem worthy of further study in the future. At present, e-commerce companies are very concerned about the brand attractiveness of users, because there are many platforms, there are many types, different types of goods are also different platforms, how to attract customers' repeated purchase wishes, this path needs to Big platform exploration. Only by firmly grasping the main customers' repeated purchase intentions can they be recognized and supported by customers. Only in this way can customers' loyalty to the brand be united.

In general, the rise of mobile shopping has greatly changed the original business model, and also provided a new platform and test for enterprises to deploy mobile shopping and implement user experience marketing. Based on the previous research on mobile shopping consumption experience, trust, and repurchase expectations, I conducted an in-depth study of the mechanism of mobile online shopping consumption experience on repurchase expectations, the continuous improvement of mobile devices such as mobile phones, mobile network technology The continuous updating of mobile shopping operators will make competition increasingly fierce. However, there is a phenomenon that many online merchants use various promotional methods to try to obtain new users but ignore how to retain old users—the problem. Retaining the old users and making the old users the mobile operator can help them attract new users through the use of some promotional methods, but in fact, it achieves a short-term effect, which may be less attractive to the old users. This is because old users are more

familiar with the mobile shopping website and its products and services, and the website can give higher expectations of preferential treatment. Especially in the era of the experience economy, striving to improve the positive overall consumer acceptance of old customers is the key for mobile shopping operators to improve the quantity and quality of mobile shopping transactions, and has become a problem that mobile shopping operators need to focus. Therefore, in the current situation of mobile shopping, retaining old customers and making old customers loyal to the mobile shopping website has become a method that all mobile shopping operators need to focus on. The research here has important practical significance for mobile shopping operators to conduct marketing.

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Appendix A

Dear Sir/Madam:

Hello there! Thank you for taking the time to participate in this survey. The survey is anonymous and only used for academic research, not for any commercial or other purposes. We guarantee that your information will be kept completely confidential. Please tick √ after the correct information option.

First part Your basic information

1. Your gender:

①Male ②Female

2. Your age:

①Under 20 years old ②20-25 years old ③26-35 years old ④36 years old and above

3. Education level:

①junior high school and below ②high school/secondary school ③undergraduate/junior college ④master degree and above

4. Your occupation:

①Student ②Personnel in institutions and institutions ③Corporate staff ④Freelance ⑤ Other

5. Your monthly disposable income:

① ≤1000yuan ② 1001-2000yuan ③ 2001-3000yuan ④ 3001-4000yuan ⑤ 4001-5000yuan ⑥≥5001yuan

6. The average number of mobile phone purchases per month:

① 1-3 times ② 4-6 times ③ 7-10 times ④11 times and above

7. The history of your mobile shopping:

① 1 year and below ② 1-2 years ③ 3-4 years ④ 5 years and above

8. The average time you spend surfing the Internet on your mobile phone a day

① Less than 1hour ②1-3 hours ③ 3-8 hours ④8 hours and above

9. The shopping platform you frequent with your mobile phone is (if there are two or more platforms simultaneously, please select the most frequent purchase. One more platform):

①Tmall Mall ②Taobao Mall ③Jindong Mall ④Suning Tesco ⑤Dangdang ⑥ Jumei Youpin ⑦VIP.com ⑧Beautiful talk ⑨No.1 shop ⑩other

10. Have you used your mobile phone for shopping in the past six months?

Yes (select this item, please continue to fill out the questionnaire.)

No (select this item, thank you for your participation! You will not need to fill out the following questionnaire.)

Appendix B

Please carefully recall the consumption experience on the selected shopping platform. Based on the real shopping experience and experience brought to you by the platform, make an objective evaluation of the following statements. Only one item can be selected for each question. (The numbers below the question indicate how much you agree with the statement: 1-5 means "strongly disagree"-"strongly agree").

Part 2 Related Research Variable Measurement

Survey question	disagree	disagree	general	agree	agree
SE1 I think the shopping platform is visually appealing to me	1	2	3	4	5
SE2 I think the shopping platform navigation function is reasonable	1	2	3	4	5
SE3 I think the overall image of the shopping platform page is good	1	2	3	4	5
SE4 I think the picture of the shopping platform looks very comfortable	1	2	3	4	5
FE1 shopping on this shopping platform can bring me to a certain emotional atmosphere	1	2	3	4	5
FE2 shopping on this shopping platform can stimulate my pleasant emotional response	1	2	3	4	5
FE3 shopping on this shopping platform can make me forget my troubles temporarily	1	2	3	4	5
TE1 shopping on this shopping platform can remind me of many things	1	2	3	4	5
TE2 The products on this shopping platform can arouse my curiosity	1	2	3	4	5
TE3 The products on this shopping platform can arouse my creative thinking	1	2	3	4	5
TE4 I think the shopping platform is very interesting and innovative	1	2	3	4	5
AE1 reminds me to participate in some promotional activities when shopping	1	2	3	4	5
AE2 The shopping platform provides tools or technology facilities when shopping, so I can solve the problem myself	1	2	3	4	5

AE3 shopping platform can help me deal with problems quickly when shopping	1	2	3	4	5
AE4 The shopping platform provides many links for me to query information or solve problems	1	2	3	4	5
AE5 The shopping platform can provide interactive services to solve problems for me	1	2	3	4	5
RE1 shopping on this shopping platform can increase the recognition of others	1	2	3	4	5
RE2 The shopping platform provides opportunities to interact with others	1	2	3	4	5
RE3 the shopping platform gives me a sense of belonging	1	2	3	4	5
CS1 is satisfied with the past mobile shopping consumer experience and experience	1	2	3	4	5
CS2 is wise to choose to consume on this mobile shopping platform	1	2	3	4	5
CS3 I generally rate the product or service provided by the mobile shopping platform very well	1	2	3	4	5
CS4 The products or services on this mobile shopping platform can meet my needs well	1	2	3	4	5
RP1 I will continue to use my mobile phone to shop on this platform in the future	1	2	3	4	5
If there is a need for RP2, I will give priority to buying products on this shopping platform	1	2	3	4	5
RP3 I would like to recommend the shopping platform for other friends and family	1	2	3	4	5
RP4 I am willing to share the advantages of this shopping platform with others	1	2	3	4	5
RP5 I think I may become a regular customer or loyal customer of the shopping platform	1	2	3	4	5

The data sources in this article are collected from the Internet and questionnaire.