



**A STUDY OF THE INFLUENCE OF BRAND EXPERIENCE OF
MOBILE SMART DEVICES ON REPURCHASE INTENTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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ABSTRACT

As the market economy becomes more sophisticated, brand experience is crucial to consumers' repurchase intention in the new consumer environment. Mobile smart devices are highly homogenised, competitive and saturated. The link between businesses and consumers is no longer only the physical attributes such as product functionality, but also the soft power behind the brand that can be used by customers to express themselves and their cultural identity. Based on the S-O-R (Stimulus-Organism-Response) theoretical perspective, this study explores to a certain extent the mechanism by which brand experience influences customers' repurchase intention. The following research objectives were proposed: 1). To explore the influence of sensory experience, emotional experience, and knowledge experience on the repurchase intention of customers of mobile intelligent devices 2). To explore the influence of sensory experience, emotional experience and knowledge experience on the perceived value of mobile smart device customers 3). To explore the influence of sensory experience, emotional experience and knowledge experience on the brand identity of mobile smart device customers 4). To explore the mediating role of perceived value in the relationship between sensory experience, emotional experience, knowledge experience and customers' repurchase intention 5). To explore the mediating role of brand identity in the relationship between sensory experience, emotional experience, knowledge experience and customers' repurchase intention.

This study used quantitative research methods to collect data from a sample of 325 consumers of different regions, ages, and occupations, quantified the collected data using SPSS and Amos, and verified the hypotheses through structural equation modelling analysis. Finally, the results of the analyses were interpreted in the light of

theories and professional knowledge to draw the conclusions of the study. Through the analysis, it is found that: (1) The influence mechanism of brand experience on consumers' repurchase intention is divided into three stages: different dimensions of experience - perception and recognition - enhancement of intention, which are respectively manifested in the time when consumers are stimulated or have related thoughts, when they make individual subjective evaluations, and when they have specific decision-making intention; (2) Emotional experience and knowledge experience can directly affect customers' repurchase intention; the effect of sensory experience on repurchase intention is not significant; (3) The mediating effect of perceived value is higher than that of brand identity, which indicates that for this kind of electronic products, customers usually pay more attention to the practicality of the products and business services, and the sense of identity brought about by brand is slightly lower than that of perceived value when subjected to the same brand stimulus. The mediating effect of brand identity is slightly lower than that of perceived value.

Keywords: sensory experience, emotional experience, knowledge experience, perceived value, brand identity, repurchase intention

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The seal of Siam University is a large, circular emblem in the background. It features a central shield with a crown on top, surrounded by a wreath. The shield is set within a circular border containing the university's name in Thai script at the top and 'SIAM UNIVERSITY' in English at the bottom. The seal is rendered in a light, semi-transparent grey color.

HUANG XINGQIAO

DECLARATION

I, HUANG XINGQIAO, hereby certify that the work embodied in this independent study entitled “A STUDY OF THE INFLUENCE OF BRAND EXPERIENCE OF MOBILE SMART DEVICES ON REPURCHASE INTENTION” is result of original research and has not been submitted for a higher degree to any other university or institution.

(HUANG XINGQIAO)

Nov 10, 2024



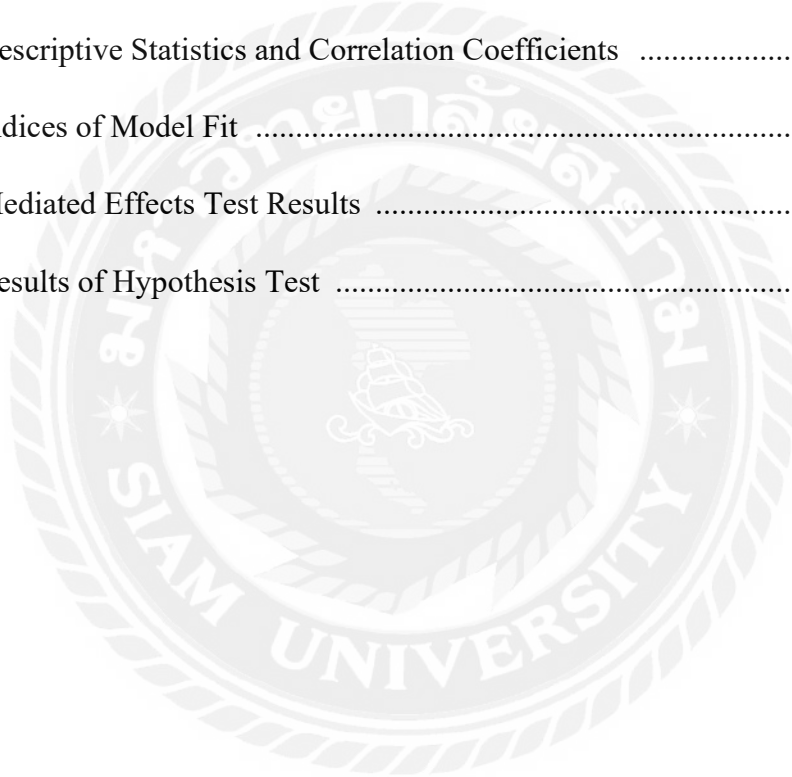
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Chapter 1 Introduction

1.1 Background of the Study

The development of society and the market is always accompanied by the innovation and progress of science and technology, and the economic form is also quietly changing. The "Baidu Guochao Pride Big Data" report released by People's Daily Online Research Institute (2019) points out that China's rapid economic development in the past decade has brought about the explosive growth of domestic brands. With the current pace of consumption upgrading getting faster, the improvement of people's living standards, and the continuous improvement of consumption power, today's consumption trend has shifted from people's rational consumption to an irrational pursuit that focuses on emotion and consumption experience. Freeman, a well-known event and brand experience company, surveyed thousands of marketers in Western Europe, Asia, and North America in 2018. More than 70% of the respondents said that creating a good brand experience is an effective way to achieve most of the company's goals.

From the overall situation of the report, brand experience is conducive to maintaining a good relationship between key customers and brands in the long run, and nearly 60% of CMOs agree with this. The positive role of brand experience is becoming increasingly prominent. According to a research report released by AiMedia Consulting (2021), due to the transformation of cross-border and co-branding marketing strategies, its spark has detonated the consumption passion of young groups as the main body, and more young users have become the identification and followers of experience marketing. From the perspective of consumer psychology, brand experience can significantly enhance brand loyalty, and brand loyalty and repurchase intention are inextricably related (Ebrahim et al., 2016). So how does a brand bring satisfaction, surprise and recognition to consumers through experience? When Ting Xin Company came to the mainland to invest in the development of "Master Kong" brand food, it fully took into account the consumer psychology of the common people from brand design to promotion, and then gained wide recognition from consumers. For example, when Haier Group promoted its home appliances to the Arab market, it also made necessary adjustments to the trademark of its products: it put on the coat of the "Haier" brothers who used to wear only underwear. Because in the eyes of Arabs, nakedness is a symbol of the Savage people, and it is also an affront to their beliefs. If a brand can enter the minds of consumers and gain consumer recognition, it will be easier to gain an advantage over other brands in the competition (Bu and Feng, 2021). Haidilao has been

nominated in the authoritative food and beverage brand list (Brand Finance, 2021) for several consecutive years. It can be said that compared with how delicious Haidilao's hot pot is, its famous "fairy service" is more memorable. Through vivid brand style display areas, transformation of waiting areas into game areas or mini cinemas, immersive and different style dining areas, etc., all of them bring surprises and good experiences. Although Haidilao's price is not very close to the people, it is still sought after by many consumers. This is because consumers are driven by value and give their satisfaction when they consume through the comparison of "get" and "give" (Soutar, 2001). Haidilao's ingenuity and special services have increased this ratio. Simply put, it is the comparison of value that makes consumers choose Haidilao. The above cases and reports reveal the impact of experience on consumer satisfaction and consumption decisions from a certain perspective. From a lifestyle perspective, people have entered the era of universal mobile Internet. According to a statistical report released by China Internet Network Information Center in February 2021, as of December 2020, our country's mobile Internet users have reached 986 million, the proportion of people using mobile phones to surf the Internet has reached 99.7%, and mobile smart devices have become a necessity in the new era.

According to another report, due to the impact of the epidemic, the output value of a few industries has negative growth. Among the main industrial products in 2020, the output of mobile communication handsets has narrowed by 13.3 percentage points (National Bureau of Statistics, 2021). At the beginning of each year, when the mobile phone market is at its most lively, major manufacturers usually release flagship new products. However, under the influence of the pandemic, many brand manufacturers have cancelled most of their offline activities, and the previous planning and preparations have almost all been scrapped. At the same time, it has also brought challenges to brands and manufacturers to transform. The consumption downturn caused by the epidemic has given a strong impact to the mobile smart device market, followed by a large backlog of inventory and a decline in sales, especially for offline brick and mortar stores. It is burdened with heavy sales pressure. Customer repurchase intention is an important concept of marketing. Whether it is strong or not affects the continuous purchase behavior of customers (Zeithaml, 1996), and also affects the stable growth of corporate assets. In today's mature era of artificial intelligence and big data technology, in the market environment where consumers receive a flood of information, various marketing and publicity methods emerge in an endless stream, how to make consumers feel the value and charm of brands, and how to improve their repurchase intentions by meeting customer experience demands, are urgent issues to be considered

and solved. In consumer behavior, repurchase intentions play an important role. It is not only a pre-factor of repurchase behavior, but also for enterprises. It is very necessary to deeply explore the antecedents of repurchase intentions in order to implement targeted marketing strategies (Jeffrey et al., 2007). Then from the perspective of reality and theory, the study of brand experience on consumer repurchase intentions is valuable.

1.2 Problems of the Study

In recent years, brand marketing has received extensive attention from scholars at home and abroad, and scholars have put forward a series of influential research results and ideas. Among them, many researchers have conducted in-depth studies on the influencing factors of brand experience, covering different research focuses and points of emphasis, including brand knowledge, brand equity, brand relationship, brand attachment and so on. Based on the S-O-R (Stimulus-Organism-Response) theoretical perspective, this study investigates the mechanisms by which brand experience influences customers' repurchase intention.

The following research questions are proposed:

1. How does sensory experience influence the repurchase intention of mobile smart device customers?
2. How does emotional experience influence the repurchase intention of mobile smart device customers?
3. How does knowledge experience affect mobile smart device customers' intention to repurchase?
4. What is the influence of sensory experience on the perceived value of mobile smart device customers?
5. What is the influence of emotional experience on the perceived value of mobile smart device customers?
6. What is the influence of knowledge experience on the perceived value of mobile smart device customers?
7. How does sensory experience affect the brand identity of mobile smart device customers?
8. How does emotional experience affect the brand identity of mobile smart device customers?
9. How does knowledge experience affect the brand identity of mobile smart device customers?

10. What role does perceived value play in mediating the relationship between sensory experience, emotional experience, knowledge experience, and customers' repurchase intention?

11. What role does brand identity play in mediating the relationship between sensory experience, emotional experience, knowledge experience, and customers' repurchase intention?

1.3 Objectives of the Study

This study takes relevant theories as the assumption basis to construct a theoretical model of brand experience of mobile smart device customers and their repurchase intention, and the intrinsic connection between the two. The study conducts an in-depth exploration of the influence path mechanism between several major variables in the model, as well as the magnitude of the influence of each dimension of brand experience on the dependent variables. The mediating roles of perceived value and brand identity in the relationship between brand experience and repurchase intention are examined, and the magnitude of each mediating effect is compared. Therefore, the following research objectives are proposed:

1. To explore the influence of sensory experience on the repurchase intention of mobile smart device customers.
2. To explore the influence of emotional experience on the repurchase intention of mobile smart device customers.
3. To explore the influence of knowledge experience on the repurchase intention of mobile smart device customers.
4. To explore the influence of sensory experience on the perceived value of mobile smart device customers.
5. To explore the influence of emotional experience on the perceived value of mobile smart device customers.
6. To explore the influence of knowledge experience on the perceived value of mobile smart device customers.
7. To explore the influence of sensory experience on the brand identity of mobile smart device customers.
8. To explore the influence of emotional experience on the brand identity of mobile smart device customers.
9. To explore the influence of knowledge experience on the brand identity of mobile smart device customers.

10. To examine the mediating role of perceived value in the relationship between sensory experience and customers' repurchase intention.

11. To examine the mediating role of perceived value in the relationship between emotional experience and customers' repurchase intention.

12. To examine the mediating role of perceived value in the relationship between knowledge experience and customers' repurchase intention.

13. To examine the mediating role of brand identity in the relationship between sensory experience and customers' repurchase intention.

14. To examine the mediating role of brand identity in the relationship between emotional experience and customers' repurchase intention.

15. To examine the mediating role of brand identity in the relationship between knowledge experience and customers' repurchase intention.

1.4 Scope of the Study

This study adopted the questionnaire research method, using a questionnaire survey to collect data. The population of this study was the customers of mobile smart devices, covering different brands and models of user groups, focusing mainly on the relationship between customers' sensory experience, emotional experience, knowledge experience and their re-purchase intention. This study examined the impact of sensory experience, emotional experience and knowledge experience on customers' perceived value, the mechanism of the three experience dimensions on customers' brand identity, and the mediating role of perceived value and brand identity between experience and repurchase intention.

1.5 Significance of the Study

Theoretical Implications: Based on the S-O-R theoretical model, this study deepens the theoretical knowledge of the three dimensions of sensory, emotional and knowledge in brand experience, especially how they affect customers' perceived value, brand identity and repurchase intention. The mediating mechanism of perceived value and brand identity is explored, adding a more complete chain model to brand experience theory.

Practical significance: This study offers guidance to mobile smart device companies, encouraging brands to focus on multi-dimensional brand experiences when designing products and marketing campaigns while optimizing consumer interactions at sensory, emotional, and cognitive levels. It also highlights the significance of perceived value and brand identity, enabling companies to refine their brand

management strategies and strengthen consumer purchase intentions. Through the segmentation of experience dimensions, the most impactful brand experiences are identified and empirical support for strategic brand investment is provided.



Chapter 2 Literature Review

2.1 Introduction

This chapter reviews the theory of consumer behaviour, and related research and constructs a theoretical framework model to provide a theoretical foundation for the research. Based on the S-O-R theoretical perspective, this study starts from customer brand experience, and through the elaboration of related studies on customer perceived value, customer brand identity, and customer repurchase intention, it investigates the mechanism of the influence of customer brand experience on repurchase intention, the mediating roles played by perceived value and brand identity during the brand consumption journey, and compares the differences in the paths of action.

2.2 Brand Experience

While experience has two lexical attributes: verb and noun, the definition of experience in this study encompasses both attributes, emphasising the psychological state of the consumer in addition to in-person perception. Sociologically and psychologically, experience is a cognitive activity, or it can be seen as a means of constructing reality, which allows us to feel the presence of the real world, and at the same time leaves a deep impression in our minds and helps us to recall what we have experienced and the sensations we have had (Carù & Cova, 2003). Based on a philosophical perspective, experience is seen as the intersection of human beings with their environment, possessing not only intellectual experiences generated by cognition, but also sensory and

Behaviour is also included and each person is inextricably linked to others (Dewey, 1925). In marketing academia, the concept of consumer experience emerged cross-generationally in the 1980's. Consumer experience is viewed as a subjective state of an individual, often possessing significant emotional significance, including the generation of fantasies, sensory pleasures, aesthetic enjoyment, and varying emotional responses, etc. When consumers buy and use a product, it is important for them to be aware of what they are experiencing. Experiences also occur when consumers buy and use products (Holbrook & Hirschman, 1982). This literature broke the limitations of traditional consumer behaviour theories at that time, and brought the concepts of experiential marketing and brand experience to the attention of scholars and enterprises at home and abroad. Nevertheless, there were few studies on experiential marketing in the 1990s, and it was not until the end of the 1990s that the concept of consumer

experience, defined as a progressive upgrade of economic value, was reintroduced by scholars (Pine & Gilmore, 1998).

It has been pointed out that a significant portion of consumers who go to shopping malls seek not for the goods themselves, but to enjoy the feeling of spending time with their peers while shopping at the mall, which is influenced by the mall environment and atmosphere (Eroglu et al., 2003). Further, the shopping experience is seen as a 'commodity' that is added to services and products (Pine and Gilmore, 1998), and a transformation of the socio-economic model (Holbrook, 2000). For a long time academics did not reach a consistent definition of the concept of brand experience, until Brakus et al. (2009) defined brand experience as an academic term, pointing out that the brand experience belongs to the subjective response of consumers, when they search for and buy the brand, that is, the whole process of consumption will be generated, and that it is on the basis of the theory of branding and experiential marketing, and only then gradually formed the mainstream of the statement.

Some scholars, through qualitative analysis, put forward the experience economy has changed the operation of the enterprise and consumer consumption mode, for the market economy perfected driven by the product of the new era, which is characterised by personality customisation, to the consumer as the core (Wang, 2005). As for consumers' subjective reactions to a brand under relevant experiences, specific contexts and products will bring unique perceptions and special experiences (Guan et al., 2021).

Consumers will conduct pre-purchase assessment of the goods or services they want to contact before consumption, and the higher the perceived risk of the product, the more its assessment results affect the purchase decision. The pre-purchase information search phase and the post-consumption use experience constitute the consumer experience (Bennett et al., 2005).

Leventhal et al. (2006) discussed from a physics perspective, drawing on the concept of moments and dividing brand experience into three moments. Firstly, there is the physical attribute moment, which represents the preliminary contact between the customer and the brand, which is the initial understanding of the brand; secondly, there is the emotional involvement moment, which is the moment when, with more contact and more interactions, the customer rises from the regular transactional relationship with the brand to the level of having an emotional connection; and lastly, when the brand's values and the customer's own values are better integrated, then a solid long term relationship is established, and good brand loyalty. Li and Fan's (2006) exploratory empirical study divided customer experience into three dimensions, which are functional, emotional and social experience. To expand on this, an experience can

be generated when a consumer gets information from the interaction with the service provider. This experience belongs to the output content of the business and when there is no object being output, the experience does not exist. There are three main types of marketing activities that firms provide to their customers, namely service marketing, marketing communications and relationship marketing, which generate the corresponding three types of experiences for their customers, thus enhancing their loyalty (Yang, 2007).

The more widely accepted dimensional division is Schmitt et al.'s (1999) dimensional division of brand experience. They classified brand experience into five dimensions, i.e., sensory experience, emotional experience, thinking experience, action experience, and related experience from the consumers' point of view, and suggested that customers are both emotional and rational when shopping. Brakus et al. (2009) proposed a conceptual analysis and a related scale of brand experience by summarising the research in the field of brand experience, and proposed a conceptual analysis and a related scale of brand experience.

Brakus et al. (2009) proposed a conceptual analysis of brand experience and a related scale by summarising the research in the field of brand experience, and based on Schmitt et al.'s (1999) conceptualisation of brand experience, they classified related experience into knowledge experience, forming a four-dimensional conceptualisation. Brand experience is formed by stimulating consumers' senses, such as promotional videos, shapes, feel, and distinctive logos, etc. Emotional experience includes, but is not limited to, the ambience of online and offline shops, etc., which brings emotional fluctuations to customers; prompting consumers to engage in behaviours related to their bodies or lifestyles is called behavioural experience; and knowledge experience is often capable of awakening consumers' thoughts and associations.

In addition to this, some scholars have classified brand experience into five levels: sensory experience, emotional experience, achievement experience, spiritual experience and mindfulness experience through literature summarisation and qualitative analysis, and used a large number of brand examples as an illustration of the classification (Zhang, 2003). Zhang and Bian (2011) used literature induction and interview surveys to redefine the dimensions of brand experience and proposed the concept of brand experience consisting of sensory, emotional, reflective, associative and ethical experiences. Other scholars have added a practical experience dimension based on Schmitt's (1999) categorisation and based on neurophysiology and psychology, i.e. the part related to the utility of goods. Researchers believe that when comprehensively profiling a single individual, one should consider their values,

behavioural perceptions, beliefs and other relationships between multiple factors (Gentile et al., 2007).

2.3 Perceived Value

Perceived value is an important concept in the field of marketing, which is particularly important for companies in the state of white-hot market competition. Philip Kotler and Kevin Keller (2012), the fathers of marketing, explained the definition of perception as the process by which an individual sifts through, organises and interprets the information he or she receives in order to construct a meaningful picture of the outside world. This suggests that individuals do not simply react to external stimuli in a single, immediate manner, but also process them in the mind space based on memory traces and overall structural relationships to form a concrete image of the cognitive object in question.

From a comparative perspective, Zeithaml (1988) defined customer perceived value as the customer's overall perception of the utility of a service or product as a result of a comparison between perceived gains and perceived losses. This is the most widely used definition, and it should be emphasised that at this level, perceived value is personal and subjective, and so will vary greatly from person to person. In a special conference in Western academia, scholars from different fields met to discuss the type and nature of customer value and concluded that it is the customer perceived value belongs to a kind of experience, and the value is derived from the consumer's experience of the total product (Holbrook, 1996).

Based on the previous literature, it is not difficult to find that the definition of consumer-perceived value is somewhat divergent, and scholars at home and abroad have put forward their own views on this from different perspectives. Although there are differences in defining the concept of perceived value, scholars generally agree that the concept of consumer perceived value is related to their subjective perception, which is derived from their subjective impression when consuming or using. This study defines perceived value is defined in this study as the subjective evaluation of customers ' perceived gains compared with perceived losses of products and services provided by brands and companies. Customer perceived value comes from a combination of both rational and irrational aspects and can be influenced by many subjective aspects (Fan & Luo, 2003), such as the service received, perceived quality, and other benefits (Bai, 2001; Jiang & Lu, 2006).

Perceived value in virtual consumption environments, online game consumption intentions are affected by the perceived usefulness of virtual goods, and, the intention

to use virtual goods mediates the effect of perceived usefulness on consumption intentions. When users perceive the usefulness of virtual goods, their motivation to use virtual goods will increase. Then, driven by this factor, perceived usefulness (e.g., functionality, degree of usefulness) will increase users' intention to consume online games. In addition, researchers have also suggested to supply or open up some free game props for a limited period of time, so as to enhance users' intention to use virtual goods to achieve the purpose of stimulating consumption intention (Chu et al., 2021). From this, it can be seen that consumers' perceived value can have a certain impact on their intention motivation.

Some scholars have concluded that perceived benefits can positively affect perceived value, perceived costs can negatively affect perceived value, so user satisfaction will be affected by the variable role of user perceived value (Deng et al., 2021).

2.4 Brand Identity

Brand identity is the degree to which a brand resonates with the personality of the consumer, and a particular brand personality will awaken the consumer's individuality to satisfy his or her claims and enhance his or her sense of identity, thus increasing the value of the brand (Kim, 2006). It has been noted in the literature that the concept of brand identity is akin to explaining an individual's proximity behaviour towards other individuals who share the same interests as him or her (Zhang, 2020). It is the social and organisational identity theories that are the source of the emergence of the concept of brand identity in the field of marketing. Then, brand identity arises when customers have a cognitive basis for the brand, and this cognition is defined as the consumer's experience of the brand (Fu, 2016); and, again from a psychological perspective, brand identity can be regarded as an evaluative criterion for the strength of the intrinsic connection between the customer and the brand, and a subjective attitude, which has been found through research to significantly and positively influence the customer's consumption intention (Eagle, 2019). In addition to this, brand identity can also denote the customer's perception and evaluation of a specific brand based on subjective preferences (Yin and Wang, 2020). The concept of consumer brand identity is crucial for companies to understand when, how and why brands help consumers express their identity (Stokburger-Sauer et al., 2012). Brand identity is the psychological state of regard (Zhu et al., 2020), which consists of cognitive, affective and evaluative dimensions (Lam et al., 2013). Existing literature on the definition of brand identity is still controversial, this study is based on personality theory and the existing consumer

culture foundation, tends to be for consumers through the brand to express the self and emotional needs to meet the feeling that the stronger the feeling, the stronger the consumer for the brand's identity.

Stokburger-Sauer et al. (2012) proposed antecedents of brand identity, categorised into cognitive and affective factors, which include intrinsic, extrinsic and abstract factors brought about by the brand and product in the perceived value assessment system. These abstract factors contribute to the perception of value, indirectly or directly triggering the consumer's personal values, and can also help him or her to communicate to the outside world the impression or identity he or she needs to indicate (Zeithaml, 1988). Moreover, consumers evaluate the utility value brought by a brand from multiple perspectives and relate it to their selves to determine whether they identify themselves with the brand (Susanty & Tresnaningrum, 2018). It has been argued that the more consistent a brand's personality and attitudes are with the brand, i.e., the more consumers identify with the brand's culture and the lifestyle it promotes, the stronger the consumer's purchase intention (Aaker, 1996).

The higher the proportion of brand personality and consumer personality overlap, the higher the probability of emotional resonance with customers, and easier to obtain customer identification of the brand, customers in the emotional and identity requirements have been satisfied, the trust gap between the brand and consumers is filled, which is conducive to enhance customer brand consumption intentions (Jin, 2006). Del Rio et al. (2001), when defining the dimensions of brand identity, divided into personal identity, social identity and other dimensions, personal identity, that is, consumers identify with certain brands and have affinity for them; positive social identity will make consumers show the intention to integrate into the claims of a certain group. To some extent, this is actually more similar to the statement in Maslow's theory of needs, which represents the relevant needs of self and society respectively. In addition, some studies have shown that brand selection and preference will be positively affected by the customer's perceived value (Holbrook, 2007), and there are also scholars who conduct empirical research through experiments, and after analysing the research, it is shown that in different types of media situations, the customer's sense of identity for the brand comes from the perceived value of the brand, and the two are positively correlated, and they are not affected by the type of media (Zhang, 2017). Through the above research, it is not difficult to find that after consumers identify with a brand, with the deepening of the degree of identification, when choosing similar products, they will give priority to and buy the brand again.

2.5 Repurchase Intention

Behavioural intention is a necessary process for any behaviour, an individual can produce a certain behaviour only when he/she has behavioural intention, so the behavioural intention of an individual determines his/her behaviour to a large extent. Repurchase intention mainly indicates the tendency of customers to maintain a transactional relationship with a merchant (Li & Lu, 2010), which is conceptually close to the maintenance of personal relationship. Zeithaml (1996) believed that consumers' repurchase intention is the tendency of consumers to continue to purchase or recommend a product or service after considering both internal and external factors. At the same time, consumer repurchase intention also indicates the subjective evaluation of the services provided by a business, which is a possibility of continuing to choose the services of the business (Oliver, 1999). This is complemented by Chen (2002), who argued that repurchase intention is a reliable predictor of repeat purchase behaviour and represents the level of customer intention to maintain an ongoing transactional relationship with an existing merchant. It should be noted here that repurchase intention is fundamentally different from purchase intention, which refers to the degree of probability that a customer will take a certain purchase behaviour for the first time, whereas repurchase intention as a consumer's journey is not simple, and refers to a consumer's tendency to consume again at the same brand and merchant based on a subjective evaluation after purchasing and using the product or service (Luo & Ma, 2009). Existing studies have basically reached a consensus on the conceptual definition of customers' repurchase intention, stating that repurchase intention belongs to the individual's subjective intention and is a direct influence on customers' repurchase behaviour.

The results of some empirical studies suggest that the relationship between customer satisfaction and repurchase behaviour depends on the moderating effects of purchase convenience, competitive intensity, customer involvement and household income (Oliver, 1999). In addition to this, increases in customer satisfaction, subjective customer value and transfer costs all increase repurchase intentions, and customers' total evaluation of the current supplier, comparative value with the best available alternative merchant, and the additional input costs required to change the trading relationship all have varying degrees of influence on repurchase intentions at different times (Chen, 2002). Then, when consumers come into contact with a branded merchant with whom they have an existing trading relationship, they form an overall evaluation and general perception of the brand, i.e. brand image. It has also been found that brand image has a significant positive relationship with repurchase intention and the durability

of the relationship (Yang, 2007). There have been studies based on the technology acceptance model pointing out that perceived ease of use, perceived usefulness, and perceived entertainment all positively affect repurchase intention (Li, 2015; Chu et al., 2020). Empirical studies have shown that of the five different dimensions of perceived value, functionality, economic value, and perceived risk significantly affect customers' repurchase decisions, specifically, functional value and economic value act as positive predictors, and perceived risk acts as a negative predictor (Li & Zhang, 2020).

2.6 S-O-R Theory

The S-O-R theory is derived from the stimulus-response (S-R) theory proposed by behavioural psychologist John B Watson. The S-R theory does not incorporate the process of an individual's inner activity in its explanation of human behaviour, and only views it as a simple cause-and-effect relationship (Chapter, 2019). Compared to the S-R theory, the S-O-R theory puts more emphasis on the process and purpose in the middle of the behaviour, which can better reflect the changes in the user's psychology. In this theoretical model, the stimulus (S) represents the factors that have an impact on the individual's cognition or emotion, the organism (O) represents the individual's subjective appraisal or mental state after receiving the stimulus, and the response (R) represents the specific behavioural manifestation after the changes in the individual's subjective appraisal or mental state are produced (Mehrabian & Russell, 1974). The S-O-R theory focuses on the human individual's behavioural mechanism of formation, when receiving a stimulus in the environment, a person will form his or her own emotional cognition and will make an individual response corresponding to the stimulus.

The Stimulus-Organism-Response Theory as practised in the field of marketing was initially applied to the retail world. It has been suggested that when customers come to a shop, they experience different emotions due to the stimuli brought about by the tangible environment and intangible atmosphere, and empirical studies have examined which emotion types are most positively predictive of customer satisfaction, such as delight, surprise, and happiness (Machleit & Eroglu, 2000). Vieira (2013), using meta-analyses, confirmed the strong link between stimuli, emotions and responses in a traditional shop setting, and also demonstrated the feasibility of this theoretical framework for research in the retail domain. Some of the stimuli brought to customers by retail shops are uncontrollable, such as culture and economy, and some of them can be artificially altered, such as decoration styles and display methods, etc. All of these external stimuli can cause the organism (the state of an individual) to change in different

degrees, which prompts the stimulated individual to initiate the corresponding user behaviours (Wang, 2021).

With the birth of the Internet, the S-O-R theory has been gradually applied to the study of online shopping, and some researchers have constructed a research model of the online shopping environment based on this theory, taking the environment of the virtual scene such as the website as the stimulus subject, and the changes in the psychological state of the surfers as the response of the organism, and enhancing the consumer intention of the surfers through the webpage design, animation and other stimuli (Eroglu et al., 2003). Through the development of technology and changing times, traditional e-commerce gradually combines organically with social e-commerce platforms to become an emerging trading platform (Huang et al., 2020). Some scholars used S-O-R theory for the study of webcast shopping, in the webcast situation, the characteristics of interactivity, entertainment, authenticity and so on can promote the consumer's pleasure and trust, and the virtual environment full of friendly atmosphere of mutual help warms the hearts of the people, so that the users get fun. This study, in expanding the scope of practical application of the S-O-R theory in the age of the internet, provides some practical insights for social e-commerce managers (Liu et al., 2020).

2.7 Conceptual Framework

The theoretical model of this study is constructed based on the S-O-R theory. This model intuitively reflects the relationship between various dimensions of mobile smart device customer brand experience, perceived value, brand identity and customer repurchase intention. Brand experience and its dimensions are 'S', perceived value and brand identity are 'O', and repurchase intention is 'R'. The three dimensions of brand experience are independent variables, repurchase intention is a dependent variable, and perceived value and brand identity are parallel dual intermediary variables between the independent variables and the dependent variable, that is, brand experience affects the repurchase intention of mobile smart device customers through perceived value and brand identity at the same time.

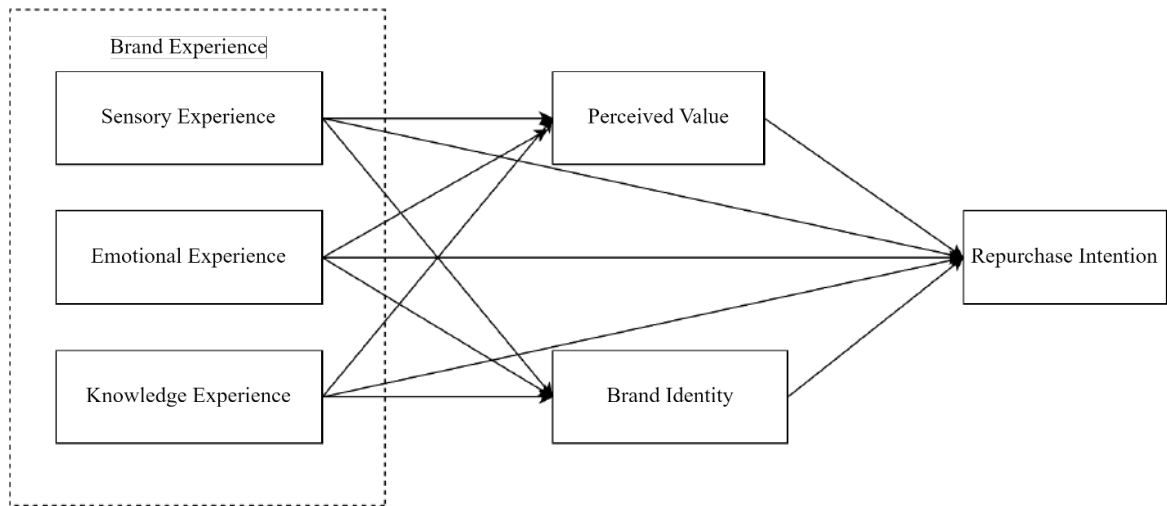
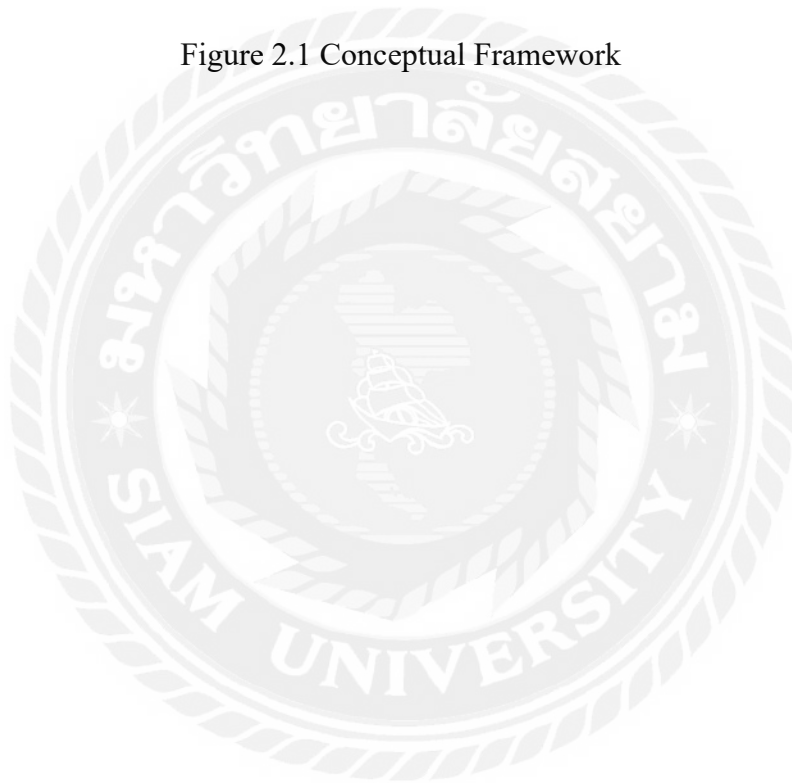


Figure 2.1 Conceptual Framework



Chapter 3 Research Methodology

3.1 Research Design

This study adopted the questionnaire research method, using a questionnaire survey to collect data. A questionnaire was designed with reference to Brislin's (1970) suggestion. The questions were arranged in a reasonable and scientific way, so that it was easy for the respondents to read and answer the questions. At the same time, a lie detector question was set up in one of the sub-scales of the brand experience, which made it easy to filter out the sample that did not answer the questions seriously. These measures could reduce the probability of annoyance and selective attrition.

3.2 Questionnaire Design

The questionnaire is divided into two parts. The first part, basic information, mainly includes demographic variables, including gender, age, education, income, occupation, and use of brand. The second part, the main content, is the measurement of four main variables, namely, brand experience, perceived value, brand identity, and repurchase intention, which are all measured with the Likert five-point scoring method. Among the options, 1 means 'strongly disagree', 2 means 'disagree', 3 means 'generally', 4 means 'agree' and 5 means 'strongly agree'. This shows that the level of scores for each question can directly reflect the experience of the respondents and their degree of agreement. Since education, gender and age may have an impact on customers' repurchase intention and other endogenous variables (Wu et al., 2020), these three variables are added as control variables in this study.

In order to explore the intrinsic mechanism of how brand experience affects customers' repurchase intention and to test the mediating role of perceived value and brand identity in the relationship between brand experience and repurchase intention, the measurement items referenced for the three dimensions of brand experience (sensory experience, emotional experience, and knowledge experience), perceived value, brand identity, and repurchase intention are described below.

Table 3.1 Questionnaire Design

Variable	Item code	Measurement items
Sensory Experience (SE)	SE1	I like the logo of this brand very much.
	SE2	The shape of this brand's products is attractive.
	SE3	The adverts of this brand are attractive.
	SE4	This brand provides me with sensory enjoyment.

Emotional experience (AE)	AE1	This brand is appealing to me.
	AE2	My contact with this brand makes me feel good.
	AE3	I have a lot of fun with this brand's products.
	AE4	This brand's products make me feel safe or comfortable.
Knowledge Experience (KE)	KE1	Contact with this brand makes me think.
	KE2	This brand has a unique culture.
	KE3	I learn something when I use this brand's products.
	KE4	Exposure to this brand does not make me think.
Perceived Value (PV)	PV1	The functions of this brand can satisfy my needs.
	PV2	For the same price, this brand's products have better quality than other brands.
	PV3	Compared with the products and services provided by this brand, the price I pay is worthwhile.
	PV4	This brand's products can improve my efficiency at work or study.
Brand Identity (BI)	BI1	I think this brand suits my personality.
	BI2	Customers who buy this brand have a lot in common with me.
	BI3	I agree with the lifestyle that this brand promotes.
	BI4	I agree with the values that the brand promotes.
Repurchase Intention (RI)	RI1	I would recommend this brand to my friends and relatives.
	RI2	I will continue to buy new products from this brand in the future.
	RI3	I will give priority to this brand if I need mobile smart devices in the future.
	RI4	I am willing to pay a higher price for other products of this brand.

3.3 Hypothesis

H1: Sensory experience has a significant positive impact on the repurchase intention of mobile smart device customers.

H2: Emotional experience has a significant positive impact on the repurchase intention of mobile smart device customers.

H3: Knowledge experience has a significant positive impact on the repurchase intention of mobile smart device customers.

H4: Sensory experience has a significant positive impact on the perceived value of mobile smart device customers.

H5: Emotional experience has a significant positive impact on the perceived value of mobile smart device customers.

H6: Knowledge experience has a significant positive impact on the perceived value of mobile smart device customers.

H7: Sensory experience has a significant positive impact on the brand identity of mobile smart device customers.

H8: Emotional experience has a significant positive impact on the brand identity of mobile smart device customers.

H9: Knowledge experience has a significant positive impact on the brand identity of mobile smart device customers.

H10: Perceived value plays a mediating role in the process of sensory experience affecting the repurchase intention of mobile smart device customers.

H11: Perceived value plays a mediating role in the process of emotional experience affecting the repurchase intention of mobile smart device customers.

H12: Perceived value plays a mediating role in the process of knowledge experience affecting the repurchase intention of mobile smart device customers.

H13: Brand identity plays a mediating role in the process of sensory experience influencing the repurchase intention of mobile smart device customers.

H14: Brand identity plays a mediating role in the process of emotional experience affecting the repurchase intention of mobile smart device customers.

H15: Brand identity plays a mediating role in the process of knowledge experience influencing the repurchase intention of mobile smart device customers.

3.4 Sampling and Data Collection

This study adopted a quantitative research method, with customers who have purchased and used mobile smart devices as subjects, and this study uses two methods to collect questionnaires: forwarding online links to distribute questionnaires and combining offline distribution. In order to increase the efficiency and quality of the collected questionnaires, both online and offline provided instructions for answering the questionnaires prior to distribution, and gave certain incentives to the respondents.

A total of 400 questionnaires were distributed and retrieved through diffusion by friends and family, placement in online communities, and randomly providing QR codes to passers-by in universities. Since all the questions were compulsory, there were no missing questionnaires in the returned questionnaires. After screening, the questionnaires with too short, too long and regular response time were excluded, and finally 325 valid questionnaires were obtained, with a validity rate of 81.25%.

3.5 Data Analysis

This study used descriptive statistical analysis to analyze the basic characteristics of the sample and the data obtained from the questionnaires, using SPSS and AMOS. The methods include common method bias test, reliability and validity test, correlation analysis of variables, and structural equation modelling analysis to test the hypotheses, evaluate the model as a whole, and compare the differences in the paths of influencing effects.

3.6 Reliability and Validity Analysis of the Scale

3.6.1 Reliability Test

The reliability test, also known as reliability analysis, mainly reflects the reliability and stability of the scale. Generally speaking, the internal consistency coefficient of a scale, i.e., Cronbach's α value, is usually greater than 0.7, between 0.7 and 0.8 is good, and above 0.8 is very good. In this study, the test of the reliability of the instrument mainly uses SPSS and the reliability calculation applet, and the Cronbach's α value and the combined reliability (CR) are used as the reference standard to test the internal consistency of the main variables in the study, and the results are shown in Table 3.2.

Table 3.2 Scale Reliability Results

Variable	Cronbach's α	CR	Number
SE	0.781	0.806	4
AE	0.845	0.812	4
KE	0.705	0.755	3
PV	0.819	0.742	4
BI	0.814	0.784	4
RI	0.898	0.830	3
Overall	0.930		22

As can be seen from the data, the overall alpha coefficient of the scale is 0.930, and the overall internal consistency is satisfactory. The Cronbach's α coefficients for each scale are all above 0.7. It should be noted that after deleting any question item, the

Cronbach's α value of the corresponding scale will become smaller, so all the current question items are retained; the CR values are all above 0.7, which reflects that all the question items in each latent variable are more consistently explaining the latent variable, indicating that the scale has good construct reliability.

3.6.2 Validity Test

The results were analysed by SPSS and the main values are collated in Table 3.3. The cumulative percentage of explanation for each variable is above 60% and the KMO values are above 0.6, which meets the requirement of the critical value and indicates acceptability. The overall KMO value of the scale is 0.923, which is greater than the critical value of 0.7, and the approximate chi-square value is 3753.042, with a degree of freedom of 231, which is significant at the level of 0.001 (N=325) and successfully passes the Bartlett's test of sphericity, and the cumulative explained variance contribution rate of the factors with eigenvalues greater than 1 reaches 68.76%, which is more than the critical value of 60%, which indicates that it is suitable to do the factor analysis and has a certain content validity.

Table 3.3 Percentage and KMO Values of the Scale

Variable	Number of factors	Cumulative Percentage %	KMO value
SE	1	60.648	0.742***
AE	1	68.653	0.792***
KE	1	63.707	0.644***
PV	1	65.175	0.788***
BI	1	64.486	0.770***
RI	1	83.034	0.722***
Overall	6	68.760	0.923***
Note: * denotes $p < 0.05$, ** denotes $p < 0.01$, *** denotes $p < 0.001$, same below			

Chapter 4 Findings

4.1 Descriptives Statistical Analyses

In order to sort out the data and capture the sample characteristics, demographic variables were statistically analysed. These include a gender, age, education, income and occupation, as well as respondents' choice of mobile smart device brand and experience.

Table 4.1 Demographic Characteristics of Sample

Items		Frequency	%
Gender	Male	112	34.5
	Female	213	65.5
Age	Under 18 years old	2	0.6
	18-25	165	50.8
	26-35	104	32.0
	36-45	35	10.8
	46 years and over	19	5.8
Education	Below high school	23	7.1
	High school/middle school	29	8.9
	College	40	12.3
	Bachelor	160	49.2
	Master and above	73	22.5
Income (Yuan/month)	Below 3000	135	41.5
	3000-4999	66	20.3
	5000-7999	66	20.3
	8000-11999	34	10.5
	12000 and above	24	7.4
Occupation	Students	110	33.8
	Company staff	86	26.5
	Official and institutional staff	43	13.2
	Freelance	40	12.3
	Others	46	14.2
Brand	Huawei	137	42.2
	Apple	92	28.3
	Lenovo	2	0.6
	Xiaomi	52	16.0

	OPPO	14	4.3
	VIVO	25	7.7
	Others	3	0.9
Have any experience of physical shop experience	Yes	248	76.3
	No	77	23.7
Total		325	100.0

Among the 325 valid questionnaires, 34.5% are male and 65.5% are female, the number of females is significantly higher than that of males, probably because the offline questionnaires were mainly distributed in teacher training universities, and the characteristics of the source of students in these universities lead to an imbalance in the gender ratio of the respondents when the questionnaires were distributed randomly. There are only 2 respondents under 18 years old; 165 respondents aged 18-25, accounting for 50.8% of the sample, which is the highest among all age groups, and people in this age group are usually more enthusiastic about new-generation things (e.g., smart products); 104 respondents aged 26-35, accounting for 32.0% of the sample, which is second only to the 18-25 age group; 35 respondents aged 36-45, accounting for 10.8% of the sample; and 19 respondents aged 46 years old and over, accounting for 5.8% of the sample. It is clear that the majority of the respondents are young people aged 18-35, with 82.8 per cent of the sample in this age group. There are 23 respondents with below high school education, accounting for 7.1% of the sample; 29 respondents with high school/secondary education, accounting for 8.9%; 40 respondents with specialised education, accounting for 12.3%; 160 respondents with a bachelor's degree, accounting for the highest proportion of 49.2%; and 73 respondents with a master's degree or above, accounting for 22.5%. From the data, more than 80% of the respondents in this survey received higher education, which means that most of the respondents have good reading comprehension ability. 135 respondents with monthly income below 3000, accounting for 41.5% of the sample, are also the highest, which is due to the fact that a considerable portion of the respondents are studying in the colleges and universities, and they do not have a stable income; the number of respondents with monthly income from 3000 to 4999 is 66, accounting for 20.3%; the number of respondents with monthly income from 5000 to 7999 is 66, accounting for 20.3%; the number of respondents with monthly income from 8000 to 11999 is 34, accounting for 10.5%; the number of respondents with monthly income from 12000 and above is 24, accounting for 7.4%. From the data, most of the respondents have a certain economic source base. As for occupation, the number of students is 110, accounting for 33.8%, which is the highest group; the number of enterprise employees is 86, accounting for

26.5%; the number of government and institution employees is 43, accounting for 13.2%; the number of freelance sample is 40, accounting for 12.3%; and the number of respondents with other occupations is 46, accounting for 14.2%. The number of respondents choosing Huawei is 137, accounting for 42.2%, which is the option with the highest proportion of brand choices; the number of respondents choosing Apple is 92, accounting for 28.3%; the number of respondents choosing Lenovo is 2, accounting for 0.6%; the number of respondents choosing Xiaomi is 52, accounting for 16.0%; the number of respondents choosing OPPO is 14, accounting for 4.3%; the number of respondents choosing Vivo is 25, accounting for 7.7%; and the number of respondents choosing other brands is 3, accounting for 0.9%. The respondents of this study cover people of different age groups, different occupations, and different education levels, and it can be seen that most respondents tend to choose smart products of domestic brands. The number of respondents with physical shop experience is 248, accounting for 76.3%; the number of respondents without physical shop experience is 77, accounting for 23.7%. This indicates that most of the respondents have had experience in physical shops and can give relatively more comprehensive and profound responses in the questionnaire, while less respondents mainly buy online or on the recommendation of others, and do not have the experience of visiting physical shops in person.

4.2 Exploratory Factor Analysis

The main role of exploratory factor analysis was twofold, to check that the variables were unidimensional and could not be further divided, and to verify that the research hypotheses divided the variables to distinguish between them. Firstly, each variable was factor analysed separately according to their respective observations and then factor analysed as a whole. In this study, all the question items were put together and rotated factor analysis was carried out using principal component analysis, and after all the question items were extracted as independent factors, the data were shown to be better distributed on seven different factors at the same time, and the results are shown in Table 4.2. The factor loadings of each question item are all greater than 0.5, indicating that the scale has good construct validity.

Table 4.2 Results of Exploratory Factor Analysis

Variable	Question Items	Factor Charge
SE	SE1	0.702
	SE2	0.740
	SE3	0.783

	SE4	0.624
AE	AE1	0.706
	AE2	0.744
	AE3	0.725
	AE4	0.706
KE	KE1	0.738
	KE2	0.513
	KE3	0.862
PV	PV1	0.654
	PV2	0.656
	PV3	0.729
	PV4	0.540
BI	BI1	0.678
	BI2	0.794
	BI3	0.716
	BI4	0.551
RI	RI1	0.708
	RI2	0.836
	RI3	0.813

4.3 Validated Factor Analysis

The convergent validity of the scale was tested by exploratory factor analysis, and in order to further test the validity of the variables and the model, this study used the software AMOS to conduct a validated factor analysis, with reference to the method of Zhang (2021), in order to test the structural validity and discriminant validity of the measurement tools used, and the output results were collated and presented in Table 4.3. In the present study, the six-factor model consisted of the variables of sensory experience, emotional experience, knowledge experience, emotional experience, knowledge experience, perceived value, brand identity, and repurchase intention; the four-factor model combines the three sub-dimensions of brand experience into one; the three-factor model combines the two mediating variables, perceived value and brand identity, on the basis of the four-factor model; the two-factor model combines the independent variables and the mediating variables; and the one-factor model combines all the above variables.

The results show that the hypothetical six-factor model shows a more satisfactory fit, and the indicators are higher than the other models, with good discriminant validity.

The chi-square degrees of freedom ratio χ^2/df is 1.976, which meets the requirement of less than 3.0 and is very satisfactory; the goodness-of-fit index GFI=0.904, the value-added fit index IFI=0.948, the non-canonical fit index TLI=0.938, and the comparative fit index CFI=0.948, all of which meet the requirement of greater than 0.90; and the root mean square of approximate residual RMSEA=0.055, which meets the requirement of less than 0.08 (Wen et al., 2004; Quintal et al., 2010). It can be seen that the overall model fits well, the structural validity is verified, and it is suitable for further analyses.

Table 4.3 Comparison of Model Fit for Different Factors (N=325)

Model	χ^2/df	GFI	IFI	TLI	TLI	RMSEA
Six-factor model	1.976	0.904	0.948	0.938	0.948	0.055
Four-factor model	3.089	0.838	0.884	0.867	0.883	0.080
Three-factor model	3.544	0.810	0.856	0.838	0.855	0.089
Two-factor model	4.306	0.769	0.811	0.789	0.810	0.101
One-factor model	5.534	0.725	0.740	0.711	0.738	0.118

4.4 Correlation Analysis

In order to analyze the data of this study, SPSS was used to conduct Pearson correlation analysis on the main variables of sensory experience, emotional experience, knowledge experience, perceived value, brand identity, and repurchase intention, and to calculate the basic descriptive statistics of the variables (mean and standard deviation), before conducting hypothesis testing, and the results are shown in Table 4.4.

According to Table 4.4, it can be seen that the correlation coefficients between sensory experience, emotional experience, knowledge experience, perceived value, brand identity, and repurchase intention are all positive and significantly correlated at the 0.01 level, indicating that there is a certain degree of correlation between brand experience, perceived value, and brand identity, and there is also a higher degree of correlation between the three sub-dimensions of brand experience.

The three sub-dimensions of brand experience are also highly correlated with each other, and these results provide a possibility for the subsequent hypothesis testing. The values on the diagonal in the table are the square root of the AVE (average extracted variance value) of each variable, which are greater than the correlation coefficients between the variable and the others, so the scale has a good discriminant validity. Among the above variables, the largest Pearson correlation coefficient is between perceived value and repurchase intention, which reaches 0.644, indicating that perceived value and repurchase intention have a good internal correlation relationship. The correlation coefficients between the three sub-dimensions of brand experience and

repurchase intention are 0.421, 0.542 and 0.482, respectively, which indicate that there are certain positive correlations with the explanatory variables, and the above results provide support for the subsequent analysis of structural equation modelling.

Table 4.4 Descriptive Statistics and Correlation Coefficients (N=325)

	<i>Mean</i>	<i>S.D.</i>	1	2	3	4	5	6
X1	3.7023	0.5876	0.715					
X2	3.8023	0.6127	0.562**	0.720				
X3	3.3641	0.6461	0.347**	0.516**	0.719			
M1	3.8638	0.5828	0.519**	0.628**	0.469**	0.648		
M2	3.6100	0.5987	0.379**	0.549**	0.539**	0.636**	0.690	
Y	3.8687	0.7280	0.421**	0.542**	0.482**	0.644**	0.629**	0.788

Note: *Mean* denotes mean, *S.D.* denotes standard deviation, sensory experience (X1), emotional experience (X2), knowledge experience (X3), perceived value (M1), brand identity (M2), and repurchase intention (Y), same below

4.5 Path Coefficients of Structural Equation Modelling

With sensory experience, emotional experience and knowledge experience as independent variables, perceived value and brand identity as mediating variables, and repurchase intention as dependent variable, the running results show that all the indicators are in line with the standard requirements, and the model is well fitted, the specific results are shown in Table 4.5.

Table 4.5 Indices of Model Fit

Index	Absolute fit index				Relative fit index		
	χ^2/df	GFI	RMR	RMSEA	NFI	TLI	CFI
Results	2.113	0.894	0.033	0.059	0.891	0.929	0.939
Degree of Fit	Good	Acceptable	Good	Good	Acceptable	Good	Good

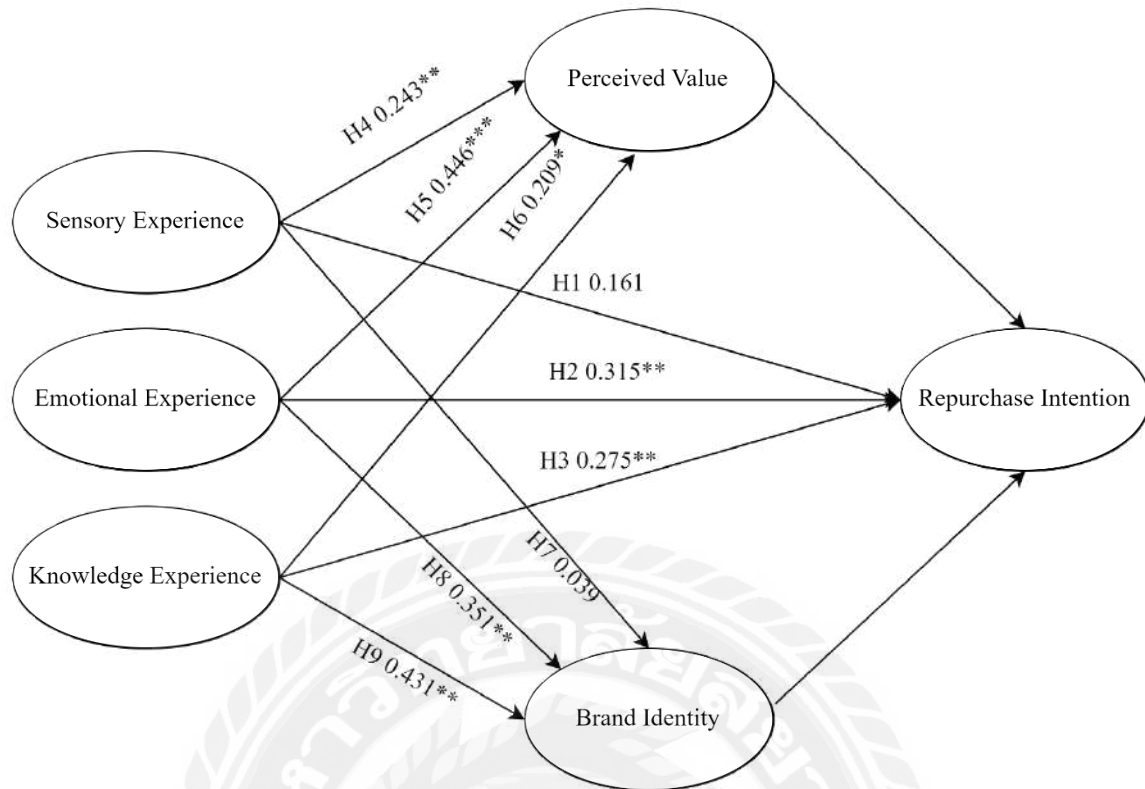


Figure 4.1 Structural Model Result

The results of the specific hypothesis testing are shown in Figure 4.1. Among the three dimensions of brand experience, emotional experience and knowledge experience can significantly and positively predict consumers' repurchase intention, with standardised coefficients of $\beta = 0.315$, $p < 0.01$ and $\beta = 0.275$, $p < 0.01$, respectively, and 95% confidence intervals of [0.095, 0.520] and [0.089, 0.475], respectively; whereas sensory experience can't significantly and directly affect repurchase intention. The 95% confidence interval is [-0.004, 0.257]. The path coefficients of H2 and H3 are statistically significant, so hypotheses H2 and H3 are verified and hypothesis H1 is not verified. Sensory experience ($\beta = 0.243$, $p < 0.01$), emotional experience ($\beta = 0.446$, $p < 0.001$), and knowledge experience ($\beta = 0.209$, $p < 0.05$) can significantly affect perceived value with 95% confidence intervals of [0.060, 0.410], [0.240, 0.651], and [0.040, 0.392], respectively, which are statistically significant, so hypotheses H4, H5 and H6 are verified. Sensory experience cannot significantly and directly influence brand identity, with 95% confidence intervals of [-0.141, 0.233]; emotional experience ($\beta = 0.351$, $p < 0.01$) and knowledge experience ($\beta = 0.431$, $p < 0.01$) can both significantly influence brand identity, with confidence intervals of [0.240, 0.651] and [0.040, 0.392], which are statistically significant, so hypotheses H4, H5 and H6 are verified. statistically significant, hypotheses H8 and H9, and hypothesis H7 is not verified.

4.6 Mediated Effects Test

The results of the mediated effects test are specifically shown in Figure 4.2 and Table 4.6. Perceived value is significantly correlated with repurchase intention ($\beta = 0.468$, $p < 0.01$), and perceived value plays a significant mediating role in the relationship between sensory experience and repurchase intention, between emotional experience and repurchase intention, and between knowledge experience and repurchase intention, with standardised coefficients of $\beta = 0.114$, $p < 0.01$, $\beta = 0.208$, $p < 0.001$, and $\beta = 0.098$, respectively. $p < 0.05$. Brand identity is significantly correlated with repurchase intention ($\beta = 0.342$, $p < 0.01$), and brand identity plays a significant mediating role in the relationship between emotional experience and repurchase intention, and between knowledge experience and repurchase intention, with standardised coefficients of $\beta = 0.120$, $p < 0.01$; $\beta = 0.147$, $p < 0.01$, respectively, whereas sensory experience can not be significantly influenced the brand identity affect repurchase intention with 95% confidence interval of $[-0.045, 0.094]$. According to the test criteria above (Zhao et al., 2010), the upper and lower bounds of the above mediating effects do not pass through 0, which is statistically significant, indicating that hypotheses H10, H11, H12, H14 and H15 are validated and hypothesis H13 is not supported.

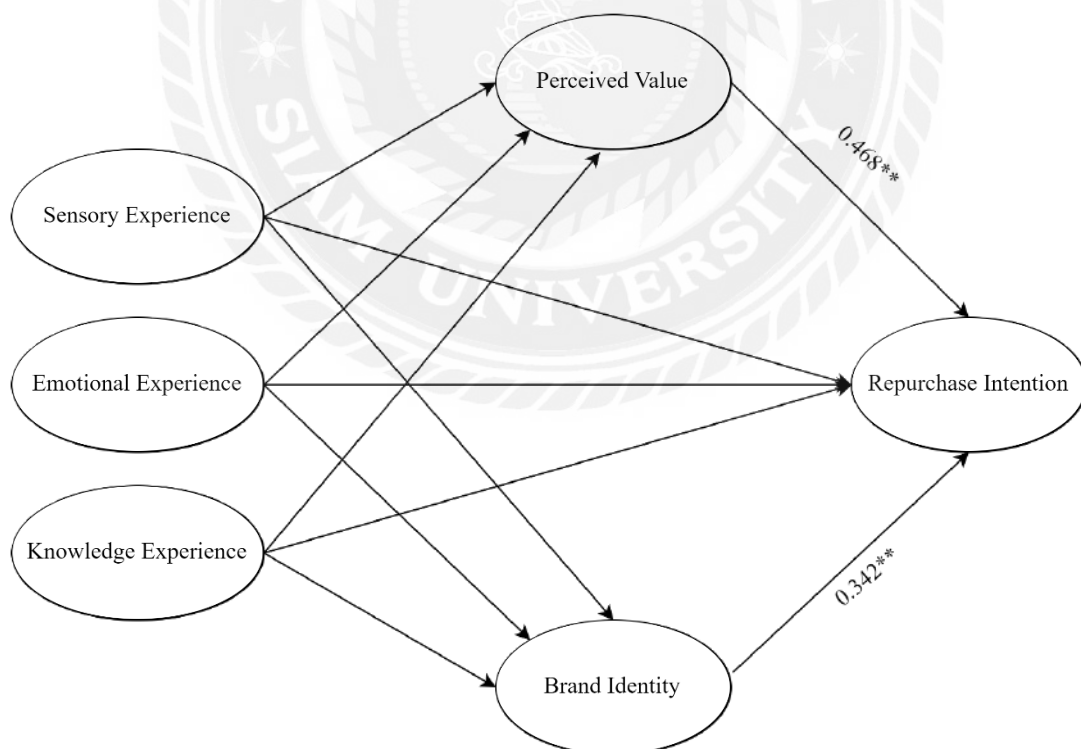


Figure 4.2 Structural Model Result for Mediator Variable

Table 4.6 Mediated Effects Test Results

Specific path	Effect Value	Standard Error	Boot 95% CI		Result
			Lower limit	Upper limit	
H10: Sensory experience → perceived value → repurchase intention	0.114**	0.049	0.030	0.225	Supportive
H11: Emotional experience → perceived value → repurchase intention	0.208***	0.066	0.096	0.355	Supportive
H12: Knowledge experience → perceived value → repurchase intention	0.098*	0.053	0.018	0.226	Supportive
H13: Sensory experience → brand identity → repurchase intention	0.013	0.034	-0.045	0.094	Not supported
H14: Emotional experience → brand identity → repurchase intention	0.120**	0.059	0.034	0.282	Supportive
H15: Knowledge experience → brand identity → repurchase intention	0.147**	0.065	0.046	0.306	Supportive

Note: The p-value of H15 is higher than that of H14, and the difference between the two is not significant.

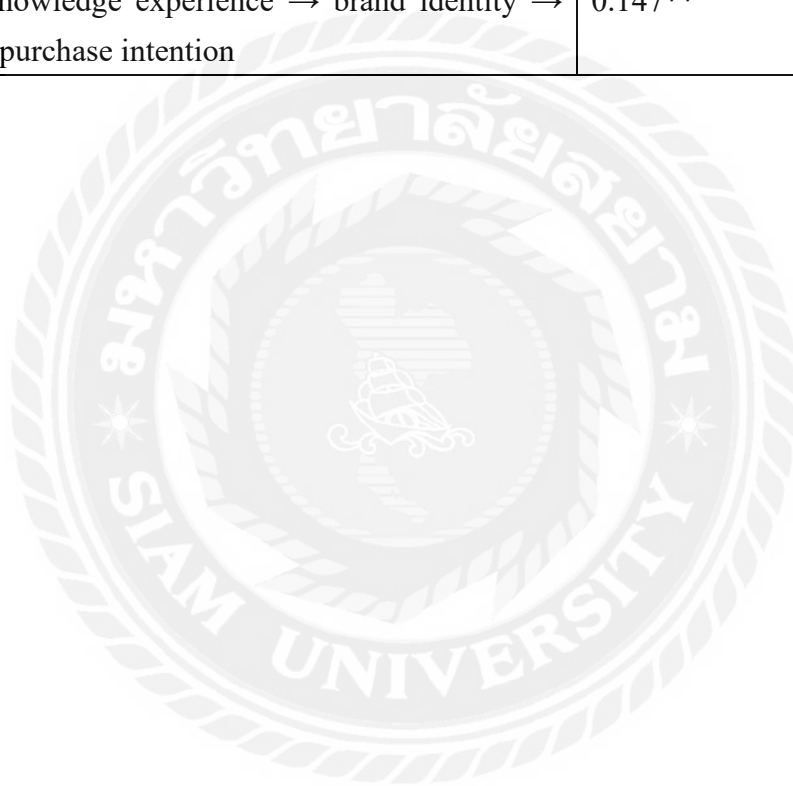
4.7 Results of Hypothesis Test

In this study, a total of 15 hypotheses are proposed by constructing the theoretical model, and after summarising the empirical analysis above, 12 hypotheses are verified and 3 hypotheses are not verified. The results are shown in Table 4.7.

Table 4.7 Results of Hypothesis Test

Hypothesis	Hypothesis Path	Path Coefficient	Hypothesis Test
H1	Sensory experience → repurchase intention	0.161	Not supported
H2	Emotional experience → repurchase intention	0.315**	Support
H3	Knowledge experience → repurchase intention	0.275**	Support
H4	Sensory experience → perceived value	0.243**	Support
H5	Emotional experience → perceived value	0.446***	Support
H6	Knowledge experience → perceived value	0.209*	Support
H7	Sensory experience → brand identity	0.039	Not supported
H8	Emotional experience → brand identity	0.351**	Support
H9	Knowledge experience → brand identity	0.431**	Support

H10	Sensory experience → perceived value → repurchase intention	0.114**	Support
H11	Emotional experience → perceived value → repurchase intention	0.208***	Support
H12	Knowledge experience → perceived value → repurchase intention	0.098*	Support
H13	Sensory experience → brand identity → repurchase intention	0.013	Not supported
H14	Emotional experience → brand identity → repurchase intention	0.120**	Support
H15	Knowledge experience → brand identity → repurchase intention	0.147**	Support



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

(1) The influence mechanism of brand experience on customers' repurchase intention can be divided into three stages: different dimensions of experience - perception and identity - improve intention, which are manifested when consumers are stimulated or related thinking, when making individual subjective evaluations, and when specific decision-making intention; from different perspectives, brand experience will also affect some other variables, such as satisfaction, brand equity, etc.; the impact of brand experience on repurchase intention will also be regulated by some objective factors, such as gender, education and other demographic backgrounds. In this study, the impact of mobile smart device brand experience on customers' repurchase intention, the impact of knowledge experience on consumer reaction and emotional experience are comparable, both of which are more significant than sensory experience.

(2) Brand experience can directly or indirectly positively affect consumers' intention to repurchase. More specifically, emotional experience and knowledge experience can directly affect customers' repurchase intention, indicating that the behavioral intention of mobile smart device customers is often mainly influenced by brand stimulation or the knowledge experience generated when interacting with the brand. The three dimensions of brand experience can significantly enhance the perceived value of customers, indicating that when customers purchase mobile smart devices, they pay more attention to the appearance of the product, the atmosphere of the purchase situation, and the emotional awakening. It is worth noting that in the process of brand experience positively affecting the repurchase intention, the emotional experience is the most obvious, followed by the knowledge experience, and the sensory experience again. It can be considered that in the context of mobile smart device consumption, consumers pay more attention to the satisfaction of emotional appeals, followed by the experience of acquiring knowledge and related interactions through products. This also shows that in the context of mobile smart device consumption, the sense of pleasure and security brought by the brand is very infectious to customers; while mobile smart devices, as the carrier of many high-tech technologies today, have been closely related to people's lives. Through this medium, consumers can think about many issues, and even learn some knowledge spontaneously, so as to have a rich and good knowledge experience, which further affects brand preferences. Since most of the subjects of this survey are highly educated people, the requirements for smart products

may be more inclined to emotional belonging and knowledge experience, so the impact of sensory experience is weaker than emotional and knowledge experience.

(3) The mediating role of perceived value and brand identity. The mediating role hypothesis of perceived value in the influence mechanism of brand experience on repurchase intention is verified, and the mediating role hypothesis of brand identity in the influence mechanism of brand experience on repurchase intention is partially verified. Interestingly, in the three dual mediating paths of the research model, in the path of sensory experience and emotional experience on repurchase intention, the mediating effect of perceived value is greater than that of brand identity; while in the path of knowledge experience affecting consumers' repurchase intention, the mediating effect of brand identity is more significant. The reason is that sensory, emotional experience and perceived value are more compatible, and perceived value is biased towards individual subjective attitudes and emotional perceptions. Sensory experience needs to perceive value to have a significant positive impact on repurchase intention; in addition, it should be noted that sensory experience cannot have a significant direct impact on brand identity, because brand identity emphasizes the recognition of brand values and emotional belonging, and the direct stimulation of senses cannot well express consumers' self-personality and identity, making it difficult to enhance customers' repurchase intention through brand identity. The comparison of intermediary effects shows that for such smart electronic products, consumers pay more attention to product practicality and service satisfaction. In practice, brand merchants can design accordingly when conducting marketing activities.

5.2 Recommendation for Future Study

This study confirms, from the perspective of the S-O-R theory, the impact of different dimensions of mobile smart device brand experience on customers' perceived value, brand identity, and repurchase intention, as well as the intrinsic relationships among these variables. However, the focus is primarily on verifying the positive influence mechanism. Future research could adopt a reverse perspective to explore the different impacts of negative experiences on customers.

Furthermore, future studies could delve deeper into individual dimensions of brand experience, such as the impact of specific product attributes or the characteristics of certain emotions on consumer perceptions, potentially yielding intriguing findings. Additionally, the scope of research subjects could be expanded to cover more industries and different social groups, allowing for differentiated comparative studies based on various industries and demographics.

Moreover, while the connection between brand experience and repurchase intention is significant, it is worth considering whether other mediating variables exist within this relationship. Finally, other variables that could form a mediating model between perceived value, brand identity, and repurchase intention might exist, or the degree to which brand experience influences consumer behavior could vary under different circumstances. Identifying suitable moderating variables to include in the model could provide opportunities to enrich brand marketing theories further.



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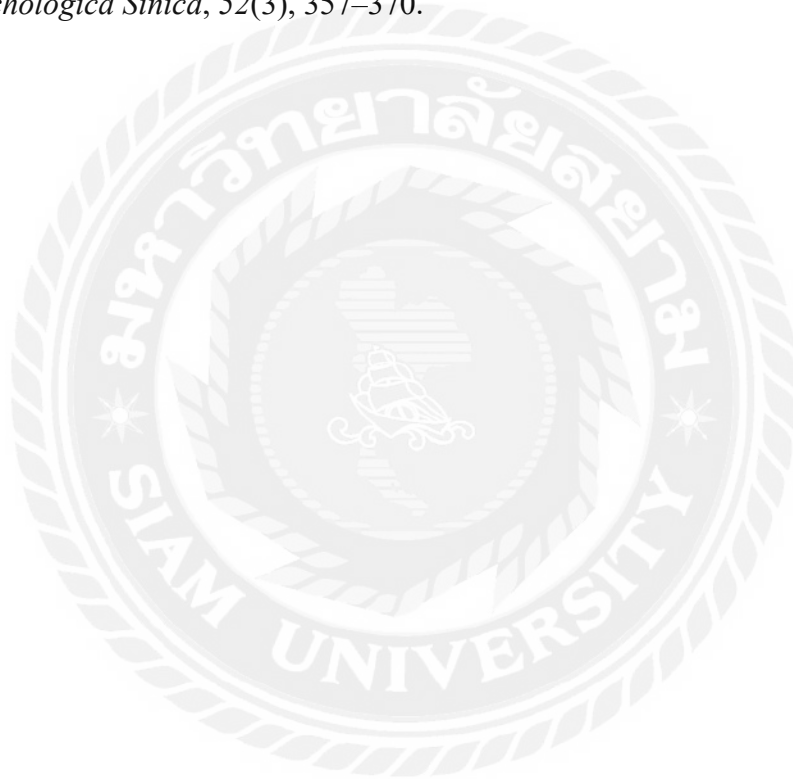
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Appendix

Consumer Survey on Mobile Smart Device Brands

Dear Sir/Madam,

Thank you for taking the time to complete this questionnaire. This survey is intended to gather data for research on consumer experiences with mobile smart device brands. The data collected will be used solely for academic purposes and will remain anonymous and confidential.

If you are unfamiliar with mobile smart devices, please read the following description:

Mobile Smart Devices: These typically include smartphones, tablets, etc. They are portable devices with internet access capability, usually equipped with various operating systems, and can be customized with various functions according to user needs.

Part 1: Basic Information

1. **Your Gender** [Single choice] *
 - A. Male
 - B. Female
2. **Your Age** [Single choice] *
 - A. Under 18
 - B. 18-25
 - C. 26-35
 - D. 36-45
 - E. 46 and above
3. **Your Education Level** [Single choice] *
 - A. High school or below
 - B. High school/Vocational
 - C. Associate Degree
 - D. Bachelor's Degree
 - E. Master's Degree or higher
4. **Your Monthly Income (in RMB)** [Single choice] *
 - A. Below 3000
 - B. 3000-4999
 - C. 5000-7999
 - D. 8000-11999
 - E. 12000 and above
5. **Your Occupation** [Single choice] *

- A. Student
 - B. Employee in a company
 - C. Government or public institution employee
 - D. Freelancer
 - E. Other
6. **Have you ever had an experience in a physical store of a mobile smart device brand?** [Single choice] *
- A. Yes
 - B. No
7. **Please choose a mobile smart device brand that you are familiar with and have purchased from.** [Single choice] *
- A. Huawei
 - B. Apple
 - C. Lenovo
 - D. Xiaomi
 - E. OPPO
 - F. VIVO
 - G. Other _____

Part 2: Brand Experience Related Questions

In modern life, you typically own one of the smart products such as a smartphone, laptop, or tablet. Please answer based on the brand you have purchased and are familiar with. There are no right or wrong answers.

8. **Please recall your impressions and feelings about this brand and choose based on your actual experience:**

- This brand's logo makes me like it a lot.
- The appearance of this brand's products is attractive.
- This brand's advertisements are appealing.
- This brand brings sensory enjoyment.
- This brand is inspiring.
- Interacting with this brand makes me feel happy.
- Using this brand's products brings me a lot of joy.
- This brand's products give me a sense of security or comfort.
- Interacting with this brand makes me think.
- This brand has a unique culture.
- Interacting with this brand doesn't make me think.

9. **Please choose based on your judgment of this brand's products or services:**

The product's functionality meets my usage needs. ○ ○ ○ ○ ○

For the same price, this brand's product has better quality than others. ○ ○ ○ ○ ○

The price I pay for this brand's products and services is worth it. ○ ○ ○ ○ ○

This brand's product can improve my work or study efficiency. ○ ○ ○ ○ ○

10. Please choose based on your opinion and understanding of this brand:

I think this brand suits my personality. ○ ○ ○ ○ ○

Customers who buy this brand's products have a lot in common with me. ○ ○ ○ ○ ○

The lifestyle promoted by this brand resonates with me. ○ ○ ○ ○ ○

I agree with the values this brand advocates. ○ ○ ○ ○ ○

11. Please choose based on your intention towards this mobile smart device brand:

I would recommend this brand to family and friends. ○ ○ ○ ○ ○

I would continue to buy new products from this brand in the future. ○ ○ ○ ○ ○

In the future, if I need a mobile smart device, I will prioritize this brand. ○ ○ ○ ○ ○

