

Exploring the Dynamics of Consumer Repurchase Intention: A Review

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ABSTRACT

This paper systematically reviews the factors influencing consumer repurchase intention, emphasizing post-pandemic shifts in behavior and organizational strategies across global industries. By integrating literature from 15 recent studies and employing the PRISMA framework, the research examines pre- and post-purchase experiences, satisfaction mechanisms, and emerging moderators such as digital transformation, sustainability, and ethical branding. Findings reveal that customer experience and satisfaction are the primary drivers of repurchase intention, with cognitive, emotional, and environmental elements—including service quality, perceived value, and green trust—playing significant roles. The study proposes a unified conceptual model, offering actionable insights for businesses seeking to enhance customer retention and long-term relationship building amid changing market dynamics.

Keywords: Repurchase Intention, Customer Satisfaction, Service Quality, Consumer Loyalty, Digital Transformation.

INTRODUCTION

The COVID-19 pandemic has significantly altered consumer behavior, making repurchase intention (RPI) a critical determinant of business sustainability. Research indicates that 63.9 per cent of companies experienced a decline in customer retention during the pandemic (Kumar et al., 2022), underscoring the need for a deeper understanding of post-crisis consumer loyalty. Consumer purchasing behaviors play a pivotal role in shaping business strategies, as they provide insights into customer preferences and expectations (Kotler & Keller, 2022). Repurchase intention, defined as a customer's willingness to buy a product or service again from the same brand, is influenced by multiple factors, including service quality, perceived value, brand trust, and emotional engagement (Oliver, 2022). Businesses that effectively analyze these factors can design targeted marketing campaigns, personalized experiences, and loyalty programs that enhance customer retention (PwC, 2023). Hence, understanding repurchase intention is vital because it not only ensures revenue stability but also strengthens long-term customer relationships and profitability (Zeithaml et al., 2020), which are five times cheaper to maintain than acquiring new customers (Harvard Business Review, 2021).

Consumer behavior theories, particularly the Expectation-Confirmation Theory (ECT) (Oliver, 1980) and the Theory of Planned Behavior (TPB) (Ajzen, 1991), suggest that repurchase intention is shaped by post-purchase satisfaction, perceived value, and brand trust. Empirical studies demonstrate that service quality and emotional engagement significantly influence RPI (Parasuraman et al., 1988; Hollebeek, 2021), while digital transformation has introduced new moderators such as e-service quality and omnichannel experience (Lemon & Verhoef, 2016). Furthermore, the rise of ethical consumerism has led to increased demand for sustainable

practices, with 60% of global consumers favoring brands with strong corporate social responsibility (CSR) commitments (De Pelsmacker et al., 2023).

Despite extensive research on RPI, the post-pandemic landscape necessitates a systematic reevaluation of antecedents, given shifts in economic uncertainty and digital reliance (Sheth, 2021). Prior literature reviews (e.g., Han & Hyun, 2017; Rather, 2021) have examined RPI drivers but lack integration of emerging moderators like AI-driven personalization and post-pandemic trust recovery. This study addresses this gap by conducting a comprehensive review of pre- and post-purchase factors shaping RPI, synthesizing findings from empirical, theoretical, and meta-analytic studies to provide an updated framework.

By consolidating existing knowledge, this review contributes to academic discourse by:

1. Identifying evolving RPI determinants in digital-first economies,
2. Evaluating the role of sustainability and ethical branding, and;
3. Proposing a unified conceptual model for future research.

The findings will assist practitioners in designing data-driven retention strategies, ensuring resilience in volatile markets. Given these evolving dynamics, this study conducts a comprehensive review of existing literature to explore the key determinants of repurchase intention. By synthesizing findings from prior research, this paper aims to provide a holistic understanding of pre-purchase influencing factors, post-purchase satisfaction mechanisms, and emerging trends in consumer loyalty. The insights derived will assist businesses in developing data-driven strategies to enhance customer retention in an increasingly competitive market.

LITERATURE REVIEW

The Concept of Repurchase Intention

According to Chatzoglou et al., (2022), consumer purchasing behavior (i.e., “trends, culture, and even a consumer's way of life”) is an important aspect of human psychology linked with their interaction with surroundings. Purchasing decisions of a customer can be influenced by a wide variety of factors related to the products and services of a business. In this particular context, a positive “customer buying experience (CBE)” creates a valuable advantage for a business to influence the purchasing decisions of its customers (Li et al., 2022). The buying experience of a consumer contains all the aspects of the purchase, starting from product search to the actual purchase and use experience.

The primary concept of repurchase intention of a customer is directly related to their buying experience from a particular firm. Repurchase of a product can be defined as the process by which a customer buys a product repeatedly. It's a customer's conscious plan to buy a product or service from the same company again in the future. This behavioral intention is often influenced by prior experiences and satisfaction levels with the product or service (Hellier et al., 2003). The experience of a customer for buying a product from a business involves several aspects, including “cognitive, emotional, social, and physical” elements. A direct link between consumer experience and their satisfaction has been identified in various previous literature (Goić et al., 2021; Chatzoglou et al., 2022). Customer satisfaction can be attributed to the concept of not only purchase decisions but also repurchase intentions. The repeated purchase of a consumer of a particular brand's products or services has been identified as the result of a higher satisfaction level (El-Adly, 2019).

In addition, the research paper of Prasetyo et al., (2020), has shown that as customer satisfaction helps to enhance their loyalty towards a particular business, it ultimately strengthens the outcomes of a repeat purchase. It was identified that many previously completed research papers have focused on the predictive validity of “repurchase intention” for subsequent “repurchase behaviour”. The probability of a customer's repeated purchase increases when there is an improvement in their purchasing intention.

Apart from factors related to the cognitive and psychological elements, there is a significant link present between the physical environment and the repurchase intention of a customer. The research of Anh et al., (2020), examined the impact of physical parameters of a premise on the customer experience of a product purchase.

These physical parameters are generally associated with the interaction between the staff and the customers. The behaviour of staff plays a crucial role in enhancing the experience of a customer during a product or service purchase, which ultimately results in improved customer satisfaction levels.

The Strategic Importance of Repurchase Intention

Repurchase intention serves as a critical metric for assessing customer loyalty and long-term business viability. According to Hamzah & Shamsudin (2020), the repurchase intention of a customer also suggests an enhanced brand loyalty from a particular business point of view. Repeated purchase from a particular consumer means that they are highly satisfied with a company's product or services. It transcends a mere transactional outcome, representing instead a behavioural indicator of deep-seated customer satisfaction and attitudinal commitment to a brand (Khan et al., 2022). From a strategic perspective, fostering repurchase intention is paramount for several interconnected reasons. The retail businesses across the globe aim to build strong customer loyalty and relationships. As the repurchase intentions of a customer are highly related to their buying experience, the need to comprehend these customer experience enhancement strategies becomes very crucial for the organisation (Sharma et al., 2020).

Firstly, repurchase intention is a direct antecedent to sustained profitability. Loyal customers who demonstrate repeat purchasing behaviour contribute significantly to a stable revenue stream and enhance customer lifetime value (CLV) (Kumar & Reinartz, 2018). In the contemporary globalised business landscape, characterised by intense competition, the cost of acquiring new customers far exceeds that of retaining existing ones. Therefore, a high repurchase intention rate is not merely desirable but essential for maintaining a competitive edge and ensuring financial resilience (Rather & Sharma, 2022).

Secondly, repurchase intention is a robust proxy for brand loyalty. When consumers consistently intend to repurchase from a specific company, it signals a positive post-purchase evaluation and an emotional connection with the brand, moving beyond mere satisfaction to a state of trust and preference (Japutra & Molinillo, 2023). This loyalty transforms customers into brand advocates, whose positive word-of-mouth can be a powerful and cost-effective marketing tool.

Finally, understanding the drivers of repurchase intention provides invaluable insights for strategic decision-making. As repurchase intentions are profoundly shaped by the cumulative customer experience, analysing this metric forces organisations to critically evaluate and enhance every touchpoint along the customer journey (Lemon & Verhoef, 2021). Consequently, investigating the factors that influence repurchase intention is not an academic exercise but a strategic imperative. It enables businesses to refine their marketing strategies, optimise customer engagement, and ultimately build enduring relationships that are crucial for sustainable growth in a dynamic market environment.

Key Determinants of Repurchase Intention

The determinants of repurchase intention are multifaceted, encompassing both cognitive and affective factors. Cognitive factors are primarily related to the quality of the customer's in-store experience. Service encounter quality, including the professionalism and responsiveness of staff, significantly impacts customer satisfaction and subsequent repurchase intentions (Parasuraman, Zeithaml, & Berry, 1988). In-store communication quality, which involves clear and effective communication between the store and the customer, also plays a critical role (Kim and Qu, 2020).

Product encounter quality, including the perceived value and quality of products, is another crucial determinant. When customers perceive that the products meet or exceed their expectations, their likelihood of repurchasing increases (Zeithaml, Berry, & Parasuraman, 1996). The physical environment quality, encompassing the store's ambience, layout, and cleanliness, can enhance the overall shopping experience, further influencing repurchase intentions (Baker, Parasuraman, Grewal, & Voss, 2002).

Affective factors, such as green experiential satisfaction and green trust, have gained prominence in recent years. Green experiential satisfaction refers to the pleasure derived from environmentally friendly shopping

experiences, which can foster strong emotional connections with the brand (Chen & Chang, 2018). Green trust, the confidence that a business's environmental claims are genuine and reliable, also enhances repurchase intentions by building customer loyalty (Singh & Sharma, 2021).

METHODOLOGY

A review of previously completed literature incorporates locating, evaluating, and interpreting information presented in those papers (Harari *et al.*, 2020). This research involves a comprehensive review, which is associated with an exhaustive search of the relevant literature linked to this research area. Along with the literature search, a non-biased and reliable methodology was implemented in this research, as follows discussed.

Search Strategy

The selection of effective literature becomes very crucial for this study in order to conduct a comprehensive literature review. The utilization of different literature sources becomes very crucial for the study in order to maintain a non-biased nature. The search engine used in this study includes Scopus, Science Direct, IEEE Xplore, and Google Scholar. The keywords utilized to search literature in these databases are presented in Table 1.

Table 1: Key Search Terms for Literature Search

“Repurchase intention”	“Repeat purchase intention”	“Customer loyalty”	“Purchase behavior”	“Repurchase decision-making process”
Customer retention factors	Customer satisfaction and repurchase	“Brand loyalty AND repurchase behavior”	“Customer relationship management AND repeat purchase”	“Retail AND repeat purchase”

Source: Author(s)

Inclusion and Exclusion Criteria

The Evaluation of relevant literature was done by following different inclusion and exclusion criteria. The measures of “inclusion” and “exclusion” for assessing the applicable studies are as follows:

Inclusion Criteria:

1. The literature which was composed in the English language.
2. Research papers that include one or more concepts of repurchase intentions of customers.
 1. Studies that included at least one theoretical aspect linked to the repurchase intention of consumers.
 2. Literature that involves theoretical and analytical experiments in this research area.

Exclusion Criteria:

1. Articles and journals that were not published between 2019 to 2025.
2. Lack of theoretical aspects present in this research context.
3. Duplicate research papers from different databases.

Selection of The Study

The selection of appropriate literature is essential for conducting a comprehensive literature review. Therefore, the study collection needs to be done with the help of a standardized procedure (Mohamed Shaffril, 2021). The

primary methodological perspective of this study is to systematically identify and assess available research papers within this research area.

The selection of relevant literature has been conducted using the PRISMA framework presented in Figure 1. On the initial pool of literature, a total of 360 studies have been identified employing the search strategy. Followed by the removal of duplicate studies collected from several databases, leaving 188 unique studies for further assessment. After that, the full-text articles and journals have been narrowed down by examining the abstract, datasets, inclusion, and exclusion criteria. After the eligibility assessment process, the number of articles and journals has been narrowed down to 58. From these 58 eligible full-text studies, 43 were excluded due to the less relevance of their information in accordance with this research area. After careful evaluation, only 15 (n) relevant studies were included in this research for the comprehensive review process.

Figure 1 contains the PRISMA Framework that was followed during the selection of literature from IEEE Xplore, Google Scholar, and Science Direct databases. The selection process of literature using the PRISMA guidelines helps to ensure that the research papers included in this research are of good quality and from authentic data sources (Rethlefsen *et al.*, 2021). A robust exclusion process was applied during the eligibility screening, which left the most appropriate studies associated with influential factors and their relationship with consumers repurchase intention. The citation counts were identified from Google Scholar, as it provides a more comprehensive record of citations than the other sources.

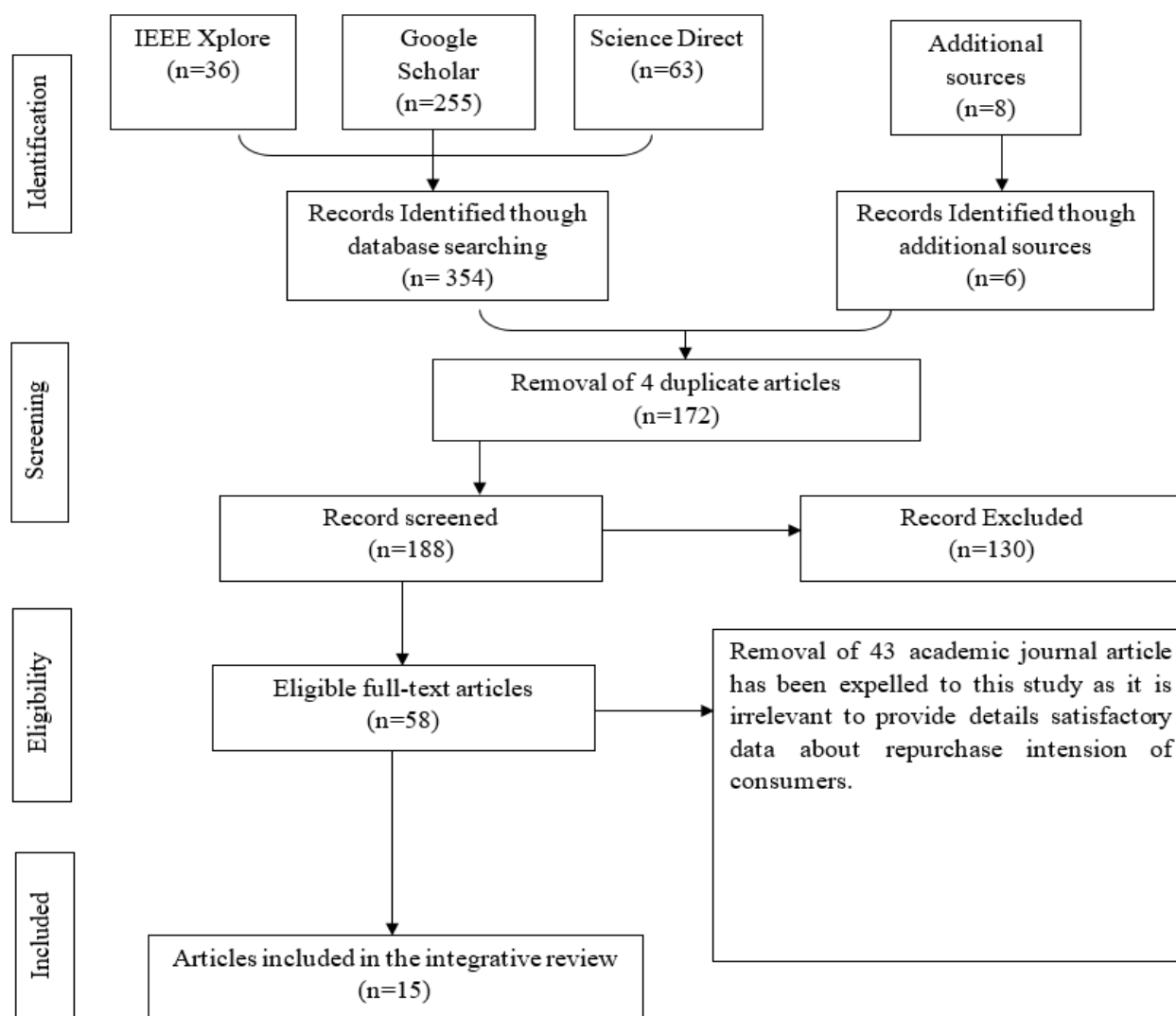


Figure 1: PRISMA Framework of study selection

(Source: Self-created)

FINDINGS AND DISCUSSION

Repurchase Intention of Consumers

The link between businesses and their consumers has a longstanding history of changes and transformation due to changes in consumer preferences. It was identified that the customer relationship of a brand with its consumers is associated with the formation of their repurchase intention. According to Chatzoglou *et al.*, (2022), the repurchase intention of consumers can be defined as the possibility that customers' willingness to buy a particular product or service in the future under repeated circumstances. The probability of repurchase by a consumer increase along with the increase in their decision regarding the purchase.

The research paper by Kumar & Kashyap (2022), has shown that the "Theory of Planned Behavior" is associated with the repurchase intentions of consumers. This theory shows how "attitudes", "peer", and "perceived behavioural controls" influence a consumer's feelings about a specific purchase. The purchase decisions of a consumer are linked with a wide variety of factors and experiences that influence the repurchase.

Core Factors Influencing the Repurchase Intention of Consumers

It was found that the repurchase decisions of consumers are linked to the development of consumer experience and their satisfaction level. According to the research paper of Anh *et al.* (2020), the purchasing behaviour of a human being is the same as the other aspects of their behaviour. It can be understood as the interaction between individuals and their surroundings. The purchasing decisions of a customer are influenced by a wide variety of factors that are all linked to the experience of a customer during the entire purchase. Chatzoglou *et al.* (2022) have mentioned these experiences as "customer buying experience (CBE)". It was identified that this experience is not only related to after-purchase environment but also associated with the set of processes of purchasing the products.

Almost every prior literature reviewed in this study mentions that the previous purchase experiences of a customer from a specific company are considered as one of the primary factors influencing the repurchase intention of a consumer. However, experiences of purchase can be a complex scenario as they change over time. The research findings of Khoa *et al.*, (2020), show that CBE involves cognitive, emotional, social, and physical elements all connected to the overall experience. It was also found that there is a significant statistical relationship present between these purchase experiences and customer satisfaction. Customer satisfaction regarding a particular purchase has been identified as one of the paramount elements that have a direct influence on a buyer's repurchase intention (Li *et al.*, 2022). In most cases, the satisfaction of a customer regarding a purchase is generally observed as an outcome of the actual purchase. However, the concept of customer satisfaction is not limited to this particular statement. It is well researched in previous research papers that the satisfaction level of a customer builds throughout the entire purchasing experience, ranging from the product search to the actual purchase.

Goić *et al.*, (2021), showed that satisfaction of customer from an offline purchase is associated with the physical settings of a store. The interaction of an individual with the store staff and other customers has a major influence on their satisfaction level (Chatzoglou *et al.*, 2022). It was identified that customer satisfaction and the perceived value of a product or service are closely related. As the perceived values are the psychological evaluation of a product or service, they become a subjective evaluation of the consumer. Several studies have shown that physical factors, including customer service, behaviour of staff, store conditions, etc, have both positive and negative impacts on customer satisfaction (Chatzoglou *et al.*, 2022; Prasetyo *et al.*, 2021). Therefore, it can be mentioned that the higher satisfaction level of a customer from previous buying experience influences future repeat purchases.

According to the findings of Wirapraja & Subriadi, (2019), the physical elements associated with a purchase become very significant for building customer trust. In addition, the staff and other customers of an organization's physical store influence the trust of an individual. Even in the online market, customers search for reviews of previous buyers of a specific product or service (Mitchev *et al.*, 2022). It helps customers to know

about a particular product or service through actual experiences, which ultimately helps to build trust and satisfy their preferences.

Impact of Repurchase Intention of Consumers on Business Performance

From the perspective of the organization, understanding the intention of consumers to repurchase a particular product or service becomes very crucial from the business development context. The global business landscape in the 21st century has experienced a significant transformation regarding marketing strategies (Hamzah & Shamsudin, 2020). The need for advanced marketing techniques becomes very crucial for organizations across various industries.

It was identified that in almost every industry, the marketing strategies of companies are linked with customer behavior, patterns, trends and preferences, and purchasing decisions towards the products and services (Tandon *et al.*, 2021). Businesses face vital challenges while managing their customer values and satisfaction. In the previous section of the study, the findings of the comprehensive review have shown that consumer satisfaction and their purchase decision are directly related which resulting in repurchases of products. Several studies have also mentioned that customer satisfaction helps to grow loyal customers who intend to make repeated purchases from the same organization (Hamzah & Shamsudin, 2020; El-Adly, 2019). It ultimately means that a higher satisfaction level of customers makes them loyal to a particular brand or organization. According to Hamzah & Shamsudin, (2020), the behavior of consumers is associated with gaining the maximum value from their purchase along with a smooth customer experience (Zhang *et al.*, 2025). Therefore, understanding of these consumer preferences and behaviors becomes very crucial for organizations in order to build strong brand loyalty and presence in the market. Several research works conducted by past researchers have shown that customers' satisfaction affects organizations from a financial perspective (Kumar, A., & Kashyap, 2022; Mitchev *et al.*, 2022). It was found that highly satisfied customers purchase repeatedly from the same organization.

Repeated purchases from consumers have become very crucial for organizations as they help them to understand their product quality because repurchases are the outcome of a good product for service or service (Basari & Shamsudin, 2020). On the other hand, this satisfaction of customers regarding a specific product or service can be the result of bad product quality or influence from other customers, and a negative consumer experience. This particular psychological attitude requires trust because a dissatisfied customer must have lost their trust in a brand due to their previous purchase experiences. It plays a negative role in influencing the repurchase of consumers. The decline in repurchases can be associated with reduced product sales and revenue, which is not good for companies (Sharma *et al.*, 2024). Therefore, it can be mentioned that understanding the repurchase decision-making factors of consumers becomes very crucial for organizations in order to promote brand loyalty, image, and improved customer service.

Apart from these elements, some research also indicated that the outcomes of price sensitivity and social norms also play a prominent role in the development of the repurchase decision of a customer. Organizations need to provide quality products at an affordable price range in order to produce enhanced customer satisfaction during a specific purchase. In this way, they will be able to influence the intention and decisions of their consumers to make repeated purchases from them.

CONCLUSION

The primary aim of this research was to examine the factors that influence the repurchase intention of a consumer for an organization's product or services across different industries. In order to achieve that, this research has used the research model of a comprehensive review. A total of 15 previously completed relevant journals and articles were selected in this study using the PRISMA framework and guidelines. The following literature search methodology becomes very important for making non-biased and reliable findings for this particular research. A three-dimensional approach has been incorporated in this study, which includes "concepts of repurchase intention", "factors influencing repurchase intention of consumers", and "the importance of repurchase intention from the organizational point of view". Also, this study focused on organizations in general, across several industries all around the world. The outcomes of this approach help in the enhancement of the wider generalizability of the comprehensive review findings.

The findings of the study have shown that both customer experience and customer satisfaction are directly related to each other. In addition, they are the most influential factors affecting the repurchase decisions of a consumer regarding a specific product or service from the same organization. It was also identified that satisfaction with customer satisfaction becomes key for building brand loyalty and perceived value of consumers. In addition, the price sensitivity and social norms of a company also have a vital impact on the repeat purchase decision-making of individuals. Organizations across the globe are currently facing significant challenges while fulfilling their consumer values and satisfaction levels. Therefore, the outcomes of this research show that comprehending the factors influencing customer repurchase decisions becomes very crucial for organization to promote their consumer experience and satisfaction level. It is also worth mentioning that companies need to improve their consumer experience in order to improve the repurchase rate for organizational growth.

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