

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

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Abstract: This study explores the mechanism by which brand experience affects customers repurchase intention to a certain extent. Firstly, the research background and significance are introduced, and the research questions are put forward; secondly, through the summary and arrangement of the classic literature at home and abroad, combined with the consumption situation and the characteristics of the selected industry, the definition of each variable in the model is determined and the hypothesis model is proposed; thirdly, according to the domestic and foreign maturity scale combined with the needs of this research, 325 valid samples are recovered from different regions, ages and occupations, and the collected sample data is analyzed; finally, the analysis results are explained in combination with theory and professional knowledge, and the research conclusions are drawn. Through the research, 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 identity - enhance willingness, which are manifested when consumers are stimulated or related thinking, when individual subjective evaluation, and when specific decision-making willingness are generated; (2) Unlike previous research results, only emotional experience and knowledge experience in brand experience can directly affect customers' repurchase intention; sensory experience has no significant impact on repurchase intention; (3) As a mediating variable in the study, the mediating effect of perceived value is higher than brand identity as a whole, indicating that for such consumer electronics products, customers usually pay more attention to the practicality of products and merchant services, while the sense of identity brought by brands when stimulated by the same brand is slightly higher. This research enriches the research in the field of intelligent product brand experience to a certain extent, and provides theoretical guidance and suggestions for mobile smart device enterprises, providing corresponding practical inspiration. According to the research conclusion, enterprises can adopt targeted marketing activities in different experience scenarios to enhance the sense of value and identity felt by consumers, thus enhancing the willingness to repurchase.

Keywords: Brand Experience, S-O-R Theory, Repurchase Intention, Influence Mechanism

Introduction

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 (Chief Marketing Officers) agree with this.

The positive role of brand experience is becoming increasingly prominent. According to a research report released by iiMedia 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 willingness 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.

Customers repurchase willingness 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.

Research Objective

1. To explore the influence of sensory experience on the re-purchase 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 and experience on mobile smart device customers' willingness to buy again.

4. To analyse the influence of sensory experience on the perceived value of mobile smart device customers.

5. To analyse the influence of emotional experience on the perceived value of mobile smart device customers.

6. To analyse the influence of knowledge experience on the perceived value of mobile smart device customers.

7. To study the influence of sensory experience on brand identity of mobile smart device customers.

8. To study the influence of emotional experience on brand identity of mobile smart device customers.

9. To study the influence of knowledge and experience on brand identity of mobile smart device customers.

10. To explore the mediating role of perceived value between sensory experience and customers' willingness to buy again.

11. To explore the mediating role of perceived value between emotional experience and customers' willingness to buy again.

12. To explore the mediating role of perceived value between knowledge experience and customers repurchase intention.

13. To analyze the mediating role of brand identity between sensory experience and customers' willingness to buy again.

14. To analyze the mediating role of brand identity between emotional experience and customers' willingness to buy again.

15. To analyze the mediating role of brand identity between knowledge experience and customers' willingness to buy again.

Literature Review

S-O-R Theory

The Stimulus-Body-Response (Stimulus-Organism-Response Theory) theory is derived from the Stimulus-Response (S-R) theory proposed by behavioral psychology expert John B. Watson. When S-R theory explains human behavior, it does not incorporate the individual's inner activity process, but only regards it as a simple causal relationship (Zhang, 2019).

Compared with S-R theory, S-O-R theory emphasizes the process and purpose in the middle of

the behavior, which can better reflect the changes in the user's psychology. In this theoretical model, the stimulus (S) represents the factors that affect the individual's cognition or emotion, the organism (O) represents the individual's subjective evaluation or psychological state after receiving the stimulus, and the response (R) represents the individual's subjective evaluation or specific behavioral performance after the psychological state changes (Mehrabian and Russell, 1974). S-O-R theory emphasizes the formation mechanism of human individual behavior. When receiving stimuli in the environment, people will form their own emotional cognition and make individual responses corresponding to stimuli. S-O-R theory can clearly explain the influence mechanism of stimuli on individual behavior.

The practice of Stimulus-Organism-Response theory in the field of marketing was initially applied to the retail industry. Some studies have pointed out that when customers come to the store, they will have different emotions due to the stimulation brought by the tangible environment and the intangible atmosphere. Empirical research has tested which emotion type is the most positive predictor of customer satisfaction, such as happiness, surprise, happiness, etc. (Machleit and Eroglu, 2000). Vieira (2013) uses meta-analysis method and conducts research based on the S-O-R theoretical framework, which confirms the close connection between stimulation, emotion and reaction in the traditional store environment, and also proves the feasibility of the theoretical framework for research in the retail field. The stimulation brought by retail stores to customers is in part uncontrollable, such as culture, economy, etc.; in addition, some stimuli can be artificially changed, such as decoration style, display methods, etc. These external stimuli can cause the body (individual state) to change to varying degrees, thereby prompting the stimulated individuals to initiate corresponding user behaviors (Wang, 2021).

With the birth of the Internet, S-O-R theory has gradually been applied to the study of online shopping. Some researchers have constructed a research model of online shopping environment based on this theory, using the environment of virtual scenes such as websites as the main stimulus, and the changes in the psychological state of Internet users as the body response. Through web design, animation and other stimuli, surfers' willingness to spend can be improved (Eroglu et al., 2003). Through the development of technology and the changes of the times, traditional e-commerce has gradually integrated with social e-commerce platforms and become an emerging trading platform (Huang et al., 2020). Some scholars have applied the S-O-R theory to the study of online live shopping. In the context of online live broadcast, characteristics such as interactivity, entertainment, and authenticity can promote consumer pleasure and trust. The virtual environment full of friendly mutual assistance atmosphere warms people's hearts and makes users have fun (Liu Yang et al., 2020). This research expands the practical application of the S-O-R theory in the Internet era and provides certain practical inspiration for social e-commerce managers.

Brand Experience

Experience has two attributes in part of speech: verbs and nouns. The definition of experience in this study includes both attributes. In addition to personal perception, it also emphasizes the psychological state of the consumer. From the perspective of sociology and psychology, experience is a cognitive activity, or it can be regarded as a means of constructing reality, making us feel the existence of the real world, while leaving a deep impression in the mind, and can help us recall the things we have experienced and the feelings we have produced (Caró and Cova, 2003). From a philosophical perspective, experience is regarded as the intersection of human beings and their environment. Not only does it have the intellectual experience generated by cognition, but also the senses and behavior are included, and everyone is inextricably connected to others (Dewey, 1925).

In marketing academia, the concept of consumer experience emerged across the ages in the 1980s. Consumer experience is regarded as an individual's subjective state, which usually has important emotional significance, including generated fantasies, sensory pleasure, aesthetic enjoyment, and different emotional responses. When consumers buy and use products, experiences also occur (Holbrook and Hirschman, 1982). This literature broke the limitations of traditional consumer behavior theory at that time, and made related concepts such as experiential marketing and brand experience attract the attention of scholars and enterprises at home and abroad. Despite this, there was little research on experiential marketing in the 1990s, and it was not until the late 1990s that scholars defined the concept of consumer experience as a progressive upgrade and reintroduction of economic value (Pine and Gilmore, 1998). Some studies have pointed out that a considerable number of consumers go to the mall to pursue not the product itself, but to enjoy the feeling of being with their peers while shopping in the mall, which will be influenced by the environment and atmosphere of the mall (Eroglu et al., 2003).

Further, the shopping experience is regarded as a "commodity" added to services and products (Pine and Gilmore, 1998), a transformation and upgrading of the socio-economic model (Holbrook, 2000). For a long time, the academic community did not reach a consensus on the definition of the concept of brand experience, until Brakus et al. (2009) defined brand experience as an academic term, pointing out that brand experience belongs to the subjective reaction of consumers, when they search and buy brands, that is, the whole process of consumption will be generated, and it is believed that it is formed on the basis of branding theory and experience marketing, and then gradually formed the mainstream statement.

Perceived Value

Perceived value is an important concept in the field of marketing, and it is particularly important for enterprises in the state of white-hot market competition. Philip Kotler and Kevin Keller (2012), the fathers of marketing, explained the definition of perception as an individual sifting, organizing, and interpreting the information obtained, in order to construct a meaningful description of the outside

world. This shows that individuals do not only respond simply and immediately to external stimuli, but also process the memory traces and the structural relationship of the whole in the thinking space to form a specific image of the cognitive object. From a comparative perspective, Zeithaml (1988) defines customer perceived value as the overall perception of the utility of a service or product resulting from the comparison between perceived gains and perceived losses. This is also the most widely used definition. It should be emphasized here that from this level, perceived value is personal and subjective, so to a large extent your mileage may vary. Scholars in different fields have discussed the types and nature of customer value, and believe that customer perceived value is an experience, and that value is derived from the consumer's experience of all products (Holbrook, 1996).

Therefore, based on the previous literature, it is not difficult to find that there are certain differences in the definition of consumer perceived value, and scholars have put forward their own views from different perspectives. Although there are differences in the concept of defining perceived value, scholars generally agree that the concept of consumer perceived value is related to its subjective perception, which is derived from its subjective impression when consuming or using. The definition of perceived value in this study is the subjective evaluation of consumers comparing the perceived gains and losses brought by the products and services provided by brands and enterprises.

Brand Identification

Brand identity is the degree to which a brand resonates with consumers. A particular brand personality will awaken consumers' individuality to meet their demands, enhance their sense of identity, and thus increase brand value (Jin, 2006). Some literature points out that the concept of brand identity is like explaining an individual's closeness to other individuals who share the same interests as himself (Zhang, 2020). The origin of the concept of brand identity in the field of marketing is the theory of social identity and organizational identity. Then, brand identity arises when customers have a cognitive basis for the brand, which is defined as the consumer's experience with the brand (Fu, 2016); and also from a psychological perspective, brand identity can be regarded as an evaluation criterion for the strength of the internal connection between customers and brands. It is a subjective attitude. Through research, it has been found that this subjective attitude can significantly and positively affect customers' spending intentions (Yi, 2019). In addition, brand identity can also represent customers' perception and evaluation of a particular 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 that customers perceive and value the sense of belonging brought by a brand (Zhu, 2020), which includes three dimensions: cognition, emotion and evaluation (Lam et al., 2013). The definition of brand identity in existing literature is still controversial. Based on personality theory and existing consumer culture, this study tends to express consumers' feelings of self and emotional needs

satisfaction through brands. The stronger this feeling, the stronger consumers' sense of identity with the brand.

Repurchase Intention

The results of empirical research show that the relationship between customer satisfaction and repurchase behavior depends on the moderating effects of purchasing convenience, competition intensity, customer participation and household income (Oliver, 1999). In addition, the increase of customer satisfaction, customer subjective value and transfer cost will increase their repurchase intention. The total evaluation of existing suppliers, the comparison value with the best alternative merchants, and the additional input cost required to change the transaction relationship will all have different degrees of influence on the repurchase intention in different periods (Chen, 2002). Then, for brand merchants with existing transaction relationships, consumers will form a comprehensive evaluation and general perception of the brand when they contact them, that is, brand perception. Other studies have found that there is a significant positive correlation between brand perception and customer repurchase intention and the durability of transaction relationship (Yang, 2007). Based on the technology acceptance model, existing studies have pointed out that perceived ease of use, perceived usefulness, and perceived entertainment all have a positive impact on repurchase intention (Li, 2015; Chu et al., 2020). Empirical research shows that among the five different dimensions of perceived value, functional value, economic value, and perceived risk significantly affect customers repurchase decision. Specifically, functional value and economic value play a positive predictive role, and perceived risk plays a negative predictive role (Li & Zhang, 2020).

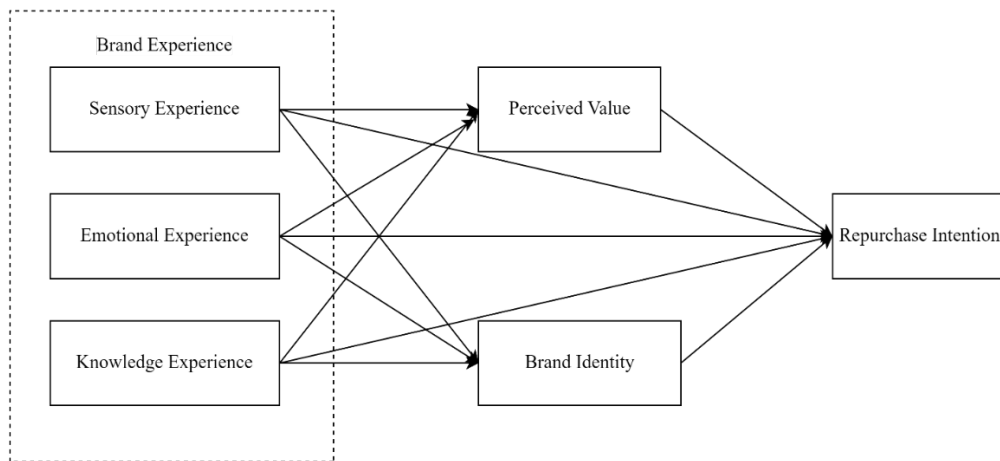
Behavioral willingness is a necessary process of any behavior. Only when an individual has behavioral willingness can he produce a certain behavior, so the individual's behavioral willingness largely determines his behavior. Customers repurchase willingness, which mainly indicates the tendency of customers to maintain a transaction relationship with a merchant (Li & Lu, 2010), is conceptually close to the maintenance of personal relationships. Zeithaml (1996) believed that consumer repurchase willingness is the tendency of consumers to purchase or recommend a certain product or service after considering internal and external factors comprehensively. At the same time, consumer repurchase willingness also expresses a subjective evaluation of the services provided by the enterprise merchant, which is a possibility to continue to choose the services of the merchant (Oliver, 1999).

Chen (2002) added that repurchase intention is a reliable predictor of customer repeat purchase behavior, representing the level of customer willingness to maintain a continuous transaction relationship with existing merchants. It should be noted here that there is an essential difference between repurchase intention and purchase intention. Purchase intention refers to the probability of a customer taking a certain purchase behavior for the first time, while repurchase intention is not simple as a

consumer's mental journey. It refers to the tendency of consumers to spend again in the same brand and merchant based on subjective evaluation after purchasing and using products and services (Luo & Ma, 2009).

Conceptual Framework

The theoretical model of this study is constructed based on S-O-R theory. This model intuitively reflects the relationship between various dimensions of mobile smart devices: consumer 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 independent variables and dependent variables, that is, brand experience will affect the repurchase intention of mobile smart device customers through perceived value and brand identity at the same time.



Picture 1: Conceptual Framework

Hypothesis

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

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

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

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

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

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

H7: Sensory experience can have a significant positive impact on mobile smart device customer brand identity.

H8: Emotional experience can have a significant positive impact on mobile smart device customer brand identity.

H9: Knowledge experience can have a significant positive impact on mobile smart device customer brand identity.

H10: Perceived value plays an intermediary role in the process of sensory experience affecting customer repurchase intention of mobile smart devices.

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 customer repurchase intention of mobile smart devices.

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

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 an intermediary role in the process of knowledge experience influencing customer repurchase intention of mobile smart devices.

Methodology

This study uses quantitative research methods, consumers who have purchased and used mobile smart device brand products as subjects and distributes questionnaires online. A total of 400 questionnaires were distributed and returned. After screening, the questionnaires with too short, too long and regular responses were excluded, and 325 valid questionnaires were finally obtained, and the recovery efficiency was 81.25%. The data obtained from the formal questionnaire were analyzed using SPSS.

Results

The Cronbach's α coefficient of each scale is above 0.7. It should be noted that after deleting any item, the Cronbach's α value of the corresponding scale will become smaller, so all the current items are retained, indicating that the scale has good construction reliability.

Table 1: Results of Reliability Analysis for Each Variable

Variable	Number of questions	Cronbach 's α
Sensory Experience	4	0.781
Emotional Experience	4	0.845

Knowledge Experience	3	0.705
Perceived Value	4	0.819
Brand Identity	4	0.814
Repurchase Intention	3	0.898

The overall KMO value of the scale is 0.923, which is greater than the critical value of 0.7, the approximate chi-square value is 3753.042, and the degree of freedom is 231, which is significant at the level of 0.001 (N = 325), and successfully passes the Bartlett sphericity test.

Table 2: KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.923
Bartlett's Test of Sphericity	Approx. Chi-Square	3753.042
	df	231
	Sig.	0.000

Table 3: Structural model fitness parameters

Statistical tests	X2/df	RMSEA	GFI	IFI	TLI	CFI
Test result data	1.976	0.055	0.904	0.948	0.938	0.948

It can be seen from Table 3 that the hypothetical six-factor model shows a relatively ideal degree of fit, and each index is higher than other models, with good discrimination validity. The chi-square degree of freedom ratio X2/df is 1.976, which meets the requirements of less than 3.0, which is very ideal; the goodness of fit index GFI = 0.904, the value-added fitting index IFI = 0.948, the non-standard fitting index TLI = 0.938, and the comparative fitting index CFI = 0.948, all meet the requirements of greater than 0.90; the approximate root mean square residual RMSEA = 0.055, which meets the requirements of less than 0.08. It can be seen that the overall fitting of the model is good, and the structural validity is verified.

Through Pearson correlation analysis, the correlation coefficients between sensory experience, emotional experience, knowledge experience, perceived value, brand identity, and repurchase intention were all positive, and were 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 high correlation between the three sub-dimensions of brand experience. These results provide the possibility for subsequent hypothesis testing. In the table, the number on the diagonal is the square root of each variable AVE (mean extraction variance), which is greater than the correlation coefficient between this variable and others, so the scale has good discriminating 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. The correlation coefficients between the three sub-dimensions of brand experience

and repurchase intention are 0.421, 0.542 and 0.482, respectively, and the results show that there is a certain positive correlation with the explained variables.

(1) Among the three dimensions of brand experience, emotional experience and knowledge experience can significantly positively predict consumers repurchase intention, with standardization coefficients of $\beta = 0.315$, $p < 0.01$ and $\beta = 0.275$, $p < 0.01$, and 95% confidence intervals of [0.095, 0.520] and [0.089, 0.475], respectively; while sensory experience cannot significantly directly affect repurchase intention, with 95% confidence intervals of [-0.004, 0.257]. The path coefficients of H2 and H3 are statistically significant, so it is assumed that H2 and H3 are verified, and H1 is not verified. (2) Sensory experience ($\beta = 0.243$, $p < 0.01$), affective experience ($\beta = 0.446$, $p < 0.001$), and knowledge experience ($\beta = 0.209$, $p < 0.05$) all significantly affected perceived value, with 95% confidence intervals of [0.060, 0.410], [0.240, 0.651], and [0.040, 0.392], respectively, which were statistically significant. Therefore, hypotheses H4, H5, and H6 were all validated. Sensory experience does not significantly affect brand identity directly, 95% confidence intervals are [-0.141, 0.233]; emotional experience ($\beta = 0.351$, $p < 0.01$) and knowledge experience ($\beta = 0.431$, $p < 0.01$) can significantly affect brand identity, confidence intervals are [0.240, 0.651] and [0.040, 0.392], respectively, statistically significant, so, assuming that H8 and H9 are validated, assuming that H7 is not validated.

There was a significant correlation between perceived value and repurchase intention ($\beta = 0.468$, $p < 0.01$), and perceived value played a significant mediating role between sensory experience and repurchase intention, between emotional experience and repurchase intention, and between knowledge experience and repurchase intention. The normalization coefficients were $\beta = 0.114$, $p < 0.01$; $\beta = 0.208$, $p < 0.001$; $\beta = 0.098$, $p < 0.05$, respectively. Brand identity was significantly correlated with repurchase intention ($\beta = 0.342$, $p < 0.01$), and brand identity played a significant mediating role between emotional experience and repurchase intention, and between knowledge experience and repurchase intention. The normalization coefficients were $\beta = 0.120$, $p < 0.01$; $\beta = 0.147$, $p < 0.01$; while sensory experience could not significantly affect repurchase intention through brand identity, with a 95% confidence interval of [-0.045, 0.094]. The upper and lower bounds of the above mediating effect did not go through 0, which was statistically significant, indicating that hypotheses H10, H11, H12, H14 and H15 were validated, and hypotheses H13 were not supported.

Discussion

(1) The influence mechanism of brand experience on consumers' behavioral willingness can be divided into three stages: different dimensions of experience - perception and identity - improve willingness, which are manifested when consumers are stimulated or related thinking, when making individual subjective evaluations, and when specific decision-making willingness; from different perspectives, brand experience will also affect some other variables, such as satisfaction, brand equity,

etc.; the impact of brand experience on repurchase willingness 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' willingness to repurchase. More specifically, emotional experience and knowledge experience can directly affect customers' repurchase intention, indicating that the behavioral willingness of mobile smart device consumers 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 has been verified, and the mediating role hypothesis of brand identity in the influence mechanism of brand experience on repurchase intention has been 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.

Conclusions

This study summarizes the existing literature and summarizes the cutting-edge research content related to brand experience, perceived value, and brand identity. Based on previous studies, the key influencing factors are extracted, and from the theoretical perspective of stimulus-body-response, the dual mediating variables of perceived value and brand identity, as well as realistic logical assumptions, are proposed to construct the theoretical model of this study. Through 325 questionnaires and data analytics, the mechanism and the size of the causal action path are tested, which improves the research theory in the field of brand experience to a certain extent. The various influence mechanisms and multiple paths in the model provide ideas and references for subsequent in-depth research on the influencing factors related to brand experience, and also provide more specific and accurate practical inspiration for brand merchants in related industries.

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