

THE INFLUENCE OF CUSTOMER EXPERIENCE ON REPURCHASE INTENTION: A CASE STUDY OF THE HOME APPLIANCE INDUSTRY IN XINXIANG CITY, HENAN PROVINCE, CHINA

Haoyi Wang^{1*}

¹ Master Candidate in Business Administration, Stamford International University of Thailand

* **Corresponding Author, E-mail:** 2405210014@students.stamford.edu

Abstract: This study examined the effect of customer experience on repurchase intention in the home appliance industry in Xinxiang City, China. Four experience dimensions—inner peace, outcome perception, key link, and product—were analyzed as predictors, with demographic factors controlled. A total of 462 valid questionnaires were collected and analyzed using descriptive statistics, t-tests, ANOVA, correlation, and regression analysis. Findings showed that all four dimensions had significant positive effects on repurchase intention, with key link experience being the most influential. Customers were especially responsive to service details and emotional security, which strongly shaped their willingness to repurchase. The study suggested that companies optimize service processes, improve emotional engagement, and strengthen key touchpoint management to enhance customer loyalty and repurchase behavior. These insights support customer relationship strategies in regional markets.

Keywords: Customer Experience, Repurchase Intention

Introduction

In the evolving digital economy, customer experience has emerged as a pivotal factor influencing consumer behavior and business performance. With the intensification of market competition and increasing product homogeneity, enterprises are shifting their strategic focus from product-centric and price-based competition to experience-driven differentiation (Gentile, Spiller, & Noci, 2007; Pine & Gilmore, 1998). As a multidimensional concept, customer experience encompasses consumers' emotional, cognitive, sensory, and behavioral responses during interactions with products, services, and brands (Schmitt, 1999; Krishna, 2012). This shift has been particularly significant in the retail and service sectors, where customer experience plays a critical role in shaping satisfaction, loyalty, and ultimately, repurchase intention (Bitner, Ostrom, & Morgan, 2008; Lemon & Verhoef, 2016).

Repurchase intention, which reflects a customer's likelihood to continue purchasing from a particular brand or store, is widely regarded as a key behavioral outcome of positive customer experience (Hellier et al., 2003; Oliver, 1999). Numerous studies have confirmed that factors such as perceived service quality, emotional resonance, and post-purchase satisfaction significantly enhance

customer loyalty and retention (Chen & Sun, 2024; Zhang & Li, 2022). However, much of the existing literature has concentrated on developed markets or digital platforms, such as e-commerce and tourism, with relatively less attention paid to the offline retail context—especially in second-tier cities in China, where face-to-face service encounters and physical product interactions still dominate consumer experiences (Deng, 2023; Peng, 2022).

The home appliance industry in China provides a compelling context for investigating customer experience and repurchase behavior. While major brands compete on technical features and pricing, regional consumer markets such as Xinxiang City in Henan Province present a different challenge. Here, purchasing decisions are often influenced by service delivery, product presentation, emotional engagement, and the overall in-store environment. As noted by Chen (2018) and Schmitt et al. (2009), these experiential components can significantly affect consumers' post-purchase evaluations and long-term behavioral intentions.

To address this research gap, the present study focuses on four key dimensions of customer experience—inner peace experience, outcome perception experience, key link experience, and product experience—and their impact on customers repurchase intention in the home appliance retail sector in Xinxiang City. These dimensions were selected based on prior theoretical models and empirical findings related to experience marketing and consumer behavior (Klaus & Maklan, 2013; Li & Wang, 2023).

By combining quantitative analysis with practical insights, this study aims to contribute to the understanding of how experience-based strategies can enhance consumer loyalty in traditional retail settings. The findings are expected to provide actionable recommendations for retail managers and marketers in China's home appliance sector, helping them optimize the customer journey and increase repeat purchases in a highly competitive environment.

Research Objectives

- (1) The effect of inner peace experience on customers repurchases intention.
- (2) The effect of outcome perception experience on customers repurchase intention.
- (3) The effect of key link experience on customers repurchases intention.
- (4) The influence of product experience on customers repurchases intention.

Literature Review

Customer Experience Theory

Customer experience refers to the comprehensive perceptions and emotions formed through customers' interactions with products and services. As Pine and Gilmore (1998) proposed the "experience economy," the emphasis shifted from functionality to immersive, emotional engagement. Schmitt (1999) further introduced the "Strategic Experience Module," identifying sensory, emotional, cognitive, behavioral, and relational components. More recent

studies highlight the importance of seamless multi-touchpoint experiences, especially in digital contexts (Kotler et al., 2023). In this study, customer experience is operationalized through four core dimensions: inner peace, outcome perception, key link, and product experience, each representing distinct phases and psychological mechanisms along the customer journey.

Repurchase Intention Theory

Repurchase intention is the psychological tendency of consumers to repeat purchasing behavior, grounded in satisfaction, trust, and value recognition (Hellier et al., 2003; Oliver, 1999). Zeithaml et al. (1996) argued that perceived service quality and value are central to customers' decision to repurchase. In recent studies, repurchase intention is increasingly linked to continuous experiential satisfaction across the pre-sale, purchase, and post-sale stages (Chen & Sun, 2024). The ability to foster long-term customer loyalty hinges on emotional bonds developed through positive experiences, especially in industries like home appliances where purchasing cycles are long.

Expectation Confirmation Theory (ECT)

ECT provides a theoretical foundation for understanding post-purchase behavior by positing that satisfaction arises when actual performance meets or exceeds pre-consumption expectations (Oliver, 1980). Positive disconfirmation enhances satisfaction and increases repurchase intention, while negative disconfirmation leads to dissatisfaction and brand switching. Bhattacharjee (2001) expanded this framework to explain continued usage behavior in services and systems. In this study, ECT supports the assumption that customer experience dimensions—especially outcome perception and key link experiences—play a critical role in confirming expectations and driving behavioral intention.

Conceptual Framework and Summary

This literature review synthesized multi-disciplinary theories to propose a conceptual model linking customer experience to repurchase intention. Drawing from customer behavior theory, expectation confirmation theory, and value perception models, the study hypothesizes that all four dimensions significantly contribute to repeat purchasing behavior. These insights provide a foundation for empirical testing in the context of China's regional home appliance industry.

Methodology

Research Design

This study adopted a quantitative research design using a structured questionnaire to examine the relationship between customer experience and repurchase intention. The independent variable, customer experience, was measured through four dimensions: inner peace experience, outcome perception experience, key link experience, and product experience. The dependent variable was repurchasing intention. A cross-sectional survey method was used to collect data from customers in the home appliance industry in Xinxiang City, Henan Province, China.

Population and Sample Size

The target population consisted of home appliance consumers in Xinxiang City. A total of 462

valid responses were obtained using convenience sampling. This sample size met the minimum threshold suggested by Krejcie and Morgan (1970) for statistical inference and ensured the representativeness of consumer groups with diverse demographic backgrounds, including gender, age, income level, and purchasing frequency.

Instrumentation

The questionnaire was divided into three sections. The first section collected demographic information. The second section assessed customer experience across four dimensions using validated scale items adapted from prior studies, such as Fredrickson (2001) for inner peace, Zeithaml et al. (2006) for outcome perception, Schmitt (1999) for key link experience, and Shin et al. (2020) for product experience. The third section measured repurchase intention using items adapted from Hellier et al. (2003). All items were rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Validity and Reliability

To ensure measurement accuracy, both validity and reliability tests were conducted. Cronbach's alpha coefficients for all variables exceeded 0.80, indicating strong internal consistency. Construct validity was assessed through the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity. The KMO value exceeded 0.9 and the Bartlett's test was significant ($p < 0.001$), confirming the suitability of the data for factor analysis.

Data Collection Procedure

Data were collected from May 1 to May 20, 2025. The survey was administered both online and offline, including retail stores, appliance showrooms, and community centers. Participants were informed of the study purpose, and their responses were kept anonymous. Informed consent was obtained before participation.

Data Analysis Techniques

Data analysis was conducted using SPSS 26.0. Descriptive statistics were first used to summarize demographic characteristics and mean scores of all variables. Independent samples t-tests and one-way ANOVA were used to examine differences in customer experience and repurchase intention across demographic groups. Pearson correlation analysis was employed to explore the relationships between the four experience dimensions and repurchase intention. Finally, multiple linear regression analysis was conducted to test the hypothesized effects of each dimension of customer experience on repurchase intention.

Results

Demographic Analysis of Questionnaire Participants

In A total of 462 valid questionnaires were collected in this study, and the basic demographic characteristics of the samples were analyzed with descriptive statistics. The demographic variables examined included four indicators: gender, age, monthly income, and length of service. By organizing the frequency and percentage distributions of these variables,

it helps to gain a comprehensive understanding of the structure of the sample, and provides the necessary background support of the population for the subsequent analysis of the relationship between the variables.

Descriptive Statistics of Sample Demographic Characteristics

Based on Table, a total of 462 valid responses were collected, with a balanced and representative sample structure. In terms of gender, 58.4% were male and 41.6% female, reflecting broad consumer participation across both groups. Regarding age, respondents aged 19–29 years constituted the largest group (52.4%), followed by those aged 30–45 (22.5%), over 46 (17.1%), and under 18 (8.0%), indicating that home appliance consumers are primarily young to middle-aged.

In terms of purchase frequency, nearly 70% of respondents had purchased home appliances within the past year, suggesting strong repurchase potential. Specifically, 38.5% had not purchased, 30.7% purchased once, 18.8% twice, and 11.9% three times or more.

For monthly income, 40.5% earned less than 3,000 yuan, 26.2% earned between 3,001–5,000 yuan, 23.4% between 5,001–8,000 yuan, and 10.0% over 8,000 yuan. This indicates that the majority of respondents came from low- and middle-income groups, consistent with the economic structure of third-tier cities like Xinxiang.

Overall, the demographic characteristics of the sample were well distributed and representative of the customer base in Xinxiang’s home appliance market, providing a reliable foundation for subsequent analysis.

Descriptive Statistics of Variables

This study conducted descriptive statistics analysis for 462 valid samples, which are analyzed in Table 1 as follows.

Table 1 Descriptive statistics analysis of each variable

| Dimensions | M | SD |
|---------------------------------|------|-------|
| Inner peace experience | 3.66 | 1.054 |
| Perceived Experience of Results | 3.62 | 1.010 |
| Experience of key aspects | 3.64 | 1.013 |
| Product experience | 3.60 | 1.026 |
| Customer experience | 3.63 | 0.822 |
| Repurchase intention | 3.61 | 1.047 |

Source: SPSS data analysis summary

Descriptive statistics were used to analyze data from 462 valid responses, with customer experience and repurchase intention measured on a five-point Likert scale. As shown in Table 4.2, all four customer experience dimensions recorded mean scores above 3.60, indicating a generally positive perception of the shopping experience.

Among the dimensions, inner peace experience scored the highest ($M = 3.66$, $SD = 1.054$), suggesting that respondents felt calm and comfortable during the purchase process. Key link experience

($M = 3.64$) and outcome perception experience ($M = 3.62$) followed closely, reflecting satisfaction with service interactions and result delivery. Product experience scored slightly lower ($M = 3.60$) but still reflected a favorable evaluation of product functionality, appearance, and usability.

The overall customer experience mean across all four dimensions was 3.63 ($SD = 0.822$), demonstrating a consistent and positive consumer sentiment. Regarding the dependent variable, repurchase intention, the mean score was 3.61 ($SD = 1.047$), indicating that most respondents showed a moderately strong inclination to repurchase based on their current experience.

In summary, the data reflected high levels of perceived customer experience and repurchase intention, providing a solid empirical foundation for further correlation and regression analysis.

Reliability and Validity Analysis

To assess the measurement quality of the questionnaire, both reliability and validity analyses were conducted. For reliability, Cronbach's alpha coefficients were calculated for each dimension of customer experience and repurchase intention. As shown in Table 2, all coefficients exceeded 0.80, indicating strong internal consistency. Specifically, inner peace experience ($\alpha = 0.910$), key link experience ($\alpha = 0.890$), outcome perception experience ($\alpha = 0.861$), and product experience ($\alpha = 0.856$) demonstrated high reliability. The overall customer experience scale achieved an alpha of 0.932, while repurchase intention scored 0.808, confirming acceptable reliability across all constructs.

Regarding validity, exploratory factor analysis (EFA) was conducted using Principal Component Analysis (PCA) with Varimax rotation. The KMO value was 0.934 and Bartlett's test of sphericity was significant ($\chi^2 = 6126.245$, $df = 231$, $p < 0.001$), confirming the data's suitability for factor analysis. Five factors with eigenvalues above 1 were extracted, explaining a cumulative variance of 70.601%, which indicated a strong factor structure fit.

Further analysis of the rotated component matrix showed clear factor loadings for all items, with no significant cross-loadings. Items corresponding to the five dimensions—inner peace experience, outcome perception, key link experience, product experience, and repurchase intention—clustered distinctly, and all loading coefficients exceeded 0.72. This confirmed good structural validity and conceptual alignment of the scales.

In summary, the results demonstrated that the scales used in this study possessed high reliability and strong construct validity, providing a solid foundation for subsequent correlation and regression analyses.

Independent Sample t-Test for Customer Experience and Repurchase Intention Scale

Table 2 Gender in customer experience and repurchase intention scale independent samples t-test

| | | Levine's variance equivalence test | | Mean equivalence t-test | | |
|----------------------------------|-----------------------------|------------------------------------|-------|-------------------------|---------|-------|
| | | F | P | t | df | p |
| Inner Peace Experience | Assuming equal variance | 0.078 | 0.780 | -0.437 | 460 | 0.662 |
| | Not assuming equal variance | | | -0.439 | 419.496 | 0.661 |
| Perceived Experience of Outcomes | Assumed equal variance | 0.196 | 0.658 | -0.732 | 460 | 0.465 |
| | Not assuming equal variance | | | -0.734 | 415.486 | 0.464 |
| Critical Segment Experience | Assumed equal variance | 1.548 | 0.214 | -0.196 | 460 | 0.845 |
| | Not assuming equal variance | | | -0.193 | 389.725 | 0.847 |
| Product experience | Assumed equal variance | 0.121 | 0.728 | -0.363 | 460 | 0.717 |
| | Not assuming equal variance | | | -0.364 | 419.189 | 0.716 |
| Customer experience | Assumed isotropic variance | 1.126 | 0.289 | -0.538 | 460 | 0.591 |
| | Not assuming equal variance | | | -0.542 | 422.549 | 0.588 |
| Repurchase intention | Assumed isotropic variance | 0.634 | 0.426 | 0.829 | 460 | 0.407 |
| | Not assuming equal variance | | | 0.822 | 399.385 | 0.411 |

Source: SPSS data analysis summary

Independent samples t-tests were conducted to examine whether there were significant differences in customer experience and repurchase intention between male and female respondents. The Levene's test for equality of variances indicated that all p-values were well above 0.05, suggesting homogeneity of variance across gender groups.

As shown in the results, none of the dimensions demonstrated statistically significant gender differences. For example, inner peace experience ($t = -0.437$, $p = 0.662$), outcome perception experience ($t = -0.732$, $p = 0.465$), key link experience ($p = 0.845$), and product experience ($p = 0.717$) all failed to reach significance. Similarly, the overall customer experience ($p = 0.591$) and repurchase intention ($t = 0.829$, $p = 0.407$) showed no significant gender-based variation.

These findings suggest that male and female customers exhibited similar evaluations of customer experience and repurchase behavior in the context of home appliance consumption. This supports the notion that gender may not be a critical differentiator in designing customer experience strategies in this industry.

One-way ANOVA on customer experience and repurchase intention

In this study, age was used as a multicategory variable involving four age levels of respondents. In order to test the perceived differences in customer experience and repurchase intention dimensions across age groups, One-Way ANOVA (One-Way ANOVA) was used to test the significance and the results are shown in Table 3:

Table 3 Analysis of Variance of Age in Customer Experience and Repurchase Intention Scale

| Source | | SS | DF | MS | <i>F</i> | <i>P</i> |
|------------------------------|----------------|---------|-----|-------|----------|----------|
| Inner Peace Experience | Between groups | 3.347 | 3 | 1.116 | 1.004 | 0.391 |
| | Within group | 508.758 | 458 | 1.111 | | |
| | Total | 512.105 | 461 | | | |
| Outcome Perceived Experience | Between Groups | 8.394 | 3 | 2.798 | 2.774 | 0.041 |
| | Within group | 461.941 | 458 | 1.009 | | |
| | Total | 470.335 | 461 | | | |
| Key Segment Experience | Intergroup | 10.221 | 3 | 3.407 | 3.374 | 0.018 |
| | Within group | 462.423 | 458 | 1.010 | | |
| | Total | 472.644 | 461 | | | |
| Product Experience | Intergroup | 6.472 | 3 | 2.157 | 2.063 | 0.104 |
| | Within group | 479.033 | 458 | 1.046 | | |
| | Total | 485.506 | 461 | | | |
| Customer Experience | Between Groups | 4.775 | 3 | 1.592 | 2.374 | 0.070 |
| | Within group | 307.074 | 458 | 0.670 | | |
| | Total | 311.849 | 461 | | | |
| Willingness to Repurchase | Between groups | 9.552 | 3 | 3.184 | 2.943 | 0.033 |
| | Within group | 495.429 | 458 | 1.082 | | |
| | Total | 504.981 | 461 | | | |

Source: SPSS data analysis summary

One-way ANOVA was conducted to examine differences in customer experience and repurchase intention across different age groups. As shown in Table 4, most experience dimensions did not show statistically significant variation by age. For instance, inner peace experience ($F = 1.004$, $p = 0.391$), product experience ($p = 0.104$), and overall customer experience ($p = 0.070$) indicated no significant differences.

However, perceived outcome experience ($p = 0.041$) and key link experience ($F = 3.374$, $p = 0.018$) both showed significant differences, suggesting that customers' evaluations of service results and interaction touchpoints vary by age. Additionally, repurchase intention ($p = 0.033$) was also significantly affected by age, implying that motivations for brand loyalty and repeated purchasing differ across age groups.

In summary, while some experience dimensions were perceived consistently across age brackets, significant differences were found in service outcome perception, key link interaction, and repurchase intention. These results highlight the importance of age-sensitive experience design and marketing strategies to better meet the preferences of different customer segments.

Table 4 Purchase frequency in customer experience and repurchase intention scale variance analysis

| Source | | SS | DF | MS | <i>F</i> | <i>P</i> |
|------------------------------|----------------|---------|-----|-------|----------|----------|
| Inner Peace Experience | Between groups | 1.932 | 3 | 0.644 | 0.578 | 0.630 |
| | In-group | 510.173 | 458 | 1.114 | | |
| | Total | 512.105 | 461 | | | |
| Outcome Perceived Experience | Between Groups | 3.547 | 3 | 1.182 | 1.160 | 0.325 |
| | Within group | 466.788 | 458 | 1.019 | | |
| | Total | 470.335 | 461 | | | |
| Key Segment Experience | Intergroup | 1.076 | 3 | 0.359 | 0.348 | 0.790 |
| | Within group | 471.568 | 458 | 1.030 | | |
| | Total | 472.644 | 461 | | | |
| Product Experience | Intergroup | 5.561 | 3 | 1.854 | 1.769 | 0.152 |
| | Within group | 479.944 | 458 | 1.048 | | |
| | Total | 485.506 | 461 | | | |
| Customer Experience | Between Groups | 0.898 | 3 | 0.299 | 0.441 | 0.724 |
| | Group | 310.951 | 458 | 0.679 | | |
| | Total | 311.849 | 461 | | | |
| Willingness to Repurchase | Between groups | 2.678 | 3 | 0.893 | 0.814 | 0.487 |
| | In-group | 502.304 | 458 | 1.097 | | |
| | Total | 504.981 | 461 | | | |

Source: SPSS data analysis summary

Table 5 Monthly Income in Customer Experience and Repurchase Intention Scale Analysis of Variance

| Source | | SS | DF | MS | <i>F</i> | <i>P</i> |
|------------------------------|----------------|---------|-----|-------|----------|----------|
| Inner Peace Experience | Between groups | 9.702 | 3 | 3.234 | 2.948 | 0.033 |
| | Within group | 502.403 | 458 | 1.097 | | |
| | Total | 512.105 | 461 | | | |
| Outcome Perceived Experience | Between Groups | 2.347 | 3 | 0.782 | 0.766 | 0.514 |
| | Within group | 467.988 | 458 | 1.022 | | |
| | Total | 470.335 | 461 | | | |
| Key Segment Experience | Intergroup | 1.315 | 3 | 0.438 | 0.426 | 0.734 |
| | Within group | 471.328 | 458 | 1.029 | | |
| | Total | 472.644 | 461 | | | |
| Product Experience | Intergroup | 1.525 | 3 | 0.508 | 0.481 | 0.696 |
| | Within group | 483.981 | 458 | 1.057 | | |
| | Total | 485.506 | 461 | | | |
| Customer Experience | Intergroup | 2.083 | 3 | 0.694 | 1.027 | 0.380 |
| | In-group | 309.766 | 458 | 0.676 | | |
| | Total | 311.849 | 461 | | | |
| Willingness to Repurchase | Between groups | 4.182 | 3 | 1.394 | 1.275 | 0.282 |
| | Within group | 500.799 | 458 | 1.093 | | |
| | Total | 504.981 | 461 | | | |

Source: SPSS data analysis summary

The overall results showed no significant differences across the six dimensions (all $P > 0.05$). Specifically, "inner peace experience" ($F=0.578$, $P=0.630$), "outcome perception experience" ($P=0.325$), and "key link experience" ($P=0.790$) indicated consistent evaluations regardless of purchase frequency. Although the "product experience" dimension had a slightly lower P -value (0.152), it was still not significant. Similarly, the overall "customer experience" and "repurchase intention" dimensions ($P=0.724$ and 0.487) confirmed that purchase frequency did not significantly influence respondents' perceptions or behaviors. This suggests that factors other than purchase frequency, such as age, service context, or product category, may more strongly shape customer experience in appliance consumption.

The analysis showed that only the "inner peace experience" dimension had a significant difference across income levels ($F=2.948$, $P=0.033$), suggesting income impacts customers' emotional comfort and confidence during consumption. Other dimensions, including service outcomes, process touchpoints, product use, overall customer experience ($F=1.027$, $P=0.380$), and repurchase willingness ($P=0.282$), showed no significant differences. This indicates that emotional aspects of customer experience may be influenced by income, while more rational evaluations of service quality and product value remain consistent across income groups.

Correlation Analysis

Pearson correlation analysis was conducted to assess the strength and significance of linear relationships between customer experience dimensions and repurchase intention, with significance determined at $P < 0.05$ and high significance at $P < 0.01$.

Table 6 Correlation analysis between variables

| | | Inner peace experience | Outcome perception experience | Key aspects experience | Product experience | Customer experience | Repurchase Intention |
|---------------------------------------|------------------------|---------------------------|-------------------------------------|------------------------------|-----------------------|------------------------|-------------------------|
| Inner Peace Experience | Pearson Correlation | 1 | | | | | |
| Perceived Experience of Results | Pearson correlation | .497** | 1 | | | | |
| Critical Segment Experience | Pearson Correlation | .500** | .532** | 1 | | | |
| Product Experience | Pearson Correlation | .520** | .547** | .549** | 1 | | |
| Customer Experience | Pearson Correlation | .789** | .801** | .803** | .816** | 1 | |
| Willingness to Repurchase | Pearson Correlation | .491** | .495** | .510** | .503** | .623** | 1 |

****.** The correlation is significant at the 0.01 level (two-tailed).

Source: SPSS data analysis summary

Table 6 shows all variables positively correlated with repurchase intention at the 0.01 significance level. Correlation coefficients ranged from moderate to strong, with overall customer experience having the highest correlation ($r = 0.623$). Strong inter-correlations among experience dimensions (e.g., product experience and customer experience $r = 0.816$) indicate synergy between factors. These findings support the study's hypotheses, demonstrating significant positive relationships between experience dimensions and repurchase intention, and establishing a solid basis for further regression and path analysis.

The regression model showed an R^2 of 0.393 and an adjusted R^2 of 0.383, indicating that the four customer experience dimensions together explain about 38.3% of the variance in repurchase intention, with a satisfactory model fit. Inner peace experience ($\beta = 0.195$, $p < 0.001$), outcome perception experience ($\beta = 0.182$, $p < 0.001$), key link experience ($\beta = 0.212$, $p < 0.001$), and product experience ($\beta = 0.187$, $p < 0.001$) all significantly and positively predicted repurchase intention, with key link experience showing the strongest effect. VIF values below 2 confirmed no multicollinearity issues. Control variables (gender, age, shopping frequency, income) were not significant predictors ($p > 0.05$). These results support hypotheses H1–H4, providing empirical evidence for optimizing customer experience to boost repurchase rates in the home appliance industry.

Table 7 Research Hypothesis Validation

| | Research Hypotheses | Results |
|----|--|---------|
| H1 | Inner peace experience has a significant positive effect on customers repurchase intention. | Valid |
| H2 | The result perceived experience has a significant positive effect on customers repurchase intention. | Valid |
| H3 | Key aspects experience has a significant positive effect on customers repurchase intention. | Valid |
| H4 | Product experience has a significant positive effect on customer repurchase intention. | Valid |

Source: Compiled in this study

Discussion

This study aimed to explore the influence of four customer experience dimensions—inner peace experience, outcome perception experience, key link experience, and product experience—on repurchase intention in the home appliance industry in Xinxiang City, China. The empirical findings confirmed that all four dimensions had significant positive effects on customers repurchase intention, with varying degrees of influence.

Firstly, key link experience emerged as the most influential predictor. This result suggests that

customers place high importance on specific service touchpoints, such as product consultation, order confirmation, and after-sales service. This finding aligns with the notion of "peak experience" theory (Schmitt, 1999), which emphasizes that customers tend to base their overall evaluation on emotional highs or lows at critical points. It also reinforces prior evidence from Deng (2023), who found that prompt and respectful responses during key interactions significantly shape loyalty behavior.

Secondly, the effect of inner peace experience was also substantial. This dimension reflects customers' psychological comfort, emotional reassurance, and sense of control throughout the shopping journey. The findings support emotional regulation theory (Fredrickson, 2001), indicating that customers who feel calm and respected are more inclined to repeat their purchases. This result is particularly relevant in high-involvement product contexts like home appliances, where trust and emotional security play critical roles in decision-making.

Thirdly, outcome perception experience significantly influenced repurchase intention, emphasizing the role of result evaluation and expectation confirmation. Customers who believed that the service outcome matched or exceeded their expectations were more likely to make repeat purchases. This finding is consistent with Expectation Confirmation Theory (Oliver, 1980), which suggests that satisfaction and future behavior are shaped by the comparison between expectations and actual outcomes.

Lastly, product experience also showed a significant positive effect. Although ranked lowest among the four, its influence remains essential, particularly in terms of tactile feedback, product functionality, and perceived ease of use. This finding echoes the argument of Hultén (2011) that product experience contributes to brand trust and emotional bonding, even in highly commoditized markets.

Taken together, these results indicate that customer repurchase intention is not determined by a single factor but by a comprehensive set of emotional, functional, and process-related experiences. The study highlights the importance for companies to enhance service quality at key moments, ensure emotional comfort, deliver consistent outcomes, and maintain product excellence. By doing so, firms can build customer loyalty and improve long-term business performance in increasingly competitive regional markets.

Conclusions

This study explored the influence of customer experience on repurchase intention in the context of the home appliance industry in Xinxiang City, China. Drawing on a multidimensional framework, the research examined four specific aspects of customer experience: inner peace, outcome perception, key link, and product experience. Empirical

findings based on 462 valid responses confirmed that each of these dimensions had a significant and positive effect on customers' intention to repurchase.

Among the four factors, key link experience emerged as the most powerful predictor, highlighting the importance of critical service touchpoints in shaping consumer loyalty. Inner peace experience also had a strong influence, demonstrating that emotional reassurance and psychological comfort play a vital role in consumer decision-making. Outcome perception experience further reinforced the role of expectation confirmation in fostering behavioral intention. Finally, while product experience had a slightly smaller effect, it remained essential in building trust and reinforcing the brand image.

The study contributed to existing literature by applying expectation confirmation theory and service-dominant logic within a regional Chinese market, offering a contextualized understanding of customer behavior in durable goods consumption. The findings suggest that businesses should adopt a holistic approach to customer experience management, integrating both emotional and functional value to strengthen long-term customer relationships.

In conclusion, enhancing customer experience at both emotional and service-process levels is key to improving repurchase behavior, supporting business performance, and sustaining competitive advantage in the home appliance industry.

References

- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370.
- Bitner, M. J., Ostrom, A. L., & Morgan, F. N. (2008). Service blueprinting: A practical technique for service innovation. *California Management Review*, 50(3), 66–94.
- Chen, L. (2018). The impact of experiential components on consumer behavior in retail settings. *Journal of Retailing and Consumer Services*, 45, 123–130.
- Chen, X., & Sun, Y. (2024). The role of emotional resonance in consumer loyalty. *International Journal of Consumer Studies*, 48(2), 345–360.
- Dang, J. (2023). Measuring consumer experience in home appliance retail: A multi-dimensional approach. *Journal of Marketing Research*, 60(1), 112–125.
- Deng, H. (2023). Offline retail experiences in China's second-tier cities: Challenges and opportunities. *Retail Industry Studies*, 12(4), 89–102.
- Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. *European Management Journal*, 25(5), 395–410.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762–1800.

- Klaus, P., & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research*, 55(2), 227–246.
- Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332–351.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96.
- Li, J., & Wang, T. (2023). Empirical study on the impact of customer experience on purchase behavior in retail sector. *Journal of Consumer Behaviour*, 22(3), 291–305.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Peng, L. (2022). The significance of physical retail experiences in emerging markets. *Asian Retail Journal*, 8(2), 45–60.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67.
- Schmitt, B., Brakus, J. J., & Zarantonello, L. (2009). From experiential marketing to customer experience. *Journal of Marketing Management*, 25(1–2), 237–246.
- Zhang, H., & Li, S. (2022). Post-purchase satisfaction and loyalty in China's retail market. *Marketing Science*, 41(5), 769–782.