



**Exploring The Influence of Customer Experience and Re-purchase Intention:
An Empirical Evidence of Huawei Mobile Phone Users in Khaipur**

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Abstract

Unusual experiences attract customers and the purpose of this research is to identify the influence of customer experience on re-purchase intention of Huawei mobile phone users, however, this research concludes that there is a positive influence customer experience including its dimension sensory experience, emotional experience and social experience on customer re-purchase intention. Reliability and validity of scales have been measured which is higher than the required value of (0.7). Additionally, hypotheses of this research have been accepted on 95% confidence interval and all independent contracts have a significant and positive influence on re-purchase intention although, significance value of constructs were sensory experience → re-purchase intention, emotional experience → re-purchase intention and social experience → re-purchase intention is $P= 0.000$. strategically, the fitness of the model used in this research were .877 which shows a good fit for the research. Hence, it is concluded that customer along with tremendous experience of Huawei mobile phones influences customer towards re-purchase intention.

Keywords: *Customer experience; sensory experience, emotional experience, socialexperience, re-purchase intention, and Huawei Mobile phone users.*

1 Background

The customer experience becomes an important issue for marketers from the mid-1980s. In the current growing competitive era, customer experience conveys basic prerequisite of the marketing concept. Strategically, most of the organizations are looking for new tools and activities which induce customer happy and to capture their attention towards their products for a long period of time. Customer experience acquires essential attention from the last two decades (Gentile et al., 2007).

In this regard, it is asserted that customer experiences represent their level of judgment which leads towards repurchase intention (Meyer and Schwager, 2007). Researchers asserted that customer sensory, emotional and social attitudes influence customer experiences and motivate them towards re-purchase intention (Darden and Reynolds, 1971; Holbrook and Hirschman, 1982). Customer experience includes three sub-dimensions including sensory experience, emotional experience and customer social experiences however customer experience is forth economic offering and became the combat zone for marketers, therefore, organizations in twenty-first century paying more attention towards experienced based economy (Pine and Gilmore 1999; Schmitt, 1999; Kim, 2002; Kim et al., 2011).

Chen and Lin (2015) proposed that interactions between organizations and customers create customer experiences. Bilgihan, (2016) suggested that customer experiences can be influenced by immediate encounters and leads to re-purchase intention. Strategically, (Bilgihan et al., 2016) suggested that customer experience directly influence re-purchase intentions of customers. Positive customer experience provides long term relationship towards firm on the other hand as the customer get more experience they influence towards re-purchasing in future (Luo et al., 2011; Garg, Rahman, and Qureshi, 2014). However, a single encounter grabs customer attention which develops sensory, emotional and social experience and influence re-purchase intention (Gilal et al. 2016; Xixiang et., 2016). customer experience plays an important role in re-purchase intention additionally, it is asserted that in recent environment customer experience can be influenced by perceived experiences (Boyer and Hult, 2006; Gentile et al., 2007) and leads towards re-purchase (Cho, 2015; Paparoidamis, Tran and Leonidou, 2019).

Strategically, Randhir et al., (2016). suggested that re-purchase intentions directly influence by customer's sensory, emotional and social experiences. Organizations appeal to customers to influence their positive sensory experiences which lead towards re-purchase intention (Suetrong, Pires, and Chen, 2018). Moreover, these experiences play an important role during customers re-purchasing intentions (Kytö, Järveläinen, and Mustonen, 2018). Other researchers also suggested that dimensions of the customer experience including sensory experience, emotional experience, and social experience immediately, positively and significantly influences customer re-purchase intention (Suetrong, Pires, and Chen, 2018; Martins et al., 2019).

Similarly, Tangsupwattana and Liu, (2018) suggested in their research that customer experience creates strength and influence towards customer re-purchase intention. Strategically, other researchers suggested that customer experiences positively and significantly influence re-purchase intention (Han et al, 2018). Customer experience including sensory, emotional and social experiences directly influence customer re-purchase intentions (Homburg and Kuehnl, 2015; Harwood and Garry, 2015). Furthermore, customers directly respond to emotional appeal and influence re-purchases intention of customers (Achar, Agrawal, and Duhachek, 2016; Tangsupwattana and Liu, 2018).

1.1 Research Momentum

In the recent era, experiential marketing become critical issue almost for-profit and non-profit businesses. Simultaneously, customer preferences changed due to emotional, situational as well as environmental traits. Though, this situation attracts researchers to investigate and explore dimensions of customer experience in numerous behavioral perspectives in domains of various industries of distinct demographical areas (Schmitt, 1999, Schiffman and Kanuk, 2000). So far, organizations are coercing towards influencing customer re-purchase intentions and appeal versatile customer by providing incredible experiences. Similarly, a telecommunication equipment manufacturer is also focusing on experiential marketing to attract customers in a competitive era. Thus, this research proposed a model of customer experience and purchase intention on Huawei telecommunication equipment like mobile phones whereas customer experience including sensory, emotional and social to identify how the experience of Huawei mobile phones creates re-purchase intentions of the customer in such a dynamic environment.

1.2 Academic, Industrial and Contextual Contribution

Recently Huawei telecommunication equipment is capturing the context of Sindh, however in this research researcher will identify the experiential factors including sensory experience, emotional experience and social experience which are not well-known dimensions lead to re-purchase intention. Strategically, this research will aid the telecommunication equipment industry to improve dealing customer with and enhance tremendous shopping experience which leads to re-purchase intention. Additionally, these constructs are not tested in the context of Sindh especially in Khairpur. Thus, hypothetically this research explores the influence of customer (sensory, emotional and social) experience on re-purchase intention

2 Literature Review and Theoretical Framework

2.1 Re-purchase Intentions

In this globalized era where customers are aware towards brands though, customers follow their shopping experiences develop sensory experiences, emotional experiences, and social experiences and lead to re-purchase intentions. Strategically, Goodman (2019) suggested that higher positive experience leads towards re-purchase intention. Furthermore, Philp *et al.*, (2015) suggested that customer future repetition of purchasing product or availing services consider as re-purchase intention. Since, Pickles *et al.*, (2003) argue that on the basis of customer perceived experiences through shopping tour re-purchase intention towards product or services increases. Hao Suan Samuel *et al.*, (2015) suggested that re-purchase intention increases the economic growth of the organizations. Seiders *et al.*, (2005) concluded in their research that customer re-purchase intention associated with positive customer experiences. Additionally, it is also suggested that a customer's attitude as well as behaviors reflected by customer re-purchase intention (Prus and Brandt, 1995). However, customer behavior intention indicated as re-purchases intention (Klaus *et al.*, 2013) Indeed, customer behavioral elements indicate re-purchase intention (Mittal, Ross, and Baldasare, 1998).

2.2 Customer Experience

Chandra, (2014) proposed that customer experience is a sequential process of customer individual factors. Schmitt, (1999) proposed that the interaction between organization, product or customer develop customer experiences. Naser moadeli, Ling and Maghnati, (2013) suggested in their research that experience facilitates customers sensory, emotionally and socially. Gentile *et al.*, (2007) suggested that by companies

and offerings, customers can experience positive emotions which satisfy customers. Even though the experience is a multidimensional concept, customer experience refers to feelings that a customer perceives through an experience (Garg, Rahman, and Qureshi, 2014). Furthermore, it has been proposed that customers' response to an indirect or indirect appeal by the companies and perceive experiences (Meyer and Schwager, 2007). Furthermore, other researchers indicate that a customer perceives feelings from perceived knowledge provided by companies (Gupta and Vajic, 2000). Indeed, customer experiences vary from customer to customer (Vyas et al., 2014). However most of the researches have been conducted on customer experience, Nasermodeli, Ling and Maghnati, (2013) proposed that the validity and reliability of customer experience are accurate. Indeed, a researcher suggested five dimensions of the customer experience including; feel, sense, think, act and relate (Schmitt, 1999). Since these dimensions have been applied by most of the researchers (Luo et al., 2011; Klaus et al., 2013; Nasermodeli, Ling and Maghnati, 2013). Customer experiences are categorized into three sub-dimensions; including sensory, emotional and social experiences (Verhoef et al, 2009; Gilovich, Kumar and Jampol, 2015). Shank and Robinson, (2019) discussed the hypothetical intricacy of customer experience and repurchase intention. Suetrong, Pires, and Chen, (2018) suggested that customer emotions towards goods lead towards repurchase intentions. Han et al., (2018) suggested in their studies regarding theoretical complexities of the relationship between customer experience and repurchase intention, customer emotional experience towards particular product influence customer to purchase that product again in future and this activity know as repurchase intention. However, it is also asserted that customer emotional experiences including gratitude influence customer re-purchase intention (Achar et al., 2016; Zhang et al., 2018). Other researchers suggested that customer sensory, emotional and social experiences influence customers (Ragauskas et al., 2014) and lead customer repurchase intention towards products (Kytö, Järveläinen, and Mustonen, 2018).

2.3 Theoretical and Conceptual Framework

2.3.1 Sensory experience on re-purchase intention (SE → R-PI)

Strategically, Schmitt (1999) proposed that customer sensory experiences collectively focus on five human senses, including sight, hear, smell, taste, and touch. Randhir et al., (2016) suggested in their research that individual perceived value towards product or services appeal customer's mental and emotional stability. Furthermore, Martin, Mortimer, and Andrews, (2015) suggested that tangible and intangible shopping experiences influence customer's sensory experiences including. However, Gobe, (2001) proposed a diverse view of sensory experience it facilitates in recognition and creation of positive experiences Kaur et al., (2016) which leads to higher re-purchase intention. Indeed, Yung and He (2011) shopping experiences are entertaining customers, which appeal to customers and influences customer sensory experiences. Furthermore, Nasermodeli, Ling and Maghnati and Ling(2013) suggested that customer sensory experiences positively influence by single shopping tour. Indeed, shopping experiences appeal five senses of the customer which influence customer sensory experiences and leads to re-purchase intention (Hosany and Witham, 2009; Hendriyani and Chan, 2018). Shopping experience creates a worth among customers and appeal to customers and generate sensory experiences and leads to re-purchase intention(Griffiths, 2003;Yung and He., 2011; Paryag et al., 2013). Additionally, positive shopping experiences arouse strong sensory experiences of the customers (Liu and Kapur, 2007) and influence customer towards repurchase (Sondoh et al.,

2007). The extensive field of sensory marketing influence customers towards re-purchase intention (Constantinides et al., 2010). Similarly, it is also suggested that customer sensory experience influence customer towards re-purchase intention (Randhret al., 2016; Pansari and Kumar, 2017).

2.3.2 Emotional experience on re-purchase intention(*EE* → *R-PI*)

Individual personal belief, feelings, judgments or nervous system indicates customer emotional experience. Additionally, Schmitt (1999; 2003) suggested that individual emotional feelings and psychological reactions changes in different situations including joy, fear or awkward. Although single shopping our can appeal to customer emotional level and change their psychological behaviors towards re-purchase intention (Schmitt, 1999). Furthermore, emotional experiences influence customer towards re-purchase (Same, 2014). Moreover, the emotional experience can be concluded as intense feelings or affective condition towards product or services which influence customer towards repurchasing (Prayag et al., 2017). Systematically, emotions are the universal language which can be expressed without words (Vo et al., 2015). Strategically, Achar et al., (2016) suggested that goods or services encounter customer emotions and it influences positive emotional experiences. Indeed, customer experiences positively and significantly influences (Maitlo, Jugwani, and Gilal, 2017) customer re-purchases intention towards product or services (Pickles et., 2017).

Choi and Mattila, (2018) proposed in their research that marketers are recently focusing on customer attracting by influencing their re-purchase intention by emotional experience. Enormous researches suggested that customer experience became a center of attraction for marketers to grab the attention of potential customers (Ooi and Yazdanifard, 2015; Kavran, Lončarić, and Dlačić, 2016; Suetrong, Pires and Chen, 2018). Additionally, other researchers suggested that strong emotional experience leads to re-purchase intentions (Baharuddin, and Rambli, 2017; Choi and Mattila, 2018).

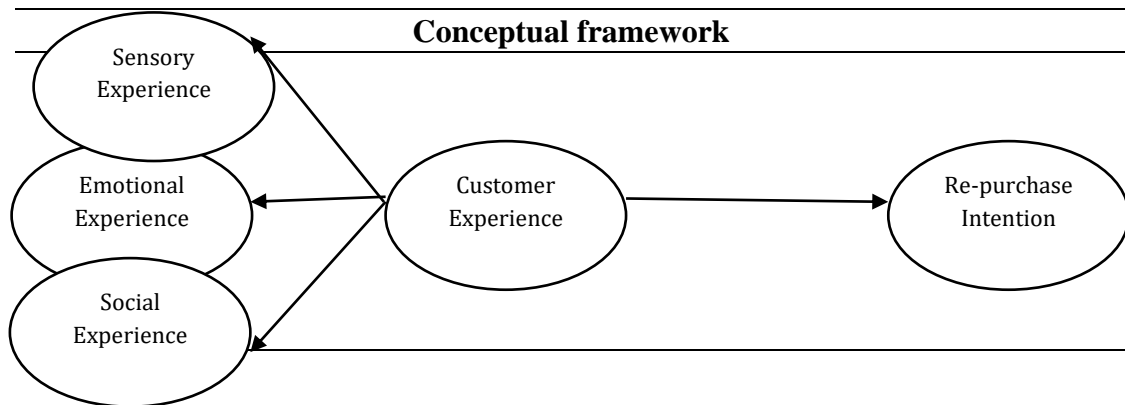
2.3.3 Social experience on re-purchase intention(*SS* → *R-PI*)

Yang and He (2011) proposed in their research that, social interaction also influences customer social experiences. Schmitt (1999) suggested that social experiences influence individual interaction with family, schooling, peer group, and mass media. However, Shi et al., (2006) argued that shopping tour with friends and family promote social interaction and leads to positive social experiences. Macionis and Plummer, (1997) suggested that relations with family and friends influence strong customer emotional experiences. Indeed, (Luo et al., 2011) promotes the attributes of social experiences. Besides, social interaction with family, friends, and society influences social experiences (Schmitt, 1999). Strategically, customer emotional experiences influence re-purchases intention towards goods and services (Nasermoadeli, Ling and Maghnati, 2013). Moreover, friends, family, newspaper, media, T.V, and radio are a great source of creating social experiences (Olsen, 1993), additionally, these mediators positively associated towards re-purchase intention (Macionis and Plummer, 1997). Since, social experiences can be indicated by individual personal skills (Griffiths, 2003; Baharuddin, and Rambli, 2017).

H1: *Sensory customer experience has a positive influence on re-purchase intention.*

H2: *Emotional customer experience has a positive influence on re-purchase intention.*

H3: *Social customer experience has a positive influence on re-purchase intention.*



Methodology

Nature of this research is a cross-sectional quantitative method (Asher, 1976). Judgemental sampling is a non-probability technique of sampling it can use where the researcher selects a particular sample from the targeted population on the basis of knowledge, as well as professional judgment and judgemental sampling also known as purposive sampling though, in this research judgemental sampling, is used (Barreiro and Albandoz 2001). Respondents are Huawei mobile phone users of Shah Abdul Latif University Khairpur enrolled in the department of business administration despite, 240 respondents are selected sample size for this research (Jankowicz, 2005). Additionally, a structured scale has been used in order to collect the required data. Questionnaire includes four demographic questions regarding respondent's personal information furthermore questionnaire is comprised of three scales for each dimension (Nasermoadeli et al., 2013) and four items of re-purchase intention asserted by (Alkilani et al., 2013) on five-point Likert scale starts from 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree (Hair et al., 2008).

3 Results of Analysis

3.1 Bivariate Analysis

Bivariate analysis is used which involves the arithmetic connection of independent and dependent constructs to determine the relationship (Hair et al., 2008; Hair et al., 2010). In this research involves one independent variable and one dependent variable i.e. customer experience and re-purchase intention whereas customer experience involves three sub-dimensions including sensory experience, emotional experience, and social experience.

3.2 Respondent Profile

A respondent profile represents the demographic detail of selected sample. Four demographic profiles describe gender, age, education and average monthly income of target sample. A total sample of 240 participates in this research where 158 were male and the remaining 82 were female respondents. However, a large portion of the sample were graduates although, the highest proportion of respondents' average monthly income lies in ranging from 10001-20000.

| Table-1 (Respondents Profile) | | | |
|--------------------------------------|----------------|------------------|-------------------|
| Factor | Profile | Frequency | Percentage |
| Gender | Male | 158 | 65.8 % |
| | Female | 82 | 34.2 % |
| | Total | 240 | 100 % |
| Age | 18-22 | 140 | 58.3 % |
| | 23-27 | 80 | 33.3 % |
| | 28+ | 20 | 8.3 % |
| | Total | 240 | 100 % |
| Education | Bachelor | 131 | 54.6 % |
| | Masters | 84 | 35 % |
| | M.Phil. | 25 | 10.4 % |
| | Total | 240 | 100 % |
| Average Monthly income in PKR | Below 10000 | 72 | 30 % |
| | 10001-20000 | 91 | 37.9 % |
| | 20001-30000 | 16 | 6.7 % |
| | 30001-40000 | 34 | 14.2 % |
| | 40001+ | 27 | 11.3 % |
| | Total | 240 | 100 % |

4.3 Reliability and Validity Analysis

In this research Cronbach Alpha, Composite Reliability and Average variance extracted is a measure to check the reliability and validity of scales used to collect data from a targeted sample. Minimum threshold ≥ 0.7 consider as good fit (Nunnally and Bernstein, 1994) however, the threshold of AVE ≥ 0.5 consider reliable (Van, Lugtig and Hox, 2012).though, all values given in reliability and validity analysis test have qualified standards of the threshold. In this table results of Cronbach Alpha, Composite Reliability and AVE represents that scales have high reliability and validity.

| Table – 2 (Cronbach Alpha, Composite Reliability and Average Variance Extracted) | | | |
|---|--------------|--------------|--------------|
| Constructs | (a) | CR | AVE |
| Customer Experience | ≥ 0.7 | ≥ 0.7 | ≥ 0.5 |
| Sensory Experience | 0.9 | 0.87 | 0.77 |
| SE-1 | | | |
| SE-2 | | | |
| SE-3 | | | |
| Emotional Experience | 0.91 | 0.88 | 0.77 |
| EE-1 | | | |
| EE-2 | | | |
| EE-3 | | | |
| Social Experience | 0.92 | 0.82 | 0.61 |
| SCE-1 | | | |
| SCE-2 | | | |
| SCE-3 | | | |
| Re-purchase intention | 0.93 | 0.9 | 0.77 |
| RPI-1 | | | |
| RPI-2 | | | |
| RPI-3 | | | |
| RPI-4 | | | |

4.4 Descriptive Statistics

Descriptive statistics describe a summary which summarizes quantitative features and shows the adequacy of collected data from the targeted sample (Asher, 1976). Descriptive statistics shows minimum, maximum, mean along with standard deviation values. Sensory experience has the highest standard deviation with (2.9708) however, (2.6694) is the mean of social experience which is the lowest mean in the model. Meanwhile, re-purchase intention has (2.9083) mean in this research.

| Table-3 (Descriptive Statistics) | | | | | |
|---|----------|----------------|----------------|-------------|-----------------------|
| Constructs | N | Minimum | Maximum | Mean | Std. Deviation |
| Sensory Experience | 240 | 1.33 | 5.00 | 2.9708 | 1.12351 |
| Emotional Experience | 240 | 1.00 | 5.00 | 2.8778 | 1.07845 |
| Social Experience | 240 | 1.00 | 4.67 | 2.6694 | .87477 |
| Re-purchase Intention | 240 | 1.00 | 4.75 | 2.9083 | 1.10008 |
| Valid N (listwise) | 240 | | | | |

4.5 Correlation

Correlation identifies the relationship among all constructs if the value of correlation is less than 0.9 then it can be said that constructs are correlated with each other conversely if correlation values are equivalent to 0.9 or are higher than 0.9 it represents that there is an issue of multicollinearity among variables. In this research

correlation values are less than 0.9 which represents that constructs are correlated with each other.

Table-4 (Correlations)

| Table-4 (Correlations) | | | | | |
|------------------------|---------------------|-------------------|----------------------|-------------------|-----------------------|
| | | Social Experience | Emotional Experience | Social Experience | Re-purchase Intention |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 240 | 240 | 240 | 240 |
| Emotional Experience | Pearson Correlation | .873** | 1 | .863** | .906** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 240 | 240 | 240 | 240 |
| Social Experience | Pearson Correlation | .842** | .863** | 1 | .866** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 240 | 240 | 240 | 240 |
| Re-purchase Intention | Pearson Correlation | .896** | .906** | .866** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 240 | 240 | 240 | 240 |

** . Correlation is significant at the 0.01 level (2-tailed).

4.6 Linear Regression Analysis

Linear regression analysis is a statistical analysis which identifies the relationship between independent and dependent constructs. This analysis based on a model summary, Anova^a and values of coefficients. Model summary in this research represents the goodness of model though, R^2 is (.877) of this research which shows that the model is 87% fit for this research whereas adjusted R^2 is (.875).

Table-5 (Model Summary)

| Table-5 (Model Summary) | | | | |
|-------------------------|-------------------|----------------|--------------------|-------------------------------|
| Model | R | R ² | Ad. R ² | Std. An estimate of the error |
| 1 | .936 ^a | .877 | .875 | .38854 |

a. Predictors: (Constant), Sensory Experience, Emotional Experience, Social Experience

An oval is the second step in linear regression analysis and also knows as an analysis of variance. Anova^a identifies the means of significance of the variance which is $P=.000$ it shows that the variance is significant meanwhile df value is (3).

Table-6 (ANOVA)

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|--|----------------|---------|-------------|--------|---------|
| 1 | Regression | 253.606 | 3 | 84.535 | 559.978 |
| | Residual | 35.627 | 236 | .151 | |
| | Total | 289.233 | 239 | | |
| a. Dependent Variable: Re-purchase Intention | | | | | |
| b. Predictors: (Constant), Sensory Experience, Emotional Experience, Social Experience | | | | | |

However, coefficients represent the significance values of the constructs. Coefficient results identify that sensory, emotional and social experiences have significant on $P \leq 0.05$ confidence interval and t value represent the positive or negative relationship between constructs. Additionally; sensory, emotional and social experience has $P = .000$ significance value. Indeed, coefficients have significance on a 95% confidence interval. Customer experience found positive in this research where sensory experience \rightarrow Re-purchase Intention: $t = 7.308$, p -value = 0.000; emotional experience \rightarrow Re-purchase Intention: $t = 7.703$, p -value = 0.000; social experience \rightarrow Re-purchase Intention: $t = 4.145$, p -value = 0.000. Therefore, the overall consequences of this research indicate that dimensions of customer experience namely sensory, emotional and social experience have a positive significant influence on re-purchase intention.

Table-7 (Coefficients)

| Model | Unstandardized Coefficients | | Standardized Coefficients | **t | ***P |
|---|-----------------------------|------------|---------------------------|--------|--------------|
| | B | Std. Error | Beta | | |
| Path | -0.045 | 0.081 | | -0.553 | 0.581 |
| SE \rightarrow Re-purchase Intention | 0.359 | 0.049 | 0.367 | 7.308 | 0.000 |
| EE \rightarrow Re-purchase Intention | 0.421 | 0.055 | 0.413 | 7.703 | 0.000 |
| SCE \rightarrow Re-purchase Intention | 0.253 | 0.061 | 0.201 | 4.145 | 0.000 |

5 Conclusion

Experiential marketing creates a new track for the marketers creatively organizations attract customers by providing them a great experience. Marketers' appealing grabs the attention of customers and leaves a better experience in mind of the customer which influence re-purchase intention of customers. Results of the research endorse and indicate that there is a significant and positive relationship between customer (sensory, emotional and social) experience re-purchase intentions at P -value < 0.05 or $P = 0.05$. strategically, three hypotheses of this research have been accepted that customer experience including sensory, emotional, and social experience has a positive influence on re-purchase intentions and found significant at $P = 0.000$ value. This research concluded that customer (sensory, emotional and social) experiences have a tremendous influence on re-purchase intentions of customers. Creatively, experiential Marketing validates how customer experience including sensory, P-ISSN-2415-5284 e-ISSN-2522-3291 © 2019 Shah Abdul Latif University Khairpur- All rights reserved. Vol. 5 | 2019

emotional and social experiences contribute and influence customer towards re-purchase intention. Strategically organizations should consider customers' unique and absolute experiences to retain the customer for a longer period of time by influencing their re-purchase intention. Consequently, this research argued that in order to influence re-purchase intention organizations of products like Huawei should have a higher level of appeal to grasp customer re-purchase intention.

Limitations

This research is based on single telecommunication equipment and the researcher only focus on Huawei users conclusion cannot be generalized on overall population thus researchers may use different sampling techniques.

Future directions

The researcher may select different sampling techniques as well as choose multiple telecommunication equipment to acquire adequate knowledge about overall communication equipment. The researcher may also choose a different context and new industry to conduct survey however research may use quantitative and qualitative study combined using mixed meth to explore and verify the results.

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