



# **IMPACT OF BRAND EXPERIENCE ON THE CUSTOMER'S INTENTION TO REPEAT PURCHASE: AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF CUSTOMERS OF ZAIN IRAQ IN AL-MUTHANNA GOVERNORATE**

**Muthanna Twfiq Abdul –Hassan<sup>(1)</sup>, Ahmad Abdul-Ridha Enad<sup>(2)</sup>**

<sup>(1)</sup>Al-Muthana University, College of Science, [muthana.tawfiq@mu.edu.iq](mailto:muthana.tawfiq@mu.edu.iq)

<sup>(2)</sup>University of Technology – Iraq, [Ahmad.A.Enad@uotechnology.edu.iq](mailto:Ahmad.A.Enad@uotechnology.edu.iq)

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<b>Received:</b> 6 <sup>th</sup> May 2023 <b>Accepted:</b> 6 <sup>th</sup> June 2023 <b>Published:</b> 6 <sup>th</sup> July 2023	The study aims to Diagnose the Effect of the brand experience with its dimensions (Emotional Experience, Behavioral Experience, Cognitive Experience, Sensory Experience) on the Customer's intention to repeat the purchase. Developing two main hypotheses, and several hypotheses branching from them, to measure the level of association and influence by analyzing the relationship between these variables. Customers of zain Iraq in al-muthanna governorate were selected in the field to study and test their hypotheses, the questionnaire form was adopted as a main tool in collecting data related to the field side of the study. The sample size was (286) customers from zain Iraq in al-muthanna governorate, using statistical programs such as (spss.v.27), and a set of conclusions were reached, the most important of which is that the brand experience has a correlation and a significant effect on the intention to repeat the purchase. The study concluded with a set of recommendations.
<b>Keywords:</b> Brand Experience, Repeat Purchase Intention	

## **INTRODUCTION.**

The mark is one of the most important marketing tools, as the experience of brands helps in creating loyalty to the brand and thus increasing the company's sales and revenues, and from an intellectual point of view, the sensory brand attracted the interests of researchers in the scope of customer responses as an emerging and important field in marketing management, and due to the breadth and complexity of the influencing factors According to these responses, it was a source for more research and marketing studies to identify the changing nature of individual behavior in light of the multiplicity of options and the expansion of competition, and the brand experience leads to behavioral results such as satisfaction, repeat purchases, loyalty and positive word of mouth about the product or brand, and the researchers agree The customer is the basis of marketing work and the cornerstone of building intangible market assets that give the organization a sustainable competitive advantage based on long-term profitability. From this standpoint, the researchers were interested in studying and analyzing the brand's experience in general and the intention of repeat purchase in particular because of its impact on increasing the degree of affiliation and loyalty to the brand.

### **1.1 Research Problem**

The brand experience represents the internal

customer's reactions (Sensations, Feelings, Perceptions) and behavioral responses elicited by brand-related stimuli that are part of brand design, identity, packaging, and communications, so organizations need to implement new and innovative methods in marketing their products and services, and increase the intent of repeat purchase. Hence, the research problem is reflected in a fundamental question (Does the brand experience play an important role in enhancing the customer's intention to repeat the purchase), and from this question several important questions emerge:-

- 1- What is the level of customer awareness of the dimensions of the brand experience?
- 2- What is the level of intent to repeat the purchase of customers towards the brand?
- 3- What is the nature of the effect relationship between the experience of the brand and the intention to repeat the purchase from the point of view of the research sample?

### **1.2 Importance of Research**

1- Mobile telecommunications companies are among the vital and important sectors that witness strong competition in societies, especially in Iraqi society. Therefore, conducting studies and research that will increase the chances of success and development of this sector.

2- The importance of the researched variables at the intellectual and applied level in the field of marketing

studies, as the research contributes to enriching the knowledge side of topics that are lacking in the local and Arabic libraries, including the topic of the brand experience and the intention to repeat the purchase.

3- Determining the nature and type of relationship between the brand experience and the intention to repeat the purchase, which enables future studies to measure the nature and type of this relationship on other samples through which it is possible to identify a set of strategic solutions that in turn represent a solution to the problems of each sample..

### 1.3 Research Objectives:

The current research is trying to achieve a basic goal based on explaining the factors affecting the relationship between the brand experience and the intention to repeat the purchase, and to achieve this goal, the research has set sub-goals represented as follows:

1- Determine the level and nature of the intention to repeat the purchase that customers perceive towards the brand.

2- Recognizing the nature of the relationship between the brand's experience and the intention of repeat purchase from the customers' point of view.

3- Standing on the level of the mark experience among the research sample.

4- Examining the direct effect relationship of the brand experience on the intention of repeat purchase.

### 1.4 Research Hypotheses

The purpose of this paragraph is to develop a detailed plan for the research to follow in order to achieve the goals that you aspire to, as in Figure (1), and accordingly, the research variables can be determined as follows: -

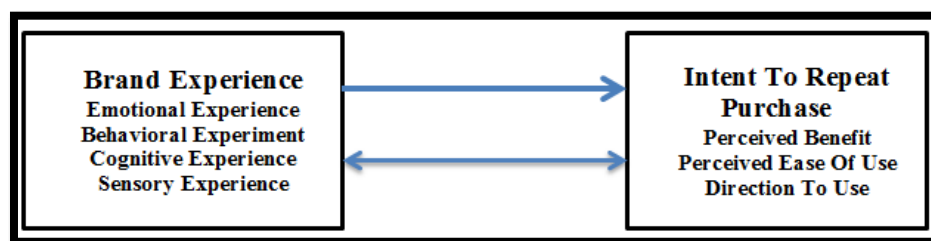


Figure (1) The Research hypothesis

### 1.5 Research Hypotheses

The first main hypothesis: There is a statistically significant correlation between the experience of the brand and its dimensions and the variable of the intention to repeat the purchase.

The second main hypothesis: There is a statistically significant effect of the brand experience and its dimensions on the variable of the intention to repeat purchase.

### 1.6 Research Tool

We relied on the questionnaire to obtain data from the operational side, and the questionnaire in its final form included three parts, the first of which dealt with the information of the individuals examined, while the second included questions to deal with the brand experience and was prepared on the basis of the random sampling method. The third includes metrics after repeat purchase intent.

### 1.7 Research Community And Sample

The research community consists of customers of Zain Iraq in Al-Muthanna Governorate, and to test the research hypotheses and achieve its objectives, the questionnaire was distributed and (286) questionnaires were obtained, which represent the research sample.

### The Theoretical Aspect Of The Study

### First: The Concept Brand Experience

The brand experience arises from a set of interactions between the customer and the product or organization, which evokes a reaction. This experience is completely personal and involves the customer on different levels: mental, Affective, sensory, physical, and spiritual (Chen-Yu&Kincade,2018:2).Brand experience describes the overall effect of interaction with a brand on customer awareness. It is highly subjective and can vary greatly between customers. Brand experience can be positive for one person and negative for another. It can also be shaped in very specific ways, usually by Where the impression that the customer takes from the sum of his experiences with his brand (Zha, 288:2020). A brand is influenced by the many interactions, touchpoints, communications, and content streams driven by brands and consumed by people (Hwang et al., 2021:3).

indicated that the brand experience is not a concept of Affective communication, as the brand experience can produce an Affective link, but the emotions are only one internal result of the stimulus that evokes the experience (Prentice et al., 2019:52). And since the brand experience differs from brand evaluation, attachment to it, and customer enjoyment, the brand



experience also differs conceptually and experientially from the subjective one (Coelho et al., 2020:42).

(Safeer et al., 2021:3) defined it as what the user feels when engaging or interacting with a brand, as some brands evoke feelings of innovation and technology, while other brands are untrustworthy and have a bad reputation.

### **Second: Importance Brand Experience**

That brand experience can be positively but indirectly associated with relational benefits, and that brand familiarity, brand image, and brand personality can act as mediators in brand experience, and this finding indicates that practitioners must understand customers' perceptions of relational benefits and developing marketing strategies that will lead to continuous relationships with customers (Keng et al., 2013:9).

Marketers have been interested in how experiences can positively influence product marketing. Organizations have long tried to create buildings for the ultimate customer experience because it can lead to increased customer loyalty (Dumitrescu et al., 2012:57). Marketing research and practices have undergone a series of wide-ranging transformations over the past 25 years, shifting focus from creating fast-moving consumer product brands to building customer relationships through service marketing, and now to creating a compelling brand experience (Maklan 2012:772). (Ong et al., 2018: 756) indicated that identifying and improving the brand experience is a high priority for market research because experience replaces quality, given that one of the main areas of focus for marketing is to provide a distinctive brand experience.

### **Third: Dimensions Brand Experience**

#### **1-Sensory experience**

The sensory dimension indicates that brands can leave a strong impression on the customer and can prevent non-brand stimuli from entering the mind of the customer (Stamatiou, 2021:8). Product sensing is essential for customers, especially in the retail industry, where concerns about a product's aesthetics (such as its colour, texture, and design) motivate customers to try to decide whether to purchase the product, and positive sensory experiences of customers help a brand identify a good brand (Huong et al. al., 2016:75)

#### **2- Affective experience**

Brands stimulate emotions that build Affective bonds with customers (Stamatiou, 2021:8). Customers' feelings are related to the product experience when they try a group of products, as joy exerts the greatest influence on the customer's experience, and

customers who engage in high-end shopping for products tend to want to show a positive Affective experience such as joy, satisfaction, or relaxation to satisfy their shopping motives (Huong et al .,2016:75).

#### **3-Cognitive experience**

The cognitive dimension refers to the ability of brands to make customers think or feel curious (Stamatiou, 2021:8). Brand experiences affect customers' experience or what they learn about the brand, as learning trends and shopping experience contribute to customers' clear perception of the brand (Huong et al., 2016:75).

#### **4-The Behavioral Experiment**

The behavioral dimension includes physical experiences, lifestyles, and interactions with a brand, meaning that when a customer experiences a brand, it prompts them to take a physical action. Commercial (Stamatiou, 2021:8). The behavioral responses to a brand resulting from a stimulus associated with a particular brand are collectively termed a behavioral experience (Laghari, 2021:443).

#### **Fourth: Concept Of Repurchase Intention**

Intent can be described as a person's state before taking an action (overt action), which can be used as a basis for predicting a behavior or action. . Intention also appears to measure a person's will, and it is linked to ongoing behavior (Van Vaerenbergh, 2021:263).

Although the traditional marketing activities (product, price, distribution, advertising) can be employed in real life, they are unlikely to have a significant impact on the purchase and repurchase intention of customers given the changing nature of consumers, because the logical assumption is That sellers have the ability to greatly influence consumers' decisions by offering features such as: a mix of different functions, information, emotions, tips, motivators, and products, i.e. if consumers are keen to interact with and possibly deal with sellers, it depends on their experience in dealing with The store, and thus this assumption is consistent with the case of the traditional market (Sophonsiri et al., 2010:3). The process of repurchasing intent is a desire that arises among customers to purchase goods or services that they like and have previously purchased based on the results of the evaluation of the suitability of the performance of the good or service with their expectations. In its present condition and possible circumstances (Giovanis & Athanasopoulou, 2015:13) In a competitive business environment, it is necessary to maintain the repurchase intent and avoid shift behavior to maintain the continuity of the organizations operations and gain a competitive



advantage. Therefore, organizations seek to maintain the relationship with existing customers, and hope to increase their intent to re-purchase and repurchase, and the repurchase intention represents the third type of procurement. Experimental purchases, recurring purchases, and long-term commitment purchases (Mohamed, 2015:4). The intent to buy back means the customer's intentions to purchase a certain brand in the future, whether it is the first purchase or a repeat of a certain purchase (Bing, 2020:15).

(Nyowono, 2018:3) stated that the repurchase intent occurs when customers carry out repurchase activities for the second or more time, and the reason for the repurchase is mainly through customer experience. It is the decision-making process that customers undertake after purchasing the products they need (Trivedi, 2018:11). The repurchase intent process arises due to customers' positive impression of the brand, and their satisfaction with the purchase (Mou, 2019:7). As (Trivedi, 2020:3) defined it as a subjective or personal judgment related to how we act in the future, and the intention to buy represents what we think about buying goods and services, while the intention to buy back is what we expect to buy from the same services or goods again.

As for (Cunningham et al., 2021:13), he sees that the intent to repurchase is the customer's acknowledgment of repurchasing certain goods or services from the same business or product, using their own information based on current conditions and possibilities that can be considered in addition to the intention to repurchase, improving the behavior of Consumer to continue to buy in the future. (Trivedi et al., 2021:23) stated that after the customers receive the service and feel the benefits or value of the product, they already have loyal behavior, satisfaction and commitment towards the product, which in turn can lead to the goal of repurchasing the product in the future. (Ratasuk, 2021:2) indicated that the intention to repurchase can fall under the more general concept (behavioral intention), which includes intentions other than those related to repurchase, the intention of buying a product for the first time offered by the same brand based on good past experiences, or it may be The opposite is represented by the structure of the complaint.

#### **Fifth: Importance of Repurchase Intention**

Improving repurchase intent to existing customers is more economically beneficial than constantly seeking new customers, so researchers are constantly trying to find more new and/or industry-specific

justifications for repurchase intent (Lee et al., 2011:2). (Wibisono, 2018: 16) indicated that customers who buy a brand frequently and feel a strong commitment to the brand are the customers with high brand loyalty, and therefore customers who are committed to the brand become loyal customers of that brand and show the behavior of repeated purchases.

Repurchase intentions are usually determined by brand commitment, whereby brand commitment means a relationship similar to the friendship that the customer develops for the brand, while repeat purchase is interpreted as buying the brand because it is cheaper or there is no other brand (Unjaya, 2015: 292). And (Trivedi, 2018:11) indicated that there is a difference between the actual purchase and the intention to repurchase. This includes brand preference, perceived value, perceived quality, and perceived price.

And (Prastyaningih, 2014:36) touched on that the value of repurchasing a good or service will appear when the customer feels that the service he receives is satisfactory, and therefore if the customer is satisfied with the first purchase, then the next purchase is made repeatedly on one brand, so that There is no need to make a decision because the customer knows a lot about the brand. Between (Mou, 2019:7), the intent to repurchase is primarily a reflection of customer behavior, as customers respond positively to what the organization has provided and are interested in making frequent visits or consuming the organization's products.

And (Akaraboonlertyot, 2020:3) indicated that the importance of the intention to repurchase is represented in the following:-

1-Satisfied customers will buy again and tell others about their experience of using the product, and this is what drives organizations to offer more than they say.

2-Repurchase is the post-purchase behavior of a product, and when the products consumed by customers provide satisfaction, customers tend to repurchase these products in the future.

3- The intent to repurchase is a positive response to previous actions, and therefore there will be reinforcement with positive thoughts about what the customer obtained as a result of using the product, allowing him to make repeated purchases.

#### **Sixth: Dimensions Of Repurchase Intention**

##### **1-Perceived Benefit**

Perceived utility refers to the extent to which the individual believes that the use of the product will enhance the performance of his task (Tao et al., 2020:1348). (Marangunic, 2015: 83) indicated that it





is the percentage of employees' belief in the extent of the benefit that he will obtain in his job performance when he follows a certain system. Perceived utility is defined as the degree to which the individual believes that the use of a particular technological system will enhance his job performance (Holden & Karsh, 2010: 161). They are (Ha& Stoel, 2009:565)

A- A direct impact on the individual's intention to use technology.

B - Indirect influence through the individual's tendency towards use.

Perceived utility means the ability of a product to meet user expectations in enhancing its performance for a specific task when used (Murillo et al., 2020:2)

### 2-Perceived Ease Of Use

Perceived usability refers to the extent to which the individual believes that the use of the product will be effortless, in addition, the perceived usability affects the situation indirectly through the perceived utility (Tao et al., 2020:1348). Consumer acceptance may be different from that of professionals, as customers are likely to encounter difficulties in using the correct product due to their lack of self-efficacy and usability (Hegner, 2018:83 Beldad).(&Yang & Wang, 2019: 117) adds that it is the percentage of customers' belief that using certain systems will be free of trouble and effort, because if the product is easy to use, all obstacles fall, and if they are not, it will be difficult to deal with them and the product will not leave a positive impression. . Also, external variables such as social influence are an important determinant of behaviour. When a technology acceptance scheme is reviewed on a group of users, they will act decisively to use the product, but the ability to understand the product may vary based on a person's age and gender (58Byun et al., 2018)

### 3-Direction To Use

The user's attitude is a key factor in accepting or rejecting the product, and many studies indicate that the user's attitude towards using the product has a positive effect on the intention to use the product (Holden & Karsh, 2010: 161). The individual's intention to use a specific product is affected by his general attitude towards using the product, while behavioral intention refers to the individual's expected or planned future behavior to use a particular product, and represents the expectation

that the individual may adopt a certain behavior in a specific situation (Murillo et al., 2020: 2)

Based on what the model suggests, a higher level of perceived usefulness and ease of use predicts a positive trend towards technology, and this in turn predicts intentions to use it. An individual's actual use of any product is directly or indirectly affected by his behavioral intentions, attitude, perceived usefulness, and perceived usability (Manis & Choi). ,2019:503).

### Statistical Aspect Of Research

#### 1-Coding For The Main Research Variables

The current scientific and intellectual research model is the simple model that includes two basic variables that are shown in Table (1).

Table(1) Coding and Characterization

Variable	Number Of Paragraphs	Code
Brand experience	12	BRA
Intent to repeat purchase	8	IRP

#### 2- Test The Normal Distribution Of The Data

This test aims to verify the normal distribution of the data, through which it is possible to know the type of statistical tests appropriate to the data, parametric tests or non-parametric tests (Sekaran and Bougie, 2016:238). Thus, the normal distribution test is one of the important tests that allows the researcher to use parametric methods in testing And analysis if the data has high moderation, but if its moderation is low, it is necessary to adopt non-parametric methods in testing and analysis (Kim & Park, 2019: 332)

As we note from Table (2) that the test statistic for the two search variables amounted to (0.180-0.172) for the Kolmogorov-Smirnova test, while the level of significance for the test statistic reached (0.074-0.098), as well as the statistics for the Shapiro-wilk test, as it amounted to the two search variables respectively (0.774 -0.790), while the level of significance of the test statistic reached (0.063-0.079), which is higher than the assumed level of significance of (5%), meaning that it is not significant, as it turns out that the paragraphs of the research variables as a whole are subject to normal distribution, and this gives support towards the adoption of parametric methods in Data analysis and hypothesis testing.

Table (2) Kolmogorov-Smirnov-Shapiro-wilk test for search variables

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brand Experience	.180	284	.074	.774	286	.063
Intent To Repeat Purchase	.172	284	.098	.790	286	.079



### 3-Stability Test

The stability of the measurement tool shows the extent of the internal consistency of the scale used in the research, which means that the paragraphs (questions) all serve a general purpose to be measured, and the possibility of obtaining the same results when repeating the measurement of the same phenomenon with the same scale, as it represents the degree to which differences can be measured. Individuality is consistent and homogeneous when answering a specific scale, and the scale is considered stable when it measures what it was built for (Oppenheim, 1992:144). Through the level of stability, the extent to which it is possible to repeat the use of the same scale and the results remain the same. This shows the stability of the scale at

different time points and with similar results, as Cronbach alpha measures the internal consistency of the items of the questionnaire (the scale), its dimensions, its variables and the scale as a whole (De Vaus, 2002:184), and the Cronbach alpha value must be equal to (0.70) or higher than This is in order for the internal consistency to be considered acceptable (Hair et al., 2019:775) (Tavakol & Dennick, 2011: 54), but if it is less than that, the internal consistency is considered weak and does not carry the acceptable level of stability, and Table (3) shows the stability test of the tool measurement. We note from Table (3) that the values of the Cronbach alpha coefficient for the main research variables were (0.87 and 0.82). For the final application, as it is characterized by accuracy, stability and high.

Table (3) The Results Of The Consistency Between The Components Of The Scale

No.	variables and dimensions	Cronbach alpha coefficient
1	Brand experience	0.82
2	Intent To Repeat Purchase	0.87

**Source:** Prepared by the two researchers according to the outputs of the program (spss v.27).

### 4- Statistical Description Of The Research Variables

This paragraph is concerned with the statistical presentation that shows the level of availability of the brand experience and understanding the intention of

repeat purchase from the point of view of the research sample, in addition to that the hypothetical mean for the description is (3) and table (4) shows that:-

Table (4) Statistical description of the search variables

No.	variables	Mean	Standard deviation	Importance level	Dimensional Arrangement
1	Brand Experience	4.45	.382	.89	2
2	Intent to Repeat Purchase	4.50	.436	.90	1
	General Average	4.47	.409	.89	

**Source:** Prepared by the two researchers according to the outputs of the program (spss v.27).

It is clear from Table (4) that the general weighted arithmetic mean amounted to (4.47), with a standard deviation of (.409), and with a significance rate of (.89). The general mean indicates that it is greater than the hypothetical mean of (3). It is also clear from the table that the understanding variable is intention. The frequency of purchase was in the first order, as it achieved an average of (4.50), which is higher than the arithmetic mean of the brand experience variable, which reached the arithmetic mean (4.45), with a standard deviation of (.436), and with a significance rate of (.89). The averages of the two variables indicate that they are greater than the mean. Hypothesis (3) This indicates that the sample clearly understands the intention to repeat the

purchase more than the brand experience.

### 5- Testing The Correlation And Influence Hypotheses Of The Research

This section aims to test research hypotheses related to the correlation and effect relationships between the independent variable brand experience and the dependent variable repeat purchase intention. The researcher relied on the Pearson correlation coefficient to test the correlations and the simple linear regression coefficient to test the effect between the two variables. :

**Correlation is low:** if the value of the correlation coefficient is less than 0.10

**The correlation is moderate:** if the value of the correlation coefficient is between 0.30 - 0.10



**The correlation is strong:** if the correlation coefficient value is higher than 0.30

As the results of Table (5) show that there is a direct correlation between the two variables (the brand experience and the intention to repeat the purchase) with a coefficient of (.536\*\*), which is a positive value indicating the strength of the relationship between the two variables within a very high correlation level, and the two asterisks indicate the significance of the correlation relationship at (1%), which indicates that there is a correlation between the increase in the brand experience and the understanding and awareness of the intention to repeat the purchase. It occurs in the intention to

repeat the purchase. The higher the intention to repeat the purchase, the reason for this is due to a good contribution from the brand experience, and the standard beta (effect) amounted to (.536), meaning that a change in the brand experience by one unit will lead to a change in the practice of the intention to repeat the purchase by an amount (54%). This effect is supported by its significance, as the value of (F) calculated for the linear regression model reached (113.612), as the results of the significance indicate the significance of the correlation and influence relationship with a degree of confidence (99%).

Table (5) Estimating the parameters of the simple linear regression model to measure correlation and the brand experience effect of repeat purchase intention n = 286

	Intent to Repeat Purchase				
	R	R <sup>2</sup>	F	B	Sig.
Brand experience	.536**	.287	113.612	.536	.000

**Source:** Prepared by the two researchers according to the outputs of the program (spss v.27).

## CONCLUSIONS AND RECOMMENDATIONS

### First: - Conclusions

- 1- The results showed that there is a positive statistically significant correlation between the brand experience and the intention to repeat the purchase, with a coefficient of (.536\*\*), indicating that there is a correlation between the increase in the brand experience and the understanding and awareness of the intention to repeat the purchase.
- 2- It was noted that increasing the level of intention to repeat the purchase among customers of Zain Mobile Lounges in Iraq had a fundamental role in influencing the brand experience.
- 3- The Zain Mobile Lounge Company in Iraq continues its interest through sympathy, attention, and allocating more time to customers, which creates the degree of customer commitment to trademarks that comes as a result of the auditor making a comparison between maintaining his relationship with the brand versus what he would lose if he decided to choose another brand.
- 4- The sample responses of the research showed a high readiness by the sample to exert more efforts and time in order to continue and sustain the relationship with their current brands. Rather, customers may pay more money in return for maintaining their relationship with this brand and

increasing the volume of their purchases from the brand.

### Second: Recommendations

- 1- Introducing new ways by brands to communicate with their customers, including the use of technology in the implementation and effective communication of the message of the relationship, as well as making a comprehensive change in the appearance of the brand from time to time, and providing an expansion of the relationship and new versions, where these versions can contribute In further communicating the message around the brand.
- 2- The need to form emotional bonds by linking the functional feature of the mark as an important emotional need that stimulates the functional need, which requires conducting more studies and personal interviews with customers to show their true emotional feelings.
- 3- Brands must achieve credibility and integrity in the relationship with the customer and maintain feelings of connection and honesty by making continuous efforts to meet the customer's functional and emotional needs, whether hidden or apparent.
- 4- The need to develop the physical characteristics of brands based on functional features into emotional characteristics based on the personal characteristics of the brand, which transforms the relationship between the brand and the customer into a



psychological relationship according to the customer's mental orientations, beliefs, hobbies and feelings.

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