Received: *28 February 2024*
Revised: *21 August 2025*
Accepted: *25 August 2025*

Factors Affecting Repurchase Behavior of Chinese Consumers on Clothing Products in Social e-commerce

Xiaohuan Yan [1] Tippawan Lertatthakornkit [2]

Abstract

This study aims to 1) identify the influencing factors of apparel product marketing in social e-commerce on Chinese consumers' repurchase behavior, 2) construct a model of repurchase behavior, 3) analyze the moderating role of purchasing experience on the relationship between satisfaction and repurchase behavior, and 4) provide marketing recommendations for merchants. A quantitative approach was employed, using a structured questionnaire designed from the SOR model and behavioral theories. The population consisted of Chinese consumers aged 18–59 who had purchased clothing on social e-commerce platforms such as Pinduoduo and Xiaohongshu. Purposive sampling yielded 497 valid responses. Data were analyzed using confirmatory factor analysis, structural equation modeling (SEM), and bootstrap estimation.

The results indicate that product attributes, purchase cost, social interaction, and after-sales service significantly influence customer satisfaction and repurchase intention. Repurchase intention has the most substantial direct effect on repurchase behavior, while product attributes exert an indirect effect through customer satisfaction and repurchase intention. Customer satisfaction and repurchase intention demonstrate a significant chain mediation effect, and purchasing experience moderates the relationship between satisfaction and repurchase behavior, strengthening it when the purchasing experience is favorable. The findings suggest that merchants should prioritize product quality, improve after-sales services, reduce purchasing costs, and enhance social interaction to encourage consumer loyalty. This research contributes theoretically by expanding the literature on consumer behavior in social e-commerce and practically by

[1] Management, Faculty of Management, Shinawatra University E-Mail: Xiaohuanyan645@outlook.com
[2] Dr. Management, Faculty of Management, Shinawatra University

offering strategies for global merchants to increase repurchase rates in the clothing sector.

Keywords: Stimulus Variables, Customer Satisfaction, Repurchase Intention, Purchase Experience, Repurchase Behavior

Introduction

Social e-commerce combines social elements such as attention, sharing, discussion, communication, and interaction with e-commerce through the social functions of social network platforms or e-commerce platforms (Xu,2020). Social e-commerce uses users to form social fission, achieve decentralized promotion effects, and improve operational efficiency (Xiao & Lei, 2021; Lertatthakornkit, 2022). Although some scholars have conducted some studies on social e-commerce and consumer repeat purchase factors, they have not involved the clothing industry in social e-commerce, nor have they combined the marketing of clothing products, customer satisfaction, consumers' repurchase intention, and repurchase behavior in social e-commerce platforms. So this is a novel study. Increasing the purchase rate and the number of buybacks of active users is the most important issue in the operation and development of social e-commerce.

The significance of this study lies in theory and practice. First of all, it enriches the theoretical achievements in the field of social e-commerce marketing. Secondly, it enables clothing merchants on the social e-commerce platform to gain a deeper understanding of consumer needs and intentions, thereby improving the sales and service process for clothing products on the platform.

The research's objective

This study aims to:

1. To explore the influencing factors of apparel product marketing in social e-commerce on Chinese consumers' repurchase behavior.

2. To establish a model of repurchase behavior of Chinese consumers purchasing clothing products through social e-commerce platforms.

3. To analyze and examine the moderating effect of purchasing experience on consumers' satisfaction and repurchase behavior of clothing products.

4. To provide practical development suggestions for the global social e-commerce platform clothing product marketing merchants.

Literature Review

1. Product Attributes and Repurchase Behavior

Product attributes such as quality, design, price, and reliability are key determinants of consumer evaluations. Studies show that attractive product attributes increase perceived value and satisfaction, leading to stronger repurchase intention (Fournier, 2002; Li, 2017). In e-commerce, where consumers rely on images and descriptions, product quality consistency strongly affects satisfaction and loyalty (Bruhn & Grund, 2000).

2. Purchase Cost and Repurchase Behavior

Purchase cost encompasses monetary cost, time, and effort. Higher transaction costs reduce consumer loyalty, while efficient service enhances value and satisfaction (Parasuraman, 2005; Wan, 2019). In e-commerce, reduced delivery costs and transparent information lower perceived risk, fostering intention to repurchase (Shen, 2019; Ji & Zhao, 2022).

3. Social Interaction and Repurchase Behavior

Social e-commerce emphasizes interaction between buyers and sellers, as well as among consumers. Social interactions build trust, reduce psychological costs, and strengthen satisfaction and loyalty (Yoo, Lee, & Park, 2010; Chang & Dong, 2016). Stronger interaction encourages brand relationship quality and drives repeat purchases (Zhang, Liu, & Zhao, 2021).

4. After-sales Service and Repurchase Behavior

After-sales service, including return policies, complaint handling, and support, is critical to consumer trust and satisfaction. Positive service experiences enhance repurchase intention, while poor service causes dissatisfaction (Li, 2017; Xu, 2022). Adequate after-sales support reduces uncertainty, especially in clothing purchases, where fit and quality issues are common.

5. Customer Satisfaction, Repurchase Intention, and Repurchase Behavior

Customer satisfaction is widely recognized as a direct antecedent of repurchase behavior. Research confirms that satisfied consumers are more likely to remain loyal, though the relationship can be moderated by other factors such as service fairness or experience quality (Reichheld, 1996; Wang et al., 2020). Repurchase intention is the most immediate predictor of repurchase behavior (Jones & Sasser, 1995).

6. Moderating Role of Purchase Experience

Purchase experience moderates the satisfaction–behavior link, strengthening or weakening the impact depending on whether consumers perceive the experience as positive or negative (Carlo, 2022). High-quality experiences amplify the effect of satisfaction on loyalty, while poor experiences diminish it.

In this study, based on SOR (stimuli-organism-response) model, product attributes, purchase cost, social interaction and after-sales service are summarized as stimulus variable S, customer satisfaction and repurchase intention are used as intermediary variables, which belong to the "emotional reaction" O of the body, and repurchase behavior is regarded as the "reaction" R as the dependent variable. The conceptual framework of this study is constructed by adding the moderating variable purchase experience, as shown in Figure 1.

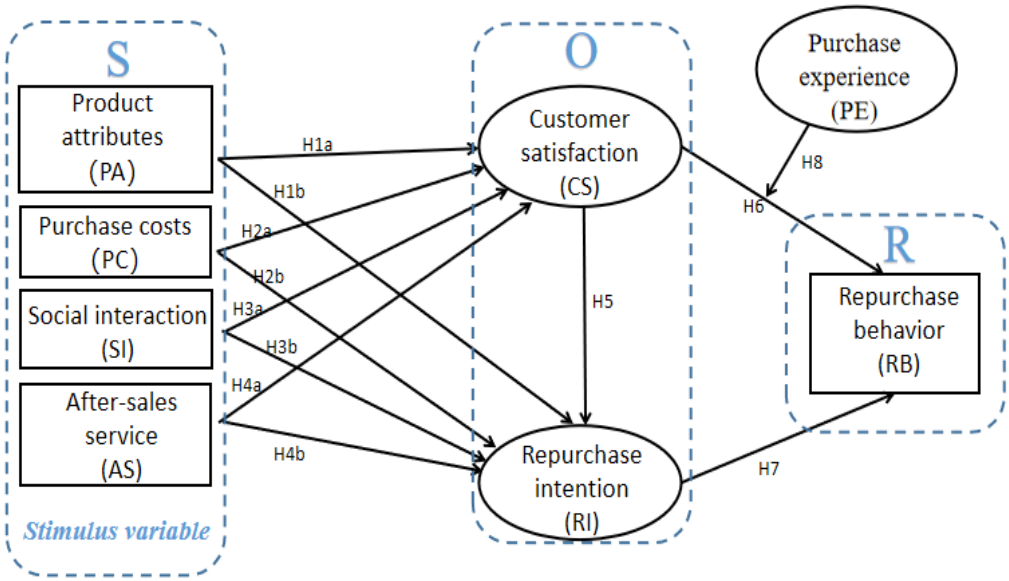

Figure 1: Conceptual Framework

Product attributes, customer satisfaction, repurchase intention, and repurchase behavior

Fournier (2002) pointed out that price is an important attribute of the product; a low price can effectively improve customer satisfaction. Li (2017) proposed that customers can only buy clothing products online through the seller's picture display and text description of the product, while the online merchants of the product are ambiguous, and online picture display is inconsistent with the actual product, leading to customers' understanding of the product being incorrect, thus causing customer dissatisfaction. Bruhn and Grund (2000) referred consumers have an expected value of product quality and service quality before purchase; after purchase and use, they form a perception of product quality and service quality, resulting in two situations: when the perception is higher than the expected value, the consumer satisfaction is high and the repeated purchase intention is firm; when the perception is lower than the expected value, the consumer satisfaction is low and the repeated purchase intention is weak (Lei & Li, 2012). In the study of B2C e-commerce trading platforms, both the price and quality of goods can have a positive impact on the perceived value of users, thus affecting the intention to re-purchase, and thus generating repurchase behavior. Based on the above studies, the following assumptions are made:

Purchase cost, customer satisfaction, repurchase intention, and repurchase behavior

If the information provided by the website is comprehensive and reliable, convenient for customers to search and search, can timely answer the various problems encountered in the purchase process of customers, resolve the perceived risk of customers, can not only reduce the purchase cost of customers, but also significantly improve the perceived value of consumers, enhance consumer’s purchase intention (Wan, 2019). Parasuraman (2005) points out that only by increasing the benefits obtained by consumers and reducing non-monetary costs, such as time, effort, and psychological pressure, and increasing their perceived value, can enterprises maintain their competitive advantage in the market. Shen (2019) posits that as product, category, and quality diversity increase, the transaction costs for consumers shopping in the same store will

decrease. Conversely, as transaction costs rise, the likelihood of consumers ordering in the same store will decrease. Ji and Zhao (2022) examined the impact of client use and shipping costs on store repurchase decisions. The following hypotheses are proposed:

Social interaction, customer satisfaction, repurchase intention, and repurchase behavior

Yoo, Lee, and Park (2010) study user experience in the background of online retail, study the relationship between customers 'interaction, perceived value, and customer satisfaction when online shopping, and point out that network interaction can affect customer satisfaction, and network interaction can also affect customer satisfaction by affecting customers' perceived value. Social interaction occurs when consumers, e-commerce platform managers, communities, and other online shoppers regularly engage with products and services through various means, such as text, voice, and animation, to derive pleasure and enjoyment and establish a continuous relationship. Social interaction conveys the value of products and services to consumers, improves the quality of brand relationship, reduces the psychological cost and time cost of consumers' online shopping decisions, enhances the perceived value, reduces the perceived risk, and drives the formation of repurchase intention (Zhang, Liu, & Zhao, 2021). Chang & Dong (2016) said that the interaction between users on social media will have a positive impact on purchase intentions. This paper proposes the hypothesis:

After-sales service, customer satisfaction, repurchase intention, and repurchase behavior

Li (2017) suggests that when customers purchase unsuitable or unsatisfactory clothing products online, they are often dissatisfied with the after-sales service of online clothing product merchants (Xu, 2022). After online shopping, customers can obtain satisfactory after-sales service, which can reduce the perceptual uncertainty in the process of online shopping, thus increasing their satisfaction and trust, and eventually generating repeated purchase intention. So, this article proposes the following hypotheses:

Customer satisfaction, repurchase intention, consumer repurchase behavior, and purchase experience

Wang et al. (2020) emphasize that satisfaction is the most important factor affecting consumers 'repeated purchase intention, and further prove that price fairness, sellers' service attitude, and sellers 'professional level can play a role in regulating the relationship between satisfaction and consumers' repeated purchase intention. Carlo (2022) put forward the network environment usefulness, ease of use, focus, pleasure, satisfaction and repurchase intention, and thinks that online users through internal perception satisfaction, shopping experience satisfaction evaluation before the repurchase behavior, satisfactory results will lead to consumers on online purchase website, satisfaction is an important factor to explain the repurchase behavior. Reichheld (1996) reports that while around 90% of industry customers report being satisfied or even very satisfied, only between 30% and 40% do repurchase. One reason for that is that the relationship between satisfaction and retention is not a simple linear one, but is moderated by several different variables. Jones and Sasser (1995) believe that on e-commerce platforms, consumers' repeated purchase intention refers to the intention to trade with the supplier before the next transaction, according to the satisfaction of the transaction. This article proposes the following hypotheses:

Methodology

The sample size of 497 respondents was determined to ensure statistical validity and reliability in conducting Structural Equation Modeling (SEM). According to methodological guidelines, SEM generally requires a minimum of 200 samples for model estimation, while larger and more complex models demand higher numbers (Hair et al., 2013). Kline (2016) also suggests that a ratio of 10–20 cases per estimated parameter is ideal. Given that the present study included 8 latent variables and 36 observed indicators, the required sample size was at least 360 (36 × 10). Thus, 497 exceeded this threshold, ensuring robust estimation.

The survey adopted a purposive sampling method, targeting consumers who had previously purchased clothing through social e-commerce platforms (e.g., Pinduoduo, Xiaohongshu). This approach was chosen to guarantee that respondents had relevant experience with the phenomenon under study. The final 497 valid responses were obtained after data screening, which eliminated incomplete or invalid questionnaires.

In summary, the acquisition of 497 samples was guided by both theoretical recommendations for SEM and practical feasibility, ensuring the study had sufficient statistical power and generalizability within the defined population of Chinese social e-commerce clothing consumers.

Filling in the questionnaire online can significantly reduce costs associated with field surveys and is more efficient. Additionally, the network is not restricted by geographical regions, allowing respondents to complete the questionnaire at any time. We will publish the prepared questionnaire on the Wenjuanxing platform and invite respondents to complete it. This article uses a Likert five-point scale to measure the above seven variables, ranging from 1 “completely inconsistent” to 5 “completely consistent”, with a total of 36 variable measurement items.

This paper constructed a total of 8 variables (4 independent variables, two mediating variables, 1 moderating variable, and one dependent variable), including product attributes, purchase cost, social interaction, after-sales service, customer satisfaction, consumer’s re-purchase intention, re-purchase behavior, and purchase experience. Seven questions were developed based on demographic data, including gender, age, education level, and monthly income.

Results

1. Demographic Profile of Respondents

According to the samples collected this time, gender distribution is relatively uniform, with males accounting for 47.5% of the total sample and females for 52.5% of the total sample, indicating a relatively balanced male-female ratio. People over the age of 56 only accounted for 8.7%, The 18-25 age group accounts for 18.1%,18-25 age group accounts for 18.1%, 26-35 age group is the leading consumer group of social e-commerce, accounting for 43.5%, followed by the 36-55 age group, accounting for 29.8%. Sixty-seven people have high school or below, accounting for 13.5% of the total; 177 people have junior college, accounting for 35.6% of the total; 238 people have a bachelor's degree, accounting for 47.9% of the total; 15 people have a master's degree or above, accounting for 3%. Twelve people have monthly income below 1000 Yuan, accounting for 2.4% of the total sample; 127 people have monthly income between

1001-3000 Yuan, accounting for 25.6%; 129 people have monthly income between 3001-5000 Yuan, accounting for 26%; There are 178 people with 5001-8000 Yuan, accounting for 35.8%, and 51 people with more than 8000 Yuan, accounting for 10.3%.

2. Reliability Analysis and Confirmatory Factor Analysis

According to the Krumbach α coefficient evaluation criteria, the reliability coefficient of the total scale should be greater than 0.8, and 0.7-0.8 is acceptable; the reliability coefficient of the subscale should be greater than 0.7, and 0.6-0.7 is acceptable. It can be seen from the measurement results that the Cronbach's α value of the total volume table is greater than 0.6 (α>0.6), and the Cronbach's α value of each dimension is greater than 0.7 (α>0.7), indicating that the eight variables in the measurement scale have good internal consistency. The reliability of the questionnaire meets the analysis requirements. The measurement results are shown in Table 1.

Table 1: Reliability Test Results of Sample Data

Variables	Number of Items	Cronbach's α
Total	38	0.880
Product Attributes	6	0.906
Purchase Costs	6	0.901
Social Interaction	5	0.889
After-sales Service	5	0.881
Customer Satisfaction	4	0.866
Repurchase Intention	4	0.861
Purchase Experience	5	0.878
Repurchase Behavior	3	0.810

Note. Adapted from SPSS Software Result.

As can be seen from Table 2, the model fitting index and confirmatory factor analysis (CFA) criteria (Hair et al., 2013) are used to evaluate the model. The absolute model fitting index (χ^2/DF =1.162, GFI=0.939, AGFI=0.927) and incremental model fitting index (CFI=0.991, NFI=0.942, RMSEA=0.018) were all satisfactory. Therefore, the measurement model in this study fits well.

Table 2 Model Fit Index of Variables

Model Fit	Absolutely Model Fit					Incremental Model Fit		
	χ^2	DF	χ^2/DF	GFI	AGFI	CFI	NFI	RMSEA
Criterion	-	-	1<χ^2/DF<	>0.9	>0.9	>0.9	>0.9	<0.08
Results	550.86	474	1.162	0.939	0.927	0.991	0.942	0.018

Note. Adapted from Amos Software and Hair et al.

Table 3: Convergent validity Test Result

Path			The	S.E.	P	AVE	CR
Q13	<---	PA	0.782				
Q8	<---	PA	0.795	0.053	***		
Q12	<---	PA	0.8	0.054	***	0.617	0.906
Q11	<---	PA	0.789	0.055	***		
Q10	<---	PA	0.784	0.053	***		
Q9	<---	PA	0.763	0.054	***		
Q18	<---	PC	0.826	0.056	***		
Q17	<---	PC	0.773	0.055	***		
Q16	<---	PC	0.784	0.057	***	0.604	0.901
Q15	<---	PC	0.748	0.055	***		
Q19	<---	PC	0.773				
Q14	<---	PC	0.756	0.054	***		
Q24	<---	SI	0.758				
Q23	<---	SI	0.784	0.059	***		
Q22	<---	SI	0.812	0.058	***	0.616	0.889
Q21	<---	SI	0.801	0.058	***		
Q20	<---	SI	0.768	0.057	***		
Q29	<---	AS	0.762				
Q28	<---	AS	0.787	0.057	***		
Q27	<---	AS	0.775	0.058	***	0.597	0.881
Q26	<---	AS	0.75	0.058	***		
Q25	<---	AS	0.788	0.061	***		
Q33	<---	CS	0.798				
Q32	<---	CS	0.784	0.055	***	0.618	0.866
Q31	<---	CS	0.786	0.054	***		
Q30	<---	CS	0.777	0.056	***		

Table 3: Cons.

Path			The	S.E.	P	AVE	CR
Q37	<---	RI	0.764				
Q36	<---	RI	0.779	0.06	***	0.608	0.861
Q35	<---	RI	0.776	0.063	***		
Q34	<---	RI	0.8	0.062	***		
Q45	<---	RB	0.782				
Q44	<---	RB	0.739	0.063	***	0.629	0.835
Q43	<---	RB	0.779	0.065	***		
Criterion: CR> 0.7, AVE>0.5.							

Note. Adapted from Amos Software. *p<0.1, **p<0.05, ***p<0.01.

As can be seen from Table 3, according to the criteria of standardized factor load, measured composite reliability (CR) (Kahai & Cooper, 1990), and mean variance extraction (AVE) (Cheng & Cai, 2020), significance estimation was adopted for all items in the scale. It can be seen that the standardized factor load for all factors is above 0.70. The composite reliability (CR) was 0.906, 0.901, 0.889, 0.881, 0.866, 0.861, and 0.835, which were all higher than the 0.7 standard proposed by Hair. Therefore, the reliability of each factor is excellent. The AVE values are 0.617, 0.604, 0.616, 0.597, 0.618, 0.608, and 0.629, respectively, which are all greater than the criterion of 0.5, indicating that the constructed variable terms have good convergence validity. Therefore, it can be determined that the research scale in this paper has good combinatorial reliability and convergence validity.

Discriminant validity refers to the degree of correlation between items corresponding to different variables. If they are not correlated, there is no discriminant validity. The index to test the discriminant validity is the correlation coefficient between the square root of AVE and the variable. When the square root of AVE is greater than the correlation coefficient, it indicates good discriminant validity (Wang & Yu, 2010). In this study, the correlation coefficients of each potential variable are constructed and compared with the square root of the AVE value. The comparison results are shown in Table 4. The seven measurement models in this study all have good content validity, combination reliability (CR), convergence validity, and discriminant validity, and all meet the standards.

Table 4 Discriminant Validity Test Result

	AVE	Sqrt	PA	PC	SI	AS	CS	RI	RB
PA	0.617	0.785	**0.785**						
PC	0.604	0.777	-.349	**0.777**					
SI	0.616	0.785	.371	-.434	**0.785**				
AS	0.597	0.773	.353	-.412	.390	**0.773**			
CS	0.618	0.786	.362	-.372	.383	.379	**0.786**		
RI	0.608	0.779	.434	-.379	.378	.389	.369	**0.779**	
RB	0.629	0.793	.366	-.335	.329	.367	.328	.344	**0.793**

Note. Adapted from Amos Software.

3. Hypotheses Test by Structural Equation Modelling

In this study, the structural equation analysis software AMOS was used to analyze the path and test the relevant direct hypothesis. The maximum likelihood method is adopted. The analysis results are shown in Table 5.

Table 5 SEM path relationship test results and Direct Hypothesis Testing Results

Hypothesis	Path			Estimate	S.E.	C.R.	P	Hypothesis
H1a	CS	<---	PA	0.191	0.053	3.672	***	Support
H2a	CS	<---	PC	-0.16	0.058	-2.855	**	Support
H4a	CS	<---	AS	0.209	0.059	3.737	***	Support
H3a	CS	<---	SI	0.192	0.059	3.386	***	Support
H5	RI	<---	CS	0.119	0.051	2.177	0.029	Support
H4b	RI	<---	AS	0.173	0.054	3.13	**	Support
H3b	RI	<---	SI	0.13	0.054	2.342	0.019	Support
H2b	RI	<---	PC	-0.137	0.053	-2.511	0.012	Support
H1b	RI	<---	PA	0.276	0.05	5.236	***	Support
H7	RB	<---	RI	0.316	0.059	5.468	***	Support
H6	RB	<---	CS	0.275	0.055	4.833	***	Support

Note. Adapted from Amos Software. *P<0.05, **P<0.01, ***P<0.001.

According to the analysis results in Table 6, it can be seen that in the path hypothesis relationship test of this study, PA significantly predicts CS positively (β=0.191, p<0.001), so H1a is established. PC significantly predicted CS negatively (β=-0.16, p<0.01), assuming H2a was true. AS significantly positively predicted CS (β=0.209,

p<0.001), assuming that H4a was true.SI significantly predicted CS positively (β=0.192, p<0.001), assuming that H3a held. CS significantly predicted RI positively (β=0.119, p<0.05), assuming that H5 was true. AS significantly predicted RI positively (β=0.173, p<0.01), assuming that H4b was true. SI significantly predicted RI positively (β=0.13, p<0.05), assuming that H3b was true. PC significantly predicted RI negatively (β=-0.137, <0.05), assuming H2b was true. PA significantly positively predicted RI (β=0.276, p<0.001), assuming H1b was true. RI significantly positively predicted RB (β=0.316, p<0.001), assuming that H7 was true. CS significantly positively predicted RB (β=0.275, p<0.001), so H6 was assumed to be true.

In order to verify the chain mediating effect between customer satisfaction and consumers' repurchase intention, based on the suggestion of Preacher and Hayes (2004). Five thousand samples are sampled by bootstrap analysis (Lin, 2020). 95% confidence intervals and bias correction intervals were used to test the mediating effect. The test results of each path are shown in Table 6.

Table 6 Chain mediation effect Results (Un-standard Indirect Effect)

Hypothesis	Path	Estimate	S.E.	Bootstrapping		Hypothesis Result
				PC 95% CI	BC 95% CI	
H9	PA⟶CS⟶RB	0.654	0.17	(0.063,0.341	(0.076,0.345)	Support
H13	PA⟶RI⟶RB	0.628	0.17	(0.044,0.117	(0.044,0.113)	Support
H17	PA⟶CS⟶RI⟶R	0.016	0.00	(0.025,0.169	(0.021,0.174)	Support
H10	PC⟶CS⟶RB	-0.069	0.19	(-0.098,-	(-0.109,-	Support
H14	PC⟶RI⟶RB	-0.059	0.16	(-0.091,-	(-0.093,-	Support
H18	PC⟶CS⟶RI⟶R	-0.021	0.00	(-0.056,-	(-0.034,-	Support
H11	SI⟶CS⟶RB	0.069	0.01	(0.032,0.110	(0.034,0.109)	Support
H15	SI⟶RI⟶RB	0.058	0.01	(0.033,0.078	(0.031,0.088)	Support
H19	SI⟶CS⟶RI⟶RB	0.021	0.00	(0.009,0.037	(0.010,0.034	Support
H12	AS⟶CS⟶RB	0.066	0.01	(0.029,0.104	(0.030,0.104)	Support
H16	AS⟶RI⟶RB	0.057	0.01	(0.031,0.090	(0.029,0.089)	Support
H20	AS⟶CS⟶RI⟶RB	0.019	0.00	(0.007,0.038	(0.009,0.033)	Support

*Note. Adapted from Amos Software. BC, bias-corrected; CI, confidence interval; 5000 bootstrap samples; *P<0.05*, **P<0.01, ***P<0.001.*

The results show that the 95% confidence interval of the above paths does not contain 0, indicating a significant cascading mediation effect of customer satisfaction (CS) and consumer buyback intention (RI). This supports the validity of hypotheses H9-H20 in this study.

In particular, the coefficient values of PA⟶CS⟶RB and PA⟶RI⟶RB are the largest, which are 0.654 and 0.628, respectively, indicating that the mediating effect of CS and RI between PA and RB is more substantial than that between PC, SI, AS, and RB. The chain mediation effect of PC⟶CS⟶RI⟶RB and SI⟶CS⟶RI⟶RB is stronger than that of PA⟶CS⟶RI⟶RB and AS⟶CS⟶RI⟶RB, and the absolute values of the coefficients are 0.021. The former is a negative influence, while the latter is a positive influence.

In order to test the moderating effect of purchase experience (PE) on customer satisfaction (CS) and repurchase behavior (RB), we set up the interaction item CSPE. AMOS software was used to construct a structural equation model and a Process to test them, respectively.

According to Model 1 of Hayes (2013), we first set an interaction item (CSPE) for the regulating variable purchasing experience (PE), take customer satisfaction (CS) as the independent variable, and repurchase behavior (RB) as the dependent variable, and construct the model for path test. CS⟶RB is path a1, PE⟶RB is path b1, and CSPE⟶RB is path b2; the test results are shown in Table 7.

Table 7: Result of Moderating Effect Test

Path			Estimate	S.E.	C.R.	P	Label
RB	<---	CS	0.204	0.04	4.897	***	a1
RB	<---	CSPE	0.206	0.04	4.948	***	b2
RB	<---	PE	0.233	0.04	5.6	***	b1

*Note. Adapted from Amos Software. *P<0.05*, **P<0.01, ***P<0.001.*

It can be seen from the test results that the P-values of paths a1, b1, and b2 are significant, indicating that the purchase experience (PE) has a significant moderating effect on customer satisfaction (CS) and repurchase behavior (RB).

In order to more directly show the regulating effect of purchase experience (PE) between customer satisfaction (CS) and repurchase behavior (RB) of clothing products in social e-commerce, the regulating effect diagram of purchase experience (PE) between customer satisfaction and repurchase behavior was drawn according to the method proposed by Cohen et al. (2003), as shown in Figure 2.

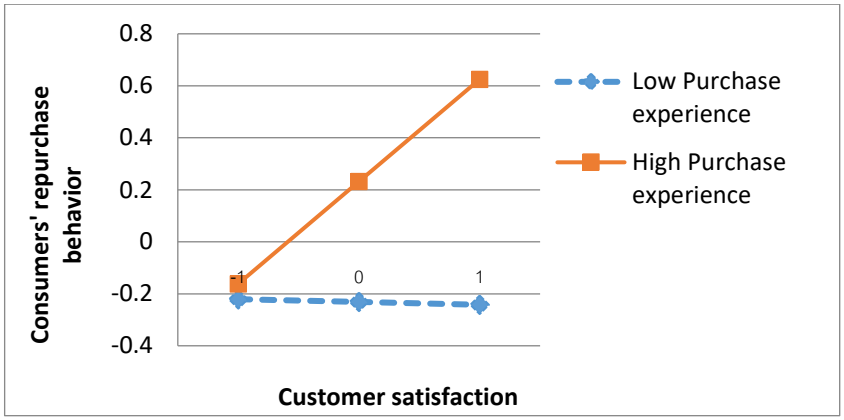

Figure 2: Moderating Effect Diagram

As can be seen from Figure 2, the slope of the real line is greater than the slope of the dotted line, which proves the existence of the adjustment effect. Specifically, in the case of a better purchasing experience, customer satisfaction has a more significant promoting effect on re-purchase behavior; on the contrary, in the case of a worse purchasing experience, customer satisfaction has a weaker promoting effect on re-purchase behavior. Therefore, hypothesis H8 is supported.

Discussion

This study investigated the factors influencing the repurchase behavior of Chinese consumers in social e-commerce clothing platforms. The findings confirmed that product attributes, purchase cost, social interaction, and after-sales service significantly influence customer satisfaction and repurchase intention, which in turn

affect repurchase behavior. Moreover, customer satisfaction and repurchase intention exert chain mediation effects, while purchase experience moderates the satisfaction–repurchase behavior relationship.

1. Product Attributes and Repurchase Behavior The results show that product attributes positively influence customer satisfaction and repurchase intention, consistent with Fournier (2002) and Bruhn and Grund (2000), who emphasized that quality and design are central to consumer loyalty. Similarly, Li (2017) found that inconsistencies between product descriptions and actual products reduce satisfaction and repurchase likelihood, which aligns with this study's findings. This suggests that ensuring product quality and presentation accuracy is essential in social e-commerce.

2. Purchase Cost and Repurchase Behavior The negative impact of purchase cost on satisfaction and repurchase intention supports Parasuraman (2005), who argued that non-monetary costs, such as time and effort, diminish perceived value. Ji and Zhao (2022) also reported that higher transaction costs discourage repurchases, consistent with the present study. However, Shen (2019) suggested that greater product variety could reduce transaction costs, indicating that platform-level strategies may mitigate this adverse effect.

3. Social Interaction and Repurchase Behavior The study confirms that social interaction positively affects both satisfaction and repurchase intention. This is consistent with Yoo, Lee, and Park (2010) and Chang and Dong (2016), who showed that consumer interaction fosters trust and satisfaction in online shopping. Similarly, Zhang, Liu, and Zhao (2021) found that social engagement enhances brand relationships and reduces decision-making costs, aligning with the current findings.

4. After-sales Service and Repurchase Behavior After-sales service was found to have a significant positive effect on satisfaction and intention, consistent with Xu (2022), who emphasized the role of service reliability in reducing consumer uncertainty. Li (2017) also highlighted that dissatisfaction with after-sales service is a key factor in consumer churn. This agreement underscores that reliable after-sales support is vital in the online clothing sector.

5. Customer Satisfaction, Repurchase Intention, and Repurchase Behavior The results confirm that satisfaction directly affects repurchase intention and behavior,

consistent with Wang et al. (2020), who noted that satisfaction is the strongest predictor of repeat purchase in e-commerce. Similarly, Jones and Sasser (1995) argued that intention is the immediate antecedent of behavior, supporting the findings here. However, Reichheld (1996) noted that satisfaction does not always guarantee repurchase, suggesting that other moderating variables—such as purchase experience identified in this study—play a critical role.

6. Moderating Role of Purchase Experience The moderating effect of purchase experience highlights that satisfaction leads to stronger repurchase behavior when the overall experience is positive, supporting Carlo (2022). This finding also extends Reichheld's (1996) argument by showing that the satisfaction–retention link is not linear but conditional on the consumer's experiential context.

Conclusion

Theoretically, this study confirms the validity of the SOR framework in explaining online repurchase behavior and contributes by integrating purchase experience as a moderator, addressing gaps noted in prior literature. Practically, the results suggest that merchants should not only focus on product quality and after-sales service but also enhance the overall shopping experience, including cost transparency and interactive features, to secure long-term consumer loyalty.

Recommendation

1.Enhance Product Attributes Since product attributes significantly influence both satisfaction and repurchase intention, merchants should prioritize quality consistency, accurate product descriptions, and appealing design features. Ensuring alignment between online presentation and actual product quality will strengthen satisfaction and loyalty.

2. Reduce Purchase Costs The negative relationship between purchase cost and repurchase intention indicates the need for cost-reduction strategies. Merchants should consider transparent pricing, reduced delivery fees, and efficient transaction processes to minimize monetary and non-monetary burdens on consumers.

3. Strengthen Social Interaction The positive effect of social interaction on

satisfaction and repurchase intention suggests that merchants should leverage social features such as customer reviews, live chats, and interactive product promotions. These tools can build trust, reduce perceived risks, and foster community-based loyalty.

4. Improve After-sales Service Findings revealed that after-sales service significantly enhances satisfaction and repurchase intention. Merchants should implement responsive return policies, reliable complaint-handling systems, and proactive post-purchase communication to maintain consumer trust and encourage repeated purchases.

5. Prioritize Positive Purchase Experiences Since purchase experience moderates the relationship between satisfaction and repurchase behavior, merchants should ensure that consumers have a seamless end-to-end journey, from browsing and payment to delivery and post-purchase support. This will maximize the conversion of satisfaction into actual repurchase behavior.

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