# Development of Consumers' Repurchase Intention of Fresh Products on a Community E-Commerce Platform in Changsha, Hunan Province, China

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## Abstract

This article aims to 1) study the influence of customer experience, customer satisfaction, customer trust, and repurchase intention on community e-commerce platforms; 2) establish a complete theoretical model of consumers' fresh-products repurchase intention on community e-commerce platforms; and 3) provide directional suggestions for developing community e-commerce platforms. The quantitative research sample was the consumers of fresh products serviced by the "Xingsheng Youxuan" community's e-commerce platform in Changsha, Hunan Province. They were selected based on the concept of Cochran (1977); the instrument for collecting data was a questionnaire. The qualitative research method is mainly in-depth interviews; the researcher invited 5 doctorates of management and five consumers of fresh products to the "Xingsheng Youxuan" community platform. Analysis of data by descriptive statistics and aontent analysis. The research results were found as follows:

1) Customer experience has a significant positive impact on repurchase intention; customer experience has a significant positive impact on customer trust and customer satisfaction; customer trust and customer satisfaction have a significant positive impact on repurchase intention; customer experience has an indirect positive impact on repurchase intention through customer trust and customer satisfaction.

2) Integrating the S-O-R theory, expectation confirmation theory, and customer experience theory, a theoretical model of factors influencing the repurchase intention of fresh food consumers on the community e-commerce platform was constructed. The consistency index of the SEM is consistent with the empirical data ($\chi^2$/df=2.002, p=0.000, RMSEA=0.049, GFI=0.945, CFI=0.951, TLI=0.941)

3) The study proposes to improve the supporting service experience of the community's fresh food e-commerce platform, strengthen quality supervision, enrich product categories, enhance customer perceived value, improve the internal control system, improve customer trust and satisfaction, and make other development suggestions.

Keywords: Community e-commerce; Customer experience; Customer trust; Customer satisfaction; Repurchase intention

## Introduction

As the second largest economy in the world, China is developing a super sizeable domestic market. The contribution rate of China's final consumption expenditure to GDP has exceeded 50% for many consecutive years, becoming the ballast of stable economic operation. It should be noted that compared with developed countries, China's consumption still has much room for improvement, and the booming e-commerce economy has played an essential role in tapping the consumption potential. In 2021, the online retail sales in China's consumer market will reach 13.1 trillion yuan, a year-on-year increase of 14.1%, of which the online retail sales of physical goods will account for 24.5% of the total retail sales of consumer goods. The number of online shopping users in China will reach 842 million, accounting for 81.6% of the total Internet users. As a critical link to connect production and consumption, online and offline, urban and rural, online retail has played a positive role in China's construction of a new development pattern. In recent years, the trend of domestic consumption upgrading has also driven China's e-commerce economy to emerge several new formats and models represented by the new community e-commerce formats. This model has timely met the diversified needs of consumers, effectively guaranteed the supply of goods for people's livelihood during the epidemic and disaster periods, significantly improved the domestic circulation efficiency, and promoted the digital transformation of manufacturing plants and supply chains.

However, China's fresh food e-commerce penetration rate is still relatively low, with only 7.91% in 2021. The main reasons are as follows: First, the development of fresh food e-commerce is relatively short, and users need a process to accept it; Second, the online fresh food distribution distance is too long, the distribution efficiency is low, and the quality of fresh food is difficult to be guaranteed; Third, fresh agricultural products have strong regional and seasonal characteristics and are prone to oversupply or oversupply.

In response to the above problems, community fresh food e-commerce emerged at a historic moment.

Based on the customer experience theory, expectation confirmation theory, and relationship quality theory, this study studied the influencing factors of fresh food consumers' repurchase intention on the community e-commerce platform from the perspective of customer experience, explored the relationship between each dimension of customer experience and customer trust, customer satisfaction, and customers' repurchase intention, and explored the intermediary role of customer trust and customer satisfaction between customer experience and customers' repurchase intention.

This research paper presents the research on the repurchase intention of fresh consumers on the community e-commerce platform has enriched the application research of customer experience theory and relationship quality theory in the repurchase intention of fresh consumers on the community e-commerce platform, providing theoretical support and strategic suggestions for improving the repurchase rate of fresh consumers on the community e-commerce platform and promoting the healthy development of the community e-commerce platform.

## Research Objectives

1. To study the influence between customer experience, customer satisfaction, customer trust, and the repurchase intention of consumers of fresh products serviced by the community e-commerce platforms.

2. To establish a complete theoretical model of consumers' fresh-products repurchase intention on community e-commerce platforms.

3. To provide directional suggestions for the development of community e-commerce platforms.

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## Literature Review
### Theoretical Foundations

Mehrabian (1974), an environmental psychologist, first proposed the "stimulus organism response" model, the Theory of S-O-R. This model is mainly used to measure the impact of environmental stimuli on behavioral responses. Different individuals have different behavioral responses to stimuli. (See Fig. 1)



**Fig. 1.** S-O-R Theoretical Model

Recently, various scholars have applied the SOR framework to uncover consumer online behavior such as Sari et al. (2022) applied the SOR model to study the impact of online ordering services provided by large restaurants through their websites or various e-commerce media on consumer purchase intensity Impact. Grădinaru (2023) developed a conceptual model based on TBL and SOR methods to study the impact of economic, social, and environmental sustainability on brand attachment and brand attractiveness in the cosmetic industry. Based on the SOR model, Lin, B., & Shen, B. (2023) used a structural model of consumer purchase intentions on community e-commerce platforms to study the influencing factors of community e-commerce platforms on customers' purchase intentions.

### Theory of expectation confirmation

Expectation Confirmation Theory (ECT) originated from consumer behavior and was used to study consumer decision-making behavior in the early stage. In order to better predict consumers' repurchase behavior, Oliver (1980) believed that changing the "unconfirmed degree" in the theory of principle to "confirmation" could better explain the impact of consumers' post-purchase perceived performance on their satisfaction level. Jaiswal (2022) in the form of research progression related to m-wallet usage to test the extended expectation-confirmation model (EECM) in the Indian context by linking the pre-adoption paradigm of extended (unified theory of acceptance and use of technology) UTAUT with individual mobility and post-adoption dynamics of the ECM. Huang & Hui (2023) integrate the Delone and McLean (D&M) information systems (IS) success model, expectation–confirmation model (ECM), and instructor quality factor to construct an operational model to explore the factors and mechanisms influencing students' continued willingness to use virtual classrooms (See Fig.2).
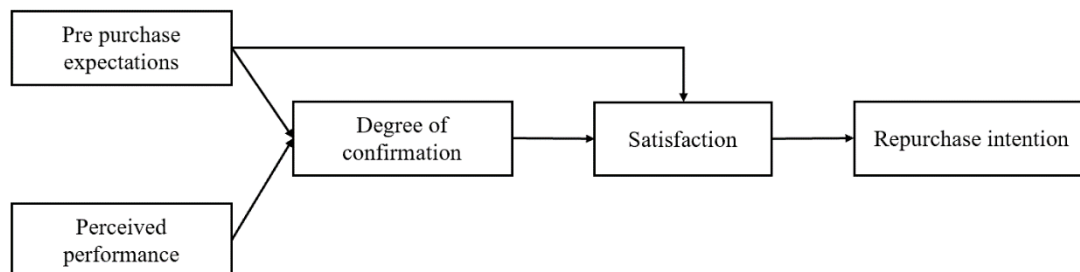


**Fig. 2.** Expectation Confirmation Theoretical Model

### Theory of Customer Experience

Alvin Toffler (1970) first put forward the word "experience" when studying the development of the human economy. By analyzing the customer experience in real and virtual

environments, he believed that experience, like commodities, has particular value and is no longer just an accessory of services. Olsson et al., 2023) demonstrate that unattended delivery experience is a multidimensional construct that comprises consumers' cognitive, emotional, behavioral, sensorial, physical, and social responses to the service. According to research, according to research, Sombultawee, & Tansakul (2023) according to research, customer experience, including cognitive and affective customer experience. Significant factors in cognitive customer experience and affective customer experience included the breadth of channel choice, channel transparency, content consistency, and process consistency. Effects differed in strength on these effects. Cognitive customer experience and affective customer experience influenced repurchase and word-of-mouth intentions, with a more substantial effect from affective customer experience.

### Community E-Commerce

Xin (2018), based on relevant theories, studied the influencing factors of community e-commerce users' information sharing by building a factor model and concluded that information attributes, information quality, information perception, user experience, and perceived interference have a significant positive impact on community e-commerce users' information sharing behavior, while the reverse impact of perceived risk is not apparent. Yan et al., 2023) construct a relationship model of "social capital-peer influence-emotional attachment" based on Red Booklet and Poizon users and explore the influence and mechanism of social capital on emotional attachment in community e-commerce.

### Fresh E-Commerce Consumers

Cui et al. (2023) consider sustaining customer loyalty as becoming critical for fresh food e-tailers (FFE) to be competitive; the study reveals that trust and perceived product risk significantly affect customer loyalty. It states that trust is significantly influenced by customer satisfaction and perceived product risk. Furthermore, the study shows that the perceived risk of online shopping does not significantly influence customer trust and loyalty. Liu, H. (2023) took the online reviews of fresh products as the research object and studied the comparative differences of consumers' brand cognition under different sentiment and brand source categories, aiming to explore the influence mechanism of different brand attitudes of fresh product consumers.

This study is mainly about the fresh consumers of community e-commerce, so community e-commerce refers to an intensive e-commerce activity that focuses on the community and provides online and offline services on the e-commerce platform for community residents.

### Repurchase Intention

Zhang et al. (2011). Repurchase intention refers to the willingness of customers to purchase again after they are satisfied with the products or services provided by the merchants. Yan Xing (2021). Repurchase intention is a conscious tendency of consumers. Consumers desire to trade again with existing suppliers after measuring the current situation and psychological expectations. Ziyu et al. (2019) found that logistics service level, business service attitude, logistics economy, and service guarantee can indirectly affect repurchase intention by influencing customer satisfaction and directly affect repurchase intention. Ali et al.（2023）found that PRJ (Perceived Recovery Justice), recovery satisfaction, and customer affection positively predict repurchase intentions. PRJ also indirectly predicts repurchase intentions through the mediating effect of recovery satisfaction. Gender has a contingent effect on the PRJ–customer satisfaction- purchase intentions relationship, such that the effect is higher for females than males. Trivedi, V. et al. (2023) findings reveal that hope is a critical factor in generating repurchase intentions through online short-lived surprise deals; by

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employing the suggested promotional strategy, online firms would be able to provide a positive consumer experience and generate repurchase intentions.

Academic circles have roughly the exact definition of repurchase intention. Repurchase intention is a subjective cognitive tendency of consumers; that is, the willingness to spend again in the business after being satisfied with the initial consumption experience directly determines consumers' purchase behavior.

**Customer Experience**

Ismail et al. (2011). Customer experience refers to letting customers actively participate in the whole process of the consumption situation of the enterprise through marketing stimulation to obtain emotional resonance and appropriate product knowledge and shopping skills. Zhou Hongyan (2017) states that the customer experience is based on interaction. Customers' emotional cognition and behavioral perception reactions to enterprise products and services in a complete consumption situation include three stages: expected experience, realization experience, and evaluation experience.

To sum up, scholars' choice of customer experience dimensions is mainly based on different situations. The traditional customer experience is dimensionally divided from an overall perspective. With the advent of the Internet, scholars began to develop more concrete customer experience measurement dimensions based on the characteristics of electronic channels.

**Customer Satisfaction**

Shi Jinghua and Chen Yan (2020) analyzed the results through research, questionnaire distribution, and structural equation model construction. They found that the platform's operation convenience, logistics quality, and other factors will positively impact customer satisfaction. Through research, Wen et al. (2020) found that many factors affect customer satisfaction. The quality of fresh agricultural products, sales price, logistics distribution, payment methods used by consumers, after-sales service, web design, etc., will satisfy customers. Soo-Young, H. (2022) found that online purchase e-CRM activities (including e-Marketing, e-Sales, e-Support, and e-System) have a significant positive impact on e-customer satisfaction, and e-customer satisfaction significantly mediated the link between online purchase e-CRM activities (including e-Marketing, e-Sales, e-Support and e-System) and e-loyalty.

When studying the influencing factors of customer satisfaction, researchers mainly use multiple regression analysis methods and structural equation modeling (SEM) for analysis and apply necessary conditions analysis (NCA) to determine the necessary conditions for customer satisfaction and customer loyalty.

**Customer Trust**

Albarq (2023) believes that customer knowledge management (CKM) and satisfaction are the antecedents of customer trust through studying customer trust in the Saudi banking industry. Bai S. et al. (2023) found that the food safety attributes and nutritional ingredients attributes of organic food trust attributes have a positive impact on perceived quality and customer trust, and perceived quality has a positive impact on customer trust, while labels have no significant impact on customer trust; price and label through perceived quality Indirectly affect customer trust.

## Conceptual Framework

This study takes the "S-O-R" (Stimulus-Organism-Response) model as the framework, combined with the expectation confirmation theory, relationship quality theory, and customer experience theory, to build a conceptual model of repurchase intention that adapts to the characteristics of community fresh products' e-commerce platforms. The details are as follows (See Fig. 3).
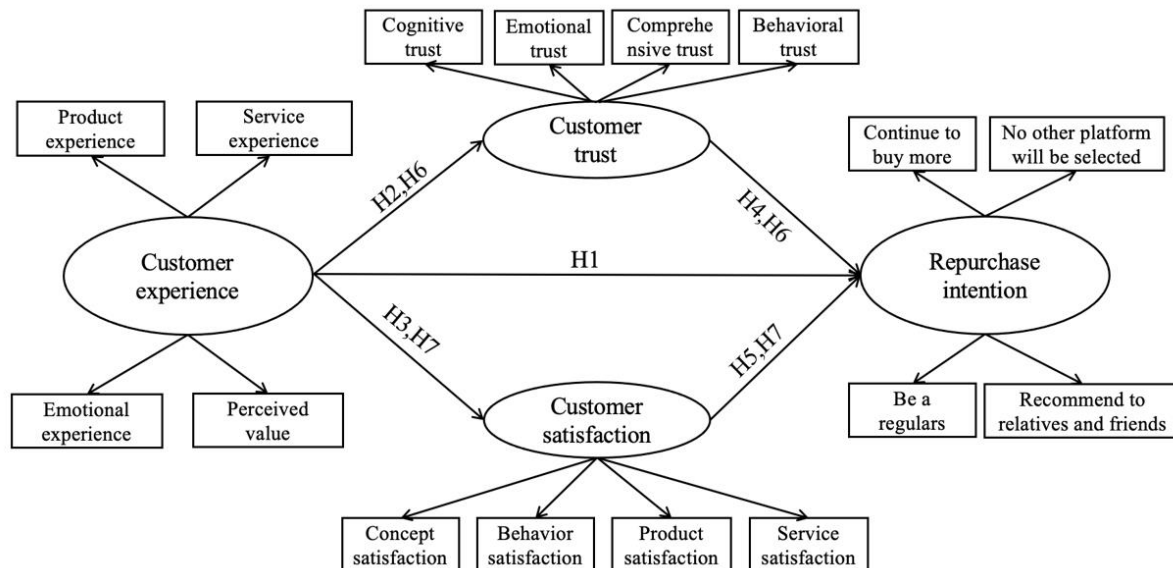


**Fig. 3.** Basic Conceptual Model of Repurchase Intention

## Research Methodology

This research uses mixed methods – quantitative surveys and in-depth interviews. The research area is Changsha, Hunan Province, People's Republic of China. This quantitative research engages the consumers of fresh products of the "Xingsheng Youxuan" community e-commerce platform in Changsha, Hunan Province, as research subject. The population of te study is about 285000 (Source: Official Website of Xingsheng Youxuan, https://www.xsyxsc.com/xx-portal/about, July 2022). In order to use interpretation estimation with Structural Equation Model (SEM), and according to Cochran Formula (Cochran, 1977), given that the population size and the population promotion are unknown in this study, the minimum sample size in this study is 385. Nevertheless, the researcher collected 414 valid sample data through online surveys. In qualitative research, the researcher invited 5 doctorates of management and five consumers of fresh products serviced by "Xingsheng Youxuan" community platform to participate in in-depth interviews.

Accordingly, there are two types of research tools: 1) a questionnaire consisting of two parts: Personal Data of Respondents and Consumption Psychology Scale of Fresh-Products Consumers on a Community E-commerce Platform for study. Customer experience and repurchase intention provide the customer experience dimensions of the community e-commerce platform. 2) An in-depth interview was used to study an in-depth understanding of consumers' perceptions of ther intention to repurchase the community e-commerce platform's fresh products, and further evaluate the influence mechanism of the theoretical research framework. The study period spans from July 2022 to May 2023. Descriptive statistical analysis is a standard method for summarizing and describing survey data, which provides information about the dataset's central tendency, degree of variation, and distribution shape. Commonly used descriptive statistics include measures of central tendency, variation measure, distribution shape metrics, and frequency and relative frequency. The SPSS statistical package

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was used to analyze the data. On the other hand, qualitative research uses document research, analysis, data synthesis, and descriptive writing.

**Research Results**

**Objective 1.** The results show that the measurement scales of customer experience, customer trust, customer satisfaction, and repurchase intention adopted in this study are based on the mature scales used and studied by many scholars and generally have good content validity. It can be seen that SPSS extracted a total of seven factors, and the characteristic value of each factor was greater than 1. The overall variance is 68.39%, which gives the model an excellent explanatory power. Moreover, the corresponding relationship between the extracted factors and items is consistent with the preset in the scale design, indicating that the overall structure validity of the scale is good (See Table 1).

**Table 1.** Results of Exploratory Factor Analysis

| Component | | Factor1 | Factor2 | Factor 3 | Factor4 | Factor5 | Factor6 | Factor 7 |
|---|---|---|---|---|---|---|---|---|
| Product Experience | PE1 | | | | | 0.815 | | |
| | PE2 | | | | | 0.828 | | |
| | PE3 | | | | | 0.829 | | |
| Service Experience | SE1 | | | | | | | 0.785 |
| | SE2 | | | | | | | 0.770 |
| | SE3 | | | | | | | 0.789 |
| Emotional Experience | EE1 | | | | 0.859 | | | |
| | EE2 | | | | 0.846 | | | |
| | EE3 | | | | 0.873 | | | |
| Perceived Value | PV1 | | | | | | 0.806 | |
| | PV2 | | | | | | 0.805 | |
| | PV3 | | | | | | 0.785 | |
| Customer Trust | CT1 | | 0.774 | | | | | |
| | CT2 | | 0.817 | | | | | |
| | CT3 | | 0.825 | | | | | |
| | CT4 | | 0.737 | | | | | |
| Customer Satisfaction | CS1 | 0.835 | | | | | | |
| | CS2 | 0.783 | | | | | | |
| | CS3 | 0.778 | | | | | | |
| | CS4 | 0.819 | | | | | | |
| Repurchase Intention | RP1 | | | 0.820 | | | | |
| | RP2 | | | 0.824 | | | | |
| | RP3 | | | 0.542 | | | | |
| | RP4 | | | 0.752 | | | | |
| λ | | 5.071 | 2.441 | 2.350 | 2.117 | 1.921 | 1.358 | 1.156 |
| Variance Interpretation | | 11.166 | 10.969 | 10.603 | 9.643 | 8.934 | 8.787 | 8.285 |
| Cumulative Variance Interpretation | | 11.166 | 22.135 | 32.737 | 42.380 | 51.314 | 60.101 | 68.386 |
| Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. | | | | | | | | |
| a. Rotation converged in 6 iterations. | | | | | | | | |

**Objective 2.** The results show that the AVE values of the seven latent variables in the scale of influencing factors of fresh food consumers' repurchase intention on the community e-commerce platform are all greater than 0.50. The square root value of each latent variable's AVE is greater than the absolute value of its correlation coefficient, indicating that the scale has good discriminative validity (See Table 2).

**Table 2.** Test Results of Differential Validity of Each Latent Variable

|  | AVE | PE | SE | EE | PV | CT | CS | RP |
|---|---|---|---|---|---|---|---|---|
| PE | 0.559 | (0.748) |  |  |  |  |  |  |
| SE | 0.518 | 0.351* | (0.720) |  |  |  |  |  |
| EE | 0.653 | 0.543* | 0.409* | (0.808) |  |  |  |  |
| PV | 0.539 | 0.568** | 0.731** | 0.681** | (0.734) |  |  |  |
| CT | 0.725 | 0.231** | 0.180** | 0.207** | 0.165** | (0.851) |  |  |
| CS | 0.741 | 0.292** | 0.476** | 0.275** | 0.139** | 0.112* | (0.861) |  |
| RP | 0.716 | 0.196** | 0.179** | 0.139** | 0.513** | 0.345** | 0.274** | (0.846) |

Note: * *. Indicates significant correlation at 0.01 level (both sides); * Indicates significant correlation at 0.05 level (bilateral); The numbers in brackets on the diagonal represent the AVE square root of the corresponding latent variables, and the values below the diagonal are the Pearson correlation coefficients between the latent variables.

**Objective 3.** The results show that each fitting index is within the standard range. It can be judged that the theoretical model and sample data have a high degree of matching, and the model has a reasonable degree of fitting. Therefore, this study's structural model and sample data can be used for subsequent hypothesis testing (See Table 3).

**Table 3.** Structural model fitting results of influencing factors of repurchase intention

| Index | Model Value | Recommended value | Acceptance |
|---|---|---|---|
| $\chi^2$/df | 2.002 | >1 and <3 good fit<br>>1 and <5 reasonable fit | Good |
| RMSEA | 0.049 | <0.05 good fit<br><0.10 reasonable fit | Good |
| SUMMER | 0.0469 | <0.05 good fit<br><0.08 reasonable fit | Good |
| GFI | 0.945 | >0.90 | Good |
| NFI | 0.921 | >0.90 | Good |
| CFI | 0.951 | >0.90 | Good |
| TLI | 0.941 | >0.90 | Good |

In summary, hypotheses H1-H5 all pass the significance test, and the model supports the hypotheses. From the perspective of explained variance, customer experience explains 63% of the variance of customer trust and 57% of the variance of customer satisfaction; customer experience, customer trust, and customer satisfaction jointly explain 77% of the variance of repurchase intention (See Fig. 4).
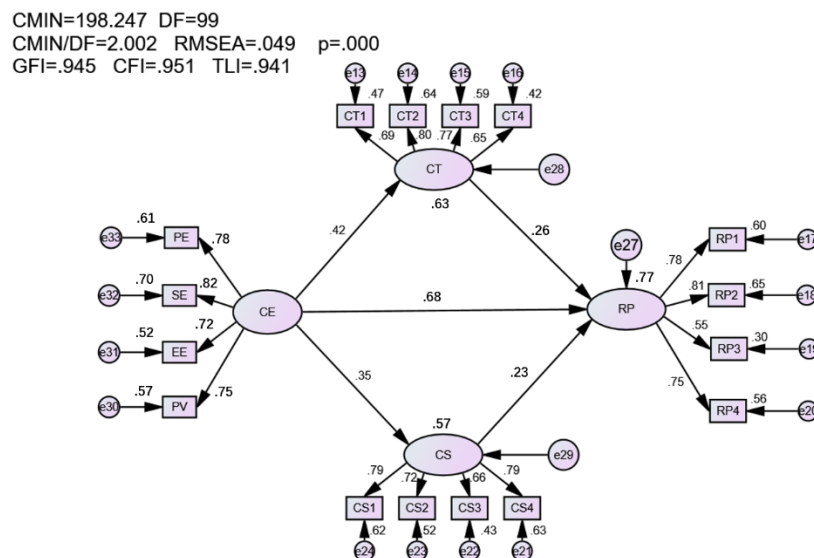


**Fig. 4.** Structural model fitting results of influencing factors of repurchase intention

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**Discussions**

The present study provides contributions and valuable implications for science and business practice. Specifically, the research on consumers' repeated purchase intentions extends to the emerging fresh food e-commerce industry community. Secondly, this study integrates S-O-R theory, expectation confirmation theory, and customer experience theory to construct a model of factors influencing repeated purchase intentions of fresh food consumers on community e-commerce platforms. This model expands the researcher's evaluation of community fresh food customer experience by re-dividing the dimensions of customer experience. Some of the findings obtained through the empirical analysis of this study are discussed further below.

1) Relationship between customer experience and repurchase intention

Hypothesis H1 ($\beta$=0.682, p<0.001) is verified, indicating that customer experience has a direct positive impact on repurchase intentions; at the same time, through the analysis of mediation effects, this study also verifies that customer experience not only directly and positively affects repurchase intentions, there will also be an indirect positive impact on repurchase intention through customer satisfaction and customer trust, and the intermediary effect is significant. Hypotheses H6 and H7 have been verified; the direct effect is the main influencing factor of customer experience on repurchase intention, accounting for 78.2% of the total effect; the indirect effect is much smaller, the indirect effect through customer trust and customer satisfaction accounted for 12.5% and 9.3% of the total effect respectively.

From the perspective of direct impact, consumers hope to obtain fresh products quickly and conveniently through the community fresh food e-commerce platform to meet their daily basic needs. It is conducive to promoting consumers to generate repurchase intentions. For community fresh food e-commerce customers, the sense of acquisition of community fresh food e-commerce is more potent than traditional channels. Otherwise, they will think that it is not worthwhile to spend time, energy, money, and other costs to switch channels. The greater the perceived value, the stronger the willingness to repurchase. From the point of view of indirect impact, customers get a good customer experience at the community fresh food e-commerce, which will make customers feel satisfied and trust the merchant. With the accumulation of such satisfaction and trust, customers perceive that the relationship quality with the fresh food e-commerce in this community is improving, and customers will increase their intentions to repurchase from this merchant.

Compared with traditional offline retail formats, repurchases under the community fresh food e-commerce model are more difficult to obtain. Customer experience has a direct impact on customer repurchase intention. Also, it has a partial mediation effect through relationship quality, which shows that customer experience plays a vital role in community fresh food e-commerce. Therefore, to stand out in the fiercely competitive fresh food e-commerce market, the primary decision-making element for merchants is to continuously improve customer experience, thereby improving satisfaction and trust to a greater extent and increasing repurchase intentions. Pentina et al. (2012), Lin Z. (2014), Sombultawee, K., & Tansakul, T. (2023) researched the dimensions of customer experience, the impact mechanism between customer experience and repurchase intentions, and their conclusions are consistent with those of this paper. The conclusions are similar.

2) Relationship between customer experience and customer trust

Hypothesis H2 ($\beta$=0.423, p=0.001) is verified, indicating that customer experience positively impacts customer trust. The better the customer experience, the higher the customer's trust in fresh food consumption on the community tele-decision platform. Due to the double uncertainty of the virtual environment of e-commerce and the experience characteristics of

fresh products, people will naturally consider the issue of trust. Customer experience is the lifeline of community fresh food e-commerce. Fresh products' freshness, safety, and richness are the first steps for customers to build trust. In the context of experience economy and consumption upgrading, emotional experience is increasingly critical in cultivating customer trust. Customers' comfort, joy, and fun during consumption can effectively improve the relationship between customers and e-commerce companies, and generate positive interaction between them. Thus, it directly brings the psychological identity and tendency of customers. This conclusion verifies Bai et al. (2023)'s discussion on the relationship between the perceived quality of organic food and customer trust.

Moreover, Sekhon et al. (2014) researched the impact of bilateral communication and value alignment on customer trust. Albarq (2023) believes that customer knowledge management (CKM) and satisfaction are the antecedents of customer trust through studying customer trust in the Saudi banking industry. However, this study extends these research objectives to community e-commerce platforms and verifies the relationship between customer experience and customer trust on community e-commerce platforms.

3) Relationship between customer experience and customer satisfaction

Hypothesis H3 ($\beta$=0.349, p=0.006) is verified, indicating that customer experience positively impacts customer satisfaction. This shows that for community fresh food e-commerce, product experience, service experience, and emotional experience in customer experience are the primary considerations for consumer decision-making. With the continuous improvement of economic development and the quality of life, consumers pay more and more attention to issues such as dietary structure, nutrition, and health, customers are very obvious about their perception of freshness and taste, so the product quality, type, and other conditions provided by the fresh food e-commerce platform have become the key considerations for consumers before making purchase decisions. At the same time, with the rise of the "lazy economy" and the improvement of the development level of fresh food e-commerce, community e-commerce consumers hope to obtain fresh products quickly without leaving home. Community fresh food e-commerce companies generally provide instant consumption and delivery. Hence, customers have much higher requirements for information communication, logistics, and return and exchange services than general e-commerce companies. Therefore, because of these two prominent features of community fresh food e-commerce, customer experience has become the focus of customers' attention and purchase choices. High-quality product experience and fast service experience will significantly improve customer satisfaction with the community fresh food e-commerce platform. This research conclusion is the same as that of Shi Jinghua and Chen Yan (2020), Wen et al. (2020), Koay et al. (2022), and other scholars. They all proved that customer experiences such as product quality, logistics and distribution services, after-sales service, safety, and reliability positively impact customer satisfaction. This study further enriches the dimension of customer experience, incorporates the customer's emotional experience and perceived value into the dimension of customer experience, and analyzes their impact mechanism on customer satisfaction.

4) Relationship between customer trust, customer satisfaction, and repurchase intention

Hypothesis H4 ($\beta$=0.263, p=0.003) and H5 ($\beta$=0.231, p=0.041) are verified and supported, indicating that customer trust and satisfaction positively impact repurchase intention. From the perspective of the path coefficient, customer trust has a more significant impact on repurchase intention than customer satisfaction. In community's fresh food e-commerce, the industry competition is fierce, and customers have many choices. For customers, a satisfactory purchase experience may make them buy again. If the purchase experience is unsatisfactory, the probability of looking for other community fresh food e-

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commerce companies will significantly increase. Therefore, to increase the repurchase rate of customers, community fresh food e-commerce companies need to pay more attention to customers' core experience in the whole service process to improve satisfaction. At the same time, in the community fresh food e-commerce environment, improving the trust level of customers and reducing the risk perception in the consumption process can increase the repurchase rate of customers. Once a bond of trust is formed, even if the purchased product is defective or the service is not entirely satisfactory, consumers will still choose the original purchase path to make repurchases. It can be seen that customer satisfaction with community fresh food e-commerce is not the only factor that determines repurchase intention, and customer trust will also directly affect its repurchase intention. The stronger the level of trust, the stronger the willingness to repurchases. Customer satisfaction and customer trust are issues at two levels. Customer satisfaction is the direct and comprehensive evaluation of customers on the products and services provided by the company; customer satisfaction is the premise of customer trust, and every satisfaction will enhance customers' trust in the company. Continuously strengthened customer satisfaction is the basis of customer trust. Jones (2000), Chiu (2009), Shuhong (2018), and Ali et al. (2023) all discussed the relationship between customer satisfaction, customer trust, and repurchase intention. It is verified that customer satisfaction and customer trust of consumers in different industries positively impact repurchase intentions, and the conclusions are similar to those of this paper.

## Knowledge from Research

Since the path between perceived value (PV), customer trust (CT), and customer satisfaction (CS) is not significant, it can be seen that there is no indirect relationship between perceived value and repurchase intention; Product experience, service experience, and emotional experience, in addition to having a direct impact on repurchase intention, all indirectly affect repurchase intention through customer trust and customer satisfaction (See Fig. 5).
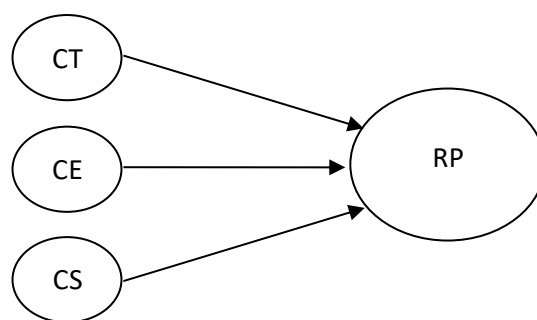


**Fig. 5**. New Knowledge

## Conclusion

According to the results of empirical analysis and hypothesis test, the following conclusions can be drawn:

1) The statistical data of the questionnaire shows that the repurchase intention of fresh consumers on the community e-commerce platform is low, which confirms the reason for the research question. Studying the influencing factors of repurchase intention and proposing improvement strategies is of great theoretical and practical significance.

2) Customer experience has a significant positive impact on repurchase intention, and customer experience has a significant positive impact on customer trust and satisfaction.

3) Customer trust and satisfaction significantly positively affect repurchase intention.

4) Customer experience indirectly positively impacts repurchase intention through customer trust and customer satisfaction, in which customer trust and satisfaction play an intermediary role.

**Suggestions**

**Operation suggestions**

1) Improve the supporting service experience of the community fresh food e-commerce platform

The research results show that customer experience has a significant and decisive direct impact on repurchase intention and indirectly positively affects repurchase intention through customer trust and satisfaction, and service experience is the most crucial dimension of customer experience. Improving service quality is a meaningful way to enhance repurchase intention.

1.1) Improve the platform information interaction service. The platform can simplify the operation process, improve the information quality of the platform, and improve the interactive service to customers by optimizing the mechanism design of the beauty, search, and payment of online APP pages, which is conducive to improving the quality of customer service, enhancing the recognition and satisfaction of customers on the platform, and thus improving customer's repurchase intention.

1.2) Ensure the efficiency and quality of after-sales service. On the one hand, open diversified after-sales service channels to solve the problems encountered by consumers in a timely and effective manner. Through professional training, cultivate a group of customer service personnel who are familiar with the operation process of the fresh e-commerce platform, be able to timely answer the problems of consumers in terms of product quality, payment, logistics, and distribution, improve the online consultation response-ability and problem-solving ability, reduce the waiting time of consumers, eliminate consumer purchase doubts, and promote the promotion and use of the fresh e-commerce platform. On the other hand, we should establish a complete return and refund mechanism to respond to consumer demands promptly. An efficient and complete return and refund operation procedures shall be formed. When there is a problem with the quality of the fresh e-commerce platform products, it shall actively negotiate and communicate with consumers, take measures such as returning and exchanging products, reducing part of the amount, giving coupons, etc., to make up for the mistakes, and retain consumers by providing thoughtful after-sales services.

1.3) Strengthen logistics services to support fresh e-commerce. The logistics distribution efficiency can reduce consumers' waiting time, ensure product quality, and improve consumer satisfaction. On the one hand, improve the cold chain logistics system to ensure product quality. The community fresh e-commerce platform should actively strive for national policy support, increase investment in logistics system construction, and improve the overall construction level of cold chain logistics systems through self-built logistics or cooperation with third-party logistics enterprises. At the same time, we should pay attention to the effectiveness of transportation, establish a central warehouse, and quickly transfer fresh products to the consumer end using multi-warehouse delivery to market a good consumer experience. On the other hand, it improves the terminal service capacity and solves the "last mile" problem. Innovate the logistics distribution mode of fresh e-commerce, strengthen the construction of logistics service facilities at community service points, improve staff's service level at community service points, and provide consumers with an excellent distribution service experience.

2) Strengthen quality supervision and enrich product categories

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The research results show that product experience is the most intuitive feeling of community fresh food e-commerce consumers, and it is also an essential dimension of customer experience. Therefore, it has a significant direct and indirect impact on the formation of repurchase intention. By improving customers' product experience, consumers' repurchase intention can be significantly improved.

2.1) Because fresh products' characteristics, such as taste, quality, safety, appearance, and color, will directly affect consumers' purchase behavior. Community fresh e-commerce should control the quality and safety of products from the source. On the one hand, the platform can build its base or cooperate with a high-quality base to carry out standardized, specialized, and branded production of fresh products and build a quality traceability system through the Internet of Things and other technologies to present the whole production process of high-quality products to consumers in a visual way and ensure that what consumers see is what they get. On the other hand, with the rise of the "lazy economy," fresh food e-commerce companies should take advantage of their own group flow and data advantages, accurately analyze customer behavior and predict their diversified needs in real-time, accurately locate the characteristics and preferences of different groups, and launch personalized products. In addition, the platform can reduce the loss of fresh products by improving the level of differentiated packaging and flexibly selecting packaging materials according to the transportation distance and product nature to improve consumer satisfaction and purchase experience from the packaging perspective. Enterprises can also start from the packaging and processing of semi-finished products to ensure the convenience of subsequent processing of consumers.

2.2) The variety and price of fresh products will affect consumers' purchase intention. The variety of fresh products and low prices can improve consumers' satisfaction and promote consumers' purchase intention. Consumers' diets are characterized by diversification, and the factors of product types will be considered when purchasing fresh products through the community fresh e-commerce platform. On the one hand, the community fresh food e-commerce platform should form a stable cooperative relationship with the production base and increase the types of business products. Closely cooperate with the production bases of fruits and vegetables, livestock and poultry meat, and aquatic products, enrich the product supply types of the platform in different seasons and regions, and provide consumers with more purchase options such as clean and semi-clean vegetables. On the other hand, implement promotional activities to reduce product prices. The community fresh food e-commerce platform can implement holiday promotion and discount activities, regularly distribute complete and reduced red packets to consumers, and reduce shopping costs. Reduce the purchase and transportation costs from the production and logistics links, and innovate the operation mode and profit mode of community fresh food e-commerce to reduce the sales price of fresh products.

3) Improve customer perceived value

The findings show that perceived value is also integral to customer experience and positively affects repurchase intentions. The minimum requirement for community fresh food e-commerce customers to meet their demand is that the sense of acquisition of community fresh food e-commerce is more vital than traditional channels. Otherwise, they will think that it is not worthwhile to spend time, energy, money, and other costs to switch channels. Therefore, the community fresh e-commerce platform should actively take advantage of the core product or service advantages, establish business barriers through all-around packaging of products and services, improve customers' perception of free value acquisition, and avoid unnecessary customer use costs during the shopping experience. The ways to improve are as follows: based on cost control, the platform's functions and service level can be increased as much as possible;

Simple page design, easy-to-understand shopping process, reduce unnecessary information browsing, reduce the cost of using the platform, and improve the usability of the platform; Communicate the accurate information of products or services to customers as much as possible, so that customers can generate higher perceived value from the perspective of value for money and not being cheated; Provide services such as product introduction and trial to make customers familiar with the product and learn how to use the product, relieve customers' worries about the poor product effect and incorrect use of the product, and indirectly enhance customers' perceived value of the product.

In addition, the community e-commerce platform should pay close attention to customers' emotional demands, increase online and offline interactive activities, and improve users' participation. Only by establishing high-frequency and in-depth two-way communication with consumers and improving users' shopping pleasure can consumers' trust be improved to obtain consumers truly.

4) Improve the internal control system and improve customer trust and satisfaction

The research results show that customer satisfaction and trust directly affect fresh food consumers' repurchase intention in community e-commerce and play an intermediary role between customer experience and repurchase intention. Therefore, they play a significant positive role in forming consumers' repurchase intention. The difficulty of customer maintenance in the community fresh e-commerce environment is more significant than in the general offline consumption scenario. With the rapid development of the community's fresh e-commerce platform, many loopholes and fraud have also occurred, causing a severe blow to the brand image and trust. Quality and safety are the first essentials of the development of fresh e-commerce. While pursuing high-speed development, we should also adhere to customer-oriented, ensure service quality, and put an end to any fraud. To implement it in enterprise operations, it is necessary to establish a perfect internal control system, strengthen management and supervision in advance, eliminate such phenomena from the source, and rebuild consumer confidence. Establish and improve the return and exchange mechanism, build a smooth communication platform, timely answer customers' relevant questions and guarantee the after-sales service of fresh food consumption on the community e-commerce platform, establish an honest and reliable platform image, improve customers' shopping trust and satisfaction, and stimulate users to change to loyal customers.

**Further research prospects**

1) Optimize the scale design and expand the sample size

The scale used in this study is mainly derived from mature scales used in other studies. Although the scale's validity can be guaranteed, it may only partially reflect the characteristics of the community e-commerce platform. Therefore, in future research, we can further develop the scale according to the characteristics of the community e-commerce platform. First, deepen the understanding of fresh food consumption on the community e-commerce platform, refine the critical characteristics of the decision-making behavior and experience of fresh food consumers on the community e-commerce platform, and develop a more complete and scientific scale to reflect the actual situation better; Secondly, when distributing and collecting questionnaires, we should enrich the selection range of the survey object group, increase the number of collected questionnaires, and make the samples more representative.

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2) Enrich theoretical models

Future research can start from the antecedent variables of customer experience, continue to explore the division of customer experience dimensions of fresh food consumption on community e-commerce platforms, the correlation between each dimension, and the mechanism of action of online and offline scenes, and incorporate personal characteristics, social influence and other factors as control variables or adjustment variables, enrich the indicator system of the impact of repurchase intention, and further expand the theoretical research of decision-making behavior of fresh food consumers on community e-commerce platforms.

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