

# Drivers of Cross-Cultural Repurchase Intention: A Systematic Literature Review

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## Abstract

This study aims to conduct a Systematic Literature Review (SLR) of empirical research examining repurchase or repeat purchase intention in cross-cultural contexts using the Structural Equation Modelling (SEM) approach. The literature search was carried out through the ScienceDirect and Emerald databases, covering publications from 2020 to 2025. After applying inclusion criteria (article type, business/marketing field, and selected journals), a total of 39 articles met the final eligibility for analysis. The synthesis revealed that the most frequently employed theories were the Theory of Planned Behaviour (TPB), Expectation Confirmation Theory (ECT), Hofstede's Cultural Dimensions, and the Stimulus–Organism–Response (S-O-R) framework. The dominant conceptual models included trust–repurchase, emotion–attitude–intention, and satisfaction–loyalty pathways, underscoring the central role of affective and trust-based mechanisms in mediating the effects of determinants on repurchase intention across cultures. Methodologically, both Covariance-Based SEM and Partial Least Squares SEM were widely applied, with PLS-SEM slightly more prevalent in exploratory studies. The review also identified research gaps in the limited integration of cross-cultural theories, insufficient model validation across cultural groups, and the geographical dominance of studies conducted in Asia and North America. Overall, this study provides theoretical and methodological insights to support the development of more inclusive models for understanding repurchase behaviour in a global context.

**Keyword:** repurchase intention; consumer behavior; cross-cultural; systematic literature review

## 1. Introduction

In a globalized business era marked by rapid digitalization and cross-cultural interconnectedness, understanding repurchase intention is crucial for organizational sustainability. Repurchase intention is no longer viewed solely as a consequence of customer satisfaction, but as a reflection of psychological, technological, and cultural dynamics within a complex global ecosystem. Cross-sector studies show that repurchase intention is shaped by the interaction among service quality, customer experience, and digital trust, further reinforced by global logistics systems and e-commerce platforms (Şişman & Demirci Orel, 2025; Vu & Nguyen, 2025). In omnichannel contexts, fair and transparent return experiences have been

shown to strengthen customer loyalty (Hao et al., 2024), while in aviation and tourism, digital service quality and electronic trust play central roles in driving post-pandemic repurchase decisions (Aiyub et al., 2025). Cultural and social dimensions—such as halal literacy (Patrisia et al., 2025) and cross-cultural perceptions of justice (Chu, 2025)—also generate significant variation in global consumer behaviour. The rise of social media and digital technologies amplifies affect and brand loyalty, which in turn mediates the relationship between brand value and repurchase intention (Li et al., 2025; Olfat & Kirkham, 2025). Understanding repurchase intention in the globalization era therefore requires a multidimensional approach that integrates consumer behaviour theory, culture, and modern digital marketing and logistics systems.

Culture influences repurchase behaviour not only through differences in consumer preferences, but also through how individuals interpret value, social relations, and risk in transactional contexts. Cross-cultural studies indicate that personal value structures, such as individualism–collectivism and social hierarchy, shape perceptions of switching costs, commitment, and customer loyalty (Blut et al., 2022). Consumers in collectivist cultures tend to regard business relationships as social ties to be maintained, while individuals in individualist cultures emphasize efficiency and rational utility. In online experience settings, cultural values also affect how consumers evaluate service recovery on social media: individuals from collectivist cultures display higher sensitivity to face concern and public opinion than consumers from individualist cultures (Sengupta et al., 2025). Perceptions of country image have been found to mediate post-crisis behavioural intentions, as in the case of tourists reassessing their intention to visit the United Kingdom after Brexit (Aragonés-Jericó et al., 2022). More broadly, national culture shapes how individuals evaluate purchase decision attributes such as price, quality, and long-term orientation, as shown in comparisons of amusement park visitors in the United States and China (Choi et al., 2020). Repurchase behaviour is thus contextual and cannot be separated from cultural value systems that govern how individuals weigh relationships, reputation, and consumption goals in their societies.

Amid increasingly complex cross-cultural consumer dynamics, SEM has emerged not merely as a statistical technique but as a conceptual framework that allows researchers to map multivariate causal models, test invariance across cultural groups, and capture both direct and indirect relations among latent constructs (Hair & Alamer, 2022). For example, studies employing SEM in repurchase-intention contexts have investigated the mediation of trust and satisfaction in cross-country e-commerce (Teo et al., 2025), while service-sector research has applied multigroup SEM to reveal cross-cultural differences in the effects of value and attitude on repurchase intention (Pérez et al., 2025). The strength of SEM lies in its capacity to handle reflective–formative models, to test construct validity in diverse cultural contexts, and to estimate effect sizes simultaneously—capabilities that cannot be substituted by simple linear regression (Li et al., 2025). In cross-cultural research on repurchase intention, SEM therefore serves not only as a methodological choice but as an epistemic instrument for understanding how culture moderates or mediates causal pathways among consumer behaviour constructs.

Recent syntheses converge on three currents that matter for cross-cultural repurchase research: an expanded digital evidence base, consolidated psychosocial mechanisms, and an ethics-inflected cultural turn. First, computational SLRs show that online traces are credible predictors of post-purchase behaviour, from machine-learning sentiment on reviews that surfaces valence and topical cues as robust signals (Jain & Pamula, 2021), to influencer-

marketing analytics that map sponsor detection, network diffusion, and interaction patterns shaping credibility and intention formation (Gui et al., 2025; Jain & Pamula, 2021). Second, review work on consumer complaining, eWOM, and customer citizenship behaviour consistently positions satisfaction, trust, and engagement as the mediating engine that links service and experience cues to repeat behaviour across cultures, with bibliometric and cross-cultural eWOM syntheses clarifying how high- versus low-context communication moderates message usefulness and persuasion (Arora & Chakraborty, 2021; Donthu et al., 2021; Kusawat & Teerakapibal, 2024; Mitrega et al., 2022). Third, loyalty has moved beyond transactional lock-in toward relational and moral legitimacy: SLRs on loyalty programs highlight value-based design and perceived fairness, luxury consumption work foregrounds symbolic value and willingness-to-pay, and a social-influence SLR details culturally contingent norm effect that recalibrate compliance and repeat choice (Bhukya & Paul, 2023; Chen et al., 2021; Sharma et al., 2024). Against this backdrop, your SLR fills the gap by integrating digital evidence streams (eWOM and sentiment), the satisfaction–trust–engagement mechanism, and emic–etic cultural lenses within a comparative SEM framework, aiming to test invariance and model repurchase intention as a culturally embedded commitment rather than a purely cognitive aftereffect.

This study addresses a research gap at the intersection of three dimensions: digital evidence, psychosocial mechanisms, and cultural lenses. We integrate these strands within a comparative, cross-regional Structural Equation Modelling (SEM) design that combines electronic word-of-mouth and online sentiment, the satisfaction–trust–engagement mechanism, and emic–etic cultural perspectives. In doing so, repurchase intention is reframed not as a purely cognitive outcome but as a socio-cultural commitment that can be tested empirically through cross-cultural invariance.

Responding to this gap, we conduct a Systematic Literature Review of empirical studies from 2020 to 2025 that employ SEM to examine repurchase or repeat purchase intention in cross-cultural contexts. The review pursues three aims: first, to synthesize dominant conceptual foundations, including the Theory of Planned Behaviour (TPB), Expectation–Confirmation Theory (ECT), Hofstede’s Cultural Dimensions, and the Stimulus–Organism–Response (S–O–R) framework; second, to identify prevalent configurations of mediators and moderators; and third, to assess the extent to which SEM is used to establish cross-cultural measurement invariance. This approach yields a comprehensive conceptual map of repurchase-intention research while contributing methodologically by integrating behavioural, affective, and cultural logics into a single empirical architecture. The study strengthens SEM’s position as a core instrument for understanding global consumer behaviour and opens pathways for a more theory-driven, comparative, and structurally grounded cross-cultural research agenda.

## **2. Material and Method**

### **2.1 Design Study**

This study adopts a Systematic Literature Review (SLR) approach to comprehensively examine the development of research on repurchase or repeat purchase intention in cross-cultural contexts that apply Structural Equation Modeling (SEM) as the primary analytical method. The SLR approach was chosen because it enables a structured, transparent, and

replicable analysis, thereby minimizing bias and enhancing the credibility of the literature synthesis (Denyer & Tranfield, 2009).

Conceptually, this study is guided by three research questions (RQs):

- RQ1.** How are theories and conceptual models used to explain repurchase or repeat purchase intention in cross-cultural contexts?
- RQ2.** How is Structural Equation Modeling (SEM) applied in cross-cultural studies of repurchase intention?
- RQ3.** What are the main findings and research gaps in cross-cultural studies of repurchase intention using the SEM approach during the 2020–2025 period?

To address these questions, the SLR procedure follows five systematic stages adapted from Denyer & Tranfield (2009):

- (1) formulation of research questions,
- (2) systematic search of scientific literature,
- (3) screening based on inclusion and exclusion criteria,
- (4) data extraction and synthesis, and
- (5) narrative and thematic reporting of findings.

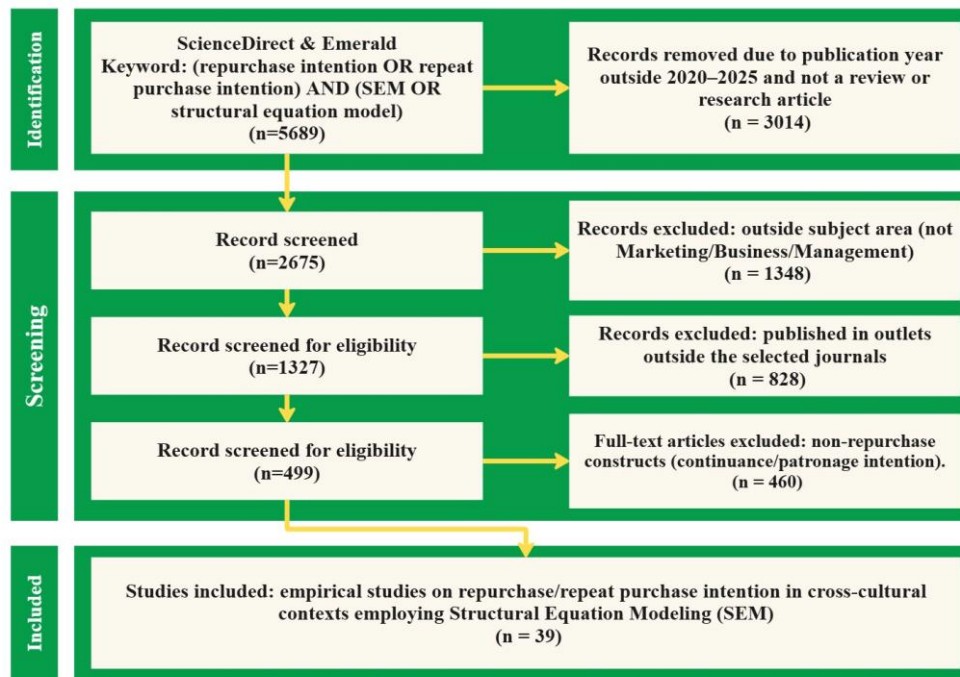
The literature search was conducted through two Scopus-indexed databases in the fields of management and marketing: ScienceDirect and Emerald Insight. The search strategy employed the following Boolean operators: (“repurchase intention” OR “repeat purchase intention”) AND (“cross-cultural”) AND (“SEM” OR “structural equation modeling”). The search period was set between September 2020 and September 2025 to ensure a focus on recent studies. Inclusion and exclusion criteria were applied (see Table 1).

**Table 1.** Inclusion and Exclusion Criteria

Category	Inclusion	Exclusion
<b>Main Topic</b>	Studies examining <i>repurchase intention</i> or <i>repeat purchase intention</i> that employ Structural Equation Modeling (SEM) as the main analytical approach.	Studies that do not focus on <i>repurchase intention</i> , <i>repeat purchase</i> , <i>continuance intention</i> , or that do not use SEM as the primary method.
<b>Discipline Area</b>	Marketing, Business and Management	Studies from other disciplines (e.g., pure psychology, engineering, education, health sciences, or computer science) that are not related to marketing or consumer management.
<b>Journal Name</b>	JRCS = Journal of Retailing and Consumer Services; JBR = Journal of Business Research; IJHM = International Journal of Hospitality Management; JHTM = Journal of Hospitality and Tourism Management; JDMM = Journal of Destination Marketing & Management; APJML = Asia Pacific Journal of Marketing and Logistics; IJCHM = International	Studies published outside the listed journals.

	Journal of Contemporary Hospitality Management; TMP = Tourism Management Perspectives; IJRDM = International Journal of Retail & Distribution Management; IJQSS = International Journal of Quality and Service Sciences; JCM = Journal of Consumer Marketing; IMR = International Marketing Review; TR = Tourism Review; TM = Tourism Management; JSM = Journal of Services Marketing; ATR = Annals of Tourism Research; MR/CB = Market Research/Consumer Behaviour.	
<b>Database &amp; Source</b>	Journal articles indexed in Scopus, specifically from Emerald and ScienceDirect databases.	Articles from non-Scopus databases, conference proceedings, books, dissertations, or other <i>grey literature</i> .
<b>Type of Publication</b>	Peer-reviewed scientific journal articles.	Non-journal publications, non-peer-reviewed papers, editorials, popular reviews, or opinion pieces.
<b>Publication Period</b>	September 2020 – September 2025	Publications outside this time frame.
<b>Language</b>	English	Non-English Publications

The article screening process followed the PRISMA guidelines (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) proposed by Moher et al. (2010), as illustrated in the flow diagram (Figure 1). From a total of 5,689 articles identified during the initial search phase, a stepwise screening process resulted in 39 articles being included. The final sample of 39 empirical studies represents the most relevant and methodologically rigorous contributions at the intersection of repurchase intention, cross-cultural research, and the application of Structural Equation Modelling (SEM), thereby ensuring both conceptual and analytical consistency.



**Figure 1.** PRISMA flow diagram of studies on repurchase/repeat purchase intention using SEM analysis (2020–2025).

### 3.2 Data Analysis

Data analysis was conducted using both descriptive and thematic approaches. The first stage involved descriptive analysis to illustrate the characteristics of the publications, including the distribution by year, journal, geographic context, theoretical foundations, and the type of SEM approach applied (CB-SEM vs. PLS-SEM). The second stage employed thematic analysis, as outlined by Braun & Clarke (2006), which consists of six phases: (1) data familiarization, (2) initial coding, (3) theme searching, (4) theme reviewing, (5) theme naming, and (6) reporting of results.

Each article was manually coded and evaluated using a synthesis matrix (See Appendix 1) that included the theories, constructs, cultural and national contexts, and the SEM techniques used. Two independent researchers conducted the coding process to enhance reliability, and final agreements were reached through peer discussion and cross-validation.

This approach enabled the identification of patterns among variables, the mediating and moderating mechanisms, and the interplay between theory and cultural context in explaining repurchase intention across countries. The results were presented in both thematic and synthesis tables, capturing the main theoretical and methodological trends, as well as persisting research gaps.

The thematic analysis results were then organized into three core dimensions, reflecting the structure of the research questions (RQ1–RQ3):

- (1) theoretical patterns and conceptual models,
- (2) the application of SEM in cross-cultural contexts, and
- (3) main findings and identified research gaps during the 2020–2025 period.

### 3. Result

**RQ1: How are theories and conceptual models used to explain repurchase/repeat purchase intention in cross-cultural contexts?**

In cross-cultural contexts, various theories have been employed to explain repurchase intention as an outcome of the interaction between experience, trust, and cultural values. The synthesis of 39 articles identifies ten recurring theoretical clusters across countries and sectors (see Table 2). Overall, repurchase intention is explained through a combination of behavioural theories, stimulus–response frameworks, and cultural lenses that channel the influence of service quality, signalling, and experiential cues toward satisfaction, trust, and engagement, ultimately leading to the formation of repurchase intention.

**Table 2.** Top 10 Theories Thema

Theory / Conceptual Framework	Freq (n)	Representative Studies
Theory of Planned Behaviour (TPB)/TRA/UTAUT cluster	6	Antwi et al., 2020; Chuah et al., 2022; Lee et al., 2022; Miao et al., 2022; Nguyen & Nguyen, 2025; Rahman et al., 2025.
Stimulus–Organism–Response (S–O–R) framework	4	Dogra et al., 2023; Olfat et al., 2025; Shah et al., 2023; Tordoya-Espinoza et al., 2025
Expectation–Confirmation Theory (ECT)	3	Kumar et al., 2025; Ma et al., 2022; Nasir et al., 2021
Hofstede’s Cultural Dimensions	3	Heydari et al., 2021, 2025; Rawal et al., 2024
Trust-based Models (Commitment–Trust / Initial Trust / Institutional Trust)	2	Jiang et al., 2024; Le et al., 2023)
Justice & Service Recovery Models	2	Ahmed et al., 2024; Su & Ha, 2025
Innovation Resistance Theory (IRT)	2	Chakraborty et al., 2022; Verma et al., 2023
Norm Activation Model (NAM)	2	Chuah et al., 2022; Kim et al., 2025
Cognition–Affection–Conation (CAC)	2	Lu et al., 2022; Vu & Nguyen, 2025
Signalling Theory	2	Ahmed et al., 2024; Kumar et al., 2025

*\*A total of ten major theoretical clusters were identified (n of total theories = 28 occurrences; n of articles = 39). Each article could incorporate more than one theoretical framework (for example, TPB and NAM, or S–O–R and Trust).*

The Theory of Planned Behaviour (TPB)/Theory of Reasoned Action (TRA)/Unified Theory of Acceptance and Use of Technology (UTAUT) serves as the behavioural backbone, linking attitude, social norms, and perceived control to repurchase intention. The causal pathways are almost always mediated by trust, satisfaction, or engagement, particularly in contexts such as China, Vietnam, and Pakistan, where social norms and trust remain the key pillars influencing post-purchase decision-making (Antwi et al., 2020; Chuah et al., 2022; Lee et al., 2022; Miao et al., 2022; Nguyen & Nguyen, 2025; Rahman et al., 2025). In other words,

the Theory of Planned Behaviour has evolved from a purely cognitive framework into a socially grounded model that affirms the importance of perceived security and cultural connectedness in shaping repurchase intention.

The Stimulus–Organism–Response (S–O–R) framework emphasizes the transition from environmental stimuli (such as website quality, vividness, and social interaction) to affective responses (trust, enjoyment, satisfaction) that drive repetitive consumption behavior. This pattern is particularly strong in food delivery and e-commerce markets such as India, Peru, and China (Dogra et al., 2023; Olfat et al., 2025; Shah et al., 2023; Tordoya-Espinoza et al., 2025).

The Expectation Confirmation Theory (ECT), including the Online Customer Experience (OCE) framework, explains the confirmation → satisfaction → repurchase process most clearly in East Asian e-commerce contexts, positioning the post-purchase phase as a strategic stage for service recovery and expectation management (Kumar et al., 2025; Ma et al., 2022; Nasir et al., 2021). This pattern indicates that satisfaction is no longer a mere function of product quality but rather the result of effective expectation management and empathetic service recovery. In this regard, the post-purchase process becomes a strategic moment for building loyalty through corrective and emotionally attuned interactions.

Hofstede’s cultural lens further expands the explanation. Indulgent cultures tend to favor hedonic pathways, while restrained cultures rely more on cognitive routes, resulting in different trajectories toward repurchase intention across countries (Heydari et al., 2021, 2025; Rawal et al., 2024). This dimension demonstrates that cultural context is not merely a control variable, but rather a mediating framework through which behavioural theories are enacted in global consumption practices.

In developed economies, Trust and Justice theories dominate (Jiang et al., 2024; H. T. P. M. Le et al., 2023), underscoring the role of system reliability and organizational fairness as the foundation of loyalty. In contrast, in developing countries, theories such as Innovation Resistance Theory (IRT), Norm Activation Model (NAM), and Cognition–Affection–Conation (CAC) highlight consumer resistance, moral obligation, and affective pathways when innovation interacts with community norms (Chakraborty et al., 2022; Chuah et al., 2022; Kim et al., 2025; Lu et al., 2022; Verma et al., 2023; Vu & Nguyen, 2025).

Finally, Signaling Theory explains how consumers interpret quality signals across cultures, such as supply-chain transparency or lenient service-recovery policies, which strengthen trust formation in markets characterized by high uncertainty (Ahmed et al., 2024; Nguyen & Nguyen, 2025; Su & Ha, 2025).

**Table 3.** Cross-cultural and sectoral patterns of dominant theories explaining repurchase/repeat purchase intention.

Cultural/Regional Focus	Dominant Theories	Contexts/Sectors
East Asia (China, Vietnam)	TPB, ECT, S–O–R	E-commerce, OTA, Food Delivery
South Asia (India, Pakistan)	IRT, S–O–R, Signaling	Fitness Apps, Food Delivery, E-retail
Western Contexts (USA, UK)	TPB, NAM, Justice/Trust	Hospitality, CSR, Service Recovery

<b>Cross-regional / Global Samples</b>	Hofstede, Signalling, Attachment	Consumer Goods, Branding, Platforms
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Table 3 illustrates cross-regional patterns indicating that the selection of conceptual frameworks is not random. East Asia integrates behavioral and experiential logics to manage expectations and service recovery. South Asia emphasizes responses to uncertainty through S–O–R, Innovation Resistance Theory (IRT), and quality signaling mechanisms. Western contexts highlight moral norms, corporate social responsibility (CSR), and fairness as the foundation of relational and ethical loyalty. Meanwhile, cross-national samples often employ Hofstede’s cultural dimensions, Signaling Theory, and Attachment Theory to capture the dynamics of meaning, emotional bonding, and consumer identity across cultures.

Overall, this theoretical mapping confirms that repurchase intention is not supported by a single universal model. The Theory of Planned Behavior (TPB) provides the rational structure of behavior, while S–O–R and Expectation Confirmation Theory (ECT) describe the experiential dynamics from stimulus to expectation confirmation. Hofstede’s framework explains cultural variations, and Signaling, Trust, and Justice theories add ethical and credibility dimensions as key antecedents in the digital economy.

These findings lay the groundwork for a deeper discussion on the hybridization of behavioral and cultural models that are more adaptive to the complexities of global markets.

**Table 4.** Cross-Cultural Thematic Map of Determinants, Mediators, and Outcomes in Repurchase Intention Studies

Category	Sub-cluster	Example indicators/variables	Notes
<b>Determinants (Upstream)</b>	Service/Interface Quality	Website–app quality; after-sales attributes; provider quality; staff helpfulness–communication; system quality	Primary driver linking service quality with satisfaction or trust
	Value & Experience Cues	Functional, price, emotional, social, and environmental value; quality of experience; interactivity; vividness; telepresence; menu variety; food safety; personalization; authenticity	Activates both hedonic and cognitive customer experience routes
	Signals & Trust Antecedents	Perceived brand globalness; supply chain transparency; traceability; return policy leniency; privacy calculus; fairness; institutional trust	Reduces uncertainty and strengthens perceived trust

	Brand/Place/Labeling	Parent–extension fit; place attachment; country-of-origin (COO); economic animosity; geographical indication (GI vs COO)	Enhances identification and attitude formation
	Dispositions & Culture	Individual-level indulgence–restraint; health consciousness; openness to change; social influence	Shifts between hedonic and cognitive orientations in decision-making
	CSR & Governance	Employment of persons with disabilities (PWD); perceived CSR; stakeholder engagement	Reinforces legitimacy and moral obligation
<b>Mediators (Mechanisms)</b>	Satisfaction	Service satisfaction; recovery satisfaction	The most frequently appearing mediating construct
	Trust	Initial trust; platform trust; interpersonal trust; credibility; familiarity	Bridge between trust signals and repurchase intention
	Engagement/Attachment	Consumer-brand engagement; brand attachment; platform attachment; product identification; affective commitment; loyalty (as mediator)	Supports relational commitment and emotional bonding
	Value/ Attitude/ Experience	Perceived value; attitude; quality of experience; relative advantage	Cognitive route toward repurchase intention
	Identity & Moral	Moral judgment leading to moral obligation; customer–company identification	Normative pathway reinforcing intention and trust
<b>Outcomes (Downstream)</b>	–	Repurchase/repeat/continuous purchase intention; word of mouth/advocacy; purchase behaviour; willingness to pay premium; behavioural loyalty	The ultimate behavioural outcomes measured across studies

\* **Common moderators:** Customer inertia, transaction cost, corporate image, age, self-congruence, personal–social norms, customer familiarity, review valence, product category size.

In cross-cultural studies, repurchase intention essentially results from the orchestration between service and interface quality, value and credibility signals, and the cultural context that frames the meaning of consumer experience. Determinants such as service quality, experiential cues, and trust signals shape satisfaction, trust, and engagement as psychosocial mechanisms that channel upstream influences toward downstream behavioural outcomes.

In e-commerce and online food delivery (OFD) contexts, post-purchase logic becomes prominent through Online Customer Experience (OCE) and service recovery mechanisms. In hospitality and sharing economy sectors, fairness, privacy calculus, and corporate social responsibility (CSR) serve as the core foundations of trust formation. In branding contexts, elements such as Perceived Brand Global-ness (PBG), Country-of-Origin (COO) animosity, and product labelling activate consumer identification and attitudinal responses.

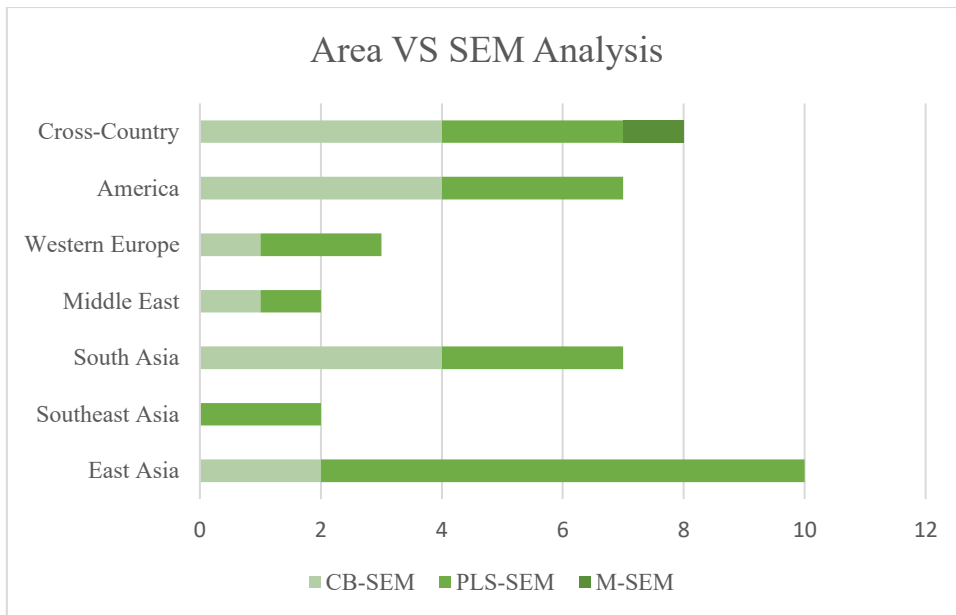
While cultural variations—such as indulgence versus restraint (IND–RES) and community influence—shift the balance between hedonic and cognitive routes, the underlying structure remains consistent: Service–Experience–Signals → Satisfaction–Trust–Engagement → Repurchase.

## **RQ2: How is Structural Equation Modelling (SEM) applied in cross-cultural studies of repurchase intention?**

The analysis of Structural Equation Modelling (SEM) approaches in cross-cultural repurchase intention studies reveals that both Covariance-Based SEM (CB-SEM) and Partial Least Squares SEM (PLS-SEM) are widely and almost evenly applied. Among the reviewed studies, PLS-SEM was employed in 22 articles, slightly exceeding CB-SEM, which appeared in 16 studies. PLS-SEM is typically adopted in exploratory contexts such as e-commerce, hospitality, and digital services, as well as in regions like India, Southeast Asia, and cross-national samples. In contrast, CB-SEM is more prevalent in studies grounded in strong theoretical foundations and focused on model validation, particularly in physical retail, customer service, and regions such as the United States and China.

Although many studies included samples from multiple countries or cultural contexts, only a small subset explicitly implemented cross-cultural analytical techniques such as multi-group SEM, multilevel mediation modelling, or measurement invariance testing. This suggests that cross-cultural model validation remains an underdeveloped practice in the existing literature.

Sample sizes also vary considerably, with an average of approximately 374 respondents per study, while multilevel or multinational studies sometimes involved tens of thousands of observations. These findings indicate that although the use of SEM in repurchase intention research has become geographically and sectoral widespread, the methodological implementation of cross-cultural techniques remains limited—representing a key opportunity for advancement in future research.

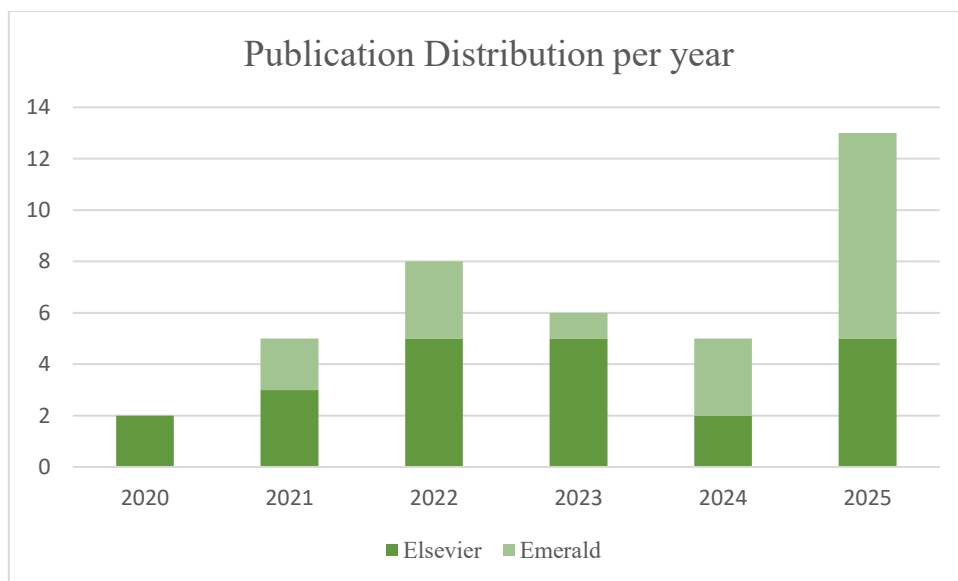


**Figure 2.** Proportion of CB-SEM vs PLS-SEM Usage

PLS-SEM is used slightly more frequently, indicating a preference for exploratory models or datasets with non-normal distributions. Meanwhile, CB-SEM remains popular for theoretical model validation and the testing of complex structural relationships.

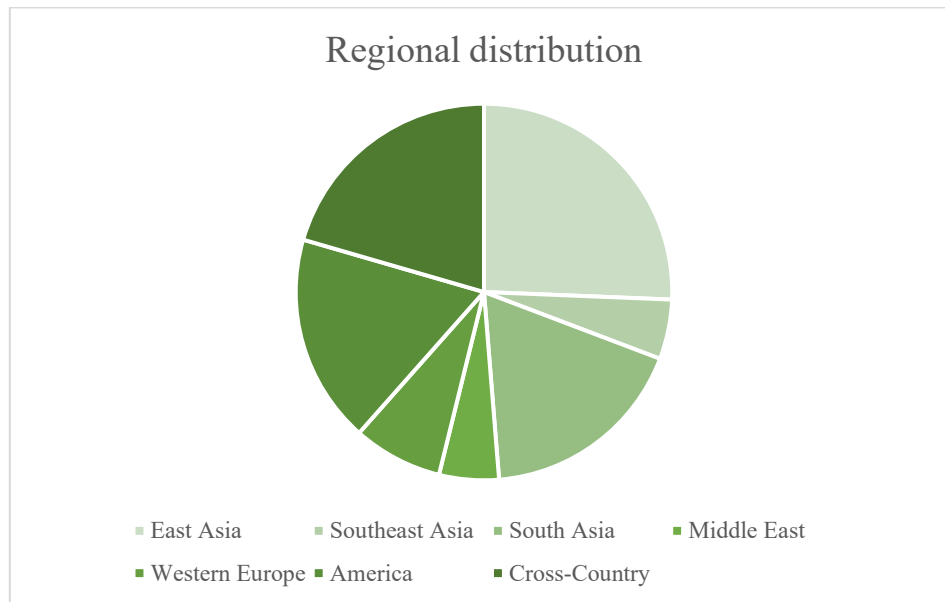
**RQ 3: What are the main findings and research gaps in cross-cultural studies of repurchase intention using the SEM approach during the 2020–2025 period?**

The analysis of 39 articles published between 2020 and 2025 shows that research on cross-cultural repurchase intention has continued to grow in both publication volume and geographical scope. In terms of publication outlets, two major publishers—Elsevier (22 articles) and Emerald (17 articles)—dominate the contributions. The annual distribution reveals an upward trend, peaking in 2025 with 13 publications, reflecting increasing academic attention to this topic.



**Figure 3.** Publication distribution per year (2020-2025)

From a regional perspective, East Asia (10 studies), South Asia and the Americas (7 studies each), along with cross-country research (8 studies), represent the most frequently examined regions. In contrast, Southeast Asia, the Middle East, and Western Europe remain relatively underexplored, with only two to three studies identified. This indicates a geographical representation gap within the literature, which ideally should emphasize cross-cultural comparison and diversity.



**Figure 4.** Regional spread 2020–2025

In terms of content, studies published during the early period (2020–2022) predominantly explored themes of emotion, culture, and barriers or resistance in the context of repurchase intention. However, since 2023, the focus has shifted toward satisfaction, value, and trust, alongside the integration of digital technologies. Most studies still rely on classical theories such as the Theory of Planned Behavior (TPB), the Stimulus–Organism–Response (S–O–R) framework, and Expectation–Confirmation Theory (ECT), while cross-cultural theories such as Hofstede’s Cultural Dimensions are more often positioned as moderators or control variables.

Nevertheless, several critical research gaps remain. Conceptually, few studies have developed new models that deeply explain repurchase intention within cross-cultural settings. Contextually, regions such as Africa, Latin America, and sectors like digital education or public services remain severely underrepresented. Methodologically, although many studies claim to be cross-cultural, only a small number explicitly apply advanced SEM techniques such as measurement invariance, multi-group SEM, or multilevel SEM.

These findings indicate that despite the quantitative growth of cross-cultural repurchase intention research using SEM, there is still substantial room for theoretical advancement, broader contextual inclusion, and greater methodological rigor and comparability in future studies. Collectively, these three insights form a complementary conceptual–methodological map: theory explains why, method clarifies how, and gaps reveal where the next directions of inquiry should move.

## 4. Discussion

This review clarifies that repurchase intention in cross-cultural settings emerges from an evolving interplay between behavioral logic, experiential value, and cultural embeddedness. Synthesizing 39 empirical studies, three major patterns become evident: (1) theoretical hybridization, (2) methodological concentration on SEM, and (3) contextual convergence toward affective trust and post-purchase experience.

### 4.1. Theoretical Hybridization: Behavior Meets Culture

The first research question revealed that no single framework can universally explain repurchase intention. Instead, most studies combine behavioral, emotional, and cultural logics. The Theory of Planned Behavior (Ajzen, 1991) remains a behavioral backbone that links attitudes, norms, and perceived control to intention. However, in cross-cultural adaptation—especially in China, Vietnam, and Pakistan—it transforms into a socially grounded model, mediated by satisfaction and trust (Antwi et al., 2020; Chuah et al., 2022; Lee et al., 2022; Miao et al., 2022; Nguyen & Nguyen, 2025; Rahman et al., 2025).

Complementing TPB, the Stimulus–Organism–Response (S–O–R) framework (Mehrabian & Russell, 1974) dominates in digital consumption studies, capturing transitions from stimuli such as website quality, vividness, or interactivity to affective responses like trust and enjoyment (Dogra et al., 2023; Shah et al., 2023; Tordoya-Espinoza et al., 2025). The Expectation–Confirmation Theory (Oliver, 1980, 1993), and the post-purchase Online Customer Experience model deepen this logic by highlighting that confirmation → satisfaction → repurchase is now a central behavioral mechanism, particularly in Asian e-commerce (Kumar et al., 2025; Ma et al., 2022; Nasir et al., 2021).

Meanwhile, Hofstede’s Cultural Dimensions (Hofstede, 2001) explain that indulgent cultures privilege hedonic pathways, whereas restrained ones rely on cognitive evaluation (Heydari et al., 2021; Rawal et al., 2024). This indicates that cultural context is not a statistical control but an interpretive lens mediating how behavioral theories are enacted. Studies grounded in Signaling Theory, Justice Theory, and Commitment–Trust Theory (Ahmed et al., 2024; Jiang et al., 2024; H. T. P. M. Le et al., 2023; Su & Ha, 2025), emphasize that repurchase intention increasingly depends on perceived fairness, system reliability, and moral legitimacy—making loyalty a function of ethical trust rather than mere satisfaction.

### 4.2. Methodological Concentration: SEM as a Structural Norm

The second research question examined methodological approaches and confirmed that Structural Equation Modeling (SEM) remains the dominant analytic paradigm across contexts. PLS-SEM is preferred for exploratory digital-market research in emerging economies (India, Vietnam, Indonesia) due to its flexibility with formative constructs and smaller samples (Dogra et al., 2023; Verma et al., 2023). Conversely, CB-SEM dominates confirmatory models in hospitality and omnichannel retail (H. T. P. M. Le et al., 2023; Rahman et al., 2025).

However, few studies conduct measurement invariance or multi-group SEM, even though cultural comparability requires it. This methodological gap constrains generalizability—suggesting that while SEM provides structural precision, it lacks cross-cultural validity. Future research should advance toward comparative, multilevel SEM that integrates behavioral–cultural duality through both emic (culture-specific) and etic (universal) constructs.

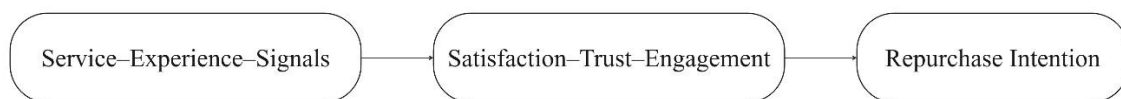
### 4.3. Contextual Convergence: From Transactional Loyalty to Cultural Trust

The third research question shows a regional and temporal shift from transactional to relational and moral dimensions of loyalty. Studies in East Asia emphasize service quality, digital experience, and expectation management—where repurchase emerges as a trust-based post-purchase process (Dogra et al., 2023; Ma et al., 2022; Nguyen & Nguyen, 2025). In South Asia, theories such as Innovation Resistance (Ram & Sheth, 1989) and S–O–R dominate, focusing on mitigating perceived risk and strengthening credibility through signaling and transparency (Chakraborty et al., 2022; Verma et al., 2023; Shah et al., 2023).

In contrast, Western contexts (U.S., U.K.) employ frameworks like Norm Activation (Schwartz, 1977) and Justice Theory to model loyalty via moral judgment and CSR engagement (Kim et al., 2025; Su & Ha, 2025). These patterns reveal a global transition: loyalty is moving from continuance intention toward cultural trust—an alignment between ethical brand behavior, consumer morality, and digital transparency.

### 4.4. Integrative Reflection and Research Implications

Across studies, a consistent causal pattern emerges:



**Figure 5.** Causal Patterns of Repurchase Intention in this study

This triadic logic explains that quality, experience, and trust signals jointly shape the post-purchase decision loop. In e-commerce, personalization and service recovery dominate antecedents (Dogra et al., 2023; Kumar et al., 2025); in hospitality, CSR and justice theories amplify ethical engagement (Chuah et al., 2022; Kim et al., 2025); and in branding, perceived brand global-ness and country-of-origin effects foster identification (Heydari et al., 2021; Rawal et al., 2024).

Conceptually, the synthesis shows that repurchase intention is no longer a rational aftereffect but a socially negotiated commitment between consumer experience, cultural value, and perceived moral credibility. This finding extends the behavioral–affective paradigm by incorporating cultural moderation as a structural component of consumer continuity. Methodologically, advancing SEM toward invariance-based and multi-contextual designs will strengthen cross-cultural validity. Practically, firms should translate satisfaction management into ethical experience design—where consistency, fairness, and transparency drive repeat purchase and advocacy.

Repurchase intention is not the end of the consumer journey—it is where culture, emotion, and ethics decide whether the journey continues.

## 5. Conclusion, Implication, and Recommendation

The synthesis of 39 empirical studies reveals that repurchase intention across cultures is not a linear consequence of satisfaction but a manifestation of the dynamic interplay between behavioral logic, experiential value, and cultural context. The most consistent pattern lies in the integrated relationship among service, experience, and signals that stimulate satisfaction,

trust, and engagement, ultimately leading to repurchase intention. In East Asia, repeat purchase behavior is largely shaped by post-purchase experience and expectation management. In South Asia, the focus is on risk mitigation and credibility signaling. In Western contexts, justice, CSR, and moral norms underpin relational and ethical loyalty. Thus, no single theory can universally explain this phenomenon. Each context constructs its own theoretical ecology by combining TPB, S–O–R, and ECT with Hofstede’s cultural framework and ethical theories such as Justice and Trust, resulting in contextually adaptive models that capture the complexity of global consumer behavior.

From a theoretical perspective, these findings highlight the necessity of hybridizing behavioral, affective, and cultural models. The Theory of Planned Behavior remains a relevant cognitive backbone but must be complemented by S–O–R and Expectation–Confirmation Theory to capture affective dynamics and post-purchase processes. Culture should not be treated merely as a statistical control but as an interpretive lens that transforms cognitive routes into social and emotional pathways. Concepts such as indulgence–restraint and individualism–collectivism shape how values and trust influence repeated decisions. Moreover, theories of justice, signaling, and trust suggest that modern loyalty is rooted in ethics and transparency rather than satisfaction alone. Loyalty is no longer a matter of behavioral continuity but a reflection of moral trust between consumers and brands.

Practically, the implications are clear. Firms must redesign post-purchase management as a trust ritual. Every interaction after the transaction—from confirmation and tracking to return and service recovery—should be orchestrated with empathy and clarity, as this is where perceptions of fairness and reliability are formed. Supply chain transparency, flexible return policies, and consistent communication function as trust signals in markets with high uncertainty. Cultural adaptation is equally critical: indulgent markets respond to emotional and multisensory stimuli, while restrained markets emphasize efficiency, value, and risk control. Ultimately, the success of loyalty-building depends on how well brands balance digital speed with ethical depth, creating trust that is felt, not merely measured.

Methodologically, the dominance of Structural Equation Modeling (SEM) reflects the growing sophistication of consumer research in testing complex causal relationships. However, gaps remain in measurement invariance and multi-group analysis, both crucial for cross-cultural validity. Future research should advance toward comparative and multilevel SEM to capture the behavioral–cultural duality more precisely. Integrating quantitative designs with qualitative approaches such as netnography, fsQCA, or process tracing can reveal multiple alternative pathways to sustainable loyalty.

Conceptually, these studies shift our understanding of repurchase intention: it is no longer the endpoint of the purchase cycle but a critical intersection where culture, emotion, and ethics negotiate the continuation of consumer–brand relationships. Future scholars are encouraged to develop hybrid models combining TPB, S–O–R, and ECT with individual-level cultural moderators; to examine AI-mediated experiences such as chatbots, live-commerce, and algorithmic personalization in shaping fairness perception and repeat purchase; and to expand the geographical scope to Africa, Latin America, and the Middle East for broader representativeness. For practitioners, the path forward lies in designing ethical and sustainable experiences where consistency, fairness, and transparency become the true drivers of repeat purchase and advocacy.

In essence, repurchase intention is not merely the intent to buy again but a mirror of shared belief and value between people and brands. As trust becomes the new currency, loyalty is no longer bought but earned through integrity, empathy, and moral clarity.

## 7. References

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## 8. Appendix

See the Table: Light blue = Elsevier (ScienceDirect); Light green = Emerald Insight.

No.	Authors	Theory	Sample	Analysis	Independent Variable	Intervening Variable	Dependent Variable	Sector	Country
1	Antwi et al. (2020)	This study applies the Theory of Planned Behaviour (Ajzen; Fishbein & Ajzen) combined with the appraisal–emotion–coping framework (Bagozzi) to explain how affective image and satisfaction function as mediators, with passenger type serving as a moderator.	The sample includes non-Chinese transfer passengers at three major Chinese airports (PVG–Shanghai, CAN–Guangzhou, CTU–Chengdu), totalling 829 participants (PVG 285; CAN 256; CTU 288), collected between February and July 2018.	CB-SEM	Perceived helpfulness and communication of airport staff.	Affective image and satisfaction.	Behavioural loyalty, including repeat purchase intention, willingness to pay more, and recommendation intention.	Air transportation and airport services	East Asia – China
2	H. T. P. M. Le et al. (2023)	The study integrates several frameworks: the AI-Assistant Personality Model (Z. Chen et al., 2020), AI-Assistant Quality Model (Li et al., 2021), Anthropomorphism Theory (Haslam, 2006), Emotional Intelligence (Mayer et al., 1999), and Commitment–Trust Theory (Morgan & Hunt, 1994).	An online experiment was conducted with a U.S. panel (n = 426) in a post-sale service context for a fashion brand using a virtual service assistant (VSA), comparing emotional and non-emotional conversation scenarios.	CB-SEM	Six main attributes of VSA: understandable, reliable, responsive, guaranteed, interactive, and empathetic.	Satisfaction with service recovery as the mediator, while emotional conversation and perceived trust in VSA competence act as moderators.	Repurchase intention and word-of-mouth intention.	Retail (e-commerce, customer service, and service recovery)	United States

3	Verma et al. (2023)	The study employs Innovation Resistance Theory (Ram & Sheth, 1989) to explain adoption barriers and repeat-purchase behaviour.	A qualitative phase with 33 interviews and a quantitative survey with 392 respondents were conducted in the Indian market context.	CB-SEM	Value barrier, image barrier, environment barrier, and health barrier are specified as the primary antecedents.	Satisfaction and repeat purchase act as mediators, while transaction cost operates as a moderator that conditions the effects.	Satisfaction, repeat purchase intention, and word-of-mouth recommendation constitute the focal behavioural outcomes.	Hospitality and food-delivery app services.	South Asia – India.
4	Swoboda & Sinning (2020)	The research draws on Accessibility–Diagnosticity Theory (Lynch Jr. et al.) and Schwartz’s value model (1994) as the cultural moderation framework.	The dataset comprises 22,055 consumer evaluations across 31 countries from a cross-national panel of a German MNC.	Multilevel Mediation Structural Equation Model (MSEM)	Perceived Brand Global Ness is positioned as the key antecedent shaping consumer judgments.	Functional value and psychological value serve as mediators, while country-level cultural value dimensions moderate the core relationships.	Repurchase intention toward the corporate brand is modelled as the outcome.	Corporate brand of an MNC in health, nutrition, and consumer-goods industries across categories.	Cross-national (31 countries).
5	Heydari et al. (2021)	Hofstede’s cultural framework (1980; 2001; Hofstede et al., 2010) is used to develop an individual-level indulgence vs. restraint scale.	Four studies: S1 with 290 university students in North America; S2 with 230 MTurk participants; S3 with 257 participants for CFA; S4 with 219 U.S. MTurk participants for a nomological test.	CB-SEM	Individual-level indulgence is conceptualized as the driver of hedonic post-purchase orientation.	Positive post-purchase emotions and hedonic attitudes function as mediators transmitting the main effects.	Repurchase intention is modelled as the outcome through hedonic attitudes.	General consumers ; S4 focuses on a smartphone product context.	North America (S1) and United States/MTurk (S2 and S4).

6	Su & Ha (2025)	Justice theory (e.g., Smith et al., 1999; Liao, 2007) is combined with marketing relationship-dynamics theory to model service recovery over time.	A longitudinal OTA customer panel in Korea: T1 = 851, T2 = 715, T3 = 584, measured at immediate, +15-day, and +30-day intervals during June–August 2023; respondents were recruited via major travel agencies in South Korea.	CB-SEM	Perceived fairness is modelled with intercept and slope terms to capture change across time.	Recovery satisfaction and avoidance intentions act as mediators linking fairness to outcomes.	Repurchase intention toward the OTA is specified as the focal outcome.	Online Travel Agencies (OTA) within hospitality-travel.	East Asia – South Korea.
7	Cao et al. (2022)	The study applies Brand Extension Theory (Aaker & Keller, 1990) and the concept of Customer Inertia, emphasizing the fit between the parent brand and the extension as outlined by Park, Milberg, and Lawson (1991).	Data were collected from 224 Qualtrics panellists in the United States; eligibility required U.S. residency, age 18+, and prior use of Uber TAXI and Uber Eats; from 301 initial responses, 224 formed the final sample.	CB-SEM	Parent-brand quality, parent-brand to extension fit, and service-provider quality in the extended brand.	Perceived quality of the extended brand functions as a mediator, while customer inertia operates as a moderator.	Repurchase intention toward the extended brand.	Sharing economy (ride-hailing extended to food delivery).	United States.
8	Jiang et al. (2024)	The research is grounded in Initial Trust Theory (McKnight et al., 1998/2002) to model trust formation in virtual-kitchen contexts.	A quantitative survey followed by a qualitative study with U.S. residents recruited via Prolific in two stages.	CB-SEM	Menu variety, food safety, economic value, personalization, multisensory experience, and food authenticity.	Initial trust serves as the central mediator shaping customer evaluation.	Repurchase intention and advocacy intention.	Hospitality/F&B in ghost kitchens or delivery-only settings.	United States.

9	Liu et al. (2021)	The study combines the Theory of Consumption Values (Sheth et al., 1991) with Prospect Theory (Kahneman & Tversky, 1979) to explain behaviour in superfood purchases.	A survey of 447 superfood consumers based in the United Kingdom.	CB-SEM	Consumption values including functional, emotional, social, epistemic, and situational value.	Relative advantage is positioned as a mediator transmitting the effects of consumption values.	Repurchase intention and word-of-mouth intention.	Food and consumer goods in the superfood category.	Western Europe – United Kingdom
10	Lu et al. (2022)	The Cognition–Affection–Conation framework (Hilgard, 1980) is integrated with Attachment Theory (Bowlby, 1969) to explain platform bonding.	A survey of 519 experienced clients on the Meituan on-demand platform in China.	PLS-SEM	Utilitarian value, hedonic value, and interactivity value as antecedents of platform evaluation.	Platform attachment acts as a mediator linking perceived value to behaviour.	Repurchase intention within the platform.	On-demand service platforms (Meituan).	East Asia – China.
11	Lu & Yi (2023)	The study applies the Privacy Calculus Model (Culnan & Armstrong; Dinev & Hart) together with the concept of Institutional Trust to explain repurchase decisions in sharing accommodation platforms.	A survey was conducted with 409 experienced users of sharing accommodation platforms in China.	PLS-SEM	Trust in the platform and trust in the community of providers.	The model focuses on moderation effects rather than mediation mechanisms.	Repurchase intention toward the sharing accommodation platform.	Sharing economy (peer-to-peer accommodation).	East Asia – China.

12	Rahman et al. (2025)	The research adopts the Attitude/Expectancy-Value Theory (Fishbein & Ajzen, 1975) and the Omnichannel Customer Experience (OCX) model to analyse consumer behaviour across retail channels.	Two surveys of omnichannel retail customers in the United States were conducted: Study 1 with 312 respondents and Study 2 with 822 respondents.	PLS-SEM	Omnichannel Customer Experience (OCX).	The study examines direct effects and moderation rather than mediation.	Direct repurchase intention, as well as influence, feedback, and referral intentions as indirect behavioural outcomes.	Omnichannel retail.	United States.
13	Heydari et al. (2025)	The research examines the cultural dimension of Indulgence vs. Restraint (Hofstede) at the individual level, linking it with hedonic–utilitarian attitudes and post-purchase emotions, grounded in Hofstede’s and attitude theories.	A survey of 458 respondents from Canada and the United States recruited via MTurk, covering two contexts: restaurants (services) and durable goods (cars and smartphones).	CB-SEM	Individual-level Indulgence vs. Restraint (IND-RES).	Positive post-purchase emotions and hedonic–utilitarian attitudes act as mediators.	Repurchase intention and word-of-mouth intention.	Hospitality (restaurants) and consumer goods (cars, smartphones).	Canada and United States.
14	Kim et al. (2025)	The study integrates the Norm Activation Model (Schwartz, 1977), moral psychology and cognitive moral development (Kohlberg; Treviño), and the CSR Pyramid (Carroll, 1991).	Two between-subject experiments with 1,443 UK respondents recruited via Prolific in October–November 2022.	PLS-SEM	Employment of People with Disabilities as a CSR policy variable.	Moral judgment leading to moral obligation, along with perceived CSR, serve as mediating mechanisms.	Word-of-mouth and repurchase intention.	Hotel and hospitality industry.	Western Europe – United Kingdom

15	Chuah et al. (2022)	The research combines Stakeholder Theory, the Norm Activation Model (Schwartz), and the Theory of Planned Behaviour (Ajzen) to explain customer behaviour in Airbnb usage.	A survey of 528 Airbnb users in the United States.	PLS-SEM	Perceived CSR, modelled formatively with dimensions of strategic philanthropy, environmental, economic, and ethical responsibility.	Customer trust and customer–company identification act as mediators, while personal and social norms serve as moderators.	Repurchase or rebooking intention.	Peer-to-peer accommodation / Sharing economy (Airbnb).	United States.
16	Dogra et al. (2023)	The study is grounded in the Stimulus–Organism–Response framework (Mehrabian and Russell, 1974) to model OFD app experiences.	A total of 680 Amazon MTurk consumers.	CB-SEM	Website or app quality and brand image are specified as the core stimuli.	Satisfaction and trust act as organismic mediators; customer familiarity and customer reviews are tested as moderators on selected paths.	Repurchase intention in online food delivery.	Food-delivery platform aggregators.	South Asia – India.
17	Cheung et al. (2021)	Service-Dominant Logic (Vargo and Lusch, 2008) explains consumer participation and engagement in brand communities.	An online survey with 316 Malaysian consumers.	PLS-SEM	Consumer–consumer interaction and consumer–brand interaction serve as antecedents.	Consumer–brand engagement dimensions — cognitive, emotional, and behavioural — operate as the transmission mechanism.	Repurchase intention and ongoing search behaviour.	Social media and brand communities.	Southeast Asia – Malaysia

18	Zhe et al. (2023)	Place Attachment Theory is combined with Quality of Experience to explain loyalty for GI products.	A sample of 340 consumers of agricultural products with geographical indication.	PLS-SEM	Place attachment with five dimensions — dependence, identity, social bonding, natural bonding, and emotional bonding.	Quality of experience and consumer trust form a serial mediation pathway.	Repurchase intention.	Agricultural products with Geographical Indication.	East Asia – China.
19	Wang et al. (2025)	Source Credibility Theory and Uncanny Valley Theory serve as the primary framework for live-streaming e-commerce.	A total of 438 TikTok users in a 2×2×2 experiment on vividness, telepresence, and playfulness; recruitment from sellers' consumer lists in Beijing, Shanghai, and Shenzhen with an international user context.	PLS-SEM	Vividness, telepresence, and playfulness are modeled as key livestream antecedents.	Credibility, trust, and familiarity function as mediators.	Repeat purchase intention.	TikTok live-streaming e-commerce .	Global, with recruitment frame from China.

20	de Kervenoael et al. (2024)	The Computers Are Social Actors perspective is applied to service robots within a SIoT retail setting.	A face-to-face survey with 356 shoppers in a Greek supermarket over two weeks.	PLS-SEM	Perceived likability, perceived intelligence, relationship quality, observability, inspiration, personalization, consumer promotion experience, and word of mouth as robot-enabled service attributes.	The model does not specify a primary mediator for the outcome.	Repeat purchase intention.	Supermarket retail with SIoT service robots.	Western Europe – Greece.
21	Miao et al. (2022)	A theory-building foundation referencing TRA, TPB, and UTAUT to explain repurchase in e-commerce.	415 respondents from five business universities in Karachi.	PLS-SEM	E-customer satisfaction, e-trust, and perceived value; antecedents include website design, information quality, delivery service, customer service quality, security/privacy, perceived price fairness, and perceived risk.	E-satisfaction, e-trust, and perceived value act as mediators; some mediation paths are significant while others are not.	Repurchase intention.	B2C e-commerce (online stores).	South Asia – Pakistan (Karachi)

22	Chakraborty et al. (2022)	The SOBC framework (Davis & Luthans) combined with Innovation Resistance Theory (Ram & Sheth, 1989) for fitness-app adoption.	858 users across multiple fitness apps.	CB-SEM	Openness to change, health consciousness, and visibility as key antecedents.	Usage, risk, and value barriers are modelled as organismic states; purchase intention serves as a partial mediator, especially along the path from visibility.	App purchase behaviour.	Fitness applications (m-health).	South Asia – India.
23	B. N. Le et al. (2025)	PERVAL (Sweeney & Soutar, 2001) integrated with the Loyalty Chain Stage Theory (Oliver, 1999) for durable green products.	423 Vietnamese respondents via quota and snowball; analyses include PLS-SEM, IPMA, and NCA.	PLS-SEM	Perceived value dimensions: functional, price, emotional, social, and environmental.	Satisfaction acts as a mediator; product category size (large vs. small) is tested as a moderator.	Willingness to pay a premium, repurchase intention, and word-of-mouth intention.	Energy-efficient durables (green).	East Asia – Vietnam.
24	Ahmed et al. (2024)	Signalling Theory (Spence; Akerlof) combined with service recovery quality in return processes.	235 young online buyers in a Pakistani e-commerce context.	PLS-SEM	Online return policy leniency and service recovery quality serve as reliability signals.	Expected return convenience, buyer trust, and return satisfaction operate as intervening mechanisms.	Repurchase intention.	E-commerce (returns).	South Asia – Pakistan.

25	Nguyen & Nguyen (2025)	Signalling Theory (Spence; Connelly et al.) integrated with the Theory of Planned Behaviour (Ajzen) in food supply chains.	430 consumers in Vietnam; analyses via SPSS and Smart-PLS.	PLS-SEM	Supply-chain transparency (disclosure, accuracy, clarity), traceability, and social influence.	Consumer trust and intention to use serve as mediators.	Purchase behaviour for products with transparency and traceability.	Food supply chains.	East Asia – Vietnam.
26	Kumar et al. (2025)	Expectation-Confirmation Theory (Oliver, 1980) and the Perceived-Value perspective (Grönroos, 1982) on large-scale review data.	>600,000 Amazon customer reviews analyzed using NLP and structural topic modeling.	PLS-SEM	Perceived product and service quality extracted from reviews as primary antecedents.	Customer satisfaction mediates the effect of perceived quality on repurchase; price consciousness mediates perceived quality to satisfaction but not to repurchase intention.	Re-purchase intention.	E-commerce (Amazon).	Not explicitly specified ; multi-country review dataset.
27	Olfat et al. (2025)	The study integrates Stimulus–Organism–Response (Mehrabian & Russell, 1974) and Social Presence Theory (Short et al., 1976) to explain how influencer interactivity drives loyalty and repurchase.	518 followers of seven Iranian food influencers recruited via Instagram Stories; analyzed using Warp PLS 8.0.	PLS-SEM	Influencers' interactive practices.	Affective commitment, loyalty, and purchase satisfaction as mediators; social attractiveness as a moderator.	Repurchase intention.	Food and restaurant influencer marketing.	Middle East – Iran.

28	Tordoya-Espinoza et al. (2025)	The S–O–R framework (Mehrabian & Russell, 1974) is used to explain how service quality shapes loyalty and repurchase intention in convenience food retail.	454 consumers from Peruvian convenience food stores; correlational multivariate design.	PLS-SEM	Service quality.	Customer satisfaction.	Loyalty propensity and repurchase intention.	Food convenience retail.	Americas – Peru.
29	Vu & Nguyen (2025)	The study employs the Cognition–Affection–Conation framework (Neyrinck et al., 2006) to examine Gen Z repurchase behaviour.	290 Gen Z customers in Vietnam.	PLS-SEM	E-LSQ dimensions: return, condition, timeliness, and availability.	Customer attitude toward service acts as a mediator.	Repurchase intention.	E-commerce.	East Asia – Vietnam.
30	Wijaya et al. (2025)	The study integrates Experiential Marketing (Pine & Gilmore, 1999), Perceived Value (Zeithaml, 1988), and Socioemotional Selectivity Theory (Carstensen et al., 1999) to understand age-based differences in repurchase behaviour.	170 self-service healthy restaurant customers in Denpasar, Bali; analysed using PLS-SEM with multi-group analysis (young adults vs. middle-aged).	PLS-SEM	Health consciousness and experiential marketing.	Perceived value as a mediator; age as a moderator in the multi-group analysis.	Repurchase intention.	Self-service healthy restaurants.	Southeast Asia – Indonesia (Denpasar, Bali).
31	Shah et al. (2023)	The study employs the Extended Stimulus–Organism–Response framework (Mehrabian & Russell, 1974) expanded by Jacoby (2002) to explain continuous purchase behaviour in online food-ordering apps.	Mixed-method design: 139 open-ended essays and a survey with 1,207 MOA users; multi-group comparison between China and Indonesia during the pandemic.	CB-SEM	Mobile online reviews, food quality, restaurant reputation, service quality, and system quality as core stimuli.	Engagement (cognitive, affective, and behavioural) functions as the mediating organism.	Continuous purchase or repurchase intention.	O2O meal delivery and online meal-ordering services.	China and Indonesia.

32	Kasnakoglu & Kalender (2025)	Based on loyalty and trust frameworks (Oliver, 1999; Delgado-Ballester, 2004), this study develops and validates the ONSELL scale to measure purchase loyalty and person loyalty.	Multiple studies: TR sample (n=696, apparel/household) and US sample (n=304); additional cross-country experiments manipulating product information level.	CB-SEM	Product information completeness.	Purchase loyalty and person loyalty as distinct seller-loyalty dimensions.	Repurchase intention.	Online second-hand marketplace (C2C).	Türkiye and USA (cross-cultural validation).
33	Rawal et al. (2024)	The study integrates Hofstede's Individualism–Collectivism (2011) and Self-Determination/Cognitive Evaluation Theory (Deci & Ryan, 1985) within an eWOM framework.	Two studies: Study 1 via MTurk (n=192); Study 2 with U.S. and Indian students (n=249).	CB-SEM	Cultural orientation (individualism vs collectivism) and promotional reward type (social vs economic).	Perceived usefulness of online reviews mediates the eWOM–repurchase link; eWOM likelihood acts as a proximal mediator.	Repurchase intention.	eWOM and online retail across categories.	United States and India.
34	Sreejesh et al. (2024)	The research integrates Identity-Based Motivation (Oyserman, 2009) and Self-Congruity Theory (Sirgy) to explain product attitudes and purchase likelihood across domestic vs foreign contexts.	Three experiments with ~1,000 Indian panel participants (1,000 valid out of 1,556 invited); 2×2 design: GI vs COO × Domestic vs Foreign product.	PLS-SEM	Labelling type (geographical indication vs country of origin), consumer disposition (ethnocentrism, cosmopolitanism), and product type.	Product identification as mediator; self–product congruence as moderator.	Product attitude and purchase likelihood.	FMCG and GI-based textiles (e.g., silk, wine).	South Asia – India.

35	Baykal & Hesapci Karaca (2022)	The study is grounded in Social Capital Theory (Nahapiet & Ghoshal, 1998), examining how structural, cognitive, and relational dimensions shape intellectual capital and eWOM.	1,169 SNS users in Turkey; SEM analysis conducted using AMOS 22.	CB-SEM	Social network culture, tie strength, and homophily as social capital dimensions.	Interpersonal trust (relational capital) as mediator.	eWOM engagement and purchase intention.	Social media and e-commerce.	Middle East – Turkey.
36	Tran et al. (2021)	The study applies Attachment Theory (Bowlby) in marketing to explain how motivational factors drive brand attachment in digital contexts.	228 app users recruited online via Amazon MTurk.	PLS-SEM	Hedonic, utilitarian, and social motivations as antecedents.	Brand attachment serves as the central mediator linking motivation to post-purchase behaviour.	Continuance intention, purchase intention, and word-of-mouth intention.	Branded applications and digital services.	Not explicitly stated (global MTurk sample).
37	Lee et al. (2022)	Grounded in the Theory of Planned Behaviour (Ajzen, 1991), Country-of-Origin (COO) effect, and Economic Animosity (Klein et al., 1998), the study explores attitudes toward American brands in China.	372 young adults from five major Chinese cities (Guangzhou, Shenzhen, Shanghai, Beijing, Wuhan), focusing on Nike and iPhone.	PLS-SEM	COO effect and Economic Animosity as key antecedents.	Consumer Brand Engagement (CBE) functions as the mediator.	Purchase intention toward U.S. products.	Consumer goods (sportswear and smartphones).	East Asia – China.

38	Nasir et al. (2021)	The study builds on Service Quality literature and Expectation–Confirmation Theory (Oliver, 1999) to model the satisfaction–loyalty–WOM chain in after-sales service.	280 motorcycle owners using authorized workshops, selected via purposive sampling.	CB-SEM	After-sales service attributes: repair and maintenance, staff skill, spare part availability, service delivery, lead time, communication, and complaint handling.	Service quality enhances customer satisfaction, which mediates through loyalty and repurchase intention to WOM.	Customer loyalty and repurchase intention significantly mediate the CS–WOM relationship.	Two-wheeler automotive industry.	South Asia – India.
39	Ma et al. (2022)	The study combines Expectation–Confirmation Theory (Oliver & Bearden, 1985) with a post-purchase Online Customer Experience (OCE) framework.	317 online fresh food shoppers surveyed in China.	PLS-SEM	Post-purchase OCE dimensions: delivery, product-in-hand quality, customer support, benefits, packaging, and return/exchange process.	Customer satisfaction as a mediator; corporate image as a moderator.	Repurchase intention.	Fresh food e-commerce.	East Asia – China.