

From Browsing to Buying: Understanding Online Repurchase Behaviour in the Context of Luxury Brands in China

Tianyang Zhang¹, Khai Loon Lee^{2*}, Puteri Fadzline Muhamad Tamyez²

¹ Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah, Kuantan, Malaysia,
Business School, Hebei Minzu Normal University, Chengde, China,

² Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah, Kuantan, Malaysia.

*Corresponding Author: leekhailoon@umpsa.edu.my

Received: 2 January 2025 | Accepted: 9 February 2025 | Published: 15 March 2025

DOI: <https://doi.org/10.55057/ijbtm.2025.7.1.34>

Abstract: *The growth of e-commerce in China has transformed consumer behaviour, especially in the luxury sector, where understanding repurchase intentions is critical for sustaining brand success. This study examines the factors influencing online repurchase behaviour in the context of luxury brands in China through a qualitative lens. Drawing on in-depth interviews with 30 luxury brand consumers, the research explores how brand attitudes, perceived value, trust, and cultural influences shape repurchase decisions. The findings reveal that emotional connections to brands, cultivated through personalized digital interactions and consistent brand narratives, play a pivotal role in fostering loyalty. Trust emerges as a key determinant, reinforced by seamless online experiences and authenticity in brand communication. Furthermore, cultural values such as status signalling and collective identity are shown to significantly impact repurchase behavior. This study contributes to the literature by offering nuanced insights into the interplay of psychological and cultural factors in online luxury consumption. Practical implications for marketers and avenues for future research are discussed.*

Keywords: E-Commerce, Online Repurchase Intention, Luxury Brand

1. Introduction

The rapid growth of e-commerce has revolutionized the retail landscape globally, with China emerging as a dominant player in this transformation. The luxury market, in particular, has experienced significant shifts as digital platforms increasingly become the preferred channel for purchasing high-end goods. For luxury brands, maintaining relevance in the digital age involves not only attracting new customers but also retaining existing ones through fostering loyalty and repurchase intentions. Understanding the drivers of online repurchase behavior is, therefore, critical for luxury brands aiming to sustain competitive advantage in China, the world's largest luxury market (Bharwani & Mathews, 2023).

Luxury consumption in China is deeply rooted in cultural, social, and psychological factors, making it a complex and dynamic domain of study. Unlike standard consumer goods, luxury products are associated with symbolic value, exclusivity, and emotional attachment, elements that are critical in shaping consumer behavior. The integration of these elements with digital

engagement strategies has become a cornerstone for luxury brands operating in China (Kumagai & Nagasawa, 2022). Despite the growing body of research on online shopping behavior, limited attention has been given to the unique interplay of factors influencing online repurchase intentions within the luxury context.

Existing literature identifies brand attitudes, perceived value, trust, and digital engagement as key determinants of consumer loyalty. Brand attitudes encompass consumers' emotional and cognitive evaluations of a brand, influencing their willingness to engage in repeat purchases. Perceived value, particularly in the luxury segment, extends beyond functional benefits to include emotional and social dimensions, reflecting the symbolic and status-driven nature of luxury consumption. Trust is another critical factor, especially in the online domain, where concerns about authenticity, product quality, and privacy are heightened. Digital engagement, facilitated through personalized experiences, social media interactions, and seamless online platforms, further enhances consumer satisfaction and loyalty. However, how these factors converge in the context of luxury brands in China remains underexplored (Khan et al., 2022).

China's unique sociocultural environment adds another layer of complexity to understanding online repurchase behavior. The concept of "face" (mianzi) and its influence on purchasing decisions, the preference for brands that align with social status, and the increasing role of digital platforms in shaping consumer identity are pivotal factors (Yao, 2023). Moreover, the rapid adoption of advanced technologies, such as artificial intelligence and augmented reality, has transformed the luxury shopping experience, offering opportunities for brands to connect with consumers on a deeper level. These developments call for a nuanced investigation into how cultural and technological factors intersect with psychological drivers to shape repurchase intentions (Rosendo-Rios & Shukla, 2023).

This study aims to bridge this gap by exploring the factors that drive online repurchase behavior in the luxury market in China. Adopting a qualitative approach, the research investigates the lived experiences of luxury brand consumers, shedding light on their motivations, expectations, and perceptions. Through in-depth interviews with 30 consumers, this study provides a comprehensive understanding of the interplay between brand attitudes, perceived value, trust, and cultural influences in shaping repurchase decisions. The qualitative methodology allows for a rich exploration of the subjective and contextual factors that quantitative surveys may overlook, offering valuable insights into the complexities of luxury consumption in the digital age (Banister et al., 2020).

The findings of this research have significant implications for both theory and practice. For academics, the study contributes to the growing body of knowledge on online consumer behavior by integrating psychological, cultural, and technological perspectives within the luxury context. It also addresses the scarcity of research on online repurchase behavior in non-Western settings, offering a localized understanding of consumer dynamics in China. For practitioners, the insights derived from this study can inform the development of targeted marketing strategies that enhance customer retention, foster brand loyalty, and drive sustainable growth in the competitive luxury market (Diaz Ruiz & Cruz, 2023).

By addressing the critical gap in understanding online repurchase behavior in the context of luxury brands in China, this study aims to provide both theoretical contributions and practical recommendations that can guide luxury brands in navigating the evolving digital landscape.

2. Literature Review

The growth of online shopping has reshaped consumer behavior across industries, with luxury brands adapting their strategies to capture and retain digitally savvy consumers. The concept of repurchase behavior, a key aspect of consumer loyalty, has garnered attention in marketing literature. However, its exploration in the context of luxury brands, particularly in emerging markets like China, remains limited. This literature review synthesizes existing studies on online repurchase behavior, brand attitudes, perceived value, trust, and cultural factors, identifying gaps and setting the foundation for this study.

2.1 Online Repurchase Behavior

Repurchase behavior refers to a consumer's decision to repeatedly buy a product or service from the same brand. In the online context, repurchase intentions are influenced by several factors, including website quality, customer satisfaction, and perceived risk. E-commerce platforms have significantly reduced geographical barriers, making luxury products more accessible (Sun et al., 2022). However, the dynamics of repurchase behavior in the luxury segment differ due to the symbolic and experiential nature of luxury consumption (Phan Tan, 2023). While studies have examined repurchase behavior for general online goods, research specific to luxury brands, where emotional and status-driven factors dominate, remains scarce.

2.2 Brand Attitudes and Luxury Brand Perception

Brand attitudes, defined as a consumer's overall evaluation of a brand, play a pivotal role in shaping purchase and repurchase intentions (J. H. Kim, 2019). In the luxury market, brand attitudes are heavily influenced by factors such as exclusivity, heritage, and quality (Kapferer & Bastien, 2012). Studies have shown that positive brand attitudes are amplified in digital environments through personalized marketing and engaging content (Pourazad et al., 2023). Social media platforms, in particular, have become critical in shaping consumer perceptions of luxury brands by providing avenues for storytelling and interactive experiences (Liu et al., 2017). Despite these advancements, understanding how digital brand interactions specifically impact repurchase behavior warrants further investigation.

2.3 Perceived Value in Online Luxury Consumption

Perceived value is a multidimensional construct encompassing functional, emotional, and social value (Rovai, 2018). In luxury consumption, perceived value extends beyond functionality to include symbolic and hedonic dimensions (Gao et al., 2023). Studies have highlighted the importance of emotional value, such as the joy and pride associated with owning luxury goods, in influencing consumer loyalty (H. Zhang & Wang, 2024). The online environment adds complexity to this construct, as consumers assess value not only through the product but also through the digital experience, including website design, ease of navigation, and post-purchase services (Majeed et al., 2024). However, the interplay between perceived value dimensions and their impact on repurchase intentions in the digital luxury context remains underexplored.

2.4 Trust and Consumer Loyalty

Trust is a critical determinant of consumer loyalty, particularly in online transactions, where perceived risks are higher (Ki et al., 2024). In the luxury market, trust encompasses not only transactional elements, such as secure payment systems and reliable delivery, but also the authenticity of the products and the brand itself (Holmqvist et al., 2020). Counterfeit products and unauthorized resellers pose significant challenges for luxury brands in building and maintaining trust in the online space (Jebarajakirthy & Das, 2021). Moreover, studies suggest

that trust mediates the relationship between consumer satisfaction and repurchase intentions (Malone et al., 2023). While the importance of trust is well-established, its specific role in the online luxury market, where both tangible and intangible elements influence consumer behavior, requires further study.

2.5 Cultural Influences on Repurchase Behavior

Cultural factors significantly impact consumer behavior, shaping attitudes, preferences, and purchasing decisions (Hofstede, 1980). In China, cultural values such as “face” (mianzi) and collectivism play a crucial role in luxury consumption (Chandon et al., 2016). Luxury brands are often viewed as symbols of social status and success, with consumers using them to signal wealth and gain social approval (Zhang & Zhao, 2019). The digital environment has further amplified these cultural dynamics, as consumers increasingly showcase their luxury purchases on social media platforms (Yang & Mattila, 2016). However, limited research has explored how cultural values intersect with psychological factors like trust and perceived value to influence online repurchase intentions in the Chinese luxury market.

2.6 Digital Engagement and Its Role in Repurchase Behavior

The rise of digital platforms has transformed the way luxury brands interact with consumers, emphasizing the importance of digital engagement in driving loyalty. Digital engagement encompasses activities that create meaningful interactions between brands and consumers, such as personalized recommendations, interactive content, and social media campaigns (Bao et al., 2024). Research indicates that consumers who engage with brands digitally are more likely to develop emotional connections, enhancing their willingness to repurchase (Lee & Hwang, 2011). However, luxury brands face unique challenges in balancing exclusivity with accessibility in their digital strategies (K. Kim & Baker, 2022). Further investigation is needed to understand how digital engagement strategies can be optimized to foster repurchase intentions in the luxury sector.

2.7 Research Gaps and the Need for Qualitative Inquiry

While existing studies provide valuable insights into the factors influencing online repurchase behavior, several gaps remain. First, much of the literature focuses on Western markets, with limited exploration of emerging markets like China, where cultural and technological dynamics differ significantly. Second, most studies employ quantitative methods, which may overlook the nuanced and subjective factors that influence consumer behavior in the luxury context. Third, the interplay between digital engagement, cultural values, and psychological drivers such as trust and perceived value in shaping repurchase behavior is underexplored.

To address these gaps, this study adopts a qualitative approach to explore the lived experiences of luxury brand consumers in China. By focusing on their motivations, perceptions, and expectations, this research aims to provide a deeper understanding of the factors driving online repurchase behavior in the luxury market.

3. Research Methodology

3.1 Research Design

This study employs a qualitative research design to explore the factors influencing online repurchase behavior in the luxury market in China. A qualitative approach is particularly suited for understanding complex, context-dependent phenomena, as it enables the researcher to uncover rich, detailed insights into consumer experiences, motivations, and perceptions (Creswell, 2014). The study is guided by an interpretivist paradigm, which emphasizes the

subjective nature of consumer behavior and the importance of contextualizing findings within the social and cultural environment of participants.

The primary method of data collection is in-depth semi-structured interviews, chosen for their ability to facilitate open-ended discussions while allowing the researcher to probe specific areas of interest. This method is ideal for capturing the nuanced interplay of psychological, cultural, and technological factors that shape online repurchase intentions in the luxury context.

3.2 Sampling Strategy

3.2.1 Sampling Method

The study employs purposive sampling to identify participants who meet specific criteria relevant to the research objectives. Purposive sampling is widely used in qualitative research to ensure the inclusion of individuals with experience and knowledge pertinent to the phenomenon under investigation (Patton, 2015).

3.2.2 Participant Criteria

Participants were selected based on the following criteria:

- i. Frequent Luxury Brand Consumers: Individuals who have made at least two online luxury purchases in the past year, ensuring familiarity with both luxury brands and the digital shopping experience.
- ii. Residency in China: Given the focus on cultural influences, participants were required to reside in China during the study period.
- iii. Age Range: Participants aged 25–45 were prioritized, as this demographic represents the primary consumer base for online luxury purchases in China.

3.2.3 Sample Size

A total of 30 participants were recruited, consistent with recommendations for qualitative research where data saturation—rather than sample size—is the guiding principle (Guest et al., 2006). This sample size was deemed sufficient to capture a diverse range of perspectives while ensuring manageable data analysis.

3.3 Data Collection

3.3.1 Interview Design

The semi-structured interview guide was developed based on a review of the literature and the study's research objectives. The guide included open-ended questions designed to explore participants' attitudes toward luxury brands, perceptions of value, trust in online platforms, and the influence of cultural factors on their purchasing decisions. Sample questions include:

- “What motivates you to repurchase luxury products online?”
- “How do you perceive the value of luxury brands in an online context?”
- “What role does trust play in your decision to repurchase from a luxury brand's online store?”
- “How do cultural factors influence your luxury shopping behavior?”

Follow-up questions were employed to probe deeper into participants' responses, allowing the researcher to explore emerging themes and clarify ambiguities.

3.3.2 Data Collection Process

Interviews were conducted over a two-month period via video conferencing platforms (e.g., Zoom, WeChat), ensuring accessibility for participants across different regions of China. Each interview lasted approximately 60 minutes and was conducted in Mandarin Chinese to facilitate

natural communication. All interviews were audio-recorded with participants' consent and subsequently transcribed for analysis.

3.4 Data Analysis

3.4.1 Thematic Analysis

Thematic analysis was employed to identify, analyze, and interpret patterns within the data (Braun & Clarke, 2006). This method is particularly effective for qualitative research as it enables the researcher to uncover both explicit and latent meanings in participants' narratives. The analysis followed a six-step process:

- i. Familiarization with the Data: Transcripts were read and re-read to gain an in-depth understanding of the data. Initial notes and observations were recorded to capture emerging ideas.
- ii. Generating Initial Codes: Transcripts were systematically coded using NVivo software, which facilitated the organization and management of qualitative data. Codes were developed inductively, based on participants' responses, and deductively, guided by the study's conceptual framework.
- iii. Searching for Themes: Codes were grouped into broader themes that captured significant patterns across the data. For instance, codes related to "brand trust," "authenticity," and "secure transactions" were clustered under the theme of "Trust in Online Luxury Shopping."
- iv. Reviewing Themes: Themes were reviewed to ensure they accurately represented the data and were distinct from one another. This iterative process involved revisiting transcripts to refine themes and ensure consistency.
- v. Defining and Naming Themes: Themes were clearly defined and named to reflect their essence. For example, the theme "Digital Personalization" encompassed participants' discussions of tailored recommendations, interactive content, and virtual shopping experiences.
- vi. Producing the Report: The final step involved synthesizing the themes into a coherent narrative, supported by illustrative quotes from participants.

3.4.2 Trustworthiness of the Analysis

To ensure the trustworthiness of the analysis, the study adhered to criteria outlined by Lincoln and Guba (1985), including:

- Credibility: Member checking was conducted by sharing summarized findings with participants to confirm the accuracy of interpretations.
- Transferability: Rich, detailed descriptions of participants' experiences and the research context were provided to enable readers to assess the applicability of findings to other settings.
- Dependability: An audit trail was maintained, documenting the research process, decisions, and rationale for analytical choices.
- Confirmability: Reflexivity was practiced throughout the study to minimize researcher bias.

4. Result

The results of this study are derived from in-depth semi-structured interviews conducted with 30 participants who are frequent online luxury brand consumers in China. The analysis revealed several key themes that influence online repurchase behavior in the luxury market, including trust, perceived value, digital engagement, brand attitudes, and cultural influences. The findings highlight the complex interplay of these factors and their impact on the decision to repurchase luxury products online.

4.1 Trust in Online Luxury Shopping

Trust emerged as a dominant theme in shaping online repurchase behavior. Participants consistently emphasized the importance of trust in both the online platform and the luxury brand itself. Many respondents indicated that trust is a prerequisite for making luxury purchases online, as the perceived risks associated with online shopping are higher than in physical retail settings. One participant (P12) stated, “When I buy online, I need to be sure the website is secure, and the product is genuine. If I don't trust the brand, I won't buy again.” This sentiment was echoed by others, who noted that the fear of counterfeit products and fraud was a significant concern when shopping for luxury items online.

Further analysis revealed that trust is not limited to transactional elements such as secure payment systems. Participants also discussed the importance of brand authenticity and the assurance that the luxury product they are purchasing is genuine. Several respondents (e.g., P4, P7, P18) mentioned that they are more likely to repurchase from a brand they have previously purchased from, particularly if the product meets their expectations in terms of quality and authenticity. As P7 noted, “Once I trust the brand, I feel comfortable shopping from them again.”

Perceived Value and Repurchase Intentions

Perceived value was another critical factor influencing repurchase behavior. Participants highlighted both emotional and functional dimensions of perceived value when discussing luxury brand purchases. Emotional value was particularly significant, as many consumers noted that luxury products are associated with a sense of pride, status, and personal fulfillment. As P16 explained, “Buying luxury makes me feel special, like I am rewarding myself. The value is not just in the product; it's how it makes me feel.” This emotional connection was often tied to the perceived social value of owning luxury goods, with many participants associating luxury purchases with social recognition and status enhancement.

Functional value, which refers to the practical benefits of the product, was also important, but to a lesser extent. Participants often discussed the high quality, durability, and design of luxury items as factors that influenced their decision to repurchase. One participant (P9) remarked, “Luxury items last longer and are more stylish, so I don't mind spending extra money. I get more value out of it over time.” This perspective underscores the dual role of perceived value in the luxury market, where both symbolic and functional factors contribute to consumer loyalty.

4.2 Digital Engagement and Online Experience

Digital engagement emerged as a key driver of repurchase behavior in the online luxury market. Participants indicated that their online shopping experiences were greatly influenced by the ease of use and personalization of digital platforms. Luxury brands that offered personalized recommendations, seamless browsing experiences, and interactive features were more likely to inspire repeat purchases. P14 highlighted, “I like it when the website shows me products that are tailored to my tastes. It feels like the brand knows me.”

Additionally, many participants noted that social media played an increasingly important role in their engagement with luxury brands. Participants discussed how social media platforms, such as WeChat and Instagram, provide opportunities to interact with brands and stay informed about new products, promotions, and events. These digital touchpoints not only increased participants' emotional connection to the brand but also facilitated a sense of belonging within the brand's community. P21 stated, “I follow the brands on WeChat and Instagram to get

updates on new collections. It makes me feel connected to the brand, and it makes me more likely to buy from them again.”

The role of digital engagement also extended to customer service. Many participants mentioned that their willingness to repurchase from a luxury brand online was significantly influenced by the level of customer support they received. Efficient handling of returns, prompt responses to inquiries, and high-quality after-sales services were all factors that enhanced participants’ trust and loyalty. For example, P8 noted, “When I had an issue with a product, the customer service team helped me resolve it quickly. That made me feel valued, and I’m more likely to buy from them again.”

4.3 Brand Attitudes and Emotional Connection

Brand attitudes emerged as a central theme in shaping online repurchase behavior, with many participants indicating that their perceptions of a luxury brand were a strong influence on their likelihood of repurchasing. Positive brand attitudes were closely linked to an emotional connection with the brand, which participants described as a critical factor in their decision-making process.

Respondents often referred to luxury brands they had purchased from in the past with a sense of loyalty and attachment. One participant (P3) commented, “I’ve been buying from this brand for years. I trust their quality, and I feel like the brand understands my taste.” Another participant (P11) shared similar sentiments: “I feel like I have a personal relationship with this brand. It’s not just about the product; it’s about the experience.”

These emotional connections were often built through consistent brand messaging, high-quality products, and exceptional customer service. Participants frequently mentioned that the image and reputation of the brand, built over time, played a crucial role in fostering positive attitudes and encouraging repeat purchases. As P19 noted, “I stick to brands that I know well. I like their story, their style, and their consistency.”

4.4 Cultural Influences on Repurchase Behavior

Cultural factors also played a significant role in shaping participants’ online repurchase behavior. In China, luxury goods are often seen as symbols of social status and success, and this cultural value was reflected in participants’ responses. Many participants indicated that their purchase decisions were influenced by the desire to project a certain image and gain social approval.

Participants frequently mentioned the importance of “face” (*mianzi*) in their luxury consumption, with several stating that owning luxury goods allowed them to demonstrate wealth and success to others. P22 explained, “Luxury products help me show that I’m successful. It’s a way of gaining respect from my peers.” Another participant (P17) noted, “When I buy luxury online, I’m also thinking about how others will perceive me.”

This cultural orientation towards luxury consumption was further reinforced by the increasing role of social media. As participants shared their purchases and experiences on platforms like WeChat and Weibo, they created digital personas that reflected their social status. The need for social validation and the desire to maintain one’s image in the eyes of others played an important role in the decision to repurchase luxury items.

5. Conclusion

This study sought to investigate the factors influencing online repurchase behavior within the context of luxury brands in China. By employing a qualitative approach and conducting in-depth semi-structured interviews with 30 participants, the research uncovered several key determinants of repurchase intentions. These findings contribute to the existing literature on consumer behavior, online shopping, and luxury consumption, providing both academic insights and practical implications for luxury brands seeking to foster long-term customer loyalty in the online domain.

5.1 Summary of Key Findings

The analysis of the data revealed five key factors that significantly influence online repurchase behavior in the luxury market: trust, perceived value, digital engagement, brand attitudes, and cultural influences. Each of these factors operates within a complex, interdependent framework that shapes consumer decision-making in the online luxury market.

- i. **Trust:** Trust was identified as the most significant factor in online repurchase behavior. Participants emphasized that a secure and trustworthy online shopping environment is essential for encouraging repeat purchases. This trust extends beyond the technical aspects of e-commerce platforms to include brand authenticity, product quality, and after-sales service. Consumers' concerns about counterfeit products and the security of online transactions highlight the importance of establishing credibility and reliability in the digital luxury market.
- ii. **Perceived Value:** Participants highlighted both emotional and functional dimensions of perceived value when making luxury purchases online. Emotional value, including the pride, status, and sense of fulfillment associated with owning luxury products, played a significant role in influencing repurchase behavior. However, functional value—such as product quality, durability, and design—also emerged as a key factor, particularly for those seeking long-term investment in luxury goods.
- iii. **Digital Engagement:** Digital engagement was a key driver of repurchase behavior. The study found that participants valued personalized shopping experiences, seamless navigation, and interactive digital platforms. The role of social media in engaging with luxury brands and maintaining customer relationships was also highlighted. The study emphasizes the importance of building a digital presence that offers personalized content, enhances emotional connections with consumers, and encourages brand loyalty.
- iv. **Brand Attitudes:** Positive brand attitudes were strongly linked to emotional connections with luxury brands. Participants demonstrated a high degree of loyalty to brands they had previously purchased from, often seeing the brand as an integral part of their identity. The consistency of brand messaging, the quality of products, and exceptional customer service were key components that influenced participants' overall brand attitudes and, consequently, their repurchase behavior.
- v. **Cultural Influences:** The cultural context of China significantly shaped online repurchase behavior in the luxury market. The desire for social status, reflected in the concept of “face” (mianzi), was a major motivator for luxury consumption. Consumers' purchase decisions were often influenced by the need to project a certain image to others, both in physical and digital spaces. Social media played an essential role in reinforcing cultural values related to status, as consumers shared their luxury purchases online to gain validation and enhance their social standing.

5.2 Theoretical Implications

This research has several important theoretical implications. First, the study expands on the literature on online consumer behavior by emphasizing the multidimensional nature of trust. While existing studies have primarily focused on trust in the transactional aspects of online shopping, this study shows that trust in the brand's authenticity and the quality of products also plays a pivotal role in shaping repurchase intentions.

Second, the findings contribute to the understanding of perceived value in the luxury market, extending prior research by incorporating both emotional and functional aspects of value. The dual nature of perceived value—emotional fulfillment and practical utility—provides a more comprehensive framework for understanding consumer motivations in the luxury segment. This distinction is particularly relevant for luxury brands, which must balance both dimensions to ensure sustained customer loyalty.

Furthermore, this study highlights the significance of digital engagement in the luxury sector. While previous research has explored the importance of digital platforms in consumer decision-making, this study specifically focuses on how personalized experiences, interactive content, and social media interactions foster deeper emotional connections with luxury brands. The findings emphasize the need for luxury brands to invest in creating digital environments that go beyond traditional e-commerce functionality to include engaging, immersive experiences that resonate with consumers on an emotional level.

Finally, this research reinforces the importance of cultural factors in shaping consumer behavior, particularly in emerging markets like China. The concept of “face” and the associated social validation derived from luxury consumption is an essential consideration for brands targeting Chinese consumers. This cultural dimension provides valuable insights for marketers seeking to navigate the complexities of the Chinese luxury market, particularly in the context of online retail.

The findings of this study offer several practical implications for luxury brands looking to enhance their online presence and foster customer loyalty in China.

- i. **Building Trust:** Given the central role of trust in driving repurchase behavior, luxury brands must prioritize the creation of secure, transparent, and reliable online shopping environments. This includes offering guarantees of product authenticity, ensuring secure payment systems, and providing clear return and refund policies. Additionally, emphasizing the brand's heritage and commitment to quality can help build consumer trust.
- ii. **Enhancing Perceived Value:** Luxury brands should focus on both emotional and functional value when crafting their online offerings. Emotional value can be enhanced by promoting the status, exclusivity, and self-reward aspects of luxury consumption. Functional value, on the other hand, can be communicated through product quality, durability, and design. By effectively communicating both dimensions, luxury brands can appeal to a broader range of consumers and foster long-term loyalty.
- iii. **Leveraging Digital Engagement:** Luxury brands should invest in creating personalized, interactive, and engaging online experiences. This can include personalized product recommendations, tailored content, and exclusive online events that foster a sense of community among consumers. Additionally, leveraging social media platforms for direct engagement and interaction with consumers can strengthen emotional connections and enhance brand loyalty.

- iv. **Cultivating Brand Loyalty:** To encourage repurchase behavior, luxury brands should focus on building strong emotional connections with consumers. This can be achieved through consistent brand messaging, high-quality products, and exceptional customer service. Creating a sense of belonging and identity through the brand can encourage consumers to return for future purchases.
- v. **Considering Cultural Context:** Understanding the cultural nuances of the Chinese market is essential for luxury brands. Brands should tailor their marketing strategies to align with local values, such as the importance of social status and the concept of “face.” By addressing these cultural considerations, luxury brands can better resonate with Chinese consumers and strengthen their position in the competitive online market.

5.3 Limitations and Future Research Directions

While this study provides valuable insights into online repurchase behavior in the luxury market, several limitations must be acknowledged. The sample size of 30 participants, though appropriate for qualitative research, may not fully represent the diverse range of luxury consumers in China. Additionally, the use of self-reported data introduces the potential for social desirability bias, as participants may provide responses they believe are more socially acceptable.

Future research could address these limitations by incorporating a larger and more diverse sample, using a mixed-methods approach that combines qualitative interviews with quantitative surveys to validate findings and provide more generalizable results. Additionally, longitudinal studies could explore how online repurchase behavior evolves over time, particularly in relation to changing consumer attitudes and emerging trends in the digital luxury market.

References

- Banister, E., Roper, S., & Potavanich, T. (2020). Consumers’ practices of everyday luxury. *Journal of Business Research*, 116, 458–466. <https://doi.org/10.1016/j.jbusres.2019.12.003>
- Bao, W., Hudders, L., Yu, S., & Beuckels, E. (2024). Virtual luxury in the metaverse: NFT-enabled value recreation in luxury brands. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2024.01.002>
- Bharwani, S., & Mathews, D. (2023). Sustainable luxury: from an oxymoron to a tautology – the case of the Indian luxury hospitality industry. *Worldwide Hospitality and Tourism Themes*, 15(3), 231–248. <https://doi.org/10.1108/WHATT-01-2023-0013>
- Chandon, J. L., Laurent, G., & Valette-Florence, P. (2016). Pursuing the concept of luxury: Introduction to the JBR Special Issue on “Luxury Marketing from Tradition to Innovation.” *Journal of Business Research*, 69(1), 299–303. <https://doi.org/10.1016/j.jbusres.2015.08.001>
- Diaz Ruiz, C., & Cruz, A. G. B. (2023). Unconventional luxury brand collaborations: a new form of luxury consumption among young adults in China. *International Marketing Review*, 40(7), 1–21. <https://doi.org/10.1108/IMR-04-2022-0099>
- Gao, S. Y., Lim, W. S., & Ye, Z. (2023). Optimal channel strategy of luxury brands in the presence of online marketplace and copycats. *European Journal of Operational Research*, 308(2), 709–721. <https://doi.org/10.1016/j.ejor.2022.11.053>
- Holmqvist, J., Diaz Ruiz, C., & Peñaloza, L. (2020). Moments of luxury: Hedonic escapism as a luxury experience. *Journal of Business Research*, 116, 503–513. <https://doi.org/10.1016/j.jbusres.2019.10.015>

- Jebarajakirthy, C., & Das, M. (2021). Uniqueness and luxury: A moderated mediation approach. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2021.102477>
- Khan, S. A., Al Shamsi, I. R., Ghila, T. H., & Anjam, M. (2022). When luxury goes digital: does digital marketing moderate multi-level luxury values and consumer luxury brand-related behavior? *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2135221>
- Ki, C. W. (Chloe), Li, C., Chenn, A. S., Chong, S. M., & Cho, E. (2024). Wise consumer choices in online secondhand luxury (OSHL) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous, and sustainable consumption. *Journal of Retailing and Consumer Services*, 76. <https://doi.org/10.1016/j.jretconser.2023.103571>
- Kim, J. H. (2019). Imperative challenge for luxury brands: Generation Y consumers' perceptions of luxury fashion brands' e-commerce sites. *International Journal of Retail and Distribution Management*, 47(2), 220–244. <https://doi.org/10.1108/IJRDM-06-2017-0128>
- Kim, K., & Baker, M. A. (2022). Luxury Branding in the Hospitality Industry: The Impact of Employee's Luxury Appearance and Elitism Attitude. *Cornell Hospitality Quarterly*, 63(1), 5–18. <https://doi.org/10.1177/19389655211022660>
- Kumagai, K., & Nagasawa, S. (2022). Hedonic shopping experience, subjective well-being and brand luxury: a comparative discussion of physical stores and e-retailers. *Asia Pacific Journal of Marketing and Logistics*, 34(9), 1809–1826. <https://doi.org/10.1108/APJML-04-2021-0256>
- Lee, J. H., & Hwang, J. (2011). Luxury marketing: The influences of psychological and demographic characteristics on attitudes toward luxury restaurants. *International Journal of Hospitality Management*, 30(3), 658–669. <https://doi.org/10.1016/j.ijhm.2010.12.001>
- Liu, M. T., Wong, I. K. A., Tseng, T. H., Chang, A. W. Y., & Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*, 81, 192–202. <https://doi.org/10.1016/j.jbusres.2017.06.014>
- Majeed, M. U., Aftab, H., Arslan, A., & Shakeel, Z. (2024). Determining online consumer's luxury purchase intention: The influence of antecedent factors and the moderating role of brand awareness, perceived risk, and web atmospherics. *PLoS ONE*, 19(2 February). <https://doi.org/10.1371/journal.pone.0295514>
- Malone, S., Tynan, C., & McKechnie, S. (2023). Unconventional luxury: The reappropriation of time and substance. *Journal of Business Research*, 163. <https://doi.org/10.1016/j.jbusres.2023.113939>
- Phan Tan, L. (2023). Customer participation, positive electronic word-of-mouth intention and repurchase intention: The mediation effect of online brand community trust. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2023.2177709>
- Pourazad, N., Stocchi, L., Michaelidou, N., & Pare, V. (2023). What (really) drives consumer love for traditional luxury brands? The joint effects of brand qualities on brand love. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2023.2236615>
- Rosendo-Rios, V., & Shukla, P. (2023). When luxury democratizes: Exploring the effects of luxury democratization, hedonic value and instrumental self-presentation on traditional luxury consumers' behavioral intentions. *Journal of Business Research*, 155. <https://doi.org/10.1016/j.jbusres.2022.113448>
- Rovai, S. (2018). Digitalisation, luxury fashion and “Chineseness”: The influence of the Chinese context for luxury brands and the online luxury consumers experience.

- Journal of Global Fashion Marketing*, 9(2), 116–128.
<https://doi.org/10.1080/20932685.2018.1435294>
- Sun, Z., Zhao, H., & Wang, Z. (2022). How does group-buying website quality for social commerce affect repurchase intention? Evidence from Chinese online users. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2109–2129.
<https://doi.org/10.1108/APJML-04-2021-0231>
- Yang, W., & Mattila, A. S. (2016). Why do we buy luxury experiences?: Measuring value perceptions of luxury hospitality services. *International Journal of Contemporary Hospitality Management*, 28(9), 1848–1867. <https://doi.org/10.1108/IJCHM-11-2014-0579>
- Yao, A. (2023). Uncovering heterogeneous prestige effect in luxury consumption: Insights from the Chinese luxury market. *Journal of Business Research*, 168.
<https://doi.org/10.1016/j.jbusres.2023.114235>
- Zhang, H., & Wang, X. (2024). The “backfire” effects of luxury advertising on TikTok: The moderating role of self-deprecating online reviews. *Computers in Human Behavior*, 155. <https://doi.org/10.1016/j.chb.2024.108163>
- Zhang, L., & Zhao, H. (2019). Personal value vs. luxury value: What are Chinese luxury consumers shopping for when buying luxury fashion goods? *Journal of Retailing and Consumer Services*, 51, 62–71. <https://doi.org/10.1016/j.jretconser.2019.05.027>