

# REVEALING THE MYSTERIES BEHIND REPURCHASE INTENTIONS AND PERSONALIZATION: THE MODERATING IMPACT OF AI ON ELEVATING CUSTOMER RELATIONSHIPS IN THE ERA OF PERSONALIZED ELECTRONICS

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## *Abstract*

*AI advancement in recent times has altered thoughts and life in many ways considering its importance in enhancing the technological world. The following research questions will be used to guide this study: What pitfalls of Indian customers affect the use of AI while repurchasing electronic products? This research employed a quantitative research approach and administered self-completed questionnaires on 450 customers of electronics shops in Vellore, Tamil Nadu, India to validate the proposed hypotheses. There are three procedures which were employed in development of the instrument for measuring the latent variables in the quantitative analysis. These were pre-testing of items, ensuring the objectives match the items, and translation followed by back-translation. The application of Amos software was employed in conducting the confirmatory factor analysis on the research model. Exact data analysis was performed by applying Structural Equation Modelling (SEM). Collectively, the findings of the research showed that the effectiveness of artificial intelligence (AI) mediated the relationship between RBI incentives; customer trust, knowledge sharing, and service value, and repurchase behavior.*

**Keywords:** *Repurchase Intention, Artificial Intelligence, Customer Trust, Information Sharing, Commitment, Service Value, Product Value.*

## INTRODUCTION

According to John McCarthy, who is considered to be a founder of artificial intelligence, the field of artificial intelligence is all the scientific manifestation and engineering attempted towards creation of intelligent machines, with special reference to intelligently intelligent computer programmes (Gupta, 2018). But what is also interesting is that its contemporary usage has seen a significant increase in numbers especially in the software that makes use of artificial intelligence. Thus, such pillars as The Mining of Data, Processing of Images, Processing Natural Languages, and Automated Learning have become very important for today's digital giants as stated by Gupta (2018) defining AI. This phenomenon is particularly true within the contemporary world of science and the technology where artificial intelligence technologies have been eyed. The growth and development of artificial intelligence in current days have encouraged several disciplines to appear. Many people want to apply AI in the present development of several industries, as can be seen with these machine learning algorithms.

Therefore, the technology in the field of electrical engineering, in this regard, cannot also be deemed as being out of the purview of this tendency (An, 2021). In order to enhance and expand the electronics, the scholars and researchers are now paying attention to the techniques that can apply the artificial intelligence technology in customer Relationship management. According to Zaijian (2018), the flexibility of time that has been taken up by AI in people's organizing schedules their daily lives is something that appears to have faded into the background and the technology has shifted for itself into a new definition of a modern and scientific and technical innovation belonging to electronic technology. These have created a lot of attention of all the sectors of society. This has especially been brought about by the applicability of artificial intelligence and its integration in many systems, enterprises, and commodities has affected human cognition in a big way and one may argue has changed the fundamental character of human experience. Regarding the area of application of digital marketing, one of the principal roles belongs to AI in the executive of crucial functions, including both customer loyalty and lead generation. As mentioned by Javaid and Haleem (2020) in their systematic review, following modern ways can help in giving proper guidance with the assistance of experienced AI chatbots, intelligent e-mail marketing, Web interfaces and other related to digital marketing aspects. Digital marketing, and the use of artificial intelligence, in the advertising and marketing processes is therefore likely influenced by various factors. Artificial

intelligence is a branch of computer science that focuses on the development of technology that leads to the ability of the computer to learn from data and improve on its performance in acquiring new knowledge is referred to as ML (Hepzibah, 2023). Web pages, listings, critiques the digital world and profile in the social networking sites are collected by it and data enters into it. This kind of collected data is then used by the AI to produce and disseminate information relevant to audiences that are of interest to the sender (Siau & Yang, 2017). As a result of the continuity and breakthrough in the use of the internet as indicated in the Fig 2 above, the scope of marketing as well as creation of new formats of the stores has increased (Bulut, 2015). The recent developments in the area of information technology, and particularly use of the Internet has effectively opened up the markets and provided more opportunities for the consumers and in fact has empowered them by providing every piece of information relating to any product and service and has also provided the consumer many and diverse choices at reasonable prices as seen from the data represented by Park and Kim (2003).

The importance of customer repurchase is well appreciated in the areas of marketing and business management due to the cost efficiency which is related to the concept of repeat patronage in contrast with customer acquisition (Kim et al., 2021). In other words, costs of marketing may have been lowered to decrease spending in advertisements, promotions or sales, and the quantity of revenue generated from consumers' repeated purchases. As stated by Sinthiya (2024), an increase in the business profit could also be said to be proportional to the rate at which the customers repurchase. The level of satisfaction affects the level of repeat purchase behaviour with reference to a specific brand from a particular consumer. In this regard, the present inquiry focuses on the 'consumer repurchases' that have been defined in a prior academic research (Kim et al., 2021).

## LITERATURE REVIEW

### **Drivers of repurchase and repeat purchase behaviour relationships.**

Morgan and Hunt (1994) used the constructs of trust, commitment and communication with customers to develop and measure the quality of the business customer-seller relationships. This aspect of relationship quality extends from earlier research by scholars and is defined here as the customer's perception of how linked he or she may be with a specific brand, drawing particularly on factors such as the flow of information between the customer and the brand, the level of confidence that the former has in the latter institution, and the extent of the customer's commitment to the offering of the brand. The concept of information sharing is mainly C2C information sharing concerning a particular product or service as well as the brand of a specific item. It is widely agreed that the assessment of the level of customer satisfaction with goods and services is recognized as the key element that defines the probability of purchase.

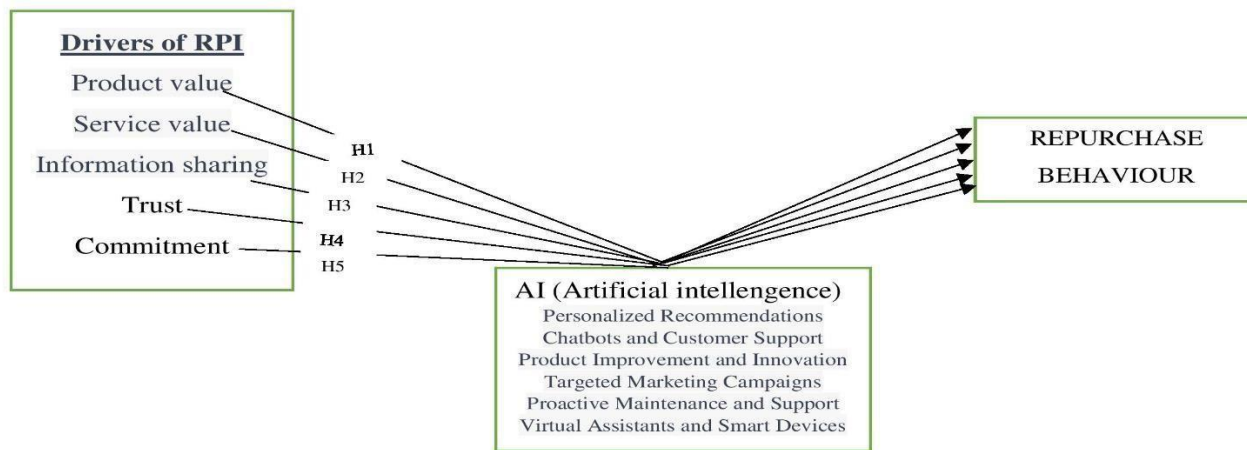
As put by Johnson et al. in a note, those customers who have been made to be satisfied with a particular product or service go ahead to buy the same in order to keep on feeling the satisfaction they have felt. The dissatisfied customers, on the other hand, seek other supplier sources for better perceived suppliers' satisfaction. Perceived value is a concept locate in products and services where the quality of the product or service is bench marked against the price of the product. Here, the relationship between the perceived value and the customer satisfaction is mediate through the variable of customer satisfaction; this is as postulated by Fornell et al., (1996). In fact, the observed interdependence of perceived value and repurchase intent relies on price considerations in repurchase decisions according to Johnson et al., (2001). This paper also establishes that customers' general impression of a brand is a crucial determinant of their intention to repurchase through its findings that are corroborated by prior studies where the concept of corporate image is used when brand names are the same as business names.

The public brand image, which was described by Johnson et al., (2001), can be defined as the overall amalgamated perception and assessment of the brand by the public. It is here that the concept deviates from most definitions that are associated with brand image in two ways. The notion of the public brand image can be viewed more broadly in contrast with the personal brand image since the essence of the public brand image is in comparing or evaluating the accumulated overall attitude of the public toward the brand (Gnana Sinthiya & Kulothungan, 2021). Furthermore, it is important to acknowledge that in the empirical literature, the concept of brand image is relatively conceptualised as a second order construct which defines a brand. However, there is an important point that has to be noted in this context namely the fact that consumers are usually able to receive information in a given frame of reference and as such, they are capable of attributing different levels of importance to the various dimensions involved, and they end up either providing an overall judgment on the positive or negative nature of the brand. By simplifying this evaluation, it assists the consumer in decision making as Armstrong and Overton rightly pointed by Armstrong & Overton, (1977).

Professor Cho's research has also shown that a large number of research studies have continuously investigated the link between customers' satisfaction and their tendency to reorder at a given time in the future. There are different opinions regarding the link between such aspects as customer satisfaction and repurchase intention admitting the works of Nguyen et al., (2020) & Yunus et al., (2022). Many authors have proved that customer satisfaction affects the behaviour of clients with regard to repurchase, as stated by Curtis (2017). In the words of Rodrigues (2021), it can be seen that when the consumers are filled with the satisfaction on a particular store, then they are most probably likely to display brand consciousness and go for the repeat buying decisions.

**The mediating role of artificial intelligence in influencing re-purchase behaviour**

Development of artificial intelligence occurred during the information technology age. In general, the AI research reference of scholars always strive to create intelligent systems that will produce appropriate responses for different inputs. AI technology has grown hand in hand with the computers; therefore, with enhanced computer technology comes better computational power. This has made it possible to address the challenges that come with artificial intelligence especially in the use of computer technology to create machines with artificial intelligence hence the name intelligent machines. Semantic analysis looks into the words that make up artificial intelligence where two words may be regarded as language units; artificial and intelligence (An, 2021). Cognitive science makes it possible to mimic humans' rationality in machines, done scientifically. The expected findings of the research mainly consist of the identification of the nature of information perception and the construction of a computer system which mimics the features of human brain. At the same time, because of the fact that artificial intelligence comprises a complex system of approaches it includes a vast scope of subjects. Thus, the field of artificial intelligence includes various disciplines and knowledge scopes and can be considered as extensive in terms of the range of knowledges. Therefore, artificial intelligence may be defined as a means or a system that assists in, enhances or replaces cognitive tasks. The intelligent tool is software to be used on a computer. The system has within it the ability to operate independently within the perimeters of a data centre should this be required or to be adapted to assimilate into current industrial settings with robots and other equipment. On the other hand, artificial intelligence can acquire knowledge and purposefully apply the obtained information and abilities in the certain setting (Procopiuck, 2018).



**Fig. 1 Conceptual framework based on literatures.**

**Hypothesis**

- H1-AI mediates a positive relationship between product value and the RPB.
- H2-AI mediates a positive relationship between service value and the RPB.
- H3-AI mediates a positive relationship between information sharing and the RPB.
- H4-AI mediates a positive relationship between trust and the RPB.
- H5-AI mediates a positive relationship between commitment and the RPB.

**METHODOLOGY**

In this study, the target population consists of residents of Vellore, Tamil Nadu who purchased similar electronic goods from the same firms by themselves. As pointed out by Joyce Buenafe et al., (2022), the population segment of 22-49 years-old is the one most likely to develop a serious interest in the electronic gadgets and actively engage in their purchase. Thus, both the local and the international electronic gadget e-magazines, for instance, 'Gadget' has traditionally focused much of the interest in this demographic. According to Shaheen et al., (2017) for structural equation modelling a sample size of 200 respondents is considered to be sufficient. As highlighted in the literature Hair et al., (2021), it is recommended that a minimum of 400 samples is necessary for fashioning a conceptual model. Consequently, 450 samples were secured for a quantitative analysis of the study.

Purposive sampling, also referred as judgement/accidental/selective or subjective sampling, is a technique used in circumstances where in the size of the population is unknown the aim of achieving an appropriate sample. This study used two self-developed online questionnaires to obtain the required data and information. The samples for the present research are the residents of the

Vellore City who have been offered the option to complete the online survey through some of the gadget selling outlets and educational centres.

The following questionnaire was adopted by the researcher Chaiyapan (2022) to conduct a survey for the study. However, to refine the identification to a particular type of participant for the study, three screening questions were included in the questionnaires. 1) Within the last 12 months have you bought any technological goods? 2) Can you ever buy several technological products from the same manufacturer and still have a feel of the company that produces them? 3) Are you overworking, with a ripe old age between 22 and 49 years? The questionnaire's design and development process will consist of three stages: Some of the methods include translation and back translation, item-objective congruence (IOC) and pilot testing.

**Table 1: Factor loading, % of variance, and Cronbach's alpha of final scales.**

Variables	Items	Factor loadings	% of variance	Cronbach's alpha
Repurchase behaviour	RPB 1	0.62	64.82	0.86
	RPB 2	0.67		
	RPB 3	0.70		
	RPB 5	0.74		
	RPB 6	0.80		
Information sharing	INF 1	0.89	79.12	0.90
	INF 2	0.84		
	INF 3	0.88		
	INF4	0.79		
Customer's trust	TRUST 1	0.84	69.12	0.89
	TRUST 2	0.79		
	TRUST 3	0.89		
Customer's commitment	COMMITMENT 1	0.82	89.42	0.91
	COMMITMENT 2	0.79		
	COMMITMENT 3	0.80		
Product value	PRODUCT 1	0.62	72.50	0.83
	PRODUCT 2	0.67		
	PRODUCT 3	0.69		
	PRODUCT 4	0.89		
	PRODUCT 5	0.92		
Service Value	SERVICE 2	0.69	80.05	0.94
	SERVICE 3	0.83		
	SERVICE 4	0.90		
	SERVICE 5	0.82		
AI	AI 2	0.74	79.52	0.89
	AI 3	0.88		
	AI 4	0.95		
	AI 6	0.63		

**Examination of the Mediating Effects**

The independent factors are first identified in accordance with the categorized research, which is then employed in testing the mediator AI. These are information flow, customer trust, customer commitment, perceived product benefit, and importance of services offered inside the store. A positive and significant relationship between the determinants of RPB (Repurchase Behaviour) and customers' loyalty, trust and perceived product value is evident from figure 2 below. Moreover, these parameters were significantly related to the repurchase conduct. Therefore, it can be stated that there are significant effects regarding the independent variable, the mediators, and the dependent variable.



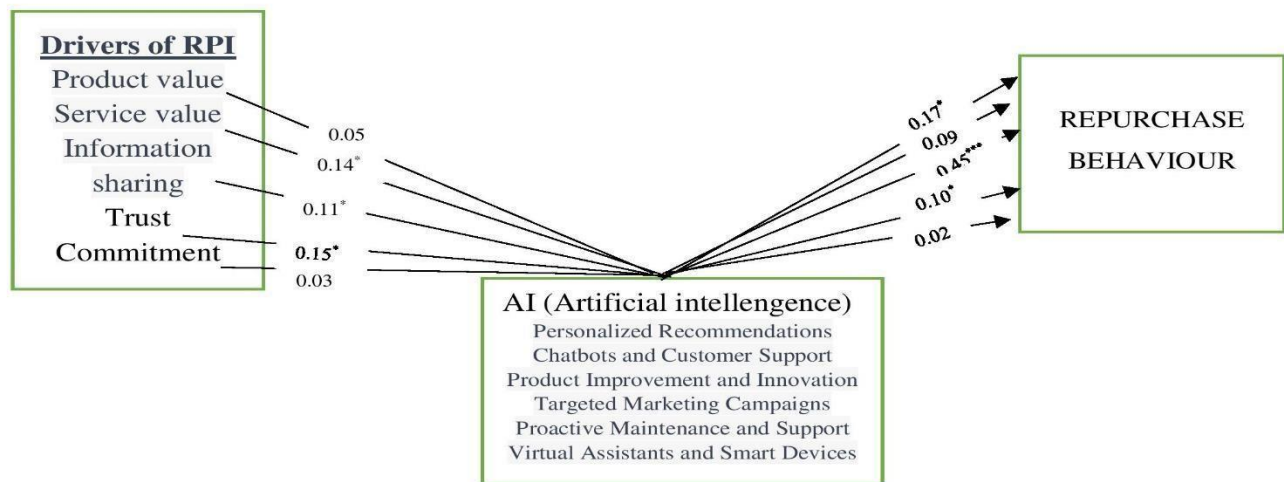


Fig -2 Testing of Hypothesis

The dependent variable in the current study refers to the vanguard of the proposed marketing model, which is the repurchase behaviour. The incorporation of these variables in the structural equation modelling (SEM) model, as pointed out below, is theoretical pristine to the notion of the mediators’ investigation. Thus, the authors measure the artificial intelligence of the mediator by the inverse relationship between RPB drivers and repurchase behaviour identified by the researchers. In other words, to determine how much the mediator helps facilitate the relation between the latent factors of RPB and the actual RPB, it was possible to analyse the path coefficient measures alongside the degree of statistical significance. Table 2 comprised all the route coefficients in terms of predictable associations following the figure. Figure 2. The current research in the present study showed a partial mediation effect of customer trust, knowledge sharing and perceived value on the relationship between RPB drivers and the repurchase behavior. This would involve the use of mediation testing which could be used to explain the effect that is being noted (Hair et al., 2021). The mediation experiment also showed that the four variables of RPB had partial mediators in form of customer trust, information share as well as service value in relation to the outcome variable which was the repurchase behaviour. Hypothesis 4 and hypothesis 5 proposed that commitment and product value would also mediate the relationship between perceived communication and outcomes and based on the findings presented in figure 2 there is no significant support for the mediation effects of the variables. After reviewing the works of Hair et al., (2021), from Table 2 the squared multiple correlations provide information regarding the proportion of variation in each variable that can be explained by the predictors. For the repurchase behaviour the obtained value of the squared multiple correlation and was found out to be to be 53%. This means that some of the variables that were expected to account for the likelihood of repurchase behaviour are artificial intelligence, information sharing, customer trust and commitment, perceived product value, perceived in store service value contribute to about 53% variance in the observed repurchase behaviour. The research found out that RPB variables accounted for the following percentage of variability in customer trust percentages: This research showed that RPB variables were accountable for 45 per cent of all the changes in customer trust. According to the research, RPB’s drivers were also found to explain 40 percent of the variation in the consumer loyalty. In the analysis, the determinants of RPB were established to explain 39% of the variability in values while the perceived product value and in store service value were showed to explain 6% of the variability in values respectively.

Table 2: Squared Multiple Correlations

Variable	Estimate
Repurchase behaviour	0.53
Trust	0.45
Commitment	0.40
Product value	0.39
In-store service value	0.06

## DISCUSSION AND CONCLUSION

In this investigation, the RPI drivers are identified to play a significant role in the consumers' repurchase behaviour, and the foregrounding of this investigation by AI. Going by the literature, there are higher chances of customers repeating a purchase hence the importance of the satisfaction index (Chaiyapan, 2022). However, as the aforementioned research studies have revealed, it is not always difficult to identify main reasons to explain why happy customers do not revisit, following a positive experience. In other words, customer satisfaction does not influence customers' frequency of visiting again because those who are happy with the products and services are already returning customers (Tunjungsari et al., 2020). This paper offers a more robust variable in moderating this global shift in marketing especially at this dawn of digitizing events, that is, Artificial Intelligence. Research questions' responses lead to the provision of supporting evidence for the hypotheses such as hypothesis H2, H3, and H4. This study established statistical significance between repurchase behaviour and loyalty while revealing that the mediation effects of AI in relation to customer trust, information sharing, and the value of in-store service were indeed influential in the Scottish context. The first hypothesis and the fifth hypothesis of the study were rejected contrary to the expectation of the authors of this work. The findings demonstrated that AI did not exert a significant mediating role concerning the research model loyal-customers, perceived-product- evaluation, and repurchase frequency. From the early studies, it has been perceived that consumers are likely to transact again if they are initially satisfied. Based on the findings of this study, it was discovered that while there was a moderation in the strength of the RPB drivers when the mediator AI was employed; the impact on the repurchase behaviour of the customers was still relatively significant. Partial mediation was suggested to be done.

The conclusion supported the result of the prior research that consumers would prefer to buy reliable electrical appliances. The off chance that clients trust in the organization then they will perform a buy and they will return to do it again (Budiyono et al., 2022). What this means is that, failing, passing, or overcoming a test, campaign, or any product or service is trustworthy if only enough people believe the services, and it will most probably go on exhibiting the same results. This also concluded the prior research that consumers would be willing to pay a price that would ensure they purchase reliable electrical appliances. If only the clients will believe in the organization then they will transact for a certain product and they will come back to do the transaction over and over again (Budiyono et al., 2022). This means to say that whether a test, campaign, or any product or service has failed, passed or overcome, then it is as trustworthy if only sufficient numbers believe the services and most probably it will go on demonstrating the same result. Basically it is the trend where high perceived values lead to high purchase intent whereas low perceived values lead to low purchase intent. The conclusions in this research provide ontological evidence that actually negates AI's ability to control the extent to which consumers value a particular product. The moderating effect in this study is low as value is a property of the product, which may or may not contain AI elements. In striving to satisfy customer needs through delivering quality goods and services and through providing comfortable shopping environments, organisations might also increase the overall sales and customer satisfaction.

## RECOMMENDATIONS

As this study does not generalize findings to broader markets, other similar studies could focus on the levels of consumer satisfaction in various electronic niches and the circumstances that drive repurchase. Other moderating variables (AI) that could have been examined in relation to this research include: Leadership: This factor was not included in this research but may have an influence on the relationship between RPB drivers and repurchase behaviour. Perrin exam has indicated that unlike previous studies own pounds have claimed that customers' perception of the value of in-store services would have an effect on satisfaction and repeat purchase, the present study does not yield significant result, meaning there is no mediating effect of shopping values on this relationship. As such, one could carry out an analysis to ascertaining in what conditions AI has an effect on the determinants influencing the RPB-repurchase behaviour model. Furthermore, there is a need for future research to establish functions of perceived shopper value. It may therefore be useful to understand the nature of these characteristics by evolving a new framework that can explain the measures that satisfy satisfied & loyal consumers of the same brand to repurchase in the future. Bringing the conceptual model introduced in this research into the examination of online gadget retailing is therefore interesting, especially given the fact that this industry has relatively recently boomed. Thus, this could provide results that enhance the conceptual model and reveal the ways in which repurchase behaviour varies in online and offline modes.

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