



Investigation on Intention to Repurchase in Social Media Platforms Among Young Consumers from China: A Brand Marketing Context

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Abstract

This paper is directed to the effect of internet marketing on the repurchase intentions of young Chinese people. It also examines the impact of brand trust, based on the popularity, homogeneity, consumer benefits, website usefulness, perceived value, and brand awareness on repurchase intentions among Chinese product brands. To carry a quantitative analysis, a structured questionnaire was given to 262 participants. AMOS was used to evaluate the measurement and structural models and potential mediating effects, with CFA used to assess model fit, reliability, and validity. The results show that brand trust, popularity, and homogeneity directly affect repurchase intention. Although several brand-related factors do not directly affect repurchase intention, brand trust partially and fully mediates selected interactions, underscoring its role in turning brand perceptions into recurrent purchases. The research suggests that marketers should devote resources to trust-building, such as an increased brand recognition, regular consumer value, and active online interactions. By focusing on and strengthening these strategic areas, companies can develop brand loyalty and encourage repeat buying of Chinese brand products.

Keywords: Brand trust, Repurchase intention, Chinese brands, Brand antecedents

1. Introduction

Marketing has also experienced a radical shift with the introduction of digitalization, with promotional activities no longer conducted through traditional media such as print, radio, and television but now incorporating a wide range of digital avenues. Digital marketing encompasses approaches such as websites, social media, email, mobile apps, video marketing, and search engine optimization to build brand image and stimulate consumer activity (Petrus, 2025; Jai, 2025). (Sleiman et al., 2021) highlighted that the internet provides immense opportunities for companies in terms of information dissemination, customer acquisition and retention, as well as strengthening relationships through online customer relationship management.

Digital marketing is not just a technological change but a strategic shift in how the brand communicates and builds loyalty. Branding is essential to creating a company's uniqueness, as (Gargun, 2025) stated, and to encouraging long-term consumer loyalty. The COVID-19 pandemic intensified this digital shift by forcing physical stores to close and prompting companies to use online platforms, transforming consumer purchasing behavior and prompting them to devise alternative strategies.

Although these have been conducted, there is little information on the effects of digital marketing on young repurchase intentions in a culturally diverse country like China. The rapidly shifting, techno- and digital-oriented preferences of young consumers are a major problem. Organizations find it difficult to cope with these changes, not just in the formulation of marketing strategies that can appeal to the young across cultures (Anderson & Srinivasan, 2003). This study aims to evaluate the effects of digital marketing on the dynamics of repurchase intentions among young Chinese consumers. It aims to fill the research gap in terms of the influence of brand perceptions on the intention to repurchase. According to (Anderson & Mittal, 2000), e-commerce can serve developing countries in a significant way, transforming them towards digitally oriented economies and abandoning customary shopping



patterns. The study will help inform investment strategies and policy formulation by analyzing the digital marketing infrastructure in China.

2. Literature Review

2.1 Theoretical Review

Social media entails Internet-based sites that enable the exchange of content in web communities and, consequently, transforms social media into not only communication but also an interaction and value-generating mechanism between brands and consumers (Li et al., 2021). There are various theoretical models that explain user behaviour. The Uses and Gratifications Theory (UGT) is based on the premise that people choose the media to gratify needs, which may include entertainment and socialisation (Katz et al., 1973); Social Exchange Theory proposes that users engage when the benefits, e.g., recognition, outweigh the costs (Homans, 1958); Social Identity Theory is based on the idea that users join the group or brand to identify themselves (Tajfel & Turner, 1979); and the COBRA model classifies the Social media, as a product, serves as a two-way communication channel that enables co-generation of value between brands and consumers, perception creation, and relationship strengthening (Li et al., 2021; Wang et al., 2025).

Brand marketing is the process of building and sustaining a brand in order to create familiarity, trust and faith. According to the American Marketing Association, a brand is any name, term, design, or symbol that identifies and differentiates products or services. Successful brand marketing creates the sense of uniqueness and emotional connection to the target market (Aaker, 1991). Brand Equity Model and Customer -Based Brand Equity Model are the supporting models where the former (Aaker, 1991) concentrates on loyalty, quality, associations and awareness, whereas the latter (Keller, 1993) concentrates on consumer awareness and image as the sources of loyalty. Brands Community Theory is also one of the supporting models, illustrating the use of shared rituals and bonds to build loyalty (Muniz & O'Guinn, 2001). (Mangold & Faulds, 2009) Likes and shares are social cues and emotional content that increase engagement (Berger & Milkman, 2012). Younger consumers in China are sensitive to authenticity and relations, and the idea of branding by brands is more likely to appeal to them because of their affection to being friends online (Haryanto et al., 2016).

2.2 Literature Review and Hypothesis Development

2.2.1 Repurchase Intention (RI)

Consumer repurchase intention shows their emotional and psychological connection to a brand. (Pham & Loc, 2017; Correa et al., 2021; Chen & Demirci, 2019; Choi & Lee, 2019) found that repeat purchasers had a strong brand bond. Service quality is generally high for market leaders. (Choi & Lee, 2019) say many factors affect repurchase intention. Service quality, brand trust, customer satisfaction, and relationship affected it, according to (Mensah et al., 2022). Repurchase intention refers to a customer's plan to buy again, influenced by various factors (Chen & Demirci, 2019; Li, 2016). Service quality (SERVQUAL), customer satisfaction, brand trust, and repurchase intention may impact a consumer's purchasing decision. The five pillars of Servqual are dependability, assurance, tangibles, empathy, and responsiveness. The ability to consistently deliver service makes a business reliable, as (Correa et al., 2021; Chen & Demirci, 2019; Choi & Lee, 2019; Paing, 2026; Kyaing & Mon, 2025) assert.

2.2.2 Brand Trust (BT)

Brand trust is consumer confidence in a brand's ability to deliver (Chaudhuri & Holbrook, 2001). Over time, experimental learning builds brand trust from prior communication and competency (Johnson et al., 2001). Consumer knowledge and experiences are distilled through the brand. The complete compresses client data and experiences. According to several studies, brand trust affects buyers' evaluations of direct and indirect encounters like ads and word of mouth, making it a significant associate degree expertise attribute. (Morgan & Hunt, 1994) say

it drives company success. Numerous studies emphasise brand trust, according to (Doney & Cannon, 1997). It's expected to boost the company's success. (Kurt et al., 2006) defined brand trust as "the average consumer's willingness to rely on the brand's ability to fulfil its claimed purpose". Trust in a brand helps customers make decisions and reduces purchasing risk, making it important to its success. Customer reviews of a company's products and services build brand confidence. If a company's products are safe, genuine, and durable, customers will trust its brand (Cardoso et al., 2022) . One view is that customers' early experiences with brands create their trust in them.

Popularity (PO), BT, and RI

Brand popularity is often seen as an indicator of quality, credibility, and market acceptance. A well-known, preferred brand can positively influence consumers' attitudes and perceptions (Erdem & Swait, 2004). This social demonstration is one of the factors that help build brand trust, as consumers conclude that a famous brand is more trustworthy and less risky. A number of studies have established that brand popularity increases consumer confidence and, thus, consumer trust towards the brand (Kim & Yun, 2019). The more trust there is, the more likely consumers are to become loyal and repeat buyers. Brand trust offers a psychological confidence that the brand will indeed fulfill expectations, and this factor is important in shaping repurchase intention (Chaudhuri & Holbrook, 2001). Therefore, the hypotheses are the following:

H1a: PO is significantly correlated with the RI.

H2a: BT significantly mediates the relationship between PO and RI.

Homogeneity (HO), BT, and RI

Homogeneity can be defined as the perceived consistency or similarity of product quality, message, or service across a brand's offerings. When consumers view a brand as homogeneous, they tend to believe in it, as consistency provides a low perception of risk and high predictability (Delgado-Ballester & Munuera-Aleman, 2001). A homogeneous brand is a symbol of stability, which creates confidence in the brand by guaranteeing consumers that they will be satisfied in all circumstances when buying it. On its part, trust is a key factor in forming repurchase intention, as it reduces uncertainty and increases consumer confidence in the brand's performance (Chaudhuri & Holbrook, 2001). Previous studies support the point that when consumers have repeated interactions with a brand, they are motivated to return to the brand in the future due to emotional and cognitive trust. Thus, it is hypothesised that:

H1b: HO is significantly correlated with the RI.

H2b: BT significantly mediates the relationship between HO and RI.

Customer Benefits (CB), BT, and RI

Customer benefits are the perceived value or utility a customer derives from a product or brand. These advantages may be functional, emotional, or symbolic, and they are the main determinants of the consumer perceptions. Consumers tend to become trustworthy in a brand when they believe that brand can supply them with steady and worthwhile returns (Morgan & Hunt, 1994). Research has indicated that perceived benefits play a significant role in customer satisfaction, which, in turn, leads to long-term trust and loyalty (Sirdeshmukh et al., 2002). In addition, tangible benefits that meet consumer needs also increase emotional attachment, strengthening brand credibility and perceived risk (Esch et al., 2006). Hence, we posit that:

H1c: CB is significantly correlated with the RI.

H2c: BT significantly mediates the relationship between CB and RI.

Website Usefulness (WU), BT, and RI

The concept of website usefulness refers to the extent to which an online platform enables consumers to accomplish their objectives efficiently and effectively during their interactions with a brand. The relevant information, easy navigation, and functionality in a site make it very useful and contribute to consumer trust (Gefen, 2000). Users tend to believe the brand of the site they perceive as reliable and useful, especially in e-commerce, where physical interactions between users and the site are absent (Kim et al., 2004). Perceiving less risk due to trust built from a positive website experience increases consumers' confidence in subsequent transactions, which directly affects repurchase intention (Srinivasan et al., 2002). Consequently, the hypotheses are:

H1d: WU is significantly correlated with the RI.

H2d: BT significantly mediates the relationship between WU and RI.

Perceived Value (PV), BT, and RI

Perceived value refers to the total value that a consumer attaches to the utility of a product or services based on the reconciliation of the benefits and costs (Zeithaml, 1988). Value perceptions, characterized by quality consistency, fair pricing, and customer satisfaction, have been identified as increasing brand trust (Swait & Sweeney, 2000). Perceived value is considered a strong mediator of consumer commitment and long-term relationships, especially when it meets not only functional but also emotional needs (Hill & Yoeung, 2024). Brand trust mediates the indirect effect of perceived value on loyalty behaviours, including repurchase intention (Wang et al., 2025). Therefore, perceived value has both direct and indirect effects on repurchase behaviour, thereby creating brand confidence. In this way, this research assumed the following hypothesis:

H1e: PV is significantly correlated with the RI.

H2e: BT significantly mediates the relationship between PV and RI.

Brand Awareness (BA), BT, and RI

Brand awareness is the knowledge and recognition of a consumer regarding a brand. High awareness rates increase the level of trust, perceived attractiveness and penetration on the market (Keller, 1993). Positive brand exposure can strengthen trust and confidence over time (Laroche et al., 1996). Conceptualisation of trust Chaudhuri and Holbrook (2001) define trust as a mental process that reduces uncertainty and enhances customer-brand relationship, thus boosting the repurchase intent. Awareness is a decisive factor in determining decision-making and repeat purchase behavior (Punniyamoorthy & Prasanna Mohan Raj, 2007). Unless they are perceived as reliable, they create loyalty and repeat purchases (Fatma et al., 2024). Directly and indirectly, brand awareness has an influence on the repurchase intention through brand trust which provides the following propositions inequitably.

H1f: BA is significantly correlated with the RI.

H2f: BT significantly mediates the relationship between BA and RI.

Brand Trust and Repurchase Intention

The level of confidence a customer has in a brand is a major determinant of customer behaviour, especially when it comes to repeat purchases. Once consumers trust a brand, they develop a perception of increased reliability and integrity, thereby alleviating the perceived risk of consumption. Others, such as (Sirdeshmukh et al., 2002), have highlighted trust as a requirement for consumer loyalty and repurchase intention. Consumers who are trustful tend to maintain brand relationships and make repeat transactions. Trust has a separate effect on repurchase decisions regardless of the degree of satisfaction (Trabelsi, 2020; Aysel et al., 2012) but customer satisfaction is also relevant. As a result, brand trust is one of the preconditions of consumer commitment and loyalty, and it also increases the perceived value. The study hypothesizes, therefore:

H3: BT has a significant relationship with RI.

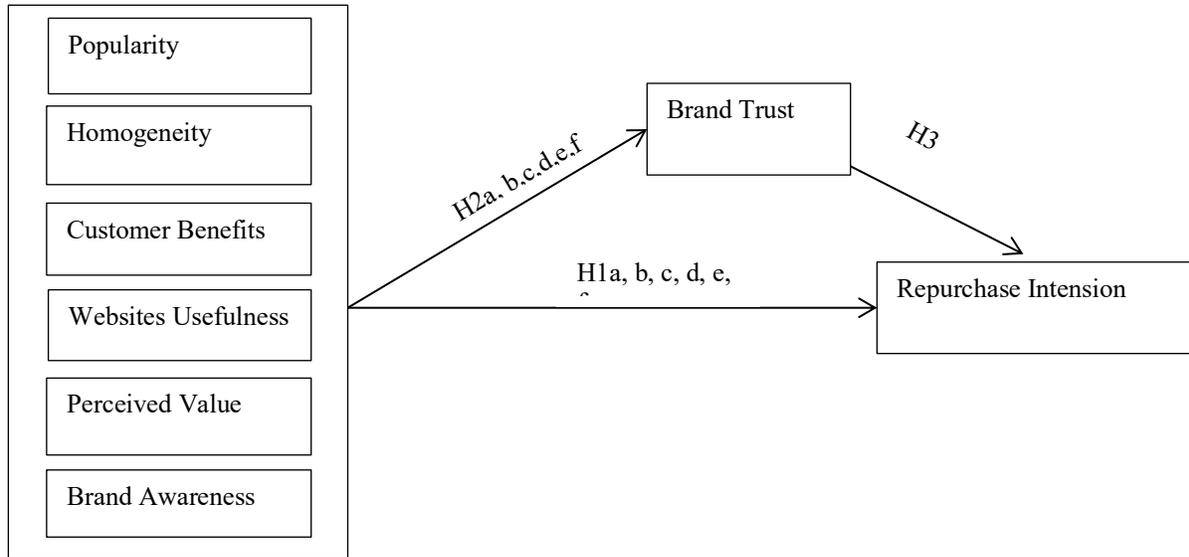


Figure 1: Hypothesis Research Framework, Source- Author

3. Methodology

This study employed a quantitative research approach to analyze purchasing decisions from a sample of 262 respondents selected through probability sampling based on relevant demographic criteria. Data was gathered mainly via a structured questionnaire that covered demographics, digital marketing effectiveness, and decision-making processes, supplemented by secondary data from existing literature. The process included data screening, descriptive analysis, reliability testing, and exploratory factor analysis (EFA) in SPSS, identifying eight latent variables: popularity, homogeneity, consumer benefits, website usefulness, perceived value, brand awareness, brand trust, and repurchase intention. To confirm the measurement and structural models, confirmatory factor analysis (CFA) and structural equation modeling (SEM) were conducted using AMOS. Bootstrapping was used to examine the mediating role of brand trust and assess the significance of indirect effects.

3.1 Measures

A total of 50 questionnaire items were created in this paper to measure eight theoretical constructs which are popularity, homogeneity, consumer benefits, usefulness of websites, perceived value, brand awareness, brand trust, and repurchase intention. After the confirmatory factor analysis, 40 items were selected to the final instrument. The main findings of the analysis were the maintenance of all items related to the usefulness of the websites and brand trust, and six items reflected the repurchase intention. A five-point Likert scale was used across all constructs, thereby ensuring measurement consistency between attitudinal and perceptual variables. The dimensions examined in the constructs include usefulness of websites, consumer benefits, brand trust, and the implications of the same on their repurchase intention.

Table 1: Initial Items Purification

Constructs	Initial Items	Final Items
Popularity	6	5
Homogeneity	5	5
Consumer Benefits	6	5
Websites Usefulness	6	5
Perceived Value	6	5
Brand Awareness	6	5
Brand Trust	6	5
Repurchased intension	9	7
Total	50	42

Source- Author

3.2 Data Analysis Techniques

The SPSS 27 and SEM using AMOS 24 was utilized to analyze the data in three main steps, i. e. CFA to verify that the models are valid, assessment of CR, AVE, and discriminant validity, and structural model test to examine the interrelationship between variables. SEM, a combination of CFA and regression, can successfully test complex relationships among latent and observable variables, particularly the mediating effect of BT on the relationships between six exogenous variables and RI. The advantage of the method is its ability to assess measurement models using various indices of construct validity and reliability, and to analyze the structural model based on causal relationships. The reason SEM was preferred was that it can be used to test theoretically based hypotheses and to describe complex interactions.

4. Result and Discussion

4.1 Respondents' profile

The study included 262 valid responses; most participants were aged 21-30 years, and the gender distribution was not equal (55 men and 207 women). The educational qualifications showed that 91% held Bachelor's degrees, compared to only 1.5% with Master's degrees. The employment status showed that 74% of respondents were employed, and a majority (99%) used social media daily, thereby increasing brand awareness. Chinese brands (Huawei, Xiaomi, and Vivo) were identified by a great majority (91%).

Table 2: Respondents' profile

Demographic variable	Attribute	Frequency (N= 262)	Percentage
Gender	Male	55	79
	Female	207	21
Age	18-20	7	2.7
	21-25	77	29.4
	26-30	146	55.7
	31-35	31	11.8
	>=36	1	4
Current Education	Undergraduate	20	7.6
	Bachelor	238	90.8
	Master	4	1.5
Occupation	Student	16	6.1

	Unemployed	2	0.8
	Employee	195	74.4
	Self-employed	21	8
	Civil Servant	28	10.7
Income in RMB	<3000	126	48.1
	3001-5000	101	38.5
	5001-8000	23	8.8
	8001-12000	8	3.1
	> 12000	4	1.5
	Do you use Social meida daily?	Yes	259
No		3	1.1
Familiar with Chinese product brands (e.g Huawei, Xiaomi, Vivo, Oppo)	Yes	239	91.2
	No	23	8.8

Source – Author

4.2 Correlation Matrix and Descriptive Statistics

As the descriptive analysis in Table 3 indicates, WU had the highest mean (4.22), and CB had the lowest mean (3.45). BA had the highest standard deviation (SD = 1.26), and RI had the lowest standard deviation (SD = 0.77), meaning that there is a rather homogeneous pattern of response.

Table 3: Correlation analysis of Variables

Variables	PO	HO	CB	WU	PV	BA	BT	RI	Mean	Std
PO	1								4.10	1.03
HO	.027	1							3.46	1.22
CB	.125*	.109*	1						3.45	1.17
WU	.306**	.050**	.151**	1					4.22	.89
PV	-.010	.141**	.52**	.065	1				3.50	1.19
BA	.004	.219**	-.128**	.072	-.046	1			3.65	1.26
BT	-.062	.182**	.227**	.019	.213**	.025	1		3.82	1.25
RI	.036	-.121*	-.032	.099*	.025	-.111*	.100*	1	4.21	.78

** . Correlation is significant at the 0.01 level (2-tailed).

Source – Author

The analysis of correlations indicates strong positive relationships among the constructs under study. BT and RI had a significant positive association with HO. CB had great positive associations with WU and PV. BT also had a significant correlation with RI, which highlights its importance in the repurchase behavior. All the correlations were significant at the 0.01 (two tailed) level, and this promoted the hypothesis of relationships among the respective hypotheses of the theoretical framework. These findings verify that each model construct is significantly and positively correlated, thereby ensuring the internal and theoretical consistency of the research framework.

4.3 Confirmatory factor analysis

The research concluded using CFA to assess the fit, reliability, and validity of the measurement model, which is the degree to which the variables observed are meaningful and represent the latent constructs, that a well-fitting model was present, with key indices, Chi-square (χ^2) = 1764.544, df = 789, χ^2/df = 2.24, GFI = 0.769, AGFI = 0.735, CFI =

0.913, TLI = 0.905, NFI = 0.854, RMSEA = 0.069, RMR = 0.074. The entire set of standardized factor loadings was above 0.50, confirming the robustness of the model. These results highlight the reliability and validity of the CFA model, with tremendous implications for the interpretation of brand trust and repurchase intention among Chinese consumers.

4.4 Reliability and validity

The construct validity of the measures was assessed through content and convergent validation processes as well as discriminant validation processes by the analysis of Table 5. Factor loadings of up to 0.712 and inter-item correlations of up to 0.709 (Raykov, 1997) - both of which are above the accepted range of 0.50 (Kline, 2010) - were used to validate the content validity. Composite reliability values exceeding 0.70 supported convergent validity, except for the BT and RI constructs, which had quite low AVE scores. The remaining constructs met the AVE criterion, and the Cronbach's alpha coefficients, ranging from 0.792 to 0.954, indicated strong internal consistency (Arbuckle, 2016). All of these measures ensure the instrument's internal consistency.

Table 4: Factor loadings, Cronbach's α , AVEs, and CRs

Constructs	Items	Factor loadings	Cronbach's α	CR	AVE
Popularity	PO1	.864	0.806	0.903	0.651
	PO3	.786			
	PO4	.818			
	PO5	.865			
	PO6	.689			
	PO6	.689			
Homogeneity	HO1	.928	0.954	0.950	0.792
	HO2	.870			
	HO3	.841			
	HO4	.951			
	HO5	.855			
Customer Benefits	CB1	.956	0.924	0.961	0.830
	CB2	.866			
	CB3	.903			
	CB5	.926			
	CB6	.903			
Websites Usefulness	WU1	.842	0.840	0.855	0.548
	WU2	.798			
	WU4	.759			
	WU5	.756			
	WU6	.495			
	WU6	.495			
Perceived Value	PV2	.812	0.792	0.919	0.713
	PV3	.834			
	PV4	.849			
	PV5	.913			
	PV6	.750			
	PV6	.750			
Brand Awareness	BA1	.873	0.892	0.965	0.845
	BA2	.810			

	BA3	.773			
	BA5	.931			
	BA6	.825			
Brand Trust	BT1	.982	0.923	0.966	0.850
	BT2	.844			
	BT3	.900			
	BT4	.952			
	BT6	.913			
Repurchase Intension	RI2	.879	0.889	0.959	0.771
	RI3	.897			
	RI4	.909			
	RI5	.901			
	RI6	.845			
	RI8	.870			
	RI9	.845			

Source - Author

4.5 Discriminant validity and HTMT

On the basis of the criterion defined by (Fornell & Larcker, 1981), the AVE of each construct must be bigger than the inter-construct correlations to show that there is discriminant validity. In our study, most of its constructs met this requirement. Byrne (1994) also provides that the discriminant validity is fulfilled when the AVE of a construct exceeds the squared correlation of construct with the other constructs. The current model met these criteria and thus affirmed the uniqueness of constructs (Byrne, 1994). The current research supports the reliability as well as validity of the measurement model. Meanwhile, most constructs have shown better reliability and validity. BT and RI presented relatively low AVE values (Table 5) and might be improved. However, the analysis of structure is possible using the existing equipment.

Table 5: Discriminant validity of the constructs

Constructs	PO	HO	CB	WU	PV	BA	BT	RI
PO	0.807							
HO	-0.320***	0.890						
CB	-0.272***	0.552***	0.911					
WU	0.431***	-0.237***	-0.252***	0.740				
PV	-0.044	0.254***	0.612***	-0.071	0.833			
BA	-0.191**	0.226***	0.153*	-0.029	0.118†	0.844		
BT	-0.426***	0.573***	0.690***	-0.36***	0.385***	0.110†	0.919	
RI	-0.325***	0.134*	0.245***	-0.216**	0.206**	0.090	0.420***	0.878

Source – Author

Heterotrait-Monotrait (HTMT) analysis was used to assess the discriminant validity of the constructs in the proposed model shown in Table 7. As recommended by Henseler et al. (2021), an HTMT value below the threshold of 0.85 suggests sufficient discriminant validity (Henseler et al., 2021). The HTMT values in this study are well below the 0.85 threshold, supporting the distinctiveness of the constructs. These findings affirm the robustness of the measurement model, and it is recommended to maintain HTMT values under 0.85 for future model validation to ensure clarity and validity.

Table 6: HTMT Analysis

Constructs	PO	HO	CB	WU	PV	BA	BT	RI
PO								
HO	0.343							
CB	0.275	0.560						
WU	0.405	0.263	0.250					
PV	0.037	0.263	0.624	0.057				
BA	0.195	0.235	0.149	0.037	0.110			
BT	0.419	0.584	0.707	0.347	0.401	0.120		
RI	0.331	0.143	0.253	0.144	0.209	0.088	0.434	

Source – Author

4.6 Assessing the structural model

4.6.1 Direct effect

The structural model was used to test hypotheses and determine construct linkages, shown in Table 6. The model achieved an excellent fit with indices model value in above. These numbers meet the thresholds, indicating that the model fits the data well. The path map shows the standardized path coefficients and significance of each postulated relationship. These were assessed using AMOS output-derived standardized estimates, critical ratios, and p-values. PO, HO, CB, WU, PV, and BA were expected to positively affect RI in H1a–H1f and H3.

Table 7: Direct effects of the model

Hypothesis	Variables	β	T Values	P Values	Decision
H1a	PO -> RI	.123	3.017	.003	Accepted
H1b	HO -> RI	.113	2.502	.012	Accepted
H1c	CB -> RI	.031	.511	.609	Rejected
H1d	WU -> RI	.068	1.608	.108	Rejected
H1e	PV -> RI	-.037	-.619	.536	Rejected
H2f	BA -> RI	.060	1.062	.079	Rejected
H3	BT -> RI	.060	4.939	.000	Accepted

Source - Author

H1a–H1f anticipated that the same six antecedents directly affect RI, with only PO ($\beta = 0.049$, $p = 0.008$) and HO ($\beta = 0.048$, $p = 0.024$) being statistically significant. Thus, H1a and H1b were supported, while H2c, H2d, H1e, and H2f were not supported due to p-values above 0.05.

Finally, H3 hypothesized that BT increases RI. As the path from BT to RI was statistically significant ($\beta = 0.060$, $p = 0.000$), hypothesis H3 was supported. These data partially corroborate the structural model and reveal the determinants of Brand Trust and Repurchase Intention.

4.6.2 Mediating effect of brand trust

The indirect impacts of BT on the six antecedents (PO, HO, CB, WU, PV, BA) and RI are examined in H2a–H2f. The findings indicate that BT plays a significant mediating role in the relationships between PO, HO, CB, and WU on RI ($p < 0.05$). Partial mediation was observed for the relationships PO \rightarrow BT \rightarrow RI and HO \rightarrow BT \rightarrow RI, whereas full mediation was established for the connections CB \rightarrow BT \rightarrow RI and WU \rightarrow BT \rightarrow RI. Nonetheless, the

mediating effects of BT in the relationships between PV and BA were found to be insignificant ($p > 0.05$). Consequently, hypotheses H2a–H2d received support, while H2e and H2f did not receive support.

Table 8: Mediating effect of the model

Hypothesis	Variables	Standardized Indirect Effect		P Values	Decision
		Upper Bound	Lower Bound		
H2a	RI<---BT<---PO	-.043	-.144	.000	Partial Mediation
H2b	RI<---BT<---HO	.186	.046	.001	Partial Mediation
H2c	RI<---BT<---CB	.394	.110	.000	Full Mediation
H2d	RI<---BT<---WU	-.016	-.091	.003	Full Mediation
H2e	RI<---BT<---PV	.072	-.057	.685	No Mediation
H2f	RI<---BT<---BA	.002	-.065	.066	No Mediation

Source – Author

4.7 Discussion

This study confirmed that BT positively influences RI, reinforcing trust as a critical driver of customer loyalty (Morgan & Hunt, 1994; Chaudhuri & Holbrook, 2001). The direct-effects test indicates that the influences of Popularity and Homogeneity on Repurchase Intention are significant, and that of CB, WU, BA, and PV are not. These results are consistent with previous studies that highlight the importance of brand consistency, user-friendly experiences, and brand recognition (Keller, 1993). Popularity is one of the important predictors, with a very strong relationship with RI. According to mediation studies, BT is a crucial mediator of repurchase intention. Repurchase intention is influenced by trust, popularity, homogeneity, customer benefits, and website usefulness. These results, therefore, highlight the direct effects of Popularity and Homogeneity on RI, which are of great importance to Chinese companies such as Huawei, Xiaomi, and Oppo in enhancing customer loyalty and maintaining long-term relationships.

5. Implications

5.1 Theoretical Implications

This study advances existing theory by elucidating the nuanced role of brand trust (BT) in shaping repurchase intention (RI) within a digital consumption context. The study suggests that BT acts as a selective mediator rather than a universal relationship mechanism, expanding the Brand Relationship Quality (BRQ) framework (Fournier, 1998) and Social Exchange Theory (Homans, 1958). Trust is crucial in relational exchanges because it moderates the effects of popularity, homogeneity, customer benefits, and website usability on RI. The non-significant mediation effects of perceived value and brand awareness suggest that functional and cognitive brand qualities directly affect RI. These findings show that trust-based connections and functional brand traits explain online consumer loyalty, refining existing models.

5.2 Practical Implications

Chinese product brand managers face significant pressure in the international market because BT exerts a strong influence on RI. Consumers are more inclined to repurchase products that provide evident benefits and delightful experiences, as shown by the large direct effects of popularity and homogeneity. Brand trust also directly affects RI and indirectly transmits crucial antecedents, including popularity, homogeneity, customer benefits, and website usability. Management should prioritize trust-building techniques, including consistent quality, reliable performance, and open communication. Website usability, perceived value, and brand awareness do not directly affect repurchase intention, but they do build brand trust and positive consumer views. Maintaining consumer

loyalty requires an integrated branding approach that blends experiential value, functional excellence, and trust creation.

6. Future Research Directions

The results highlight the importance of BT as an intermediary between brand characteristics and RI, particularly for Chinese brands such as Huawei. Quality provision, reliability, and good communication should therefore be made a priority when building trust. Trust and Repurchase Intention might be further strengthened through cultural alignment and localized messaging. In addition, other benefits, such as utility and perceived value, need to be emphasized in the marketing campaigns, with a preference for user-friendly digital experiences. The integrated branding strategy is thus critical for improving consumer perceptions and strengthening a firm's global market position.

7. Conclusion

The research shows that BT serves as a mediating variable between brand-related and consumer RI, especially for Chinese brands. It emphasizes and points out the effects of Popularity, Benefits, Website Utility, Perceived Value, and Brand Awareness on Brand Trust and Repurchase Intention. The results indicate that popularity and homogeneity directly affect repurchase intention, with brand trust serving as both a direct predictor and a significant mediating factor between the chosen antecedents and repurchase intention. While certain brand attributes may not have direct effects, their indirect impacts via brand trust underscore its pivotal role in transforming favorable brand perceptions into repeat purchasing behavior. The study highlights the importance of a comprehensive branding strategy, where trust, experiential benefits, and functional attributes work together to foster long-term consumer loyalty and enhance competitive advantage.

8. References

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