



# Investigating the Main Factors Affecting Doing More Business with Existing Customers in Light of Customer Experience: An Empirical Study in the Malls

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## ABSTRACT

The study analyzed the relationship between four independent latent factors (emotion, communication, attitude and satisfaction) in the dependent factor (rebuying) in the presence of a moderating variable (consumers' experience) by using a structural equation model based on the partial least squares (PLS) method. The study has applied to retail trade customers in malls. The study collected the needed data through a survey designed for this purpose. The study collected data from 300 mall shoppers. The study employs SmartPLS to analyze the data collected. The study has found that each of the independent factors significantly and positively affects the rebuying decision (a positive relationship), with the exception of the emotions factor, which had a negative impact on the rebuying decision. Also, the modified variable had a positive role in the relationship between the independent factors and the dependent factor, with the exception of the emotions factor. The effect of the modified variable caused a decline in the intensity of the relationship between these two factors.

**Keywords:** Retail Trade, Malls Customers, Existing Customer, Rebuying, Emotion, Satisfaction, Communication, Attitude

**JEL Classifications:** M31, L14, J53, P33

## 1. INTRODUCTION

The revenues of business is based primarily on revenues generating from purchasing and repurchasing decisions, therefore, companies try to maintain their current customers along with their efforts to attract new customers based on the loyalty of existing customers and their satisfaction with the goods provided in light of the ongoing competitive environment (Coțiu, 2013). There are many factors that affect the decision to rebuying in malls, among these factors are satisfaction with the goods provided and the perceived value

felt towards it (Mahmud et al., 2023; Hafidz and Huriyahnuryi, 2023). With the diversity in retail in malls customers preferences resulting from the diversity in vary of customers' needs, analyzing the factors influencing purchasing and repurchasing decisions are considered a basis for maintaining existing customers in addition to attracting new customers (Mizani et al., 2018). In order to analyze the rebuying decision in retail malls, the study analyzed the relationship between four independent factors (emotion, communication, attitude, and satisfaction) in the rebuying decision in these malls to identify the size of the impact of each of them

on the rebuying decision, in addition to analyzing the role of (customer experience) as a modified variable in the relationship between each of the dependent factors and the repurchase decision as a dependent factor in retail in malls.

The importance of the study stems from the importance of customer satisfaction and their positive emotions towards the goods and products introduced, “especially retail products in malls” in achieving revenues, because satisfaction, emotion, communication tools and the attitude based on all of these factors are important in the demand for retail goods in malls, thus getting sufficient revenues in a way that achieves the mall’s policy in light of the environment great competitiveness. On the theoretical side, the study touched on a number of previous studies that dealt with its subject or similar topics to provide good references for the theoretical and applied basis of the subject of study or similar topics that can be developed.

## 2. LITERATURE REVIEW

### 2.1. Identified Customer Experience

Despite the many studies that have analyzed the factors that affect the goods rebuying decision in malls, few studies have analyzed the impact of the four factors the study addressed together in retail trade in malls (study population), especially since this relationship is not completely clear in retail trade sector. Most studies that dealt with customer analysis in the retail trade sector focused on current (existing) customers, while dealing with potential customers must be given more importance in order to build a decision about the feasibility of paying attention to potential customers or focusing on current customers, taking into account the periods of dealing with the malls as a moderator variable.

### 2.2. Customer Emotion and Business with Existing Customers (Customer Rebuying)

Some researchers view emotion as the primary variable in understanding both customer experience and behavior (Naami and Hezarkhani, 2018). Consumer emotions are one of the subjective factors that determine customer satisfaction (Henry, 2020). The study of Loureiro et al. (2012) showed that there is a significant, positive and direct relationship between customer emotional attachment and loyalty, and there is also a significant indirect relationship through customer satisfaction. Additionally, emotions are considered one of the perceived benefits of consumer goods (Kumar, 2023). To add more, customer satisfaction is evaluated through a number of factors, the most important of which are store ambience, shopping comfort, operational efficiency, service quality, product selection, pricing policy, and after-sales services (Koner and Kumar, 2022). Moreover, enhancing customer loyalty is influenced by various factors including satisfaction, service quality, customer experience and customer relationship management (Alshurideh et al., 2023; Venkatakrishnan et al., 2023; Al Kurdi et al., 2024; Gazi et al., 2024). For his part, Barlow and Maul (1999) believed that emotion is at the core of human life and that the prominent role of emotion has been recognized as a critical factor in personal and business interactions, forming the essence of the value that is obtained. Further, the most important thing that negatively affects the customer experience is emotional

responses, as they lead to a decline in customer satisfaction. Therefore, working to recover from the negative feelings generated by the customer becomes stressful and requires more time, which can lead to a decline in business volume (Smith and Bolton, 2002). On the other side, Poushneh and Vasquez-Parraga (2019), believed that the perceived emotional value towards current products plays an intermediary role that affects competitiveness as a result of its impact on the customer’s purchase intention on the one hand and his loyalty to the brand on the other hand. A number of basic behaviors interact to shape a customer’s positive emotional state toward goods or brands, the most prominent of which are intention enhancement, active behaviors, and creative behaviors (Wu and Gao, 2019). After discussing the points related to customer emotions and the basic factors influencing them, in addition to the impact of both negative and positive emotions on loyalty to malls, the first hypothesis can be formulated as:

H1: Positive customer emotion influences positively customer rebuying.

### 2.3. Relationship between Customer Satisfaction and Customer Rebuying

Accumulated satisfaction is one of the determinants of the customer’s confidence in the service and contributes to building positive expectations. Satisfaction is similar to a number of other concepts such as the customer’s emotion and the impact of consumption. Therefore, satisfaction is great importance factor in building and restoring the customer’s confidence in both goods and service (La and Choi, 2012). Also, experiencing negative emotions represents a bad experience that leads to a decline in the level of satisfaction and thus negatively affects the intention to repurchase. Therefore, there is a fundamental impact of service quality on consumers’ feelings and thus in both satisfaction and the decision to repurchase (Naami and Hezarkhani, 2018). Too add more, service providers fully strive to achieve customer satisfaction through a number of measures, the most important of which is imposing strict control on the quality of their products, in addition to analyzing and following up on a number of factors such as price, transportation, distribution, and marketing strategy. Despite the close connection between satisfaction and loyalty, customer loyalty cannot be translated through satisfaction alone, but there are other factors that are no less important than satisfaction, such as the inevitability of the social bond (Chandrashekar et al., 2007). Depending on previous discussions, the second hypothesis has formulated as:

H2: Positive customer satisfaction influences positively customer rebuying.

### 2.4. Customer Attitude and Customer Rebuying

Retail customer satisfaction is greatly influenced by the services provided to them, since consumers are usually well informed about what to expect from quality of products, they expect the purchasing process to be enjoyable and convenient for them (Seturi, 2020). Many studies such as Anshu et al. (2022), Elmousa et al. (2024), Luo et al. (2024) and Suprayitno (2024) have found that there is a positive relation between customer attitude and repeat buying intention and behaviour. Based on the previous discussion, the third hypothesis can be formulated as:

H3: Positive customer attitude influences positively customer rebuying.

## 2.5. Enhance Customer Communication Influences Positively Customer Rebuying

Sajid et al. (2023) believed that both the consumer's participation and his attitude towards shopping have an important impact on the product design and the method of selling and marketing, and therefore this has a great impact on achieving more effective communications between the marketing team and consumers. As for Curtis (2009), the scholar considered that communication is an important factor that achieves trust in the product, as communication from his point of view plays a major role in shaping consumer behaviors and attitudes, thus supporting their loyalty to the product. Some researchers believe that communication can be an important source of information used to understand consumer interaction about a product, which indicates the importance of communication in improving the product and increasing purchase and repurchase rates (Hossny, 2022). From what has been discussed, the forth hypothesis can be formulated as: H4: Enhance customer communication influences positively customer rebuying.

## 2.6. Customer Experience

Customer experience is one of the most important factors that enable companies to achieve and maintain competitive advantage. Therefore, customer experience has been studied extensively by all companies and commercial activities in recent years (Bascur and Rusu, 2020). Since customers interact with the company through a large number of different touchpoints, channels, and mediums (Lemon and Verhoef, 2016), customer experience is considered one of the most important vital resources in contemporary markets in light of the advanced competitive environment, as customer experience is considered an essential tool that contributes to achieving customer satisfaction and loyalty, thus generating good revenues for the company (Jaakkola et al., 2022). Based on the above explanation, customer experience influence can be expressed as seen in the fifth hypothesis:

H5: Customer experience mediate the influence of (customer emotion, customer satisfaction, customer attitude, customer communication) on customer rebuying.

## 3. RESEARCH QUESTIONS AND STUDY MODEL

The retail trade sector in general shows a lack of clarity due to the lack of research and applied studies that have dealt with retail trade with in-depth analysis (Savytska et al., 2022). Therefore, in light of the obstacles facing retail trade in malls, this study attempts to answer these research questions:

1. Does emotion of malls customers affect rebuying decisions?
2. Does satisfaction of malls customers affect rebuying decisions?
3. Does attitude of current malls customers affect rebuying decisions?
4. Does enhancing communications affect current malls customers' rebuying decisions?
5. Does customer experience moderates the influence of customer emotions, satisfaction, attitudes, communication on customers' rebuying decisions?

Based on the previous literature and the study questions, the relationship between the study variables can be expressed through the following model as seen in Figure 1:

## 4. METHODOLOGY AND DATA ANALYSIS

The research aimed to analyze the relationship between malls customer rebuying as a dependent variable and consumer emotions, consumer attitude, consumer satisfaction and customer communication as independent variables. The research was conducted on a sample size of (300) malls customers, so that the research population was malls with different size. The variables were measured based on a questionnaire consisting of five dimensions, each of which measures one of the factors (variables). Each dimension included five statements. The questionnaire was evaluated through validity and stability tests (reliability), and then the SMART PLS program was adopted to test the four study hypotheses.

### 4.1. Convergent Validity

Three indicators were relied upon to determine whether the proposed model was valid to serve as a basis for research. These indicators are factor loading which must exceed 0.65; Composite reliability (CR) preferably exceeds 0.8; and Average Variance Extracted (AVE) which must exceed 0.5. Multicollinearity was also measured based on the variance inflation factor (VIF), the value of which should preferably be less than (10). The following Table 1 shows the results of the validity test based on these indicators:

Table 1 shows that the majority of loading rates have values higher than 0.60, and for some phrases it exceeded 0.70 and reached 0.91 for one of them. The CR value ranged between 0.821 and 0.935 and was among the acceptable values for each of the five factors. Regarding the variance inflation index (VIF) values, they were all also within acceptable limits (<0.10), which means that the proposed model does not suffer from the problem of multicollinearity. Also, the average variance extracted (AVE) values were higher than 0.5, which means the quality of the estimated model.

### 4.2. Discriminant Validity

A research model is advised to make sure that the average variance extracted ( $\sqrt{AVE}$ ) root value of a latent variable must be greater in order to assess discriminant validity.

Figure 1: The research model

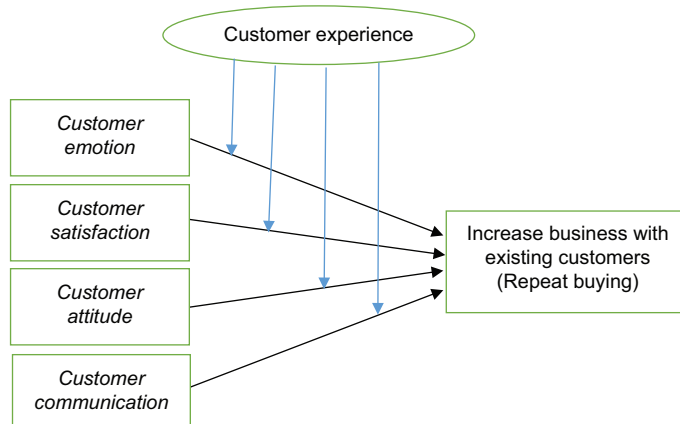


Table 2 shows the values of the correlation coefficients between the dimensions of the study. Note that when the correlation value between the highest latent factors and the lowest root value of AVE ( $\sqrt{\text{AVE}}$ ) is higher, the discriminant validity is said to be good. This study shows good discriminant validity, as Fornell and Larcker (1981) pointed out that discriminant validity is verified by the square root of each construct being greater than its highest correlation with any other construct.

### 4.3. Testing Inner Model

The internal model was tested by testing the correlations between each independent factor and the dependent factor, using a structural equation model based on the partial least squares (PLS) method, and the following Figure 2 shows the results of this test:

### 4.4. Goodness of Fit

The analysis of the explanatory power of the model was based on a number of indicators, the most important of which is the coefficient of determination (R-square), which it is value ranges between 0 and 1, so that the explanatory power (the amount of variance that can be explained in the dependent variable depending on the independent variables) increases as the value of the coefficient of determination approaches one (Benjamin et al., 2024).

The value of the coefficient of determination for the previous model was (0.227), which means that 22.7% of the variance in the dependent factor (rebuying) can be explained by the four independent variables (Emotion, satisfaction, attitude and communication). The regression model is important tool in determining the goodness of the model and interpreting the relationship between its factors by interpreting the regression coefficients and testing the significance of each of them (possibility of generalization to the study population). The following Table 3 shows the results of the regression analysis between each of the independent latent factors on the one hand and the dependent latent factor (rebuying) on the other hand.

From the previous Table 3, it is noted that the regression coefficients between each of the independent factors and the dependent factor were significant and statistically significant, as the value of the calculated significance levels (P-value) corresponding to the T-student test was less than the theoretical significance level of 0.05 with low values for the standard deviation, which means that the five hypotheses were supported. Also, with regard to the effect of the customer experience variable as an intermediary variable, its effect was positive on the relationship between the dependent variable (Rebuying) and all the investigated variables except (Emotion), where the regression coefficients showed an increase, but compared to (Emotion), it decreased.

## 5. DISCUSSION

The experimental results of this study, which analyzed the relationship between four independent latent factors (Emotion, Attitude, communication, and satisfaction) and the dependent factor (Customer rebuying), showed that these factors significantly affect the dependent factor at different levels of relationship intensity, as attitude was associated with an inverse relationship

**Table 1: Reliability and validity**

Indicators	VIF	Loadings	CR	CA	AVE
EM1	1.03	0.799	0.879	0.877	0.595
EM2	2.22	0.858			
EM3	1.8	0.853			
EM4	1.51	0.651			
EM5	1.36	0.67			
SA1	3.08	0.849	0.935	0.98	0.741
SA2	1.4	0.901			
SA3	4.5	0.886			
SA4	3.9	0.915			
SA5	3.07	0.744			
AT1	4.11	0.714	0.821	0.726	0.486
AT2	1.83	0.879			
AT3	2.22	0.579			
AT4	4.31	0.522			
AT5	4.14	0.734			
CO1	2.3	0.743	0.882	0.861	0.599
CO2	4.2	0.847			
CO3	2.07	0.698			
CO4	3.52	0.787			
CO5	2.09	0.787			
REB1	2.3	0.774	0.907	0.98	0.663
REB2	4.2	0.851			
REB3	2.07	0.87			
REB4	3.52	0.819			
REB5	2.09	0.751			

**Table 2: Discriminant validity**

	AT	CO	EM	REB	SA
AT	0.697				
CO	0.653	0.774			
EM	0.509	0.348	0.771		
REB	0.184	0.196	0.361	0.814	
SA	0.745	0.519	0.615	0.21	0.861

with rebuying, while the other three factors have a direct (positive) relationship with the dependent factor.

The impact factors (regression coefficients) were consistent with the correlation, such that the highest value of the impact on rebuying was for the emotion factor with a regression coefficient of 0.368 without the presence of the moderating variable. However, in the presence of the moderating variable (customer experience), the most influential factor on rebuying was the attitude factor with a value of 0.475 and a value of Negative, i.e., an inverse relationship.

The moderating variable had a positive effect on the relationship between the independent factors and the dependent factor (rebuying). With the exception of the emotion factor, the mediating variable caused a decline in the intensity of the relationship. On the other hand, the loading factors between each latent factor and the measured variables showed acceptable values (higher than 0.60). Therefore, the correlation of these variables with their factors showed a quality that reflected positively on the goodness of the model.

## 6. CONCLUSION

As a result of the study, it can be concluded that the selected factors are important factors in terms of their impact on the dependent factor. However, according to the low value of the coefficient



Figure 2: Structured model

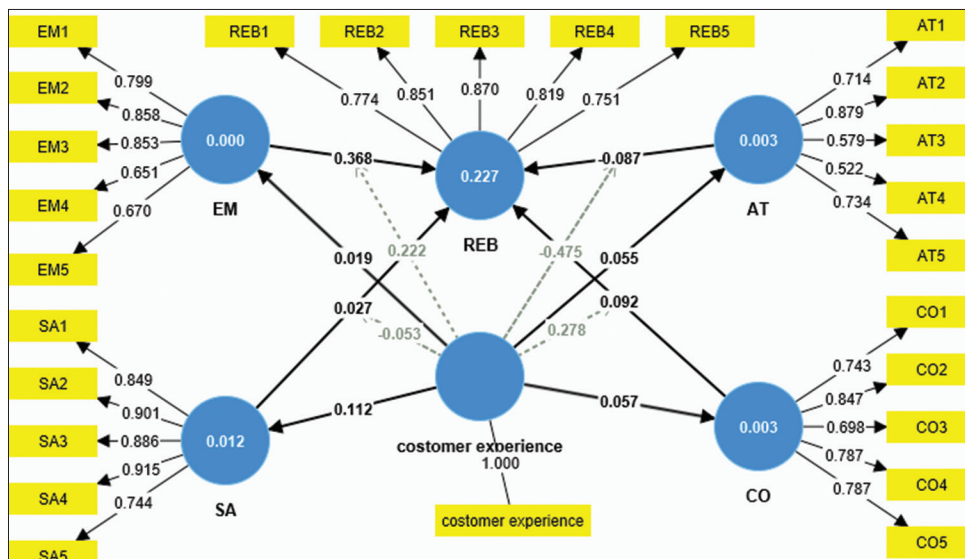


Table 3: Hypothesis results

Relationship	Beta	R <sup>2</sup>	Standard deviation	t-value	P-value	Decision
ATcisi	-0.089	0.227	0.013	6.011	0.000	Supported
COppor	0.092		0.088	5.184	0.000	Supported
EM→REB	0.368		0.014	5.031	0.001	Supported
SA→REB	0.027		0.123	4.983	0.001	Supported
AT→CUSTOMER EXPERIENCE→REB	-0.475		0.094	5.282	0.000	Supported
EM→CUSTOMER EXPERIENCE→REB	0.222		0.038	6.221	0.000	Supported
SA→CUSTOMER EXPERIENCE→REB	-0.053		0.088	4.337	0.000	Supported
CO→CUSTOMER EXPERIENCE→REB	0.278		0.072	5.140	0.000	Supported

of determination, which reached 0.227, there are other factors that can affect the rebuying decision, and they may be taken into consideration in the following studies, such as demographics variables, social variables, income level, etc. Also, it is possible to analyze the reasons why the Demographics decision is affected by each of the independent factors studied in isolation, in order to find out in more depth the reasons for the low relationship with the rebuying decision, in order to rely on this to improve consumers' attitudes towards bank products, and thus activate the rebuying decision more, so that it is reflected positively in the results.

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