

THE IMPACT OF PRODUCT INNOVATION AND USER EXPERIENCE ON REPURCHASE INTENTION BASED ON THE MEDIATING ROLE OF EMOTIONAL VALUE

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ABSTRACT

This paper focuses on the impact of product innovation and user experience on repurchase intention, with emotional value as the mediating variable. By reviewing the literature on repurchase intention, product innovation, user experience and emotional value, and incorporating case studies of brands such as POP MART and HEYTEA, the research finds that both product innovation and the improvement of user experience can significantly affect the emotional value of consumers. Emotional value plays a mediating role between product innovation, user experience and repurchase intention, that is, product innovation and user experience improvement promote the occurrence of repurchase intention by satisfying consumers' emotional value, and then promote consumers repurchase behavior. This paper provides a theoretical foundation for enterprises to achieve consumer repurchase through product innovation and user experience which can meet consumers' emotional value.

Key words: Repurchase Intention, Product Innovation, User Experience, Emotional Value.

INTRODUCTION

Research Background

In today's rapidly evolving business landscape, which is characterized by intensifying competition and an accelerated pace of life, consumers' demand for product innovation and shopping experience is becoming increasingly strong. As an important factor affecting consumer decision-making, the emotional value of consumers has been concerned by various enterprises in recent years. Many companies focus their new products and user experiences on providing emotional value to consumers. Once the customers' needs of emotional value are satisfied, they will generate the idea of secondary consumption.

In recent years, the popularity of online consumption patterns has profoundly affected the business landscape. Within this context, consumer repurchase intention has become the leading indicator and key driving factor for enterprises to achieve sustainable profitability Do et al., (2023). According to the data in recent years (from 2020 to 2024), the change trend of the market size of online shopping is shown in Figure 1.

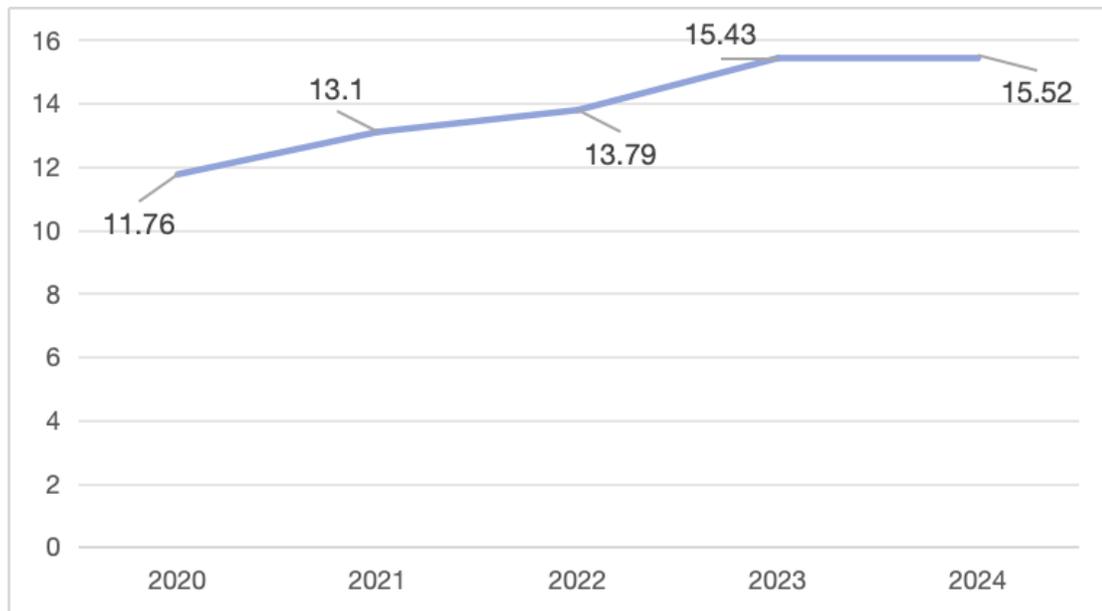


FIGURE 1
SCALE OF ONLINE SHOPPING MARKET (UNIT: RMB 100 MILLION)

Source: National Bureau of Statistics report

As shown in the figure above, online consumption is becoming increasingly prevalent, and more and more people are participating in online shopping. Online shopping has become an indispensable part of people's daily life. In the Internet era, it is less difficult for people to obtain information, the diversification of consumer demand and the intensification of market competition. Consumer repurchase behavior becomes crucial, and whether enterprises can make profits depends on consumers' willingness to repurchase Dong et al., (2025).

Therefore, many enterprises have adopted many measures to enable previous customers to make repeat purchases, such as product innovation and user experience improvement. By creating new products, companies aim to fulfill customers' emotional value and attract the interest of existing customers. By improving user experience, they seek to satisfy customers' emotional value and foster repurchase intention Dun et al., (2020). At present, the academic community lacks enough attention to how enterprises can meet the emotional value of users and influence consumers' willingness to repurchase through product innovation and improve user experience Table 1. This paper aims to explore how product innovation and user experience affect emotional value, which ultimately affects consumers' willingness to repurchase, and explain the role of emotional value in it Durmaz et al., (2024).

LITERATURE REVIEW

Literature Review on Repurchase Intention

Table 1 LITERATURE REVIEW ON REPURCHASE INTENTION		
Author	Time	Concepts and Perspectives
Yi Jiabin and Liu	2025	Repurchase intention is the willingness of consumers to maintain a

Zhandong		trading relationship with current product suppliers, which is a reliable basis for predicting users repurchase behavior.
Huang Zhen, et al.	2022	Repurchase intention is the tendency of consumers to maintain or continue the transaction relationship with businesses.
Liu Fang et al.	2022	Repurchase intention is the idea that consumers want to buy again after one or more purchases.
Qi Yongzhi and Zhang Mengxia	2021	Repurchase intention is the subjective intention of consumers to choose a product or service again according to their own experience after purchasing it.
Quan Dongmei and Li Huicui	2021	Repurchase intention refers to consumers' willingness to purchase products and services again that have been consumed before.

In view of the influencing factors of consumers repurchase intention, scholars have expressed their views. Yi Jiabin & Liu Zhandong (2025) divided the determinants of consumer repurchase intention into three categories: user perceived value, user satisfaction, and transfer cost. From the perspective of e-commerce platforms, the research of Tu Hongbo et al. (2021) indicated that users' perception of factors such as platform convenience, high platform functional value and service value, and low transaction price positively affect customer satisfaction, which is conducive to enterprises meeting the emotional value of customers, and ultimately leads to customers' willingness to repurchase Fritsch & Meschede, (2001). In addition, Dun Shuai et al. (2020) believed that product innovation has a significant positive impact on users' willingness to repurchase. Li Jiamin (2020) argued that the functionality and economy of products have a positive impact on consumers repurchase intention, and the perceived risk negatively affects users' willingness to repurchase Ghai, (2025). The above views demonstrate that the nature of the product itself, user sentiment, and user experience have an impact on consumers repurchase intention He & Song, (2023) Table 2.

Literature Review on Product Innovation

Author	Time	Concepts and Perspectives
XuBing et al.	2025	Product innovation is the improvement of the original product or the creation of a new product.
Chen Junlin and Deng Chunyue	2025	Product innovation is a decisive factor in the competitiveness of an enterprise.
Wen Decheng et al.	2024	Product innovation is a perceptible change to a part or the entirety of a product, manifested in aspects of production, technology and marketing which can be recognized by consumers.
Liu Ruping et al.	2022	Product innovation is that compared with the same type of products, new products have novel and unique functions and properties.
Zhu Huawei	2021	Product innovation is divided into breakthrough and incremental innovation, where the former refers to the creation of a new function or type of product, and the latter refers to the improvement of the original product.

The definition of product innovation is the development of new products by an enterprise through the enhancement of existing products or the creation of entirely new ones Huang et al., (2022). The existing research on product innovation mainly analyzes the impact of

product innovation on emotional value and repurchase intention Jin & He, (2024). Zhang Weiwei et al. (2020) believed that when consumers can perceive product innovation, their willingness to buy increases, ultimately leading to the occurrence of purchase or repurchase behavior Kang & Tian, (2024). Wu Yao et al. (2022) believed that enterprises should break away from the limitations of pure functional innovation in product innovation and pay attention to the emotional needs of users, so as to promote consumers' willingness to repurchase. Therefore, if product innovation can fulfill the emotional value of users, it can foster repurchase intention Li & Zhang, (2020) Table 3.

Literary Review on User Experience

Author	Time	Concepts and Perspectives
Dong Panpan et al.	2025	User experience can be subdivided into content experience, control experience, behavior experience, sensory experience and emotional experience.
Luo Lijuan et al.	2025	User experience refers to the interaction between users and service providers in areas such as products, services, and shopping environment.
Li Yongfa et al.	2024	User experience involves the whole process of service production and consumption in a specific service scenario by using sensory forms.
Zhang Bei et al.	2021	User experience is the psychological and sensory feelings shaped by the integration of products, services and trading methods in the process of consumption.
Qi Yongzhi and Zhang Mengxia	2021	User experience is the expression of users' psychological feelings in the process of interacting with the company's products or activities.

User experience is defined as the sensory and psychological perceptions formed by the interaction between consumers and products or services throughout the entire process of consumption Li et al., (2024). The existing research on user experience analyzes the impact of user experience on consumers repurchase intention and emotional value Liu, (2024). Specifically, Zhao Lin et al. (2025) believed that high-quality after-sales service can enhance user experience, which in turn promotes users' willingness to repurchase. The research of Do et al. (2023) indicate that with the enhancement of users' shopping experience and satisfaction, users' willingness to repurchase increases. Sun Fengqin and Chen Jiaojiao (2023) believed that good service can enhance users' shopping experience, thereby enhancing users' emotional trust in the company, and ultimately increasing users' willingness to repurchase. Therefore, providing customers with a good purchase experience can effectively promote the generation of repurchase intention Liu & Ju, (2022) Table 4.

Literary Review on Emotional Value

Author	Time	Concepts and perspectives
Xia Deyuan	2025	Emotional value refers to the value of products to fulfill users' emotional needs, foster emotional resonance and deliver spiritual pleasure for consumers.

Liu Fan	2024	Emotional value represents the emotional costs and emotional benefit experienced by users during the consumption process.
Wen Hongyu and Wei Jin	2024	Emotional value is the transformation of consumers' abstract emotional experience into non-material value beyond the performance of services or products.
Tang Yonghua	2024	Emotional value is the process of people's positive emotions from experience to satisfaction and then to choice.
Jin Yujun and He Panwen	2024	Emotional value is the utility relationship that the object meets the emotional needs of the subject, which has three characteristics of spiritual pleasure, pluralism and timeliness.

Emotional value refers to the value of a product or service that fulfills the emotional consumers' needs and exceeds the service or product itself Liu et al., (2022). The related research on emotional value analyzes the relationship between user experience, product innovation and emotional value. Wen Hongyu and Wei Jin (2024) believed that emotional value is conducive to product or service providers to highlight the importance of user consumption experience. Kang Wenjuan and Tian Caiyun (2024) pointed out that high service quality is conducive to improving the company's emotional support for users, so that users will have repurchase behavior Lu et al., (2024). The Annual Report on the Protection of Consumers' Rights and Interests in China (2023) also points out that emotional value satisfaction affects consumers' decision-making. It is an important factor of purchase intention and repurchase intention, and it is also a hot spot of consumption in the future market Luo et al., (2025).

Comprehensive Review

At present, the academic community has conducted in-depth discussions on the four concepts of repurchase intention, product innovation, user experience, and emotional value. Based on the previous literature, this paper defines the aforementioned concepts. Repurchase intention is the idea that consumers want to buy products or services again based on their previous consumption experience Phan Tan, (2024). Product innovation, user experience, and emotional value have an impact on consumers' willingness to repurchase. Product innovation is closely linked to a company's competitive advantage, involving the improvement of existing products to develop new ones or the creation of entirely new products Qi & Zhang, (2021). User experience is divided into content experience, control experience, behavioral experience, sensory experience and emotional experience, which are the sensory and psychological feelings formed by consumers interaction with products or services in the whole process of consumption. Emotional value denotes the value of a product or service that meets the emotional needs of consumers and goes beyond functionality. It can significantly affect consumers repurchase intention Quan & Li, (2021).

Based on the previous academic literature on repurchase intention, product innovation, user experience and emotional value, this paper proposes the following model. The model is shown in the Figure 2

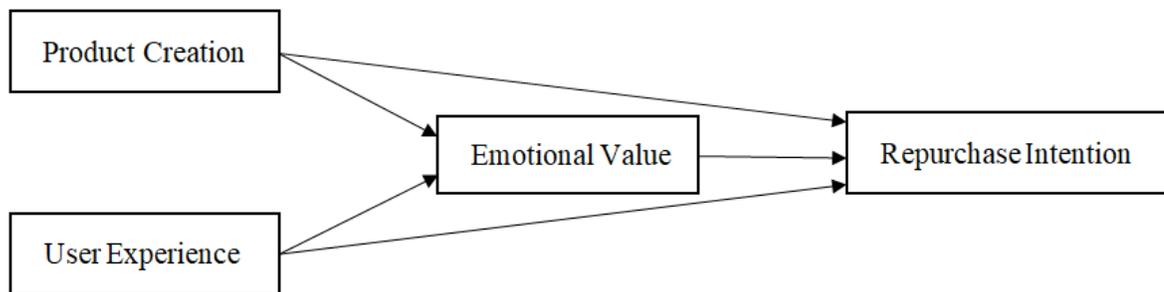


FIGURE 2
CONCEPTUAL MODEL OF FACTORS INFLUENCING REPURCHASE INTENTION

In this model, product innovation and user experience are independent variables, while emotional value serves as an intermediary variable between them, and repurchase intention is the final dependent variable Sahranavard et al., (2024). The higher the level of product innovation, the more it can satisfy the emotional value of consumers, thus enhancing the willingness of consumers to repurchase Tu et al., (2021). That is, emotional value plays a mediating role in the impact of product innovation on consumer repurchase intention. Similarly, a better user experience more effectively satisfies the user's emotional value, thereby affecting the consumers repurchase intention. Therefore, emotional value plays a mediating role in the impact of user experience on repurchase intention Wells & Tan, (2024).

In the past few years, scholars have conducted in-depth research on repurchase intention and its influencing factors, which provides a foundation for the study of consumers' willingness to repurchase Wen et al., (2025). However, existing research has remained largely theoretical and has not systematically examined these four variables. Therefore, this paper will combine with real cases to analyze the motivation of repurchase intention, and analyze the path and strategy to achieve consumer repurchase Wen & Wei, (2024).

Analysis of the Motivation and Mode of Consumer Repurchase Intention Promotion

Analysis of the Motivation for the Increase of Consumers' Repurchase Intention

Existing research has pointed out that both product innovation and user experience influence consumers repurchase intention. Through a review and synthesis of the existing literature, this paper identifies several challenges that enterprises face regarding consumers' repurchase intention Wu et al., (2024). At present, the competition in the industry is becoming more and more fierce, and the development of the Internet has made users come into contact with more and more products of the same type Xia, (2025). In order to make a profit, enterprises need to improve their competitiveness and stimulate consumers' willingness to repurchase. This article will draw on real cases, such as POP MART and HEYTEA, to analyze how they stimulate consumers repurchase intention and make consumers repeat purchases Xu et al., (2025).

Product innovation and uniqueness

Contemporary consumers, especially young people, constantly pursue personalized development and differentiation. Creating distinctive products can fulfill the needs of consumers for personalized products. Products cannot only stay at their functional level,

creating products containing emotion symbolism can satisfy the emotional value of consumers and enhance consumers repurchase intention Yi & Liu, (2025).

In May 2025, a hairy LABUBU created by POP MART gained explosive popularity in Europe and the United States, attracting the favor of numerous celebrities, rich people and Internet influencers, and the craze of LABUBU has gradually expanded to a global scale. Many celebrities and Internet influencers at home and abroad have posted photos and videos of LABUBU on social media, and LABUBU with Hermès has become a trend today. LABUBU has become a new fashion benchmark for young people. LABUBU has formed a phenomenon of shortage of supply and demand in the market, and LABUBU has been constantly hyped in the secondary market, and its price has risen. Many consumers purchase repeatedly to collect various LABUBU products, the official website of the goods are often out of stock Zhang et al., (2021).

In the first half of 2025, the total market value of POP MART grew rapidly, which has exceeded HK \$350 billion. As an enterprise in the fashion industry, it has become a new force leading the development of the global economy Zhang et al., (2020).

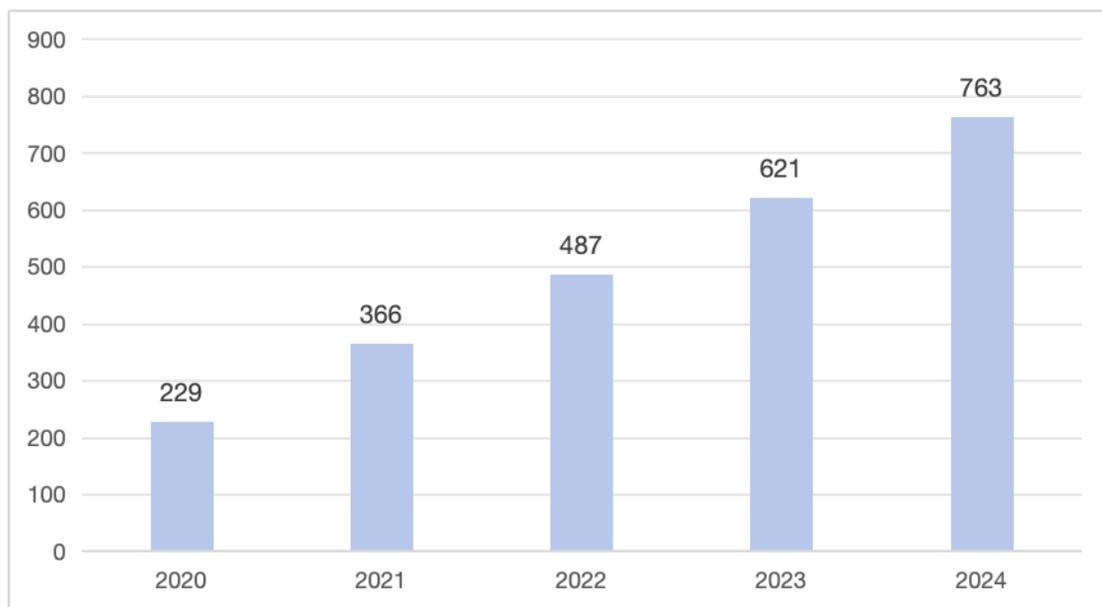


FIGURE 3

SCALE OF CHINA'S ANNUAL FASHION GAME MARKET FROM 2021 TO 2024 (UNIT: 100 MILLION YUAN)

Source: China Business Industry Research Institute

As shown in Figure 3, the scale of the collectible toy market continues to expand, and the development prospects of POP MART are considerable. In order to encourage customers to make repeat purchases, POP MART has made continuous efforts in product innovation and user experience improvement.

LABUBU's success is the result of product innovation by POP MART. LABUBU is the exclusive IP of POP MART, which can be traced back to the "THE MONSTERS" Elf Series "in 2015. Later, POP MART made some changes to the shape of LABUBU. Different from other traditional IP toys, LABUBU's appearance is not about traditionally aesthetic cuteness. but rather a "weird" and "ugly-cute" style. With its grinning look, LABUBU's aesthetic rebellion

has attracted a growing number of fans. Nowadays, young people are constrained in their routine life, and LABUBU has become their emotional projection, offering a temporary escape from reality. Its unique design accurately corresponds to young people's consumption concept. In order to collect different styles of LABUBU, they are motivated to make repeat purchases.

In July 2024, HEYTEA launched a series of beverages called "Slim Boost Tea". In addition to the information of users and drinks, the bottle is also printed with "Reduce Internal Heat", "Lightness Bottle" and "Be the Champion". HEYTEA captures young people's concern for their health through these designs. While enjoying drinks, people do not have to worry about the negative effects of gaining weight and internal heatiness. The product "Be the Champion" is the same product as the Olympic champion, which means that people can shine like an Olympic champion in their field of expertise. The words on the packaging are the embodiment of emotional value. This action injects emotional value on ordinary new products. While enjoying the product, users also receive emotional value, thereby promoting repeat purchases.

In a highly competitive market, product innovation is the key for enterprises to stand out. By offering distinctive products, businesses are able to capture the attention of consumers among their many competitors. Unique product design and emotional designs can stimulate consumers' emotional resonance, thus promoting consumers' repeat purchases.

User Experience and Interactivity

User experience is also crucial to the improvement of consumers repurchase intention. A positive user experience is related to both consumer satisfaction and willingness to consume again.

Wang Ning, the founder of POP MART once said that consumption should not only focus on functions. What matters most is that customers perceive the beauty of the world and attain spiritual fulfillment through the act of purchase., which reflects POP MART's strong emphasis on user experience. Its success cannot be separated from the improvement of user experience. IP theme songs are often played in physical stores of POP MART, and scenes are carefully designed on the homepage of online stores and in physical stores. This provides users with sensory immersion experience. In the process of interaction between users and products, such as LABUBU, users transform it. Ear piercing, tanning, buttock augmentation, makeup and diamond teeth are putted on the LABUBU. This kind of behavior enables users to get spiritual enrichment in the process of interacting with products. The audiences of POP MART products are no longer limited to children, but it becomes a symbol of many contemporary young people "satisfying themselves" and "living for themselves".

Moreover, co-branding is a way for enterprises to optimize the user experience. HEYTEA and Hello Kitty jointly launched a product line. When purchasing drinks, HEYTEA stores give extra peripheral products co-branded with Hello Kitty. Such a behaviour enables users to get a better shopping experience. The cute co-branded packaging and peripheral products designed by the company provide emotional value to customers and influence their repurchase intention. After the launch of a joint product, HEYTEA will also launch a new joint product to bring freshness to customers in order to facilitate the users' repeat purchases.

Emotional Value and Emotional Resonance

At present, successful cases share a commonality: products or services create emotional value and emotional resonance for consumers. In the case of similar product functions, whether

the product can provide more emotional value and increase consumer satisfaction affects consumers repurchase intention.

Consumers can have an emotional connection with LABUBU, a product of POP MART. They aspire to live a "weird" life like LABUBU and not be forced by life. Even though they are not good-looking, many people love them. Therefore, people have feelings of envy, yearning, love and sympathy for LABUBU. LABUBU is like a blank sheet that people can substitute any of their emotions into it, as if they were another self, living the life they dream of in place of others. LABUBU is an innovative product that provides users with emotional value and meets their spiritual needs. This is also the reason why POP MART has become popular again recently.

In terms of marketing strategy, HEYTEA has also made innovations to provide emotional value for consumers. In July 2025, Lisa, a K-pop star, posted a photo on social media, in which she was sitting in a Ferrari with a Hermès bag beside her, while a cup of HEYTEA's "Triple Thick Matcha" was placed in the car's cup holder. As soon as the photo was posted, orders for HEYTEA's drink "Triple Thick Matcha" surged dramatically. According to some store staff of HEYTEA, the order length of HEYTEA on that day can circle the store three times. Many people on the Internet also claimed, "This is the only Lisa I can afford." Creating the same product for stars is conducive to drawing the distance between users and stars. HEYTEA captures the mood of users yearning for star life and creates the same products as stars. New marketing methods encourage consumers to choose to buy the same products. Eventually, many previous customers of HEYTEA become willing to consume again.

When the user's emotional value is satisfied, they will have the intention to repurchase, leading to repeated buying behavior and ultimately contributing to increased sales for the company Zhao et al., (2025).

Analysis of the Mode of Improving Consumers' Willingness to Repurchase

First, enterprises carry out product innovation, with new products meeting the emotional value needs of users, thereby stimulating consumers' willingness to repurchase. That is, the stronger the ability of product innovation to satisfy the user's emotional value, the stronger the user's willingness to repurchase, and the greater the likelihood of repeat purchases. Product innovation is not only the iteration of function or form, but also the implantation of new emotional value providers. For example, LABUBU of POP MART breaks the traditional aesthetics with the rebellious image of "ugly-cute", becoming an emotional projection carrier for young people to break away from discipline. Its "weird yet beloved" characteristics meet the emotional needs of users for "self-acceptance". This kind of innovation makes the product go beyond the tool attribute and become emotional sustenance, thus promoting users to repeat purchases in order to continue this emotional connection Zhu et al., (2022).

Secondly, enterprises improve user experience by providing users with emotional value during the process of purchasing and interacting with products, thereby stimulating consumers' willingness to repurchase. Therefore, the better the user experience, the more the users' emotional value can be satisfied, and the greater the subjective tendency of consumers to make repeat purchases. For example, the theme scene and IP music of POP MART 's physical stores create an immersive atmosphere. As well as the user's behavior of transforming LABUBU, allows users to create unique LABUBU and gain a sense of achievement and belonging in interaction.

Thirdly, when enhancing consumers repurchase intention, enterprises combine the

above two modes. That is, they carry out product innovation and enhance user experience to provide better emotional value for consumers. Thus, it positively affects the purchase intention of consumers, leading them to repurchase the enterprise's products. For example, HEYTEA not only conveys emotional values such as health and trendiness through product innovations like the "Slim Bottle" and "Celebrity Same Style", but also enhances user experience with co-branded beverages and collaborative peripheral products. This integration mode makes the supply of emotional value more comprehensive and lasting. Product innovation and user experience form a joint force through the intermediary role of emotional value, and ultimately promote the formation of repurchase intention more effectively.

To sum up, although the three modes operate through different paths, they all follow the conceptual model of factors affecting repurchase willingness mentioned above. The key is to provide emotional value to realize users repurchase.

Path and Strategy Analysis to Realize Consumer Repurchase

Path Analysis of Consumer Repurchase

Based on the above theoretical analysis and the analysis of the motivation and mode of repurchase intention, the realization of consumer repurchase intention can be constructed as the following model.

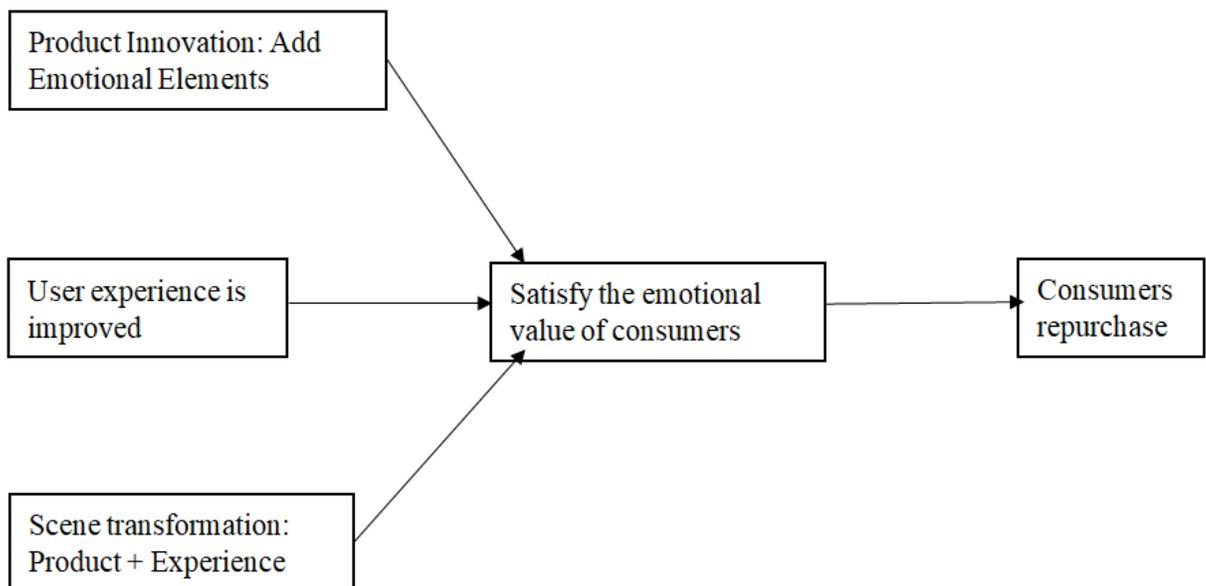


FIGURE 4
CONCEPTUAL DIAGRAM OF THE PATH TO ACHIEVE CONSUMER REPURCHASE

According to the above analysis, the realization of consumer repurchase is mainly divided into three paths. First, enterprises create new products by incorporating emotional elements, capturing consumers' emotional triggers, and enabling them to express emotions or find emotional resonance through interaction with the products. Products should not only focus on functions, but also on emotional factors. The function of the product is to allow consumers

to place their emotions on the product, so as to obtain emotional value. When the emotional value of consumers is satisfied, consumers will repeat the purchase of the product or the product after innovation Figure 4.

Secondly, enterprises should enhance user experience by providing excellent service, a pleasant environment, and emotional value during the consumption process. For example, staff at Jelly Cat Store, a British plush toy brand, pretend that the products are real items in daily life when helping customers pack their purchases. A doll fried egg will be carefully "fried" in the doll pot by the staff, who then pack it as if it were a real fried egg. This provides users with emotional value, and consumers will be more willing to consume again after enjoying this service.

Thirdly, by integrating product innovation and user experience improvement, enterprises can change consumption scenarios. They transform conventional consumption scenarios into consumer daily life scenarios. Taking Jelly Cat as an example, Jelly Cat stores have set up a number of life-oriented scenes to match the products and give users an immersive feeling. In addition, in 2024, Shanghai Jelly Cat offline store invited celebrity Song Yuqi to serve as a "one-day store manager" to interact with customers. She also records a good night voice for customers to add fun to their daily lives. Consumers can also get the emotional experience of "idol companionship" while enjoying products and services, satisfying emotional value, and generating repurchase behavior.

Strategies to Realize Consumer Repurchase

Based on all the above research and analysis, this paper proposes that there are three strategies to achieve consumers' repeat purchases: product innovation that captures emotional symbols, builds user experience with emotional scenes, and marketing methods rich in emotional value.

Product Innovation that Captures Emotional Symbols

Nowadays, new products should focus on emotional value in order to achieve consumer repeat purchases. When creating new products, enterprises need to implant emotional symbols, and product functionalization is transformed into emotionality. The achievement of LABUBU confirms that product innovation needs to go beyond the value of function by incorporating emotional value, making it a vehicle for consumers' emotional projection. Its image, which breaks the traditional IP, stands out among many IP, making the "perfect doll" no longer the mainstream. The core of product innovation lies in the changes that can be recognized by consumers, and LABUBU's strange but beloved features resonate with many consumers. It meets their spiritual needs. Like human beings, imperfection becomes the shining point of LABUBU, allowing consumers to fulfill their emotional value through it. Finally, after another enterprise product innovation is completed, repeat purchases are made.

HEYTEA's "Slimming Bottle Series" also reflects the view that product innovation needs to grasp emotional symbols. The design of the product bottle captures young people's concern for health and emphasizes the Olympic champion. This enables consumers to develop positive emotions such as "health and achievement" when experiencing the product, thereby satisfying their emotional value. Such product innovation is conducive to consumers' emotional and spiritual support, leading consumers to buy the company's products repeatedly.

Building User Experiences with Emotional Scenes

In order to achieve consumers' repeated purchases, enterprises should create a user

experience that includes emotional scenarios. User experience including emotional scenes is conducive to satisfying the emotional value of consumers. POP MART enhances the emotional value of users through immersive experience design. The IP theme music and scene decoration of physical stores provide users with immersive experience. By customizing LABUBU, users participate in the product creation process, gaining a sense of joy and fulfillment. In the process of interacting with products, products can satisfy users' emotional value and drive repeat purchase behavior.

In addition, MIXUE Ice Cream & Tea has attracted many customers with its cheap and affordable features. Inside the store, MIXUE Ice Cream & Tea plays "You love me, I love you!", an original song created by MIXUE Ice Cream & Tea. The catchy melody impresses users, provides users with an auditory and sensory experience during their purchase, and provides users with emotional value, thereby promoting repeat purchases. Therefore, if enterprises want to promote the realization of repeat purchases, they should build a user experience for users with emotional scenarios, capture users' emotions, so as to satisfy users' emotional value and increase the possibility of repeat buying.

Marketing Tools with Emotional Value

When realizing consumers repurchase, enterprises should pay attention to marketing methods with emotional value. Effective product promotion can significantly promote consumers' purchases. When marketing products, enterprises need to pay attention to the emotional value that marketing effort itself can deliver to users. For example, invite celebrities to endorse during marketing. Top stars inadvertently reveal products in photos of their lives shared on social media. Fans of celebrities or other people who notice the photos will begin to pursue the same style to narrow the distance between them and the stars, which is their yearning for a better life. Owning the same product means that they have a keen capture of the latest fashion trends. This marketing method not only provides users with emotional value for a better life, but also further promotes consumers repurchase and purchase.

Another noteworthy example is that MIXUE Ice Cream & Tea invites "Snow King" (its exclusive IP) to do the endorsement. Consumers were surprised when they saw the advertisement of "Snow King" but did not see the front of the spokesperson. They thought that the brand of MIXUE Ice Cream & Tea, which takes low-cost products as its main line, will also spend a high price to invite celebrity endorsements. Nevertheless, when the "Snow King" turned around in the advertisement, people find that the spokesperson is still the "Snow King" and feels happy and will share it with friends around them. This move undoubtedly increases consumers' trust in MIXUE Ice Cream & Tea, satisfies consumers' emotional value, and promotes consumers' repeat purchases. Superimposing emotional value in marketing methods can not only effectively promote products but also increase the repeat purchase rate among existing customers.

CONCLUSION

Based on all the above studies on the factors affecting repurchase intention, this paper draws the following four conclusions.

First, product innovation positively affects repurchase intention through emotional value. Product innovation is not only functional change, but also the incorporation of emotional symbols to fulfill consumers' emotional needs. For example, LABUBU of POP MART has become the carrier of young people's emotional projection, which promotes the occurrence of repeated purchasing behavior. HEYTEA Slimming Bottle Series conveys the positive emotions

of health and success through the symbols of "Reduce Internal Heat" and "Be the Champion"" on the bottle body design. Enhance the willingness to repurchase. This indicates that product innovation with emotional elements is an important way to stimulate consumer repurchase.

Second, the user experience enhances the satisfaction of emotional value and enhances repurchase intention. The core of user experience is to build the scene of emotional interaction. Through thematic music, scene design in physical stores and the interaction of users with the transformation of products, POP MART has achieved the following goals: Provide consumers with an immersive experience. HEYTEA's star experience enhances the emotional connection between users and brands. These experience optimizations deliver emotional value to consumers and strengthen their tendency to repurchase.

Third, emotional value plays a mediating role in the impact of product innovation and user experience on repurchase intention. A higher level of product innovation better satisfies the emotional value of consumers, thus enhancing the willingness of consumers to repurchase. Similarly, the better the user experience, the more it can satisfy the user's emotional value, and then affect the consumer's willingness to repurchase.

Fourth, this study provides a clear path for enterprises to realize consumer repurchase. Firstly, product innovation includes emotional symbols, which combines functional innovation with emotional needs to promote repurchase. Secondly, enterprises build user experience including emotional scenes, enhance sensory immersion and participation, and promote repurchase. Thirdly, enterprises can adopt emotion-oriented marketing strategies to provide emotional value for consumers and promote repurchase. The above strategies take emotional value as the core to promote consumers' willingness to repurchase.

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Received: 02-Dec-2025, Manuscript No. ASMJ-25-16271; **Editor assigned:** 04-Dec-2025, PreQC No. ASMJ-25-16271;(PQ); **Reviewed:** 18-Dec-2025, QC No. ASMJ-25-16271; **Revised:** 21-Dec-2025, Manuscript No. ASMJ-25-16271(R); **Published:** 28-Dec-2025