

Factors Influencing Repurchase Intention of Convenience Store Customers in Bangkok, Thailand

Sopida Woranin^{*}, Rawida Wiriyaikitjar , Narudom Torthienchai

Kawin Chuaikaew , Sivanart Phongvisit

Business School, University of the Thai Chamber of Commerce

126/1 Vibhavadi Rangsit Rd., Dindang, Bangkok, 10400, Thailand

Received: February 9, 2025

Revised: July 19, 2025

Accepted: August 21, 2025

Abstract

This study investigates the factors influencing repurchase intention among convenience store customers in Bangkok, Thailand, addressing a research gap in the empirical understanding of consumer loyalty in Southeast Asian modern retail contexts. Although convenience stores have experienced rapid expansion in Thailand, few studies have explored how psychological and social variables contribute to repeat purchasing behavior in this setting. A total of 400 participants were selected through simple random sampling. Data were collected in August 2023 via an online questionnaire distributed through Google Forms. The questionnaire assessed key constructs consumer engagement, brand experience, social influence, perceived value, and brand love using validated instruments with a 5-point Likert scale. Structural Equation Modeling (SEM) was applied to test hypotheses and model relationships, with Confirmatory Factor Analysis (CFA) used to validate the measurement model. All constructs demonstrated high internal consistency, with Cronbach's alpha values above 0.70. The model fit indices (e.g., SRMR, NFI) supported the robustness of the model. Results show that consumer engagement, brand experience, and social influence have significant positive effects on repurchase intention, with brand loyalty and brand love mediating these relationships ($R^2 = 0.693$ and 0.669 , respectively). This research provides updated empirical evidence and

^{*} Corresponding Author

E-mail: Sopida_wor@utcc.ac.th

theoretical insight into repurchase behavior in the Thai retail context, offering practical strategies for enhancing customer retention.

Keywords

Customer Engagement, Brand Experience, Brand Love, Repurchase Intention, Modern Retail, Convenience Store

Introduction

The rapid growth of convenience stores in Thailand has transformed them into popular destinations for grocery shopping, capturing a significant share of the packaged grocery market (Euromonitor International, 2020, 2023). This consumer trend can be attributed to the busy lifestyles of urban shoppers, who seek quick and convenient options to save time. The prevalence of traffic congestion in major cities has further prompted the adoption of frequent, small-scale shopping to meet daily needs (Hawkins-Mofokeng et al., 2022, 372-386). Conveniently located in busy areas and offering a wide range of products, convenience stores are well-suited for this shopping behavior.

Thailand exhibits a high frequency of convenience store usage, with a considerable number of individuals making four or five trips per week, a level of usage comparable only to Taiwan. The retail landscape in Thailand offers various proximity retail formats, including traditional "mom and pop" stores, particularly prevalent in rural areas, catering to impulse purchases and daily necessities. Moreover, a well-established modern trade complements these stores (Global Convenience Store Focus, 2021).

While convenience stores have gained popularity relatively recently in Thailand, the first 7-Eleven stores were introduced in 1989 by CP All, the franchise holder. Their convenient locations, extended operating hours, and diverse product offerings quickly appealed to Thai consumers (Yifang, 2018, 11). Subsequently, other convenience store chains such as Family Mart and Tesco Lotus entered the market, similarly emphasizing product variety and services like fresh food, beverages, snacks, and household items. Currently, convenience stores are ubiquitous in Thai neighborhoods, attracting younger consumers who value the convenience and product assortment they provide (Euromonitor International, 2020). The rapid expansion of Thailand's convenience store industry—from approximately 20,000 stores in 2014 to over 35,000 in 2020—has not only been driven by increasing demand and expansion strategies but

also by key psychological and behavioral factors that shape consumer decisions. Among these, Consumer Engagement, Brand Experience, and Social Influence have proven to be crucial in fostering brand loyalty and driving repurchase intentions in the retail sector. Consumer Engagement is a significant determinant of repeat purchases, as it establishes an emotional and behavioral connection between consumers and brands. When consumers feel actively involved with a brand, whether through direct interactions, personalized services, or digital engagement, they are more likely to develop habitual shopping behaviors and exhibit brand advocacy through word-of-mouth and social media (Bowden, 2009, 65; Brodie et al., 2013, 107–108). This sustained engagement leads to long-term brand attachment and higher customer retention rates (Van Doorn et al., 2010, 258). Similarly, Brand Experience plays an essential role in differentiating convenience store chains in Thailand's competitive retail environment. The overall experience, which encompasses sensory, affective, and behavioral dimensions, significantly enhances consumer perceptions of value and satisfaction (Brakus et al., 2009; Pine & Gilmore, 1999). A well-crafted brand experience enhances familiarity and trust, encouraging customers to repurchase and maintain loyalty over time (Alfikry et al., 2024, 526). Thai convenience stores, particularly dominant players such as 7-Eleven and Lotus go fresh, have successfully integrated experience-based strategies through consistent service quality, well-structured store layouts, and seamless checkout processes, all of which contribute to increased repurchase intentions (Prungkiat et al, 2024, 75–76). Moreover, Social Influence is a powerful force in shaping consumer behavior, particularly in collectivist cultures such as Thailand, where social validation plays a key role in purchase decisions (Asanprakit & Limna, 2023, 104–105). Consumers are heavily influenced by recommendations from friends, family, and digital communities, leading to a higher likelihood of brand adoption and continued loyalty (Cheng et al., 2025, 113). Recognizing this, major convenience store chains strategically utilize social influence through targeted marketing campaigns, influencer collaborations, and community engagement initiatives, reinforcing brand credibility and enhancing customer loyalty (Perotti & Phanthanasaewee, 2025, 5–6).

For the traditional retail business to adapt in order to survive and be able to compete with large and modern retail businesses, it is necessary to find management methods that can operate in a more sustainable manner. Therefore, in this business, there is higher competition today in the retail industry. Tubtemdee et al (2025, 69) argue that convenience stores must ensure that their consumers return and continue to support their business. Therefore, the

desired business outcome that all businesses must attain is customer repurchase intent. Customers return to a store due to a positive interaction with its marketing mix. Therefore, convenience stores must understand which marketing factors should be prioritized to increase consumer repurchase intent (Ratasuk & Buranasompob, 2021, 12). Even though there have been previous studies on the roles of marketing factors in customer repurchase intentions, the concept has never been examined in the context of Thailand's unique and rapidly expanding convenience store industry (Denta et al, 2025, 310).

Research Objectives

1. To develop a conceptual framework that examines the relationship between Consumer Engagement, Brand Experience, Social Influence, Brand Love, and Value Perception and their impact on Consumer Repurchase Intention in the modern retailer convenience store sector in Thailand.
2. To investigate the indirect effects of Consumer Engagement, Brand Experience, and Social Influence on Consumer Repurchase Intention through mediating variables such as Brand Love and Value Perception, as well as the direct effects of these factors on the mediators.
3. To assess the overall model fit within the research framework and examine the structural relationships among Consumer Engagement, Brand Experience, Social Influence, Brand Love, Value Perception, and Consumer Repurchase Intention using Structural Equation Modeling (SEM).

Research Hypotheses

Based on the conceptual framework, the following research hypotheses have been formulated to empirically test the relationships among the key variables:

1. The Effect of Consumer Engagement on Brand Love, Value Perception, and Repurchase Intention

H1: Consumer Engagement has a positive effect on Brand Love.

H2: Consumer Engagement has a positive effect on Value Perception.

H9: Consumer Engagement has a direct positive effect on Repurchase Intention.

2. The Effect of Brand Experience on Brand Love, Value Perception, and Repurchase Intention

H3: Brand Experience has a positive effect on Brand Love.

H4: Brand Experience has a positive effect on Value Perception.

3. The Effect of Social Influence on Brand Love, Value Perception, and Repurchase Intention

H5: Social Influence has a positive effect on Brand Love.

H6: Social Influence has a positive effect on Value Perception.

4. The Mediating Role of Brand Love and Value Perception in Repurchase Intention

H7: Brand Love has a positive effect on Repurchase Intention.

H8: Value Perception has a positive effect on Repurchase Intention.

H10: Brand Love mediates the relationship between Consumer Engagement, Brand Experience, and Social Influence and Repurchase Intention.

H11: Value Perception mediates the relationship between Consumer Engagement, Brand Experience, and Social Influence and Repurchase Intention.

Literature reviews

Modern Retailer

A modern retailer is a company that sells goods or services to consumers through various channels, such as physical stores, online platforms, or a combination of both. Modern retailers are typically characterized by their use of advanced technologies, such as e-commerce websites, mobile apps, and social media, to reach and engage with consumers (Alexandrova & Kochieva, 2021, 75).

Convenience store

Convenience stores offer more than extended hours and accessibility—they represent a strategic response to evolving consumer demands. Wang (2024, 528-531) emphasizes their irreplaceable role in retail, especially in China, where localization and supply chain integration drive performance. The distinction between chain-managed and franchise models, such as 7-Eleven's dual franchise system, highlights structural differences in profitability and control. Additionally, the integration of digital technologies, including unmanned 24-hour operations, reflects a shift toward operational efficiency. These insights challenge simplistic views and underscore that success depends on adaptability, location, and efficient supply chain coordination.

Customer Engagement

Customer engagement has evolved beyond transactional satisfaction, emerging as a multidimensional construct encompassing emotional, cognitive, and behavioral elements that shape brand relationships. Lim et al. (2022, 439) argue that customer engagement outperforms traditional satisfaction measures in predicting long-term loyalty. This perspective is reinforced by Sharif and Sidi Lemine (2024, 27), who emphasize emotional bonds such as trust and pride as key drivers of engagement, aligning with attachment theory. Behnam et al. (2021, 18) expand this view by integrating behavioral outcomes like loyalty and advocacy. These insights suggest that engagement operates as both antecedent and outcome within relational marketing frameworks. Perez-Vega et al. (2021, 903) highlight how digital contexts amplify engagement behaviors, including co-creation and brand interaction, while Bozkurt et al. (2021, 997) underscore the role of social media interactivity. Thus, customer engagement theory reflects a paradigm shift, positioning customers as active participants who co-create value and influence brand equity through ongoing, meaningful interaction.

Brand Experience

Brand experience is increasingly recognized as a dynamic, multidimensional construct that extends beyond functional utility to encompass emotional, cognitive, and sensory responses. Husain et al. (2022, 1184) frame it as an evolving intellectual phenomenon shaped by temporal interactions past, present, and anticipated where experiential touch points act as mediators transforming isolated encounters into integrated brand meaning. This aligns with Pine and Gilmore's experiential economy theory, where consumer value emerges through personalized and immersive experiences. Xi et al. (2022, 11) further contextualize brand experience within broader socio-cultural transformations, highlighting that evolving consumer values foster a desire for self-expression and identity construction. Their emphasis on co-creation and environment-driven stimuli parallels the service-dominant logic framework, suggesting that value is co-produced through contextual engagement. Together, these perspectives underscore that brand experience is not passive reception but an active, identity-reinforcing process that shapes customer perception and influences long-term loyalty.

Social Influence

Social influence plays a pivotal role in shaping individual decision-making, particularly within consumer behavior contexts. Spears (2021, 369) highlights its basis in group identity theory, noting that conformity arises when individuals align with perceived in-group norms.

This aligns with Zhang et al. (2016, 709), who emphasize the interpersonal mechanisms through which behavior is shaped by collective validation, reflecting normative social influence theory. Egitim (2025, 45) extends this view by presenting social influence as a dynamic force that affects cognition, affect, and behavior, promoting group cohesion. Widarko and Anwarodin (2022, 126) further link social influence to cultural competence, suggesting that behavior is socially constructed through enculturation. Vahdat et al. (2021, 190) empirically validate the effect of peer networks on mobile purchasing decisions. Collectively, these perspectives support a socio-cognitive framework in which identity, social validation, and culture act as mechanisms that guide consumer actions and reinforce group-based preferences.

Brand Love

Brand love is conceptualized as a deep emotional attachment that extends beyond satisfaction, promoting long-term loyalty and advocacy. Ghorbanzadeh and Rahehagh (2021, 20) describe it as emotional passion that transforms satisfaction into durable loyalty. Luo and Hamlin (2022, 488) frame it within consumer-brand relationship theory, emphasizing emotional identification as a driver of brand equity. Joshi and Garg (2021, 261), drawing from Sternberg's triangular theory intimacy, passion, and commitment highlight psychological depth as central to brand love. Quezado et al. (2022, 1174) and Marmat (2025, 1261) expand this by linking trust, empathy, and uncertainty as moderating forces. However, the literature insufficiently addresses contrasting contexts where emotional intensity may not sustain behavioral outcomes. This theoretical gap invites further investigation into how brand love functions under varying psychological and market conditions, thereby reinforcing hypotheses on its relationship with consumer retention and emotional loyalty.

Value Perception

Perceived value plays a pivotal role in shaping consumer behavior, functioning as a multidimensional construct that integrates utility, quality, and emotional benefit. Hanaysha et al. (2021, 63–64) emphasize its influence on consumption continuity and decision-making. Ilyas et al. (2021, 12) extend this by highlighting the role of perceived usefulness and satisfaction in building trust and long-term relationships. Drawing on equity theory, value perception reflects consumers' cost benefit evaluations, aligning with satisfaction and loyalty outcomes. Social value, as discussed by Shen et al. (2022, 4–5), underscores how network benefits such as emotional support and reciprocal norms enhance perceived value through interpersonal connection. However, while Lee et al. (2021, 365–370) and Wong (2021, 5–6) support

community-based value creation, few studies consider how individualistic versus collectivist cultural orientations mediate value perception. Addressing this gap strengthens hypotheses linking perceived value to repurchase intention and emotional loyalty across varied consumer contexts.

Repurchase Intention

Repurchase intention is widely regarded as a strategic, attitudinal construct shaped by past satisfaction and trust. Anjani (2021, 297) conceptualizes it as a deliberate decision based on previous positive experiences, aligning with expectancy disconfirmation theory, where fulfillment of expectations fosters repeat behavior. Javed and Wu (2020, 2) highlight the role of long-term continuity, while Chiguvu (2020, 4) emphasizes trust as a key mediator in repeated transactions. Cuong (2022, 538) underscores its predictive value in identifying loyal consumer behavior, while Chatzoglou et al. (2022, 4032) contend that consistency in delivery, not necessarily top-tier quality, underpins consumer confidence. However, Palalic et al. (2021, 1255) caution that external stimuli, such as promotions, packaging, and peer influence also shape repurchase decisions, suggesting behavioral complexity. Despite empirical support, few studies examine the threshold at which functional performance alone sustains loyalty. Addressing this gap informs hypotheses linking perceived satisfaction and marketing cues to repurchase behavior.

The conceptual framework

This research has been constructed upon a foundation of extensive literature reviews from numerous relevant prior studies. It is proposed in this study that Customer Engagement, Brand Experience, and Social Influence exert a positive influence on both Brand Love and Value Perception. Meanwhile, Brand Love and Value Perception are postulated to positively influence Repurchase Intention. Please refer to figure 1.

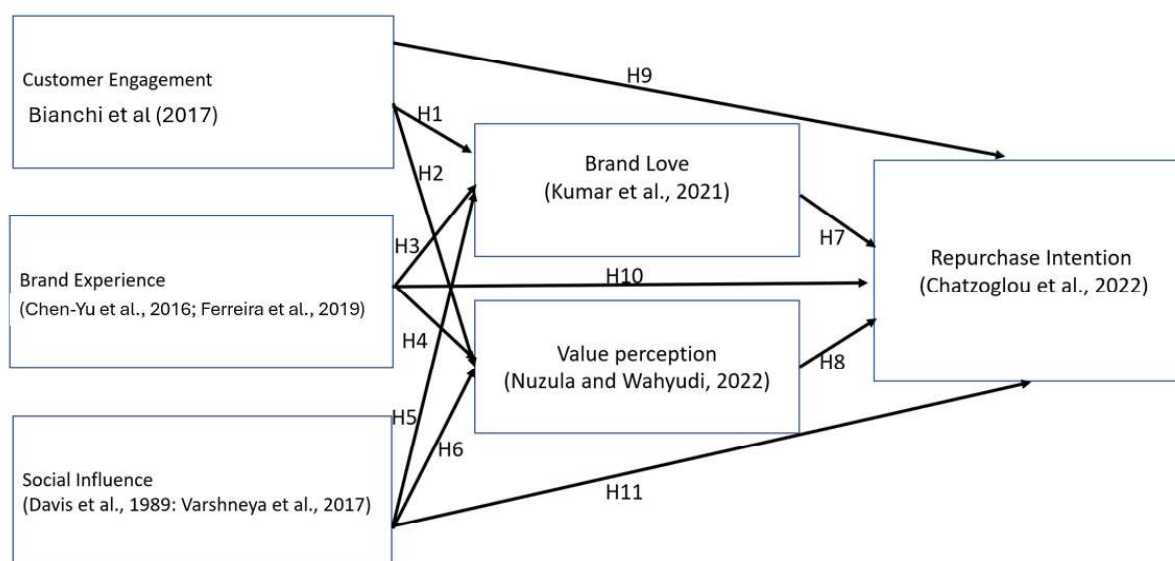


Figure 1: Research Model Framework

The conceptual framework integrates theories of brand experience, social influence, and customer engagement to explain repurchase intention in digital environments. Brand experience, as conceptualized by Zhang (2019, 557), is a multidimensional interaction encompassing sensory, emotional, and behavioral responses, which significantly enhances brand loyalty. This aligns with the cognitive-emotional-behavioral framework, where brand perception is formed through repeated experiential contact. Gupta et al. (2025, 2) contribute insights from social neuroscience, showing that social conformity in decision-making driven by neural reward pathways such as the ventromedial prefrontal cortex and striatum can influence consumer trust and reinforce behavioral alignment with social norms. Chaurasia and Parmar (2023, 2) extend this by framing online customer engagement as a co-creative and affective relationship that incorporates motivational, technological, and social antecedents. However, gaps remain in understanding how these variables interact across cultural or platform-specific contexts. This framework supports hypotheses linking experiential perception and social interaction to engagement behavior and sustained repurchase intention.

Research Methodology

This study adopts a quantitative research approach with a hypothesis-testing framework to investigate the relationships between Consumer Engagement, Brand Experience, Social Influence, Brand Love, Value Perception, and Repurchase Intention (Creswell & Creswell, 2017, 3-4). A pretest with 30 respondents was conducted to evaluate the reliability of the measurement tools, resulting in Cronbach's alpha coefficients above 0.70 (Christmann & Van Aelst, 2006, 1661), confirming strong internal consistency.

Population and Sample

The target population includes customers of major convenience store chains in Bangkok, Thailand, comprising an estimated 5,428,097 users across 5,979 stores (Department of Business Development, 2023). Four main store chains were selected as sampling strata: 7-Eleven, CJ Express, Mini Big C, and Lotus Go Fresh. Stratified random sampling was applied in two stages:

1. Store selection: 400 stores were proportionally selected from the four major chains based on market share.
2. Customer selection: One customer was randomly selected per store using on-site interception and screening criteria (must be 18+ and a repeat customer).

The sample size was calculated using Yamane (1973, 129–162) formula, based on a 95% confidence level and 5% margin of error, yielding 375 respondents. However, 400 valid samples were collected to enhance robustness and reduce sampling errors. This approach helps minimize Type I and Type II errors while improving statistical power and generalizability.

$$n = \frac{N}{1 + Ne^2}$$

This sample size ensures that the data collected will be statistically significant and reliable, providing a precise representation of the user population. Collecting data from 400 users helps minimize the likelihood of Type I errors, which involve falsely detecting a significant effect when none exists, and Type II errors, which involve failing to detect a significant effect when one exists. Please refer to table 1.

Table 1

Population and Sample

Convenience stores	Population	Sample group of convenience store	Sample group of customers
7-Eleven	5,431	363	363
CJ Express	79	6	6
Mini Big C	185	12	12
lotus go fresh	284	19	19
Total	5,979	400	400

This sample size ensures statistical significance and reliability, providing a precise representation of the target population. Collecting data from 400 participants minimizes the likelihood of Type I errors (false detection of significant effects) and Type II errors (failure to detect real effects).

Research Instruments

A structured questionnaire was used to measure the key constructs, divided into six sections. All items were adapted from previously validated instruments (see Table 2). A 5-point Likert scale was used (1 = Strongly Disagree to 5 = Strongly Agree).

Table 2

Constructs, Measurement Items, and Sources

Construct	No. of Items	Source(s)
Consumer Engagement	4	Razmus (2021, 4-5)
Brand Experience	4	Sang & Cuong (2025, 5-6)
Social Influence	4	Spears (2021, 371-375)
Brand Love	4	Joshi & Garg (2021, 261-262)
Value Perception	4	Hanaysha et al. (2021, 57-58)
Repurchase Intention	4	Anjani (2021, 296-297)

All measurement items were adapted from validated scales used in previous studies. The instrument was pre-tested with 30 respondents, and Cronbach's alpha coefficients exceeded 0.7, indicating strong reliability (Christmann & Van Aelst, 2006, 1661; *Guad et al, 2021, 7-8*).

Data Collection

Data were collected in August 2023 through both online (Google Forms) and offline (in-store) channels to improve response diversity. The process involved:

1. Pretest Phase: 30 respondents for questionnaire refinement and reliability testing
2. Main Collection Phase: 400 valid responses from targeted customers
3. Data Screening: Removal of incomplete and inconsistent responses

Data Analysis

To ensure analytical rigor, multiple statistical techniques were used:

- Descriptive Statistics: Analyze respondent demographics
- Reliability Testing: Cronbach's $\alpha \geq 0.70$ for all constructs
- Construct Validity: Confirmatory Factor Analysis (CFA) using AMOS version 24, applying thresholds: Average Variance Extracted (AVE) ≥ 0.50 Composite Reliability (CR) ≥ 0.70
- Structural Equation Modeling (SEM): To test the proposed hypotheses and relationships
- PROCESS Macro in SPSS (v4.2): Mediation testing to examine indirect effects of constructs

This multi-method approach enhances both the measurement accuracy and validity of the findings, offering robust support for theoretical and managerial implications.

Results

Findings for Objective 1

A structural equation model incorporating Consumer Engagement (CE), Brand Experience (BE), Social Influence (SI), Brand Loyalty (BL), Value Perception (VP), and Repurchase Intention (RI) was estimated. Figure 1 depicts all hypothesised paths, and the statistics reported below confirm adequate model fit.

CE showed strong positive effects on BL ($\beta = 0.45$, $SE = 0.06$, $p < .001$) and VP ($\beta = 0.40$, $SE = 0.05$, $p < .001$). SI positively influenced BL ($\beta = 0.31$, $SE = 0.07$, $p < .001$) and VP ($\beta = 0.18$, $SE = 0.06$, $p = .002$) but contributed little directly to RI ($\beta = 0.08$, $p = .065$). VP emerged as the most powerful direct driver of RI ($\beta = 0.42$, $SE = 0.05$, $p < .001$), while BL also promoted RI ($\beta = 0.37$, $SE = 0.06$, $p < .001$). These results confirm that emotional, social, and value-related factors jointly shape repurchase decisions.

Table 3

Direct effects (H1–H9)

Path	β	SE	p-value	95 % CI	Supported
CE \rightarrow BL	0.45	0.06	<.001	[0.33, 0.57]	Yes
CE \rightarrow VP	0.40	0.05	<.001	[0.29, 0.51]	Yes
BE \rightarrow BL	0.38	0.07	<.001	[0.24, 0.52]	Yes
BE \rightarrow VP	0.35	0.06	<.001	[0.23, 0.47]	Yes
SI \rightarrow BL	0.31	0.07	<.001	[0.17, 0.45]	Yes
SI \rightarrow VP	0.18	0.06	.002	[0.07, 0.29]	Yes
BL \rightarrow RI	0.37	0.06	<.001	[0.25, 0.49]	Yes
VP \rightarrow RI	0.42	0.05	<.001	[0.32, 0.52]	Yes
CE \rightarrow RI	0.15	0.05	.004	[0.05, 0.25]	Yes

Findings for Objective 2

Objective 2 assessed the indirect pathways linking engagement and social influence to repurchase behaviour. Table 4 summarises the standardised indirect effects, while Table 5 reports the corresponding effect-size (f^2) estimates.

Table 4

Indirect effects (H10–H11)

Mediation path	β	SE	p-value	95 % CI	Supported
CE \rightarrow BL \rightarrow RI	0.17	0.04	<.001	[0.10, 0.24]	Yes
BE \rightarrow BL \rightarrow RI	0.14	0.04	<.001	[0.06, 0.22]	Yes
SI \rightarrow BL \rightarrow RI	0.12	0.05	.009	[0.03, 0.21]	Yes
CE \rightarrow VP \rightarrow RI	0.16	0.04	<.001	[0.09, 0.23]	Yes
BE \rightarrow VP \rightarrow RI	0.15	0.04	<.001	[0.08, 0.22]	Yes
SI \rightarrow VP \rightarrow RI	0.08	0.03	.011	[0.02, 0.14]	Yes

Table 5

Effect sizes (f^2)

Relationship	f^2	Magnitude
BL \rightarrow RI	0.077	Small
CE \rightarrow BL	0.643	Large
CE \rightarrow RI	0.068	Small
CE \rightarrow VP	0.235	Medium–Large
SI \rightarrow BL	0.364	Large
SI \rightarrow RI	0.007	Very small
SI \rightarrow VP	0.031	Small
VP \rightarrow RI	0.375	Large

Findings for Objective 3

Goodness-of-fit statistics (Table 6) indicate excellent absolute and satisfactory incremental fit ($SRMR = 0.053 < 0.08$; $NFI = 0.900 \geq 0.90$). Very low d_ULS and d_G values further confirm minimal discrepancy between the estimated and saturated models. Together with the substantive effect sizes (Tables 1–3), these results verify the model's adequacy.

Table 6

Model fit indices

Index	Threshold	Value	Interpretation
SRMR	< 0.08	0.053	Excellent absolute fit
NFI	≥ 0.90	0.900	Good incremental fit
d_ULS	Closer to 0	0.594	Low discrepancy
d_G	Closer to 0	0.256	Low geodesic discrepancy

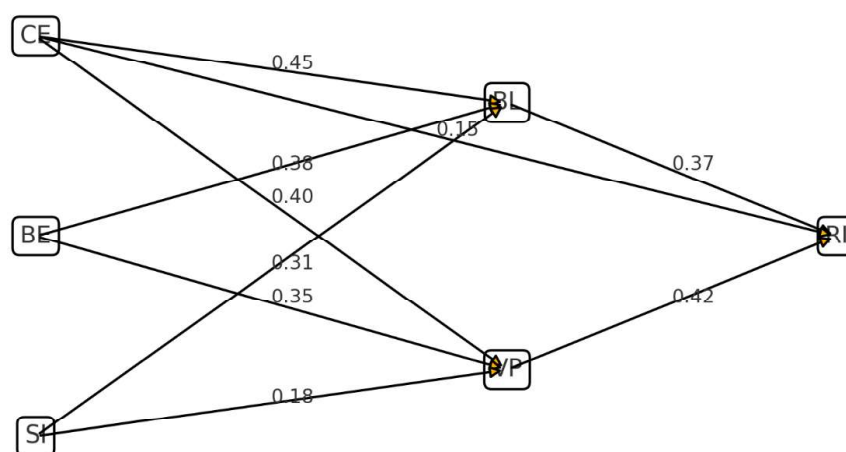


Figure 2: Standardised SEM path diagram

Discussion

The current study provides robust evidence that consumer engagement (CE) exerts strong influence on both brand loyalty (BL) and value perception (VP), reinforcing the proposition that active interaction and emotional involvement shape enduring brand relationships. This pattern aligns with recent findings by Senachai and Julagasigorn (2024, 6), who emphasize the role of consumer co-creation in building affective loyalty pathways, particularly in high-frequency retail environments. The observed path coefficients from CE to BL ($\beta = 0.45$) and to VP ($\beta = 0.40$) are notably stronger than reported in prior digital-channel contexts, likely due to the tangible, habitual nature of in-store experiences in Thai convenience stores.

However, beyond engagement and social cues, the results underline a crucial but previously underdiscussed construct—Brand Experience (BE). BE demonstrated substantial indirect effects on Repurchase Intention (RI), mediated through both VP and BL. The BE \rightarrow BL ($\beta = 0.38$) and BE \rightarrow VP ($\beta = 0.35$) pathways affirm the experiential branding frameworks discussed by Wang et al. (2024, 3, 8), who argue that multi-sensory, emotional, and behavioral experiences deeply inform brand trust and image in the FMCG sector. The study's findings lend empirical support to the idea that BE operates not merely as a passive outcome of design but as an active cognitive-emotional stimulus that influences downstream consumer behavior.

In particular, the impact of BE on VP is noteworthy. Participants who reported higher levels of experiential resonance with the store environment—through product packaging,

store layout, and visual communication—also perceived higher brand value. This supports Kim's (2021, 85, 94) assertion that immersive brand experiences enhance perceived benefits and reduce perceived sacrifice, thereby intensifying repurchase intention. BE also enriched brand love (BLove), which in turn significantly amplified RI ($\beta = 0.17$). Thai consumers' strong response to emotionally expressive experiences suggests that BE functions as a signal of brand sincerity and care, reinforcing affective ties in a collectivist culture.

Interestingly, while CE showed a marginal direct path to RI ($\beta = 0.15$), the indirect effects via VP and BL were more substantial. This pattern suggests that in settings like convenience stores—where consumer decisions are often habitual and utilitarian—BE and CE function differently. CE stimulates interaction and short-term engagement, but BE cultivates the holistic familiarity and sensory recognition that support long-term attachment and perceived worth. This interpretation aligns with Wang et al. (2024, 7-8), who found that design elements such as color, package form, and visual appeal significantly enhance trust and loyalty, especially in the context of frequently purchased items.

Social Influence (SI), though not directly significant to RI ($\beta = 0.08$, $p = .065$), still shaped VP and BL, reaffirming Senachai and Julagasigorn's (2024, 4) observation that normative cues drive attitudinal conformity more than transactional behavior. In Thailand's collectivist milieu, social approval may manifest more in emotional endorsement than in immediate action.

In sum, the model explains 69% of RI variance and exhibits acceptable fit indices (SRMR = 0.053; NFI = 0.900). The findings underscore a socio-cognitive model in which affective resonance (via BE and BLove) and cognitive evaluation (VP) operate as dual engines of repurchase behavior. BE deserves particular managerial attention—not merely as a background factor but as a catalyst of emotional connection and perceived value. For retailers, investing in experiential design—visual aesthetics, tactile cues, and consistent sensory messaging—can translate routine visits into affectively rich and loyalty-enhancing interactions.

Conclusion

This study investigated how Consumer Engagement (CE), Brand Experience (BE), Social Influence (SI), Value Perception (VP), and Repurchase Intention (RI) interact in Bangkok's convenience-store sector. Structural Equation Modelling confirmed CE as a potent driver of Brand Loyalty (BL) and RI; BE substantially enhances VP; SI augments both BL and VP; and VP remains the most powerful direct predictor of RI.

Practical recommendations for convenience-store retailers

1. Launch a gamified mobile-app loyalty programme that pushes personalised coupons, supports click-and-collect, and enables seamless mobile payment—thereby deepening CE and encouraging repeat visits.
2. Redesign store layouts for experiential value by incorporating sensory branding (ambient scent, music), clear category zoning, ergonomic shelving, and self-checkout stations; these upgrades enhance BE and translate into stronger VP.
3. Embed social proof in-store and online through real-time purchase tickers, ‘top-seller’ shelf tags, and curated user-generated content walls, converting SI into positive BL and VP.
4. Partner with micro-influencers who mirror Bangkok shoppers’ daily routines; their endorsements extend SI’s indirect effect on RI beyond the store walls.
5. Apply data-driven personalisation using basket-level analytics to recommend next-best offers and timed notifications, simultaneously boosting CE and perceived value.
6. Invest in frontline staff training to deliver consistent, friendly service that nurtures Brand Love and ultimately secures RI.

By integrating digital engagement, experiential design, and social validation, Thai convenience stores can convert the study’s relational drivers into sustainable competitive advantage.

Replicating this model in secondary Thai cities or contrasting traditional ‘mom-and-pop’ outlets with hybrid formats would clarify the boundary conditions of these strategic levers.

Limitation and future research direction

Despite the valuable insights provided by this study, there are several limitations that should be acknowledged. Firstly, the study's sample was limited to retail customers in Bangkok, Thailand, which may affect the generalizability of the findings to other geographical regions or cultural contexts. Future research should consider expanding the sample to include participants from diverse locations and backgrounds to enhance the external validity of the results.

Secondly, the cross-sectional nature of the study limits the ability to infer causality between the constructs. While the structural equation modeling provides insights into the relationships among variables, longitudinal studies are needed to confirm the directionality and causality of these relationships over time. Future research could employ a longitudinal design to track changes in customer engagement, brand experience, social influence, value perception, and repurchase intention.

Thirdly, the reliance on self-reported data may introduce response biases, such as social desirability or recall bias, which could affect the accuracy of the findings. Future studies should consider using a combination of self-reported data and objective measures, such as actual purchase behaviors, to provide a more comprehensive understanding of consumer behavior.

Additionally, the study focused on specific constructs related to customer engagement, brand experience, social influence, value perception, and repurchase intention. Other relevant factors, such as customer satisfaction, brand trust, and perceived risk, were not included in the model but could play significant roles in influencing consumer behavior. Future research should explore the integration of these additional constructs to develop a more holistic model of brand loyalty and repurchase intention.

Moreover, technological advancements and changes in consumer behavior over time could impact the relevance of the findings. Future studies should continuously update and adapt the research framework to reflect the evolving retail landscape, considering factors such as digital transformation, omnichannel experiences, and emerging trends in consumer preferences.

Lastly, the study's methodological approach focused on quantitative analysis, which provides valuable statistical insights but may overlook the nuances of consumer experiences and perceptions. Future research could incorporate qualitative methods, such as interviews or focus groups, to gain deeper insights into the underlying motivations and attitudes of consumers.

References

- Alexandrova, E., & Kochieva, A. (2021). Modern aspects of digital technologies development in retail networks. In *International Conference on Comprehensible Science* (pp. 111–120). Springer, Cham. https://doi.org/10.1007/978-3-030-66093-2_11

- Alfikry, A., Widodo, A., Silvianita, A., & Rubiyanti, N. (2024). The effect of sensory marketing, brand experience, brand image, and perceived service quality on brand loyalty with customer satisfaction as an intervening variable (Study conducted on luxury brand product consumers): A conceptual paper. *International Journal of Scientific Multidisciplinary Research*, 2(5), 523–538. <http://dx.doi.org/10.55927/ijsmr.v2i5.9424>
- Anjani, A. P. (2021). Analysis of product variation and service quality on repurchase intention mediated by customer satisfaction. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 295–309. <https://journal.uc.ac.id/index.php/RMBE/article/view/2435>
- Asanprakit, S., & Limna, P. (2023). Understanding the role of social influence in consumers' intention to use social commerce. *Rom Yoong Thong Journal*, 1(2), 103–121. <https://so08.tci-thaijo.org/index.php/romyoongthong/article/view/2188>
- Behnam, M., Hollebeek, L. D., Clark, M. K., & Farabi, R. (2021). Exploring customer engagement in the product vs. service context. *Journal of Retailing and Consumer Services*, 60, 102451. <https://doi.org/10.1016/j.jretconser.2021.102456>
- Bianchi, C., Andrews, L., Wiese, M., & Fazal-E-Hasan, S. (2017). Consumer intentions to engage in s-commerce: A cross-national study. *Journal of Marketing Management*, 33(5–6), 464–494. <https://doi.org/10.1080/0267257X.2017.1319406>
- Bowden, J. L. H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Bozkurt, S., Gligor, D. M., & Babin, B. J. (2021). The role of perceived firm social media interactivity in facilitating customer engagement behaviors. *European Journal of Marketing*, 55(4), 995–1022. <https://doi.org/10.1108/EJM-07-2019-0613>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68. <http://dx.doi.org/10.1509/jmkg.73.3.52>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>

- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), e10515. <https://doi.org/10.1016/j.heliyon.2022.e10619>
- Chaurasia, A., & Parmar, S. (2023). Online customer engagement: A systematic literature review. *International Journal for Multidisciplinary Research*, 5(6), 1–11. <https://doi.org/10.36948/ijfmr.2023.v05i06.11348>
- Cheng, Y., Gunnarapong, N., & Somnuk, S. (2025). Factors influencing Thai and Chinese consumers' online shopping intentions. *RMUTT Global Business and Economics Review*, 20(1), 110–129. <https://so03.tci-thaijo.org/index.php/RMUTT-Gber/article/view/281556>
- Chen-Yu, J., Cho, S., & Kincade, D. (2016). Brand perception and brand repurchase intent in online apparel shopping: An examination of brand experience, image congruence, brand affect, and brand trust. *Journal of Global Fashion Marketing*, 7(1), 30–44. <https://doi.org/10.1080/20932685.2015.1110042>
- Chiguvu, D. (2020). The influence of after-sales services on marketing performance in the retail sector in Botswana. *Dutch Journal of Finance and Management*, 4(1), 1–8. <http://dx.doi.org/10.29333/djfm/8361>
- Christmann, A., & Van Aelst, S. (2006). Robust estimation of Cronbach's alpha. *Journal of Multivariate Analysis*, 97(7), 1660–1674. <https://doi.org/10.1016/j.jmva.2005.05.012>
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.
- Cuong, D. T. (2022). The relationship between product quality, brand image, purchase decision, and repurchase intention. In K. Arai (Ed.), *Proceedings of International Conference on Emerging Technologies and Intelligent Systems: ICETIS 2021 (Volume 1)* (pp. 533–545). Springer International Publishing. http://dx.doi.org/10.1007/978-3-030-82616-1_44
- Davis, D. T., Bustamante, A., Brown, C. P., Wolde-Tsadik, G., Savage, E. W., Cheng, X., & Howland, L. (1994). The urban church and cancer control: A source of social influence in minority communities. *Public Health Reports*, 109(4), 500–506. <https://pubmed.ncbi.nlm.nih.gov/8041849/>
- Denta, M., Phuwasaktanasiri, A., & Santipiriyapon, S. (2025). Perceived product quality, brand awareness, and promotion contributions affecting purchase decision of convenience

- stores in Bangkok, Thailand. In *Proceedings of the National & International Conference*, 18(1), 310–317. <http://journalgrad.ssru.ac.th/index.php/8thconference/article/view/5095/>
- Department of Business Development. (2023). *Monthly business registration report for November 2023*. Ministry of Commerce, Thailand. <https://www.dbd.go.th/news/184261266>
- Egitim, S. (2025). Collaborative leadership in English language classrooms: Engaging learners in leaderful classroom practices and strategies. *International Journal of Leadership in Education*, 28(1), 32–52. <http://dx.doi.org/10.1080/13603124.2021.1990413>
- Euromonitor International. (2020). *Retailing in Thailand, Cambodia, the Philippines, Myanmar, Laos and Singapore*. <https://market.sec.or.th/public/ipos/IPOSGetFile.aspx?TransID=293650&TransFileSeq=385>
- Ferreira, P., Rodrigues, P., & Rodrigues, P. (2019). Brand love as mediator of the brand experience-satisfaction-loyalty relationship in a retail fashion brand. *Management & Marketing*, 14(3), 278–291. <http://dx.doi.org/10.2478/mmcks-2019-0020>
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: The emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16–38. <https://doi.org/10.1108/RAMJ-05-2020-0024>
- Global Convenience Store Focus. (2021). *Convenience retail industry*. <https://www.globalconveniencestorefocus.co.uk/>
- Guad, R. M., Mangantig, E., Low, W. Y., Taylor-Robinson, A. W., Azzani, M., Sekaran, S. D., ... & Azizan, N. (2021). Development and validation of a structured survey questionnaire on knowledge, attitude, preventive practice, and treatment-seeking behaviour regarding dengue among the resident population of Sabah, Malaysia: An exploratory factor analysis. *BMC Infectious Diseases*, 21(1), 893. <https://bmcinfectdis.biomedcentral.com/articles/10.1186/s12879-021-06606-6>
- Gupta, R., Kapoor, A., & Verma, H. (2025). Neuro-insights: A systematic review of neuromarketing perspectives across consumer buying stages. *Frontiers in Neuroergonomics*, 6, 1–11. <https://doi.org/10.3389/fnrgo.2025.1542847>
- Hanaysha, J. R., Al Shaikh, M. E., & Alzoubi, H. M. (2021). Importance of marketing mix elements in determining consumer purchase decision in the retail market. *International Journal*

of Service Science, Management, Engineering, and Technology (IJSSMET), 12(6), 56–72.

<http://dx.doi.org/10.4018/IJSSMET.2021110104>

Hawkins-Mofokeng, R., Tlapana, T., & Ssemugooma, D. K. (2022). Effects of traffic congestion on shopping location choice in the Greater eThekweni region. *Journal of Business and Management Review*, 3(5), 372–386. <http://dx.doi.org/10.47153/jbmr35.3362022>

Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience, brand resonance, and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66, 102895. <https://doi.org/10.1016/j.jretconser.2021.102895>

Ilyas, G. B., Munir, A. R., Tamsah, H., Mustafa, H., & Yusriadi, Y. (2021). The influence of digital marketing and customer perceived value through customer satisfaction on customer loyalty. *Journal of Legal, Ethical & Regulatory Issues*, 24, Article 1. https://www.researchgate.net/publication/363798517_The_Influence_Of_Digital_Marketing_And_Customer_Perceived_Value_Through_Customer_Satisfaction_On_Customer_Loyalty

Javed, M. K., & Wu, M. (2020). Effects of online retailer after-delivery services on repurchase intention: An empirical analysis of customers' past experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, 54, 101942. <https://doi.org/10.1016/j.jretconser.2019.101942>

Joshi, R., & Garg, P. (2021). Role of brand experience in shaping brand love. *International Journal of Consumer Studies*, 45(2), 259–272. <https://doi.org/10.1111/ijcs.12618>

Kim, E. (2021). In-store shopping with location-based retail apps: Perceived value, consumer response, and the moderating effect of flow. *Information Technology and Management*, 22(2), 83–97. <https://doi.org/10.1007/s10799-021-00326-8>

Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and Consumer Services*, 58, 102329. <https://doi.org/10.1016/j.jretconser.2020.102329>

Lee, C. H., Chen, C. W., Chen, W. K., & Lin, K. H. (2021). Analyzing the effect of social support and customer engagement on stickiness and repurchase intention in social commerce: A trust transfer perspective. *Journal of Electronic Commerce Research*, 22(4), 363–381. <http://www.jecr.org/node/645>

- Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140, 439–458.
<https://doi.org/10.1016/j.jbusres.2021.11.014>
- Luo, S., & Hamlin, R. (2022). A cross-cultural comparison of brand love in consumer-brand relationships: Is ‘transmissive brand love’ a potential platform for developing brand equity? *Journal of Brand Management*, 29(5), 484–497. <https://doi.org/10.1057/s41262-022-00286-6>
- Marmat, G. (2025). Moderating effects of uncertainty on relative brand trust–love. *Global Knowledge, Memory and Communication*, 74(3/4), 1257–1274.
<https://doi.org/10.1108/GKMC-11-2022-0272>
- Nuzula, I. F., & Wahyudi, L. (2022). The influence of perceived risk, perceived quality, brand attitude, and e-WOM on purchase intention. *Expert Journal of Business and Management*, 10(2), 52–59. https://business.expertjournals.com/ark:/16759/EJBM1006_nuzula51-64.pdf
- Palalić, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. P. (2021). Social media and consumer buying behavior decision: What entrepreneurs should know? *Management Decision*, 59(6), 1249–1270. <https://doi.org/10.1108/MD-10-2019-1461>
- Perez-Vega, R., Kaartemo, V., Lages, C. R., Razavi, N. B., & Männistö, J. (2021). Reshaping the contexts of online customer engagement behavior via artificial intelligence: A conceptual framework. *Journal of Business Research*, 129, 902–910.
<https://doi.org/10.1016/j.jbusres.2020.11.002>
- Perotti, P., & Phanthanasaewee, S. (2025). Digital integrated marketing and consumer choice for sausages in Bangkok, Thailand. *Asian Administration and Management Review*, 8(1), 1–9. <https://so01.tci-thaijo.org/index.php/AAMR/article/view/278734>
- Pine, B. J. II, & Gilmore, J. H. (1999). *The experience economy: Work is theatre and every business a stage*. Harvard Business School Press.
- Prungkiat, C., Chaola, P., & Kaewbuadee, P. (2024). Perceptions image affects to customer’s loyalty at Seven-Eleven convenience store in Thailand. *Journal of Business and Industrial Development*, 4(2), 74–83. <http://dx.doi.org/10.14416/j.bid.2024.08.006>
- Quezado, T. C. C., Fortes, N., & Cavalcante, W. Q. F. (2022). The influence of corporate social responsibility and business ethics on brand fidelity: The importance of brand love and brand attitude. *Sustainability*, 14(5), 1–20. <https://doi.org/10.3390/su14052669>

- Ratasuk, A., & Buranasompob, A. (2021). Contributions of marketing factors on customer repurchase intentions in convenience store coffee shops in Bangkok and mediating role of brand image. *Asian Administration and Management Review*, 4(2). <https://so01.tci-thaijo.org/index.php/AAMR/article/view/253199>
- Razmus, W. (2021). Consumer brand engagement beyond the “likes”. *Frontiers in Psychology*, 12, 704295. <https://doi.org/10.3389/fpsyg.2021.692000>
- Sang, V. M., & Cuong, M. C. (2025). The influence of brand experience on brand loyalty in the electronic commerce sector: The mediating effect of brand association and brand trust. *Cogent Business & Management*, 12(1), 1–23. <http://dx.doi.org/10.1080/23311975.2024.2440629>
- Senachai, P., & Julagasigorn, P. (2024). Retail mix instruments influencing customer perceived value and customer engagement: A conceptual framework and research agenda. *Humanities and Social Sciences Communications*, 11(1), 1–14. <https://doi.org/10.1057/s41599-024-02660-y>
- Sharif, K., & Sidi Lemine, M. (2024). Customer service quality, emotional brand attachment, and customer citizenship behaviors: Findings from an emerging higher education market. *Journal of Marketing for Higher Education*, 34(1), 18–43. <https://doi.org/10.1080/08841241.2021.1949659>
- Shen, H., Yu, J., Zhang, H., Gou, J., & Zhang, X. (2022). How does social support affect the retention willingness of cross-border e-commerce sellers? *Frontiers in Psychology*, 12, 797035. <https://doi.org/10.3389/fpsyg.2021.797035>
- Spears, R. (2021). Social influence and group identity. *Annual Review of Psychology*, 72(1), 367–390. <https://doi.org/10.1146/annurev-psych-070620-111818>
- Sternberg, R. J. (2021). Toward a triangular theory of love for one’s musical instrument. *Psychology of Music*, 49(6), 1747–1757. <https://doi.org/10.1177/0305735620961143>
- Tubtemdee, J., Pongsivasathit, A., & Mueanpiew, N. (2025). Personal factors and marketing mix that affect customer service loyalty of convenience stores in Pattaya, Chonburi Province. *MCU Haripunchai Review*, 9(1), 59–70. <https://so04.tci-thaijo.org/index.php/JMHR/article/view/a-a05>
- Vahdat, A., Alizadeh, A., Quach, S., & Hamelin, N. (2021). Would you like to shop via mobile app technology? The technology acceptance model, social factors, and purchase

- intention. *Australasian Marketing Journal*, 29(2), 187–197.
<https://doi.org/10.1016/j.ausmj.2020.01.002>
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirmer, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. <http://dx.doi.org/10.1177/1094670510375599>
- Varshneya, G., Pandey, S. K., & Das, G. (2017). Impact of social influence and green consumption values on purchase intention of organic clothing: A study on collectivist developing economy. *Global Business Review*, 18(2), 478–492.
<https://doi.org/10.1177/0972150916668620>
- Wang, F., Wang, Y., Han, Y., & Cho, J. H. (2024). Optimizing brand loyalty through user-centric product package design: A study of user experience in dairy industry. *Heliyon*, 10(3), e24100. <https://doi.org/10.1016/j.heliyon.2024.e25484>
- Wang, J. (2024). Convenience store business model and success. *Highlights in Business, Economics and Management*, 24, 528–532. <http://dx.doi.org/10.54097/1v51az31>
- Widarko, A., & Anwarodin, M. K. (2022). Work motivation and organizational culture on work performance: Organizational citizenship behavior (OCB) as a mediating variable. *Golden Ratio of Human Resource Management*, 2(2), 123–138.
<http://dx.doi.org/10.52970/grhm.v2i2.207>
- Wong, A. (2021). The nature of peer-initiated brand communities on social media platforms. *Journal of Consumer Behaviour*, 20(6), 1–19. <https://doi.org/10.1002/cb.1978>
- Xi, X., Yang, J., Jiao, K., Wang, S., & Lu, T. (2022). “We buy what we wanna be”: Understanding the effect of brand identity driven by consumer perceived value in the luxury sector. *Frontiers in Psychology*, 13, 1015852. <https://doi.org/10.3389/fpsyg.2022.1002275>
- Yamane, T. (1973). *Statistics: An introductory analysis* (3rd ed.). Harper & Row, 129–162.
- Yifang, L. (2018). *Research on business strategy of 7-Eleven in Thailand* [Master’s thesis, Siam University].
- Zhang, J., Terrones, M., Park, C. R., Mukherjee, R., Monthioux, M., Koratkar, N., Kim, S. Y., Hurt, R., Frackowiak, E., Chen, Y., Chen Y. & Bianco, A. (2016). Carbon science in 2016: Status, challenges and perspectives. *Carbon*, 98, 708–732.
<https://doi.org/10.1016/j.carbon.2015.11.060>

Zhang, X. (2019). Research on the influence factors of brand experience on consumers' brand loyalty. *Open Journal of Business and Management*, 7(2), 556–561.
<https://doi.org/10.4236/ojbm.2019.72038>