

The Impact of Perceived Value Dimensions on Repurchase Intention among Young Consumers in Douyin E-commerce Platform

Linwei Li, Uswin Chaiwiwat*

Faculty of Management Science, Dhonburi Rajabhat University, Bangkok 10600, Thailand

*Corresponding author: uswin.c@dru.ac.th

Abstract: The objectives of this research were: 1) to investigate the levels of perceived value and Repurchase intention among young consumers on the Douyin e-commerce platform, and 2) to examine the effects of perceived value dimensions, including Utilitarian Value, Hedonic value, Social value, Service value, and Price Value, on young consumers' Repurchase intentions. This study employed a quantitative research method. Data were collected from 356 young consumers aged 18 to 35 who had experience with livestream shopping on Douyin using judgment and snowball sampling techniques. A five-point Likert scale questionnaire was developed, with an overall Cronbach's alpha coefficient of 0.880. The collected data were analyzed using frequency analysis, descriptive statistics (mean and standard deviation), Pearson correlation analysis, and multiple regression analysis through Statistical Package for the Social Sciences (SPSS 27.0). The findings indicated that: 1) the mean scores of individual measurement items ranged from 2.72 to 3.33, indicating moderate levels of perceived value and Repurchase intention among young consumers on Douyin. 2) All five dimensions of perceived value had significant positive effects on Repurchase intention ($p < 0.001$). 3) Multiple regression analysis showed that the five perceived value dimensions jointly explained 47.2% of the variance in Repurchase intention (Adjusted $R^2 = 0.472$). Social value had the strongest positive effect ($\beta = 0.335$), followed by Hedonic value ($\beta = 0.215$), Price Value ($\beta = 0.208$), Utilitarian Value ($\beta = 0.168$), and Service value ($\beta = 0.156$). Based on these findings, merchants are recommended to strengthen social interaction mechanisms and entertainment-oriented content while maintaining competitive pricing and service quality to enhance young consumers' Repurchase intentions.

Keywords: perceived value, repurchase intention, Douyin E-commerce, livestream commerce, young consumers

1. Introduction

Mobile internet and short-video technologies have transformed traditional retail models by integrating live streaming, social interaction, and online transactions into a new social commerce ecosystem [1]. Unlike traditional shelf-based e-commerce, Douyin leverages intelligent recommendation algorithms to create immersive shopping experiences and reduce consumers' decision-making costs [2]. Industry data indicate that live-streaming transactions account for an increasing proportion of total sales during the 618 and Double 11 shopping festivals. However, many merchants continue to rely on flash sales to stimulate one-time impulse purchases, while failing to cultivate sustainable repurchase behavior and long-term customer relationship management [3-5].

Young consumers aged 18-35 constitute the core user group on the Douyin platform. Unlike traditional shoppers, they value not only product practicality but also entertainment and social identity [6-7]. From the perspective of perceived value theory [8], early studies on online retail primarily focused on utilitarian value [9]. Existing research on live-streaming e-commerce generally incorporates Price Value and Service Value into broader functional dimensions, while relatively few empirical studies have specifically examined young Douyin consumers [10]. To address this research gap, this study develops a five-dimensional perceived value model to examine the differential effects of Utilitarian Value, Hedonic Value, Social Value, Service Value, and Price Value on repurchase intention, thereby enriching the empirical literature on young consumers in live-streaming e-commerce.

2. Literature Review

2.1 Live-streaming E-commerce

Live-stream e-commerce enables real-time product demonstration and instant interaction between streamers and audiences, thereby reducing information asymmetry in online transactions [11]. Supported by advanced digital infrastructure, including 5G networks, online payment systems, and logistics services, Douyin has developed an integrated ecosystem

combining short-video content marketing with live-stream shopping transactions [2]. As opinion leaders, streamers enhance consumer trust, while immersive live-streaming environments stimulate multiple dimensions of perceived value, which subsequently influence consumers' long-term purchase intentions [12]. Recent academic research has gradually shifted its focus from initial impulsive purchasing behavior to repurchase intention, with perceived value emerging as a critical perspective for explaining consumer retention and loyalty in live-stream commerce [13]. However, issues such as exaggerated product promotion and inadequate after-sales services may weaken consumers' willingness to repurchase [14]. Previous studies in traditional e-commerce contexts have confirmed the significant role of service perception in shaping customer loyalty and retention [15], and similar findings have also been observed in agricultural live-streaming commerce scenarios [16].

2.2 Perceived Value

Early research on consumer perceived value can be traced to [17], which explored the matching relationship between shopping effort and satisfaction. The theoretical foundation of perceived value originates from [8], where the construct was defined as consumers' subjective trade-off between perceived benefits and various consumption sacrifices. Subsequent research has continuously enriched its dimensional structure: [18] proposed a multi-dimensional consumption value theory, demonstrating that consumption behavior is jointly driven by multiple value perceptions rather than merely product utility. [19] further developed the widely used PERVAL measurement scale, while [20] supplemented the experiential attribute of consumption value, laying a theoretical foundation for subsequent empirical research in online retail.

When applied to live-stream shopping contexts, perceived value dimensions have been adjusted by scholars to better reflect the interactive characteristics of live commerce. [12] verified the existence of three core experiential values in live-streaming environments; [21] pointed out that full-cycle pre-sale and after-sale services constitute an independent source of value, and [22-23] further verified the unique driving role of price perception. However, most prior live-commerce studies integrate service experience and price perception into Utilitarian Value without separate examination, which cannot fully explain young users' repeated shopping behavior on Douyin. Considering the platform's short-video and live-streaming closed-loop ecosystem, this study separates five independent perceived value dimensions for targeted analysis.

Utilitarian Value reflects the practical utility provided by products and comprehensive commodity information displayed during live streaming, serving as a basic prerequisite for online shopping decisions [24]. Hedonic Value represents the entertainment pleasure and positive emotions generated through real-time interaction between audiences and streamers [25]. Social Value refers to group identity and peer recognition formed through fan communities and bullet-screen communication [7]. Service Value covers the whole-chain experience, including live consultation, real-time streamer responses, logistics distribution, and after-sales services [26]. Price Value refers to consumers' overall evaluation of product cost-effectiveness and exclusive promotional benefits offered during live streaming [23].

2.3 Repurchase intention

Repurchase intention, as a core dimension of customer loyalty, was proposed in [27] and refers to consumers' willingness to purchase products or services from the same provider again in the future after previous consumption experiences. It is an important indicator of customer loyalty and reflects consumers' future behavioral tendencies [28]. From the perspective of information system continuance, [29] further explained that users' previous experiences and expectation confirmation influence their willingness to continue using a platform, providing a theoretical reference for understanding consumers' continuous behavioral intentions in digital commerce environments. In online shopping environments, Repurchase intention is influenced by consumers' evaluations of product benefits, perceived sacrifices, and overall consumption experiences [8].

According to consumption value theory, consumers' behavioral decisions are affected by multiple value dimensions, including functional, emotional, and Social Values [18]. Previous studies have confirmed that perceived value is an important determinant of Repurchase intention, as consumers are more likely to continue purchasing when they perceive greater benefits from products or services [19].

In the context of live-streaming e-commerce, Repurchase intention is shaped by various perceived value dimensions, including Utilitarian Value, Hedonic Value, Social Value, Service Value, and Price Value. Consumers' repeated purchasing decisions depend not only on product usefulness and price advantages but also on entertainment experiences, social interaction, and service quality provided by platforms [4,30]. Therefore, this study examines the influence of different perceived value dimensions on young consumers' Repurchase intention in the Douyin e-commerce environment.

2.4 Research Hypotheses

Utilitarian Value represents the functional benefits obtained from products and shopping procedures, including product practicality, information adequacy, and transaction efficiency [19]. Within Douyin live-streaming scenarios, clear product

demonstrations and detailed functional explanations reduce consumers' decision uncertainty and satisfy their practical needs. Existing empirical studies have verified that higher utilitarian perception enhances favorable shopping attitudes and long-term purchase willingness [13]. Accordingly, consumers who perceive that Douyin provides practical products and convenient shopping procedures are more likely to develop stronger Repurchase intention [31].

H1: Utilitarian Value has a positive effect on young consumers' Repurchase intention on the Douyin e-commerce platform.

Hedonic Value focuses on the emotional pleasure obtained from shopping activities beyond functional demands [20]. Douyin combines product sales with diversified interactive live-streaming content, creating an immersive entertainment environment that provides continuous emotional satisfaction to audiences [12]. Previous live-commerce studies have demonstrated that positive live-viewing experiences enhance platform attachment and encourage repeated consumption behavior [25]. Therefore, Hedonic Value is expected to positively influence Repurchase intention [32].

H2: Hedonic Value has a positive effect on young consumers' Repurchase intention on the Douyin e-commerce platform.

Social Value refers to the group identity and peer recognition obtained through live-room communication and fan community participation [18]. Young users regard live streaming as an important social channel; real-time bullet-screen interactions and collective consumption behaviors cultivate a stronger sense of belonging [6]. Such social connections can enhance user stickiness and subsequent repurchase willingness [33]. Based on previous findings, this study proposes the following hypothesis [5].

H3: Social Value has a positive effect on young consumers' Repurchase intention on the Douyin e-commerce platform.

Service Value covers full-cycle shopping services, including pre-sale consultation, real-time live-stream responses, logistics, and after-sales processing [26]. Comprehensive service systems reduce transaction risks and improve overall shopping satisfaction in online retail contexts [34]. Stable after-sales guarantees and timely customer responses help merchants retain users and encourage repeat purchases; therefore, Service Value is hypothesized to positively influence Repurchase intention [35].

H4: Service Value has a positive effect on young consumers' Repurchase intention on the Douyin e-commerce platform.

Price Value reflects consumers' overall evaluation of product cost-effectiveness and exclusive platform discounts [8]. Various limited-time promotions have become important consumption incentives in Douyin live-streaming environments [22]. When consumers perceive that live-streaming products provide clear price advantages compared with other channels while meeting their quality expectations, they are more likely to make repeat purchases [23]. Based on previous research, the following hypothesis is proposed [36].

H5: Price Value has a positive effect on young consumers' Repurchase intention on the Douyin e-commerce platform.

3. Research Methodology

3.1 Research Model

Based on perceived value theory and the hypotheses developed in the previous section, this study established a research model to examine the effects of perceived value dimensions on young consumers' Repurchase intention on the Douyin E-Commerce Platform.

In this model, Utilitarian Value, Hedonic Value, Social Value, Service Value, and Price Value are considered independent variables, while Repurchase intention is treated as the dependent variable. The model assumes that each perceived value dimension has a positive influence on young consumers' Repurchase intention.

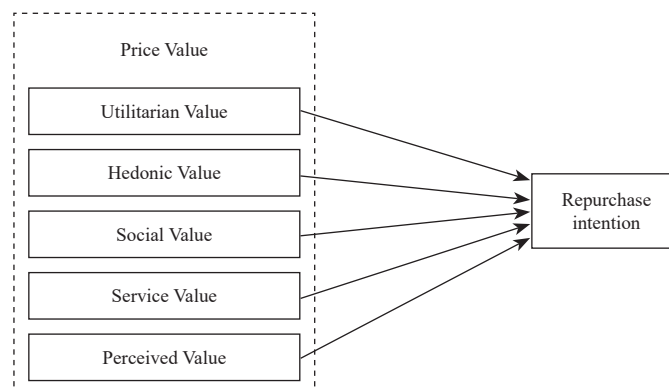


Figure 1. Theoretical Model of the Impacts of Perceived Value Dimensions on Young Consumers' Repurchase intention on the Douyin E-commerce Platform

3.2 Measurement Development

All measurement items are adapted from established measurement scales in previous studies and modified to fit the context of Douyin live-streaming e-commerce. A five-point Likert scale was used, ranging from 1 (strongly disagree) to 5 (strongly agree).

The questionnaire consisted of six constructs, including five perceived value dimensions and Repurchase intention. The questionnaire contained 24 measurement items, with four items designed for each construct.

Table 1. Measurement Constructs and Their Measurement Focus

Construct	Measurement focus
Utilitarian Value	Product functions, usefulness, and authentic product information
Hedonic Value	Shopping pleasure and entertainment experience
Social Value	Social interaction, group identity, and peer influence
Service Value	Pre-sale consultation, live interaction service, and after-sales support
Price Value	Price fairness and cost-performance perception
Repurchase intention	Continuous purchase willingness and recommendation intention

3.3 Data Collection

The data collection process was conducted from March to May 2026. The target population consisted of young consumers aged 18 to 35 years old who had previous experience with live-streaming shopping on the Douyin E-Commerce Platform.

Judgment sampling and snowball sampling methods were employed in this study. Judgment sampling was adopted to select respondents who met the predefined research criteria, while snowball sampling was used to expand the number of qualified participants through referrals from existing respondents. These non-probability sampling techniques are commonly applied in consumer behavior studies when specific target groups are required [37-38].

An online questionnaire was distributed through a questionnaire platform. A total of 430 questionnaires were distributed, and 402 responses were collected. After removing invalid responses, including respondents who did not satisfy the age requirement or lacked live-streaming shopping experience, 356 valid questionnaires were retained, resulting in an effective response rate of 88.56%.

3.4 Data Analysis Methods

The collected data were analyzed using SPSS 27.0 statistical software. Descriptive statistics were first conducted to summarize respondents' demographic characteristics and the overall distribution of research variables.

Reliability analysis was performed using Cronbach's alpha coefficient to evaluate the internal consistency of the measurement scales. Validity analysis was conducted through the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity to examine the suitability of the data for factor analysis. Exploratory factor analysis (EFA) using principal component analysis was further conducted to evaluate the construct validity of the measurement scales.

Pearson correlation analysis is applied to examine the relationships among perceived value dimensions and Repurchase intention. Finally, multiple linear regression analysis was conducted to test the effects of Utilitarian Value, Hedonic Value, Social Value, Service Value, and Price Value on young consumers' Repurchase intention and to verify the proposed regression hypotheses. The sample size of 356 far exceeds the minimum threshold required for stable regression parameter estimation [39-40].

4. Empirical Analysis

4.1 Descriptive Statistics of Samples

A total of 430 questionnaires were distributed and 402 copies were recovered. After eliminating invalid responses (age out of 18-35 range or no live shopping experience), 356 valid samples were retained, with an effective recovery rate of 88.56%.

Table 2. Demographic Characteristics of the Sample

Variable	Options	Frequency	Percentage
Your age	18-22 years old	287	80.62
	23-26 years old	47	13.20
	27-30 years old	19	5.34
	31-35 years old	3	0.84
Your gender	male	144	40.45
	female	212	59.55
Your academic qualifications	High school and below	7	1.97
	College	229	64.33
	undergraduate	47	13.20
	Postgraduate and above	73	20.51
How often do you use Douyin live shopping?	1-3 times per month	199	55.90
	4-6 times per month	97	27.25
	7-9 times per month	24	6.74
	10 times a month	36	10.11

The sample is dominated by young respondents aged 18-22 and female participants. Most consumers only conduct low-to-medium-frequency live shopping, which reflects the industry-wide problem of low repeat purchase rates.

4.2 Descriptive Statistics of Variables

All 24 measurement items range from 1 to 5 with means between 2.72 and 3.33, slightly above the neutral value of 3, which indicates overall positive consumer perception. Standard deviations fluctuate within 0.65-0.89 without extreme outliers. Hedonic and Social Value obtain higher average scores, suggesting that young users show relatively stronger perceptions of entertainment and social experiences compared with product and service factors. Detailed data are displayed in Table 3.

Table 3. Item-level Descriptive Statistics of Measurement Items

Variable	Measurement items	Valid samples	Minimum value	Maximum value	Average value	Standard deviation	Variance
Utilitarian Value	A1	356	1	5	2.83	0.828	0.685
	A2	356	1	5	3.06	0.760	0.577
	A3	356	1	5	3.08	0.798	0.636
	A4	356	1	5	3.15	0.892	0.796
Hedonistic value	B1	356	1	5	3.33	0.693	0.480
	B2	356	1	5	3.02	0.694	0.481
	B3	356	1	5	3.33	0.697	0.486
	B4	356	1	5	2.91	0.721	0.519
Social Value	C1	356	1	5	3.12	0.727	0.529
	C2	356	1	5	3.15	0.813	0.661
	C3	356	1	5	3.03	0.864	0.746
	C4	356	1	5	3.08	0.834	0.696
Service Value	D1	356	1	5	2.78	0.792	0.628
	D2	356	1	5	3.17	0.700	0.490
	D3	356	1	5	3.11	0.727	0.528
	D4	356	1	5	2.72	0.771	0.594
Price Value	E1	356	1	5	2.74	0.720	0.519
	E2	356	1	5	2.89	0.750	0.563
	E3	356	1	5	3.06	0.727	0.528
	E4	356	1	5	3.01	0.712	0.507

Variable	Measurement items	Valid samples	Minimum value	Maximum value	Average value	Standard deviation	Variance
Repurchase intention	F1	356	1	5	3.20	0.714	0.509
	F2	356	1	5	3.01	0.796	0.634
	F3	356	1	5	2.95	0.788	0.620
	F4	356	1	5	2.91	0.659	0.434

4.3 Reliability and Validity Test

(1) Reliability Test.

Cronbach's α above 0.7 is the standard of acceptable internal consistency. As shown in Table 4, the overall Cronbach's α of the whole scale reaches 0.880; the α coefficients of all sub-dimensions range from 0.798 to 0.854, all meeting the standard. The CITC value of each item is higher than 0.4, and deleting any single item cannot raise the α value of its dimension, which proves reliable measurement results.

Table 4. Reliability Analysis Results

Research variables	Dimension	Number of items	Measurement Items	The correlation between the corrected items and the total	Clonbach Alpha after deletion	overall
Perceived Value	Utilitarian Value	4	A1	0.652	0.781	0.826
			A2	0.626	0.793	
			A3	0.643	0.785	
			A4	0.691	0.763	
	Hedonistic value	4	B1	0.639	0.762	0.813
			B2	0.606	0.778	
			B3	0.616	0.773	
			B4	0.667	0.748	
	Social Value	4	C1	0.692	0.818	0.854
			C2	0.683	0.819	
			C3	0.715	0.806	
			C4	0.700	0.812	
	Service Value	4	D1	0.609	0.749	0.798
			D2	0.627	0.741	
			D3	0.600	0.753	
			D4	0.609	0.749	
Repurchase intention	Price Value	4	E1	0.662	0.791	0.834
			E2	0.660	0.792	
			E3	0.659	0.792	
			E4	0.674	0.786	
	Repurchase intention	4	F1	0.605	0.743	0.794
			F2	0.579	0.758	
			F3	0.618	0.737	
			F4	0.629	0.735	
Total	-	24	-			0.880

(2) Validity Test.

KMO value higher than 0.7 and p-value of Bartlett's Test less than 0.05 mean data fit factor analysis. Table 5 shows KMO=0.878, Bartlett's approximate Chi-square=3446.18, df=276, $p < 0.001$. Principal component analysis extracts five factors consistent with theoretical division, with cumulative explained variance of 65.876% (over 50%). All rotated factor loadings exceed 0.6 without cross-loading, which reflects good construct validity.

Table 5. The results of KMO and Bartlett's sphericity test

KMO sampling suitability measures.		0.878
Bartlett's sphericity test	Approximate Chi-square	3446.18
	Degrees of freedom	276
	Significance	0

4.4 Correlation Analysis

Table 5 displays Pearson correlation results. All five independent variables are significantly positively correlated with Repurchase intention at the 0.01 level. Social Value has the highest correlation coefficient ($r=0.539$), followed by Price Value (0.450) and Hedonic Value (0.436). Correlation coefficients between independent variables are all below 0.7, which eliminates multicollinearity risks for regression.

Table 6. Pearson Correlation Matrix

	Utilitarian Value	Hedonistic value	Social Value	Service Value	Price Value	Repurchase intention
Utilitarian Value	1					
Hedonistic value	0.226**	1				
Social Value	0.256**	0.291**	1			
Service Value	0.100	0.149**	0.214**	1		
Price Value	0.269**	0.303**	0.316**	0.167**	1	
Repurchase intention	0.373**	0.436**	0.539**	0.312**	0.450**	1

Note: At the 0.01 level (two-tailed), the correlation is significant.

4.5 Multiple Linear Regression Analysis

Repurchase intention is set as the dependent variable and five perceived value dimensions as independent variables. The overall model test shows $F=64.348$, $p<0.001$, $R^2=0.479$, Adjusted $R^2=0.472$, indicating the model possesses good explanatory power. The Variance Inflation Factor (VIF) value of all variables is lower than 1.3 without multicollinearity. Standardized coefficients and significance are shown in Table 7.

Table 7. Multiple Linear Regression Results

Model	Unstandardized coefficients		Standardized coefficient	t	Significance	Multicollinearity statistics	
	B	Standard error				Tolerance	VIF
(constant)	-0.073	0.184		-0.396	0.692		
Utilitarian Value	0.147	0.036	0.168	4.081	0.000	0.882	1.134
Hedonistic value	0.223	0.043	0.215	5.124	0.000	0.849	1.177
Social Value	0.289	0.037	0.335	7.852	0.000	0.818	1.222
Service Value	0.154	0.039	0.156	3.927	0.000	0.938	1.066
Price Value	0.204	0.042	0.208	4.877	0.000	0.820	1.220
R ²				0.479			
Adjusted R ²				0.472			
F				64.348			
P				<0.001			

a. Dependent variable: Repurchase intention

The influence intensity ranks: Social Value ($\beta=0.335$) > Hedonic Value ($\beta=0.215$) > Price Value ($\beta=0.208$) > Utilitarian Value ($\beta=0.168$) > Service Value ($\beta=0.156$). All five dimensions exert significant positive effects on Repurchase intention.

4.6 Hypothesis Test Results

All five research hypotheses H1-H5 are fully verified by regression data. Social Value exerts the strongest driving effect while Service Value has the weakest yet significant influence.

Table 8. Summary of Hypothesis Verification

Assumption Number	Hypothetical content	Testing the hypothesis
H1	Utilitarian Value has a significant positive impact on the Repurchase intention of young consumers on Douyin.	Established
H2	Hedonic Value has a significant positive impact on the Repurchase intention of young consumers on Douyin.	Established
H3	Social Value has a significant positive impact on the Repurchase intentions of young consumers on Douyin.	Established
H4	Service Value has a significant positive impact on the Repurchase intention of young consumers on Douyin.	Established
H5	Price Value has a significant positive impact on the Repurchase intention of young consumers on Douyin.	Established

5. Research Conclusions

The five-dimensional perceived value framework fits the consumption context of Douyin live-stream e-commerce well, and Utilitarian Value, Hedonic Value, Social Value, Service Value, and Price Value all significantly boost young consumers' Repurchase intention; Repurchase intention is a comprehensive behavioral decision jointly determined by consumers' rational cognition, emotional perception, and social belonging perception. Rooted in Social Identity Theory, Social Value emerges as the dominant driving factor with the largest standardized regression coefficient ($\beta=0.335$). Young consumers tend to categorize themselves into fan communities anchored by live-stream rooms, gain in-group identity via bullet screen interaction and group communication, and generate sustained consumption motivation to maintain their social group membership; such social psychological incentive outweighs the attractiveness brought by product functional advantages and basic service quality. Hedonic Value and Price Value function as secondary supporting drivers: immersive entertaining live atmosphere stimulates positive affective experience, while perceived cost-performance reasonableness motivates repeated consumption. By contrast, Utilitarian Value and Service Value serve as defensive guarantee factors: they mainly serve as foundational factors by satisfying consumers' basic shopping requirements, while their influence on proactive Repurchase intention is relatively weaker compared with social and emotional values. Overall, repurchase behavior on live-stream platforms follows a hierarchical internal logic: social interaction acts as the core driver, entertainment experience serves as an auxiliary incentive, and product function and after-sales service constitute the bottom-line prerequisite for continuous consumption. Theoretically, this research expands the multi-dimensional system of perceived value suitable for Douyin short-video live commerce. Different from previous three or four-dimensional frameworks, this study independently separates Price Value and Service Value as two latent variables, and provides targeted empirical evidence for perceived value theory in youth social commerce scenarios. Practically, the hierarchical influence law of five value dimensions offers actionable solutions to the industry-wide low repurchase pain point.

6. Management Suggestions

Based on the empirical findings, this study puts forward targeted implications for platforms, merchants and streamers based on differentiated effects of five perceived value dimensions. In terms of Social Value construction, live-stream platforms can optimize bullet screen interaction functions, hierarchical membership systems and community operation mechanisms to strengthen users' in-group belonging, launch group-buying and fan co-creation activities to satisfy consumers' identity demands, and guide streamers to adopt companion-style communication modes to build long-term emotional bonds with audiences, so as to exert the dominant promoting effect of social perception on repurchase behavior. To elevate Hedonic Value perception, platforms can optimize traffic distribution to favor plot-driven live content, real-scene demonstration and interactive mini-game live rooms, restrain excessive hard-selling-oriented live broadcasts, and encourage streamers to build personalized IP characteristics to extend user viewing duration and transform entertainment stickiness into repeat purchase motivation. For Price Value governance, platforms should formulate transparent and standardized pricing rules, launch time-limited discounts, member-exclusive offers and product bundle packages, curb irregular frequent price fluctuations that damage consumer trust, and embed real-time price comparison functions to strengthen users' perceived price fairness. To consolidate the foundational Utilitarian Value, platforms can push standardized real-shot product display requirements, support visualized presentation of buyer reviews and third-party quality certification information, and optimize demand-matching algorithms to match consumers with suitable commodities and satisfy practical functional demands. Regarding Service Value improvement, stakeholders can establish a closed-loop service system covering pre-live consultation, in-live

real-time Q&A, and hassle-free return and exchange after-sales procedures, publish explicit visualized service commitments to reduce consumers' perceived transaction risks, and cultivate long-term user trust to form stable repurchase inertia.

7. Research Limitations and Future Prospects

This research has three obvious limitations. First, the sample distribution is unbalanced, with over 80% of participants aged 18-22, lacking sufficient samples of older young people aged 23-35, which reduces the external validity of the research conclusions. Second, only cross-sectional snapshot data are adopted; long-term longitudinal tracking cannot be realized, so the dynamic evolution of perceived value and Repurchase intention with consumption cycles cannot be observed. Third, this paper only constructs a direct effect model without introducing mediating variables such as consumer trust and satisfaction or moderating variables like stream personal characteristics, and the internal formation mechanism of Repurchase intention has not been fully excavated.

References

- [1] iiMedia Research. (2025). Analysis and trend research report on China's live streaming e-commerce industry (2025–2029). <https://www.iimedia.cn/c400/106406.html>
- [2] Lu, Y. Q. (2025). Research on live streaming communication strategy of Oriental Selection on Douyin platform [Master's thesis, Xi'an Technological University]. <https://doi.org/10.27391/d.cnki.gxagu.2025.000570>
- [3] Pang, Y. T. (2020). Research on the impact of e-commerce live streaming on consumers' repurchase intention [Master's thesis, Nanjing University]. <https://doi.org/10.27235/d.cnki.gnjju.2020.001527>
- [4] Chen, C. (2023). Research on consumers' repurchase intention under live streaming e-commerce context [Master's thesis, Nanjing University of Finance and Economics]. <https://doi.org/10.27705/d.cnki.gnjcj.2023.000345>
- [5] Wang, Y. T. (2023). Research on consumers' repurchase intention under e-commerce live streaming context [Master's thesis, Gansu University of Political Science and Law]. <https://doi.org/10.27785/d.cnki.ggszf.2023.000490>
- [6] Tan, K. L., Chau, K. N., & Thanh, H. L. (2024). Multidimensional shopping values as drivers of repurchase intention among young consumers in live-stream social commerce. *SAGE Open*, 14(3). <https://doi.org/10.1177/21582440241278454>
- [7] Wang, J., & Shahzad, F. (2024). Deciphering social commerce: A quantitative meta-analysis measuring the social, technological, and motivational dimensions of consumer purchase intentions. *SAGE Open*, 14(2).
- [8] Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- [9] Dong, D. H., & Yang, Y. (2008). Theoretical analysis of consumer perceived value in online environment. *Journal of Management*, (6), 856–861.
- [10] Lin, Y. Y. (2024). Research on the influence of perceived value on customer loyalty of Douyin live streaming platform [Master's thesis, Northwest Normal University]. <https://doi.org/10.27410/d.cnki.gxbfu.2024.001091>
- [11] Arisman, A., & Salehudin, I. (2022). Does live stream selling affect customer engagement and purchase intention? The Shopee Live platform case study. *ASEAN Marketing Journal*, 14(2), Article 1.
- [12] Cai, Z., & Cai, Y. (2024). The impact of immersive experiences on consumer purchase intentions in e-commerce live streaming: An examination of hedonic, utilitarian, and social values. *Journal of Modern Learning Development*, 9(9), 312–324.
- [13] Yu, L. (2024). Research on the impact of perceived evaluation of live streaming fresh agricultural products on consumers' repurchase intention [Master's thesis, Shenyang Agricultural University]. <https://doi.org/10.27327/d.cnki.gsh-nu.2024.000918>
- [14] Gan, C. M., Ming, X. Y., & Qiu, Z. Y. (2025). Research on influencing factors of consumers' repurchase intention in live streaming e-commerce: Analysis based on SEM and fsQCA. *Journal of Hainan University (Humanities and Social Sciences)*, 43(6), 128–137. <https://doi.org/10.15886/j.cnki.hnus.202310.0119>
- [15] Liu, L., & Zhang, N. (2016). Research on the relationship among customer perceived value, satisfaction and loyalty: An empirical analysis under e-commerce environment. *Journal of Information Resources Management*, 6(3), 50–57, 106. <https://doi.org/10.13365/j.jirm.2016.03.050>
- [16] Zhang, H. F., & Jing, T. (2024). The influence of streamer characteristics on repurchase rate in agricultural e-commerce live streaming in China. *Modern Communication (Journal of Communication University of China)*, 46(8), 132–142. <https://doi.org/10.19997/j.cnki.xdcb.2024.08.016>
- [17] Cardozo, R. N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research*, 2(3), 244–249. <https://doi.org/10.1177/002224376500200303>
- [18] Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90071-7](https://doi.org/10.1016/0148-2963(91)90071-7)

- [19] Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- [20] Holbrook, M. B. (2006). Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay. *Journal of Business Research*, 59(6), 714–725. <https://doi.org/10.1016/j.jbusres.2005.12.002>
- [21] Bai, Y., Li, C., & Niu, J. (2016). Study on customer-perceived value of online clothing brands. *American Journal of Industrial and Business Management*, 6(8), 914–921.
- [22] Qu, S. Q. (2023). Research on the influence of perceived value of national fashion clothing brands on consumers' repurchase intention [Master's thesis, South China University of Technology]. <https://doi.org/10.27151/d.cnki.ghnlu.2023.005190>
- [23] Zhu, J. H. (2023). Research on Vietnamese consumers' perceived value and purchase intention of Xiaomi mobile phones [Master's thesis, Guangxi Minzu University]. <https://doi.org/10.27035/d.cnki.ggxmc.2023.000232>
- [24] Lee, S., & Kim, D. Y. (2018). The effect of hedonic and utilitarian values on satisfaction and loyalty of Airbnb users. *International Journal of Contemporary Hospitality Management*, 30(3), 1332–1351. <https://doi.org/10.1108/IJCHM-09-2016-0504>
- [25] Puspitasari, I., Rusydi, F., Nuzulita, N., & Hsiao, C. S. (2023). Investigating the role of utilitarian and hedonic goals in characterizing customer loyalty in E-marketplaces. *Heliyon*, 9(8).
- [26] Shang, Y. (2024). The influence of logistics service quality on consumers' repurchase intention in e-commerce context: Chain mediating effect based on satisfaction and loyalty. *Commercial Economic Research*, (22), 78–81.
- [27] Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44.
- [28] Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.
- [29] Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
- [30] Liu, L. (2023). An empirical study on the impact of e-commerce live streaming on consumers' repurchase intention of agricultural products. *Journal of Yancheng Institute of Technology (Social Science Edition)*, 36(4), 48–53. <https://doi.org/10.16018/j.cnki.cn32-1499/c.202304009>
- [31] Li, L., & Tang, S. L. (2020). Research on influencing factors of customers' repurchase intention. *Journal of Xi'an Shiyou University (Social Science Edition)*, 29(3), 45–52, 79.
- [32] Pu, Y. L. (2021). Research on the influence of live shopping experience on repeat purchase intention [Master's thesis, Shanghai University of Finance and Economics].
- [33] Lebbytha, V., Salshabilla, D., & Kurniawati. (2024). Pengaruh financial value, functional value, individual value, dan social value terhadap customer engagement dan minat beli konsumen pada live streaming commerce. *Journal of Accounting and Finance Management*.
- [34] Zhao, L., Zhao, C. M., & Wu, Y. (2025). The impact of after-sales service quality of e-commerce platforms on consumers' repurchase intention: Based on the mediating effect of shopping experience and emotional trust. *Commercial Economic Research*, (10), 65–68.
- [35] Wu, X. Y. (2021). Research on the influence of e-commerce streamers' information source characteristics on consumers' repeat purchase intention [Master's thesis, Chongqing University].
- [36] Song, C. J. (2024). Research on the impact of customer perceived value of fresh e-commerce agricultural products on satisfaction: The mediating effect of comment valence [Master's thesis, Guangxi Normal University]. <https://doi.org/10.27036/d.cnki.ggxsu.2024.001009>
- [37] Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.
- [38] Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
- [39] Green, S. B. (1991). How many subjects does it take to do a regression analysis? *Multivariate Behavioral Research*, 26(3), 499–510. https://doi.org/10.1207/s15327906mbr2603_7
- [40] Knofczynski, G. T., & Mundfrom, D. (2008). Sample sizes when using multiple linear regression for prediction. *Educational and Psychological Measurement*, 68(3), 431–442. <https://doi.org/10.1177/0013164407310131>