



**INTERNATIONAL JOURNAL OF
ENTREPRENEURSHIP AND
MANAGEMENT PRACTICES
(IJEMP)**
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BRAND ATTITUDE AND ONLINE REPURCHASE INTENTION OF LUXURY PRODUCTS: A SYSTEMATIC LITERATURE REVIEW

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Article Info:

Article history:

Received date: 05.01.2025

Revised date: 22.01.2025

Accepted date: 20.02.2025

Published date: 06.03.2025

To cite this document:

Zhang, T., Khai, L. L., & Tamyiez, P. F. M. (2025). Brand Attitude And Online Repurchase Intention Of Luxury Products: A Systematic Literature Review. *International Journal of Entrepreneurship and Management Practices*, 8 (29), 139-149.

DOI: 10.35631/IJEMP.829010

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Abstract:

As technology continues to develop, e-commerce has penetrated into various fields. Among them, it has become very common that luxury brands have also started utilizing e-commerce to sell their products. Then, whether consumers' brand attitude has an effect on online repurchase intention is the focus of this study. Therefore, this systematic literature review investigates the relationship between brand attitude and online repurchase of luxury brands. Specifically, this study has two main objectives, namely, what is the relationship between brand attitudes and online repurchase intentions and what factors influence consumers' brand attitudes towards luxury brands. The study utilized the PRISMA protocol for systematic literature reviews, which was searched from two databases (Scopus and Web of Science). A total of 16 papers were included in this SLR, including three studies on brand attitude and online repurchase intention, 11 studies on luxury brands and brand attitude, and two studies on luxury brands and online repurchase intention. The findings show that most of the literature suggests that brand attitude is positively related to online repurchase intention and that the factors affecting brand attitude are mainly psychological.

Keywords:

Luxury Brand, Brand Attitude, Online Repurchase Intention

Introduction

In the rapidly evolving landscape of e-commerce, understanding consumer behavior is critical for businesses aiming to thrive in competitive markets. Among the myriad of factors influencing purchasing decisions, online repurchase intention has emerged as a vital area of study, particularly as it relates to brand attitudes (Mir & Salo, 2024). Repurchase intention reflects a consumer's likelihood of buying a product or service again from a particular brand, underscoring the importance of building and maintaining positive brand perceptions (Phan Tan, 2023).

Despite a growing body of research on consumer behavior, there is a measurable gap in systematic investigations that explicitly link online repurchase intention to brand attitudes (Hussain et al., 2023). Existing studies often focus on either construct in isolation, failing to comprehensively analyze the dynamic interplay between them in the online context. This systematic literature review aims to fill this gap by synthesizing existing literature to elucidate the connection between brand attitudes and online repurchase intentions, examining variables such as characteristic factors and brand story.

Through a rigorous methodological approach, this review will not only provide insights into the current understanding of these constructs but also identify potential directions for future research. By illuminating the factors that drive consumers repurchase intentions in online environments, this review seeks to offer valuable implications for marketers and brand managers striving to enhance brand equity and foster long-term customer relationships in the digital marketplace. The research in this research is organized around the following two questions:

What is the relationship between brand attitude and online repurchase intention? This question aims to assess the direction and strength of the relationship.

What are the factors that influence brand attitude in luxury? This study systematically analyzes the related literature to identify the relevant factors that influence brand attitude.

In this paper, the research methodology used for SLR, presentation and discussion of results, conclusions and recommendations, as well as research limitations and future research directions are presented. Furthermore, this study followed the PRISMA protocol (Moher et al., 2016), which contains included, eligibility, screening and identification. It is hoped that this study will help luxury brand companies to better understand the relationship between consumer brand attitudes and online repurchase intentions from a holistic perspective.

Methodology

A systematic literature review can help discover studies that address a given issue, decreasing bias and survey heterogeneity (Nightingale, 2009). It can also help construct and identify conceptual models (Cooper et al., 2018). This study uses a systematic approach to evaluation to collect and analyze outstanding themes in the literature related to the field of luxury brands, online repurchase intentions and brand attitudes (Creevey et al., 2022). This study followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol for a comprehensive overview (Moher et al., 2016). Literature collection for this study was conducted mainly through two databases, Scopus and Web of Science (WoS), as they are the most comprehensive (Merli et al., 2018). Furthermore, a literature search was conducted in both databases using the string, <luxury AND online repurchase intention> and <luxury AND

brand attitude>, <brand attitude AND online repurchase intention>. in the title, abstract and keyword fields. The aim was to obtain more relevant literature in the initial search results by broad terminology before removing irrelevant literature. The next step is to determine whether to conduct a review based on the abstract of the article and to analyze the article thoroughly (Creevey et al., 2022).

First, the keywords were searched on Scopus and Web of Science (WoS), and only English-language articles published in scholarly journals between 2013 and 2024 were included. In addition, articles had to be directly related to the field of business management. Specifically, a search of the two databases for “luxury” and “brand attitude” yielded 366 and 245 results, respectively. Then a search of “luxury Then the search for “luxury” and “online repurchase intention” yielded 9 and 6 results, respectively, and finally, the search for “brand attitude” and “brand attitude” yielded 366 and 245 results, respectively. Finally, the search for “brand attitude” and “online repurchase intention” yielded results of 18 and 13.

Next, the articles were screened for abstracts and only English journal articles related to business management were included for further review. A total of 250 and 213 articles were retrieved from Scopus and Web of Science (WoS) respectively, and the full text was then read to assess the theme of online repurchase intention and brand attitude of luxury brands. After a critical review, 18 articles (16 Scopus and 2 Web of Science) remained to be analyzed (Figure 1).

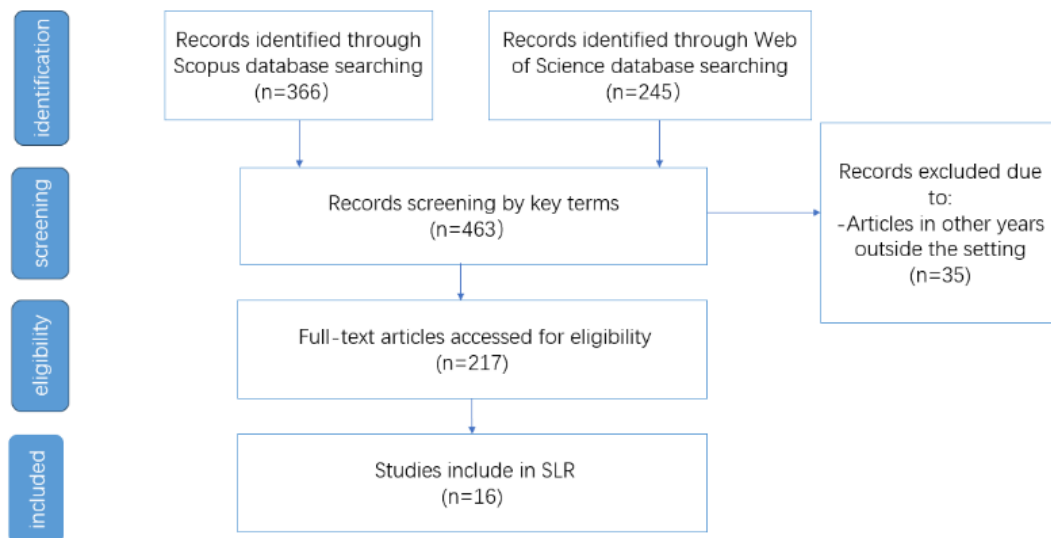


Figure 1: Literature Review Flow using PRISMA Method

Source: Author

Result and Discussion

This paper reviews the literature on the relationship between brand attitudes and online repurchase intentions. Table 1 demonstrates the results of the studies on the correlation between brand attitude and online repurchase intention. Based on the review of 16 papers, it is concluded that most researchers agree that there is a strong correlation between brand attitude and online repurchase intention. We divide the results and discussion into two parts: 1) the relationship between brand attitude and online repurchase intention; and 2) what factors influence brand attitude in luxury.

Table 1: Results of the Studies on the Correlation Between Brand Attitude and Online Repurchase Intention

Source: Author

No.	Author	Year	Title	Country	Methodology	Results/ Findings
1	Tumpal Pangihutan SITUMORANG et al.	2021	Brand Positioning and Repurchase Intention: The Effect of Attitude Toward Green Brand	South Korea	Quantitative research method with a sample size of 40	Attitude Toward Grand Brand has a positive effect on Green Repurchase Intention
2	Wanjing Jiang and Yao Song	2022	Mobile Shopping during COVID-19: The Effect of Hedonic Experience on Brand Conspicuousness, Brand Identity and Associated Behavior	China	Quantitative research method with a sample size of 35	Hedonic experience, product attitude, brand conspicuousness and brand identity will encourage consumers to repurchase branded products.
3	Sergei Chernov and Dmitry Gura	2024	The luxury goods market: Understanding the psychology of Chinese consumers	Russia	Quantitative research method, sample of 1125 participants in China	In China, consumers are willing to pay more based on the branding and exclusivity of luxury brands, and are more likely to have higher purchase intentions and loyalty to luxury brands compared to mass market goods.

4	Juran Kim and Joonheui Bae	2023	Influences of persona self on luxury brand attachment in the Metaverse context	South Korea	Quantitative research method with a sample size of 300 Gen Z aged 14-19 years.	Luxury brand attachment strongly indicates positive attitudes and behavioral intentions towards virtual luxury brands and luxury goods.
5	Ziyou Jiang and Jewon Lyu	2024	The role of augmented reality app attributes and customer-based brand equity on consumer behavioral responses: an S-O-R framework perspective	U.S	Quantitative research method with a sample size of 214.	Positive consumer recommendations of a luxury brand's AR app can significantly increase the likelihood of a consumer visiting the brand's online store and their willingness to make a purchase.
6	Ekta Aggarwal, Anurupa B. Singh and Richa Misra	2024	Does consumption values and ascribed responsibility predict attitudes towards sustainable luxury brands	India	Combining quantitative and qualitative research methods	Luxury consumers are appreciative of uniqueness and pleasure, and they can create mind-flow opportunities that increase the overall value of luxury consumption.
7	Ian Phau et al.	2024	Unlocking the motivations behind vintage luxury desire	Australia	Quantitative research method with a sample size of 232	In order to cater to the uniqueness of the consumer, retailers can do so by handpicking a variety of unique and rare vintage items from different luxury brands, eras and styles.
8	Gabriel Pedrosa et al.	2023	Consumers' attitudes on downscale extensions of a luxury automotive brand	Portugal	Quantitative research method with a sample size of 419	An element of authenticity should be added to marketing campaigns, especially in social media, as authenticity

promotes consumer engagement and relationships with brands.

9	Ye Wang and Huan Chen	2020	Self-presentation and interactivity: luxury branding on social media	U. S	Quantitative research method with a sample size of 523	Interactivity can greatly mitigate negative relationship perceptions, thereby reinforcing positive brand attitudes.
10	MdSanuwar Rashid and Veena Chattaraman	2019	Do consumers react differently to sweatshop allegations on luxury and non-luxury brands? A brand entitativity-based account	U. S	Quantitative research method with a sample size of 146	Consumer attitudes toward non-physical brands are more negatively impacted than physical brands when allegations are made against the brand.
11	Matthew Tingchi Liu et al.	2017	Applying consumer-based brand equity in luxury hotel branding	China	Quantitative research method with a sample size of 327	The mediating role of brand attitudes between brand equity and purchase intention can help managers understand the role of brand equity in the consumer evaluation and decision-making process.
12	Sooyun Kim et al.	2016	Customer emotions and their triggers in luxury retail: Understanding the effects of customer emotions before and after entering a luxury shop	South Korea	Quantitative research method with a sample size of 372	Two positive emotions, pride and self-esteem, can negatively affect brand attitudes for customers who are browsing only and those who are familiar with the brand. The more pride and self-esteem customers feel, the less status symbol value they perceive from a luxury brand and, as a result, their attitude towards the brand will be less favorable.

13	Fariba Esmaeilpour	2015	The role of functional and symbolic brand associations on brand loyalty A study on luxury brands	Iran	Quantitative research method with a sample size of 450	Brand attitude has a positive and direct impact on brand loyalty
14	Chung-Wha (Chloe) Ki et al.	2024	Wise consumer choices in online secondhand luxury (OSHL) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous, and sustainable consumption	Hong Kong, China	Quantitative research method with a sample size of 311	OSHL's smart, flashy and sustainable consumption all had a significant and positive impact on consumers' willingness to repurchase OSHL.
15	Lala Hu et al.	2022	The effect of utilitarian and hedonic motivations on mobile shopping outcomes. A cross-cultural analysis	Italy	Quantitative research method with a sample size of 308	The mediating role of enjoyment is all supported by the relationship between utilitarian motivation and consumer satisfaction, repurchase intention and IWOM. Interesting, enjoyable, and fun browsing experiences promote consumer satisfaction, repurchase intention, and IWOM in mobile commerce.
16	Kwangchul Ji and Hong-Youl Ha	2021	An Empirical Test of Mobile Service Provider Promotions on Repurchase Intentions	South Korea	Quantitative research method with a sample size of 214	The impact of mobile promotions can be explained by the quality of the functionality of mobile devices, with positive online reviews enhancing repurchase intentions.

The Relationship Between Brand Attitude and Online Repurchase Intention

This paper reviews literature perspectives on the relationship between brand attitudes and online repurchase intentions in China, Korea, and Turkey. The results show that there is a significant effect of brand attitude on online repurchase intention. Most of the articles have a positive effect of brand attitude on online repurchase intention. Wanjing Jiang and Yao Song (2022) believed that brand attitudes have a positive impact on behavioral intentions and have attracted a lot of attention, but the focus of attention has been on offline consumption. Due to the COVID-19 pandemic, online shopping has seen a major explosion. As a result, hedonic experience, brand attitude, brand conspicuousness and brand identity play a crucial role in mobile shopping, and they can enhance consumers' willingness to repurchase online. Similarly, Kwangchul Ji and Hong-Youl Ha (2021) also argues that two major factors, utilitarianism and hedonism, largely influence consumers' brand attitudes and online repurchase intention. The results of this study are similar to those of Chung-Wha Ki et al. (2024), who found that sensible, ostentatious and sustainable make up the attitudes of consumers who buy used luxury brands online. These relationships subsequently influenced repurchase intentions.

The research has also found that mobile promotions have an indirect effect on increasing customers' repeat purchase intentions. Brand attitude, product features and quality, and online reviews directly influence consumers' willingness to make repeat purchases. Unlike other direct effects of sales promotions, mobile promotions lead to a positive repurchase intention to some extent. The impact of mobile promotions can be explained by the functional quality of the mobile device and positive online reviews can enhance repurchase intentions (Kwangchul Ji and Hong-Youl Ha, 2021). Tumpal Pangihutan SITUMORANG et al. (2021) found that green brands became an important factor in shaping consumers' brand attitudes. With the growing awareness of environmental protection, companies need to position their brands as green brands, which in turn builds brand attitudes to achieve repurchase.

The Factors Influence Brand Attitude on Luxury

Researchers involved in the field of marketing have suggested different factors that influence brand attitudes based on their findings. Among them, materialism, conspicuous consumption, brand awareness and fashion involvement are more influential. In order to present the recent research results more clearly, this paper summarizes the different factors influencing brand attitude from different dimensions.

Sergei Chernov and Dmitry Gura (2024) believed that Brand name, awareness, image and prominence have a very important influence on brand attitudes in China, which in turn affects consumer purchasing behavior. Another study came to similar conclusions. Matthew Tingchi Liu et al. (2017) found that Consumers' perceptions of brand awareness and brand loyalty for luxury brands, especially luxury hotels, were found to be very high, which may lead to higher brand attitudes and purchase intentions. At the same time, Ziyong Jiang and Jewon Lyu (2024) argues that perceived utilitarian and hedonic values are important factors influencing brand attitudes, in addition to brand awareness.

Another study discusses brand attitudes from the perspective of meta-universe users, which is relatively unique and has not been studied in any other literature to date. Juran Kim and Joonheui Bae (2023) argued that the characterization of luxury brand attachment in the meta-universe positively influences attitudes and purchase intentions. Besides, the concept of sustainability has also been studied by some researchers. Ian Phau et al. (2024) believes that

sustainability can satisfy the uniqueness of consumers and thus positively influence their attitudes towards luxury brands. MdSanuwar Rashid and Veena Chattaraman (2024) argue that consumers, especially gen Z, are exposed to a variety of sensory, emotional, cognitive, lifestyle and ethical values to appreciate the sustainability efforts of luxury brands, which can increase positive brand attitudes.

Ziyou Jiang and Jewon Lyu (2024) and Gabriel Pedrosa et al. (2023) also found that on luxury brands, functionality and symbolism play a crucial role in shaping customer brand attitudes. The difference is that Gabriel Pedrosa et al. (2023) study was in the luxury automotive segment. Ekta Aggarwal, Anurupa B. Singh and Richa Misra (2024) shows the impact of negative publicity on brand attitudes from the opposite side. Negative publicity for luxury brands can have a significant impact on consumer attitudes towards their brands, and luxury brands stay on top of industry allegations to minimize the negative impact on their brands.

Finally, Sooyun Kim et al. (2016) believe that consumers' emotions and psychological factors largely influence brand attitudes, such as anger, happiness, pride, sadness, and so on. Meanwhile, Ye Wang and Huan Chen (2020) argue that brand interaction on the Internet also determines consumers' attitudes towards the brand.

Conclusion and Recommendations

After reviewing 16 pieces of literature, this study concludes that brand attitude is strongly and positively related to online repurchase intentions. In addition, psychological factors, brand awareness, and hedonism influence consumers' brand attitudes toward luxury brands. Therefore, this review suggests that luxury brands should always pay attention to the sustainability of the brand itself so that consumers understand their concept of sustainability. It is important to emphasize brand image and Internet activities to actively communicate with consumers.

Research Limitation and Future Studies Direction

While this study provides valuable insights into brand attitudes and online repurchase intentions, there are some limitations. First, this study primarily searched the Scopus and Web of Science (WoS) databases, potentially missing some important content that is available in other databases. Second, similarly, the time frame of the selected inclusion criteria was 2013-2024, which may have missed some important studies. By acknowledging these limitations, we hope to provide a transparent view of this study and encourage future researchers to expand their findings from a broader perspective.

Acknowledgements

The successful completion of this research would not have been possible without the support, guidance, and encouragement of numerous individuals and organizations. I would like to express my heartfelt gratitude to all those who contributed to this study in various capacities. I would most like to thank my supervisor, Dr. Khai Loon Lee, whose invaluable expertise, constructive feedback, and unwavering support have guided me throughout this research journey. His insightful suggestions and critical discussions have significantly enriched the quality of this study and enhanced my understanding of the research field.

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