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Determinants and Theoretical Foundations of Repurchase Intention in the Digital Marketplace: A Systematic Literature Review Using the PRISMA 2020 Framework (2021–2025)

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Abstract: Repurchase intention is typically regarded as an essential measure of customer loyalty and competitiveness in digital markets. With ever-changing individual behavior and technological advancements, recent literature indicates that researchers lack agreement on what motivates customers to replay. In that light, the paper will conduct a systematic synthesis of the underlying determinants and theories of repurchase intention between 2021 and 2025. The study will adopt the Systematic Literature Review (SLR) research methodology, guided by the PRISMA 2020 guidelines, to ensure transparency and replicability. Identifying the materials involved in the synthesis involved four key phases: identification, screening, eligibility, and inclusion. Peer-reviewed articles within the last five years were retrieved from the Scopus database. Narrative synthesis was then conducted among the eligible papers, combining both quantitative and qualitative results to highlight recurring theories and constructs within the field. The analysis indicates that PLS-SEM is the most widely used technique in the field. From a theoretical standpoint, CAT, TPB, and S-O-R models dominate. Trust, satisfaction, perceived usefulness, and service quality stood out as the main constructs that drive repurchase intention, while anger and sadness inhibited repurchases. Though the studies consider multiple geographical regions, including the US, China, India and Vietnam, among others, few cross-cultural and demographic studies exist. Repurchase intention is, therefore, a result of the interaction between cognitive, emotional, and relational factors. Further research needs to employ advanced analytics, machine learning, QCA, and biometric sentiment analysis to explore emotion- and situational-moderating factors. It is up to marketers to provide customers with emotionally engaging, trustworthy digital platforms where relationships can be developed and sustained. This review is among the first to synthesize evidence on repurchase intention research from 2021 using the PRISMA 2020 framework.

Keyword: Repurchase Intention, Digital Marketplace, PRISMA 2020, Consumer Behavior, Emotional Marketing

INTRODUCTION

Digital transformation has significantly reshaped how businesses interact with consumers, especially within digital marketplaces (Zaheer et al., 2024). With the rise of e-commerce, mobile apps, and online services, repurchase intention is a key measure of customer loyalty and lasting competitiveness (Ding et al., 2022). When consumers choose to purchase from the same platform or brand again, it reflects not only their satisfaction with previous experiences but also their trust in the digital environment (Ting et al., 2021; H. Wang et al., 2023). As a result, understanding the factors that influence repurchase intention has become increasingly important for both researchers and practitioners in the field of digital marketing and consumer behavior.

In digital marketplaces, repurchase intention plays a crucial role in maintaining business sustainability and competitive advantage (Agnihotri & Gabler, 2024; Cano et al., 2022; Li, 2022). Retaining existing customers is generally more cost-effective than acquiring new ones, making repeat purchasing behavior a key strategic goal for companies (Pal et al., 2024). To achieve this, firms continuously improve their digital services, enhance user experience, and ensure high service quality to encourage customers to return (Ding et al., 2022; Pal et al., 2024). As competition among online platforms intensifies, businesses must better understand what motivates consumers to maintain long-term relationships with digital brands (Dens & Poels, 2023; Mansoor & Paul, 2022).

Despite increasing academic attention to repurchase intention, previous studies have yielded fragmented findings regarding its determinants. Some researchers emphasize cognitive factors such as perceived usefulness, perceived value, and service quality as the main drivers of repurchase behavior (Le et al., 2022; Meng & Lin, 2023; Phan et al., 2025). In contrast, other studies highlight emotional and relational elements, including trust, satisfaction, and emotional engagement (Levy, 2022; Tongxi et al., 2025). This separation between cognitive and emotional perspectives has resulted in inconsistencies across studies, making it difficult to develop a comprehensive understanding of repurchase intention in digital environments.

A further limitation is that theoretical frameworks are often used separately in current research. Several well-established theories are commonly used to explain consumer behavior in digital contexts, including the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Stimulus–Organism–Response (S-O-R) model, and Cognitive Appraisal Theory (CAT) (Huang, 2023; Linh & Huyen, 2025; Singh et al., 2024). Although each of these theories offers valuable insights, many studies rely on a single theoretical perspective. Consequently, the complex interaction between cognitive evaluations, emotional responses, and behavioral intentions is often overlooked.

The limited integration of these theoretical perspectives restricts the development of a holistic understanding of repurchase intention. Consumer behavior in digital marketplaces is inherently multidimensional, involving perceptions, emotions, attitudes, and relational experiences simultaneously (Bandara et al., 2020; Hadi et al., 2024; Z. Wang, 2025). Without synthesizing insights from multiple frameworks, research may fail to capture the full complexity of consumer decision-making processes in digital settings. Therefore, a more integrative perspective is required to explain better how these factors collectively influence repurchase intention.

In addition to theoretical fragmentation, the geographical distribution of existing studies also reveals certain limitations. A substantial portion of research on repurchase intention has been conducted in Asian countries such as China, India, and Vietnam (Ngo et al., 2025; Tandon et al., 2021; Zhou & Hudin, 2025). While these contexts represent rapidly growing digital markets and provide valuable empirical insights, the dominance of a specific regional focus raises concerns regarding the generalizability of findings to other regions.

The limited representation of diverse cultural and demographic contexts suggests that current knowledge may not fully reflect global consumer behavior. Cultural values, technological readiness, and economic conditions can significantly influence consumer perceptions and purchasing decisions in digital environments (Alotaibi et al., 2025; Jamalova, 2024a; Levin & Mamlok, 2021; Shariffuddin et al., 2023). However, cross-cultural and demographic comparative studies remain relatively scarce. This gap highlights the importance of synthesizing existing research to identify broader patterns and differences across various contexts.

Given these challenges, a Systematic Literature Review (SLR) is needed to integrate and synthesize existing studies on repurchase intention in digital marketplaces. By systematically examining prior research and consolidating key determinants and theoretical frameworks, an SLR can provide a clearer, more comprehensive understanding of the topic (Sauer & Seuring, 2023; Tóth et al., 2023; Xiong et al., 2025). Such an approach not only identifies dominant research trends but also highlights theoretical gaps and future research directions, ultimately contributing to the development of a more integrated framework for understanding repurchase intention in digital consumer behavior.

Existing studies on repurchase intention in digital marketplaces reveal several important research gaps. One of the most significant issues is the fragmentation between cognitive factors and emotional or relational factors in explaining consumer behavior (Liu et al., 2021; Vrtana & Krizanova, 2023; Zhuang et al., 2021). Many studies focus primarily on rational evaluations, such as perceived usefulness, service quality, and perceived value, while others emphasize emotional components, such as trust, satisfaction, and emotional engagement. This separation has created a divided understanding of repurchase intention, in which cognitive and emotional perspectives are often studied in isolation rather than as interconnected drivers of consumer behavior.

The fragmentation between cognitive and emotional perspectives limits the ability to develop a comprehensive explanation of repurchase intention. Consumer decisions online are rarely influenced by just one factor. Instead, purchasing decisions often emerge from the interaction between rational evaluations and emotional experiences (Ahn & Kwon, 2022). Consumers may view a platform as effective, but their trust and satisfaction often determine if they return to buy again. Therefore, integrating both cognitive and emotional perspectives is essential for a better understanding of repurchase behavior in digital contexts (Crosta et al., 2021; Matušínská & Zapletalová, 2022; Rodrigues et al., 2021).

Regional bias is not adequately addressed in the literature. A large proportion of studies on repurchase intention have been conducted in Asian countries, particularly in China, India, and Vietnam. Although these markets provide valuable insights due to their rapid digital growth, the dominance of research within a limited geographical scope raises concerns regarding the global applicability of the findings. Cultural values, technological infrastructure, and consumer habits differ across regions, which may influence how consumers perceive digital services and make purchasing decisions (Jamalova, 2024b; Qian et al., 2024; Zoppelletto & Bullini Orlandi, 2022).

This regional concentration limits the generalizability of existing research findings. Consumer behavior in digital marketplaces may vary significantly between developed and emerging markets, as well as across different cultural contexts (Dhaliwal et al., 2025; Sheth, 2021). Without broader cross-cultural investigations, it becomes difficult to determine whether the identified determinants of repurchase intention are universally applicable. Consequently, synthesizing research across different regions is necessary to provide a more globally relevant understanding of digital consumer behavior.

Another gap observed in the literature concerns methodological uniformity. Many empirical studies examining repurchase intention rely heavily on Partial Least Squares Structural Equation Modeling (PLS-SEM). While PLS-SEM is a powerful analytical

technique for examining complex relationships among variables, its dominance in the field may limit methodological diversity (Adler et al., 2023; Jr & F, 2021; Magno et al., 2024). Overreliance on a single analytical approach may limit exploration of alternative methods that could reveal different insights or perspectives on consumer behavior.

Furthermore, the literature demonstrates theoretical isolation, in which commonly used theories are applied in isolation rather than integrated. Theories such as Cognitive Appraisal Theory (CAT), the Theory of Planned Behavior (TPB), and the Stimulus–Organism–Response (S-O-R) framework are frequently used to explain repurchase intention (Bakr et al., 2025; Baquero, 2025; Lee, 2025). However, many studies adopt only one of these frameworks, limiting their ability to capture the complex interplay among psychological, behavioral, and environmental factors influencing consumer decisions in digital environments (Ameen et al., n.d.; Hadi et al., n.d.; Wolny et al., 2025).

Finally, this study proposes the Digital Loyalty Ecology (DLE) model as an integrative conceptual framework that combines cognitive, emotional, and relational factors influencing repurchase intention. In addition, the study highlights the potential of advanced analytical techniques such as machine learning, fuzzy-set Qualitative Comparative Analysis (fsQCA), and biometric tracking to explore deeper behavioral patterns. These approaches not only contribute to theoretical development but also offer practical managerial insights for building trust-based digital engagement and strengthening long-term customer relationships in digital marketplaces.

The theoretical foundations of repurchase intention in digital marketplaces can be understood through several major categories of consumer behavior theories. These theories provide different perspectives on how individuals evaluate, experience, and respond to digital services. Broadly, the literature can be grouped into four main theoretical categories: cognitive/behavioral theories, emotional or cognitive appraisal theories, relational or social theories, and motivational theories. Each category contributes unique insights into the mechanisms that shape consumers' intentions to repurchase in digital environments.

The first category, cognitive and behavioral theories, focuses on how rational evaluation and behavioral intentions influence consumer decisions (Khare & Kapoor, 2023; Matušinská & Zapletalová, 2022). Prominent theories in this category include the Theory of Planned Behavior (TPB), Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), and the Unified Theory of Acceptance and Use of Technology (UTAUT). These frameworks highlight that people make decisions based on their attitudes, perceived usefulness, ease of use and behavioral control. In digital marketplaces, these factors shape how consumers evaluate online platforms and determine whether they intend to make repeat purchases.

Cognitive and behavioral perspectives highlight the importance of users' perceptions of technological functionality and efficiency (Anas et al., 2025; Zinkhan & Braunsberger, 2004). For example, if a digital platform is perceived as easy to use and useful in fulfilling consumer needs, users are more likely to develop positive attitudes toward it. These positive attitudes can strengthen behavioral intentions, including the intention to repurchase. Consequently, cognitive and behavioral theories have been widely used to explain how technological acceptance influences consumer loyalty in digital commerce.

The second category involves emotional and cognitive appraisal theories, which emphasize the role of emotional responses in shaping consumer behavior. Key frameworks in this category include Cognitive Appraisal Theory (CAT) and Prospect Theory. These theories suggest that individuals evaluate situations not only through rational assessment but also through emotional interpretations of experiences. Emotions such as satisfaction, pleasure, frustration, or disappointment can strongly influence how consumers perceive digital interactions (Shen et al., 2024; Xue et al., 2025).

Prospect Theory further explains that consumers often evaluate outcomes based on perceived gains and losses. In digital marketplaces, negative experiences or perceived losses may have a stronger impact on behavior than positive outcomes (Lin et al., 2024). For example, feelings of risk, disappointment, or regret may discourage future purchases, while positive emotional experiences can encourage continued engagement with a digital platform. Therefore, emotional responses play an essential role in shaping repurchase intentions.

The third category consists of relational and social theories, which focus on the role of social relationships and trust in consumer behavior. Important theories in this category include Social Exchange Theory (SET), Trust–Perception Theory (TPT), and Service Quality Theory (SQT). These frameworks emphasize the importance of trust, reciprocity, and service quality in maintaining long-term relationships between consumers and digital platforms. In online environments where physical interaction is limited, trust becomes a critical factor in influencing purchasing decisions (Bakır et al., 2025; Wilkins et al., 2023).

Relational perspectives suggest that consumers are more likely to remain loyal to platforms that consistently deliver reliable services and build trust over time. High service quality, transparent communication, and positive interactions can strengthen relational bonds between consumers and digital brands. As a result, relational factors such as trust and perceived fairness play a key role in encouraging consumers to engage in repeat purchasing behavior.

The fourth category involves motivational theories, which focus on the internal drivers that influence consumer engagement and decision-making. Examples of theories in this category include Expectation–Confirmation Theory (ECT), Self-Determination Theory (SDT), and the Elaboration Likelihood Model (ELM). These frameworks highlight how consumers' expectations, intrinsic motivations, and persuasion processes influence their attitudes toward digital services and their willingness to continue using them (Juanim et al., 2024; Oliveira et al., 2021; S & Chandra, 2023).

Overall, these theoretical perspectives collectively contribute to a broader conceptual understanding of repurchase intention in digital marketplaces. This view holds that cognitive, emotional, and relational factors together influence repurchase intention.

METHOD

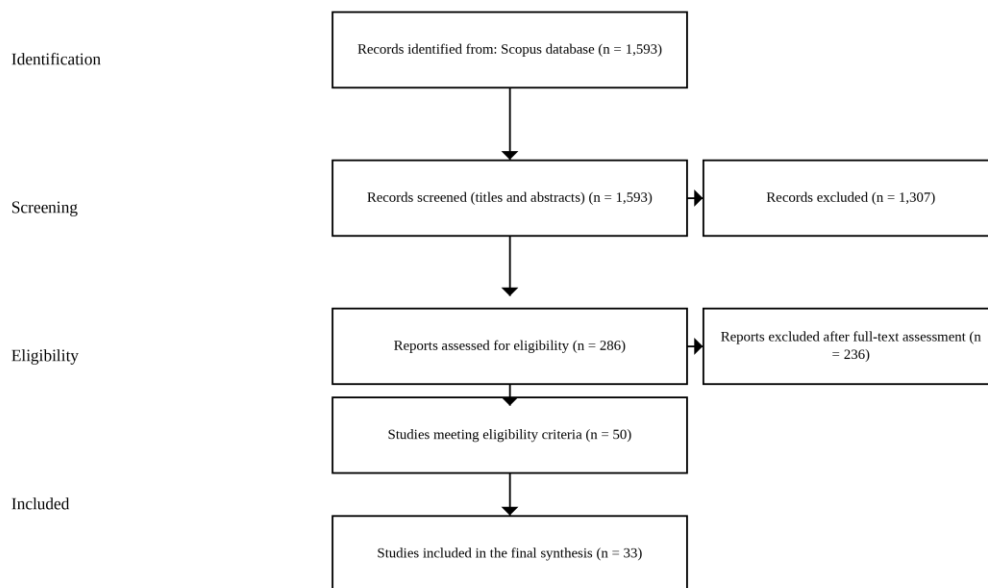
This study adopts a Systematic Literature Review (SLR) approach guided by the PRISMA 2020 framework to ensure transparency, rigor, and replicability in the research process. PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) provides structured guidelines for identifying, screening, and selecting relevant academic literature (Martono & Ramdani, 2024; Ramasamy, 2022; Tugwell & Tovey, 2021). By following this framework, the study systematically organizes previous research on repurchase intention in digital marketplaces, enabling a comprehensive synthesis of theoretical perspectives, research methods, and key determinants influencing consumer behavior.

The use of the SLR approach allows researchers to analyze and consolidate a wide range of existing studies in a structured manner. Rather than focusing on a single empirical dataset, the study reviews and integrates findings from multiple scholarly publications. This approach helps identify patterns, research trends, and theoretical developments within the field. Additionally, the systematic process reduces potential bias in literature selection and ensures that the final analysis is based on credible and relevant academic sources.

The primary data source for this review is the Scopus database, which is widely recognized as one of the most comprehensive indexing platforms for peer-reviewed academic journals. The search specifically focuses on literature within the fields of Business, Management, and Marketing, as these disciplines most frequently examine consumer behavior and digital marketplace dynamics. Using Scopus ensures that the selected studies meet high academic standards and contribute reliable insights to the research synthesis.

To capture recent developments in digital consumer behavior, the study limits the publication period to 2021–2025. This timeframe reflects the most current research following the rapid expansion of digital commerce and technological innovation in recent years. By concentrating on contemporary literature, the review highlights emerging theoretical perspectives, analytical approaches, and evolving consumer behavior patterns in digital marketplaces.

The literature search process uses several carefully selected keywords to ensure that relevant studies are identified. The main search terms include “repurchase intention,” “digital marketplace,” and “theoretical framework.” These keywords are chosen because they directly relate to the study's core focus: understanding the determinants and theoretical foundations of repeat purchasing behavior in digital environments. Combining these terms allows the search strategy to capture studies that address both behavioral outcomes and theoretical explanations.



Source: Research Results
Figure 1. PRISMA 2020 Flow Diagram

The initial search process yielded 1,593 records from the Scopus database. These records were then subjected to a rigorous screening process in accordance with the PRISMA 2020 guidelines. During this stage, duplicate articles, irrelevant titles, and studies that did not meet the inclusion criteria were removed. After the screening process, 286 articles were selected for further evaluation based on their relevance to repurchase intention and digital marketplaces.

Following the screening stage, a detailed eligibility assessment was conducted. This stage involved reviewing the abstracts and full texts of the selected articles to ensure their alignment with the research objectives. Studies that lacked theoretical discussion, empirical relevance, or appropriate methodological rigor were excluded. As a result, 50 articles met the eligibility criteria and were considered suitable for further analysis within the review process.

Finally, after a comprehensive evaluation of the eligible studies, 33 articles were included in the final synthesis. Researchers examined these studies with several standard analytical methods found in the literature, such as Partial Least Squares Structural Equation

Modeling (PLS-SEM), regression analysis, fuzzy-set Qualitative Comparative Analysis (fsQCA), and various machine learning techniques. By examining these diverse analytical methods, the study provides deeper insights into how repurchase intention has been empirically investigated and highlights opportunities for future methodological innovation in digital consumer behavior research.

RESULTS AND DISCUSSION

Recent research on digital loyalty shows a clear increase in publication output, with the highest concentration of studies appearing around 2024. This surge is largely linked to the rapid digital acceleration that followed the COVID-19 pandemic, when businesses and consumers shifted heavily toward online platforms. As organizations adopted digital services such as mobile apps, e-commerce, and online customer engagement systems, scholars became increasingly interested in understanding how loyalty develops in digital environments. Consequently, the topic gained momentum across marketing, information systems, and consumer behavior research.

A significant pattern within this body of literature is the dominance of several theoretical frameworks, particularly the Stimulus–Organism–Response (S-O-R) model, Technology Acceptance Model (TAM), and Commitment–Attachment Theory (CAT). These theories explain how digital factors like platform design and user experience shape users' perceptions, emotions, and behaviors. For example, TAM focuses on how perceived usefulness and ease of use drive technology adoption, while S-O-R explains how environmental cues shape psychological states and actions. Together, these frameworks provide a strong theoretical foundation for understanding digital loyalty formation.

Most studies use Partial Least Squares Structural Equation Modeling (PLS-SEM), with around 90% employing this method. This method is particularly popular because it is effective for analyzing complex relationships among multiple latent variables and works well with relatively small sample sizes or in exploratory research. However, the heavy reliance on PLS-SEM has also led to limited methodological diversity, as only a small number of studies have experimented with fuzzy-set Qualitative Comparative Analysis (fsQCA) or machine learning techniques. Expanding methodological approaches could offer deeper insights into nonlinear relationships and complex patterns in digital loyalty behavior.

Across these studies, several key predictors of digital loyalty consistently emerge. Important factors include trust, customer satisfaction, perceived usefulness, service quality, and emotional attachment. Trust plays a central role because online environments often involve uncertainty related to privacy, security, and reliability. Satisfaction reflects the user's overall evaluation of their digital experience, while perceived usefulness determines whether the technology effectively meets their needs. Meanwhile, service quality and emotional attachment strengthen the relationship between users and digital platforms, encouraging long-term engagement and repeat interactions.

Another notable observation is the geographical concentration of research. A large proportion of studies are conducted in China, India, Vietnam, and the United States, reflecting the strong digital economies and large user bases in these regions. However, this concentration also creates a geographic bias, as some emerging digital markets remain underrepresented. Indonesia, though a rapidly growing digital economy in Southeast Asia, is rarely featured in empirical studies on digital loyalty. Addressing this gap would provide valuable insights into consumer behavior in diverse cultural and technological contexts.

Overall, the literature suggests that digital loyalty is not driven by a single factor but rather by a complex interplay of cognitive, emotional, and relational elements. In essence, digital loyalty emerges when users trust a platform cognitively, feel emotionally connected to it, and perceive a mutually beneficial relationship with the service provider. When these elements work together, users are more likely to remain committed to a digital platform,

recommend it to others, and maintain long-term engagement. This perspective highlights the importance of businesses designing digital experiences that simultaneously build trust, foster emotional connections, and encourage reciprocal value exchange.

CONCLUSION

The findings of this study provide several theoretical contributions to the understanding of digital loyalty. Rather than viewing loyalty as a single outcome driven only by satisfaction or utility, the model highlights how multiple psychological and relational mechanisms interact simultaneously. Cognitive factors such as trust and perceived usefulness shape rational evaluations, while emotional attachment and relational reciprocity strengthen long-term commitment to digital platforms. This integrated perspective offers a more comprehensive explanation of how loyalty develops in modern digital contexts.

From a methodological standpoint, the review indicates the need for more diverse and hybrid analytical approaches. While many existing studies rely heavily on traditional quantitative methods such as PLS-SEM, future research could benefit from combining these techniques with machine learning (ML) and fuzzy-set Qualitative Comparative Analysis (fsQCA). Hybrid approaches allow researchers to capture complex, nonlinear relationships and identify multiple pathways that lead to digital loyalty or repurchase intention. By incorporating advanced analytical tools, scholars can uncover deeper patterns in consumer behavior and improve the robustness and predictive power of digital loyalty research.

The study also generates important managerial implications for businesses operating in digital environments. Firms should focus on designing emotionally engaging, trust-based digital experiences that foster long-term customer relationships. This involves ensuring reliable service quality, transparent communication, secure digital transactions, and personalized user experiences. Platforms that successfully build trust and create emotional connections with users are more likely to strengthen loyalty and encourage repeat interactions. Therefore, managers should prioritize strategies that simultaneously enhance functional value and emotional engagement within digital ecosystems.

Finally, the findings highlight several directions for future research, particularly the importance of expanding research into underrepresented regions, such as Southeast Asia. Many existing studies are concentrated in a limited number of countries, which may limit the generalizability of their findings across diverse cultural and technological contexts. Studying digital loyalty in emerging markets like Southeast Asia offers valuable insights into consumer behavior. Overall, the evidence suggests that repurchase intention is inherently multidimensional, emerging from the combined influence of cognition, emotion, and social relationships within digital platforms.

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