

Factors Driving Customer Repurchase Intention - A Meta Analysis

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Abstract

Purpose : Repurchase intention, a key metric in marketing, reflects a customer's likelihood of buying again from a company. This meta-analysis examined factors influencing repurchase intention across various industries. By integrating findings from multiple studies from different databases, this meta-analysis offered insights into the relative importance of various factors and their nuanced interactions in shaping consumers' repurchase intention.

Design/Methodology/Approach : Analysis of 137 effect sizes and 28,502 aggregate samples from 63 studies conducted between 2014 and 2024 was carried out. Key constructs analyzed included customer satisfaction, perceived value, brand preference, and service quality on repurchase intention. The meta-analysis for the study was conducted using Jamovi Software.

Findings : The research explored the most influential factors, highlighting the relative importance of the different constructs and their interactions. The analysis identified the key determinants that impact the consumer's likelihood to repurchase.

Practical Implications : The implications of these findings for theory development, managerial practice, and future research directions were discussed, highlighting avenues for enhancing consumer loyalty and strategic marketing efforts.

Originality/Value : This meta-analysis contributes to a deeper understanding of the complex dynamics underlying consumers' repurchase intention, providing valuable insights for businesses seeking to optimize their marketing strategies and cultivate enduring relationships with their customers.

Keywords : meta-analysis, repurchase intention, consumer behavior, Jamovi

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The shift from “purchase intention” to “repurchase intention” entails transferring attention from a consumer's initial willingness toward purchasing a product or service to their likelihood or willingness to purchase the same product or service again. While “purchase intention” reflects initial interest or commitment to purchase, “repurchase intention” examines consumers' likelihood to participate in repeat purchases, showing higher levels of loyalty and satisfaction with the product or service (Chavadi et al., 2024;

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Tang & Huam, 2021)—increased intention to repurchase leads to a stronger inclination to translate that intention into real behavior. High knowledge consumers positively influenced their propensity to repurchase by external attribution instead of internal attribution (Singh, 2024).

Research Problem

Understanding what makes customers repurchase the same brand is crucial for organizations looking to increase customer retention and lifetime value in a rising market. Numerous studies have examined the antecedents and predictors of repurchase intentions across industries and contexts. Still, their findings are fragmented and sometimes contradictory, making it difficult for businesses to identify the most crucial factors affecting customer retention. These findings need a meta-analysis to identify the critical drivers and their relative relevance.

Research Gap

Repurchase intention research in e-commerce, retail, services, and technology is rising, but comprehensive meta-analytic assessments that integrate and quantify the data are lacking. Customer happiness, trust, and perceived value are often studied separately without comparing their consequences. Previous studies used different methodologies, sample populations, cultural contexts, and theoretical frameworks, generalizing problematic. This work synthesizes data from several studies to fill these gaps and provide a comprehensive and statistically sound knowledge of repurchase intention antecedents.

Literature Review

Meta-analytic reviews focus on previous statistical evaluations. Research in the review field, including methodological procedures and basic literature reviews, helps researchers identify all the factors and studies relevant to that review domain before measurement and synthesis evaluation to establish statistical significance and fit (Paul et al., 2021). As a statistical technique for mixing the findings of multiple studies, meta-analysis is an effective tool for compiling and analysing substantial data systematically and impartially (Amos et al., 2014; Ghosh, 2024). Meta-analysis studies enhance theory development and knowledge formation by delivering precise and reliable estimates of outcomes and relationships. Including multiple studies enhances the statistical power of meta-analysis and addresses the accuracy and potential output biases of effect by integrating the results of numerous studies. Meta-analysis assists in the development of theory by discovering patterns, paradoxes, and potential evaluators in the literature, which helps refine existing theories (Han & Balabanis, 2024; Sharma et al., 2022) By combining and analysing findings from multiple empirical studies, the meta-analysis provides a comprehensive understanding of which factors have the highest significance (Ali & Subramanian, 2024).

Theories Used

Table 1 discusses the theories used in the repurchase intention.

Table 1. Meta-Analytic Theoretical Framework of Repurchase Intention			
Sl. No.	Theories Used	Definition	References
1	Signaling Theory	This study presents that repurchase intention may be achieved by ensuring product return satisfaction, which is influenced by predicted buyer trust and ease.	Ahmed et al. (2024)

2	Servicescape Model	Servicescape encompasses a customer's impression of a service, shaped by various physical aspects, including ambient conditions, space, and symbols.	Ananda et al. (2023)
3	Theory of Customer Satisfaction	Customer satisfaction serves as the foundation for consumer experience satisfaction, representing the evaluation of how effectively a product or service, along with its features, fulfils individual needs.	Bao et al. (2016)
4	Mean End Chain Theory	This theory centres around the ultimate objective of value that stimulates intention, resulting in behavior.	Braje et al. (2022); Willems et al. (2016)
5	Trust Loyalty Theory	The commitment-trust theory of relationship marketing is a framework that emphasizes the importance of trust and commitment in building successful customer relationships.	Bulut & Karabulut (2018)
6	Social Commerce Theory	This theory emphasises the significance of social commerce qualities, such as community, cooperation, interaction, and social dynamics, in improving consumer engagement.	Busalim et al. (2023)
7	Materialism Theory	This theory centres on the influence of materialism and the need for individuality in motivating the purchase and intention to buy luxury items, highlighting the significance of emotional reaction in aiding this progression.	Chan et al. (2015)
8	Experience Theory	This theory highlights the significance of consumer experiences in influencing repurchase intentions and defining brand preferences.	Ebrahim et al. (2016)
9	E-Loyalty Theory	This theory emphasizes the impact of transactional quality (information quality and system quality) and relational quality (including trust and commitment) on consumer e-loyalty.	Fernandes & Barfknecht (2020)
10	Theory of Planned Behavior	This framework highlights the role of perceived control, attitude, and social norms in shaping and predicting behavioral intentions.	Hasan, 2021; Herjanto et al., 2024; Liao et al., 2023; Mawardi et al., 2024; Nadeem et al., 2020; Nguyen et al., 2024; Ramachandran & Balasubramanian, 2020; Sharif et al., 2024; Sharma et al., 2024; Teangsompong et al. (2024)
11	Customer Equity Theory	This theory underscores repurchase intention by examining customer engagement and the concept of customer equity, which encompasses customer value, brand equity, and relationship equity.	Ho & Chung (2020)
12	Information Systems (IS) Success Model	According to this theory, numerous factors contribute to the effectiveness of information systems, such as system quality, information and service quality, user satisfaction, and overall benefits.	Hsu et al. (2014)
13	Brand Perception Theory	This theory focuses on the role of brand perception in shaping consumer behavioral intentions.	Dandis & Al Haj Eid, (2022); Huang & Liu (2020)
14	Relationship Quality Theory	This theoretical framework centres on the various aspects of relationship quality-trust, commitment, and satisfaction-and their influence on the behavior and loyalty of customers.	Izogo (2016)
15	Relationship	This theory emphasises the significance of establishing and	Javed et al. (2020)

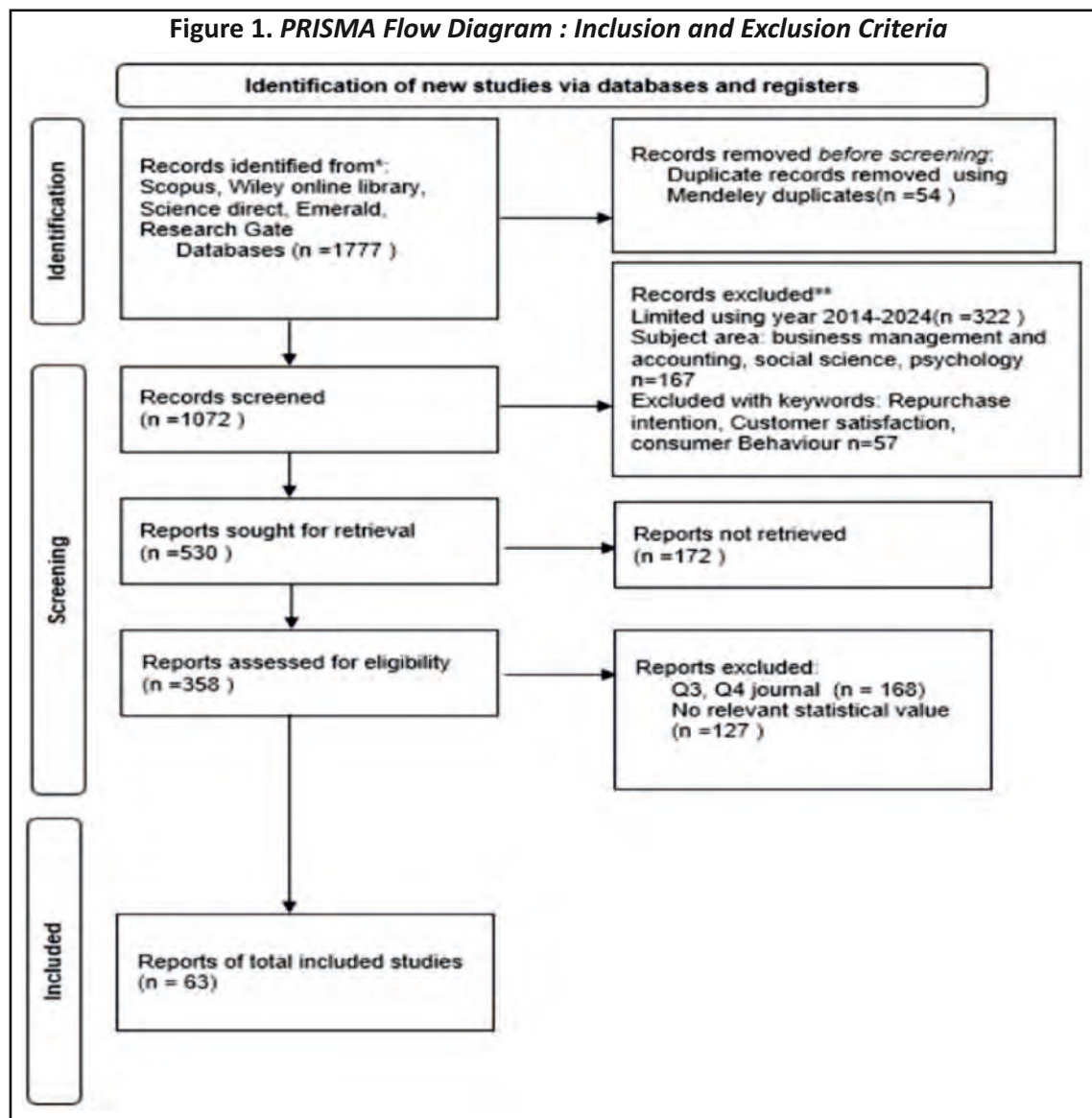
	Marketing Theory	sustaining enduring customer relationships by delivering exceptional post-purchase services to augment customer loyalty and repurchase intention.	
16	Social Exchange Theory	Social exchange theory suggests that individuals make logical choices about participation in social interactions, guided by their evaluation of associated costs and benefits.	Lin & Lekhawipat (2014); Majeed et al. (2022)
17	Attitude, Behavior Model, and Contingency Theory	Attitude influences product selection and explains consumer behavior through their conduct and beliefs.	Lin et al. (2017)
18	Stimulus Organism Response (SOR)	As a theoretical framework, the SOR theory is utilised. According to the SOR theory, an individual's behavioral responses (R) are influenced by their internal cognitive and affective states (O), which are in turn impacted by environmental stimuli (S).	Guo & Li (2022); Lee (2024); Meng & Lin (2023); Tian et al. (2022)
19	TAM	When used for repeat purchase purposes, TAM can provide insight into how users make repeat purchases of a product or service, especially one involving technology.	Moslehpour et al. (2017); Tandon & Ertz (2024)
20	Social Identity Theory	Social Identity Theory holds that the groups to which people are connected help them to develop their sense of identity and affiliation.	Nyadzayo et al. (2020)
21	Service Dominant Logic	A service-oriented logic is a viewpoint that considers value to be something that the service provider and the consumer jointly construct, as opposed to the provider determining value alone.	Huang et al. (2024); Padilla et al. (2017); Park & Ha (2016); Surianto et al. (2020)
22	Cultural Dimensions Theory	This theory provides a framework for analysing cultural differences between nations.	Rawal et al. (2024)
23	Stakeholder Theory	The stakeholder theory emphasizes the connections between a business and its key stakeholders, including customers, employees, and the wider community.	Shin et al. (2017)
24	Theory of Repurchase Decision Making (TRD)	TRD is a key behavioral theory for understanding customer motivations for repeat purchases.	Sohaib (2022)
25	SERVQUAL Model	The model is founded on the concept that service quality is determined by the discrepancy between customer expectations and the service providers' perceived performance.	Le et al. (2023)
26	Theory of Reasoned Action (TRA)	The theory states that if a consumer has a positive attitude toward repurchasing and feels social pressure, they are more likely to have a strong intention to repurchase.	Wang & Yu (2016)
27	Expectation Disconfirmation Theory	According to expectation disconfirmation theory, customers feel dissatisfied when their anticipated level of service or product is not fulfilled.	Wang et al. (2020)
28	Dual Process Theory	The dual process theory states that humans process and make decisions using two cognitive systems: intuitive, reflexive, reflective, and controlled.	Xia et al. (2023)
29	Prospect Theory	This theory explores how gamification can encourage older adults, or the silver generation, to utilize mobile payment and modern technology.	Xue & Jo (2024)

Methodology

To conduct a meta-analysis, peer-reviewed journal publications on repurchase intention in the context of marketing were compiled. To eliminate publication bias, our study employed a multi-channel literature search

[Scopus database, Wiley online library, Science Direct, Emerald Insight, Research Gate, Taylor and Francis] (Kunja et al., 2024). Keywords, such as “repurchase intention,” “customer satisfaction,” and “consumer behavior,” were used. Using this method, 1,777 papers published between 2014 and 2024 were discovered. Requests were sent to the researchers asking for their published work. Considering the research objective, several criteria were applied to the initial 63 articles collected for the research. They needed to fulfill the following requirements to be included in the final sample (refer to Figure 1).

- ✎ The article should be published in Q1 and Q2 category journals, focusing on repurchase intention behavior.
- ✎ Articles should be written in English and published in peer-reviewed journals to prevent quality difficulties.
- ✎ Working papers and book chapter articles are excluded, and only journal publications are included.
- ✎ The data was quantitatively modified, meaning it had sufficient statistical information, including correlation coefficient, their contrast, like Path Coefficient, *SD*, *SE*, *t*-value, *p*-value, and the assessed relationship values.



✎ Each study or dataset included in a meta-analysis should provide a separate, non-overlapping dataset. This criterion ensures that each effect size estimate is based on independent observations. However, from a comprehensive review of these articles, only four of the 71 identified factors were analysed with at least three items and demonstrated associations with repurchase intentions, qualifying them for inclusion in the analysis. Closer examination of the measurement scales revealed that certain studies applied varying labels to the same construct. To obtain the missing data, authors are requested, unfortunately, the response rate is lower than expected.

Meta-Analytic Model

The two primary meta-analysis models are random and fixed effects. According to the fixed model, studies are homogeneous, and sampling error is the only cause of variation. Conversely, the random effects model accommodates variability across studies, considering factors such as sampling error and additional methodological aspects like operational and external validity. This study combined papers from different industries, nations, and methods. We chose the random effects model because it accounts for trial variation (Bharti et al., 2022).

Inclusion and Exclusion Criteria

Based on an in-depth review of the repurchase intention literature, studies with consumer behavior intentions, repurchase intentions, online repurchase intention, and customer satisfaction were considered for inclusion as dependent variables. The study covered business management, accounting, social sciences, and psychology from 2014 to 2024.

Data Analysis and Results

Data Analysis Tool

For data analysis, we used Jamovi 2.5.3. This software enables researchers to examine the effect size, standard error, and sampling across the studies. Additionally, the tool can automatically calculate the heterogeneity and homogeneity indices and assess publication bias, fail-safe N statistic, Q-QPLOT, and equivalence test plot as demonstrated in Figure 3 (da Paz Leal Pereira et al., 2023; Farzan et al., 2023; Hittner & Widholm, 2024).

Publication Bias Assessment

We used the funnel plot, as shown in Figure 2, for analysis and Egger's Regression test to assess publication bias. The resulting funnel plot showed a symmetrical distribution of study effect sizes, indicating minimal evidence of publication bias. Furthermore, Egger's Regression test produced a non-significant p -value ($p > 0.05$), further supporting the absence of significant publication bias (Avey et al., 2011).

Reliability Generalization

Reliability generalizability (RG) is a meta-analysis to assess how reliability fluctuates between different test applications. Reliability generalization (RG) was used to determine the reliability of measures used in other studies. Cronbach's alpha value for each item, the number of items for each construct, and the sample size used in

the study were collected from various literature reviews for reliability generalization. Reliability generalizability estimates the average reliability across a specific population of studies.

Antecedents in Repurchase Intention

Table 2 summarizes the relationship between several antecedent factors influencing consumer behavior and their impact on repurchase intention (REPI) across various research studies.

Table 2. Summary of Items of Each Construct

IV	DV	Relationship	Number of Studies	Significant	Non-Significant
Customer Satisfaction	REPI	Customer Satisfaction → REPI	14	14	0
Trust	REPI	Trust → REPI	9	8	1
Perceived Value	REPI	Perceived Value → REPI	6	6	0
Attitude	REPI	Attitude → REPI	4	3	1
Word of Mouth	REPI	Word of Mouth → REPI	4	4	0
Subjective Norms	REPI	Subjective Norms → REPI	3	3	0
Perceived Enjoyment	REPI	Perceived Enjoyment → REPI	2	1	1
Perceived Risk	REPI	Perceived Risk → REPI	2	2	1
Consumer Identification	REPI	Consumer Identification → REPI	2	2	0
Behavioral Loyalty	REPI	Behavioral Loyalty → REPI	2	2	0
Customer Participation	REPI	Customer Participation → REPI	2	1	1
Social Value	REPI	Social Value → REPI	2	2	0
Behavioral Attitude	REPI	Behavioral Attitude → REPI	2	2	0
Brand Experience	REPI	Brand Experience → REPI	2	2	0
Utilitarian Value	REPI	Utilitarian Value → REPI	2	2	0
Switching Cost	REPI	Switching Cost → REPI	2	2	0
Perceived Behavior Control	REPI	Perceived Behavior Control → REPI	2	2	0
Service Recovery	REPI	Service Recovery → REPI	2	2	0
Brand Trust	REPI	Brand Trust → REPI	2	2	0
Conformity	REPI	Conformity → REPI	2	2	0
Customer Engagement	REPI	Customer Engagement → REPI	2	2	0
Perceived Quality	REPI	Perceived Quality → REPI	2	2	0
EWOM	REPI	EWOM → REPI	2	2	0
Hedonic Value	REPI	Hedonic Value → REPI	2	2	0
Activation	REPI	Activation → REPI	1	1	0
Relationship Equity	REPI	Relationship Equity → REPI	1	1	0
POD Mode of Payment	REPI	POD Mode of Payment → REPI	1	1	0
Adjusted Expectation	REPI	Adjusted Expectation → REPI	1	1	0
Special Treatment Benefits	REPI	Special Treatment Benefits → REPI	1	1	0
Creation	REPI	Creation → REPI	1	1	0
Perceived Ease of Use	REPI	Perceived Ease of Use → REPI	1	1	0
Brand Credibility	REPI	Brand Credibility → REPI	1	1	0

Product Satisfaction	REPI	Product Satisfaction → REPI	1	1	0
Customer Tolerance	REPI	Customer Tolerance → REPI	1	1	0
Delivery	REPI	Delivery → REPI	1	1	0
Satisfaction with Website	REPI	Satisfaction with Website → REPI	1	1	0
Distinction	REPI	Distinction → REPI	1	1	0
Perceived Website Usability	REPI	Perceived Website Usability → REPI	1	1	0
Decision Postponement	REPI	Decision Postponement → REPI	1	0	1
Perceived Fairness	REPI	Perceived Fairness → REPI	1	1	0
Digital Satisfaction	REPI	Digital Satisfaction → REPI	1	1	0
Brand Preference	REPI	Brand Preference → REPI	1	1	0
Environmental Behavior	REPI	Environmental Behavior → REPI	1	1	0
Brand Evangelism	REPI	Brand Evangelism → REPI	1	1	0
eLoyalty	REPI	eLoyalty → REPI	1	1	0
Relationship Quality	REPI	Relationship Quality → REPI	1	1	0
Emotion	REPI	Emotion → REPI	1	1	0
Service Quality	REPI	Service Quality → REPI	1	1	0
Expected Return Inconvenience	REPI	Expected Return Inconvenience → REPI	1	1	0
Switching Cost	REPI	Switching Cost → REPI	1	1	0
Escapism	REPI	Escapism → REPI	1	1	0
Commitment	REPI	Commitment → REPI	1	1	0
Trust	REPI	Trust → REPI	1	1	0
Consumption	REPI	Consumption → REPI	1	1	0
Economic Value	REPI	Economic Value → REPI	1	1	0
Contribution	REPI	Contribution → REPI	1	1	0
Emotional Value	REPI	Emotional Value → REPI	1	1	0
Perceived Equity	REPI	Perceived Equity → REPI	1	1	0
Aesthetics	REPI	Aesthetics → REPI	1	1	0
Product Packaging	REPI	Product Packaging → REPI	1	1	0
Perceived Functional Barrier	REPI	Perceived Functional Barrier → REPI	1	0	1
Perceived Price	REPI	Perceived Price → REPI	1	1	0
Green Product	REPI	Green Product → REPI	1	1	0
Brand Personality	REPI	Brand Personality → REPI	1	1	0
Green Trust	REPI	Green Trust → REPI	1	1	0
Perceived Taste	REPI	Perceived Taste → REPI	1	1	0
Alternative Attractiveness	REPI	Alternative Attractiveness → REPI	1	1	0
Relationship Commitment	REPI	Relationship Commitment → REPI	1	0	1
Interpersonal Influences	REPI	Interpersonal Influences → REPI	1	1	0
Affection	REPI	Affection → REPI	1	1	0
Interactivity	REPI	Interactivity → REPI	1	1	0
Return Satisfaction	RI	Return Satisfaction → REPI	1	1	0
Leniency of Return Policy	RI	Leniency of Return Policy → REPI	1	1	0
Customer Delight	RI	Customer Delight → REPI	1	1	0

Loyalty	<i>RI</i>	Loyalty → REPI	1	1	0
Attitudinal Loyalty	<i>RI</i>	Attitudinal Loyalty → REPI	1	1	0
Offline Experience	<i>RI</i>	Offline Experience → REPI	1	1	0
Affective Response	<i>RI</i>	AR → REPI	1	1	0
Online Experience	<i>RI</i>	Online Experience → REPI	1	1	0
Satisfaction with Sellers	<i>RI</i>	Satisfaction with Sellers → REPI	1	1	0
Online Shopping Attitude	<i>RI</i>	Online Shopping Attitude → REPI	1	1	0
Online Shopping Experience	<i>RI</i>	Online Shopping Experience → REPI	1	1	0
Technical Value	<i>RI</i>	Technical Value → REPI	1	1	0
Online Satisfaction	<i>RI</i>	Online Satisfaction → REPI	1	1	0
Value Equity	<i>RI</i>	Value Equity → REPI	1	1	0
Online Trust	<i>RI</i>	Online Trust → REPI	1	1	0
Responsiveness	<i>RI</i>	Responsiveness → REPI	1	1	0
Promotional Activity	<i>RI</i>	Promotional Activity → REPI	1	1	0
Confidence Benefits	<i>RI</i>	Confidence Benefits → REPI	1	1	0
Behavioral Intention	<i>RI</i>	Behavioral Intention → REPI	1	1	0
Affect	<i>RI</i>	Affect → REPI	1	1	0
Promotional Efforts	<i>RI</i>	Promotional Efforts → REPI	1	1	0

Note. *REPI → Repurchase Intention, *IV → Independent Variable, *DV → Dependent Variable.

☞ Customer Satisfaction → Repurchase Intention: All 14 studies found a significant positive relationship between customer satisfaction and repurchase intention. This means that higher customer satisfaction leads to a higher likelihood of repurchasing a product.

☞ Trust → Repurchase Intention: Eight out of nine studies found a significant positive relationship between trust and repurchase intention.

☞ Perceived Value → Repurchase Intention: All six studies found a significant positive relationship between perceived value and repurchase intention. Perceived Value is the strongest predictor of repurchase intention (George & Govindan, 2015).

☞ Attitude → Repurchase Intention: Three out of four studies found a significant positive relationship between attitude and repurchase intention.

☞ Word of Mouth → Repurchase Intention: All four studies found a significant positive relationship between word of mouth (positive communication about a product) and repurchase intention.

☞ Subjective Norms → Repurchase Intention: All three studies found a significant positive relationship between subjective norms (pressure to repurchase) and repurchase intention.

Effect Sizes and Standard Errors

Table 3 includes the estimated intercept, the total impact size across trials, and the accompanying statistical metrics. These include the standard error (SE), the *Z*-value, and the corresponding *p*-value, which determine the overall importance of the effect. Furthermore, confidence intervals (CI) represent a range in which the true effect size is expected to fall with 95% confidence.

Table 3. Random-Effects Model

Random-Effects Model ($k = 137$)						
	Estimate	SE	Z	p	CI Lower Bound	CI Upper Bound
Intercept	0.367	0.0224	16.4	< 0.001	0.324	0.411

Note. Tau² Estimator: Restricted Maximum-Likelihood.

Table 4. Heterogeneity Statistics

Heterogeneity Statistics						
Tau	Tau ²	I ²	H ²	df	Q	p
0.136	0.0184 (SE= 0.0073)	37.07%	1.589	136.000	232.727	< 0.001

Publication Bias Assessment

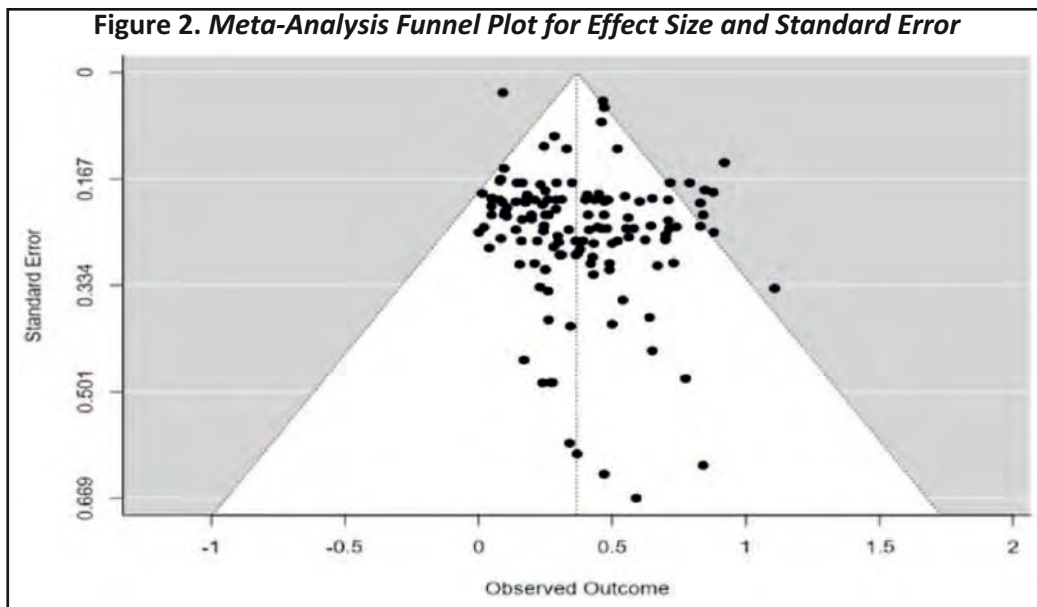
Table 5 evaluates publication bias by applying multiple recognized techniques to evaluate the stability and dependability of meta-analysis findings. The fail-safe N statistic, which is 20,941 in this case, indicates how much important or unpublished research is needed to offset the detected effect.

Funnel Plot

Figure 2 presents a funnel plot from meta-analysis, showing the relationship between effect sizes and their

Table 5. Fail-Safe N Calculation Using the Rosenthal Approach

Publication Bias Assessment		
Test Name	Value	p
Fail-Safe N	20941.000	< 0.001
Kendall's Tau	0.081	0.164
Egger's Regression	0.896	0.371

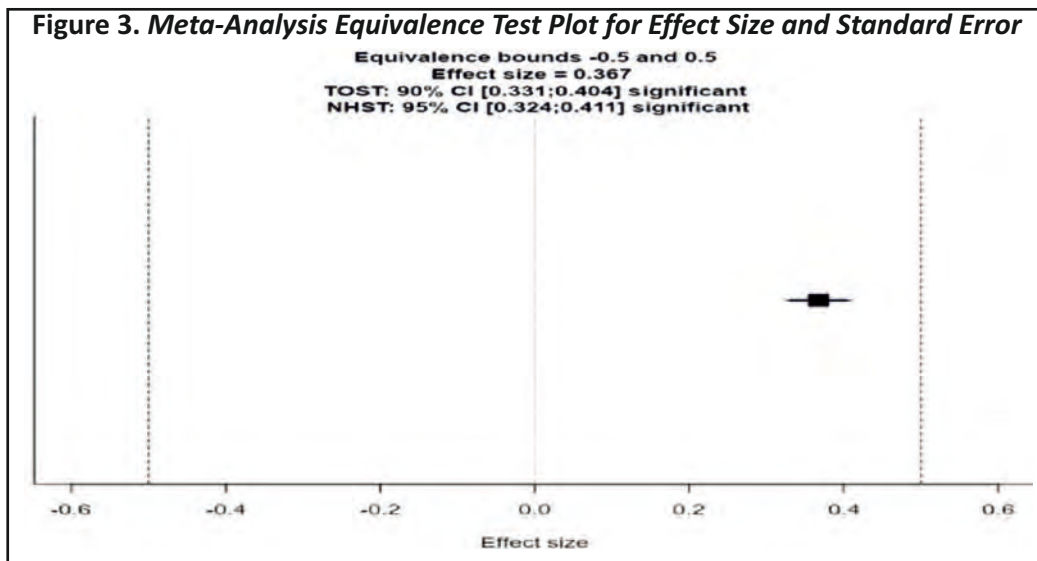


standard error across studies. Funnel plots help detect publication bias and assess the distribution and precision of study results. The symmetry of the plot indicates the reliability and robustness of the meta-analytic findings (Kumar & Jain, 2024).

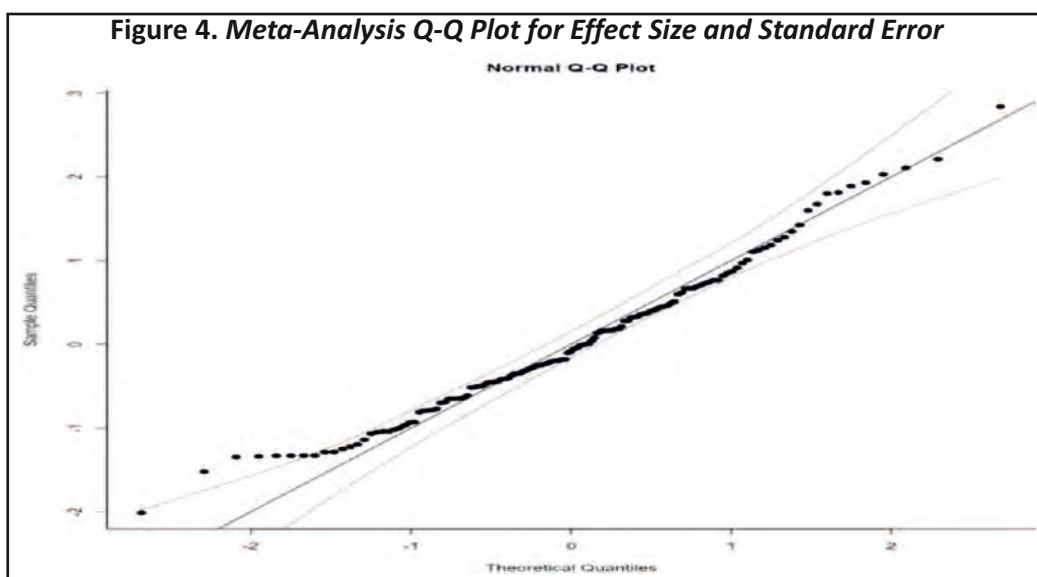
Two One-Sided Tests Equivalence Testing: Text Summary

The results of the equivalence test were statistically significant, $Z = -5.932$, $p = 0.00000000149$, based on equivalence bounds set at -0.500 and 0.500 with an alpha level of 0.05 . Additionally, the null hypothesis test was significant, yielding $Z = 16.436$, $p = 0.00$, given an alpha of 0.05 .

Equivalence Test Plot



Q-Q Plot



Reliability Generalization

Table 6. Tau^2 Estimator : Restricted Maximum-Likelihood

Random-Effects Model						
	Estimate	SE	Z	p	CI Lower Bound	CI Upper Bound
Intercept	0.865	0.00479	181	< 0.001	0.856	0.874

Table 7. Heterogeneity Statistics & Model Fit Statistics

Heterogeneity Statistics						
Tau	Tau^2	I^2	H^2	df	Q	p
0.067	0.0045 (SE= 5e-04)	99.16%	118.649	205.000	11027.226	< 0.001
Model Fit Statistics and Information Criteria						
	Log-Likelihood		Deviance	AIC	BIC	AICc
Maximum-Likelihood	257.685		993.654	-511.371	-504.715	-511.312
Restricted Maximum-Likelihood	255.926		-511.852	-507.852	-501.206	-507.793

Discussion

Table 3 indicates a statistically significant average effect (intercept = 0.367) of the independent variables on the dependent variable, considering the random effects of the groups. The standard error of 0.0224 in Table 3 of the random effects model indicates the precision of this estimate. Tau^2 (0.136), as mentioned in Table 4, represents the variance of the random effects. A higher Tau^2 suggests greater variability between groups, I^2 (37.07%). This is the percentage of the total variation that the between-group variability can explain; in this case, 37% is due to differences between the groups. A smaller standard error (0.0224) indicates a more precise estimate; the true population effect is closer to the estimated value (0.367). The p -value is < 0.001, and the high I^2 value (37.07%) in Table 4 indicates significant heterogeneity between the studies (Das et al., 2025). This suggests that the observed effects are not homogeneous and that there are significant differences between the studies. Tau, the estimated standard deviation of the underlying true effects across studies 0.136, provides an idea of the spread of the true effects. This can create an interval for the true effect in a new study.

The evaluation of publication bias quantifies the requisite number of supplementary null studies (studies demonstrating no effect) that must be incorporated into the meta-analysis to diminish the overall effect size to a nonsignificant threshold. As mentioned in Table 5, N , the fail-safe is 2,0941, with a p -value of less than 0.001, which explains that the results of the meta-analysis are robust and unlikely to be altered by the presence of unpublished null studies. This value indicates that 20,941 additional null studies would be required in the meta-analysis to reduce the overall effect size to a non-significant level. A Kendall's Tau of 0.081 with a p -value of 0.164 suggests a weak positive correlation that is not statistically significant. This implies no convincing evidence of publication bias based on this test. A nonsignificant intercept in Egger's regression suggests symmetry, indicating no publication bias. Here, the intercept is 0.896 with a p -value of 0.371. This suggests no evidence of publication bias according to Egger's test, as the funnel plot does not show significant asymmetry.

Equivalence bounds are between -0.5 and 0.5. The test checks whether the measured effect size of 0.367 is within these bounds. The observed effect size of 0.367 falls within the equivalence boundaries of -0.5 to 0.5. This implies that the effect size is significant within the range. The TOST 90% confidence interval is 0.331–0.404. Since only equivalence bonds are at this interval, it supports the idea that the effect magnitude is meaningful within

the range. The 95% confidence interval is from 0.324 to 0.411. This interval is totally within the equivalence bounds and does not include zero.

The Figure 4 Q-Q plot indicates that the sample data is normally distributed, with slight deviations in tails. These deviations are not extreme, suggesting that the normality assumption is reasonable for most of the data, though there may be some outliers or slight skewness in the tails. The reliability generalization table explains that the intercept estimate was 0.865, indicating a reliability coefficient of average internal consistency. The confidence intervals (CI) range from 0.856 to 0.874, as mentioned in Table 6, suggesting that the true mean reliability is likely to lie within this range. As mentioned in Table 7, the τ^2 (variance component) is 0.0045, indicating the amount of unexplained variance in reliability estimates. I^2 (heterogeneity index): 99.16%, indicating high variability in reliability estimates due to random effects. Q (chi-squared): 11027.226, indicating significant heterogeneity across studies. Log-likelihood (255.926): This measures how well the model fits the data. Higher values indicate a better fit. AIC (−507.852) and BIC (−501.206): These are information criteria used to compare models while penalizing for complexity. Lower values indicate a better balance between model fit and parsimony. While our analysis synthesized 30 theoretical frameworks spanning behavioral, social, and technological dimensions (Table 1), emerging paradigms like algorithmic trust and gamification (Xue & Jo, 2024) offer ground for future research.

Managerial and Theoretical Implications

Businesses should prioritize improving customer satisfaction as it has a direct and significant impact on repurchase intention. Consumers evaluate the cost-benefit ratio before purchasing, so companies should focus on competitive pricing and exclusive offers to enhance the perceived value and drive the repurchase intention. Companies can encourage satisfied customers to give positive reviews and participate in referral programs to improve brand advocacy. The study emphasises variation in effect sizes, implying that consumer demographics, cultural context, and industry type could help to moderate repurchase behavior. Longitudinal studies to track how repurchase intention changes over time should be the main emphasis of the next studies. Online trust, website usability, e-loyalty, and e-confidence have become main factors influencing repurchase intention with the expansion of e-commerce and digital platforms. These results demand more research on technology adoption models in influencing repurchase choices.

Conclusion

This study conducted a comprehensive meta-analysis and reliability generalization to examine the factors influencing the repurchase intention. Analyzing numerous studies using the random effects model highlights the key role of customer satisfaction, trust, perceived value, attitude, word of mouth, and subjective norms in driving repurchase intentions. The results demonstrate that customer satisfaction, trust, perceived value, and attitude are particularly significant predictors, with many studies showing strong positive correlations. The substantial variation among studies is indicated by heterogeneity statistics, emphasizing the need to investigate potential moderators and perform subgroup analyses to comprehend the distinct elements that impact repurchase intention. The research examines the significance of implementing personalised marketing strategies, efficient customer relationship management, and ongoing product innovation to increase customer trust and satisfaction. To foster enduring customer loyalty, organisations should additionally prioritise acquiring customer feedback, enhancing service recovery strategies, and implementing ethical and sustainable practices.

Limitations of the Study and the Way Forward

Although industry type, regional variations, and purchasing context (online versus offline) were taken into account, a more thorough examination of moderating effects could elucidate the circumstances under which repurchase intention is most significantly affected. This meta-analysis investigated various antecedents of repurchase intention; however, certain pertinent variables may have been excluded due to data availability limitations or measurement inconsistencies across studies. Although this meta-analysis offers a thorough picture of the main elements affecting repurchase intention in different sectors, a drawback of the present work is the absence of an in-depth investigation and particular consequences for particular sectors. While enabling the identification of generalizable principles, the aggregated character of the data does not fully reflect the intricacies and possible variations in the determinants of repurchase intention within certain sectors such as e-commerce, hotel, or retail. Future studies could overcome this restriction by using industry-specific meta-analyses or comparative studies to investigate the particular elements and their relative relevance in various settings.

A high I^2 value (99.16%) indicates substantial heterogeneity among studies. Future research should focus on identifying and analysing potential moderators contributing to this variability, such as demographic factors, industry sectors, cultural contexts, or differences in measurement instruments. Conduct subgroup analyses to examine how varied factors (e.g., customer demographics, product types, market conditions) influence the relationship between predictors (egg, satisfaction, trust) and repurchase intention. Conduct longitudinal studies to understand how the relationships between the varied factors and Repurchase intention evolve. This can provide the long-term effects of these factors on repurchase behavior. Advanced techniques such as MASEM can be used to model complex relationships and potential mediators/moderators in a meta-analytic framework. Companies should prioritize strategies that improve customer satisfaction and build trust, as these factors positively impact repurchase intention. Subgroup analysis by industry, such as meta-regression comparing effect sizes in e-commerce, could refine tactical recommendations.

Authors' Contribution

Dr. K. Kavitha conceived the idea and developed a qualitative and quantitative design for the empirical study. Dr. A. Celina contributed to data preparation for the meta-analysis, which involved systematically identifying, selecting, and organizing relevant studies. These included searching multiple academic databases for research papers and applying inclusion and exclusion criteria to filter studies. Dr. K. Kavitha, Dr. A. Celina, and Dr. S. Priya consolidated the quantitative data, such as effect sizes, sample sizes, and statistical measures.

Additionally, they structured the dataset to ensure consistency and accuracy, facilitating a robust statistical analysis. Dr. S. Priya performed the statistical analysis using Jamovi, which involved applying meta-analytic techniques to synthesize data from multiple studies, including calculating overall effect sizes, assessing heterogeneity among studies, and conducting analyses to explore variations across different conditions. Dr. S. Priya and Dr. K. Kavitha verified the results by checking data accuracy, running sensitivity analyses, and ensuring the robustness of statistical models. Additionally, they interpreted the findings by examining the relationships between key constructs, identifying significant predictors of repurchase intention, and drawing meaningful insights based on statistical outputs. Dr. K. Kavitha wrote the manuscript in consultation with both authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter, or materials discussed in this manuscript.

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