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Ghasem Bakhshandeh, Sajad Sharifi, Sayed Mohammad Rezaei

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Ghasem Bakhshandeh*, Sajad Sharifi and
Sayed Mohammad Rezaei

Department of Management,
Ahvaz Branch,
Islamic Azad University,
Ahvaz, Iran
Email: bakhshandeh.iauahvaz@gmail.com
Email: sajad.sh1180@gmail.com
Email: azad06940@gmail.com
*Corresponding author

Abstract: The goal of this study is to investigate the effect of personalisation and hedonic motivation on repurchase intention through the mediating role of customer experience and customer loyalty. This study is applied in terms of its purpose and is a survey with correlation approach in terms of implementation. The statistical population of this study includes the customers of Sina Bank in the City of Ahvaz. For data collection a questionnaire consisting of 25 items was used. Data collected from 400 customers were analysed by SPSS and AMOS software packages through statistical tests at both descriptive and inferential levels. The results showed that all research hypotheses except the fourth hypothesis were confirmed. The effect of personalisation on customer experience and loyalty, the effect of hedonic motivation on customer experience, the effect of customer experience on customer loyalty, and the effect of customer experience and customer loyalty on repurchase intention were positive and significant, however, the effect of hedonic motivation on customer loyalty was not statistically significant.

Keywords: personalisation; hedonic motivation; customer experience; customer loyalty; repurchase intention.

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Biographical notes: Ghasem Bakhshandeh received his Bachelor's degree graduate in the field of Maritime Business Management (2012) and also a Master's degree graduate in the field of Marketing Management (2014) from Allameh Tabatabaee University in Tehran. He received his Doctorate from Isfahan University on Marketing Management (2018). He is currently an Assistant Professor in the field of Management and a faculty member of Islamic Azad University of Ahvaz and He has been directing PhD and Masters' students of Management since 2016. He has been appointed as the Head of Iranian Marketing Association in Khuzestan Province. He also has many Persian and English papers.

Sajad Sharifi received his Bachelor's degree graduate of Islamic Azad University of Ahvaz in the field of Business Administration (2020) and graduate in the field of Business Administration of Islamic Azad University of Ahvaz (2018). His professional interests are marketing, especially consumer behaviour. He also has some papers and translates some scientific books from English to Persian language.

Sayed Mohammad Rezaei received his Bachelor's degree graduate of Islamic Azad University of Omidiyeh in the field of Industrial Administration (2018) and Master's degree in the field of Business Administration of Islamic Azad University of Ahvaz (2021). His professional interests are marketing, especially consumer behaviour.

1 Introduction

Today, the banking industry operates in a dynamic and changing environment, and due to the variable and competitive market conditions and the numerous opportunities available to customers for receiving better services, banks must be customer-oriented and focus on attracting customers. In today's competitive world, banks must pay attention to their customers' opinions and complaints regarding the banking services in order to retain them. Also the banks' policies must be based on customers' requirements and preferences (Mbama et al., 2018). Today, customers are considered as the most important asset of organisations and paying attention to customers is one of the main concerns of organisations. Organisations try to attract and retain customers and turn them into regular and loyal customers. It must be noted that customers' values and culture are subject to change (Zamani, 2019). In the past, customers were used to be loyal to certain products or brands and used them to satisfy their biological needs and changed their consumed products only when they were dissatisfied with them. Moreover, aspects such as hedonic, entertainment, and excitement motivations were not important in deciding about which products to use. However, in today's changing world, these values and expectations have changed as well (Atulkar and Kesari, 2017). As a result, the hedonic motivation has gained great importance in customers' purchase decisions. These values greatly influence customers' behaviours and their choice of products and brands (Chebat et al., 2014). Companies try to connect with customers by offering content or products of interest to customers as a solution to their needs (Rieggera et al., 2021). Personalisation helps banks to know the needs and requirements of their customers and provide services in a language which is suitable to the customers' knowledge in the field of banking services. In this case, customers can easily choose the most appropriate services for themselves (Choi et al., 2017). Furthermore, personalisation helps in building and maintaining customer loyalty. With ever increasing competition in today's world, the need for companies to use a customer oriented approach in their marketing strategy has increased dramatically. Companies have learned that attracting people is easy, but turning them into loyal customers is a very difficult task (Kalaiganam et al., 2018). Studies have shown that customer satisfaction is no longer enough and it is more important to retain customers and increase their loyalty. Customer loyalty is a concept that has received increasing attention in today's businesses as loyal customers have become a key component of organisational success (Pekovic and Rolland, 2020). Loyal customers buy more and are

usually a good means for advertising. Therefore, organisations try to identify and manage effective methods and patterns of creating loyalty in their customers (Fernandes and Pinto, 2019).

The concept of personalisation should be considered in businesses seriously, especially in banks. However, there are a large number of banks and financial institutions in Iran which have reached saturation so that they were either dissolved or merged into some other ones and banks less than a decade ago due to the crisis created by financial institutions and their inability to pay the customers' deposits, which still continues. The lack of customers is felt more than ever due to adopting the policy of merging institutions and banks. The importance of attracting customers to the bank becomes clearer when it is observed that Iranians have moved to other financial markets including the stock exchange and the cryptocurrencies during the last five years, and are no longer willing to deposit their capital in banks due to the inflation experienced and predicted during and after the corona, indicating that the banks should compete vigorously to attract new customers. Banks should serve the customers in accordance with their needs because bank affairs are service-based and the customers' demands and needs should be regarded seriously in such businesses. This is an approach which manifests today in consultative selling versus traditional one. The customer's exact needs are identified in consultative selling unlike traditional one in which the customer is looked for the product or service. To this aim, the customer's needs are assessed from different angles, and an option or a number of options are proposed to meet the customer's needs in the best possible method. In consultative selling, even the customers' purchase motives should be considered to know their needs more accurately and comprehensively because customers follow various motives during purchasing. Therefore, Iranian banks should not regard all of the customers as having the same purchase motives during providing services since it is probably not a correct idea and contradicts consultative selling. The reason for customers' tendency to utilise Sina Bank services and the method of leading them to reuse banking services should be examined given that Sina Bank has not been in an appropriate condition like other banks during the recent years and the current customers should be retained. In this regard, the present study aims to provide a model for repurchase intention of Sina Bank customers, as well as testing and assessing the model by evaluating the theoretical framework and background.

2 Theoretical framework

2.1 The effect of personalisation on customer experience and loyalty

Personalisation involves providing a variety of banking services specifically for each individual. Personalisation requires banks to know the needs and wants of their customers and offers their services in a language that is suited to the customers' knowledge of banking services. In this way, customers can easily choose the most suitable service for themselves. Personalisation also leads to the creation and maintenance of customer loyalty (Kalaigianam et al., 2018). The goal of personalisation is to provide the most appropriate products at the right time and place to satisfy the customer. Personalisation benefits both retailers and customers, since unique products, services, and interactions tend to attract consumers. Service personalisation helps consumers to make informed

decisions. In addition, the quality and benefits of personalisation will increase the customer's repurchase intention (Choi et al., 2017).

Personalisation also includes transaction flexibility, advertising, and product recommendations. Personalisation of pricing information using location-based systems leads to financial benefits for consumers, and personalised pricing helps them to make informed decisions. In addition, the quality and benefits of personalisation lead to an increase in repurchase intention (Kasiri et al., 2017). Creating personalisation for customers helps manufacturers to meet customers' needs, which positively impacts the customer experience. Personalisation also reduces customer search and product evaluation costs, which in turn increases customer loyalty (Kim and Baek, 2018). Considering the theoretical framework, the following hypotheses have been formulated:

Hypothesis 1 Personalisation has a significant effect on customer experience.

Hypothesis 2 Personalisation has a significant effect on customer loyalty.

2.2 The effect of hedonic motivation on customer experience and loyalty

Regarding the e-commerce technology, hedonic motivation is defined as entertainment or recreation that results from the use of a particular service or purchasing of goods. However, consumers' purchasing incentives vary in different retail markets. For example, in physical stores, hedonic shoppers tend to value enjoyment, entertainment, and exploration, while in the online domain, shoppers seek adventure, authority, and status (Tyrvaïnen et al., 2020).

Researchers define purchase motivation as the incentive that brings consumers to markets in order to meet their needs. Purchase motivations can be divided into utilitarian and hedonic ones. Hedonic shopping is characterised by behaviours related to recreation, entertainment, daydreaming, and sensory stimulus aspects of consumption. Hedonic motivation is regarded by scholars as the main predictor of purchase intention in studies on consumer behaviours and has recently been associated with customer satisfaction and loyalty (Vieira et al., 2018).

In a study entitled 'Personalization and hedonic motivation in creating customer experiences and loyalty in omnichannel retail', Tyrvaïnen et al. (2020) examined the effects of personalisation and hedonic motivation on customer experience and loyalty in the retail sector. Their results indicated that hedonic motivation has a positive and significant effect on customer experience and customer loyalty. Based on this theoretical framework, the following hypotheses have been formulated:

Hypothesis 3 Hedonic motivation has a significant effect on customer experience.

Hypothesis 4 Hedonic motivation has a significant effect on customer loyalty.

2.3 The effect of customer experience on customer loyalty

The concept of customer experience is considered as a relatively old one with a history of more than half a century, which was first used by Abbott (1955) and Alderson (1957) indicating that people purchase satisfying experiences, not products (Lemon and Verhoef, 2016). Some researchers regard the customer experience as unintentional and spontaneous responses to stimuli provided to the customer (Moore et al., 2022), while the

customer experience is usually defined as a multidimensional structure. Schmitt (1999) is among the researchers who has a multidimensional view concerning the customer experience and identifies five types of experience including sensory (sensorial), emotional (sensation), cognitive (thought), physical (action), and social identity (related), which are generally agreed by researchers and activists in the field of customer experience (Lemon and Verhoef, 2016). The concept of customer experience can be more important and practical in service businesses such as the banking industry so that lots of customer behaviours are influenced by their experiences.

The loyalty variable is the main consequence of customer experience. Researchers have empirically found that behavioural loyalty to a service provider can be improved through customer experiences, and previous studies have shown a strong relationship between customer experience and customer loyalty. Researchers believe that customer experience can predict customer loyalty. They have shown that customer experience has a positive effect on customer loyalty, which is defined as reduced desire to switch brands (Delmas and Pekovic, 2017). In addition, the researchers proposed that future studies should examine the multiple effects of customer experience on customer behaviour including loyalty (Tyrvaïnen et al., 2020). According to *Forbes* (2020), 200 marketing executives worldwide have emphasised the use of an efficient customer experience strategy which can differentiate a brand from its competitors, leading to customer loyalty and satisfaction, as well as brand loyalty (Kim and So, 2022).

Studying on a sample of 227 retail banking customers, the researchers have found a positive relationship between customer experience and relationship quality, customer retention, and customer loyalty. Further study has shown that relationship quality is a powerful mediator between customer experience and loyalty outcomes. Moreover, alternative settings with various dimensions can lead to better performance results (Fernandes and Pinto, 2019). Based on the theoretical framework, the following hypothesis has been formulated:

Hypothesis 5 Customer experience has a significant effect on customer loyalty.

2.4 The effect of customer experience on repurchase intention

Purchase intention means a plan in which a person intends to purchase certain goods or services in the near future (Hameed and Kanwal, 2018). The importance of purchase intention stems from its application as a basis for predicting purchase behaviour, which can be observed in reasoned action theory. Based on some studies, the customers who intended to purchase a product purchased more than the customers who did not intend to purchase that product (Akkaya, 2021). According to Javed and Wu (2019), customer satisfaction, trust, and experience are important factors in the repurchase intention. Findings indicate that after-sales service has a significant effect on consumer trust through the mediating role of customer satisfaction. Also, direct experience is the main factor influencing customers' repurchase intention.

The term 'experience' includes various elements, definitions, and perspectives. Experiences depend on a variety of factors such as personal traits and customer preferences that companies may not be able to control or manage. Researchers have argued that a customer experience model should capture controllable as well as uncontrollable factors. Customer experience is a holistic concept that covers several phases (Molinillo et al., 2020).

Siqueira et al. (2020) consider customer experience as a concept that combines elements of value creation (resources, activities, context, interactions, and customer role), cognitive responses, and discrete emotions, which turn into touch points during the customer's journey. Customer experiences affect customer loyalty goals, and the quality of each experience (positive or negative) directly influences the repurchase intention.

The impact of customer experience on repurchase intention has been widely established in previous studies. Customer experience and repurchase intention have a significant direct relationship because buyers remember their positive experiences and customers with a positive and pleasant experience during their purchase will be more inclined to repurchase products from the same store (Ou and Verhoef, 2017). In addition, the customers are more inclined to stay in a store in which they feel pleasant emotions, which can lead to an increase in their desire to purchase (Lazaris et al., 2022).

Shopping centres must offer unique and distinctive products and services in order to provide the best shopping experience to their customers. Today, the advantageous location of shopping centres alone does not guarantee their success. Lack of distinction in provided goods and services is currently an issue in these shopping centres (Atulkar and Kesari, 2017). Based on the theoretical framework, the following hypothesis has been formulated:

Hypothesis 6 Customer experience has a significant effect on repurchase intention.

2.5 The effect of customer loyalty on repurchase intention

There are a large number of definitions for customer loyalty. However, based on a comprehensive definition, customer loyalty is considered as a deep commitment to repurchase or support a product or service in the future so that the customer repurchases the same brand as before even with changes in position and marketing efforts to change his/her behaviour (Muflih, 2021). Customer loyalty can result in reducing various costs including advertising, which lead to more sales and profitability by repeating the purchases (Zhang et al., 2021).

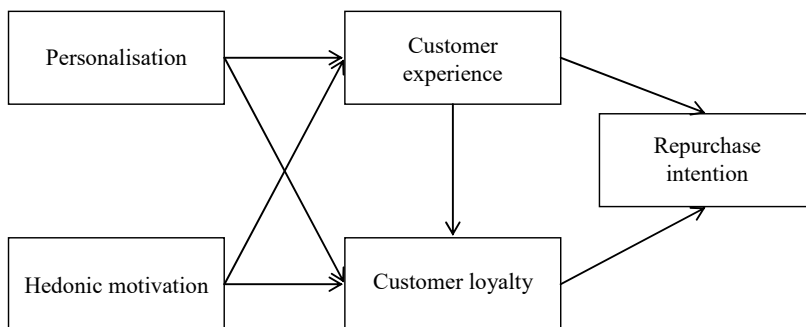
Savila et al. (2019) in a study entitled 'The role of multichannel integration, trust and offline-to-online customer loyalty towards repurchase intention: an empirical study in online-to-offline (O2O) e-commerce', concluded that both multi-channel integration and trust have a significant effect on customer loyalty and also customer loyalty has a significant and positive effect on the customer's repurchase intention. The combined approach uses customer consumption performance, brand preference, purchase frequency, total purchase volume, and the most recent purchase to measure loyalty. This approach increases the accuracy of predicting customer loyalty (Cakici et al., 2019). Customer loyalty to the brand can be regarded as an important factor because it determines the brand purchase in the future, as well (Noorlitaria et al., 2020). In this study, the following hypothesis is proposed considering that the customer's purchase intention is among the main determinants of his/her purchase.

Hypothesis 7 Customer loyalty has a significant effect on repurchase intention.

2.6 Conceptual research model

Figure 1 depicts the hypothesis-based relationships in the form of a conceptual research model. As shown in Figure 1, the proposed model has not been examined and tested in an integrated study so far. In fact, the current model was presented based on past theories, especially the studies conducted by Tyrväinen et al. (2020) and Yun and Hanson (2020), and differs from all of the studies conducted in this field.

Figure 1 Conceptual research model



Source: Tyrväinen et al. (2020) and Yun and Hanson (2020)

3 Research methodology

This study is a descriptive survey in terms of research method and it is applied in terms of purpose. In terms of its nature it is a correlation study. The statistical population of the present study includes all customers of Sina Bank in the City of Ahvaz. Since the population size is unlimited, stratified random sampling method was used to obtain the sample size. As a result, the sample size was estimated as 385 subjects. A closed questionnaire with 29 items was used for data collection to analyse the hypotheses and test the model. Four items were dedicated to demographic variables such as gender, age, education, and income, and 25 items were designed to measure the main research variables using a five-point Likert scale including quite disagree, disagree, neither agree nor disagree, agree, and quite agree. In order to validate the research instrument, the initial questionnaire was given to professors and relevant experts, and after considering their opinions and making the necessary corrections, the final questionnaire was developed. Cronbach's alpha was used to determine the reliability of the questionnaire by emphasising the internal consistency of the items, which was calculated by SPSS software for items related to each variable. When calculating the reliability coefficient using the Cronbach's alpha method, first an initial sample consisting of 30 customers of the bank was pre-tested and then the Cronbach's alpha coefficient was calculated using the obtained data. To collect data, 500 questionnaires were distributed in person at the branches of Sina Bank in Ahvaz because of considering a rate for non-return of questionnaires, among which only 445 questionnaires were returned, 45 questionnaires were not examined due to incompleteness, and only 400 sound questionnaires remained for analysis, which were more than 385 questionnaires needed. It is worth noting that the data were collected during September–December 2020. Based on the results, the data

distribution was regarded as normal and AMOS software was applied to analyse the data and test the conceptual model of the study.

Figure 2 Results of first-order confirmatory factor analysis (standard coefficient of questionnaire components) (see online version for colours)

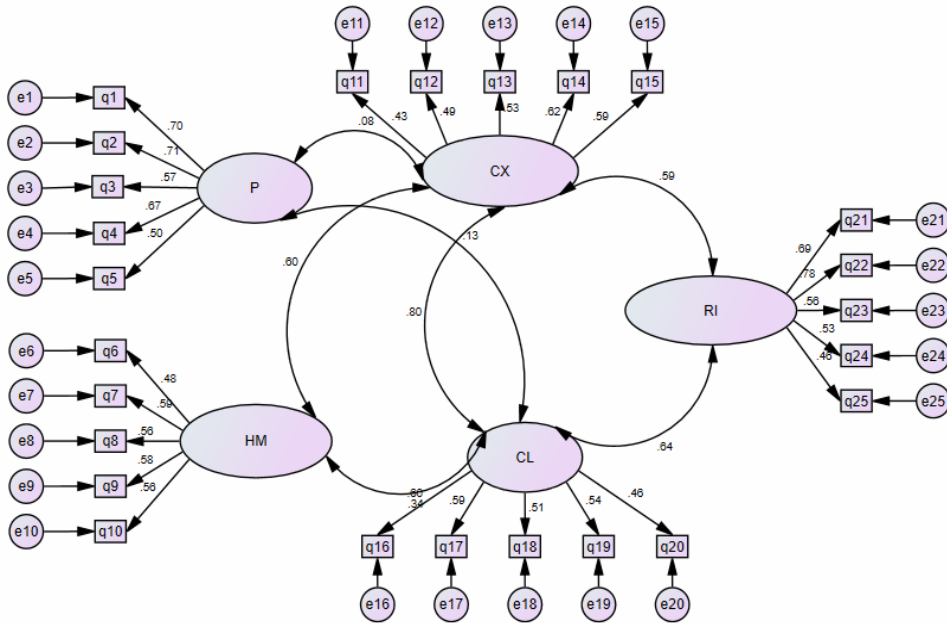


Table 1 Results of first-order factor analysis

<i>Variable</i>	<i>Item no.</i>	<i>Standard coefficient</i>	<i>Critical value</i>	<i>Significance (P-value)</i>	<i>Status</i>
Personalisation	1	0.703	8.326	***	Suitable
	2	0.714	8.373	***	Suitable
	3	0.565	7.483	***	Suitable
	4	0.670	8.163	***	Suitable
	5	0.504			Suitable
Hedonic motivation	6	0.478	6.744	***	Suitable
	7	0.594	7.729	***	Suitable
	8	0.558	7.457	***	Suitable
	9	0.584	7.662	***	Suitable
	10	0.557			Suitable
Customer experience	11	0.432			Suitable
	12	0.490	6.270	***	Suitable
	13	0.531	6.528	***	Suitable
	14	0.618	6.990	***	Suitable
	15	0.589	6.850	***	Suitable

Note: *** indicates that P value is less than 0.001.

Table 1 Results of first-order factor analysis (continued)

<i>Variable</i>	<i>Item no.</i>	<i>Standard coefficient</i>	<i>Critical value</i>	<i>Significance (P-value)</i>	<i>Status</i>
Customer loyalty	16	0.596	7.015	***	Suitable
	17	0.588	6.975	***	Suitable
	18	0.507	6.472	***	Suitable
	19	0.541	6.699	***	Suitable
	20	0.456			Suitable
Repurchase intention	21	0.694			Suitable
	22	0.779	11.943	***	Suitable
	23	0.565	9.426	***	Suitable
	24	0.529	8.887	***	Suitable
	25	0.455	7.749	***	Suitable

Note: *** indicates that P value is less than 0.001.

The results in the table above show that all items have good reliability, because all items are significantly different from zero (P-value < 0.05, at 95% confidence level). Therefore, it can be argued that all the items have the ability to measure research variables. Due to the fixed path (which must be maintained in order for the software to estimate the model) critical and significance coefficient indices are not reported by the software. However, the standard coefficient index is reported and for the items whose standard coefficient index is greater than 0.2, we can argue that the item is suitable (this conclusion can also be made by comparing an item's standard coefficient with those of other items).

Table 2 Variables, Cronbach's alpha, and references

<i>Variable</i>	<i>Cronbach's alpha</i>
Personalisation	0.80
1 This bank can offer me the type of transactions that may be suitable for me.	
2 This bank can offer me new services that may be suitable for me.	
3 This bank can offer me new services that are related to my field of activity.	
4 This bank can provide me with more relevant promotional information that fits my personal interests.	
5 This bank has achieved customer satisfaction by personalising its services.	
Hedonic motivation	0.71
1 I am interested in using the services of this bank.	
2 I enjoy using the services of this bank.	
3 It is fun for me to use the services of this bank.	
4 I use the services of this bank because it offers new services.	
5 I am interested in using the online services provided by this bank.	

Table 2 Variables, Cronbach’s alpha, and references (continued)

<i>Variable</i>	<i>Cronbach’s alpha</i>
Customer experience	0.72
1 This bank increases customers’ knowledge of new services.	
2 This bank stimulates curiosity.	
3 This bank maintains communication between customers and employees.	
4 In this bank, customers communicate well with each other.	
5 I have a good feeling about using the services of this bank.	
Customer loyalty	0.73
1 When someone is looking for a safe bank, I recommend this bank to him.	
2 I pass along positive information about the bank to others.	
3 I will always remain loyal to this bank.	
4 This bank is always my first choice among existing banks.	
5 I am willing to pay more fees compared to other banks and still use this bank.	
Repurchase intention	0.81
1 If I need banking services, I will choose this bank again for doing my business.	
2 I am willing to recommend this bank to my friends and acquaintances.	
3 In the coming years, I will always choose this bank.	
4 I tell other people positive things about this bank.	
5 I encourage my friends to use the new services of this bank.	

4 Research findings

Four items were used to assess the demographic status of the sample members. The results showed that out of 400 respondents, 68% were men and 32% were women. In terms of age, 43.8% of the sample members were between 30–39 years old. About 65% of the sample members had a bachelor’s degree. 40.4% of the subjects had an income between 30 million to 40 million IRR.

Before examining the hypotheses, it is necessary to consider the mean, standard deviation, and variance of the research variables (Table 4). Among the research variables, personalisation and repurchase intention had the highest and lowest scores, respectively.

In structural equation models, it is necessary to test two models. The first model consists of measurements for each latent variable. The measurement model represents the factor loads of the observed variables (factors) for each latent variable. Table 5 presents the common fit indices in measurement models for the latent variables. As it can be seen, the main fit indices of all latent variables are in the acceptable range.

The indices shown in Table 5 indicate the acceptability of the fit of the structural equation model.

Table 3 Demographic characteristics of the sample

<i>Variable</i>	<i>Levels</i>	<i>Percentage</i>
Gender	Male	68
	Female	32
Age	Under 30	29.5
	30 to 39	43.8
	40 to 49	20.4
	50 and above	6.3
Education	Associate's degree and below	12.2
	Bachelor's degree	65
	Master's degree and above	22.8
Income	Less than 20 million IRR	12.3
	20 million to 30 million IRR	26.3
	30 million to 40 million IRR	40.4
	More than 40 million IRR	21

Table 4 Descriptive statistics of research variables

<i>Variable</i>	<i>Item no.</i>	<i>Mean</i>	<i>Standard deviation</i>	<i>Variance</i>
Personalisation	1 to 5	3.331	0.833	0.695
Hedonic motivation	6 to 10	3.320	0.839	0.704
Customer experience	11 to 15	3.227	0.822	0.676
Customer loyalty	16 to 20	3.208	0.804	0.647
Repurchase intention	21 to 25	3.121	0.859	0.739

Table 5 Fit indices of measurement models for latent research variables

<i>Index</i>	<i>Model</i>	<i>Acceptable range</i>
DF	229	-
AGFI	0.90	Greater than 0.9
GFI	0.924	Greater than 0.9
CFI	0.953	Greater than 0.9
PCFI	0.727	Greater than 0.5
RMSEA	0.047	Smaller than 0.08
CMIN/DF	1.879	Smaller than 5

After testing the measurement models, it is now necessary to provide a structural model that shows the relationship between the latent variables of the research. Using the structural model, research hypotheses can be examined. The structural model of the research was obtained using the AMOS software. The tested conceptual model is presented in Figure 3. The model path coefficients after testing are shown in Table 6.

The significance of the relationships between the components of the model as well as its path coefficients are presented in Table 6.

Figure 3 Path coefficients of the structural equation model (see online version for colours)

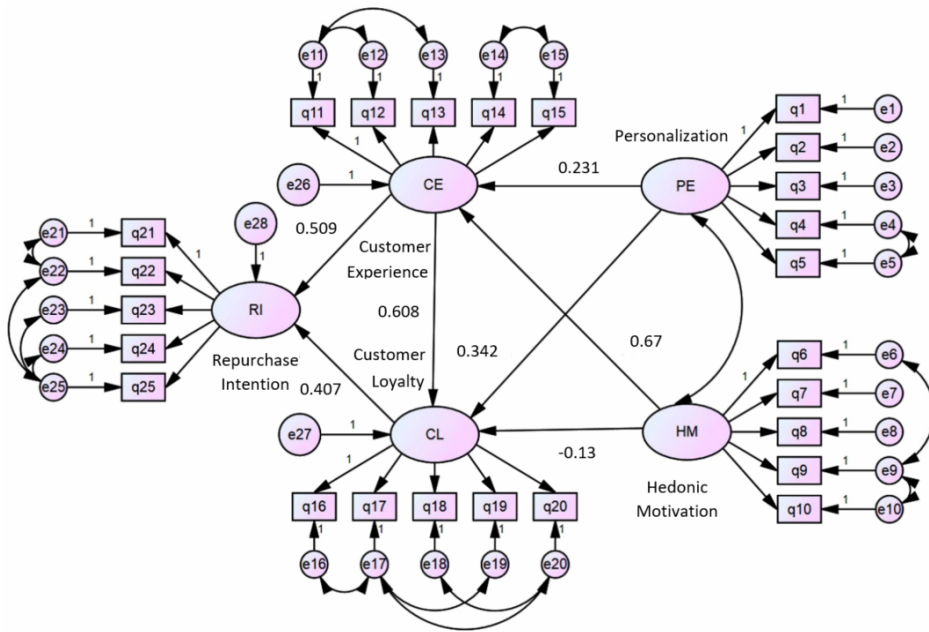


Table 6 Testing research hypotheses

	Hypothesis	Standard path coefficient	Standard error S.E.	Critical ratio C.R.	Significance P	Result
Personalisation → Customer experience	H1	0.231	0.09	2.183	0.029	Confirmed
Personalisation → Customer loyalty	H2	0.342	0.083	3.156	0.002	Confirmed
Hedonic motivation → Customer experience	H3	0.67	0.107	5.366	***	Confirmed
Hedonic motivation → Customer loyalty	H4	-0.013	0.119	-0.086	0.931	Rejected
Customer experience → Customer loyalty	H5	0.608	0.146	3.719	***	Confirmed
Customer experience → Repurchase intention	H6	0.509	0.175	3.364	***	Confirmed
Customer loyalty → Repurchase intention	H7	0.407	0.194	2.705	0.007	Confirmed

Note: *** indicates that P-value is less than 0.001.

As Table 6 indicates, the paths of the main research model are significant for all except the fourth hypothesis, because the significance coefficient is less than 0.05.

5 Results and discussion

The results of this study showed that personalisation positively affects customer experience and customer loyalty, because in today's competitive markets it is imperative for companies to take advantage of personalisation and develop products and services based on customers' tastes and needs in order to survive and remain competitive. Many researchers have described the use of personalisation as a necessity in order to achieve customer satisfaction and a positive company experience. Therefore, organisations can develop a sense of gratitude and achieve customer satisfaction and loyalty by providing services tailored to the needs and desires of customers and in general by personalising their products and services. The results also showed that hedonic motivation has a positive effect on customer experience. Hedonic motivation includes entertainment, enjoyment, and sheer excitement from shopping. Therefore, managers must try to create an attractive and emotionally positive space when offering their products and services. By paying attention to buyers' values, target market customers can be identified so that product design, pricing, branding, and packaging strategies are formulated and implemented according to the personality traits of the customers in each section of the target market. The results showed that hedonic motivation does not have a positive effect on customer loyalty, because the majority of this bank's customers considered its services to lack adequate attractiveness while offering no new innovations compared to the rivals. As a result, the customers could not consider this bank to be their first choice among existing banks and be loyal to it. So the managers of Sina Bank should provide services that are attractive enough in order to encourage the customers to use its services. They can also boost the hedonic motivation in their customers by providing better services at lower fees because customers with strong hedonic motivations tend to attach more importance to knowing different brands. Such people know different brands and companies and choose the ones that offer the best quality and the most satisfaction of their hedonic motivation. These customers try to choose organisations that match their values and offer services at lower prices. The results showed that customer experience has a positive effect on customer loyalty. The higher the level of familiarity and positive experiences in receiving products and services from an organisation, the more likely it is that the customer will trust the organisation and turn positive experiences from purchasing goods or services into a mental framework and habit that result in attaching more value to the received products and services. The results also showed that customer experience has a positive effect on repurchase intention. If customers come to the conclusion that in their previous purchases the bank has been providing them with correct information, then this can create a value in the customer's mind, which increases the likelihood of the customer repeating the purchase process. The customer will choose to continue working with a bank or an organisation that offers the necessary security in their services and financial transactions, otherwise people are less likely to take the risk. The results showed that customer loyalty has a positive effect on repurchase intention. Due to the competitiveness of markets and their great diversity, one of the most important factors for the success and survival of today's organisations is the customer. In this regard organisations should focus on customer satisfaction, loyalty, and repurchase intention and monitor these variables. If managers and employees can earn the customers' trust in their services and the electronic environments and try to create transparency about the business process, then they can hope that the purchasing process will be repeated. When the

purchasing process is repeated, the organisation can achieve a higher level of profitability.

Considering the research findings, it is suggested that the culture of using online banking services be promoted by informing and encouraging customers to use these services. Furthermore, the customers' access to ATM services should be facilitated while building their confidence in using these services. Problems and issues related to the infrastructure of electronic banking services should be resolved in order to provide customers with a fast and smooth online experience. Banking services should be provided in a way that the customer feels satisfied and stays loyal to the organisation. Adequate and comprehensive information should be provided about the new banking services. New and special services should meet the customers' needs. Moreover, a long-term plan should be made to attract customers.

Like other studies, the present study is not free from limitations and researchers should consider these issues in future research. For example, the present study applied area sampling and assessed the opinion of Sina Bank customers in one of the metropolises in Iran, while researchers can evaluate these customers' opinion in other cities and compare the results with those of the present study. In addition, a questionnaire was used to collect the data, while future researchers can utilise other instruments including interviews by conducting qualitative studies on the repurchase intention of Sina Bank customers. Finally, the researchers can evaluate other factors as predictor variables in the repurchase intention of Sina Bank customers since variables such as hedonic motivation, personalisation, customer experience, and loyalty were examined as the above-mentioned predictor variables in the present study.

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