

Research Article

Brand Experience and Impact on Repurchase Intentions: Analysis of a Sample of Customers of Zain Iraq Mobile Communications Company in Diwaniyah Governorate

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Abstract: This study aims to look at the impact of the trademark experience by its dimensions on the intent of repurchase by its dimensions (perceived benefit, perceived ease of use, trend toward use) at Zain Iraq in Diwaniyah. The study sample included customers of Zein Iraq Mobile Communications Company in Diwaniya governorate, and resolution was used in collecting data, as (155) responses were obtained, using the random sample method, and the analytical method was adopted and then analyzing the data using some statistical methods such as the arithmetic mean, the standard deviation. The results were obtained using statistical software such as (SPSS.V.27) and (AMOS.V.26), where the findings of the study confirmed that there was an impact on the brand's experience on the repurchase intentions.

Keywords: Brand experience, repurchase intentions.

INTRODUCTION

The brand experience is a management issue that has been of interest to researchers and practitioners, especially as organizations live in a complex, accelerating reality and in strong competition across different sectors. Therefore, it was necessary for organizations that wanted to remain in the market to search for distinguished ways and tools in which they exceeded official frameworks and leapfrog over routine in performing duties and tasks, because of the importance of these methods in enhancing the effectiveness of the organization's performance, which will yield benefits to it. The organizations that seek to achieve excellence in their performance in light of that fierce competition have to support and encourage the intentions of re-purchasing and create a conducive atmosphere for such behavior.

The First Part: Research Methodology

First: The Problem of Research and its Questions

The search problem can be summarized with the following questions:-

1. Do the brand experience have an impact on the buy-back intentions?
2. are the research sample customers aware of the importance of the brand experience in reinforcing the repurchase intentions

Two. Objectives of Research

The aim of the research is to achieve the following objectives:

- 1- Recognize the level of importance of the brand experience and repurchase intentions (the perceived benefit, the perceived ease of use, the trend toward use) of the company in search.
- 2- Disclosure of the identification of the relationship between the experience of the brand and the intentions of re-purchase in the company in question.

Third: The Importance of Research

The importance of searching can be divided into:-

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The brand experience is one of the contemporary concepts in administrative literature and the scarcity of writings, to the knowledge of the researcher, which combines the variables of research.

- 1- Focus attention on the role of customers in the success of the service offered in the sample research company.
- 2- The importance of this research is evident because it deals with one of the most important topics in the field of marketing management.

Fourth: Research Hypotheses

The First Major Hypothesis: There is a statistically significant correlation between brand experience and repurchase intentions (perceived utility, perceived ease of use, trend toward use).

The Second Key Hypothesis is a statistically significant influence relationship between brand experience and repurchase intentions (perceived utility, perceived ease of use, trend toward use).

Sixth: - The Method of Research

The researcher used the analytical descriptive approach to describe the collected data related to the research sample about the independent and dependent variable, while using the analytical approach to analyze the data and find the relationship between the variables.

This Is the First Time That the Government Has Been Able To Do So

The study was applied to a sample of 150 clients of Zain Iraq mobile communication company in Diwaniya governorate, and the random sample method was adopted to collect the necessary data, the researcher distributed (160) questionnaire forms to the sample individuals, and (155) forms were retrieved and collected for the purpose of preparing them for analysis.

Part Two: The Theoretical Framework for Research First: Brand Experience

Pointed out that the brand experience is the internal and self-response of customers to any direct or indirect contact with the company, as direct contact generally occurs within the framework of purchase, use and service, and the brand is usually initiated. Indirect contact often involves unplanned meetings with a company's goods, services or brands in the form of oral recommendations or critiques, advertisements, news reports, reviews, etc (Keiningham et al.,2020:432). He defined it (Klaus&Maklan, 2013:228)the emotional and cognitive responses of the brand that are driven by both the experimental good/service and the contextual components of the interaction between the seller and the brand. He sees (Du Plessis,2016:24) is the individual assessment, response or reaction resulting from the brand's interaction with any direct or indirect contact

with the physical environment of the organization, employees or other customers, core service or other aspects of service delivery. It is a subjective state of awareness with a variety of symbolic meanings, nice responses, and esthetic standards that are influenced by environmental and customer inputs, interlocking responses and output outcomes (Izogo & Jayawardheena, 2018:380).

Second: The Importance of the Brand Experience

Marketers have been concerned about how brand experiences positively impact product marketing, as companies have long tried to build end-brand experience buildings because they can increase customer loyalty (Dumitrescu et al., 2012:57). (Evans et al.,2016:162) a brand experience can affect its behavior much more than a good or excellent service, so directing the brand experience and marketing strategy from this perspective can be clear differentiating factors for the brand in today's busy market.

Third: The Concept of Repurchase Intentions

Intention can be described as a person's case before action (public action), which can be used as a basis for predicting behavior or action, intention is the motivational factors that affect behavior, and indicates a person's willingness to try (Grevall et al., 2008:425). The intention also shows the measurement of a person's will, and it is linked to ongoing behavior (Van Vaerenbergh, 2021:263).

Although the traditional marketing activities (product, price, distribution. Advertising) can be employed in real life, but it is unlikely to have a significant impact on buying and buying intent by customers due to the changing nature of consumers. The logical assumption is that vendors have the ability to significantly influence consumer decisions by offering features such as: A combination of different functions, information, emotions, tips, motivations and products, that is, if consumers are keen to interact with and possibly deal with vendors, it depends on their experience in dealing with the store, and therefore this assumption is similar to the traditional market situation (Sophonsiri et al., 2010:3). There purchase intentions process is a desire of customers to buy goods or services they like and pre-purchased based on the results of an assessment of how the performance of the good or service fits their expectations' and is the decision or judgment of the customer regarding the purchase of a particular product from the same company again by considering the His current status and possible conditions (Giovanis & Athanasopoulou, 2015:13).

In a competitive business environment, it is essential to maintain the intent of repurchase and avoid shifting behavior to keep the organizations' operations and gain a competitive advantage, so organizations seek to maintain the relationship with existing customers, hoping to increase their intent to re-purchase, and that the intent to repurchase represents the third type of purchase: Trial purchases, frequent purchases, and long-term commitment purchases (Mohamed, 2015:4). repurchase intentions is the intent of the customer to purchase a particular brand in the future, whether it's a first-time purchase or a repeat of a particular purchase (Bing, 2020:15).

He stated (NYowono, 2018:3) that repurchase intentions occurs when customers perform repurchase activities for a second or more time, and the reason for repurchase is primarily through the customer experience. It is the decision-making process that customers take after buying the products they need (Trivedi, 2018:11). The process of repurchase intentions arises because of the positive brand perception of customers and their satisfaction with buying (MOU, 2019:7). As Trivedi, 2020:3 defined it as self-government or personal government related to how we behave in the future, and the intent to buy represents what we think about buying goods and services and our intention to buy back is what we expect to buy back from the same services or goods.

(Cunningham et al., 2021:13) the intent of a repurchase is to acknowledge the customer's repurchase of certain goods or services from the same business or product, using their own information based on current circumstances and possibilities that, in addition to repurchase intent, may be considered to improve the consumer's behavior to continue buying in the future. (Trivedi et al., 2021:23) said that after customers receive service and feel the benefits or value of the product, they already have a sincere attitude, satisfaction and commitment to the product, which in turn can lead to the goal of re-purchasing the product in the future. (Ratasuk, 2021:2) pointed out that the intent to repurchase may fall under the more general concept (behavioral intent) which includes intentions other than those related to repurchase, such as first purchase of a product offered from the same brand based on good past experience or the reverse may be the intent of the complaint.

Fourth: The Importance of Repurchase Intentions

Improving the repurchase intentions of existing customers is more economically beneficial than constantly searching for new customers, so researchers are constantly trying to

find more new and/or industry-specific justifications for repurchase intentions (See et al., 2011:2). (Wibisono, 2018:16) pointed out that customers who frequently buy a brand and feel a strong commitment to the brand are customers with high brand loyalty, so those who are committed to the brand become loyal customers to that brand and show the behavior of frequent purchases.

Repurchase intentions are usually determined by brand commitment, as adherence to brand means a relationship similar to a customer's friendship for the brand, while frequent buying is interpreted as buying the brand because it's cheaper or no other brand (UNJaya, 2015:292). Trivedi, 2018:11) pointed out that there is a difference between actual purchase and repurchase intent, as actual purchase is a purchase made by customers, and the benefit of repurchase is an intention to buy back at a future opportunity. Repurchase may be affected by several factors including brand preference, perceived value, perceived quality and price.

(Prastyarningsih, 2014:36) points out that the repurchase value of a good or service will appear when the customer feels that the service they receive is satisfactory, so if the customer is satisfied with the initial purchase, then the next purchase will be made repeatedly on one brand. So there is no need to make a decision because the customer is very familiar with the brand. (MOU, 2019:7) that repurchase intentions is essentially a reflection of customer behavior, as customers respond positively to what the organization has provided and are interested in making frequent visits or consuming the organization's products.

And (Akaraboonlertytot, 2020:3) indicated that the importance of the repurchase intention is as follows:

- 3- Repurchase is a post-purchase behavior of the product, and when the products consumed by the customers provide satisfaction, customers tend to buy back those products in the future.
- 4- repurchase intentions is a positive response to past actions, and therefore there will be a consolidation with positive thoughts about what the customer has acquired as a result of using the product, which allows them to make repeated purchases.

Fifth: - Dimensions of Repurchase Intentions 1-The Perceived Benefit

The perceived benefit indicates that it is the extent to which an individual believes that using the product will enhance the performance of his mission (Tao et al., 2020:1348). (Marangnic,

2015:83) noted that it is the percentage of people who believe how useful it will be in their job performance when following a particular system. The perceived benefit is defined as the degree to which an individual believes that the use of a particular technology system can enhance his or her functional performance (Holden&Karsh, 2010:161).many studies indicate that the perceived benefit has a direct or indirect impact on an individual's intention to use technology for two reasons (Ha & Stoel, 2009:565): -

A- Direct impact on an individual's intention to use technology.

B- Indirect effect by the individual's attitude toward the use of.

The perceived benefit means the ability of the product to meet the expectations of the user to enhance the performance of a specific task when used (Murillo et al., 2020:2).

2-Perceived Ease of Use

The perceived ease of use indicates the extent to which an individual believes that using the product will be stress-free, and the perceived ease of use affects the situation indirectly through the perceived benefit (Tao et al., 2020:1348). Consumer acceptance may be different from that of professionals, as customers are likely to have difficulties using the right product due to their lack of self-competence and usability (Beldad&Hegner, 2018:83).

(Yang&wang, 2019:117) adds that it is the ratio of customers to believe that using certain systems will be hassle-free, because if the product is easy to use, all obstacles fall, and if they are not difficult to handle and will not leave a positive

impression. External variables such as social impact are also an important determinant of behavior, when a technology acceptance scheme is reviewed by a group of users, they will act decisively to use the product, but the ability to understand the product may vary depending on a person's age and gender (58Byun et al., 2018:).

3- Direction to Use

User orientation is a key factor in the acceptance or rejection of a product, and many studies indicate that a user's attitude toward the use of the product has a positive effect on the intention to use the product (Holden&Karsh, 2010:161). An individual's intention to use the product is influenced by the general trend toward product use, and a behavioral intent refers to an individual's expected or planned future behavior of a particular product, the expectation that an individual may adopt a certain behavior in a specific situation (Murillo et al.,2020:2).

Based on what the model suggests, a perceived high level of benefit and ease of use suggests a positive trend toward technology, which in turn suggests intentions to use it, and the actual individual use of a product is directly or indirectly affected by its behavioral intentions, direction, perceived benefit, and perceived ease of use (Manis & Choi, 2019:503).

Part Three: The Practical Side of the Search

First: The Independent Variable: The Brand Experience

Based on the above, it is clear from the responses of the sample examined that the general mean of the brand experience variable was (3.19) and with a standard deviation of (0.538).

Table (1) The Descriptive Statistic of the Brand Experience Variable

Dimension	Arithmetic mean	Standard deviation	Relative importance	Availability level	Order of importance
Changing brand experience					
Arithmetic mean	3.19	Standard deviation	0.538	Relative importance	64%

Second: Variable Summary of Repurchase Intentions

From the sample answers shown in Table 2, the sample is aware of the importance of taking care of the perceived ease of use, which means that the sample is being studied at low operating costs and improved profitability, competitive advantage, and long-term business growth. Maintaining the positive repurchase intention among existing customers requires organizations to invest in strategies that increase consumer satisfaction, which has obtained an arithmetic mean of 3.27 and a standard deviation of 0.768 showing consistency and consistency of the

sample answers studied as a result of the availability of (65%) of the perceived ease of use. The sample's responses also showed that all dimensions of the variable repurchase intentionsreceived an arithmetic mean ranging from (3.19-3.27) to a relative interest (64%-65%) to indicate the sample's perception of the importance of maintaining an image and the success of the organization.

Based on the above, the responses from the considered sample indicate that the general mean of the variable of repurchase intentions was 3.23 and a standard deviation of 0.616, which means

that the studied sample understands the importance of the possibility of customers repurchasing a product and their behavioral trends that developed after receiving an advertising

message such as promotion, reviews and knowledge The product, and this has received equal relative attention to (65%).

Table (2) Descriptive Statistic of the Buy-Back Intent Variable

No.	Dimension	Arithmetic mean	Standard deviation	Relative importance	Availability level	Order of importance
1	Perceived benefit	3.24	0.676	65%	Available	2
2	Perceived ease of use	3.27	0.768	65%	Available	1
3	Direction to use	3.19	0.714	64%	Available	3
Variable repurchase intentions						
Arithmetic mean		3.23	Standard deviation	0.616	Relative importance	65%

Third: Test Hypotheses

The First Main Hypothesis

There Is a Significant Statistically Significant Correlation between the Brand Experience and the Intentions of Repurchase

The results reviewed in Table 3 show a significant statistically significant correlation between the brand experience and the intentions of repurchase, which is a strong direct relationship of 0.619 and at a significant level of 0.01, which means that the calculated value of (15.444) is

higher than the tabular value of (t). The association between the brand experience and the dimensions of repurchase intentions ranged from (0.490) to (0.581) for the perceived ease of use dimension to (0.581) for the trend dimension.

Based on the above, the second main hypothesis, which states (there is a significant statistically significant correlation between brand experience and repurchase intentions), can be accepted.

Table (3) Correlation Matrix the Relationship between Brand Experience and Repurchase Intentions

Standard	Brand experience				
	Perceived benefit				
R	.351**	.381**	.513**	.428**	.524**
T	7.346	8.075	11.711	9.280	12.056
Perceived ease of use					
R	.271**	.369**	.520**	.397**	.490**
T	5.517	7.780	11.930	8.476	11.015
Direction to use					
R	.235**	.479**	.602**	.517**	.581**
T	4.738	10.693	14.774	11.836	13.988
Repurchase intentions					
R	.332**	.478**	.636**	.521**	.619**
T	6.897	10.664	16.150	11.961	15.444
Sig. (2-tailed)=0.000			**. Correlation is significant at the 0.01 level (2-tailed).		
T= 2.364					
			N=386		

The Second Main Hypothesis

There Is a Significant Statistically Significant Impact Relationship to the Brand's Experience in Repurchase Intentions

The table shows the impact of the brand experience on the repurchase intentions, the one-way arrows from independent variables to the supported variable represent standard regression coefficients, and the apparent value above variable intentions of repurchase represents the interpretation coefficient (parameter of definition) called standard transactions (used to test hypotheses) R² shows that the inverse marketing strategy variable is capable of explaining 38.3% of changes in the sample's variable of repurchase

intentions, and the remaining 61.8% is due to contributions from other variables not included in the study model.

As can be seen from Table 4, the β value of 0.722, which means that increasing the brand experience availability levels by 1 unit of standard deviations will increase the levels of repurchase intentions by 72.2% from 1 unit of standard deviation, with a standard error of 0.046, Based on the output of the structural model of the influence relationship between the independent variable and the dependent variable, the fifth key hypothesis of the influence hypothesis is accepted.

Table (4) The Results of the Analysis of the Impact of the Brand Experience on the Repurchase Intentions

Path			Standard weights	Standard error	Critical value	R ²	(P)
Brand experience	---	Repurchase intentions	0.722	0.046	15.696	0.383	0.001

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results show a significant correlation between the brand experience and the intent of repurchase, which means that the studied sample recognizes the importance of improving the customer's understanding of the service.

The presence of a direct moral effect of the brand experience in the resubarting intentions means that the considered sample's attention is directed toward providing value to customers in a way that preserves or improve the well-being of both the customer and the community.

The results show that there is an indirect impact of the brand experience in the repurchase intentions, which means that the sample is interested in making further efforts to improve the demand for the service

The interest of the sample studied is to advise the clients not to use a particular service

5- the studied sample recognizes the importance of limiting distribution to make the service less available, reducing the ease of access to certain services, and reducing the total quantity of services

The interest of the sample studied has been to make the quality of the service felt.

6- the sample is directed to reduce the product price to increase demand while at the same time increasing promotional offers and privileges on the service that contains low content or smaller dimensions.

7- the interest of the considered sample is the gathering of the opinions, perceptions and positions of stakeholders in the organization, employees, customers, suppliers, investors, members of the community, activists, the media, and other stakeholders

Recommendations

The importance of the ability of the brand to attract great customer appeal requires that the studied sample should be aware of the fact that the emban is directed to address the problems of the mark by responding cautiously.

The sample should be interested in improving the social status of the organization and improving its profits, which requires it to encourage

customers to promote social self-realization by engaging with a brand that has a high reputation.

It is important that the studied sample understand the importance of improving the customer's desire to repeat purchases in the future, which requires that the studied sample understand the importance of providing the necessary information and knowledge about the importance of the service and its use without damaging the body.

The need for a studied sample to re-buy the service based on what was obtained from the same company, its willingness to pay a higher price for these goods and services, and its tendency to do it regularly.

The sample studied should study the attitude of the customers toward achieving certain behavior by engaging in frequent purchases with the service location.

The need for the study sample to pay attention to improving the repurchase intentions of existing customers is more economically beneficial than looking for new customers on a continuous basis, which requires conducting ongoing studies in order to find more new and/or industry-specific justifications for repurchase intentions.

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