

# A Review of the Relationship between Subjective Well-being and Repeated Purchase Intention

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## Abstract

With the development of the study of consumer behavior, the study of consumer psychology has become the focus of the field of consumer behavior, and the study of repeated purchase intention is also relatively rich, but the research on the relationship between the two is not mature enough. Subjective well-being is an important factor to measure individual emotion and cognition. Repeated purchase intention refers to consumers' willingness to buy again or recommend to others. This paper introduces the basic concepts, influencing factors and measuring methods of subjective well-being and repeated purchase intention, and expounds the relationship between them. This paper believes that subjective well-being will affect repeated purchase intention, and conversely, repeated purchase intention will also have an impact on subjective well-being.

## Keywords

**Subjective Well-being; Repeated Purchase Intention.**

## 1. Introduction

Everyone has the right to enjoy a happy life, and happiness is the beautiful goal pursued by human society. The Marxist view of human rights and happiness attach importance to the needs of people and their satisfaction, and believe that people not only create material conditions through labor, but also create and enjoy spiritual life in the process of labor, happiness is the unity of material life and spiritual life. In the field of consumer behavior, subjective well-being is also the most widely studied topic. Many scholars are interested in subjective well-being, and many scholars have made achievements. Therefore, on the basis of previous scholars, this paper sorts out the current definition, influencing factors and measurement methods of subjective well-being. Secondly, repeated purchase intention is also a common variable in the field of consumer behavior. Through literature review, it is found that repeated purchase intention is partly related to subjective well-being to some extent. Therefore, this paper first reviews subjective well-being, then reviews the definition, influencing factors and measurement methods of repeated purchase intention, and finally discusses the relationship between the two.

## 2. Subjective Well-being

### 2.1. Definition of Subjective Well-being

In foreign academic research, the concept of consumer happiness is expressed by scholars in different terms. For example, Consumer well-being, Quality of consumer life, Consumer life satisfaction, consumer happiness Consumer happiness, Consumer welfare and so on all appear in the research literature related to consumer happiness. Although scholars have different understandings of the above terms, there is no essential difference in the connotation of the concept of consumer happiness. In the field of consumer happiness, the most studied is subjective happiness, which is defined by psychologists from people's inner feelings. Although people have different understandings of happiness, this definition is the emotional reflection

and cognitive evaluation of people's spontaneous life status, and it is a subjective feeling with measurable and evaluable characteristics[1]. So it is easier for people to understand and accept. When the concept of subjective well-being is introduced into the research on consumer happiness, it points to the subjective evaluation and emotional reflection of individual consumption activities.

Wilson put forward the hypothesis theory that individual subjective well-being will have differences in 1967: ①Happiness will be generated if needs are met in time, and unhappiness will be generated if needs are not met all the time; ②The degree to which satisfaction needs to be satisfied is related to the level of personal adaptation or expectation, which in turn is affected by experience, comparison, values and other relevant factors[2]. Diener proposed a definition of subjective well-being in 1984, arguing that subjective well-being is the overall assessment of life quality by evaluators based on self-determined criteria[1]. Diener believed that hexagrams happiness was a four-way structural model, which mainly included: ①the evaluation of life satisfaction from the time dimension (past, present and future); ② Satisfaction at all levels and aspects of life, such as family, society, education, health, etc.; ③positive emotional experiences, such as joy, joy, etc.; ④Negative emotional experience, such as anxiety, sadness, etc. [1]. Kahneman et al experienced utility that the biggest difference from traditional economics is decision utility, and they applied it to happiness research in 1997[3]. Then, on this basis, it puts forward the experiential happiness of evaluation by moments. Kahneman, Diener et al who divided subjective well-being into two parts on the basis of the previous study: The first is emotional wellbeing, i.e. the emotional value of individuals' daily life experiences -- namely, the experience of happiness, sadness, pressure, anger and the intensity and frequency of various emotions that lead to a happy life or not. On the other hand is the evaluation of life (life evaluation refers to the opinions and opinions that are produced when people are thinking about their life[4]. Subjective Well-Being (SWB) has three characteristics: ① Subjective well-being is assessed according to the evaluators' internal criteria rather than those of others. ② Stability, measured by long-term rather than short-term emotional responses and life satisfaction, is a relatively stable indicator. ③ Wholeness is a comprehensive evaluation, including the evaluation of emotional response and cognitive judgment[5].

## 2.2. Influencing Factors of Subjective Well-being

Diener proposed in 1984 to distinguish the external and internal factors that affect subjective well-being. Early theoretical construction focused on demonstrating how external factors, such as events, situations, and demographic items, affect subjective well-being[6]. With the deepening of the research, the data prove that the influence of demographics on subjective well-being is no more than 20%, and the influence of environment on subjective well-being is only 15%. From the perspective of internal factors, personality factors are important factors affecting subjective well-being. Everyone has his or her own unique personality traits. Most scholars measured personality traits through Eysenck Personality questionnaire and Big Five personality Factors questionnaire, and proved that personality and temperament have a great impact on subjective well-being in relevant studies[7].

Much of the recent research on subjective well-being has focused on another meaning of measuring happiness: the cognitive assessment of a person's life. Based on statistical data, living environment (such as gender, age, marital status, income, etc.) can only explain 8%~15% of life satisfaction, among which married people are happier than unmarried people, but gender, age and education level have little impact on subjective happiness[8]. Income also has an effect on subjective happiness, but after a certain income level, the effect is not as significant as before[9], because the data shows that the extremely rich are only slightly happier than the average person, and 37% of the rich are even less happy[8]. From the perspective of the two

dimensions of subjective well-being (emotional well-being and life evaluation), there are different influencing factors: emotional well-being, health, emotional care, loneliness and other poppies; Life assessments, on the other hand, tend to favor actual possessions, such as income and education.

### 2.3. Measures of Subjective Well-being

The academic circle mainly measures subjective well-being from two aspects, namely, quality of life and mental health. The study on the measurement of subjective well-being in the sense of quality of life defines subjective well-being as people's cognitive evaluation of their life satisfaction. In the 1950s, Gurin et al. conducted a sample survey on the quality of life in the United States, mainly studying the mental health and subjective well-being of American residents. Neugarten et al. compiled the Life Satisfaction Index (LSI) in 1961 to measure people's life satisfaction. The life satisfaction Index scale consists of one other scale and two self-measuring scales. Among them, the self-measuring scale is life satisfaction A (LSIA) and life satisfaction B (LSIB) respectively, including: individual enthusiasm for life, the consistency of achieved goals and expected goals, good self-knowledge in physical, psychological and social aspects, happy and optimistic psychological quality and other dimensions. In 1985, Diener et al. developed the subjective happiness scale, which consisted of three subscales, namely, the Overall Life Satisfaction Scale (SWLS), the positive emotional Experience Scale and the Negative Emotional Experience Scale (PANAS). In 2002, Diener compiled the Life Satisfaction Questionnaire, which found that most people scored between 21 and 25. Ryff's Psychological Well-being Scales is a commonly used scale of psychological well-being[10].

The following table shows several kinds of subjective well-being scales with wider influence see Table 1:

**Table 1.** Measures of subjective well-being

Life evaluation		Emotional happiness	
self-anchoring scale,SAS	CantrilH. (1965)	Gallup mood survey	Gallup Organization (2008)
life satisfaction index, LSI	Nergarten B, Havighurst R, and Tobin S (1961).	affect balance scale,ABS	Bradburn (1969)
general satisfaction with life scale, GSWLS	Diener ED, Robert A., Randy J., & Sharon G. (1985)	positive affect and Negative affect scale, PANAS	Waston D, Clark A (1998)
Perceived life satisfaction scale, PLSS	Adelmand H.,Taylor L., &Nelson.P (1989)	day reconstruction method, DRM	Kahneman D., Krueger,A., Schkade, D. A., Schwartz, N. & Stone, A. (2004)

## 3. Repeated Purchase Intention

### 3.1. Definition of Repeated Purchase Intention

In the field of psychological research, willingness refers to behavioral intention, also known as behavioral tendency, which is the most direct driving force for people to make certain behaviors. After purchasing a commodity or service, consumers will compare their actual experience of the product or service with their expectations before purchase. If the

consumption is producing the possibility and tendency to continue to maintain the transaction relationship with the merchant, it is called the repeat purchase tendency. According to William B. Dodds et al., in 1991, repeated purchase intention refers to the possibility that consumers intend to buy goods again[2]. In 1988, Zeithaml proposed that repeated purchase intention refers to customers' tendency to continue to consume or consume a product or service within a certain event, and also proposed that consumers' repeated purchase intention includes not only buying again by themselves, but also recommending purchases to others[11]. Muigulets and Eklof et al. demonstrated this view again in 2001, arguing that consumers' tendency to repeat purchase can be divided into two dimensions: consumers seem willing to repeat purchase and whether they recommend it. Jones and Sasser (1995) believe that repeated purchase intention can be used as an important psychological indicator to predict whether users actually make repeated purchases. Valarie A[12]. Zeithaml and other scholars proposed in their study in 1996 that repeated purchase intention refers to the tendency or decision of consumers to continue to purchase products or services in subsequent consumption on the basis of sufficient proximity to their own status quo and other relevant factors[13]. Richard L. Oliver proposed in 1999 that repeated purchase intention refers to the attitude toward the performance of tea farmers or services in consumption, that is, the tendency or decision to continue to regard this merchant as the only supply source of consumers when the demand for such products or services increases in consumption[14]. Chen Mingliang believes that repeated purchase intention refers to consumers' tendency to continue to maintain trading relationships with existing suppliers[15]. Li Hongrong once again extended the scope of repeated purchase intention to online consumption, and defined repeated purchase intention in B2C market as whether online store users are willing to continue browsing the website after the first transaction with the online store and have the intention to purchase goods or services on the website again[16]. Guo Bin also proved again in his research on mobile shopping in 2009 that repeated purchase intention of consumers refers to consumers who have purchased goods or services on a certain platform and are subjectively willing to continue placing orders on the platform under the same demand conditions[17].

The willingness of consumers to repeat purchase is also related to consumers' repeat purchase to some extent. Repeated purchase behavior refers to the fact that consumers actually consume again, which is an established fact. The actual purchase behavior of consumers is based on the purchase intention. Jones and Sasser proposed that the repeated purchase intention is a reliable indicator to predict the actual repeated purchase behavior of consumers, and the actual purchase behavior of consumers is based on the purchase intention[12]. Shi Youchun and Liu Chunlin believe that the first line of consumers' repeated purchase intention is the subjective tendency of consumers to repeatedly buy a certain brand[18]. If consumers have the possibility to buy again, they will definitely show repeated purchase intention, but the degree is different. Therefore, repeated purchase intention is an important psychological variable used to predict the actual repeated purchase behavior, and there is a strong correlation between the two.

### **3.2. Influencing Factors of Repeated Purchase Intention**

Domestic and foreign researchers have studied the factors influencing repeat purchase intention from different drama perspectives and reached the following conclusions. Since the 1970s, people have been paying more and more attention to quality, and researchers have begun to explore whether quality is an important factor affecting repeat purchase intention. Valarie A. Zeithaml et al. proposed that service quality is the premise for the occurrence of customer loyalty behaviors, and specific customer loyalty behaviors include retention, recommendation, repeat purchase, etc[19]. Chen Mingliang believed that transfer cost, satisfaction level and perceived value are three factors that determine repeat purchase intention. Li Dongjin et al[15]. Added time factor on the basis of Chen Mingliang's model and

explored the influence of consumption time interval, perceived value, transferred cost and customer satisfaction on consumers' propensity to consume again[20]. Zhang Mingwei divided the perceived service quality of e-commerce into four dimensions: enjoyment, function/involvement, safety and reliability, and after-sales service, and proved through empirical analysis that enjoyment, function/design, and after-sales service had a positive impact on consumers' repeated purchase intention[21].

Richard N. Cardozo was a scholar who first introduced satisfaction into the field of marketing. He believed that consumer satisfaction could trigger consumers' repeated purchase intention[22]. Eugene W. Anderson & Mary W. Sullivan proposed in the study of consumer satisfaction that consumer satisfaction positively affects repeated purchase intention, and the higher the degree of consumer satisfaction, the more stable this positive influence relationship is[23]. In addition to quality and customer satisfaction, Vikas Mittal & Wagner A. Kamakura pointed out that demographic factors also have an impact on consumers' willingness to repeat purchases, pointing out that at the same satisfaction level, Women are more likely than men to reevaluate certain products or services; Consumers over 60 years old are more willing to repeat purchase; Consumers with low education are more likely to repeat purchases than those with high education. With the increase of influencing factors, the researches on influencing factors of repeated purchase intention began to change from single factor to multiple factor[24]. Mary Ann Hocutt established a decomposition model and pointed out that the three variables affecting consumers' repeated purchase intention are consumer satisfaction, quality of substitutes and consumer input[25]. Chai Har Lee et al. proposed in their study on repeat purchase intention that perceived usefulness, perceived ease of use, perceived value, reliability and privacy would all have an impact on repeat purchase intention[26]. Wei-Tsong Wang & Chia-Cheng Lu, based on the improved D&M model, shows that satisfaction, trust and product complexity are the decisive factors affecting repeat purchase[27]. Xing Wenxiang and Hanhua showed that product features, service level and consumer satisfaction all significantly affect consumers' repeated purchases[28]. Wang Xiaoli and Wang Chenyuan pointed out that perceived price fairness, perceived service quality and customer satisfaction would affect consumers' repeated purchase intention in their research on college students' repeated purchase intention. To sum up, consumer satisfaction and quality are important factors affecting consumers' propensity to repeat purchases[29].

### **3.3. Influencing Factors of Repeated Purchase Intention**

Repeated purchase intention is mainly measured by self-report method, usually by questionnaire survey. Fang Yutong learned from the question item of Hellier et al. and used a single question item of "Will you visit this restaurant again next time?" to measure the repeated purchase intention of fricative consumers[30]. Zhang Qiyao measured consumers' willingness to re-purchase by asking them about their willingness to continue buying within a specific period of time and under the condition that there are alternatives[31]. Lin and Lekhawipat learned from the research of Khalifa and Liu and used the words "In the near future, I hope to buy again at this online store", "I look forward to buying again at this online store in the near future", and "It is very likely that I will buy again at this online store in the near future" were measured from two aspects of subjective desire and probability. In general, the repeated purchase intention measured by multiple items can more accurately predict consumers' repeated purchase intention than the result measured by a single item[32].

## **4. The Relationship between Subjective Well-being and Repeated Purchase Intention**

To sum up, subjective well-being is people's emotional reflection and cognitive evaluation of their own life status[1], which is a kind of emotional value and life evaluation. Therefore,

purchasing products or services will produce subjective well-being. The factors that affect the intention to repurchase are mainly quality and satisfaction. Satisfaction is one of the subjective well-being, so subjective well-being will have an impact on the intention to repurchase. Repeated purchase intention is the tendency of individuals to buy products or services again. Due to the satisfaction generated in the previous consumption activities, they will still be satisfied with the next consumption. Therefore, repeated purchase intention will also affect subjective well-being in turn.

## 5. Insufficient Research

Studies on subjective well-being mostly focus on the antecedents, that is, what factors will affect subjective well-being. There are few studies on the latter half of subjective well-being, that is, what factors will be affected by subjective well-being. Therefore, follow-up studies can explore this aspect more. Throughout the literature, there are abundant researches on repeat purchase tendency, which mainly focus on behavior and repeat purchase tendency, while there are few researches on personal characteristics and repeat purchase tendency, which can be more focused on this aspect in the future.

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