

The Influence of Shopping Value, Promotions and Customer Satisfaction on Repurchase Intention

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ABSTRACT

This study explores the impact of shopping values, promotional activities, and customer satisfaction on the repurchase intentions of female clothing consumers. The study focuses on a sample of female clothing consumers. It tests several hypotheses—450 consumers filled out the form. The research utilizes both exploratory and explanatory approaches. The individual background variables significantly impact female consumers' perception of shopping value. Furthermore, shopping value, promotion activities, and consumers' satisfaction positively and significantly affect consumers' repurchase intention. In addition, promotion activities had a positive effect on repurchase intention. This study provides a new perspective for understanding the shopping behavior of female consumers. It provides a theoretical basis for enterprises to develop more precise marketing strategies. By optimizing the layout of business districts, adjusting product positioning, and improving shopping satisfaction and other measures, enterprises can effectively promote the repurchase behavior of female consumers and then enhance market competitiveness.

Keywords: Female clothing consumers, shopping values, promotional activities, customer satisfaction, repurchase intentions.

INTRODUCTION

The women's clothing consumption market has consistently remained vital to the global retail industry. According to Smith and Johnson (2022), the women's clothing market has experienced rapid growth over the past decade, with a significant surge in online sales and a continuous expansion of physical brick-and-mortar stores. However, as market competition intensifies, clothing brands face greater challenges, such as retaining existing customers and enhancing repeat purchase rates. Despite

the women's clothing market's substantial size, consumer loyalty and repeat purchase intentions remain a noteworthy concern. Consumers may frequently purchase clothing, but their willingness to repurchase sometimes exhibits instability (Park & Monaco, 2023). This signifies the need to delve deeper into the factors affecting repurchase intentions, including shopping value, promotional activities, and customer satisfaction, to formulate more effective marketing strategies.

Consumer perceptions of shopping value play a crucial role in purchase decisions. Value extends beyond product prices, encompassing perceptions of product or service quality, brand reputation, and the shopping experience. Various promotional activities, such as discounts and coupons, influence consumer purchasing behavior significantly. Consumer responses to promotional activities are associated with factors such as the activities' characteristics, frequency, and attractiveness (Zaichhar & Aerts, 2020). Consumer satisfaction is directly linked to their shopping experience. Consumers with high satisfaction levels are more likely to become loyal customers. They may exhibit a preference for repurchasing the same brand or product. Consumer shopping behavior is often influenced by psychological factors, including emotions, attitudes, beliefs, perceptions, and cognitive biases during the decision-making process (Zaichhar & Rao, 2021). Brands significantly impact consumer shopping behavior, encompassing brand awareness, image, and loyalty. Consumers shopping decisions may be influenced by others' opinions and the social environment, where word-of-mouth, reviews, and information on social media have a certain impact on purchasing decisions (Khin, 2025).

The value of this study lies in bridging the existing research gap by systematically investigating the influence of individual background factors, shopping value, promotional activities, and customer satisfaction on repurchase intentions, using female clothing consumers as a case study (Khin, 2025). The results are expected to provide targeted marketing recommendations for women's clothing brands and retailers, helping them meet consumer needs, enhance customer loyalty, and increase repeat purchase rates. Additionally, this research can offer valuable insights to consumers in making informed shopping decisions (Hu, Ho, & Nguyen, 2025).

The primary objective of this study is to delve into the impact of shopping value, promotional activities, and customer satisfaction on the repurchase intentions of female clothing consumers. The objectives include: Personal Background Analysis: To examine how demographic factors (age, income, purchase frequency) and regional differences influence shopping value perceptions among female clothing consumers, enabling targeted segmentation strategies. Shopping Value Impact: To investigate the role of shopping value (e.g., emotional benefits, product utility) in shaping female consumers' repurchase intentions, emphasizing its strategic importance for brand experience optimization. Promotional

Activity Effectiveness: To evaluate how promotional strategies (discounts, loyalty programs) stimulate repurchase behavior among female clothing consumers, highlighting their potential to enhance customer retention.

Customer Satisfaction-Loyalty Link: To explore the direct relationship between customer satisfaction (service quality, post-purchase support) and repurchase intentions, guiding brands to prioritize satisfaction-driven loyalty initiatives.

- RQ1. Does the individual background of female consumers significantly influence their shopping value?
- RQ2. Does shopping value have a significant positive impact on the repurchase intentions of female clothing consumers?
- RQ3. Does promotional activity have a significant positive impact on the repurchase intentions of female clothing consumers?
- RQ4. Does customer satisfaction have a significant positive impact on the repurchase intentions of female clothing consumers?

Shopping Value

The influence of customer characteristics and shopping websites on the value of online shopping customers (Mofokeng, 2021). They found that as customers purchased more frequently, their perceived shopping value increased significantly, and the frequency of purchases significantly affected functional and entertainment value. This indicates that consumers with higher shopping frequency can perceive higher functional and entertainment value. Consumer perception Ethics and Shopping Value of the intermediaries found that the average monthly income was negatively correlated with the value of hedonic shopping, indicating that the higher the average monthly income, the lower the perception of hedonic value (Nadeem et al., 2019). The average monthly expenditure positively correlated with both functional and hedonic shopping values. Her research paper shows the impact of online shopping customer experience and shopping value on satisfaction. The results showed that consumers from different backgrounds did not differ significantly in the effect of shopping value on satisfaction.

In recent years, with the increasing awareness of environmental conservation, green consumption has gradually become a significant shopping value for consumers. Consumers are more inclined to choose environmentally friendly and sustainable goods or services to achieve dual values for both personal and societal benefit (Johnson & Arndt, 2023). Social media significantly influences consumers' shopping values by providing information sharing and interaction platforms. Product information and peer reviews consumers obtain on social media can impact their shopping decisions (Muthusamy & Aksoy, 2019).

H1: Shopping value positively and significantly affects consumers' purchase intention.

Sales Promotion

Past research has shown that consumer background variables significantly affect promotional activities in various industries. For instance, their study "The Influence of Anniversary Sales Promotion on Consumer Purchase Intention in Department Stores" found that sales promotions in department stores positively and significantly affect consumer loyalty (Jang et al., 2024). It is also influenced by income among consumers with different backgrounds concerning promotional discounts. Chen and Wang (2023), in a paper titled "The Impact of Corporate Image, Convenience, Promotion, and Website Function on Consumer Purchase Intentions: A Case Study of Wellcome Supermarket," showed that consumer background variables, particularly monthly income, significantly affect limited-time sales promotions.

Promotional activities attract consumers by offering price discounts, gifts, and other means to increase their willingness to purchase. Research indicates that promotional activities significantly influence consumers' purchase intentions, but this influence is moderated by various factors (Smith & Johnson, 2022). Promotional activities increase consumers' purchase intentions and enhance brand loyalty. By offering attractive promotional activities, brands can attract new customers and maintain the loyalty of existing ones (Park & Monaco, 2023). Different types of promotional activities have varying effects on consumers' purchase intentions. Studies show that direct promotional tactics like discounts, free gifts, etc., significantly stimulate consumers' purchase intentions (Zaichhar & Aerts, 2023).

H2: Promotion positively and significantly affects consumers' purchase intention.

Satisfaction

Zhang and Chen (2022), in their research on "Consumer Satisfaction with Fast Fashion Brands: A Case Study of ZARA and UNIQLO," showed highly significant differences in satisfaction related to monthly income. Wang and Li (2021) conducted a study on "Consumer Motivation, Perceived Value, and Satisfaction Affecting Repurchase Intentions: A Case Study of Baby Boss City Career Experience Center." The study concluded that certain dimensions displayed significant differences, and satisfaction was highly correlated with repurchase intentions. Consumers from different residential backgrounds tended to correlate positively with satisfaction, and monthly income showed significant differences in satisfaction.

Utilizing big data technology, businesses can more accurately understand customer needs and expectations, providing more personalized products and services to enhance customer satisfaction. Research suggests that big data analytics has significant potential in improving customer satisfaction (Monaco & Park, 2023). The cultural background has a

significant impact on customer satisfaction. Customers from different cultural backgrounds have varying demands and expectations for products and services. Research indicates that understanding the cultural background of the target market is crucial for improving customer satisfaction (Zaichhar & Aerts, 2023). With increasing environmental protection awareness, green consumption has become a trend. Providing environmentally friendly and sustainable products and services can enhance customer satisfaction. Studies show a positive correlation between green consumption and customer satisfaction (Monroe, K. B., & Krishnan, V. V., 2023). In the era of the experience economy, customers are more focused on the experiential aspects of products and services. Providing a high-quality experience can elevate customer satisfaction and loyalty. Research suggests that the experience economy significantly improves customer satisfaction (Zaichhar & Rao, 2023).

H3: Consumers' satisfaction positively and significantly affects consumers' purchase intention.

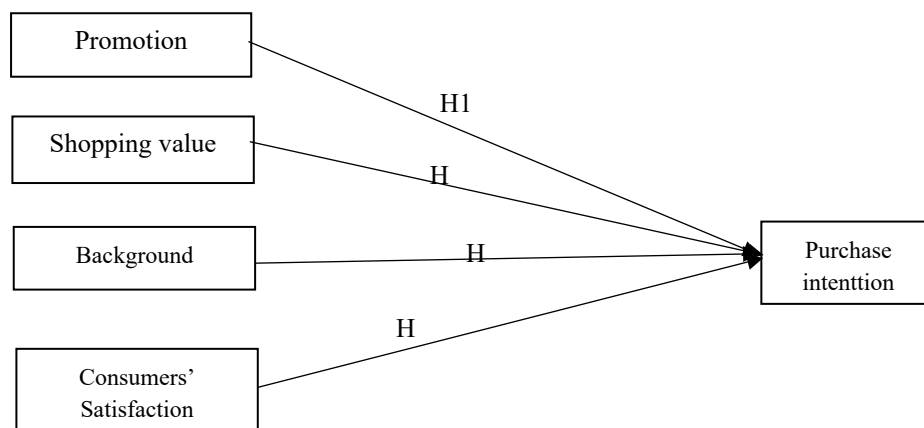
Repurchase Intention

Based on the research findings of past scholars, Liu and Wang (2022) in "Exploring the Impact of Customer Experience and Shopping Value on Satisfaction in Online Shopping" and Johnson and Arndt (2022) in "The Relationship between Consumer Perceptions of Bread Products, Purchase Motivation, and Purchase Intention" have concluded that there are significant differences in purchase intention among individuals with different background variables, particularly in terms of personal monthly income. Liu Cailong and Guo Jiazhen (2016), in their study "The Impact of Hypermarket Price Promotions on Purchase Intention," have indicated that monthly income has a positive and significant influence on purchase intention, meaning that customers with higher monthly income are more likely to make purchases. Johnson & Arndt (2023), in "A Study on the Effects of Promotion Activities, Consumer Involvement, and Brand Attitude on Purchase Intention in La New Corporation," has found distinct differences in purchase intention among consumers with different levels of disposable monthly income. Mofokeng (2021), in "A Study on the Relationship between Tourist Factory Visitors' Experience, Brand Attitude, and Repurchase Intention - Using the Pfizer Health Museum as an Example," concluded that different background variables, such as age, have a significant impact on repurchase intention. Monroe and Krishnan (2020), in "The Impact of Hypermarket Price Promotions on Purchase Intention," have also found that monthly income positively and significantly influences purchase intention, meaning that customers with higher monthly income are more likely to make purchases.

Consumer decision-making processes have a significant impact on repurchase intention. Understanding consumer decision-making processes

helps businesses formulate marketing strategies to increase repurchase intention (Zhang & Chen, 2023). Consumer trust is a key factor influencing repurchase intention. Establishing and maintaining consumer trust can enhance customer loyalty and satisfaction, thereby increasing repurchase intention (Li & Wang, 2023). Product innovation is an effective means of increasing repurchase intention. By continuously introducing innovative products or services, diverse consumer needs can be met, enhancing customer satisfaction and loyalty and increasing repurchase intention (Zhang & Chen, 2022). The factors influencing repurchase intention may vary among consumers with different cultural backgrounds. Understanding the cultural background and consumer demands of the target market helps businesses formulate corresponding marketing strategies to increase repurchase intention (Wang & Li, 2021).

Figure 1: Research Framework



METHOD

This study primarily focuses on female consumers residing in Nanjing within Jiangsu Province. The target population comprises customers who frequently visit major shopping centers in urban areas of Jiangsu Province. The sample size was determined through random sampling, encompassing a diverse customer base with varying demographic backgrounds. Consequently, the population under investigation in this study is considered infinite. The research is scheduled to commence in March 2024. It will continue for three months, concluding in June 2024, to gather sufficient data for analysis and study purposes.

The content of the factors in this study encompasses five major sections. The first section covers the personal background variables of female clothing consumers, including six variables: age, place of residence, average monthly income, clothing purchase frequency, and monthly

clothing expenses. The second section involves shopping values, comprising two dimensions: utilitarian value and hedonic value. The third section pertains to promotional activities, encompassing two dimensions: monetary promotions and non-monetary promotions. The fourth section addresses the satisfaction of female clothing consumers, and the fifth section explores the repurchase intentions of female clothing consumers.

To ensure the representativeness of the samples, this study will employ a stratified random sampling method. Firstly, the target population will be stratified based on age groups and geographic locations. Then, random samples will be drawn from each stratum.

FINDINGS AND DISCUSSION

Descriptive statistics

Table 1

The Descriptive Statistics of Demographic Factor

Residence	Frequency	Percent
City	353	78.4
Countryside (near the city)	97	21.6
Total	450	100
age	Frequency	Percent
18 years old or below	35	7.8
19--29 years	85	18.9
30--39 years	203	45.1
40--49 years	82	18.2
50 years old or above	45	10
Total	450	100
Average Monthly Income (RMB)	Frequency	Percent
Below 5,000	130	28.9
5,001-10,000	120	26.7
10,001-30,000	108	24
Above 30,000	92	20.4
Total	450	100
Clothing Purchase Frequency	Frequency	Percent
Once a week	39	8.7
Once a month	177	39.3
Once every 3 months	93	20.7
Once every 6 months	100	22.2
Once a year	41	9.1
Total	450	100
Average Monthly Clothing Expense	Frequency	Percent
Below 500 RMB	68	15.1
501-1,500 RMB	121	26.9
1,501-3,000 RMB	149	33.1
3,001-6,000 RMB	64	14.2
6,001-9,000 RMB	26	5.8

Above 9,000 RMB	22	4.9
Total	450	100

Descriptive statistics for demographic factors according to Table 4.1. The data shows that most female clothing consumers (78.4 percent) live in cities, while only 21.6 percent live in suburban areas. The statistical results reveal the importance of cities as the primary market for women's clothing consumption. They show that although the suburban market size is small, it also has the potential not to be ignored. In terms of age distribution, middle-aged women aged 30 to 39 were the largest consumer group (45.1%), followed by young women aged 19 to 29 (18.9%). This data reflects the steady demand for clothing consumption among middle-aged women and the market's growth potential for young women. In addition, although consumers aged 18 and below and 50 and above are relatively small, they also show the characteristics of market diversification.

Table 2
Shopping Values Descriptive statistical study

		1	2	3	4	5	Mean	SD
Utilitarian value	saves time	35	47	97	124	147	3.67	1.247
	reasonably priced products	23	71	95	117	144	3.64	1.223
	quickly find I want	21	57	89	114	169	3.78	1.207
	products are reasonably priced	17	65	106	128	134	3.66	1.157
	quickly resolves any issues	38	45	90	143	134	3.64	1.239
	well-established return policy	35	69	91	137	118	3.52	1.245
	shopping environment allows me to immerse myself	21	72	95	116	146	3.65	1.216
	Find out about new products at any time.	29	51	107	127	136	3.64	1.204
Hedonic value	Purchasing products feel time passes quickly.	39	64	94	108	145	3.57	1.303
	An interesting and enjoyable process.	22	54	84	143	147	3.75	1.173
	It allows me to forget all my worries.	34	42	99	109	166	3.74	1.255
	The shopping environment is appealing.	34	50	108	123	135	3.61	1.231
	The shopping environment provides a high level of entertainment.	25	44	127	134	120	3.62	1.14

Shopping gives me a warm and cozy feeling.	41	52	49	149	159	3.74	1.296
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The data show that the utilitarian value mainly focuses on the shopping process's practicality, efficiency, and cost-effectiveness. As can be seen from the table, the average value of each indicator is mostly above 3.6, indicating that shoppers generally believe that these aspects have high utilitarian value.

Table 3

Promotional Activities Descriptive statistical study

		1	2	3	4	5	Mean	SD
Money prom otion	Cash discount prices	17	49	161	143	80	3.49	1.026
	Cash discount coupons	29	74	131	158	58	3.32	1.092
	Anniversary sale prices	18	67	118	191	56	3.44	1.018
	Buy one, get one free	21	84	72	207	66	3.47	1.095
	Limited-time flash sale prices	27	100	78	180	65	3.35	1.15
Non- monet ary prom otion	Receiving lottery coupons	13	77	141	144	75	3.42	1.047
	Receiving gifts for meeting purchase requirements	35	67	106	154	88	3.43	1.185
	Assurance of after-sales service	43	49	121	170	67	3.38	1.152

As for the descriptive statistics of currency promotion and non-monetary promotion in promotional activities, the results show that currency promotion mainly attracts consumers through price discounts and discount coupons. As can be seen from the table, the average value of each indicator is mostly about 3.4, indicating that the effect of currency promotion in the overall promotion activities is relatively balanced.

Table 4

Satisfaction Descriptive statistical study

	1	2	3	4	5	Mean	SD
Efficient service	42	61	201	96	50	3.11	1.075
The quality of the products sold	26	67	179	123	55	3.25	1.039

The attitude in resolving issues	34	79	179	123	35	3.1	1.027
Friendly and warm service	43	49	175	139	44	3.2	1.073
The overall process of purchasing products	47	62	163	161	17	3.09	1.029
The payment security mechanism	43	37	220	107	43	3.16	1.031
Very satisfied with shopping.	34	68	185	120	43	3.16	1.039

Descriptive statistical results on consumer satisfaction in women's clothing. These data show the performance and differences of female clothing consumers in different satisfaction indicators. The following is a specific analysis of each indicator: the mean value of Efficient service is 3.11, and the standard deviation is 1.075.

Table 5
Repurchase Intentions Statistical Study

	1	2	3	4	5	Mean	SD
I would want to purchase if there are new products available.	22	68	67	144	149	3.73	1.207
I would want to purchase if the products I need are available.	21	65	90	118	156	3.72	1.212
I would actively recommend shopping to other friends and family.	35	37	81	175	122	3.69	1.179
I would constantly monitor updates about products in physical stores.	34	42	58	127	189	3.88	1.261
Overall, I think I will choose to go shopping again next time.	30	39	87	138	156	3.78	1.201

For the descriptive statistical results of female clothing consumers, let us first look at the index "I would want to purchase if there are new products available.". The average value is 3.73, and the standard deviation is 1.207, indicating that most female clothing consumers are highly willing to buy when new products are on the market. The standard deviation is slightly larger, indicating certain differences in the purchase intention among different consumers. Next comes the "I would want to purchase if the products I need are available.".

Inferential Statistics

The variables are divided into individual background variables (age, residence, average monthly income, frequency of clothing purchase, and monthly clothing purchase cost), shopping value, promotion activities, and satisfaction of female clothing consumers. The repurchase intention of female clothing consumers is the explained variable. The aim is to explore the influence of female clothing consumers' shopping value, promotion activities, and customer satisfaction on the repurchase intention.

Table 6

Summary of hypothesis testing results

Background Variables	Shopping Value Dimensions	F-value Ranges	Significance
Age	All dimensions	71.786–49.664	0.000
Residence	All dimensions	74.733–72.468	0.000
Monthly Income	All dimensions	52.067–38.085	0.000
Purchase Frequency	All dimensions	25.307–17.098	0.000
Monthly Clothing Expenditure	All dimensions	50.505–25.24	0.000

All personal background variables (age, residence, monthly income, purchase frequency, and monthly clothing expenditure) exhibit significant impacts on female consumers' perceptions of shopping value (all dimensions show F-values > 1 with $p = 0.000$). Key findings include age-related differences that drive younger consumers to prioritize convenience and affordability. In comparison, older consumers emphasize quality and post-purchase services. Residential disparities reflect regional variations in shopping environment preferences and price sensitivity. Income and expenditure levels shape decision-making, with higher-income/spending groups valuing experience quality and lower-income/spending groups focusing on cost and accessibility. Frequent purchasers demand greater time efficiency and ambient comfort during shopping processes. Marketing Recommendations: Businesses should tailor strategies to distinct consumer segments, optimizing efficiency and entertainment for young, frequent shoppers, elevating service quality, and creating immersive environments for high-income cohorts to enhance satisfaction and foster loyalty. Further market research is advised to refine targeting precision.

Hypothesis 2: Shopping value has a significant positive impact on the repurchase intention of female clothing consumers.

Table 7

Multiple linear regression coefficients of shopping value on repurchase intention

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.084	1.499		3.392	0.043	0.417	2.4
	Shopping value	0.374	0.399	0.476	1.967	0.042	0.333	1.2

According to the data in Table 7, the Shopping value's regression coefficient ($B=0.374$) suggests a positive association with repurchase intention. However, its significance ($\text{Sig.}=0.042$) exceeds the 0.05 threshold, indicating no statistically significant linear relationship. Despite a notable standardized coefficient ($\text{Beta}=0.476$), its explanatory power is limited due to non-significance. Tolerance (0.333) and VIF (1.2) confirm no multicollinearity issues, though shopping value cannot be deemed a significant predictor here.

Table 8

Typical correlations of the effect of promotional activities on repurchase intention

	relativity	characteristic value	Wilks statistics	F	molecular freedom	The denominator degree of freedom	Sig
1	0.468	0.28	0.581	6.323	40	1907.633	0.000
2	0.417	0.21	0.744	4.83	28	1580.654	0.000
3	0.234	0.058	0.9	2.618	18	1242.165	0.000
4	0.198	0.041	0.952	2.191	10	880	0.016
5	0.095	0.009	0.991	1.013	4	441	0.400

Canonical correlation analysis reveals five dimensions of promotional activity that impact repurchase intention. The first three correlations (0.468, 0.417, 0.234) are significant ($\text{Sig.}=0$), demonstrating moderate to weak positive links. The fourth correlation (0.198) approaches marginal significance ($\text{Sig.}=0.016$), while the fifth (0.095) is insignificant ($\text{Sig.}=0.4$), suggesting negligible influence.

Table 9

Typical correlations of the effect of shopping satisfaction on repurchase intention

	relativi ty	charact eristic value	Wilke statisti cs	F	molecular freedom	The denomina tor degree of freedom	Sig
1	0.512	0.355	0.522	8.818	35	1844.929	0.000
2	0.407	0.198	0.707	6.674	24	1532.698	0.000
3	0.285	0.088	0.847	5.017	15	1215.048	0.000
4	0.225	0.053	0.922	4.565	8	882	0.000
5	0.17	0.03	0.971	4.363	3	442	0.005

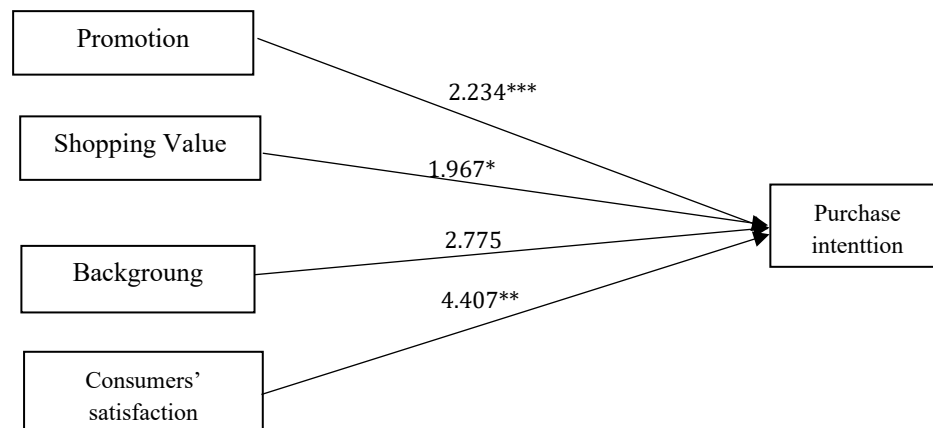
Typical correlations highlight the strong effects of shopping satisfaction on repurchase intention. The first two correlations (0.512, 0.407) are highly significant (Sig.=0), indicating robust positive associations. Subsequent correlations (0.285, 0.225, 0.17) weaken but remain significant (Sig.≤0.005), underscoring persistent albeit diminishing explanatory power across dimensions.

Female clothing consumers are predominantly urban-dwelling (78.4%), with middle-aged women aged 30–39 constituting the largest consumer group (45.1%), followed by younger adults aged 19–29 (18.9%). Monthly income is concentrated in middle-income brackets (5001–30000 yuan), though high and low earners contribute to market diversity. Purchase frequency peaks at monthly shopping (39.3%), reflecting periodic demand, while weekly purchases may indicate data entry errors. Monthly expenditures primarily range from 1501–3000 yuan (33.1%), with significant segments spending up to 9000 yuan, highlighting moderate consumption and premium market potential. Practical shopping values—such as time efficiency (mean = 3.67), price (3.64–3.66), and problem-solving speed (3.64)—are prioritized, alongside hedonic values like shopping enjoyment (mean = 3.78) and environmental immersiveness (3.65). Monetary promotions (e.g., discounts) and non-monetary incentives (e.g., gifts, service guarantees) equally drive engagement. Satisfaction varies: product quality and service attitudes score higher, while payment security and post-purchase support require improvement. Purchase intentions remain strong and are influenced by product availability, updates, and willingness to repurchase/recommend, underscoring personalized marketing and supply optimization opportunities.

Age significantly shapes shopping value perceptions, with younger women favoring fashion and innovation, middle-aged consumers emphasizing quality and practicality, and older adults prioritizing health/safety. Urban-rural divides further differentiate preferences: urbanites value branding and service experiences, while rural consumers

focus on price and utility. Income levels correlate with shopping priorities—high earners seek premium brands and immersive environments, while low-income groups prioritize affordability. Purchase frequency influences expectations: frequent buyers emphasize trend sensitivity and efficiency, whereas infrequent shoppers prioritize cost and practicality. Monthly expenditures reinforce these trends, with higher spenders linking value to exclusivity and design. Shopping value, promotions, and satisfaction collectively drive repurchase intentions, though promotional impact weakens with diminishing canonical correlations. Businesses should tailor strategies to age, residential, and income-specific needs—optimizing urban branding, rural affordability, high-income exclusivity, and low-income value propositions. Continuous monitoring of consumption patterns and emotional shopping drivers (e.g., enjoyment, relaxation) will further enhance loyalty and competitive advantage.

Figure 2: Research result



CONCLUSION

Considering individual backgrounds, including age, domicile, monthly income, frequency of purchases, and monthly clothing expenditure, this study examines the impact of shopping value, promotional activities, and customer satisfaction on repurchase intention among female clothes consumers. The study's findings show that all surrounding variables significantly influence the perception of shopping value. For instance, elderly consumers place greater emphasis on comfort and quality. In contrast, younger consumers are more likely to value affordability and efficiency. While suburban consumers are more price and product-functionality-sensitive, urban consumers emphasize shopping experiences and services more. Income levels also influence shopping choices; those with higher incomes value upscale experiences, while those with lower

incomes prioritize affordability. Although their impact is not statistically significant, shopping values—whether utilitarian (like time efficiency and affordable pricing) or hedonistic (such as enjoyment and comfort when shopping)—have a beneficial impact on repurchase intentions. Although their efficacy varies depending on the dimension employed, promotional activities—whether monetary ones like discounts and coupons or non-monetary ones like gifts or after-sales services—generally positively impact repurchase intentions. The most significant and reliable factor influencing repurchase intention was customer happiness, with aspects like payment security, friendliness, and product quality having a major impact on customer loyalty. These findings suggest that the business must have a comprehensive strategy that considers customer backgrounds and enhances the overall purchasing experience to boost repeat business. Therefore, to keep a competitive edge in the dynamic women's clothing market and develop consumer loyalty, customized marketing tactics, better customer service, higher-quality products, and clever, targeted promotions are essential. In addition to offering crucial advice for business owners and marketers looking to create more sustainable and successful client retention strategies, this research makes theoretical and practical contributions to our understanding of women's purchasing behavior.

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