

Research article

# Understanding Consumers' Repurchase Intentions Toward Social Enterprise Products: The Roles of Product Association, Sensory Satisfaction, and Cognitive Stimulation

## Comprendiendo las Intenciones de Recompra de los Consumidores hacia los Productos de Empresas Sociales: El Papel de la Asociación de Producto, la Satisfacción Sensorial y la Estimulación Cognitiva

Jinge Liu<sup>1</sup>: Dhonburi Rajabhat University, Thailand.

[591575805@qq.com](mailto:591575805@qq.com)

Jirapong Ruanggoon: Dhonburi Rajabhat University, Thailand.

[jirapong.r@dru.ac.th](mailto:jirapong.r@dru.ac.th)

Date of Reception: 11/11/2025

Acceptance Date: 12/12/2025

Publication Date: 17/12/2025

### How to cite the article

Liu, J., & Ruanggoon, J. (2026). Understanding Consumers' Repurchase Intentions Toward Social Enterprise Products: The Roles of Product Association, Sensory Satisfaction, and Cognitive Stimulation [Comprendiendo las Intenciones de Recompra de los Consumidores hacia los Productos de Empresas Sociales: El Papel de la Asociación de Producto, la Satisfacción Sensorial y la Estimulación Cognitiva]. *European Public & Social Innovation Review*, 11, 01-16. <https://doi.org/10.31637/epsir-2026-2035>

<sup>1</sup> Corresponding author: Jinge Liu, Dhonburi Rajabhat University (Thailand).

**Abstract**

**Introduction:** This study investigates how social enterprise product associations affect consumers' sensory satisfaction, cognitive stimulation, and repurchase intention in Beijing.

**Methodology:** A mixed-methods approach was used. Quantitative data from 249 valid surveys were analyzed using CFA and SEM; qualitative insights came from executive interviews.

**Results:** Consumers perceive social enterprise products as equal or superior in quality to traditional ones. Certifications and innovation enhance trust and cognitive engagement, while emotional satisfaction and alignment with social values strengthen loyalty.

**Discussion:** Products with clear social impact generate stronger sensory and cognitive responses, fostering emotional bonds and long-term engagement. **Conclusions:** Trust in product quality, shared values, and perceived social impact are key drivers of repurchase intention. Social enterprises should integrate these factors to build lasting consumer relationships.

**Keywords:** social enterprises; sensory satisfaction; cognitive stimulation; repurchase intention; consumer behavior; product association; social impact; social values.

**Abstract**

**Introducción:** Este estudio analiza cómo las asociaciones de productos de empresas sociales influyen en la satisfacción sensorial, la estimulación cognitiva y la intención de recompra en consumidores de Pekín. **Metodología:** Se aplicó una metodología mixta. Se analizaron 249 encuestas con CFA y SEM, complementadas con entrevistas a directivos. **Resultados:** Los productos sociales se perciben tan o más confiables que los tradicionales.

La innovación y certificaciones fortalecen la confianza, mientras que la satisfacción emocional y los valores compartidos aumentan la fidelización. **Discusión:** El impacto social percibido potencia las respuestas sensoriales y cognitivas, favoreciendo vínculos emocionales y compromiso sostenido. **Conclusiones:** La calidad percibida, los valores comunes y el impacto social son factores clave en la recompra. Las empresas sociales deben integrarlos para fidelizar a sus consumidores.

**Keywords:** empresas sociales; satisfacción sensorial; estimulación cognitiva; intención de recompra; comportamiento del consumidor; asociación de productos; impacto social; valores sociales.

## 1. Introduction

As a typical representative of modern public welfare, social enterprise is a new type of social organization that has emerged all over the world in recent years. As a new economic form and organizational model, it has been recognized and accepted by more and more countries. Although there are still differences in the cognition and understanding of social enterprises in different countries (Canestrino et al., 2020), on the whole, all walks of life in various countries have basically reached a consensus that social enterprises have the dual nature of business and public welfare.

The emergence of social enterprises provides new ideas and methods to solve the problems of "government failure" and "market failure" in the field of traditional public management (Beaton & Dowin Kennedy, 2021). Different from traditional commercial enterprises, social enterprises pay more attention to social responsibility and public welfare value, meet social needs through goods and services, bring social benefits, and achieve economic returns in business operations.

Social enterprises usually choose to operate in areas of greater social significance and need to be improved, such as environmental protection, education, medical care, etc, which need to solve social problems and have the significance of promoting social progress and sustainable development (Méndez-Picazo et al., 2021). We can be seen that the establishment time of social enterprises in China is relatively short, still in the early stage of development, and the ability to resist risks and market competitiveness is not strong. On the other hand, social attention is relatively low. Therefore, it is of great significance to study the repurchase pattern of social enterprise products from the perspective of consumers.

Social enterprises in Beijing have emerged prominently as consumer interest in socially responsible products continues to grow (Bei, 2023). These enterprises are often associated with ethical values, sustainability, and community impact, shaping consumer perceptions. Sensory satisfaction plays a pivotal role as consumers evaluate products based on sensory experiences such as taste, touch, and smell, influencing their overall satisfaction and likelihood of repeat purchases.

Furthermore, cognitive processes, including perceptions of value and ethical considerations, are stimulated by these products, underscoring the multifaceted nature of consumer responses to social enterprise offerings (Velasco et al., 2024). Despite the significance of sensory and cognitive factors, empirical research specific to their impact on consumer behavior towards social enterprise products in Beijing remains limited. Existing models fail to comprehensively integrate sensory satisfaction and cognitive stimulation within the context of social enterprises, presenting a notable gap in understanding the drivers of consumer engagement and loyalty (Hoang et al., 2023).

The sustainability and growth of social enterprises in Beijing hinge significantly on consumer re-purchase intentions, which reflect ongoing loyalty and satisfaction beyond initial product trials (Choi, 2021). Behavioral economics principles suggest that sensory satisfaction, encompassing hedonic experiences, and cognitive stimulation, involving evaluative processes, profoundly influence consumer decision-making (Erensoy et al., 2024).

Understanding these dynamics is crucial for predicting and fostering repeat purchases of socially responsible products, thereby bolstering the market presence of social enterprises. Despite their critical role, studies directly linking sensory and cognitive experiences to repurchase intentions among Beijing's social enterprises remain sparse. A nuanced exploration of how these factors interplay to drive consumer behavior towards sustainable purchasing choices is imperative to bridge existing research gaps and inform targeted marketing strategies (Kumar & Dholakia, 2022).

The development of a robust model is pivotal in elucidating and predicting consumer behavior towards social enterprise products in Beijing. This model must integrate various factors, including sensory satisfaction, cognitive stimulation, and potentially other variables such as brand perception and social impact awareness, into a cohesive framework. Insights gleaned from such a model can offer practical guidance for enhancing marketing strategies and refining product development initiatives tailored to the unique dynamics of Beijing's social enterprise sector (Shou & Li, 2024).

However, the current landscape reveals a paucity of established models specifically tailored to forecast re-purchase intentions within Beijing's social enterprise context. This gap presents an opportunity to contribute to theoretical frameworks that comprehensively address the distinctive facets of consumer behavior towards socially responsible products.

The burgeoning interest in understanding consumer behavior towards social enterprise products in Beijing underscores a critical focus on sensory satisfaction, cognitive stimulation, and their pivotal roles in shaping re-purchase intentions. Addressing these research gaps promises valuable insights that can bolster consumer engagement and sustain competitive advantage for social enterprises amidst Beijing's evolving consumer landscape.

## 2. Literature review

### 2.1. *Influence of social enterprise product associations on sensory satisfaction and cognitive stimulation*

Social enterprises are gaining momentum globally, notably in Beijing, China, where consumer preferences increasingly hinge on ethical considerations and community impact. Within this context, product associations play a pivotal role in shaping consumer perceptions of social enterprise offerings, influencing both sensory satisfaction and cognitive stimulation.

Social enterprise products are often linked with ethical values, sustainability practices, and community support. Functional associations, emphasizing durability and utility, bolster sensory satisfaction by meeting expectations of quality and reliability. Emotional associations, tied to empathy and altruism, enhance sensory satisfaction through positive emotional responses (Weisz & Cikara, 2021). Symbolic associations, signaling status or identity, foster cognitive stimulation by reinforcing consumer beliefs and values.

Social associations, focusing on community impact and social responsibility, deepen cognitive stimulation by aligning consumer choices with broader societal values (Prasad & Kumar, 2022). While existing literature recognizes the impact of product associations on consumer perceptions, empirical studies specifically investigating their influence on sensory satisfaction and cognitive stimulation within Beijing's social enterprises remain scarce. This research gap underscores the need for deeper exploration into how various types of product associations shape consumer behavior in this unique market setting.

### 2.2. *Influence of sensory satisfaction and cognitive stimulation on re-purchase intentions*

Consumer re-purchase intentions serve as crucial indicators of loyalty and satisfaction (Hermawan & Vikaliana, 2023). Sensory satisfaction, derived from positive product experiences, reinforces perceptions of quality and enjoyment, thereby enhancing consumer loyalty (Shahid et al., 2022). Cognitive stimulation, arising from reflective evaluation and alignment with personal values, influences consumer decisions by fostering a deeper connection with the product's purpose and impact (Williams et al., 2022).

From a behavioral economics standpoint, sensory satisfaction reflects hedonic experiences that drive consumer preferences based on immediate sensory gratification (Kaur & Rana, 2022). Cognitive stimulation involves evaluative processes where consumers weigh long-term benefits and ethical implications, shaping their purchasing decisions (Ross & Milne, 2021).

Despite theoretical insights into sensory satisfaction and cognitive stimulation, empirical research specifically linking these factors to re-purchase intentions for social enterprise products in Beijing remains limited. This gap highlights the necessity for empirical studies that validate these relationships and contribute to the development of predictive models tailored to the intricacies of consumer behavior within social enterprises.

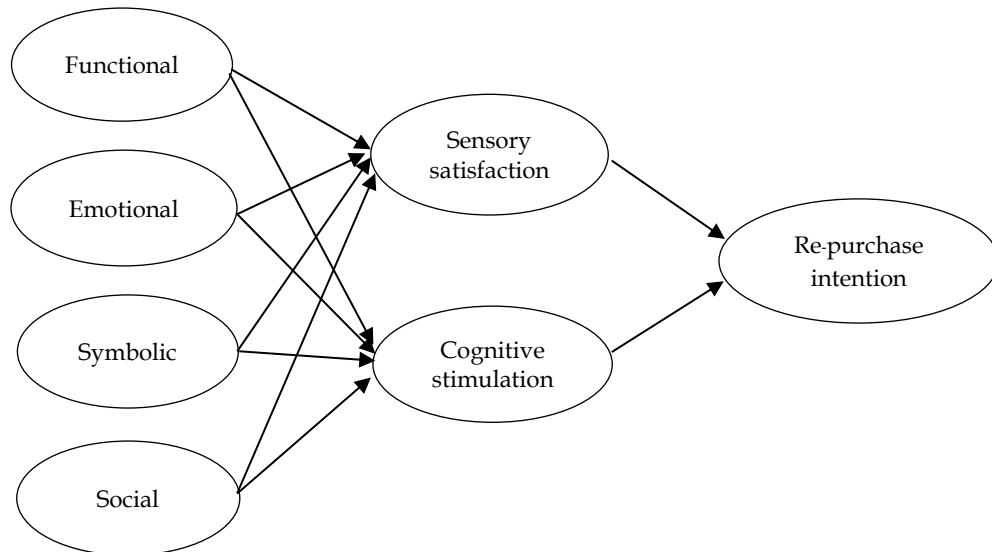
### 2.3. Development of a re-purchase intentions model for social enterprises' products

Developing a robust model of re-purchase intentions entails integrating factors such as sensory satisfaction, cognitive stimulation, and possibly other variables like brand perception and social impact awareness (Bernarto et al., 2020). Such a model not only aids in forecasting consumer behavior but also informs strategic decisions related to marketing and product development within social enterprises (Gupta & Srivastava, 2024).

While predictive models exist for consumer behavior in diverse contexts, there is a notable absence of established models tailored to predict re-purchase intentions within Beijing's social enterprise sector. This research gap presents an opportunity to introduce innovative frameworks that can effectively guide strategies aimed at enhancing consumer engagement and sustaining market competitiveness for social enterprises. According to the literature review, the conceptual framework is provided in Figure 1.

**Figure 1.**

*Conceptual Framework*



**Source:** Own Elaboration.

This conceptual framework underscores the evolving research landscape on consumer behavior towards social enterprise products in Beijing. It highlights the influential roles of product associations, sensory satisfaction, cognitive stimulation, and re-purchase intentions. Yet, gaps persist in empirical evidence specific to Beijing's social enterprise sector, necessitating rigorous research and model development to enrich strategic decision-making and fortify the sustainability of social enterprises amidst competitive market dynamics.

## 3. Methodology

### 3.1. Research design

Quantitative data will be collected using a questionnaire developed based on concepts and theories related to social enterprise product association and re-purchase Intentions, referencing the paper of Choi (2021).

Details are provided in the appendix, along with the validation process of the questionnaire. The collected data and information were analyzed, interpreted and then presented in terms of frequency, percentage, mean, standard deviation (SD), and employed the five-point Likert rating scale to assess social enterprise's description of statements. The mean scores as the following: 5 refers to the totally agree, 4 refers to the agree, 3 refers to the fair enough, 2 refers to the disagree, 1 refers to the totally disagree.

### **3.2. Population and sample size**

Approximately  $909.1 \times 10^6$  of population. Social enterprise product's customers and other customers in the Chinese markets. Sample selecting method: random sampling.

$$n = \frac{N}{1+Ne^2} = \frac{909.1 \times 10^6}{1+909.1 \times 10^6 \times 0.05^2} \approx 400$$

Sample size: 400

The qualitative research design will complement the quantitative approach by providing in-depth insights and understanding of consumers' perceptions, attitudes, and experiences related to social enterprise products. This approach will involve interviews data collection method. Through these methods, researchers will explore the nuances of consumers' social enterprise product associations, sensory satisfaction, cognitive stimulation, and re-purchase intentions, allowing for a deeper understanding of the underlying factors and mechanisms at play.

We searched for 20 Beijing enterprises, contacting the relevant person in charge of the enterprise, among which 3(A, B, C) Beijing enterprise executives are willing to be interviewed, thematic was use to analyze the qualitative data and identify key themes, patterns, and insights. The qualitative approach will provide rich, context-specific insights that can inform the development and refinement of the quantitative survey instrument and enhance the interpretation of quantitative findings.

### **3.3. Data Collection**

Qualitative research, in-depth interviews will be conducted with a subset of consumers to explore their attitudes, perceptions, and experiences related to social enterprise products. Semi-structured interviews will allow for open-ended exploration of topics such as product associations, sensory experiences, and re-purchase intentions, providing rich qualitative data.

Quantitative research, the survey was carried out through the online platform Wenjuanxing, which involved a total of 400 people and not all of them are the social enterprise's customers. Structured surveys will be administered to a sample of consumers in Beijing, China, to collect quantitative data on their social enterprise product associations, sensory satisfaction, cognitive stimulation, and re-purchase intentions. The survey will include validated scales and items to measure each construct, ensuring reliability and validity. Surveys can be distributed online, through email invitations, or in-person interviews.

### 3.4. Data Analysis

Qualitative research, thematic analysis was employed to identify recurring themes, patterns, and concepts emerging from the in-depth interviews (Naeem et al., 2023). Researchers systematically analyzed the qualitative data to identify key themes related to attitudes, perceptions, and experiences regarding social enterprise products, including product associations, sensory experiences, and repurchase intentions.

Quantitative research employed descriptive statistics, such as means, standard deviations, and frequencies, to summarize the quantitative data obtained from the structured surveys. This analysis provided an overview of the distribution and central tendencies of variables related to social enterprise product associations, sensory satisfaction, cognitive stimulation, and repurchase intentions. Structural equation modeling (SEM), a multivariate statistical technique that combines factor analysis and path analysis, was used for analyzing the interaction between multiple variables (Whittaker & Schumacker, 2022). SEM was applied to this study's data analysis to examine the proposed model.

## 4. Results

### 4.1. Qualitative result

Based on the analysis of interview data, it can be summarized to the influence of social enterprise product associations on sensory satisfaction, cognitive stimulation, and their impact on consumers' re-purchase intentions for social enterprise products in Beijing, China is depicted in Table 1.

**Table 1.**

*Summaries interview data analysis result*

Issues	Summary
Product quality and performance	Social enterprise products are perceived to match or exceed traditional businesses in quality. Innovations in quality assurance enhance cognitive stimulation.
Certifications and standards	Certifications assure consumers of product quality and ethical standards, boosting sensory satisfaction and trust.
Emotional connection and value alignment	Emotional satisfaction and alignment with social values deepen sensory satisfaction and cognitive engagement.
Extended social impact	Products' ongoing social impact beyond purchase prompts cognitive stimulation and enhances sensory satisfaction.

**Source:** Own elaboration.

The influence of social enterprise product associations on sensory satisfaction and cognitive stimulation of consumers in Beijing, China is profound. Consumers perceive social enterprise products to offer high quality and performance comparable to traditional businesses, emphasizing innovative approaches and adherence to certifications and standards.

This focus enhances sensory satisfaction and cognitive stimulation, crucially impacting consumers' re-purchase intentions by building trust and loyalty based on perceived product quality and ethical standards. Sensory satisfaction, rooted in confidence in product quality, and cognitive stimulation, driven by engagement with ethical implications, significantly influence consumers' decisions to re-purchase social enterprise products in Beijing.

This dual assurance, supported by emotional connections and value alignment, fosters a deeper consumer commitment to social causes and enhances the overall consumer experience, validating hypotheses within the research framework and highlighting the complex dynamics shaping consumer behavior in this market. As through the video number, public number, small red book and other platforms to carry out network publicity.

#### 4.2. Quantitative result

The structural equation model also adopts the idea of verification to test the relationship of each path, so the fit test should be carried out first for the constructed model. As can be seen from the test results in Table 2, among the measured results of each fitting index, the NFI result is 0.894, which does not reach the excellent level above 0.9, but is within the acceptable range above 0.85.

The measured results of other indicators are in the excellent range, so the SEM model constructed in this hypothesis test has a good fit, and the constructed model is relatively reliable. Structural equation model of each path relationship test as show in Table 3.

**Table 2.**

*Model fit test*

Fitting Index	Reference Standard	Measured Result
CMIN/DF	1-3 Excellent, 3-5Good	1.446
RMSEA	<0.05Excellent, <0.08Good	0.042
NFI	>0.9	0.894
IFI	>0.9	0.965
TLI	>0.9	0.959
CFI	>0.9	0.964

**Source:** Own elaboration.

**Table 3.**

*Structural equation model of each path relationship test*

Path Relationship	B	$\beta$	S.E.	C.R.	P
Sensory Satisfaction <-- Functional	0.220	0.206	0.072	3.057	0.002
Cognitive stimulation <-- Functional	0.262	0.242	0.072	3.631	***
Sensory Satisfaction <-- Emotional	0.312	0.250	0.087	3.564	***
Cognitive stimulation <-- Emotional	0.411	0.326	0.089	4.616	***
Sensory Satisfaction <-- Symbolic	0.373	0.314	0.084	4.421	***
Cognitive stimulation <-- Symbolic	0.339	0.282	0.083	4.086	***
Sensory Satisfaction <-- Social	0.197	0.207	0.064	3.097	0.002
Cognitive stimulation <-- Social	0.229	0.237	0.064	3.594	***
Re-Purchase Intentions <-- Sensory Satisfaction	0.340	0.366	0.069	4.941	***
Re-Purchase Intentions <-- Cognitive stimulation	0.252	0.274	0.066	3.790	***

Note. \*\*\* is  $p<0.001$

**Source:** Own elaboration.

According to the path relationship test results in Table 3, it can be seen that Functional product associations have a significant positive impact on sensory satisfaction  $\beta=0.206$ ,  $p<0.01$ , so the corresponding hypothesis H1a is valid. Functional product associations have a significant positive effect on cognitive stimulation  $\beta=0.242$ ,  $p<0.001$ , so H1b is assumed to be valid.

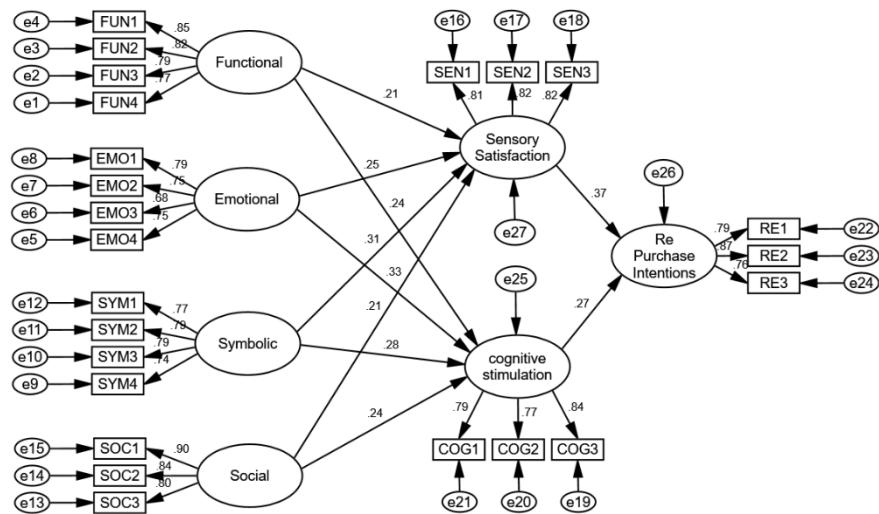
Emotional product associations have a significant positive effect on sensory satisfaction  $\beta=0.25$ ,  $p<0.001$ , so H2a was assumed to be valid. Emotional product associations have a significant positive effect on cognitive stimulation  $\beta=0.326$ ,  $p<0.001$ , so H2b was assumed to be valid. Symbolic product associations have a significant positive effect on sensory satisfaction  $\beta=0.314$ ,  $p<0.001$ , so the hypothesis H3a is valid. Symbolic product associations have a significant positive effect on cognitive stimulation  $\beta=0.282$ ,  $p<0.001$ , so the hypothesis H3b is valid.

Social product associations have a significant positive effect on sensory satisfaction,  $\beta=0.207$ ,  $p<0.01$ , so hypothesis H4a is valid. Social product associations have a significant positive effect on cognitive stimulation  $\beta=0.237$ ,  $p<0.001$ , so hypothesis H4b is valid. Sensory satisfaction has a significant positive effect on repurchase intention  $\beta=0.366$ ,  $p<0.001$ , so hypothesis H5 is valid. Cognitive stimulation has a significant positive effect on repurchase intention  $\beta=0.274$ ,  $p<0.001$ , so hypothesis H6 is valid.

According to the test results, it can be seen that through the model test, all the hypothesis relationships proposed in this study are valid, and the variables are promoting relationships. Consumers' re-purchase intentions model for social enterprises' products in Beijing, China as shows in Figure 2.

**Figure 2.**

*Consumers' re-purchase intentions model for social enterprises' products in Beijing, China*



**Source:** Own elaboration.

The model for predicting consumers' re-purchase intentions of social enterprise products in Beijing integrates sensory satisfaction, cognitive stimulation, and their respective influences. Quality-driven sensory experiences and emotional connections increase satisfaction levels, thereby positively influencing cognitive engagement with product values and societal impact.

This cognitive engagement, in turn, strengthens consumers' intentions to repurchase, driven by a desire to maintain positive experiences and support social missions. The model emphasizes the interconnectedness of sensory and cognitive factors in shaping consumer behavior, offering insights for strategic marketing and product development in the competitive Beijing market.

## 5. Discussion

The findings underscore the significant impact of social enterprise product associations on sensory satisfaction and cognitive stimulation in Beijing. Products associated with functional, emotional, symbolic, and social attributes are shown to enhance sensory satisfaction by meeting quality expectations and eliciting positive emotional responses. This aligns with previous research suggesting that sensory satisfaction is intricately tied to perceived product quality and emotional resonance (Mandagi et al., 2024).

Moreover, the stimulation of cognitive engagement through these associations reflects a deeper connection with consumer values and societal expectations. This is supported by studies highlighting the role of cognitive processes in consumer decision-making and the importance of value alignment in enhancing product relevance and appeal (Herrmann et al., 2009). The emphasis on quality, innovation, and social impact within these associations not only fosters positive consumer perceptions but also strengthens the overall consumer-brand relationship.

The research identifies sensory satisfaction and cognitive stimulation as pivotal factors influencing consumers' re-purchase intentions for social enterprise products in Beijing. Positive sensory experiences, driven by perceived quality and emotional satisfaction, are found to enhance consumer loyalty and satisfaction. This echoes studies emphasizing the critical role of sensory experiences in shaping consumer preferences and loyalty behaviors (Pullman & Gross, 2004).

Cognitive stimulation arising from meaningful product interactions and alignment with personal values reinforces consumers' commitment to repurchasing. This aligns with theories of cognitive dissonance and consumer behavior, suggesting that consistent positive experiences and alignment with values reduce post-purchase dissonance and increase repeat purchase likelihood (Geva & Goldman, 1991; Wang et al., 2023). Together, these findings highlight the holistic nature of consumer experiences and underscore the importance of integrating sensory and cognitive dimensions in fostering long-term consumer relationships.

The proposed model for understanding consumers' repurchase intentions toward social enterprise products integrates the roles of product association, sensory satisfaction, and cognitive stimulation, highlighting their interconnected effects on consumer decision-making. Quality-driven sensory experiences and emotional connections emerge as pivotal in shaping consumers' satisfaction, which in turn enhances cognitive engagement with product-related values and perceived social impact.

This aligns with previous research suggesting that emotional and cognitive processes jointly influence consumer attitudes and behaviors (Lim & Kim, 2020). The model posits that cognitive stimulation—strengthened through sensory satisfaction and alignment with social values—plays a critical mediating role in reinforcing repurchase intentions. Moreover, product associations tied to innovation, certification, and social relevance further support consumer trust and engagement.

These findings underscore the dynamic relationship between sensory appeal, emotional responses, and cognitive evaluations in driving repeat purchasing behavior (Zhang & Chang, 2021; Vrtana & Krizanova, 2023). Strategically, the model provides actionable insights for social enterprises operating in the competitive Beijing market, emphasizing the importance of creating products that resonate both emotionally and cognitively with consumers.

## 6. Conclusions

Social enterprise product associations significantly influence sensory satisfaction and cognitive stimulation among consumers in Beijing. Products associated with functional, emotional, symbolic, and social attributes enhance sensory satisfaction by meeting quality expectations and eliciting positive emotional and symbolic responses. These associations also stimulate cognitive engagement by reinforcing consumer values and aligning with societal expectations.

The emphasis on quality, innovation, and social impact within these associations fosters deeper consumer connections, influencing both sensory experiences and cognitive perceptions positively. Sensory satisfaction and cognitive stimulation play crucial roles in shaping consumers' re-purchase intentions of social enterprise products in Beijing. Positive sensory experiences, driven by quality perceptions and emotional satisfaction, enhance consumer loyalty and satisfaction. Meanwhile, cognitive stimulation, arising from meaningful product interactions and alignment with personal values, reinforces consumers' commitment to repurchasing. These factors collectively underline the importance of holistic consumer experiences in driving repeat purchase behaviors within the social enterprise sector in Beijing.

This research offers comprehensive insights into consumers' repurchase intentions toward social enterprise products by examining the roles of product association, sensory satisfaction, and cognitive stimulation. Focusing on the Beijing context, the study reveals that consumers' perceptions of product quality, emotional resonance, and cognitive engagement are key drivers of loyalty toward social enterprise offerings.

The interplay between these factors highlights the importance of aligning product characteristics with consumers' social values and expectations. By fostering meaningful product associations and delivering satisfying sensory and cognitive experiences, social enterprises can strengthen consumer commitment and encourage repeated purchases. These findings contribute to a more nuanced understanding of consumer behavior in the realm of socially responsible consumption. Future research should delve deeper into the cultural and contextual influences that shape these dynamics, providing broader implications for global social enterprise strategies.

## 7. Implication

### 7.1. Practical implication

Social enterprises in Beijing should strategically align their products with functional, emotional, symbolic, and social attributes. This involves not only meeting quality expectations but also eliciting positive emotional responses and reinforcing societal values. By consciously crafting product associations that resonate with consumer aspirations and societal expectations, enterprises can enhance sensory satisfaction and stimulate cognitive engagement. Emphasize the quality and sensory appeal of products to foster positive consumer experiences.

This includes ensuring consistency in product quality, packaging, and sensory attributes that align with consumer preferences. Investing in sensory marketing strategies such as appealing aesthetics, tactile experiences, and sensory-enhanced product presentations can significantly enhance sensory satisfaction and differentiate products in the marketplace. Foster emotional connections through storytelling, brand narratives, and transparent communication about social impact.

Consumers are more likely to develop loyalty and repurchase intentions when they perceive a genuine commitment to social causes and when emotional resonance is cultivated through authentic brand stories (Qadri et al., 2024). Social enterprises can leverage emotional branding techniques to deepen consumer engagement and build trust.

Align products with consumer values and beliefs to enhance cognitive stimulation. Social enterprises should articulate their mission, values, and impact clearly to resonate with consumer preferences for socially responsible products. By demonstrating a commitment to ethical sourcing, sustainability, and community engagement, enterprises can appeal to consumers who prioritize values-aligned consumption choices. Develop integrated marketing strategies that emphasize both sensory appeal and cognitive resonance. This includes leveraging digital platforms, experiential marketing tactics, and personalized communications to engage consumers on multiple levels.

By integrating sensory stimuli with compelling narratives about product benefits and societal contributions, enterprises can enhance brand loyalty and encourage repeat purchases. Collect and analyze consumer feedback to continuously refine product offerings and marketing strategies. Implementing mechanisms for gathering consumer insights, such as surveys, focus groups, and social media monitoring, can provide valuable feedback on sensory experiences, emotional responses, and perceived product value. Use this data to iterate product development and marketing efforts to better meet consumer expectations and strengthen brand positioning.

Collaborate with like-minded organizations, influencers, and community stakeholders to amplify brand visibility and credibility. Partnering with influencers who resonate with target audiences and collaborating with local communities on social initiatives can enhance brand authenticity and appeal. These partnerships can also provide opportunities for co-creating value and engaging consumers in meaningful ways that reinforce brand values.

By implementing these practical implications, social enterprises in Beijing can effectively enhance consumer satisfaction, stimulate repeat purchase intentions, and strengthen their market position as ethical and socially responsible brands. These strategies not only support business growth but also contribute to positive social impact and community engagement.

## 7.2. Limitation

While this study provides valuable insights into consumer behaviors towards social enterprise products in Beijing, several limitations should be considered. The findings, grounded in a specific cultural and geographical context, may not fully generalize to diverse consumer populations or other global regions. Subjectivity in measuring sensory satisfaction and cognitive stimulation poses a challenge, warranting future research to adopt more objective methodologies. Moreover, the study's sample characteristics and the evolving nature of consumer preferences over time suggest a need for longitudinal studies with larger and more diverse samples.

Future research could also benefit from exploring cross-cultural comparisons, employing neuroscientific approaches, and investigating the impact of technological advancements on consumer perceptions and behaviors towards social enterprise products. Conduct comparative studies across different cultural contexts to examine variations in consumer responses to sensory satisfaction, cognitive stimulation, and purchase intentions for social enterprise products.

Utilize neuroscientific methods, such as neuroimaging or psychophysiological measures, to investigate the neural correlates of sensory experiences and cognitive processing in relation to consumer behaviors towards social enterprise products.

## 8. References

Beaton, E. E., & Dowin Kennedy, E. (2021). Responding to failure: the promise of market mending for social enterprise. *Public Management Review*, 23(5), 641-664. <https://doi.org/10.1080/14719037.2020.1865438>

Bei, J. (2023). Social Enterprises' Institutional Rationale and Its Inspirations for the Modern Market Economy. *China Economist*, 18(1), 2-15. 10. <https://doi.org/19602/j.chinaeconomist.2023.01.01>

Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 24(3), 412-426. <https://doi.org/10.24912/jm.v24i3.676>

Canestrino, R., Ćwiklicki, M., Magliocca, P., & Pawełek, B. (2020). Understanding social entrepreneurship: A cultural perspective in business research. *Journal of Business Research*, 110, 132-143. <https://doi.org/10.1016/j.jbusres.2020.01.006>

Choi, E. J. (2021). Why are products of social enterprises not purchased continuously? A repurchase model for social enterprises. *Global Business & Finance Review (GBFR)*, 26(3), 33-50. <https://hdl.handle.net/10419/253331>

Erensoy, A., Mathrani, A., Schnack, A., Elms, J., & Baghaei, N. (2024). Consumer behavior in immersive virtual reality retail environments: A systematic literature review using the stimuli-organisms-responses (S-O-R) model. *Journal of Consumer Behaviour*, 23(6), 2781-2811. <https://doi.org/10.1002/cb.2374>

Geva, A., & Goldman, A. (1991). Duality in consumer post-purchase attitude. *Journal of Economic Psychology*, 12(1), 141-164. [https://doi.org/10.1016/0167-4870\(91\)90047-W](https://doi.org/10.1016/0167-4870(91)90047-W)

Gupta, P., & Srivastava, R. (2024). Research on social enterprises from an emerging economy – Systematic literature review and future research directions. *Journal of Social Entrepreneurship*, 15(2), 458-493. <https://doi.org/10.1080/19420676.2021.1974926>

Herrmann, A., Heitmann, M., Morgan, R., Henneberg, S. C., & Landwehr, J. (2009). Consumer decision making and variety of offerings: The effect of attribute alignability. *Psychology & Marketing*, 26(4), 333-358. <https://doi.org/10.1002/mar.20276>

Hermawan, E., & Vikaliana, R. (2023). Does customer loyalty meet repurchase and purchase intention? *Inovator*, 12(2), 197-212. <https://doi.org/10.32832/inovator.v12i2.17626>

Hoang, D., Kousi, S., Martinez, L. F., & Kumar, S. (2023). Revisiting a model of customer engagement cycle: A systematic review. *The Service Industries Journal*, 43(9-10), 579-617. <https://doi.org/10.1080/02642069.2023.2202912>

Kaur, H., & Rana, A. (2022). From pure aesthetics to sensory gratification: Shifting paradigm of aesthetic pleasure in Indian popular campus fiction. *International Journal of English and Comparative Literary Studies*, 3(3), 13-28. <https://doi.org/10.47631/ijecls.v3i3.436>

Kumar, B., & Dholakia, N. (2022). Firms enabling responsible consumption: A netnographic approach. *Marketing Intelligence & Planning*, 40(3), 289-309. <https://doi.org/10.1108/MIP-09-2018-0387>

Lim, S. H., & Kim, D. J. (2020). Does emotional intelligence of online shoppers affect their shopping behavior? From a cognitive-affective-conative framework perspective. *International Journal of Human-Computer Interaction*, 36(14), 1304-1313. <https://doi.org/10.1080/10447318.2020.1739882>

Mandagi, D. W., Rampen, D. C., Soewignyo, T. I., & Walean, R. H. (2024). Empirical nexus of hospital brand gestalt, patient satisfaction and revisit intention. *International Journal of Pharmaceutical and Healthcare Marketing*, 18(2), 215-236. <https://doi.org/10.1108/IJPHM-04-2023-0030>

Méndez-Picazo, M. T., Galindo-Martín, M. A., & Castaño-Martínez, M. S. (2021). Effects of sociocultural and economic factors on social entrepreneurship and sustainable development. *Journal of Innovation & Knowledge*, 6(2), 69-77. <https://doi.org/10.1016/j.jik.2020.06.001>

Naeem, M., Ozuem, W., Howell, K., & Ranfagni, S. (2023). A step-by-step process of thematic analysis to develop a conceptual model in qualitative research. *International Journal of Qualitative Methods*, 22. <https://doi.org/10.1177/16094069231205>

Prasad, A. A., & Kumar, R. S. (2022). Challenges and opportunities of brand corporate social responsibility classification: A review, new conceptualization and future research agenda. *International Journal of Consumer Studies*, 46(6), 2071-2103. <https://doi.org/10.1111/ijcs.12844>

Pullman, M. E., & Gross, M. A. (2004). Ability of experience design elements to elicit emotions and loyalty behaviors. *Decision Sciences*, 35(3), 551-578. <https://doi.org/10.1111/j.0011-7315.2004.02611.x>

Qadri, U. A., Moustafa, A. M. A., & Ghani, M. A. (2024). The effects of cause-related marketing on consumer repurchase intentions through brand resonance: Moderating effects of news articles and advertising. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 18(4), 961-984. <https://hdl.handle.net/10419/308830>

Ross, S. M., & Milne, G. R. (2021). Price? Quality? Or sustainability? Segmenting by disposition toward self-other tradeoffs predicts consumers' sustainable decision-making. *Journal of Business Ethics*, 172, 361-378. <https://doi.org/10.1007/s10551-020-04478-5>

Shahid, S., Paul, J., Gilal, F. G., & Ansari, S. (2022). The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. *Psychology & Marketing*, 39(7), 1398-1412. <https://doi.org/10.1002/mar.21661>

Shou, S., & Li, Y. (2024). Exploring the collaborative innovation operational model of government-industry-education synergy: A case study of BYD in China. *Asian Journal of Technology Innovation*, 1-36. <https://doi.org/10.1080/19761597.2024.2366883>

Velasco, C., Reinoso-Carvalho, F., Barbosa Escobar, F., Gustafsson, A., & Petit, O. (2024). Paradoxes, challenges, and opportunities in the context of ethical customer experience management. *Psychology & Marketing*, 41(10), 2506-2524. <https://doi.org/10.1002/mar.22069>

Vrtana, D., & Krizanova, A. (2023). The power of emotional advertising appeals: Examining their influence on consumer purchasing behavior and brand-customer relationship. *Sustainability*, 15(18), 13337. <https://doi.org/10.3390/su151813337>

Wang, Y., Yu, B., & Chen, J. (2023). Factors affecting customer intention to return in online shopping: The roles of expectation disconfirmation and post-purchase dissonance. *Electronic Commerce Research*, 1-35. <https://doi.org/10.1007/s10660-023-09769-3>

Weisz, E., & Cikara, M. (2021). Strategic regulation of empathy. *Trends in Cognitive Sciences*, 25(3), 213-227. <https://doi.org/10.1016/j.tics.2020.12.002>

Whittaker, T. A., & Schumacker, R. E. (2022). *A beginner's guide to structural equation modeling*. Routledge.

Williams, P., Escalas, J. E., & Morningstar, A. (2022). Conceptualizing brand purpose and considering its implications for consumer eudaimonic well-being. *Journal of Consumer Psychology*, 32(4), 699-723. <https://doi.org/10.1002/jcpy.1324>

Zhang, J. Z., & Chang, C. W. (2021). Consumer dynamics: Theories, methods, and emerging directions. *Journal of the Academy of Marketing Science*, 49, 166-196. <https://doi.org/10.1007/s11747-020-00720-8>

## AUTHORS' CONTRIBUTIONS, FINANCING AND ACKNOWLEDGMENTS

### Contributions of the Authors:

**Conceptualization:** Jinge, Liu and Jirapong Ruanggoon; **Software:** Jinge, Liu; **Validation:** Jinge, Liu and Jirapong Ruanggoon; **Formal Analysis:** Jinge, Liu; **Healing of data:** Jinge, Liu; **Writing-Preparation of the draft original:** Jinge, Liu; **Editorial-Re- vision and Edition:** Jinge, Liu and Jirapong Ruanggoon; **Display:** Jinge, Liu; **Supervision:** Jirapong Ruanggoon; **Project Administration:** Jinge, Liu; **All Authors have read and accepted the published version of the manuscript:** Jinge, Liu and Jirapong Ruanggoon.

**Financing:** This research has not received any external funding.

**AUTHORS:****Jinge Liu**

Dhonburi Rajabhat University, Thailand.

Jinge Liu is a graduate student in Business Administration with a strong interest in social innovation and social entrepreneurship. Her academic pursuits focus on understanding how business strategies can drive positive social change, particularly through the development and promotion of social enterprise models.

[591575805@qq.com](mailto:591575805@qq.com)

**Jirapong Ruanggoon**

Dhonburi Rajabhat University, Thailand.

Jirapong Ruanggoon an academic and researcher with a strong background in business administration and management. His areas of expertise include strategic management, organizational behavior, and innovation in emerging markets.

[Jirapong.r@dru.ac.th](mailto:Jirapong.r@dru.ac.th)

Orcid ID: <https://orcid.org/0009-0008-6781-4216>

Google Scholar: <https://scholar.google.com/citations?user=izSrZm4AAAAJ&hl=en>

ResearchGate: <https://www.researchgate.net/profile/Jirapong-Ruanggoon>

Academia.edu: <https://independent.academia.edu/JRuanggoon>