

Repurchasing, but only with those like me: Similarity with others moderates the effect of human density on repurchase behavior

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Abstract

Previous research on crowding has not considered the effects of social factors on how consumers react to human density. Based on Similarity-attraction and Self-categorization theories, this research proposes that similarity with other customers moderates the effect of human density on repurchase behavior. Specifically, when the crowd is composed of similar customers, the effect of human density on repurchase behavior is positive, whereas the same effect is negative when the crowd is composed of dissimilar customers. Results of logistic regressions on secondary data describing the repurchase behaviors of a sporting center's customers provide support to our predictions. Our conceptualization and findings contribute to the literature on crowding by investigating the role of a specific social factor, similarity with other customers, and suggest practical implications for service companies interested to optimize the spaces dedicated to customers.

Keywords: *crowding; similarity; repurchase*

Track: Consumer Behaviour