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Human dynamics in repurchase behavior based on comments mining

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Highlights

1. In the repurchase process, the intervals between two consecutive purchases obey a power-law distribution and the behavior show some similar patterns, called long-scale quiet and short-scale emergence.
2. In the repurchase chain, the alternating appearance of the long-scale quiet and short-scale emergence is dominated by the alterable exponents which belongs to the dynamic adaptive models.
3. The findings help us to distinguish the vital phase of the customer life-time value and the alterable exponents could be applied to adjust the repurchase pattern in some extent.

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