

Investigating the Customers Repurchase Intention Through Customer Satisfaction Towards Organic Food Products

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Abstract: Customer satisfaction elements like price, quality, retailer availability, appropriateness, look, flavour, and marketing promotion affect organic food product repurchase intention. A questionnaire survey was sent to 453 customers in Tamil Nadu, India, using a purposive sampling method. The conceptual model and research hypotheses were tested using SPSS V25 and AMOS V26 structural equation modelling. This study found that customer happiness, price, quality, retailer availability, appropriateness, appearance, flavour, and marketing promotion greatly influence organic food product repurchase intention. However, did not affect OFP purchase intentions. The quality of organic food has a significant impact on customer satisfaction. The pleasure of organic food product customers also depends on the merchant's location. Health appropriateness and acceptability also dominate customer satisfaction measurements. Promoting organic food manufacturers and dealers through traditional, TV, and social media ads, as well as offering customer discounts, is crucial to measuring customer satisfaction. This research demonstrates that price, quality, retailer availability, appropriateness, appearance, taste, and marketing promotion all influence customer satisfaction and repurchase intention. The research will help manufacturers and marketers improve OFP marketing to improve impressions and satisfaction. This pioneering study examines the relationship between customer satisfaction factors, price, quality, retailer availability, suitability, appearance, taste, and marketing promotion, and how repurchase intention affects satisfaction in India.

keywords: Organic Food Products; Purchase Intention; Customer Satisfaction; Health Benefits; Green Value; Customer Discounts; OFP Marketing; Operational Flight Plan (OFP).

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1. Introduction

Customer satisfaction management and customer repurchase intention management have emerged as key strategies for many producers and marketers of organic food products [1]; [23]. The intention of producers and marketers in achieving higher

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customer satisfaction becomes a very important organisational goal through various communication strategies and marketing strategies [2]; [26]. The static approach to customer retention is directly linked to the profit of producers and marketers of OFP, which they perceive [40]. The repurchase intention of OFP generally stems from three important characteristic features: price, regular availability, and customer relationship management [3]. The producers and marketers of OFP primarily focus on offering products at reasonable and attractive prices, along with the best quality in terms of appearance and taste [4]; [42]. There are numerous complaints from OFP customers regarding retailers' availability and the regular supply of these products in the retail market [5]. Sustainability products for day-to-day food must be more appealing to customers in terms of appearance and taste, and they should also be accepted by the body to encourage continuous OFP purchases [6]; [50].

Therefore, producers and marketers primarily focus on advertising through traditional and social media methods to capture the maximum number of customers based on the concept of health suitability, taste, and appearance of the products, as well as the price of the products [7]; [28]. After acquiring customers through effective satisfaction strategies for OFP, producers and marketers recognise the presence of repurchase intention and repurchase behaviour [8]; [34]. The relationship between product characteristics, customer relationship management, and the repurchase behaviour of OFP manufacturers and dealers leads to the existence of repurchase behaviour [9]; [49]. The direct resources of customer relationship management, including communications, advertisements, and social media platforms, are essential for systematically transforming satisfied customers into loyal ones [10]; [30]. This type of transformation from satisfaction to loyalty ultimately leads to repeated repurchase and strongly recommends others to purchase the same type of organic products. Customers' perceptual differences in a different characteristic feature of OFP depend on their lifestyle perception, health needs, and acceptance of family in purchasing OFP to attain satisfaction and repurchase intention [12]; [45]. Therefore, the present research is intended to establish the empirical relationship between customer satisfaction and repurchase intention [11]; [46].

2. Literature Review

Farias et al. [14] identified the remarkable existence of the organic food segment as well as the factors affecting customer satisfaction. The research found that manufacturers and dealers primarily focus on attracting customers through environmental measures, environmentally friendly processes, and the use of nutritional ingredients in healthy organic food products [22]; [47]. Customer satisfaction depends upon the significant and critical issues regarding the acceptance of organic food products and their healthy approach [37]; [31]; [41]. This particular study identified the limited ability of consumers of organic food products in terms of the information search process, brand choice behaviour, and ingredients within organic food products. Customer satisfaction depends on the available choices, specifically the choice criteria of price, quality, and competition among marketers in delivering the best organic food products to the market [13]; [36].

Olsen et al. [27], this particular study primarily focused on the quality of food, healthy consumer behaviour, and the barriers to purchasing organic food products, as well as food eating habits, cost, time, and repurchase intention as indicators of customer satisfaction [17]; [44]. It is further identified that the lowest price and regular availability primarily drive customer satisfaction and transformation into repurchase intention [21]. In this research, the authors empirically demonstrated that consumers are interested in evaluating organic food products for multiple reasons, including healthy food suitable for the body, environmental concerns, environmentally friendly food products, traditional cooking methods, a healthier diet available in the local economy, and the absence of synthetic substances [16]. The satisfaction of consumers ultimately promotes both repurchase intention and regular practice.

Scalvedi and Saba [29] empirically proved the potential benefits of organic food products and the subsequent impact on customer satisfaction and repurchase intention. It is found that most customers are satisfied with organic food products due to their environmentally friendly methods of production, which exclude genetically modified food, avoid chemical additives, and minimise the use of industrial solvents [15]; [33]. Shaharudin et al. [32] have focused on Generation cohort theory, which deals with the factors belonging to the individual customers, namely economic background, demographic background, and social status background in the maintenance of beliefs and behaviour towards organic food products [18]; [43]. The study found that customers firmly believed organic food products promote satisfaction primarily due to their health benefits and environmentally friendly production methods.

Singh and Alok [48] have focused on the relationship between customer satisfaction and generational cohort theory, specifically regarding customer satisfaction levels and their relationship with customers [19]; [35]. The study indicates that continuous usage and pictures of organic products are indicators of customer satisfaction and product brand equity in the customer's perception [20]; [51]. Thach et al. [24] have identified the relationship between market segmentation of organic food products and their ultimate factors that offer customer satisfaction, namely frequent communication from marketers through social media strategies and the acceptance of family members in regularly using organic products. Ali et al. [25] have established a relationship between customer satisfaction and the use of social media platforms in attracting customers to organic food

products. Social media promotion attracts younger customers, offering the best satisfaction and awareness of organic food products.

2.1. Gaps in the Literature

After reviewing the national and international literature about customer satisfaction, repurchase intention and consumer buying behaviour towards OP, the researcher predominantly identified two important aspects are not fully ventured at ethnic levels in the world namely what are the factors responsible for the determination of customer satisfaction towards organic food products and how these satisfaction levels promotes the repurchase intention and regular purchase of organic food products from the retailers [38]; [39]. Therefore, this research aims to address the aforementioned research gaps by focusing on the following objectives.

2.2. Research Aims

The primary objective of this research is to identify and validate the factors closely associated with customer satisfaction regarding organic food products in the study area, Tamil Nadu, India [53]. After determining the factors of customer satisfaction towards OFP, the researcher aimed to identify the impact of these factors on promoting continuous repurchase intention among OFP customers, as well as the practical regular purchase of products to enhance green value [52].

2.3. Hypotheses

The research aims ultimately to test the following two important hypotheses:

- There is a significant difference among the factors of customer satisfaction towards organic products.
- There is no significant impact of customer satisfaction factors on the repurchase intention of consumers of organic food products.

3. Methodology

This research work is conducted with the assistance of two types of data: primary data and secondary data. The primary data is derived from the customers of OFP in the study area. To collect systematic primary data, the researcher meticulously designed a research questionnaire comprising three key components.

3.1. Questionnaire Design

The first part of the questionnaire comprises optional questions regarding demographic details and purchase details of consumers of organic food products. The second part consists of seven important factors that determine customer satisfaction with organic food products, namely price, quality, retailer availability, suitability, appearance, taste, and marketing promotion. Each factor consists of three underlying variables, each measured on a five-point Likert scale. The researcher also generated five statements regarding repurchase intention from literature reviews in the third part of the questionnaire. The statements are responded to by customers of organic products using a five-point Likert scale, which ranges from "strongly agree" to "strongly disagree," respectively.

3.2. Pretesting and Pilot Study

After framing the questionnaire, the researcher conducted the initial stage of the pretesting process through frequent interactions with customers of organic food products, subject experts, statistical experts, manufacturers, and dealers to obtain consent for all the statements regarding customer satisfaction and repurchase intention towards organic food products. During the pretesting process, the researcher obtained constructive suggestions from various sources that are closely associated with organic food products. The suggestions from those sources are carried out and incorporated by the researcher into the questionnaire to make it more effective.

After the pretesting stage, the researcher conducted a pilot study to collect 50 responses and verify the reliability and validity of the data. The application of Cronbach's alpha to the factors of customer satisfaction and statements of repurchase intention yielded a value of 0.857, which exceeds the required benchmark of 0.75. It implies the statement is generated by the researcher from literature reviews regarding customer satisfaction and repurchase intention towards organic food products. These statements are reliable and best understood by the respondents, allowing them to provide their rational and unbiased responses without any inhibitions.

3.3. Sample Collection Process

After the pilot study, the researcher conducted the main study by collecting responses from the entire Taluks of Vellore district, including urban, semi-urban, and rural areas, to accurately represent the population parameters. The researcher circulated 470 questionnaires and was able to obtain only 453 usable questionnaires. The researcher employed a purposive sampling method to collect responses from customers of organic food products. Hence, the sample size of the research is 453.

3.4. Data Analysis

After obtaining usable responses from 453 customers of organic food products, the researcher coded their opinions into numerical values and entered them into the SPSS package version 23 to analyse the primary data collected from the customers. This analysis aimed to verify the objectives and test the hypothesis. After recording the values and opinions of the respondents, the researcher utilised analytical and statistical tools, specifically confirmatory factor analysis, to confirm the factors of customer satisfaction towards organic products. This is followed by a linear multiple regression analysis to estimate the influence of customer satisfaction on repurchase intention regarding organic products. Finally, the researcher employed the structural equation model to validate the factors of customer satisfaction, as well as the relationship between these factors and repurchase intention towards organic food products.

4. Analysis and Discussion

The demographic profile of consumers in Vellore District shows that organic food buyers are predominantly educated consumers, with health consciousness being a key motivator. The following frequency Table explains the profile of the consumers (Table 1).

Table 1: Demographic profile

Personal Details		No. of Respondents	Percentage
Age	Below 30 years	97	21.4%
	30-45 years	132	29.2%
	46 to 60 years	63	13.9%
	Above 60 years	161	35.5%
Gender	Male	279	61.6%
	Female	174	38.4%
Marital Status	Married	314	69.3%
	Unmarried	139	30.7%
Educational Qualification	School level	66	14.6%
	Graduate	91	20.1%
	Post Graduate	126	27.8%
	Professional Degree	170	37.5%
Family Type	Nuclear family	284	62.7%
	Joint family	169	37.3%
Monthly Family Earnings	Less than Rs 25,000	85	18.8%
	Rs. 25,001 – Rs. 50,000	161	35.5%
	Rs. 50,001 – Rs. 75,000	77	17.0%
	Rs. 75,001 – Rs. 100,000	73	16.1%
	Above Rs.100,000	57	12.6%
Occupation	Government employee	78	17.3%
	Private employee	74	16.3%
	Home maker	60	13.2%
	Self employed	187	41.3%
	Students	54	11.9%
Area of Residence	Urban	167	36.9%
	Semi urban	205	45.3%
	Rural	81	17.8%
Aware of Organic food products	Yes	267	58.9%
	No	186	41.1%

Source of Information	Friends and relatives	127	28.1%
	Doctor	136	30.0%
	Dieticians	93	20.5%
	Television	56	12.4%
	Newspaper	30	6.6%
	Magazine	11	2.4%
Place of Purchase	Organic food product Dealers	128	28.3%
	Directly from farmers	104	22.3%
	Local shops	52	11.6%
	Super Markets	104	22.3%
	Online Purchase	65	14.4%
Reasons for the preference for Organic food products	Protect environment	124	27.4%
	Prefer taste	69	15.2%
	Ethical reason	73	16.1%
	Protect health	89	19.7%
	Quality of product	98	21.6%
Frequency of Purchase	Once a month	173	38.2%
	Fortnightly	69	15.2%
	Weekly	169	37.3%
	Daily	42	9.3%
Amount spent on Organic food products	Less than Rs. 5,000	244	53.8%
	Rs. 5,000 to Rs. 10,000	177	39.1%
	Rs. 10,000 to Rs. 15,000	13	2.9%
	Above Rs.15,000	19	4.2%
Total		453	100%

The results revealed that the maximum number of consumers preferring is above 60 years old. Male consumers were highly preferred, and married consumers showed a higher inclination toward purchasing organic food products. It is also inferred that professional degree holders are associated with greater awareness and preference. Consumers living in a nuclear family expressed a high preference, and most of the consumers earned a monthly income of Rs. 25,001 to Rs. 50,000. Self-employed individuals tend to have a strong preference for organic food products. The majority of consumers prefer to reside in semi-urban areas. 58.9% of the consumers agree to have awareness, and doctors provide information to 30% of the consumers. 28.3% of the consumers purchased from organic food product dealers. Environmental protection is a key factor for 27.4% of consumers to choose OFP. It is also shown that the maximum number of consumers prefer purchasing only once a month and spend less than Rs 5,000 per month on OFP (Figure 1).

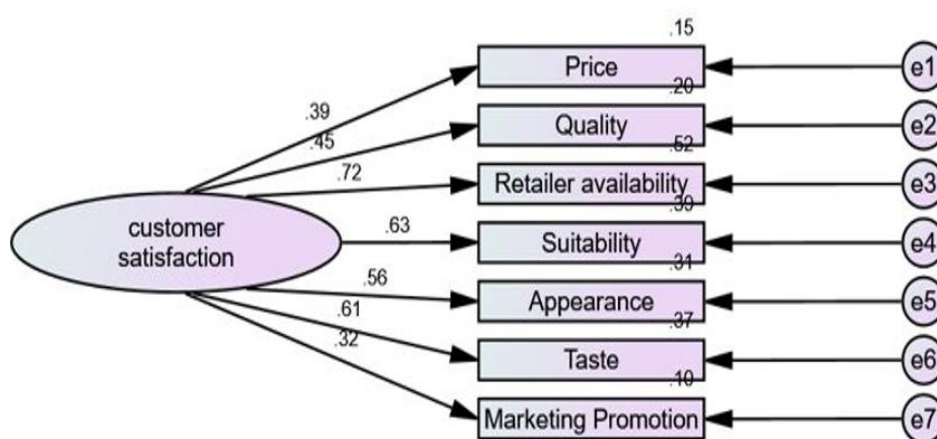


Figure 1: Structural equation model of customer satisfaction factors

Since the researcher had predetermined the seven factors of customer satisfaction towards organic products — namely, price, quality, retailer availability, suitability, appearance, taste, and marketing promotion — the researcher intended to confirm these factors using confirmatory factor analysis. Each of the factors, as mentioned above, consists of three variables in a five-point

Likert scale. Therefore, the researcher computed the total average scores for all seven factors and converted them into a continuous type random variable to apply the confirmatory factor analysis. This confirmatory factor analysis confirms the factors through the correlation coefficient, as well as the six fit indices and the diagram, as shown in the following (Table 2).

Table 2: Model fit indices and benchmarks for customer satisfaction

No.	Fit indices	Values	Benchmark values
1	Chi-square	16.154	-
2	P-value	0.023	>.05
3	Goodness of fit index (GFI)	0.987	>.9
4	Comparative fit index (CFI)	0.985	>.9
5	Normed fit index (NFI)	0.983	>.9
6	Root Mean Square Error of Approximation (RMSEA)	0.079	<=0.08

From the Table and diagram, it is found that price (.39), quality (.45), retailer availability (.72), suitability (.63), appearance (.56), taste (.61), and marketing promotion (.32) imply a highly correlated set of seven factors with significant explanatory power in determining customer satisfaction towards organic products. The confirmatory factor analysis also confirmed the seven factors through six fit indices: chi-square value, P-value, comparative fit index, goodness-of-fit index, normed fit index, and root mean square error of approximation. These six fit indices are found to satisfy the exact benchmark values, as shown in the Table, confirming the existence of factors of satisfaction with ultimate explanatory power. Therefore, this leads to the test of hypotheses 1 through confirmatory factor analysis, and the fit indices support the hypothesis at a 95% confidence level, indicating a significant difference among the factors of customer satisfaction towards organic products. After confirming the seven factors of customer satisfaction, the researcher considered them as independent variables and the total average scores of the five variables of repurchase intention as the dependent variable to conduct the test of linear multiple regression analysis. The primary objective of this analysis is to determine the influence of satisfaction factors on repurchase intention for organic food products. The results of linear multiple regression analysis are presented below (Table 3).

Table 3: Correlation between customer satisfaction and repurchase intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.469	.461	.83918

a. Predictors: (Constant), Marketing Promotion, Taste, Appearance, Suitability, Retailer availability, Quality, Price

From the Table of R-square values, adjusted R-square values, and standard error of the estimate, the researcher identified that seven factors of customer satisfaction influence repurchase intention at a 46.9% level. It is further confirmed in the following analysis of variance Table. In this Table, the researcher computed the F-value and P-value to confirm that the seven factors of customer satisfaction are well related to the total average scores of repurchase intention, thereby proving their empirical relationship (Table 4).

Table 4: F-values for the relationship between customer satisfaction and repurchase intention

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	305.632	7	43.662	61.999	.000 ^b
Residual	346.480	446	.704		
Total	652.112	453			

a. Dependent Variable: Repurchase intention
b. Predictors: (Constant), Marketing Promotion, Taste, Appearance, Suitability, Retailer availability, Quality, Price

It is found that beta values and P values are statistically significant in proving the relationship between a set of independent variables related to customer satisfaction and the dependent variable, repurchase intention towards organic food products in the study area. This ultimately leads to the question of measuring the individual influence of seven factors on repurchase intention. Therefore, the following coefficient Table is computed, and the results are presented below (Table 5).

Table 5: Influence of customer satisfaction on repurchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.422	.038		91.178	.000

1	Price	.014	.038	.313	.383	.702
	Quality	.009	.038	.218	.248	.804
	Retailer availability	.289	.038	.253	7.687	.000
	Suitability	.058	.038	.251	1.555	.001
	Appearance	-.109	.038	-.295	-2.905	.004
	Taste	.712	.038	.623	18.945	.000
	Marketing Promotion	.077	.038	.168	2.055	.040
a. Dependent Variable: Repurchase intention						

It is reported that the t-values and beta values of price, quality, retailer availability, suitability, appearance, taste, and marketing promotion are statistically significant at 5% level. This suggests that these factors have different influences on the repurchase intention among customers of organic food products. After conducting the linear multiple regression analysis and confirmatory factor analysis, the researcher aimed to validate the relationship between the seven factors of customer satisfaction and repurchase intention using the structural equation model. This model requires the total average scores for all seven factors of customer satisfaction, as well as the repurchase intention. The existence of the structural equation model and its validation can be identified in the following diagram and the tables of fit indices (Table 6).

Table 6: Model fit indices and benchmarks for customer satisfaction and repurchase intention

No.	Fit indices	Values	Benchmark values
1	Chi-square	14.132	-
2	P-value	0.032	>.05
3	Goodness of fit index (GFI)	0.992	>.9
4	Comparative fit index (CFI)	0.990	>.9
5	Normed fit index (NFI)	0.989	>.9
6	Root Mean Square Error of Approximation (RMSEA)	0.068	<=0.08

The seven factors have correlation values of 0.40, 0.45, 0.72, 0.62, 0.56, 0.61, and 0.31, respectively. Similarly, the relationship between the factors of customer satisfaction and repurchase intention is evident from the correlation value of 0.15, which exceeds the required benchmark value of 0.10 (Figure 2).

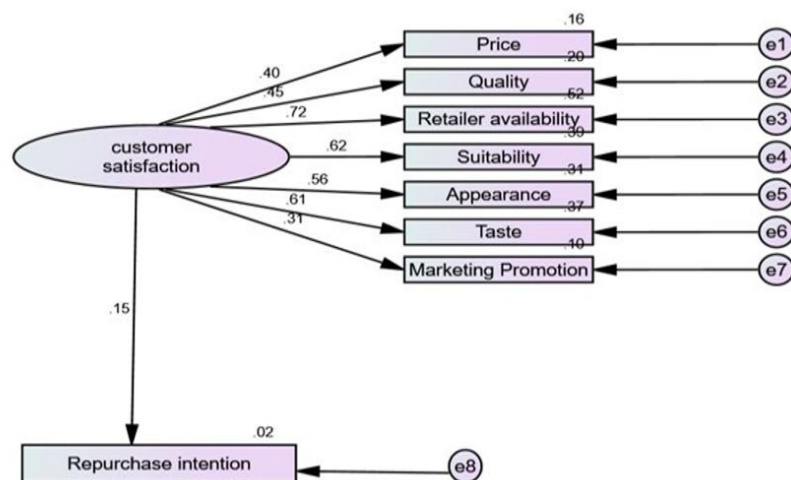


Figure 2: Structural equation model of customer satisfaction and repurchase intention

In addition to these values, the six indices are also found to meet the benchmark values, as shown in the Table. This confirms and validates seven factors of customer satisfaction and their subsequent impact on the repurchase intention of customers of organic food products.

5. Finding and Conclusion

The extensive empirical analysis of primary data obtained from customers of organic food products revealed that customer satisfaction is not a unique phenomenon; it is a combination of seven multifaceted factors, namely the price of organic food

products, which are generally perceived as the costliest in the organic food product market. The quality of organic food products plays a crucial role in determining customer satisfaction levels. The availability of retailers offering organic food products in proximity to customers is also essential in determining customer satisfaction levels. The suitability and acceptability of customer health are highly predominant in measuring customer satisfaction levels. Customer satisfaction with organic food products is primarily driven by two key product attributes: the appearance of organic food products, followed by a tasteful approach that appeals to foodies within the customer base. The marketing promotion of manufacturers and dealers of organic food products through traditional advertisements, TV advertisements, and social media advertisements, as well as offering discounts to customers, is crucial in measuring customer satisfaction levels. This research concludes that price, quality, retailer availability, suitability, appearance, taste, and marketing promotion are key factors in promoting customer satisfaction psychology, which encourages customers to form repurchase intentions. These satisfaction levels are also found to persuade them and transform them into loyal customers with multiple repurchase intentions, theoretically and practically.

5.1. Suggestions

The research findings regarding the relationship between customer satisfaction and repurchase intention gave the following suggestions to the marketers, dealers, and customers. Since marketing promotion is a crucial factor in determining customer satisfaction, marketers should be transparent about the ingredients in organic food products and their impact on an environmentally friendly approach and a pollution-free environment, thereby motivating customers to make regular purchases of organic products. Customers are advised to carefully select organic food products that suit their bodily conditions, allowing them to purchase regularly and utilise the products to achieve maximum benefits. Government organisations and non-governmental organisations, which bear a high responsibility for preventing pollution and protecting the environment, must promote the importance of using organic food products, which will yield potential benefits for future generations.

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