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Islam, M.S., and Hassan, R.,“Repeat Purchase Intention of Supermarket Consumers” (Independent University, Bangladesh. Independent Business Review. Volume-03, No.1, January 2010)

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Repeat Purchase Intention of Supermarket Consumers

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ABSTRACT

The purpose of this paper is to examine the relationship between repeat purchase intention and brand preference, satisfaction with the retailer and trust in the retailer. Several hypotheses are extracted from the research framework and are tested using regression and correlation analysis. A sample of 145 respondents was used and convenience sampling method was conducted. The research finds that although all the independent variables, brand preference, satisfaction with the retailer, and trust in the retailer have certain degree of relationship with the dependent variable, repeat purchase intention, only trust in the retailer has the strongest relationship with repeat purchase intention. The findings suggest that mangers of these retail stores should put more focus on building brand preference and satisfaction in order to make the consumer purchase from these stores repeatedly.

Keywords: Satisfaction, Trust, Supermarket, Repeat purchase intention

INTRODUCTION

Private sectors play a significant role in the development of the economy of any country. In retailing industry, superstores or supermarkets play such an important role in Bangladesh. It first entered the "supermarket era" on August 24, 2001 with Rahimafrooz Superstores Ltd. (RSL) launching Agora, a retail chain superstore that made a breakthrough in urban lifestyles. Currently, there are a number of superstores operating at important locations in Dhaka and other major cities in Bangladesh. These stores are attempting to fulfill the everyday shopping needs of the urbanites through fair price, right assortment, and high quality.

The purpose of the study is to establish a framework which will identify the impact of supermarket's consumers repeat purchase intention through brand preference, trust in the retailer and satisfaction with the retailer. This is important

because customer repurchase intention is largely fragmented and is in need of a empirically verified general theory (Zboja & Voorhees, 2006). Some scholars hav lamented that the importance of brands is declining in a retail environment. It i becoming increasingly dominated by powerful superstores (Farris & Ailawadi 1992). Besides, practitioners must understand the extent to which manufacturers brands affect consumer evaluations of a retailer in order to succeed in a increasingly competitive retail environment. While the role of branding fo physical goods has received considerable attention by both managers an researchers, the extent that brands can affect service firms (retail stores) is les understood (Zboja & Voorhees, 2006). And in Bangladesh, probably no researc work in these contexts is found to appear in the literature. Therefore, th researcher considers it an appropriate step to bridge this research gap b examining the impact of brand preference, trust in and satisfaction with reta store (e.g. superstore) on the repurchase intention of the consumers o supermarkets in Bangladesh.

THE RESEARCH MODEL AND HYPOTHESES

Figure-1 presents the research model concerning the relationship of thre independent variables (brand preference, trust in the retailer, and satisfaction wit the retailer) with one dependent variable (repeat purchase intention). Each o these components is defined as follows and their relationships are also portraye in this section.

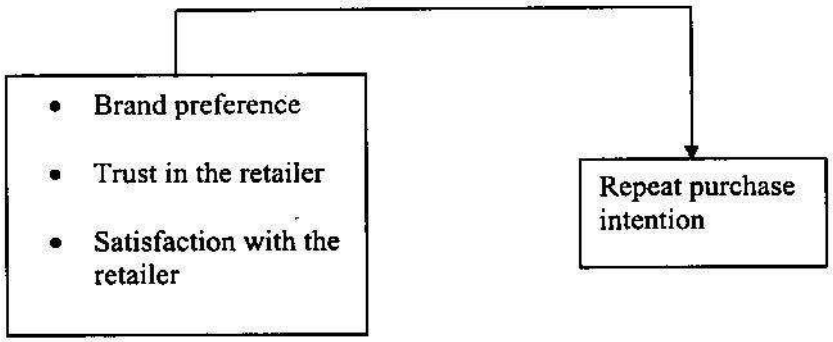


Figure - 1: Conceptual Framework of Research Variables and their Relationships

Brand Preference

Brand preference refers to the extent to which the customer favors th designated service provided by his or her present company, in comparison to th

designated service provided by other companies in his or her consideration set. In the literature, different terms have been used for similar or closely related preference constructs. Examples of the terms used are, customer commitment (Storbacka et al., 1994), brand choice (Manrai, 1995), product attitude (Roest & Pieters, 1997) and consumer preference (Mantel & Kardes, 1999).

Trust and Satisfaction

Customer satisfaction is the degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfill the customer's desires, expectations and needs in relation to the service (Hellier, Geursen, Carr, & Richard, 2003).

Oliver (1997) defines satisfaction as "a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption related fulfillment, including levels of under-or-over fulfillment". The importance of satisfaction in creating desirable consumer outcomes for manufacturers and retailers alike is well documented in the literature.

While there have been numerous conceptualizations of trust in the marketing literature, one of the more popular is that offered by Morgan and Hunt (1994): trust exists "when one party has confidence in an exchange partner's reliability and integrity". Similarly, Moorman et al. (1993) define trust as "a willingness to rely on an exchange partner in whom one has confidence".

Repurchase Intention

Repurchase intention refers to the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances (Hellier, Geursen, Carr, & Richard, 2003). Also repurchase intentions, along with loyalty, willingness to pay a price premium, word-of-mouth, and complaining represent the five behavioral intentions described by Zeithaml et al. (1996). The loyalty and repurchase intention aspects of the taxonomy are most similar in nature. Oliver (1997), for example, operationalizes action loyalty as repeat usage. Furthermore, Delgado-Ballester, Munuera-Alema´n, and Yagu¨ e- Guille´n (2003) and Macintosh and Lockshin (1997) use repurchase intentions as an element of loyalty in brand and store contexts respectively.

Relationship of Brand Preference and Repeat Purchase Intention

Though the effect of brand preference on willingness to buy has rarely been examined (Dodds et al., 1991), many research works are found that are based on

these variables. In a particular research, it is found that a separate and distin evaluation of alternatives (brand preference) precedes customer repurchas intention (Manrai, 1995; Storbacka et al., 1994). In the conceptual mod developed in another similar research, the major antecedents to repurchas intention were found to be satisfaction and brand preference (Hellier, Geurse Carr, & Richard, 2003).

Encouraging approaches to the more precise specification of customer choic behavior are provided by developments in consideration set theory by Roberts an Lattin (1991, 1997). Constructive advances also appear in the structural models c customer preference and repurchase by Andreassen and Lindestad (1998 Pritchard et al. (1999) and Roest and Pieters (1997). Another paper contends th there is a causal link between the disposition of the customer to favor the servic of a specific supplier (brand preference) and the customer's willingness to bu that service again from the same supplier (Hellier, Geursen, Carr, & Richar 2003). The hypothesis that there exists a relationship between brand preferenc and customer repeat purchase intention can be derived from these findings.

H1. There is a relationship between brand preference and repeat purchase intentio

Relationship of Trust and Satisfaction with Repeat Purchase Intention

There is some debate in the literature regarding satisfaction's effect o repurchase intentions and loyalty. Many have found a direct link (Bearden & Tee 1983; Cronin & Taylor, 1992; Oliver et al., 1997; Selnes, 1998), while othe suggest that trust is the dominant antecedent of repurchase intentions (Doney Cannon, 1997). The debate is not yet clearly settled as Ranaweera and Prabh (2003) found both trust and satisfaction to have strong positive effects o customer retention. In addition, Garbarino and Johnson (1999) found satisfactio to be key for occasional customers, while trust was more important for consiste customers. Several researchers have found satisfaction and attitude to be maj antecedents of customer repurchase intention (Bearden & Teel, 1983; Innis, 199 Roest & Pieters, 1997). When attitude is treated as a post-purchase construct, th general sequence is satisfaction to attitude to repurchase intention.

However, the positive relationship between customer satisfaction an repurchase behavior has been challenged in some literature (Andreassen Lindestad, 1998; Colgate et al., 1996; Liljander & Strandvik, 1995; Srinivasa 1996; Stauss & Neuhaus, 1997; Storbacka et al., 1994).

A direct positive relationship between customer satisfaction and repurchas intention is supported by a wide variety of product and service studies (Bolto

1998; Cronin & Taylor, 1992; Rust & Zahorik, 1993; Selnes, 1998). These studies establish that overall customer satisfaction with a service is strongly associated with the behavioral intention to return to the same service provider. However, it must be kept in mind that the direct positive relationship of satisfaction upon repurchase intention is a simplification of the matter. While customer satisfaction is a major factor, it is only one of the many variables that can impact upon customer repurchase intention (Sharma & Patterson, 2000; Srinivasan, 1996; Storbacka et al., 1994). After a careful review of these literature, the following hypotheses are formulated:

H2. There is a relationship between trust in the retailer and repeat purchase intention.

H3. There is a relationship between satisfaction with the retailer and repeat purchase intention.

METHODS

The apposite type of research design for this study is Ex Post Facto design where the subtype used is survey to accomplish the research objectives. The central objective of survey design is to search for relationships between variables. It usually depends upon the use of a well-constructed questionnaire, which is used to collect data from the relevant unit of analysis under study, usually, an individual (Davis & Cosenza, 1993). Thus this research can depict the relationship(s) of certain variables of trust, satisfaction and repurchase intention in the context of the customers of Dkaka, the capital city of Bangladesh.

The convenience sampling (one of the non-probability sampling designs) has been used in this research. It involves collecting information from members of the population conveniently available to provide the required information (Sekaran, 1992). The sampling units are both male and female customers of supermarkets of Dhaka city.

Primary data have been collected from 145 samples by the use of questionnaire. Data collection has proceeded coding of 145 questionnaires into a symbolic form in SPSS software. The data was summarized in the form of simple frequency and descriptive statistics. As hypotheses have been tested to identify the relationship of certain variables based on the scale of ordinal data in the questionnaire, bivariate analysis (Spearman's Rank Correlation test) has been used.

A reliability test for each hypothesis, which entails the relationship of a construct and a dependent variable, has been conducted. The researcher has used

semantic differential scale to measure each of the independent and dependent variables. As this scale is based on five points and is split into two halves, it is considered appropriate to test the reliability of this scale. The value of the Chronbach's alpha has been estimated to test whether the scales are reliable or not. A Chronbach's alpha value of between 0.5-0.6 indicates sufficient reliability of the scale for the early stage of any research (Nunnaly, 1978). Regression analysis has also been done to show how much variability in dependent variable is caused by the variability in independent variables. Each hypothesis testing involves three steps: Reliability analysis, correlation analysis and regression analysis of the variables.

ANALYSIS

The first analysis has been undertaken to test the reliability of the scale that measures the dependent variable, repeat purchase intention mentioned in the framework. The reliability analysis of this dependent variable indicates an alpha value of 0.543 that is between 0.5 and 0.6. Therefore, it can be inferred that the items aggregated to measure the dependent variable, repeat purchase intention are reliable.

The Cronbach alpha values of reliability analysis for all the independent variables have been shown in Table 1.

Table I. Independent variables and their corresponding Cronbach alpha values

Independent variables	**Cronbach alpha**
Brand preference	0.609
Trust in the retailer	0.652
Satisfaction with the retailer	0.596

The table above indicates that the Cronbach alpha values of the independent variables are between 0.5 and 0.6. Therefore, it can be deduced that the three independent variables are reliable.

The "bivariate" correlation test with the value of Spearman's rho enables the researcher to make inference regarding the relationship of the following variables (repeat purchase intention as the dependent variable, and brand preference, trust in the retailer and satisfaction with the retailer as the independent variables).

It is imperative to set the cutting point of which to select the hypotheses. Thus the statistical notion implies the two conditions for accepting the hypotheses, if $\neq 0$ and, if $\alpha < 0.05$.

It can be inferred from the following table that the α value (two-tailed significance level test) for all the hypotheses tested was found to be substantiated at the significance level lower than 0.05 (the actual α is 0.01). The ρ value for each of the hypotheses was found not to be equal to zero (refer to table II). All the three hypotheses were therefore accepted.

Table II. Significance value (α) and Correlation coefficient (ρ) of three hypotheses

Hypotheses	Significance value (α)	Correlation coefficient (ρ)
1	0.000	0.628
2	0.000	0.587
3	0.000	0.946

The value of R square from table III suggests that variability in the dependent variable, repeat purchase intention can be explained 92.9% by the variability in the independent variables, satisfaction with the retailer, trust in the retailer, and brand preference. It means that the linear combination of independent variables in the regression analysis predicts total variance of dependent variable by 92.9%.

Table III. Linear regression (enter method)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.964[a]	.929	.927	.23209

a. Predictors: (Constant), Satisfaction with the retailer, Trust in the retailer, Brand preference

From table IV, step-wise regression analysis shows that only one independent variable, trust in the retailer mostly explains (89.4%) the variability in the dependent variable, repeat purchase intention. This means that the variability of dependent variable is explained only 2.5% (91.9-89.4) by the variability in the independent variable, brand preference and 1% by the variability in the other independent variable, satisfaction with the retailer. So, it can be inferred that trust in the retailer has a more important role in this study than brand preference and satisfaction with the retailer in explaining the variability of repeat purchase intention.

Table IV. Step wise regression

Model	R	R Square	Adjusted R Square	Std. Error of estimate
1	.946[a]	.894	.893	.28117
2	.959[a]	.919	.918	.24598
3	.964[a]	.929	.927	.23209

a. *Predictor: (constant), Trust in the retailer*
b. *Predictor: (constant), Trust in the retailer, Brand preference*
c. *Predictor: (constant), Trust in the retailer, Brand preference, Satisfaction with the retailer*

ASSESSMENT OF THE RESEARCH HYPOTHESES

Hypothesis 1

There is a relationship between brand preference and repeat purchase intention.

The result of correlation analysis shows that brand preference ($r = 0.628$, $p<0.01$) has a positive, moderate and significant relationship with repeat purchase intention in the context of retail stores in Bangladesh. The result of the correlation analysis has thus provided support for this hypothesis.

The result of stepwise regression equation indicates that brand preference is significantly associated with repeat purchase intention in the context of retail stores of Bangladesh. And brand preference alone can explain 2.5% of the total changes in repeat purchase intention. Therefore, the result of stepwise regression has provided support for the first hypothesis.

The positive explanation behind these findings is that supermarket consumers in Bangladesh do have concerns regarding the brand name of the store. As the number of supermarket is increasing rapidly, consumers have more options to choose. It makes their choice of stores rather difficult. They prefer to go to those stores that they evaluate as positive and meet their requirements. As word of mouth is a very robust informal communication channel in Bangladesh, any negative or positive perception of the company spreads among the consumers very quickly. When a customer talks about visiting a certain brand of stores, it spreads over among the customers very quickly. Moreover, the supermarket consumers in Bangladesh consider other factors apart from brand preference more deeply in their repeat purchase intention from supermarket.

Hypothesis 2

There is a relationship between trust in the retailer and repeat purchase intention.

The result of correlation analysis indicates that trust in the retailer ($r = 0.946$, $p<0.01$) has a positive, very strong and significant relationship with repeat purchase intention in the context of retail stores of Bangladesh. The result of the correlation analysis has provided support for this hypothesis.

The result of stepwise regression equation indicates that trust in the retailer is significantly associated with repeat purchase intention in the context of retail stores of Bangladesh. And trust in the retailer alone can explain 89.4% of the total changes in repeat purchase intention. The result of stepwise regression has provided support for the first hypothesis.

The positive explanation behind these findings is that supermarket consumers of Bangladesh are concerned about trust in the store. If for some reason the store breaks the trust by being dishonest, incompetent or not dependable, the consumers simply discontinue going there. As consumers are getting smarter day by day and the stores are conducting unfair practices, they evaluate the stores very carefully. And it is obvious that customers those stores that are trustworthy in the sense of honesty, dependability, service and so on.

Hypothesis 3

There is a relationship between satisfaction with the retailer and repeat purchase intention.

The result of correlation analysis indicates that satisfaction with the retailer ($r = 0.587$, $p<0.01$) has a positive, moderate and significant relationship with repeat purchase intention in the context of retail stores in Bangladesh. The result of correlation analysis has thus provided support for this hypothesis.

The result of stepwise regression equation indicates that satisfaction with the retailer is significantly associated with repeat purchase intention in the context of retail stores in Bangladesh. And satisfaction with the retailer alone can explain only 1% of the total changes in repeat purchase intention. Therefore, the result of stepwise regression has provided support for this hypothesis.

The positive explanation behind these findings is that supermarket customers in Bangladesh go to those stores that provide satisfaction to them. Both objective and subjective criteria are evaluated by the customers in judging satisfaction. As the number of supermarkets along with the other retail stores are increasing in

Bangladesh and as the service provided by these stores is not equally competitiv and of good quality, consumers select those stores that provide good service an good quality products.

Finally, the assessment of hypotheses reveals that the supermarket consume in Bangladesh do care about trust more than anything else. If they have trust the store, they are satisfied with their service and also then they prefer th particular brand of store.

CONCLUDING OBSERVATIONS AND POLICY IMPLICATIONS

The findings of this paper have implications for the manager of service firm The managers can use these results to make better marketing strategies in order attract more customers to the service outlets. The mangers should consider facto influencing the consumers' perception that eventually lead to purchase decisions

In the context of Bangladesh, it is important to create trust among th consumers regarding the service provider. As the result implies, trust in th retailer can significantly affect repeat purchase intention. So the managers shou employ tactics in their marketing programs to build strong trust among th consumers. Likewise, brand preference and satisfaction with the retailer shou also be put into consideration in an attempt to make marketing strategies mo competitive. It is seen that a consumer prefers certain service provider for th reputed brand name that it possesses. It means when a consumer prefers the bra of the retailer, it prefers to visit that retailer. Retailers can reap a number benefits from carrying strong brands, including image enhancement for retail with consumer, relationship of trust and credibility with consumer, and pr established demand (Webster, 2000). For this reason, it is therefore commensura for the managers to create a strong brand identity that leads the consumers brand preference.

In addition, satisfaction with the retailer also leads to repeat purchase intenti of the consumers to visit that retailer. This implies that managers of service firm should try to make the customers satisfied in any way possible. Anticipati consumer needs and meeting those needs with proper value proposition c enhance customer satisfaction. As a result, managers should identify facto influencing customer satisfaction.

The findings of the research not only help managers of retail stores, but al guide the managers of other service providing firms. Understanding the resu delineates the fact that several factors can have considerable effect on repe purchase intention.

Retention rate is a good indicator of repeat purchase intention. Increases in etention rates can have a significant positive effect on market share (McGahan & Ghemawat, 1994) and (Rust & Zahorik ,1993).

Furthermore, studies by Blodgett et al. (1995), Colgate et al. (1996), Hallowell (1996), Payne and Rickard (1997) and Rust et al. (1995) indicate that an increase in customer retention can have a positive effect on a company's net operating cash flow and profit. The managers should carefully consider the above mentioned factors and also should dig out other important factors that make the customer loyal to a particular company ultimately leading to profitability and growth.

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