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Fresh Food Online Shopping Repurchase Intention: The Role Of Post-Purchase Customer Experience

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<p>Dr. Sheikh Muhammad Fakhre Alam Siddiqui Chairperson University of Karachi Department Karachi University business school fakhrealamsiddique@yahoo.com</p> <p>Huzaifa Siddiqui In Partial Fulfillment of The Requirement for the Degree of Master of Business Administration this Report Has Been. Accepted By the Faculty. Faculty Of Kubs, University of Karachi huzaifas1999@gmail.com</p> <p>Sehar Ali M.Phil. Scholar University University of Karachi seharali@student.ku.edu.pk</p>	<p>Abstract</p> <p>This study examines the determinants of repurchase intention in fresh food online shopping by emphasizing the critical role of post-purchase customer experience. As online grocery and fresh food platforms expand rapidly, retaining customers has become a strategic priority, particularly due to the perceived risks associated with product freshness, quality, and delivery reliability. Drawing on consumer behavior and relationship marketing perspectives, this research investigates how post-purchase experience dimensions—such as perceived product quality, delivery performance, information transparency, customer service responsiveness, and satisfaction—shape trust, perceived value, and ultimately repurchase intention. Using a quantitative research design, data are collected from online fresh food shoppers and analyzed through advanced statistical techniques to test the proposed relationships. The findings are expected to demonstrate that positive post-purchase experiences significantly enhance customer satisfaction and trust, which in turn drive repeat purchasing behavior. This study contributes to the literature by extending post-purchase experience research to the fresh food e-commerce context and offers practical insights for online retailers seeking to improve customer retention through experience-focused strategies.</p>
<p>Keywords:</p>	<p>Fresh Food Online Shopping, Repurchase Intention, Post-Purchase Customer Experience, Online Grocery Retailing, Customer Satisfaction, Customer Trust, Perceived Product Freshness, Delivery Performance, Service Quality, Customer Experience Management</p>

INTRODUCTION

Chapter # 1 Introduction

Background of The Study

Food is necessity of every human being and looking after one's health consumption of fresh food is a better option. The past several years has seen a rise in the popularity of online fresh food buying, particularly during the Covid-19 pandemic. Online fresh food buying offers customers an option not to visit a physical store and also makes it possible to buy these products with a lower risk of contracting a disease. Additionally, the rise in consumers with internet access inspires entrepreneurs in the product and service industries to offer customers the option of making purchases online. While it is difficult to be creative in the e-commerce industry, everyone decided to introduce a novel idea for online shopping because no one knew when Covid-19 would end at the moment. The concept of e-commerce stores for product and services is rising gradually in Pakistan. The pandemic has additionally driven up consumer interest in fresh food online shopping. According to the results by Statista (2023), the Pakistani food eCommerce market, which now represents 87.3% of the country's overall food online market, is expected to exceed US\$98.4 million. During the ensuing years, a rise is anticipated. By 2027, the market volume is anticipated to reach US\$881.8 million due to the anticipated compound yearly growth rate for the following four years of 6.9%.

The fresh food business has been attempting to enter the ecommerce market in recent years due to changes in customer purchasing behavior following Covid-19. From physical to internet shopping, it changed. Understanding the needs of customers is crucial for e-commerce businesses looking to earn a profit. We may say that the success of an enterprise depends on the level of consumer

demand, therefore over the past several years, there has been a growth in demand for fresh food orders sent online. Since fresh food is an indispensable commodity with an elevated buying frequency and low profit per transaction, increasing customer repurchase intention in order to keep them as satisfied customers is crucial for the profitability of fresh food e-commerce. Online fresh food buying service brought an ease for working women as they can provide healthy meals to their families being anywhere. In Pakistan several stores like Carrefour offers to order fresh food with a larger variety that bring ease and convenience for consumers.

Numerous factors might influence whether or not a consumer wants to repurchase a product, particularly when it involves specific goods like fresh food. Even if buyers would desire to keep buying an item in order to profit from it, other factors such as availability, financial situation, and promotional strategies also impact their purchase behavior. Buyers are able to continue buying a product because they are drawn to the advantages that come with it, such as the beneficial impacts on their health or the sustainable production of fresh food. The ease of access to the product being accessible through a variety of channels and the comfort of purchase is yet another factor that affects the desire to repurchase. Economical fresh food is in proportion to a customer's financial situation and facilitate the customers to get desirable product. The technological advancement of purchasing online has increased the trust of consumers during Covid-19. The rapidity of delivery and the correctness of the delivery items (the correct item sent, the quantity delivered, the location of delivery, the delivery time, etc.) are important considerations for clients of online fresh food shopping. In order to meet the needs and desires of their consumers, online fresh food service providers must constantly work to supply rapid, precise, and secure food. By doing this, they boost their consumer's satisfaction with the website and encourage them by increasing their repurchase

intention. According to Hiser et al. (1999), millennials and Generation Z are found to be consumers who are more inclined to shop online than older consumers because in 21st century youth is more into digital world and they prefer purchasing online and creates pressure to their older's to also purchase online as it is safe, accessible and convenient. Considering the preceding research of Appelhans et al. (2013), online food shopping has an opportunity to significantly lessen the effects of both the psychological obstacles to accessing healthy foods as well as the social obstacles associated with buying healthy foods within the supersssssmarket food environment. Online shopping is available 24/7, and food delivery services are available which avoids the social interaction.

The majority of the population still use this idea today who launched their web enterprises in the post-Covid era. Although there is fierce rivalry in the Internet retail sector, starting a new store or brand is less expensive. 90% of consumers perform at least one web search before entering a store, according to a Max (2021) analysis, even if they plan to make a purchase there. The importance of unique experiences is amply supported by customers' spending habits. To counteract this long-term behavioral shift towards online shopping and less time spent in public places, online businesses must be expanded to include all merchants, large and small.

Problem Statement:

It is recently discovered that people's preferences have once more swung in favor of physical purchases since pandemic. The global epidemic could have a lasting impact on consumer history (Kim, 2020; Yan et al., 2020; Sheth, 2020). This has altered how markets operate in the post-covid

era, impacted the buyer's intention, and potentially led to the creation of new real and long-lasting buying habits and behaviors. More than ever, consumers want fresh produce like fruits and vegetables in their homes. Fresh produce is defined as food that has undergone minimal preparation, had a short shelf life, and needed to be chilled before consumption. Due of this potential, companies have now joined the market for example panda Mart. Scholars have found that there are trust issues among the populace regarding the freshness of the food that is delivered to them and if there would be a problem with the food if there is one, there has been an upsurge in the demand for fresh food in Pakistan following the covid.

However, considering how cheap and simple it is to switch between several websites for purchasing food, maintaining customers is a difficult task (Jain et al., 2017). Consumers lack confidence in Pakistan, where cash-on-delivery is a prevalent reality, due to worries about the security of personal information gathered during online transactions. Customers' attitudes of internet shopping are declining as fraud and other dishonest practices grow more common.

Previous studies have been conducted on this topic such as Cherrett et al. (2017) claim that regular customers are more inclined to employ a wider range of delivery alternatives, lowering delivery holdups. Consumer perceptions of delivery services are influenced by the kind of goods and frequency of purchases (Lim.H et al, 2004). Additionally, Mehmood and Najmi (2017) found that customer satisfaction with house deliveries was positively impacted by service convenience (decision, access, transaction, general benefits, and post-benefits).

However, since it is difficult to preserve fresh food and keep it available constantly in inventory, we conducted this study to analyze the factors that can boost consumers repurchase intentions towards online shopping for fresh food items. We also conducted this study to fill a research gap in the Pakistani online fresh food industry. We are unaware of any prior studies on the impact of customer satisfaction and post-purchase experiences on repurchase intention. More research is required to determine the impact of pandemic risk perception on consumer online purchasing intention and decision-making. This study will fill in this gap by applying the Flow Theory.

Research objective:

The purpose of the study is to determine the customer repurchase intention of fresh food and post purchase behavior.

Research question:

What is the impact of delivery on Repurchase Intention?

What is the impact of product-in-hand on Repurchase Intention?

What is the impact of customer support on Repurchase Intention?

What is the impact of packaging on Repurchase Intention?

What is the impact of benefits on Repurchase Intention?



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What is the impact of return and exchange on Repurchase Intention?
What is the impact of customer satisfaction on Repurchase Intention?

Significance of the study:

The studies contribute to analyze the managerial, social, and theoretical aspects of the study. From a conceptual standpoint, the study advances the body of research on the repurchase intention to buy fresh food. It configures the other researchers in understanding the key points covered in the work if we highlight the theoretical implications. They learn about the post-covid repurchase behavior of fresh food online and how this new trend has made people's lives easier while still being secure and practical for consumers. The fact that the current study looked at the traits of people who preferred offline commerce networks before the epidemic makes it significant for academic accomplishment.

Businesses and marketing professionals must reassess their successful strategies while taking the managerial ramifications into account. A focus should be placed on enhanced execution, preparation, and a new setup of the products and services they sell in light of the knowledge of customer purchasing behavior in the use of the virtualized world to the detriment of in person, especially with this pandemic outbreak. This aids these professionals in formulating regulations for safe working conditions and social media product and service advertising. They can develop tactics by doing research on consumer repurchase intentions and the demographics of online fresh food buyers in order to target those customers who seem to be advantageous for them.

The research underlines the social consequences as if firms understand how to increase consumers repurchase intention online, they can enhance the user experience, simplicity of buying goods, and effectiveness, all of which are everyday advantageous to society. The study's findings, which can be useful to managers, policy makers, and those planning the economy's economic recovery, imply that consumers' perceptions of risk while making purchases in physical locations affect their choice to make purchases online. The study's discussion of fraud, safety, and personal data protection issues can be used by policymakers to analyze these issues and create consumer safety regulations that will encourage people who have apprehensive attitudes towards online shopping to adopt this idea.

The research helps the food sector understand how to influence consumers' purchasing intentions when it comes to online shopping behavior and what actions they can take based on the research to further their objectives in online commerce. The analyses of the target customers are aided by this for the corresponding sectors. Researchers that analyzed prior studies and pertinent statistics of online shoppers made a contribution to the study, which helped to make it an appropriate and high-quality educational achievement.

Limitation and Delimitations:

Limitations:

Despite the thorough processes followed, there are a few restrictions on the research that needs to be acknowledged. First, the use of cross-sectional surveys for a specific demographic group (i.e., university students) in a specific geographical environment (i.e., Pakistan) limits the conclusions of our results. Furthermore, the recommended model does not take into account all aspects that might affect customers repurchase intentions. We were unable to learn about consumers repurchase intentions during the epidemic since the data was collected after Covid-19.

Delimitation:

Considering our study focused on consumers repurchase intentions for fresh food purchased online, we chose young people as our audience because they enjoy shopping online more. University students provided the data for our study. In addition, we conducted online research, obtained pertinent academic articles, and gathered data for our study. not limited to obtaining data from a single source.

To explain the study with reliable sources, numerous pertinent theories were applied in the study. The variables and items of the questionnaire were derived from previous research, evaluated, reviewed, and updated with a focus on consistency with the research problem. We gathered information for our questionnaire from a number of reliable research studies. We are not restricted to collect manual data, so we prefer online survey forms for data collection.

Organization of the study:

Following is the remainder of the paper. Review of the literature is presented in section 2. The methodology is discussed in Section 3. Section 4 describes the findings, while Section 5 describes the study's limitations and its discussion and conclusion, as well as any implications for policy.

1 CHAPTER NO: 02

1.1 Literature review:

Theoretical Background:

Technology's increasing significance in the contemporary knowledge economy has sparked an extensive global fascination in academics and the business industry to gain insight and provide captivating solutions to online customers. For businesses, flow is a crucial concept to consider when figuring out how to better connect with online users. Hoffman and Novak (1996) were the initial researchers to use flow theory in a digital era. They argued that the optimal experience may help online marketers succeed by giving customers engaging experiences, broadening the general application of flow to digital circumstances. The Internet, according to Chen et al. (1999), is a collaborative space that gives users the chance to feel flow while using it. Flow theory helps to gain an appealing result from the digital connection between consumers and businesses as a result of its marketing implications. Flow theory helps the marketers to set up strategies to build long term relationships with customers and clients.

The attainment of the flow state, according to flow theory, necessitates that users focus intently on the web page's navigational instruction and user interface. During these flow periods, users' discomfort and awareness of their immediate surroundings vanish. The major influence on repurchase intention towards buying online food can be determined using Flow theory. Customer satisfaction is thought to have a major effect on repurchase intention of consumers towards fresh food online shopping. Furthermore, several research by Novak et al. (2003); Sicilia, Ruiz, & Munuera (2005) highlighted the relevance to experience, and pragmatic shopping orientations

were evaluated. During the matter of online shopping, certain online user-friendly features (such as the evaluation of product information claimed by Fiorre et al. (2005) and believed to attract further utilitarian-oriented consumers, whereas according to LaRose (2001), other consumers have a stronger connection with experiential-oriented characteristics (such as an assessment of top-selling products).

Hypotheses development:

Delivery:

Delivery is when letters, packages, and other items are delivered when they are brought to a person's home or another location at their request. According to a study by Wikipedia (2022), Transferring items from an origin point to a specified location is known as delivery.



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Customers are both attracted to and kept by trustworthy and prompt delivery (Jain et al., 2017; Reibstein, 2002; Park et al., 2012; Cao et al., 2018). Customers become irritated by delays and improper deliveries and stop doing business with online merchants (Hu et al., 2008). A dependable delivery service is discovered to be especially important when purchasing fresh food online because fresh food is highly dependent on a good standard of delivery (Yu et al., 2020). Customers who buy food online are goal-oriented and do it in part to save time and effort, thus they anticipate prompt and accurate delivery (Singh & Soderlund, 2020). Fresh food e-commerce advertises "rapid and accurate delivery" as a differentiator to draw in customers.

H1a. Delivery has a significant effect on Repurchase Intention.

Product-in-hand:

Product-in-hand is to personally connect each consumer with what you offer ought to be among your objectives. Keeping or handling goods activates a further reason, strengthening the bond you feel with it. Viewing or handling a product while another is considering it can inspire a desire to repurchase it (Fleener D. 2010).

Customers prefer high-quality food where food safety has long been a major concern (Wang et al., 2019). Recent research has shown that consumers prioritize food quality and safety while purchasing groceries online (Zheng et al., 2020). Yu et al. (2020), who came to the conclusion that product quality is the key factor in sustaining purchase, concurred with this. Product-in-hand is a process of expectation formation, actual experience, and contrast of experience and expectations (Oliver & Bearden, 1985).

Consumers establish expectations about the taste and flavor of the food during the pre-purchase phase based on website information. After getting the food, they assess its attributes (such as taste, flavor, size, and freshness), as well as whether it is a good value for the money. They won't be satisfied and believe the internet store to be trustworthy unless the features and condition live up to their expectations (Wolfenbarger & Gilly, 2003).

H2a. Product-in-hand has a significant effect on Repurchase Intention.

Customer support:

Gupta (2023) explained in the study that the group of employees responsible for helping clients who are having issues with a business's goods or services is known as customer support. Making sure consumers are successful in resolving whatever problems they come to your firm to assist

with is what matters most in the end. As a consequence of the distance between the real world and the digital space, consumers aren't as trusting of businesses in an online setting as they possess in brick-and-mortar stores (Singh, 2019). Online businesses frequently use web-based live chat in this case to let clients speak with their staff and as a result allay their anxieties (Turel & Connelly, 2013). According to research (Meuter et al., 2000; Reibstein, 2002), excellent customer service decreases complaints from customers and increases the likelihood that they will make another purchase. Online shoppers want quick responses and the chance to speak with a live person who will carefully hear their grievances and quickly resolve them (Ramus and Nielsen, 2005).

Customer support substantially impacts repurchase intention, according to a recent study on fresh food online shopping repurchase intention (Singh & Soderlund, 2020). According to Cao et al (2018) investigation on the post-purchase online purchasing experiences of consumers, post-purchase customer assistance was the most significant factor influencing repurchase intention. The completion of the transaction does not mean the end of service, so e-commerce companies must offer consistent customer support throughout all stages. If the post-purchase customer support is subpar or inferior to the customers received during the pre-purchase stage, the overall cannot be guaranteed (Oliver and Bearden, 1985; Park et al., 2012).

H3a. Customer support has significant effect on Repurchase Intention.

Packaging:

The planned arrangement for substances of any kind is called packaging, and it serves to prepare things for confinement, protection, handling, distribution, delivery, and display. According to Philip Kotler (2000), the entire process of creating a product's container is known as "Packaging."

Despite the fact that these techniques may also have some benefits for other kinds of businesses, packaging is typically only employed in the food industry.

Hellström, D (2016) discussed that the planned arrangement for substances of any kind is called packaging, and it serves to prepare things for confinement, protection, handling, distribution, delivery, and display. The four most well-known uses of packaging are convenience, confinement, and protection (Robertson, 2013). (Lofgren & Witell, 2005; Gomez et al., 2015) have both emphasized the importance of packaging in affecting customers' purchase decisions when shopping offline. With the rise in popularity of online food purchasing, experts have begun to look into how packaging influences consumer food purchases. Because consumers respect the impact that packaging has on the conditions of the food, packaging is a crucial touch point at the post-purchase stage of online shopping that is likely to drive repurchase intention (Zheng et al., 2020; Zhao et al., 2021). Online shoppers are very concerned about food that is not adequately protected or maintained in quality due to inadequate packing (Ramus and Nielsen, 2005). Therefore, good packaging might encourage customers to make repeat purchases by assuring them that the food is safe and fresh (Yu et al., 2020).

H4a. Packaging has a significant effect on Repurchase Intention.

Benefits.

Walter et al. (2001) and Lapierre (2000) proposed that Benefits are earned either through the purchased good or service or through an organization's connection. In the study by Lapierre (2000), benefit is divided into three categories: relationship benefits, service benefits, and product benefits. This is a post-purchase element influencing repurchase intention since it makes online shoppers

feel unique when they receive extra benefits from shops (Kumar & Anjaly, 2017). One of the primary motivations for customers to purchase food online is to save money, according to researchers (Hansen, 2005; Zheng et al., 2020). Thus, receiving extra benefits like coupons for discounts, loyalty reward points, or free gifts after making a purchase is likely to be a trigger point that elicits consumers' happy emotions and raises their RI (Kumar & Anjaly, 2017; Court et al., 2009).

H5a. Benefits have significant effect on Repurchase Intention.

Return and exchange.

A return and exchange policy that permits consumers to return items over an extended period of time is regarded as more beneficial since it gives the customer more time to consider the product and choose whether it meets their needs and if it does not so they can buy another thing in replacement (Jeng, 2017). One of the most frequent concerns about internet buying is the difficulty of returning and exchanging delivered goods (Chen & Chang, 2003).

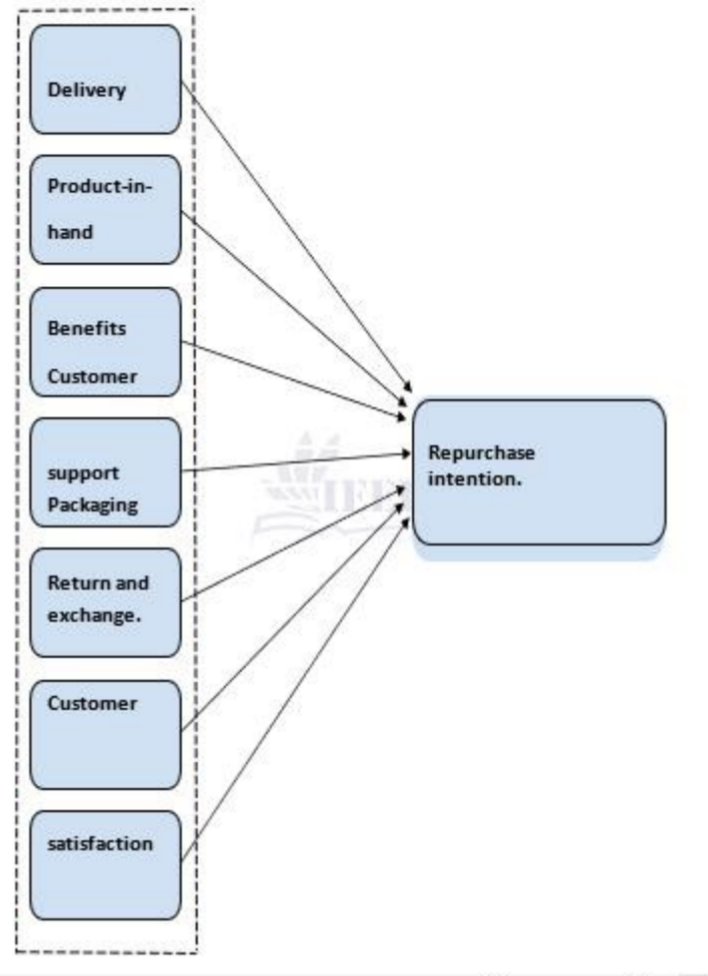
According to Dholakia et al. (2005), a rigid return policy might harm the repurchase intention and result in a decline in consumer loyalty. When buying online, customers cannot try the things on as they can when they go to a physical store. Instead, they choose products based on information advertised by sellers and customer reviews, which means that they may not get exactly what they wanted. Customers believe there is a large danger of obtaining substandard fresh food when ordering it online because it is perishable, and they also think that exchanging it can be difficult (Ramus and Nielsen, 2005). Consumer satisfaction and return rates will improve if firms can offer customers a simple, adaptable, and managed return and exchange process that surpasses their expectations (Singh, 2019).

H6. Return and exchange has a significant effect on Repurchase Intention.

Customer satisfaction:

Customer satisfaction is described as the overall feeling of satisfaction or dissatisfaction with a specific company (Atulkar & Kesari, 2017). This definition explains how customer satisfaction and repurchase intention are related. A reaction (intellectual or subjective) that relates to something particular (such as a purchasing experience and/or the associated product) and takes place at a specific period (such as re-purchase, or post-consumption) is a sign of satisfied customers. A measurement for evaluating consumer satisfaction with a company's goods, services, and skills. Information about customer satisfaction, such as surveys and ratings, can assist a business in deciding how best to adjust or improve its goods and services. Customer satisfaction must be a company's first priority. This rule is applicable to all types of organizations, including commercial enterprises, retail and wholesale businesses, governmental agencies, service providers, nonprofits, and every division within one.

H7. customer satisfaction has significant effect on Repurchase Intention.



2 CHAPTER NO: 03

3 METHODOLOGY

Research Purpose

Hassan (2023) explained that explanatory research is conducted to describe why and how things happen. To gather data, the researcher frequently uses quantitative research techniques like experiments or questionnaires. Statistical analysis

is typically used to test hypotheses and determine the cause-and-effect correlations between variables in explanatory research. Stebbins (2001) states that the goal is to identify potential assumptions that might inspire further hypotheses and theories to arise from the information being analyzed.

Explanatory research was used in our study so that the respondent and researcher may interact or the researcher might use surveys or interviews to collect the pertinent data. Examples of explanatory studies in which the researcher does not interact with the respondent include studies requiring data collection from already existing records and observational studies of people in their environment (e.g., repurchase intention). It makes an effort to explain why and how a circumstance and a phenomenon are related.

RESEARCH APPROACH:

A quantitative research approach was applied in this study. It is applied research by design. A quantitative research approach is supported by realist knowledge claims. The relationship between the independent and dependent variables has been discussed in this study. Quantitative research relies on the method of natural sciences that develop hard facts and numerical data. It establishes the cause-and-effect relationship between two variables using different statistical methods. Hyde (2000) outlined how quantitative research is based on behavioral studies' methodology, which produces precise information and statistical information. Using various methods of statistics like Spss and Smart PLS softwares.

Research design

Study design is correlational because the statistical concept of correlation describes how closely two variables move in accordance with one another. The relationship between repurchase intentions and Online Fresh food purchase intention is considered to have a positive correlation as they move in the same direction. They have a negative correlation if they travel in the opposite directions. Correlational study helps to discover or establish the existence of a relationship between two or more aspects of a situation. The correlational study, as defined by Fraenkel and Wallen (2009), assists in the discovery or confirmation of a causal connection among multiple elements of a hypothetical situation.



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SAMPLING TECHNIQUE:

We are using Convenience Sampling Technique which is a type of non-probability technique. We used the convenience research sample because it is convenient for gathering the data for our study. This approach was chosen for our report since it integrates data from known individuals within the fast population. Despite the high response rate, the findings can be applied to the entire target group because the information gathered using this method may be biased. This strategy is therefore useful for our research.

There are two alternative hypotheses of Convenience sampling techniques which are Directional hypothesis (one-tailed method) and non-directional hypothesis (two tailed method). The directional hypothesis specifies the direction to determine the relationship between variables and is derived from previous theories. We have used directional hypotheses in our study. Non-directional hypothesis does not predict the exact direction of the relationship between two variables. It is used when there is no theory involved and the finding denies the previous research.

Target Audience/Population:

As we are analyzing the repurchase intention of consumers towards buying fresh food online, so our target audience are those people who prefer online purchasing of fresh food. If we consider the demographics so we will target both genders male and female and the age range will be 18-50 above. The population of the survey are the Pakistani fresh food consumers.

Sample size

According to the recommendations made by Comrey and Lee (1992), Raza et al. (2015), Sharif and Raza (2017), a sample size of 50 is regarded to be poor, a sample of 300 is good, a sample size of 500 is regarded to be quite satisfactory, and a total sample of 1,000 is regarded to be an excellent sample with respect to factor analysis. The sample size of our study was 500 and we received responses from 425 respondents.

Statistical techniques

In this research the data were analyzed using the Statistical Package for the Social Sciences (SPSS) and Smart PLS software. SPSS Software is used for the descriptive analysis and through Smart PLS, we analyze the Partial Least Square-Structural Equation Modeling (PLS-SEM). Measurement and Structural Models are further subdivided in (PLS-SEM). By employing an ordinary least squares estimate strategy, PLS-SEM, which was developed by Wold (1982 & 1985) and Lohmoeller (1989), attempts to maximize the explained variance of dependent variables.

Following the data analysis, we tested the proposed model using the SPSS and PLS-SEM (partial least squares structural equation modeling) technique through the Smart PLS program. This method has already been utilized in various studies and is recommended for use in research on Repurchase intention.

Measurement Model:

Estimated framework properties include discriminant validity (by cross-loadings, correlation matrix, HTMT, and model/internal consistency reliability), convergent validity (through average variance extracted, individual item reliability, Cronbach's alpha, and composite reliability), and regression analysis (Path coefficient).

According to Straub's (1989) Cronbach's Alpha and Composite Reliability Method, all variables must be greater than 0.7. Churchill (1979) stated in his study that we should discard an item if the loading is less than 0.7 and that each item's dependability should have values more than 0.7.

Cross-loading analysis and AVE are discrimination-effective. Cross-loading analysis is used to display the maximum value in diagonal form.

The proposed technique by Fornell and Larcker (1981) states that values on the line and in its column should be relatively high. According to the Henseler et al. (2015) Heterotrait-Monotrait Ratio (HTMT) model, each item's variable must be less than 0.85 or 0.9 in order to match the requirements of their study.

Structural Model:

To ascertain the relationships between a dependent variable and one or more independent variables, regression analysis a group of statistical techniques is used. In a study by Ringle et al. (2014), all hypothesis variables were analyzed based on Path coefficient and β -Coeff values to determine whether the opinion is accepted or rejected. If β -Coeff's hypothesis is accurate, then there is a positive link; conversely, if β -Coeff's hypothesis is incorrect, then there is a negative association. Path coefficients are based on three criteria: each Path coefficient variable must have a significance that is less than 1%, 5%, or 10%. Path coefficients demonstrate the significance of a relationship.

According to our study the regression analysis will be done as our independent variables are delivery, product-in-hand, customer support, packaging, benefits, return and exchange and satisfaction with the dependent variable which is Repurchase Intention. It can be used to simulate

the foreseeable relationship between variables and evaluate the significance of the relationship between the variables.

Questionnaire and Measurement Instrument

The instrument used to collect the data for this study is a structured, closed-ended questionnaire based on the primary data collection approach, which suggests the researcher tried to acquire the data first directly from the study's target population or sample. An appropriate main data gathering strategy was required because this research is quantitative. It has also incorporated the secondary method of data gathering, which entails reading numerous articles on the subject at hand. A questionnaire with a strongly agree (1) to strongly disagree (5) Likert scale (5) was used to collect the data. A questionnaire was validated by industry experts. The survey was altered from earlier study.

The four items adopted for the variable "Delivery" from (Kumar and Anjaly, 2017 & Cao et al., 2018). "Product-in-hand" was measured through four items from the study of money (Kumar and Anjaly, 2017 & Yu et al., 2020). The four construct for "Benefits" were measured mainly from (Kumar and Anjaly, 2017). "Customer support" was measured through four items from the study of (Kumar and Anjaly, 2017 & Otim and Grover, 2006). "Packaging" was measured through four items by (Robertson, 2013 & Zheng et al., 2020). "Return and exchange" included four items and extracted from the study of (Kumar and Anjaly, 2017). The four constructs for the variable "customer satisfaction" has been adopted from (

). The four constructs for the variable "Repurchase Intention" has been adopted from (Rossiter 2002).

Ethical Consideration

The information will be collected by the respondent through a questionnaire. For the purpose of research study collected data should be confidential. No name of participants should be declared or disclosed. It is exclusively for the sake of fulfilling the research objective and it should not be used to harm the dignity of research respondents as well as it would always remain confidential.

CHAPTER 4 - DATA ANALYSIS & RESULT

3.1 : Data Analysis:

A statistical approach has been adopted for this study that was discovered by implementing the Smart-PLS software (Ringle et al. 2014). Structural Equation Modeling (SEM) was used to assess the study's hypotheses (Ringle et al. 2013).

Demographics:

TABLE 1: Respondents Profile (N=425)

Variables	Categories	Frequencies	Percentage(%)
Gender	Male	274	64.5
	Female	151	35.5
Age	18-25	304	71.5
	26-35	60	14.1
	36-45	42	9.9
	46-55	12	2.8
	55+	7	1.6

The total number of people who participated in this demographic profile is 425. According to the Data Analysis table, 35.5% of respondents were Female and 64.5% were male, making the distribution of genders equal. Furthermore, the demographic data of age shows the constructs in which 71.5% of respondents are between the ages of 18 and 25, 14.1% are between the ages of 26 and 35, 9.9% are between the ages of 36 and 45, 2.8% are between the ages of 46 and 55, and 1.6% are over the age of 55.

Measurement Model:

The measurement and structural model were analyzed using Smart PLS's partial least squares structural equation modeling (PLS-SEM) technique. In exploratory investigations, where theoretical studies are less defined and data normality is less necessary, PLS-SEM provides advantages (Hair et al., 2017). More emphasis is placed on forecasting important constructs and locating essential drivers. It is acceptable to utilize PLS-SEM in this study since it seeks to find important indicators of repurchase intention in the expanding fresh food online buying field. Furthermore, research has shown that it may be applied to online retail (Rose et al., 2012; Singh and Soderlund, 2020; Park et al., 2012).

This study adopted a Measurement model for the analysis of the data. Convergent validity was examined using average variance extracted (AVE) and composite reliability, and the constructs' reliability was assessed using Cronbach's Alpha. The results of the estimated variables for Cronbach alpha and composite reliability in the study by Pradhan and Jena (2017) were much higher than the required minimum value of 0.7 (Nunnally, 1978). Furthermore, the average variance extracted (AVE) measurement items meet the 0.5 minimum limit requirement (Hair et al. 2010). In order to determine whether discriminant validity had been attained, the square root of the average variance retrieved for each item was compared to the matched correlation values between the two hypotheses (Fornell & Larcker, 1981).

Each item surpasses the following criterion, as shown in Table 2. In order to evaluate scale reliability, all external components have loading values greater than 0.7 and Cronbach, composite reliability values that are also greater than 0.7. Because each variable's substantial effect is measured in the loadings portion, the conversion validity is guaranteed.

	Items	Loadings	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
BEN	BEN1	0.9	0.925	0.927	0.816
	BEN2	0.924			
	BEN3	0.898			
	BEN4	0.891			
CS	CS1	0.927	0.953	0.954	0.877
	CS2	0.937			
	CS3	0.94			
	CS4	0.941			
	CSAT1	0.899			
	CSAT2	0.915			
	CSAT3	0.926			

	CSAT4	0.905			
CSAT			0.932	0.933	0.831
DV	DV1	0.91	0.947	0.963	0.862
	DV2	0.937			
	DV3	0.947			
	DV4	0.919			
	PAC1	0.892			
	PAC2	0.928			
	PAC3	0.909			
	PAC4	0.885			
PAC			0.925	0.926	0.817
	PIH1	0.923			
	PIH2	0.937			
	PIH3	0.925			
	PIH4	0.911			
PIH			0.943	0.945	0.854
	RAE1	0.932			
	RAE2	0.93			
	RAE3	0.926			
	RAE4	0.915			
RAE			0.944	0.945	0.857
	RI1	0.911			
	RI2	0.936			
	RI3	0.934			0.855
	RI4	0.916			
RI			0.943	0.943	

The measurement model describes the connections between these elements and the associated variables. For the purpose of assessing the measurement model, reliability, convergent, and discriminant validities must be confirmed. Cronbach's alpha and composite reliability were used to assess the reliability of inner consistency. Since both Cronbach's Alpha and CR values were higher than the threshold of 0.7, Table 2 demonstrates, in accordance with Hair et al. (2017), that the reliability is confirmed. The outcomes of the variables BEN, CS, CSAT, DV, PAC, PIH, RAE, and RI are in accordance with the study's findings.

It is recommended to evaluate factor loadings and Average Variance Extracted (AVE) for convergent validity measurement. Hair et al. (2017) state the following. With factor loading values all above the recommended level of 0.7 and AVE values all above the threshold level of 0.5, the results in Table 2 show that both measures are ascertained. The values extrapolated from the study's findings meet the necessary standards.

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	BEN	CS	CSAT	DV	PAC	PIH	RAE	RI
BEN	0.903							
CS	0.577	0.936						
CSAT	0.566	0.623	0.911					
DV	0.491	0.475	0.498	0.928				
PAC	0.599	0.656	0.608	0.43	0.904			
PIH	0.595	0.649	0.61	0.591	0.543	0.924		
RAE	0.573	0.66	0.615	0.461	0.629	0.597	0.926	
RI	0.631	0.675	0.679	0.525	0.603	0.658	0.675	0.924

The Fornell and Larcker criterion chart evaluates the effectiveness of cross-loading analysis and AVE-based discrimination. Table 3 evaluates the correlation matrix's findings. According to Gefen & Straub (2005), "Discriminatory validity is shown when each measurement item correlates weakly with the other construct except for those to which it is theoretically related." We start by evaluating the Fornell-Larcker criterion, which Hair Jr et al.

(2017) believe to be more cautious. The cross-loading analysis is used to display a maximum of in the diagonal style. The suggested approach of Fornell and Larcker (1981) states that values on the line and in its column should be relatively high. No cross-loadings have increased over their individual loadings, and each construct's computed values will be marked.

	BEN	CS	CSAT	DV	PAC	PIH	RAE	RI
BEN1	0.9	0.515	0.514	0.446	0.533	0.543	0.507	0.56
BEN2	0.924	0.54	0.53	0.478	0.56	0.569	0.533	0.615
BEN3	0.898	0.523	0.496	0.414	0.529	0.518	0.488	0.547
BEN4	0.891	0.504	0.503	0.434	0.542	0.519	0.543	0.552
CS1	0.535	0.927	0.6	0.501	0.619	0.629	0.634	0.637
CS2	0.533	0.937	0.549	0.442	0.604	0.585	0.617	0.613
CS3	0.529	0.94	0.566	0.419	0.588	0.588	0.598	0.624
CS4	0.561	0.941	0.615	0.418	0.646	0.628	0.622	0.654
CSAT1	0.496	0.58	0.899	0.466	0.574	0.548	0.574	0.599
CSAT2	0.518	0.536	0.915	0.453	0.528	0.526	0.551	0.621
CSAT3	0.548	0.596	0.926	0.477	0.568	0.589	0.573	0.637
CSAT4	0.5	0.559	0.905	0.421	0.545	0.561	0.544	0.616
DV1	0.381	0.39	0.42	0.91	0.303	0.485	0.335	0.401
DV2	0.407	0.425	0.447	0.937	0.359	0.526	0.383	0.441
DV3	0.47	0.441	0.468	0.947	0.402	0.556	0.447	0.505
DV4	0.535	0.489	0.501	0.919	0.495	0.603	0.51	0.57
PAC1	0.528	0.594	0.574	0.409	0.892	0.499	0.54	0.542
PAC2	0.517	0.577	0.552	0.381	0.928	0.479	0.569	0.549
PAC3	0.582	0.623	0.55	0.392	0.909	0.501	0.592	0.563
PAC4	0.538	0.577	0.52	0.371	0.885	0.484	0.571	0.524
PIH1	0.507	0.588	0.564	0.594	0.461	0.923	0.52	0.578
PIH2	0.526	0.597	0.583	0.584	0.503	0.937	0.549	0.61
PIH3	0.574	0.592	0.539	0.514	0.5	0.925	0.553	0.591
PIH4	0.589	0.621	0.57	0.495	0.539	0.911	0.581	0.649

RAE1	0.535	0.637	0.591	0.468	0.601	0.596	0.932	0.643
RAE2	0.508	0.59	0.554	0.417	0.562	0.53	0.93	0.602
RAE3	0.518	0.599	0.562	0.413	0.563	0.551	0.926	0.62
REA4	0.56	0.616	0.569	0.405	0.6	0.531	0.915	0.631
RI1	0.558	0.605	0.636	0.527	0.553	0.602	0.607	0.911
RI2	0.579	0.622	0.629	0.486	0.571	0.597	0.616	0.936
RI3	0.569	0.641	0.633	0.47	0.553	0.624	0.615	0.934
RI4	0.625	0.629	0.611	0.461	0.552	0.61	0.656	0.916

Table 4 follows and demonstrates that every item meets the criteria of Gefen & Straub (2005) by having a large cross-loading difference of 0.1 and being heavily loaded with its ideal constructs relative to other elements.

	BEN	CS	CSAT	DV	PAC	PIH	RAE	RI
BEN								
CS	0.614							
CSAT	0.609	0.66						
DV	0.514	0.495	0.526					
PAC	0.647	0.698	0.654	0.448				
PIH	0.635	0.683	0.65	0.619	0.58			
RAE	0.613	0.695	0.655	0.476	0.672	0.631		
RI	0.674	0.712	0.724	0.546	0.645	0.696	0.714	

The outcomes for the HTMT ratio are shown in Table 5. Our analysis complies with the standards because all of the factors are less than 0.9. In contrast to the mean of the average correlations for the items assessing an identical model, the HTMT is defined by Hair et al. (2019) as the mean value of item correlations across constructs. HTMT is projected to be lower than 0.85 for conceptually separate structures and lower than 0.90 for related items, as mentioned by Hair et al. (2019). The outcomes show that the HTMT is much below the threshold (HTMT<0.85). Except for RI, the outcomes of the variables BEN, CS, CSAT, DV, PAC, PIH, and RAE meet the requirements.

Mainly the Regression Analysis (Path Coefficient) test is included in this model. To ascertain the relationships concerning a dependent variable and one or more independent variables, regression analysis is used. Next, the correlations and regressions (measurement models and structural model, respectively) are assessed to ascertain the significance of the relationships mentioned before.

4.2) Discussion of Results:

Regression Path	Path coefficients	Remarks
BEN -> RI	0.155	Supported
CS -> RI	0.17	Supported
CSAT -> RI	0.221	Supported
DV -> RI	0.068	Supported
PAC -> RI	0.03	Not Supported
PIH -> RI	0.144	Supported
RAE -> RI	0.201	Supported

***Significance level of P-value of our study is less than 1%**

H1a. Delivery has a positive and significant effect on Repurchase Intention.

Delivery has a positive and significant effect on repurchase intention supporting hypotheses. Consumer preferences for delivery qualities such as delivery fee, delivery time, and delivery reception were examined by Nguyen et al. (2019). The consumer segments (price, time, and value for money) and their settings (product kind, demographic information, and purchase frequency) were taken into account by the authors using conjoint evaluation. According to Nogueira et al. (2021) factors influencing repurchase intention include delivery time and shipping fee. Additionally, Buldeo Rai et al. (2019) assessed consumer preferences for last-mile deliveries in terms of delivery pricing, delivery duration, delivery reception, and repurchase intention. Delivery is widely acknowledged as an aspect impacting consumers' perceptions of the importance of their purchases, their pleasure, and their inclination to make repurchases (Hernández, Jiménez, & Martin, 2009). According to Demoulin and Djelassi (2013) and Lin, Wu, and Chang (2011), an especially major variable affecting consumers' propensity to repurchase fresh food online is delivery. Delivery on time can increase the repurchase intention regarding buying of fresh food online. According to Keeney (1999), the delivery of products and services can have an impact on all the fundamental objectives. Online buyers of fresh food also anticipate receiving a prompt response to their requests for speedy delivery, order revisions, order cancellations, returns, and refunds via online tracking (Lin, 2007). We justify the significant relationship between delivery and repurchase intention such as if delivery is made on time to consumer so they are more likely to get products fresh which will build their trust on that brand and they will definitely repurchase from them.

H2a. Product-in-hand has a positive and significant effect on Repurchase Intention.

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