

Impact of Customer Satisfaction on Repurchase: A Case Study of Branded Fresh Milk in Sultanate of Oman

Renjith Kumar Raveendran^{*}, Diana Fernandez

Business Studies Department, Nizwa College of Technology, Nizwa, Sultanate of Oman

Email address

cvrrkachu@gmail.com (R. K. Raveendran), dianafernandez.nim@gmail.com (D. Fernandez)

^{*}Corresponding author

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Abstract

The study explains the relationship between consumer satisfaction and repurchase of branded fresh milk brand in Sultanate of Oman. The objective is to find the correlation, percentage of variance and the impact of satisfaction on repurchase. A sample of 176 Omani households are selected for the study from Nizwa. There is a strongly positive correlation between the satisfaction of consumption of A'Safwah fresh milk and consumer's preference to buy in future (0.926). 52% variability to buy Almarai brand is influenced due to its satisfaction. 86% variability in future preference to buy A'Safwah brand is due to its satisfaction. 0.990 is the marginal effect of one unit of satisfaction of A'Safwah brand on future preference, which is greater than Almarai and Al Rawabi. The study concluded with proper suggestions for the brand marketers to improve their sales and market share.

Keywords

Consumer Satisfaction, Consumer Preference, Repurchase, Fresh Milk

1. Introduction

Customer satisfaction is created when a product or service provided by a company is able to meet or surpass customers expectation. Satisfaction is an outcome from buyer after purchase and use, comparison between the reward and cost of the purchase, in relation to the anticipated consequences [6]. High satisfaction among consumers have a positive impact on repurchase intentions [3]. There is a significant relationship between satisfaction and repurchase intentions, but does not ensure development of loyalty [7]. But satisfaction does not guarantee for the next purchase [4]. Customer satisfaction has a significant impact on brand loyalty for durable goods [1]. Companies focus on increasing satisfied customers because they have higher chances to repurchase the same product [35]. Establishing a direct link between repurchase and satisfaction ratings has not been easy for many organizations [21] and some researchers have demonstrated that this link can be weak [16, 17, 24, 27, 29].

Milk is one category of dairy products, and is a daily-consumed product characterized by relatively high purchase frequency, and on the other hand, their production and consumption is still low and insufficient in Oman. Though, the demand for powdered milk is high but the nutritive value of heat – labile elements in milk is ignored. Some nutrients are destroyed by heat and available only in raw form and some of the factors transmitted by milk are thermolabile. Therefore, the best milk from the nutritional stand point is “fresh milk” [26]. There are only three competing brands of fresh milk in Sultanate of Oman; Almarai (Saudi Arabia), Al Rawabi (UAE) and A'Safwah (Oman). An observation by the researchers among the leading shops in Nizwa also revealed that Almarai has more sales and the domestic brand is demanded less by the consumers. A study showed that 64% of Omanis use Almarai fresh milk brand, Al Rawabi is the most favourite brand for 11% of Omani consumers and Alsafwah is the favourite for 24% of Omani consumers [2]. The consumption frequency is regular for this product. The main

aim of this article is to examine the impact of customer satisfaction on repurchase of fresh milk brands. Moreover, previous studies are limited in this area of study in Sultanate of Oman and therefore the study is significant.

2. Literature Review

Longitudinal and cross-sectional satisfaction-repurchase studies have demonstrated that satisfied consumers are more likely to continue their relationship with a particular organization than dissatisfied ones [33]. This view is supported by a number of researchers [3, 8-12, 14, 15, 24, 21, 23, 30]. In contrast, despite the common view that satisfaction is linked to repurchase, few empirical studies can be found that relate satisfaction to actual repurchase behavior [22]. Establishing a direct link between repurchase and satisfaction ratings has not been easy for many organizations. In addition, the satisfaction-repurchase relationship can be affected by consumers' characteristics. A significant difference was observed in repurchase behavior, which was attributed to differences in consumer age, education, marital status, sex, and area of residency [21]. A number of factors complicate the satisfaction-loyalty-repurchase relationship. The problem exists that researchers do not consistently define loyalty across studies, which could be behavioral, attitudinal, or composite [31]. This creates a misunderstanding on how loyalty forms, and the strength of its relation to satisfaction and repurchase. Milk is a unique food item that needs to be available in the market without any shortage since it plays a key role in infant feeding and alleviating nutritional poverty in all other age groups [20]. It has been perceived as an important source of nutrients, especially calcium for good bone and teeth health [5, 34]. There are positive correlations between fresh milk consumption and the reduction of risk for coronary heart diseases and strokes [28, 19]. Fresh milk can also provide benefits in weight management [35]. The most important nutritional components of milk are proteins. Milk proteins contains 18 out of 22 essential amino acids that cannot be created by human body itself and that are inevitable for running of human body [13, 32].

3. Significance of the Study

This study attempts to summarize previously reported findings to explain the relationship between satisfaction and repurchase. Does satisfaction have strong relationships with repurchase? What is the strength and the direction of the relationships between satisfaction and repurchase of fresh milk brands in Oman? Therefore, this article will provide practitioners with an improved understanding of consumer satisfaction and repurchase behavior of fresh milk brands. Knowledge of consumers' satisfaction and repurchase

behavior will enhance the practitioner's ability to develop more effective marketing strategies in the future [18].

4. Research Methodology

The study area is in Nizwa, Sultanate of Oman. Three fresh milk brands are selected for the study: Al Rawabi, A'Safwah and Almarai. The respondents are the shoppers who visited Lulu Hypermarket and Grand Mall in Nizwa. This study includes all the Omani households residing in Nizwa. The total number of households in Nizwa is 8661 (Statistical Year Book, 2017). The primary data is collected with the help of a questionnaire. 176 respondents participated in this survey and samples are collected randomly. 43% of the respondents are males and 57% are females. 58% of the respondents are married and 42% are unmarried. 62% of the respondents are in the age group of 20 to 30 years and 24% of responses are from the age group of 30 to 40 years. 12% of the consumers are below the age of 20 years and 2% of the respondents are above the age of 40 years. 87% of the respondents use Almarai, 11% consume A'Safwah and the consumption of Al Rawabi is 2%. The period of study is from September 2018 to January 2019. Data analysis is done with the help of SPSS version 20. The satisfaction and preference to buy fresh milk brands are measured by using a five-point rating scale.

5. Objectives of the Study

1. To measure the correlation between satisfaction and future purchase of fresh milk brands.
2. To identify the percentage of variance of satisfaction on repurchase of fresh milk brands.
3. To determine the impact of satisfaction on repurchase of fresh milk brands.

6. Results and Discussion

6.1. Impact of Satisfaction of Al Rawabi Fresh Milk on Repurchase

Table 1. Descriptive Statistics.

	Mean	Std. Deviation	N
Preference to buy Al Rawabi	4.2500	.95743	4
Satisfaction of Al Rawabi	4.0000	1.15470	4

The descriptive statistics shows that the average satisfaction of consumption of Al Rawabi brand fresh milk is 4 with a standard deviation of 1.15. The average preference to buy Al Rawabi brand fresh milk in future is 4.25 with a standard deviation of 0.957. Future preference to buy Al Rawabi brand fresh milk is more than the satisfaction.

Table 2. Correlations.

		Preference to buy AlRawabi	Satisfaction of Al Rawabi
Pearson Correlation	Preference to buy Al Rawabi	1.000	.905
	Satisfaction of Al Rawabi	.905	1.000

		Preference to buy AlRawabi	Satisfaction of Al Rawabi
Sig. (1-tailed)	Preference to buy Al Rawabi	.	.048
	Satisfaction of Al Rawabi	.048	.
N	Preference to buy Al Rawabi	4	4
	Satisfaction of Al Rawabi	4	4

The correlation value is 0.905 that shows that there is a strongly positive correlation between the satisfaction of consumption of Al Rawabi fresh milk and consumer’s preference to buy in future.

Table 3. Model Summary.

0	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905 ^a	.818	.727	.50000

a. Predictors: (Constant), Satisfaction of Al Rawabi.

R-square is a goodness-of-fit measure for linear regression models. This statistic indicates the percentage of the variance in the dependent variable that the independent variables explain collectively. R-square is the percentage of the response variable variation that is explained by a linear model. It is always between 0 and 100%. R-square is a statistical measure of how close the data are to the fitted

regression line. It is also known as the coefficient of determination. The R square value in the model summary shows that 81.8% variability in future preference to buy Al Rawabi brand is accounted due to its satisfaction. Thus satisfaction of Al Rawabi milk users can cause 81.8% variance in future purchase. 18.2% of the variance in future preference of Al Rawabi brand milk is due to other factors.

Table 4. ANOVA^a.

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	2.250	1	2.250	9.000	.095 ^b
	Residual	.500	2	.250		
	Total	2.750	3			

a. Dependent Variable: Preference to buy Al Rawabi.

b. Predictors: (Constant), Satisfaction of Al Rawabi.

The ANOVA results in table 4 shows that the correlation of 0.905 is statistically insignificant. There is no statistically significant relationship between satisfaction of Al Rawabi fresh milk and future purchase of the brand. The F-value is 9.00 and the significance value is more than 0.05 (F, 210) = 9.00, p = 0.095). Hence the model is proved insignificant.

Table 5. Coefficients^a.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.250	1.031		1.213	.349
	Satisfaction of Al Rawabi	.750	.250	.905	3.000	.095

a. Dependent Variable: Preference to buy Al Rawabi.

The regression equation line, $y = a + bx$.

Preference to buy Al Rawabi milk = 1.250 + 0.750 (Satisfaction of Al Rawabi).

The standardized coefficient value Beta is the correlation between satisfaction and future preference to buy Al Rawabi milk. The correlation is not statistically significant. The significance value also determines that satisfaction of Al Rawabi milk is insignificant. The unstandardized B value is 1.250. This constant value 1.250 is the preference to buy Al Rawabi milk with zero satisfaction. 0.750 is the marginal effect of one unit of satisfaction of Al Rawabi brand on future preference. This means that if the satisfaction is increased by 1unit, the preference to buy Al Rawabi milk in future will increase by 0.75 points. The standardized coefficient Beta shows that for every one standard deviation increase in satisfaction, future preference of Al Rawabi brand

will increase by 0.905 standard deviation.

6.2. Impact of Satisfaction of Almarai Fresh Milk on Repurchase

Table 6. Descriptive Statistics.

	Mean	Std. Deviation	N
Preference of Almarai	4.1242	.78907	153
Satisfaction of Almarai	4.1373	.80344	153

The descriptive statistics shows that the average satisfaction of consumption of Almarai fresh milk is 4.13 with a standard deviation of 0.803. The average preference to buy Almarai brand fresh milk in future is 4.12 with a standard deviation of 0.789. The future preference to buy Almarai fresh milk is less than the satisfaction.

Table 7. Correlations.

		Preference of Almarai	Satisfaction of Almarai
Pearson Correlation	Preference of Almarai	1.000	.720
	Satisfaction of Almarai	.720	1.000
Sig. (1-tailed)	Preference of Almarai	.	.000
	Satisfaction of Almarai	.000	.
N	Preference of Almarai	153	153
	Satisfaction of Almarai	153	153

The correlation value is 0.720 that shows that there is a positive correlation between the satisfaction of consumption of Almarai fresh milk and consumer’s preference to buy in future.

Table 8. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 ^a	.519	.515	.54932

a. Predictors: (Constant), Satisfaction of Almarai.

The R square value in the model summary shows that 51.9% variability in future preference to buy Almarai brand is accounted due to its satisfaction. Thus, satisfaction of Almarai milk users can cause 51.9% variance on future purchase. It is concluded that 48% of the variance in future preference of Almarai brand milk is due to other factors.

Table 9. ANOVA^a.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.077	1	49.077	162.640	.000 ^b
	Residual	45.564	151	.302		
	Total	94.641	152			

a. Dependent Variable: Preference of Almarai.

b. Predictors: (Constant), Satisfaction of Almarai.

The ANOVA results in table 9 shows that the correlation of 0.720 is statistically significant. There is statistically significant relationship between satisfaction of Almarai fresh milk and future purchase of the brand. The F-value is 162.64 and the significance value is less than 0.05 (F, 210) = 162.64, p = 0.00). Hence the model is proved significant.

Table 10. Coefficients^a.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.198	.234		5.127	.000
	Satisfaction of Almarai	.707	.055	.720	12.753	.000

a. Dependent Variable: Preference of Almarai.

The model equation for Preference to buy Almarai milk = 1.198 + 0.707 (Satisfaction of Almarai).

The standardized coefficient value Beta is the correlation between satisfaction and future preference to buy Almarai milk. The correlation is statistically significant. The significance value also determines that satisfaction of Almarai milk is significant. The unstandardized B value is 1.198. This constant value 1.198 is the preference to buy Almarai milk with zero satisfaction. 0.707 is the marginal effect of one unit of satisfaction of Almarai brand on future preference. This implies that if the satisfaction is increased by 1unit, the preference to buy Almarai milk in future will increase by 0.70 points. The standardized coefficient Beta shows that for every one standard deviation increase in satisfaction, future preference of Almarai brand will increase by 0.720 standard deviation.

6.3. Impact of Satisfaction of A’Safwah Fresh Milk on Repurchase

Table 11. Descriptive Statistics.

	Mean	Std. Deviation	N
Preference of A’Safwah	4.1579	.83421	19
Satisfaction of A’Safwah	4.0526	.77986	19

The descriptive statistics shows that the average satisfaction of consumption of A’Safwah brand fresh milk is 4.05 with a standard deviation of 0.78. The average preference to buy A’Safwah brand fresh milk in future is 4.15 with a standard deviation of 0.83. Thus future preference to buy A’Safwah brand fresh milk is more than the satisfaction.

Table 12. Correlations.

		Preference of A'Safwah	Satisfaction of A'Safwah
Pearson Correlation	Preference of A'Safwah	1.000	.926
	Satisfaction of A'Safwah	.926	1.000
Sig. (1-tailed)	Preference of A'Safwah	.	.000
	Satisfaction of A'Safwah	.000	
N	Preference of A'Safwah	19	19
	Satisfaction of A'Safwah	19	19

The correlation value is 0.926 that shows that there is a strongly positive correlation between the satisfaction of consumption of A'Safwah fresh milk and consumer's preference to buy in future.

Table 13. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926 ^a	.857	.849	.32435

a. Predictors: (Constant), Satisfaction of A'Safwah.

The R square value in the model summary shows that 85.7% variability in future preference to buy A'Safwah brand is accounted due to its satisfaction. Thus satisfaction of A'Safwah milk users can cause 85.7% variance in future purchase. Only 14.3% of the variance in future preference of A'Safwah brand milk is due to other factors.

Table 14. ANOVA^a.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.738	1	10.738	102.067	.000 ^b
	Residual	1.788	17	.105		
	Total	12.526	18			

a. Dependent Variable: Preference of A'Safwah.

b. Predictors: (Constant), Satisfaction of A'Safwah.

The ANOVA results in table 14 shows that the correlation of 0.926 is statistically significant. There is statistically significant relationship between satisfaction of A'Safwah fresh milk and future purchase of the brand. The F-value is 102.06 and the significance value is less than 0.05 ($F(2, 10) = 102.06, p = 0.000$). Hence the model is proved as significant.

Table 15. Coefficients^a.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.144	.404		.357	.726
	Satisfaction of A'Safwah	.990	.098	.926	10.103	.000

a. Dependent Variable: Preference of A'Safwah.

The regression equation for Preference to buy A'Safwah milk = $0.144 + 0.990$ (Satisfaction of A'Safwah).

The standardized coefficient value Beta is the correlation between satisfaction and future preference to buy A'Safwah milk. The correlation is statistically significant. The significance value also determines that satisfaction of A'Safwah milk is significant. The unstandardized B value is 0.144. This constant value 0.144 is the preference to buy A'Safwah milk with zero satisfaction. 0.990 is the marginal effect of one unit of satisfaction of A'Safwah brand on future preference. This means that if the satisfaction is increased by 1 unit, the preference to buy A'Safwah milk in future will increase by 0.99 points. The standardized coefficient Beta shows that for every one standard deviation increase in satisfaction, future preference of A'Safwah brand will increase by 0.926 standard deviation.

7. Findings of the Study

1. There is a strongly positive correlation between the satisfaction of consumption of Al Rawabi fresh milk and consumer's preference to buy in future (0.905). The correlation between the satisfaction of consumption of Almarai fresh milk and consumer's preference to buy in future is 0.720 which is positive. There is a strongly positive correlation between the satisfaction of consumption of A'Safwah fresh milk and consumer's preference to buy in future (0.926).

2. The future purchase of the brands are influenced by many factors. 81.8% variability in future preference of Al Rawabi brand is due to its satisfaction. 51.9% variability to buy Almarai brand is influenced due to its satisfaction. 85.7% variability in future preference to buy A'Safwah

brand is due to its satisfaction. It is clear that satisfaction of A'Safwah brand has influenced the consumers more to buy in future. For Al Rawabi brand also, satisfaction has influenced the consumers more for future purchase. For Almarai, the impact of satisfaction on future purchase preference is the least. The future preference for Almarai fresh milk is due to other factors among those is the brand image of the product.

3. The marginal effect of one unit of satisfaction of Al Rawabi brand on future preference is 0.750. If the satisfaction is increased by 1 unit, the preference to buy Al Rawabi milk in future will increase by 0.75 points. 0.707 is the marginal effect of one unit of satisfaction of Almarai brand on future preference. Therefore, if the satisfaction is increased by 1 unit, the preference to buy Almarai milk in future will increase by 0.70 points. 0.990 is the marginal effect of one unit of satisfaction of A'Safwah brand on future preference. So, if the satisfaction is increased by 1 unit, the preference to buy A'Safwah milk in future will increase by 0.99 points.

8. Suggestions and Conclusion

Based on the above findings, it is recommended that A'Safwah fresh milk, which is local brand, may increase its market share by adopting strategies so as to make its distribution channels effective. Even though satisfaction has influenced the future preference of consumers for the product, the problem of divided demand persists. This could be solved by adopting proper and effective distribution strategies. This can help in creating awareness and impact on potential consumers, thereby improving the brand image which finally contributes towards future purchase preference. The study concludes that among the branded fresh milks in Sultanate of Oman, the correlation between satisfaction of consumption and future purchase preference is maximum for A'Safwah brand. 86% of the variability in future purchase to buy A'Safwah milk is due to its satisfaction. Hence, with effective marketing and distribution strategies the market share for the product can be increased to a great extent.

9. Future Direction of Research

This study gives a lead for research practitioners to address all related variables that affect future purchase. Future longitudinal studies may be directed towards analyzing the impact of other independent variables on future purchase preference of fresh milk brands. The relationship and impact of distribution strategies on future purchase preference and market share can also be addressed.

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