

## A Study on Exploring Key Factors of Customer Repurchase Intention with reference to Retail Chain Stores in Jamshedpur

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### Abstract

This study investigates the important factors influencing consumer repurchase intentions in retail chain stores in Jamshedpur. A structured questionnaire was used to obtain data from a sample size of 210 respondents. The acquired data was analyzed using SPSS 17.0, Smart PLS 4 software and relevant statistical tools. The findings revealed that two factors, store image and satisfaction has significant impact of on repurchase intention in the context of Retail Chain Stores in Jamshedpur although perceived value is not statistically significant. The study provides significant information for retail managers looking to increase client retention in a competitive industry.

**Keywords:** Store image, satisfaction, perceived value, repurchase intention

### 1. Introduction

Customer repurchase intention has become a primary emphasis in today's retail market, as organizations attempt to develop long-term connections with their customers. The notion relates to a customer's chance of returning to a specific retail business or chain for future purchases. Understanding this purpose is critical for retail chains, particularly in competitive marketplaces, because it directly affects consumer loyalty, market share, and total profitability. Retail chains in metropolitan locations such as Jamshedpur are particularly interested in identifying the elements that impact repurchase intention as customer expectations change and more alternatives become accessible to shoppers. As the retail scene in Jamshedpur transforms with the rise of organized retail, it is critical to investigate the underlying reasons that inspire customers to return to the same establishments regularly.

Store image is an important aspect in determining repurchase intention. shop image refers to a customer's entire view and impression of a retail outlet, which is generated by a combination of tangible and intangible characteristics such as shop look, environment, staff conduct, and branding initiatives. A favorable store image may instill trust and emotional attachment in customers, making them more likely to pick that store over competitors. In Jamshedpur, where the retail industry is growing and diversifying, retail chains' ability to create a strong and positive image is critical for acquiring and maintaining consumers. When determining where to purchase on a regular basis, consumers sometimes rely on their perceptions of a store's reputation, dependability, and value alignment. Perceived value is another important component in repurchase intention. It refers to a consumer's assessment of the advantages obtained by shopping at a store in comparison to the expenses spent, which include money, time, effort, and other sacrifices. Customers are more likely to return to retail chains that provide more perceived value, such as competitive price, high-quality items, and additional services. In Jamshedpur's retail industry, where customers are growing more price-sensitive and quality-conscious, perceived value plays a critical role in driving purchasing

behavior. Customers consider not just the monetary cost, but also convenience, product variety, and overall shopping experience when making repurchase selections. As a result, retail chains must continually improve the value they deliver in order to remain relevant and competitive. Customer satisfaction is closely related to perceived value since it relates to how well a customer's expectations of a store are fulfilled or surpassed. Product quality, service delivery, store atmosphere, and post-purchase assistance are all factors that contribute to customer satisfaction during the shopping experience. Satisfied consumers have a positive attitude toward the retailer, which frequently leads to loyalty and a higher possibility of repurchase. The importance of pleasure in developing long-term customer connections is widely known across the world, but it is especially important in expanding metropolitan areas like Jamshedpur, where organized retail is still gaining traction and people are looking for new shopping options. Retailers who regularly please their consumers should expect higher retention rates and favorable word-of-mouth advertising in the neighborhood. The interaction of shop image, perceived value, and customer pleasure provides a fundamental paradigm for understanding repurchase intention. These factors are interconnected and impact a customer's choice to return to a retail chain. A positive store image improves perceived value and satisfaction by establishing positive expectations and providing a friendly shopping atmosphere. Similarly, great perceived value and pleasure contribute to the store's image as a desirable location to shop. This synergy is especially important in competitive retail areas like Jamshedpur, where customers have a variety of alternatives and may simply transfer from one shop to another if their demands are not addressed. Repurchase intention is a behavioral intention that reflects a customer's intentional decision to continue buying at a specific retailer. It is a reliable predictor of actual repurchase behavior and a sign of consumer loyalty. Understanding what motivates repurchase intention allows retail managers to create tailored initiatives that encourage repeat visits and purchases, which are generally less expensive than attracting new consumers. Fostering repurchase intention is critical in the context of Jamshedpur retail chains, given the expanding number of both traditional retail outlets and new entrants like as internet merchants and specialized stores. To ensure that consumers return to their stores in the face of such competition, businesses must first understand the elements that influence repurchase choices. Jamshedpur is a unique case study for investigating these aspects due to its socioeconomic variety and stage of retail development. The city is home to a diverse range of customers from various economic categories, educational backgrounds, and cultural settings, each of whom interacts with retail businesses in unique ways. Retail chains must meet varied expectations and tastes while keeping a uniform shop image and providing perceived value and pleasure throughout their locations. This complication makes the research of repurchase intention in Jamshedpur more important, since the findings can provide insights into customer loyalty in other Tier 2 cities experiencing retail modernization. The significance of consumer repurchase intention goes beyond the immediate sales results. It has an influence on retail chains' total brand equity by creating a devoted consumer base that promotes long-term company success. Customers with strong repurchase intentions are also more likely to become shop champions, encouraging others through recommendations and favorable reviews. This is especially important in places like Jamshedpur, where community networks and word-of-mouth influence customer behavior. Retail chains that effectively manage shop image, perceived value, and customer happiness can use these advantages to strengthen their competitive position. In the larger retail business environment, the emphasis on repurchase intention is consistent with new marketing paradigms that prioritize customer-centric methods. Retailers worldwide are

shifting away from transactional models and toward relationship marketing, with the objective of encouraging continuing involvement and loyalty. This relationship-building process relies heavily on store image, perceived value, and customer happiness. By incorporating these principles into their marketing and operational strategies, retail chains in Jamshedpur may better fulfill their customers' changing needs. Rapid urbanization, changing customer lives, and technology improvements all complicate retail chains' efforts to build strong repurchase intention. As customers grow more knowledgeable and picky, their expectations of retail shops rise. Chains must not only deliver high-quality items, but also offer enticing retail environments, efficient services, and consistent brand experiences. Addressing these issues necessitates a thorough understanding of how store image, perceived value, and satisfaction affect repurchase intention in the local environment. The study of these elements is especially important, considering the growing prevalence of digital technology and e-commerce in places such as Jamshedpur. While internet shopping is convenient and diverse, many customers still prefer the tactile experience and social connection offered by conventional retail establishments. Retail chains that can combine the best of both offline and online shopping experiences while maintaining a strong store image and providing value and happiness have a higher chance of retaining consumers. As a result, understanding repurchase intention in this hybrid retail environment is crucial. Furthermore, the competitive environment in Jamshedpur comprises both well-known local stores and national chains, all competing for client loyalty. This competition encourages innovation in customer interaction tactics while emphasizing the need of continually maintaining retail appearance, perceived value, and satisfaction. Retail businesses that fail to address these issues risk losing consumers to competitors that better understand and meet consumer expectations. The research of repurchase intention also helps retail chains allocate their resources more effectively. Identifying the primary causes of repurchase behavior allows managers to focus expenditures in areas that improve consumer loyalty, such as shop atmosphere, staff training, pricing tactics, and customer service. This concentrated strategy optimizes marketing resources and operational efforts, resulting in increased business success. Overall, consumer repurchase intention remains an important area of study and practice in retail management. The dynamic retail environment in Jamshedpur, which is marked by expansion, competition, and shifting customer preferences, provides a significant backdrop for investigating the effects of shop appearance, perceived value, and satisfaction on repurchase choices. This general understanding lays the foundation for more detailed inquiries into how these factors operate in specific retail settings, ultimately assisting retail chains in crafting strategies that drive repeat business and foster sustainable growth.

## **2. Review of Literature**

### **2.1 Repurchase Intention**

Favorable behavioral intentions are usually associated with consumer conative loyalty. Customer loyalty is an essential aim in the consumer marketing world since it is an indicator of a company's long-term viability. For decades, marketers have focused on generating committed repeat shoppers since maintaining clients needs fewer marketing efforts than recruiting new ones (Knox and Walker, 2001). There is substantial dispute in the research about how satisfaction affects repurchase intentions and loyalty. Many studies have established a direct correlation (e.g., Cronin and Taylor, 1992; Oliver et al., 1997), while others argue that trust is the most important predictor of repurchase intentions (e.g., Doney and Cannon, 1997). The topic has definitely not been settled, since Ranaweera and Prabhu

(2003) discovered that both trust and satisfaction had a large beneficial influence on customer retention. Finally, Delgado-Ballester et al. (2003) show that satisfaction influences loyalty both directly and indirectly through trust.

## 2.2 Store Image

Kotler (2001) defines image as "the set of beliefs, ideas, and impressions that a person holds regarding an object" (p. 273). Overall, image may provide value by assisting customers in processing information, defining the brand, creating reasons to buy, eliciting good emotions, and providing a foundation for expansions (Aaker, 1991). Furthermore, various empirical studies have indicated that a positive image (i.e., brand, store/retail) will lead to loyalty (e.g., Koo, 2003; Kandampully & Suhartanto, 2000; Nguyen & LeBlanc, 1998). Brand image theories provide the theoretical underpinnings for store images. Brand reputation is characterized by "the consumer's perceptions of the brand's tangible and intangible associations (Faircloth et al., 2001, p. 64)." Kim and Jin (2001) conducted the most recent study on discount retailers in Korea, identifying and comparing six image dimensions between local and multinational discount retailers: merchandising, service convenience, facility convenience, congestion, clean and spacious atmosphere, price competitiveness, and fashion goods. The whole image of the shop, including environment, personnel service, after-sales support, and merchandising, influenced attitude, loyalty, and consumer revisit intention. (Dong Mo-Koo, 2003). Nguyen, N., and LeBlanc, G. (1998) claimed that a positive image is greatly influenced by value, which in turn influences consumer loyalty to service organizations. Individuals perceive an organization's actions and accomplishments as an image that is comparatively constant, long-term, and combined, and this image tends consumers to consume products and services from this organization and be more dedicated to those retailers with a positive image (Gioia et al., cited in Ou et al., 2006).

## 2.3 Perceived Value

The definition of perceived value is "the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given." Lovelock (2000) describes a tradeoff between perceived advantages and costs. Recent studies indicate that perceived value may be a greater predictor of repurchase intentions than satisfaction or quality (Cronin et al., 2000; Oh, 2000). According to previous research, perceived quality and monetary price are the two primary predictors of perceived value of tourism services (Duman & Mattila, 2005), and perceived value is an important predictor of satisfaction and behavioral intentions (Cronin et al., 2000; Dodds, Monroe, & Grewal, 1991; McDougall & Levesque, 2000). Perceived value for money is determined by perceived relative pricing and sales promotion perceptions, as well as, to a lesser extent, service and goods quality perceptions. (Sirohi, 1998) Grewal and Krisnan (1998) discovered that price reductions, internal reference prices, and brand perceived quality had a substantial impact on perceived value. Perceived value and store image had a beneficial impact on purchase intentions.

## 2.4 Satisfaction

Consumer happiness has been regarded as one of the most essential constructs and primary goals in marketing. Satisfaction is important in marketing since it accurately predicts purchase behavior (repurchase, purchase intentions, brand choice, and switching behavior) (McQuitty et al., 2000). Satisfaction is the perceived difference between past expectations and observed performance after consumption; when performance departs from expectation,

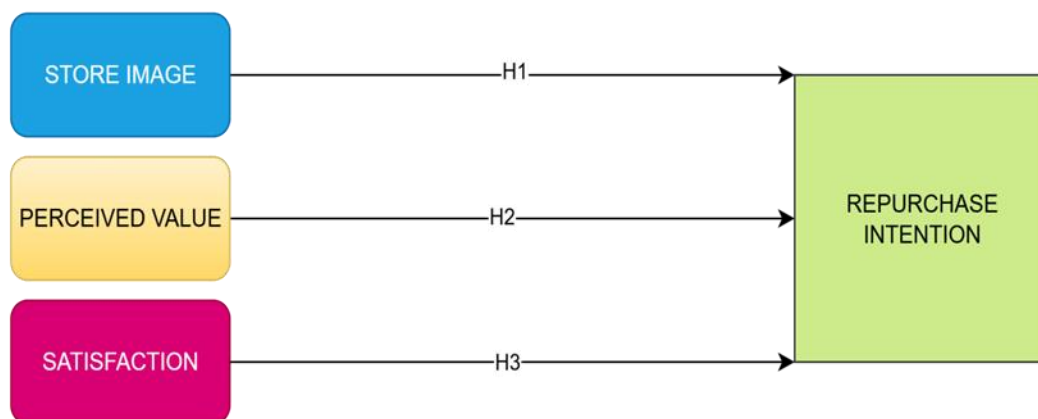
dissatisfaction occurs (Oliver, 1980). It is defined as the extent to which one feels that an event elicits happy emotions (Rust & Oliver, 1994). Previous research has suggested that perceptions of service quality and value affect satisfaction, which in turn affects loyalty and post-behaviors (Bignie, Sanchez, & Sanchez, 2001; Chen, 2008; Chen & Tsai, 2007; Choi & Chu 2001; De Rojas & Camarero, 2008; Oliver, 1980; Petrick & Backman, 2002; Tam, 2000). Caruana (2002) defines client fulfillment as "a post purchase, global affective summary response, that may be of different intensities, occurring when customers are questioned and undertaken relative to the retail (banking) services offered by competitors(p. 816)" . It has been proposed that satisfaction has a direct impact on repurchase intentions (Reichheld and Teal, 1996).

### 2.5. Relationships among variables

As previously said, knowing the drivers of client loyalty may help managers focus on the key variables that contribute to customer retention. Many research have investigated the causes of recurrent purchase intentions. Previous research has also established causal relationships between customer perceptions of service quality, satisfaction, value, and behavioral intentions (Athanasopoulos, 2000; Baker & Crompton, 2000; Chen, 2008; Chen & Tsai, 2007; Cronin et al., 2000; Petrick & Backman, 2002; Rust & Oliver, 1994; Zeithaml, Berry, & Parasuraman, 1996; Chen, C. F., & Chen, F. S. (2010).). Store image, perceived value, and pleasure have all been demonstrated to be good predictors of store loyalty (dom). -Koo; Ryu, K., Han, H., and Kim, T. H. (2008) According to previous research, perceived value has a positive influence on overall satisfaction (Cronin et al., 2000; Petrick & Backman, 2002), and both satisfaction and perceived value appear to be direct predictors of behavioral intentions (Cronin et al., 2000; Dodds et al., 1991; McDougall & Levesque, 2000; Petrick & Backman, 2002; Tam, 2000). Based on previous research, a conceptual relationship model for this study is presented (see Figure No. 1), with three assumptions as follows.

### 3. Conceptual Framework

To guide the inquiry, the researcher created a conceptual framework based on the insights gained from the literature review. While the literature survey explored a variety of theories and concerns relevant to the study, the following concepts were chosen to serve as the foundation for the examination of the research problem. These included store image, perceived value, satisfaction, and repurchase intention. According to (Ticehurst and Veal, 2000), a conceptual framework indicates how the researcher views the concepts involved in a study, particularly the relationships between concepts.



### Figure No. 1: Conceptual Framework

#### 4. Purpose of the Study

Shopping at retail outlets is getting increasingly popular in Jamshedpur. Customers are more interested in going to a retail location for a wide range of items rather than visiting many local grocery stores. The number of retail outlets and branches is increasing significantly. Customers now have the option of choosing a retail shop. To gain new markets and maintain long-term growth in both market share and sales, the retail industry is attempting to develop consumer loyalty. The study will look at how store image, perceived value, and satisfaction impact a customer's repurchase intention in Retail Chain Stores in Jamshedpur.

#### 5. Objectives of the Study

1. To study the demographic profile of the respondents in the context of Retail Chain Stores in Jamshedpur.
2. To explore key factors of customer repurchase intention in the context of Retail Chain Stores in Jamshedpur.
3. To examine the impact of perceived value, store image and satisfaction on repurchase intention in the context of Retail Chain Stores in Jamshedpur.

#### 6. Hypotheses

H1: There is a significant impact of store image on repurchase intention in the context of Retail Chain Stores in Jamshedpur.

H2: There is a significant impact of perceived value on repurchase intention in the context of Retail Chain Stores in Jamshedpur.

H3: There is a significant impact of satisfaction on repurchase intention in the context of Retail Chain Stores in Jamshedpur.

#### 7. Research Methodology

Instrument	Description
Research Design	Descriptive
Study Population	Consumer of retail chain stores in Jamshedpur
Method of Sampling	Non Probability Convenience Sampling
Sample Size	210
Data Collection	Primary as well as Secondary
Survey Instrument	Structured Questionnaire
Statistical Software Used	SPSS 17.0, Smart PLS 4

#### 8. Data Analysis

Table No. 1: AGE \* GENDER Cross tabulation

	GENDER			Total
		MALE	FEMALE	
AGE (In Years)	Upto 19	11	15	26
	20-39	50	25	75
	40-59	17	40	57
	60 or Above	32	20	52
Total		110	100	210

Source: Computed Primary Data

Among 210 respondents, 110 are male and 100 are female. Among the 110 male respondents, 11 are aged up to 19 years, 50 are in the 20–39 age group, 17 belong to the 40–59 group, and 32 are aged 60 or above. Among the 100 female respondents, 15 are up to 19 years old, 25 are in the 20–39 group, 40 fall within the 40–59 age group, and 20 are aged 60 or above. The majority of male respondents are in the 20–39 age range, while most female respondents are in the 40–59 age range.

**Table No. 2: Outer Loadings - Matrix**

INDICATORS	PERCEIVED VALUE	REPURCHASE INTENTION	SATISFACTION	STORE IMAGE
PV1	0.822			
PV2	0.849			
PV3	0.881			
PV4	0.882			
PV5	0.893			
PV6	0.894			
PV7	0.683			
RI1		0.833		
RI2		0.813		
RI3		0.820		
RI4		0.778		
SAT1			0.850	
SAT2			0.885	
SAT3			0.883	
SAT4			0.907	
SAT5			0.876	
SAT6			0.834	
SAT7			0.829	
SI1				0.756
SI2				0.869
SI3				0.787
SI4				0.801
SI5				0.809
SI6				0.818
SI7				0.754

**Source:** Computed Primary Data

The outer loadings matrix depicts the relationships between observable elements and their corresponding latent constructs: perceived value, repurchase intention, satisfaction, and store image. High outer loadings suggest that the items are highly related with the construct being measured, which confirms the measurement model's reliability and validity.

All seven elements under Perceived Value (PV1-PV7) show high loadings ranging from 0.683 to 0.894, with the majority above the usually recognized criterion of 0.70. This shows that these items accurately represent the Perceived Value construct.

The four items evaluating Repurchase Intention (RI1-RI4) similarly have high outer loadings ranging from 0.778 to 0.833, indicating that they are strong predictors of consumer intention to repurchase.

Satisfaction is assessed using seven items (SAT1-SAT7), all of which have good loadings ranging from 0.829 to 0.907, indicating a very high link with the underlying satisfaction concept.

Similarly, seven items (SI1-SI7) have loadings ranging from 0.754 to 0.869, demonstrating that the Store Image dimension is well-measured and consistent.

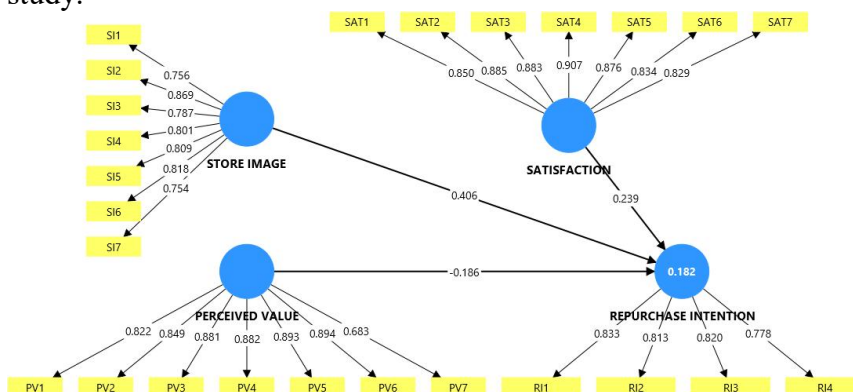
Overall, the outer loading matrix supports each construct's convergent validity, since all items load strongly on their respective components with low cross-loadings, making the model acceptable for additional structural equation modeling or PLS-SEM analyses.

**Table No. 3: Construct Reliability and Validity - Overview**

Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
0.937	0.994	0.946	0.716
0.828	0.835	0.885	0.658
0.945	0.951	0.955	0.751
0.906	0.910	0.925	0.640

Source: Computed Primary Data

Based on the values, the constructions are very reliable and valid. All Cronbach's alpha values (0.828 to 0.945) above the acceptable threshold of 0.70, suggesting that the measuring items are internally consistent. Similarly, the composite reliability values (rho\_a and rho\_c) are consistently more than 0.80, indicating the constructs' dependability. The Average Variance Extracted (AVE) values, which ranged from 0.640 to 0.751, exceeded the minimal requirement of 0.50, indicating excellent convergent validity. These findings validate the measuring model's reliability and validity, and the constructs are suitable for future structural study.



**Figure No. 2: Graphical Output 1**



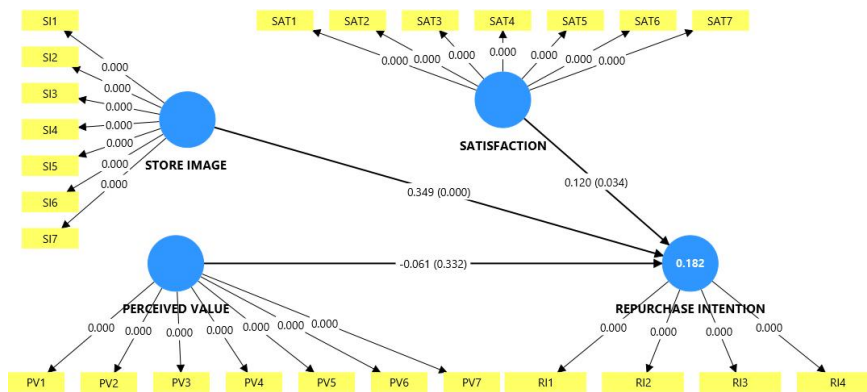


Figure No. 3: Graphical Output 2

Table No. 4: Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
PERCEIVED VALUE -> REPURCHASE INTENTION	-0.061	-0.077	0.063	0.969	0.332
SATISFACTION -> REPURCHASE INTENTION	0.120	0.128	0.056	2.126	0.034
STORE IMAGE -> REPURCHASE INTENTION	0.349	0.351	0.063	5.515	0.000

Source: Computed Primary Data

The path coefficient from Perceived Value to Repurchase Intention is -0.061 with a t-statistic of 0.969 and a p-value of 0.332, indicating that this relationship is not statistically significant. Satisfaction has a positive effect on Repurchase Intention, with a path coefficient of 0.120, a t-statistic of 2.126, and a p-value of 0.034, showing a statistically significant relationship. Store Image shows a strong positive influence on Repurchase Intention, with a path coefficient of 0.349, a t-statistic of 5.515, and a p-value of 0.000, indicating a highly significant effect.

### 9. Conclusion:

This study was carried out to investigate the important elements that impact consumer repurchase intention in retail chain stores in Jamshedpur. The links between perceived value, customer happiness, store image, and repurchase intention were investigated with structural equation modeling. The findings indicated significant disparities in the influence of each component on repurchase behavior.

Among the variables tested, shop image proved to be the most influential in predicting repurchase intention. With a path coefficient of 0.349, a t-statistic of 5.515, and a p-value of 0.000, the shop image had a very significant and favorable impact. This research implies that

customers are more likely to return to retail chain stores that have a strong, positive image in terms of atmosphere, layout, brand reputation, and service consistency.

Customer satisfaction had a statistically significant but moderate effect on repurchase intention. The route coefficient of 0.120 and the p-value of 0.034 suggest that happy consumers are more likely to return to a shop. This emphasizes the need of continually meeting or surpassing client expectations in order to encourage repeat purchase behavior.

On the other side, perceived value had a negative and statistically insignificant connection with repurchase intention, with a path coefficient of -0.061 and a p-value of 0.332. This suggests that, in the context of Jamshedpur's retail chain shops, perceived value may not be a significant predictor of whether customers opt to repurchase. It's likely that customers care more about their experience and the store's overall image than the value offer itself.

The findings of this study have practical relevance for retail managers and marketers. To increase customer loyalty and generate repeat purchases, greater emphasis should be placed on developing and maintaining a good shop image. This involves enhancing shop appearance, offering high-quality service, and promoting a favorable brand image. At the same time, guaranteeing customer satisfaction through consistent service delivery and meeting customer demands is critical.

Although perceived value did not have a substantial effect on repurchase intention in this study, it should not be neglected. Retailers should continue to evaluate how customers perceive value, since its impact may differ across categories or market situations.

In conclusion, this study demonstrates that shop image and satisfaction are important factors of repurchase intention in Jamshedpur's retail sector. Retailers seeking long-term success should emphasize these areas to build customer loyalty, enhance retention, and maintain a competitive edge. Future study might look at additional contributing elements or demographic variations to acquire a better understanding of customer behavior in regional marketplaces.

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