THE ROLE OF PAST EXPERIENCE, SATISFACTION AND TRUST IN SHAPING REPURCHASE INTENTION OF ORGANIC VEGETABLES

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KEYWORDS

organic vegetables; repurchase intention; Satisfaction theory; consumer buying behaviour; repeat purchase

ABSTRACT

With the growing awareness of health and eco-friendly advantages, the demand for organic vegetables is increasing. But loyalty and repeat purchases prove difficult for organic producers and retailers to achieve. The purpose of this study is to investigate the influence of past experience, satisfaction, and trust on repurchase intention of organic vegetable consumers. Using data collected from 210 consumers via a structured questionnaire, the study utilizes structural equation modelling (SEM) to examine the relationships among these factors. Data were analysed using Smart PLS 3.2.9. The results indicate that positive prior experience plays a strong role in driving satisfaction and trust which in turn influences repurchase intention. Therefore the most important predictor is satisfaction, whereas trust is an influencer of customer confidence and long-term loyalty. Study points out key to delivering consistent quality, being transparent for building trust & ensuring maximum customer satisfaction leads to repeat purchases. Marketers, policymakers and other stakeholders in the organic food industry who want to increase market sustainability and foster consumer loyalty will find these insights to be helpful.

1. Introduction

As demand for organic food grows, food companies are introducing new products to gain a competitive advantage (Meredith & Willer, 2016). Producing organic food can be part of a company's proactive marketing strategy to attract wellness- and environmentally conscious consumers. The increasing awareness of environmental sustainability and health consciousness has led to a growing preference for organic food products worldwide (Gillani & Kutaula, 2018). Consumers are becoming more cautious about the long-term effects of conventional food production, particularly regarding the use of synthetic chemicals, pesticides, and genetically modified organisms (Bourguet & Guillemaud, 2016). As a result, organic food consumption has gained significant traction as a healthier and more sustainable alternative (Hansmann, Baur & Binder, 2020). However, despite the rising popularity of organic foods, repurchase behavior remains a key challenge, as many consumers hesitate to continue purchasing organic products due to factors such as high price, availability, and trust in organic certification (Home et al., 2019; Xu et al., 2018). This study aims to investigate the role of past experience, satisfaction, and trust in shaping consumers' repurchase intention of organic vegetables, contributing to the existing literature on sustainable consumer behavior.

In the context of organic vegetables, consumer satisfaction is shaped by multiple factors, including taste, freshness, availability, price, and certification authenticity (Rana & Paul,

2020). Trust in organic labeling and certification further reinforces consumer confidence, reducing perceived risks associated with organic food consumption (Ghosh, Datta, & Barai, 2016). According to egoism theory of ethics, consumers prioritize their self-interest, which in this case manifests as the desire for healthier food options that provide nutritional benefits (Bourguet & Guillemaud, 2016). Therefore, satisfaction with organic vegetables leads to higher trust, strengthening the likelihood of repurchase.

While prior studies have explored consumer motives for organic food consumption (Chakrabarti, 2010; Yadav, Singh, & Srivastava, 2019), research on repurchase behavior remains limited. Existing literature primarily focuses on purchase intention rather than the post-consumption phase (Singh & Verma, 2017). Additionally, most studies have concentrated on organic food in general, with limited focus on organic vegetables specifically (Tuck, McKenzie, & McCoy, 2014). Given that organic vegetables are perishable and require frequent repurchase, understanding the factors influencing repeat purchase behavior is essential. The primary objective of this study is to examine the role of past experience, satisfaction, and trust in shaping repurchase intention of organic vegetables and also to find out the mediating role of trust and satisfaction between past experience and repurchase intention towards organic vegetables.

2. Literature Review and Hypotheses Development

2.1. Theoretical Background

This study integrates TPB (Ajzen, 1991) and Satisfaction Theory (Oliver, 1980) to explain the role of past experience, satisfaction, and trust in shaping repurchase intention of organic vegetables. While TPB provides a strong behavioral framework, Satisfaction Theory explains post-consumption evaluations influencing future buying behavior.

According to TPB, a consumer with a positive attitude, strong social influence, and high perceived behavioral control is more likely to repurchase organic vegetables (Mont & Plepys, 2008). In this study, we extend TPB by integrating past experience and trust as additional determinants of repurchase behavior, as previous research suggests that trust is crucial in organic food decisions (Hansmann, Baur, & Binder, 2020). Oliver's Satisfaction Theory (1980), also known as the Expectation-Disconfirmation Theory (EDT), posits that consumer satisfaction arises from the comparison between pre-purchase expectations and actual product performance (Oliver, 1980). If the organic vegetables meet or exceed expectations, positive disconfirmation occurs, leading to satisfaction and increased repurchase intention. Conversely, if the product fails to meet expectations, negative disconfirmation leads to dissatisfaction, reducing repurchase likelihood. Satisfaction is a key predictor of trust and repurchase intention in organic food studies (Jäger & Weber, 2020). Consumers with positive past experiences with organic vegetables are more likely to be satisfied, which strengthens their trust in organic certification and labeling, reinforcing their repurchase behavior (Ghosh, Datta, & Barai, 2016).

2.2. Hypotheses Development

2.2.1 Past Experience

A prior encounter significantly influences customer behavior, especially regarding repurchase intentions. Barlow and Maul (2000) argue that emotional value enhances consumer loyalty. In the organic food industry, trust is largely shaped by past interactions with the product, as noted by Chen et al. (2010), who suggest that positive experiences build trust and loyalty. Nalchy et al. (2012) highlight that past experiences with foreign brands influence spending behavior, with favorable interactions leading to higher purchase likelihood. Tian et al. (2022) show that satisfaction from past encounters with organic tea increases repurchase intention. Suh et al. (2015) emphasize that organic food choices are influenced by prior experience, and Smith and Paladino (2010) note that consumer motivation is rooted in past experiences. Collectively, this research demonstrates a strong connection between past experiences, trust, and repurchase intentions in the organic products market. This leads to the following hypothesis:

H1: Past experience has a positive effect on the repurchase intention of organic vegetables.

H2: Past experience has a positive effect on the satisfaction of organic vegetables.

H3: Past experience has a positive effect on the Trust of organic vegetables.

2.2.2 Satisfaction

Satisfaction is one of the most important issues that should also be considered in the context of organic food consumption (Sandalidou, Baourakis, & Siskos, 2002). Past research revealed that overall satisfaction of consumers for organic food was higher than counterparts (Paul & Rana, 2012).

H4(a) *Satisfaction has a positive effect on the repurchase intention of organic vegetables.*

H4(b) Satisfaction mediates past experience and the repurchase intention of organic vegetables.

2.2.3. Trust

Trust is central to consumer behavior, particularly in the organic food market. Rempel et al. (1985) highlight that trust forms the basis of brand-consumer relationships. Moorman et al. (1992) emphasize that trust affects information flow and decision-making, crucial for purchase behavior. Isaeva et al. (2020) integrate trust in customer service, focusing on consumer perception and behavior. Siegrist (2000) shows that trust in product safety and environmental benefits boosts consumer acceptance of organic foods. Vega-Zamora et al. (2019) stress that communication on sustainability fosters trust in organic products. Konuk (2018) suggests price fairness, satisfaction, and trust drive purchase intentions. Bamberg and Möser (2007) and Lazzarini et al. (2017) link trust to pro-environmental behavior and positive attitudes toward sustainable products. Saba and Messina (2003) show that trust influences perceptions of organic food risks and benefits. These studies demonstrate trust's critical role in organic food purchasing decisions.. Inlight of this, we put forward the following hypothesis:

H5 (a) Trust has a positive effect on the repurchase intention of organic vegetables.

H5 (b) Trust mediates past experience and the repurchase intention of organic vegetables.

3. Material and method

Our research aimed to answer two key questions: (1) what factors influence consumers' repurchase of organic vegetables? (2) How do satisfaction and trust mediates the relationship between past experiences and repurchase intention?

The quantitative method was applied to examine the hypotheses summarised in Figure 1.

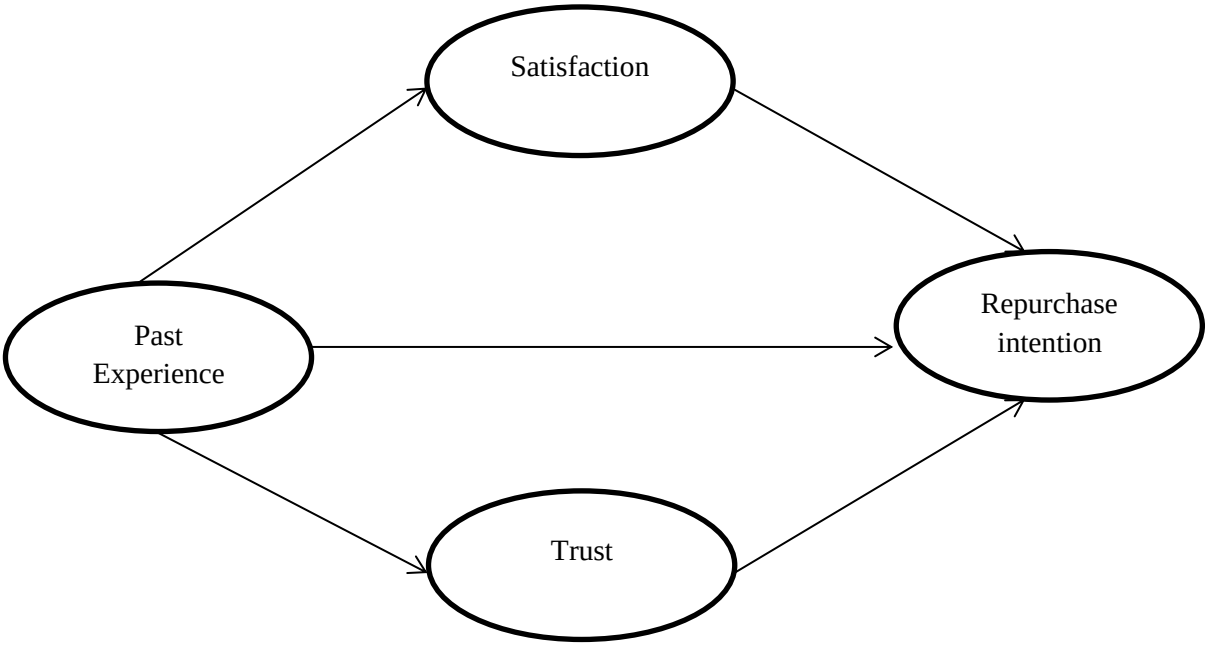

Figure 1. Conceptual model.

3.1. Measures

Data of this study have been collected through the structured questionnaire. The questionnaire was divided into three parts. The first requested respondents' basic demographic data, such as their age, gender, marital status, educational level, occupation and annual income. In a distinct section, respondents rated on a scale the impact of various factors including past experience, Satisfaction and trust on their intention to repurchase organic vegetables. The respondents' repurchase of organic vegetables was assessed in the last part using a Likert scale question.

The TPB developed by Ajzen measure was used in the study to assess repurchase intention of consumers for organic vegetables. The EDP developed by Oliver (1980) measure used to evaluate consumer's intentions to repurchase organic vegetables. Past experience from Huang and trust from Sultan et al. Organic food satisfaction was measured with three items taken from Oliver (1980).

3.2. Population and Sampling

This study's population are organic food consumers. A non-probability sampling method is used to select the samples. An in-person survey of Gandhinagar's consumers of organic food was conducted. A total of 210 respondents were selected using a convenience sample technique for the study. The data collection tools used is a survey method, which is selected so that the quantitative research strategy can be applied. Data from 210 samples was used for the analysis (Table 1). According to the results of the descriptive section of the study, out of the 210 respondents, only 50 over of the total that is equal to 23.8% were male while 160 respondents that is equal to 76.2% Females indicating that the sample is mostly made up of female participants. This means that the research focuses more on consumer groups in which women have a greater influence in terms of making a decision or purchasing a product or service. 66 respondents aged between 36- 45 years formed the majority with 31.4% of the respondents. 61 respondents which are between the age of 46-55 years follow with 29%, ages of 24-35 years formed 17.1% (36 respondents), 56-65 years of age composed 18.1% (38 respondents) and lastly those who are above 65 years were 4.3 (9 respondents). In terms of Marital status majority of the respondents were married comprising of 84.3% (177 respondents) while the rest 15.7% (33 respondents) were unmarried. Out of the respondents, 37.1% (78 respondents) were

graduates and emerged as the highest after which were postgraduates who made 25.2% (53 respondents). 8.1% of the respondents were doctorate holders together with 6.2% who were undergraduates and others 4.3%. About 35.7% of the respondents were private sector employees which is the largest group of employment, housewives constitutes 26.7% (56 respondents), and government sector employees follow with 18.6% (39 respondents). Self-employed people constituted 10 % (21 respondents), while business people and retirees made up 7.6% (16 respondents) and 1.9% (4 respondents) respectively. The income classes indicated that the largest class with over a total income of 1000k accounts for (33.8%) (71respondents). those who earn between 800,000 and 1000,000 constitute 32.4% (68 respondents) .The 400k to 650k range accounted for 11.9% (25 respondents), while the 250k to 400k range accounted for 1% (2 respondents), respectively.

Table 1 Descriptive Statistics

Variables	Category	Frequency	Percent (%)
Gender	Male	50	23.8
	Female	160	76.2
Age	26–35	36	17.1
	36–45	66	31.4
	46–55	61	29.0
	56–65	38	18.1
	65 and above	9	4.3
Marital Status	Married	177	84.3
	Unmarried	33	15.7
Education	Undergraduate	13	6.2
	Graduate	78	37.1
	Postgraduate professional	53	25.2
	Doctorate	17	8.1
	Other	9	4.3
Employment	Housewife	56	26.7
	Salaried - Government sector employee	39	18.6
	Salaried - Private sector employee	75	35.7
	Self-employed	21	10.0
	Business	16	7.6
	Retired	4	1.9
Income	₹250k–₹400k	2	1.0
	₹400k–₹650k	25	11.9
	₹650k–₹800k	44	21.0
	₹800k–₹1000k	68	32.4
	Above ₹1000k	71	33.8

(Source: Author's calculation using SPSS)

3.3. Data Analysis

In this paper, data has been analyzed using Smart PLS statistical program and partial least square structural equation modeling. This technique is gaining more traction in the marketing, people management and related fields literature (Tian, H.; Iqbal et al. 2020, Hair 2011). PLS-SEM is used functionally for estimating models as independent variables are related to dependent variables (Hair 2011). SEM is widely considered a superior method of evaluating both direct and indirect paths, owing to its ability to scrutinize latent constructs that are

typically difficult to measure and observe (Sarstedt, M.; Ringle, et al 2022). Hence, this method is most suitable for the present study.

4. Results

4.1. Measurement Model

This study looked into the measurement model approach to assess the CA, CR, and AVE. The correlation between CA and CR is shown in Table 2 according to repurchase intention (0.863, 0.914), satisfaction (0.781, 0.869), trust (0.955, 0.961), and prior experience (0.914, 0.939). As advised by Hair, Ringle, and Sarstedt, this study demonstrates that the CA and CR values fall within a reasonable range (above 0.70).We computed the "Fornell–Larcker" and "Heterotrait–Monotrait (HTMT)" ratios in order to assess discriminant validity. The results of tests performed in accordance with Fornell and Larcker are shown in Table 3, where the values exceed the correlations between the variables. According to recent research, the HTMT ratio outperforms Fornell and Larcker (see Table 4) . The HTMT-obtained ratios fall below the 0.090 minimum permitted values. To test the convergent validity, we also examined AVE values and outer factor loadings. As advised by Henseler, Hubona, and Ray (see Table 2), all of the AVE values were above the 0.50 threshold (Past experience: 0.793, trust: 0.780, satisfaction: 0.690, and repurchase intention: 0.780). Kock suggests using the variance inflated factors (VIF) test to look into the CMB in PLS-SEM. There is no multicollinearity issue with the data in this study because the VIF values fall within the range recommended by Hair et al. (see Table 5).

Table 2. Reliability and validity.

	Item Code	**Loading**	**Outer Weights**	**CA**	**CR**	**AVE**
Past Experience (PE)				0.914	0.939	0.793
	PE_1	0.911	0.294			
	PE_2	0.886	0.283			
	PE_3	0.890	0.275			
	PE_4	0.874	0.271			
Trust (T)				0.955	0.961	0.780
	T_1	0.911	0.167			
	T_2	0.913	0.151			
	T_3	0.934	0.178			
	T_4	0.887	0.155			
	T_5	0.872	0.175			
	T_6	0.815	0.151			
	T_7	0.845	0.154			
Satisfaction(ST)				0.781	0.869	0.690
	ST_1	0.901	0.433			
	ST_2	0.876	0.403			
	ST_3	0.702	0.366			
Repurchase Intention (RI)				0.863	0.914	0.780
	RI_1	0.916	0.397			
	RI_2	0.877	0.385			
	RI_3	0.855	0.350			

Source: Authors' calculations conducted using Smart PLS 3.2.9. (Note: "average variance extracted (AVE)"; "Cronbach's alpha (CA)"; "composite reliability (CR)").

Table 3. Fornell–Larcker criterion.

	PE	RI	ST	T
PE	0.890			
RI	0.611	0.883		
ST	0.679	0.694	0.831	
T	0.422	0.578	0.455	0.883

Source: Authors' calculations conducted using Smart PLS 3.2.9.

Table 4. Heterotrait–Monotrait ratio (HTMT).

	PE	RI	ST	T
PE				
RI	0.690			
ST	0.808	0.858		
T	0.451	0.635	0.531	

Source: Authors' calculations conducted using Smart PLS 3.2.9.

Table 5. Inner VIF Values.

Independent variables	**PE**	**ST**	**T**	**RI**
PE		1.000	1.000	1.912
ST				1.983
T				1.300

Source: Authors' calculations were conducted using Smart PLS 3.2.9.

4.2. Assessment of Structural Model

We evaluated the structure equation model using the Smart PLS software. Henseler, Hubona, and Ray and Cho et al. recommend SRMR values of less than 0.08. This study shows a significant model fit (p = 0.056) (refer to Table 6). Coefficient of determination (R2) values should exceed 0.1. The structural model analysis shown in the figure analyses the interrelationship between the constructs such as past experience, satisfaction and trust which model them as dependent variables and the percentage of variance for each explained. As per the analysis, Past Experience accounts for 46.1% of the total variance in Satisfaction. Similarly, 17.8% of the variance in Trust also relates to the influence of Past Experience. In addition, Past Experience, Trust and Satisfaction account for 58.8% variance in Repurchase Intention as a combined entity. The diagram also estimates the coefficients for various pathways of the expected outcomes and this goes a long way in showing the strength of the relationships.

Table 6 Path coefficient and fitness for the structural model

Hypothesis Number	Hypothesis	ß (Path coefficient)	T statistics (|O/STDEV|)	R^2	SRMR	Result
H1	PE-> RI	0.196	2.286	0.588		Accepted
H2	PE -> ST	0.679	10.710	0.461		Accepted
H3	PE -> T	0.422	5.809	0.178	0.056	Accepted
H4(a)	ST -> RI	0.423	5.597	0.000		Accepted
H5(a)	T -> RI	0.303	4.546	0.000		Accepted

Source: Authors' calculations conducted using Smart PLS 3.2.9.

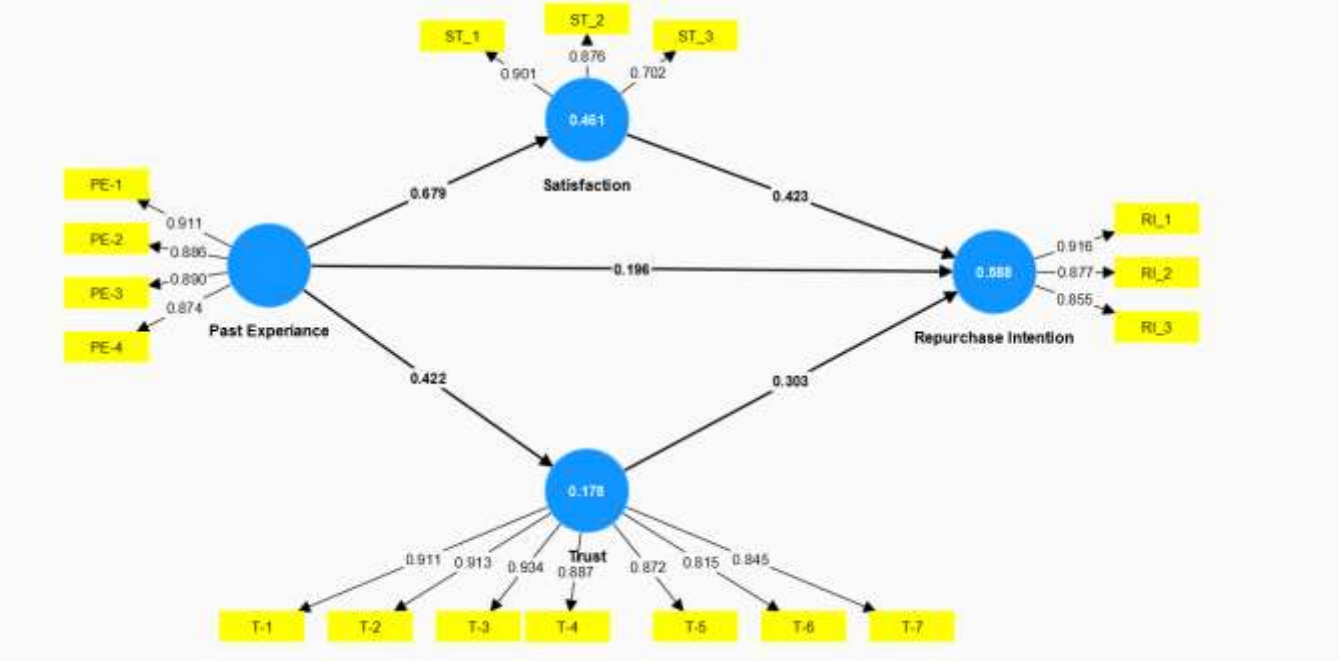

Figure 2. Run model.

The graphical presentation of PLS SEM outputs shows at least three relationships which are statistically significant among the constructs. It has been demonstrated that Past Experience significantly influences Satisfaction (β = 0.679, t = 10.710) and Trust (β = 0.422, t = 5.809) positively, and has also a direct but lesser influence on Repurchase Intention (β = 0.196, t = 2.286). The ground breaking findings justify endorsement of H2, H3 hypotheses because it transpired that looking through the past experience determines to a great extent the satisfaction, trust and repurchase behaviour of individual or the consumer.

Repurchase Intention shows strong appreciation due to the significant influence rendered by Satisfaction as (β = 0.423, t = 5.597), thus proving hypothesis H4 . The same scenario is portrayed by Trust who has a significant influence on Repurchase Intention (β = 0.303, t = 4.546), thereby confirming hypothesis H5. This further aligns with the conclusion that satisfaction and trust are key determinants of the consumers' repurchase behavior.

4.3. Mediation Analysis

Mediation is pertaining to an indirect relationship that allows the correlation of the given elements to be determined (Hair, J.F., Jr.; Hult, et.al 2016). This research performed a test for mediation to find out: (i) the mediating impact of trust between past experience and intention to repurchase organic products, and (ii) the mediating impact of satisfaction between past experience and intention to repurchase organic products. Using the bootstrapping method, the mediation effect was assessed (Preacher, K.J.; Hayes, et. al 2008).

Table 7. Specific indirect effects.

		ß(Path Coefficient)	**Sample Mean(M)**	**Standard Deviation(STDEV)**	**T Statistics (|O/STDEV|)**	**p-Values**	**Result**
H4(b)	PE->ST->RI	0.287	0.285	0.056	5.147	0.000	Accepted
H5(b)	PE->T->RI	0.128	0.126	0.033	3.846	0.000	Accepted

Source: Authors' calculations conducted using Smart PLS 3.2.9.

The data provided in the table proves that trust has mediated the relationship of past experience and intention to repurchase organic products ($p = 0.000$, $t = 3.846$), which supports the hypothesis. In the same manner, the satisfaction mediated the relationship between past experiences and intentions to repurchase organic products ($p = 0.000$, $t = 5.147$), thus confirming it as one of the major factors to consider in making repurchase decision. There is a need for improved trust and satisfaction to build on previous experiences in order to encourage consumers to repurchase organic products.

5. Discussion

The current research looks at the repurchase intention of organic vegetables and factors influencing consumer decision making, so this aims to fill certain research gaps. The proposed model attempts to solve the less probed issue of why consumers are inclined towards repurchasing organic products and how different proposed psychological and behavioural factors impact their purchasing decisions. The study gives deep understanding on the factors affecting consumers' repurchase decision in organic vegetable market. The results reveal that past experience, satisfaction, and trust are critical repurchase intention determinants. The results are consistent with some of the previous studies, confirming that positive expectation from past experience leads to satisfaction and trust which in turn leads to repurchase behavior. Consumers who consume organic vegetables and have positive and pleasant experiences with engaging them are more likely to have a favourable attitude towards it and high trust which in turn increases repurchase intention (Nalchy, Rasoulian and Boojari).

Moreover, the survey reveals that trust and satisfaction are two dimensional, thus reinforcing the link between previous encounter and intention to buy again. This accentuates the fact that clients, who expect organic products to have some value from certain purchase, will continue buying them again and again. To recap, the investigation supports the view that past

experiences, satisfaction and trust are important factors that enhance the intention to repurchase organic vegetables. This study fills a gap in the literature because it presents a case study on the impact of psychographics and behavioral aspects on consumer actions and hence formulation of marketing plans and policies which seek to increase the uptake of organic products. Further research may focus on how the demographic characteristics of the person and the external factors like social influence and advertising may interact with these factors to affect buying behavior.

6. Implications

A segment of the agri-food industry that has not yet received attention is the consumer perception on organic vegetables. This study improves knowledge on consumers' choices of vegetables by applying Satisfaction theories of the customer relationship model to predict repurchase behavior. While the research focuses on organic vegetables, the tested model can be applied to strategic interventions in similar situations in the organic agri food industry. Although actual consumption patterns have not been ascertained by the study, the models employed aid in predicting the repurchase behavior of consumers and thus, the study is more relevant across many categories of organic foods .In a world where insights are imperative, this investigation gives a whole new perspective to the market of organic vegetables, thus enabling producers and retailers to formulate plans to motivate customers positively. It is undisputed that past experience, satisfaction, and trust are some of the most important factors leading to subsequent purchases and therefore, the attentively managed positive-consumer experience is of great importance. Producers and marketers should focus on improving product quality, freshness, and authenticity while maintaining transparent communication regarding organic certification and sustainability practices. Trust-building initiatives, such as third-party certifications and farm-to-table traceability programs, can further reinforce consumer confidence and encourage long-term brand loyalty. Given that satisfaction plays a crucial mediating role in the repurchase decision, organic vegetable producers should focus on delivering superior taste, texture, and overall product satisfaction to strengthen consumer attachment. Educational marketing campaigns emphasizing the nutritional and health benefits of organic vegetables should be implemented to target health-conscious consumers. These campaigns can be tailored for different demographic segments, particularly urban households, young professionals, and families seeking healthier dietary options. Additionally, the increasing demand for organic vegetables, particularly in post-pandemic consumer trends, suggests that marketers should optimize their supply chains to ensure easy availability and convenience. Expanding distribution channels to include modern retail formats, e-commerce platforms, and direct-to-consumer delivery services can enhance accessibility and convenience for urban consumers. Furthermore, government initiatives promoting organic farming through subsidies, certification support, and farmer training programs can strengthen the organic supply chain and ensure consistent quality and affordability .By addressing these strategic implications, stakeholders in the organic vegetable industry can foster higher consumer trust, satisfaction, and positive purchase experiences, ultimately driving sustained repurchase behaviour.

7. Future Scope and Limitations

This study incorporates constructs from behavioural studies and can be expanded to include additional emotional factors influencing repurchase intention. The study focused only Gandhinagar, but additional research is needed by including other cities. The organic vegetable market lacks data for strategic decision-making by producers, marketers, and the federal government. Further research is necessary in this area. This study's limitations include a small

sample size. Our sample was limited to only Gandhinagar city and various factors influence people's behavior and actions. The findings of this study should not be extrapolated beyond the selected sample. Although the results support the theory, the use of a self-reported survey raises questions about the study's external validity.

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