



Journal of Food Products Marketing >

Volume 27, 2021 - Issue 6

169 | 0

Views | CrossRef citations to date | Altmetric

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Original Paper

The Effect of Price Verification, Product Display, Assortment Satisfaction upon Overall Satisfaction, Online Repatronage Intention, and Customer Loyalty

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Pages 291-318 | Published online: 10 Nov 2021

 Download citation  <https://doi.org/10.1080/10454446.2021.1994078>



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ABSTRACT

The purpose of this study is to examine the direct and indirect impacts of price verification and product display on satisfaction of online grocery shoppers and their online repatronage intention via customer loyalty in the presence of social influence and perceived risk. It checks for the effect of gender and marital status on the relationships. A questionnaire-based survey collected data from 458 customers of online grocery stores. The findings show that price verification and product display are important for assortment satisfaction; assortment satisfaction influences overall satisfaction; overall satisfaction influences customer loyalty and online repatronage intention. There is evidence of significant interaction effect between price verification and gender, the presence of price verification decreases both product display and assortment satisfaction for both males and females. A new input output framework is developed by extending the input by including price verification, product display, social influence and perceived risk.

Q KEYWORDS: Price verification product display assortment satisfaction overall satisfaction
online repatronage intention customer loyalty