QUANTITATIVE ANALYSIS OF CUSTOMER SATISFACTION AND REPEAT PURCHASE INTENT IN US ONLINE GROCERY PLATFORMS

Background and Objectives:

With the acceleration of online grocery shopping in the United States, especially post-pandemic, consumer expectations around service quality, delivery efficiency, and pricing fairness have significantly evolved. While companies compete on UX and promotions, customer satisfaction remains the main driver of sustained revenue via repeat purchases.

Objectives:

- To quantify how key satisfaction dimensions influence repeat purchase intent on US online grocery platforms.
- To identify which customer service factors (delivery, pricing, support) are most predictive of consumer loyalty.
- To provide empirical insights for improving consumer retention strategies.

esearch Questions:

1. How does delivery satisfaction impact consumers' intent to repurchase from online grocery platforms?
2. Is price perception a stronger determinant of repeat purchase intent than customer service quality?
3. What is the combined effect of satisfaction dimensions on repurchase behavior?

Hypotheses:

- **H1:** Delivery reliability positively influences repeat purchase intention.
- **H2:** Perceived fairness in pricing has a stronger predictive value than customer service responsiveness.
- **H3:** Higher overall customer satisfaction scores lead to significantly greater repurchase intent.

Methodology:

- **Research Design:** Quantitative, cross-sectional
- **Sample Size:** 220 respondents from across the US
- **Target Population:** Adults aged 18–55 who had used online grocery services (e.g., Instacart, Amazon Fresh, Walmart Grocery) in the past 3 months
- **Sampling Method:** Snowball and social media-based screening using a pre-filtered Google Form
- **Instrument:**
    - Online structured questionnaire with Likert scale responses for:
        - Delivery Satisfaction
        - Price Perception
        - Customer Service Experience
        - Overall Satisfaction
        - Repeat Purchase Intention
- **Software & Analysis Tools:**
    - **SPSS**: Multiple linear regression, ANOVA, reliability testing (Cronbach's alpha)
    - **Excel**: Data cleaning and aggregation
    - **JASP** (optional): Descriptive visualizations and pairwise comparisons

Results and Interpretations (Simulated):

- **Regression Findings:**
    - The model explained **61% of the variance** in repeat purchase intent (Adjusted $R^2 = 0.61$).
    - Delivery satisfaction ($\beta = 0.39$, $p < 0.01$) and price perception ($\beta = 0.44$, $p < 0.001$) were both significant predictors.
    - Customer service responsiveness was not statistically significant ($p = 0.07$), indicating lesser impact in short-term purchase decisions.
- **ANOVA Results:**

    - Statistically significant differences in satisfaction scores between users of Instacart and Amazon Fresh ($F(2,217) = 5.21$, $p < 0.01$), with Amazon scoring higher on delivery but lower on price satisfaction.

- **Reliability Test:**
    - Cronbach's alpha for the satisfaction scale was 0.88, indicating high internal consistency.

Conclusion and Managerial Implications:

Repeat purchases on online grocery platforms are driven more by **perceived pricing fairness** and **on-time delivery** than by customer support responsiveness. Firms should focus investment on last-mile logistics and transparent pricing rather than reactive service improvements. Building automated feedback systems to track these two satisfaction dimensions will likely yield better customer retention.

Future Research Scope:

- Expand the model to include digital interface usability and product freshness
- Conduct a time-series study on how repeat intent evolves over six months
- Include demographic moderators (income, household size) in future regression models
- Compare satisfaction dynamics between urban and rural US regions

Academic and Corporate Relevance:

- **Academic:** Suitable for dissertations in Marketing Analytics, Consumer Behaviour, and Digital Commerce.
- **Corporate:** Valuable for online grocery platforms, e-commerce consultancies, and CX teams seeking data-driven retention strategies.