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Impact of Product Attributes and Store Attributes on Repurchase Intention with Mediating Effect of Customer Satisfaction: A Study of FMCG Sector in Pakistan

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ABSTRACT

This study examines the impact of product attributes on re-purchase intention and customer satisfaction, store attributes on re-purchase intention and customer satisfaction, and customer satisfaction on re-purchase intention. The postulated hypothesis of this study reveals that product and store characteristics positively impact customer satisfaction and re-purchase intention. Moreover, customer satisfaction positively impacts customers' re-purchase intention. Directors in the FMCG business may learn a lot about how to serve their customers better and how to reap more advantages from their current clientele by taking into account the feedback of FMCG customers. This research shows that the re-purchase intention is high if a product's attributes appeal to Pakistani FMCG customers. Customers may be nudged toward the post-purchase goal of an esteem-included product, and this analysis acknowledges the role of store attributes. Additionally, the study shows that customer loyalty drives the connection between item attributes and post-purchase as the go-between in FMCG. Customer loyalty similarly influences the relationship between shop qualities and post-purchase intention. Finally, this investigation provides future directions for managers in fostering client loyalty, which may prevent them from losing customers to rival fast-moving customer goods (FMCG) companies offering comparable products and services

1. Introduction

Product attributes play an essential role in advertising from both the advertiser's and the buyer's perspective. For a while, people have seen this as an opportunity for ads to set themselves out of the pack. Customer value attributes as they are highly useful in the evaluation process. Its characteristics also describe the advantages customers hope to get by purchasing a product. Objects may have qualities that are distinguishing features (Talim, Ali, & Top, 2021).

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It is also conceivable to categorize characteristics as either definite or hypothetical (Kurdi et al., 2022). In addition, customers employ characteristics that should be used to draw connections between competing products. Product features serve as a foundation upon which brands may differentiate their products from the competition by emphasizing their products' unique advantages over those of similar products (Qalati et al., 2021). Marketers also employ product properties to develop new products and specialized placement strategies further. Product content plays a significant role in determining which companies' customers will evaluate and give serious attention (Sloot, Verhoef, & Franses, 2005)

As a result, the characteristics of an item influence the buyer's intentions towards the item and serve the following purposes for the customers: conveying utilitarian highlights, emphasizing convenience, and impacting the basis of item categorization. Businesses may better allocate resources, price goods, and services, and establish fair prices by understanding customers' purchasing decisions and what they place value on (Akpoyomare, Adeosun, & Ganiyu, 2012). Early experts' opinions were based on a product's objective physical features, which could be measured and evaluated without bias (Wu, Yeh, & Hsiao, 2011). Nonetheless, it has grown over the years to include all models of evaluation, whether based on objective or physical characteristics (such as prestige or brand name) or subjective ones (such as quality, style, prominence, or respect) (Jamal & Goode, 2001). Even though many different perspectives on product characteristics and how buyers evaluate benefit/value based on credits to make a purchase decision have been discussed at length, the results of these analyses have not adequately resolved the link between product characteristics and customer purchase decisions. There is still some uncertainty about how product features affect customers' propensity to repurchase.

The retail industry is notoriously disorganized as mostly sole traders run individual stores. However, there has been much patching in the retail sector as traditional stores make way for new arrangements. Modern retail layouts provide shoppers with a large variety of goods and services, as well as entertainment and helpful staff, all in one convenient location (Kotler & Keller, 1988; Sinha & Uniyal, 2007; Evans, 2011). Improved transparency and quality, pleasant shopping circumstances, financing options, fitting trial rooms for clothing, easy return and exchange policies, and competitive pricing are all factors that might entice a savvy customer. This has provided a rapid opening for preformed, on-the-day retail strategies to rise gradually but steadily. In this analysis, we accounted for the influence of customers' ages, incomes, lines of work, and directions on their buying habits.

Previous research has examined the link between statistical factors and customers' purchase intentions (Mirza, Younus, Waheed, & Javaid, 2021). A customer may purchase clothes in various places, such as online, on a phone or tablet, or at a regular store. Customers' preference for in-store purchasing has decreased as they shift to online and mobile buying. As a result, several well-known American retail establishments have reduced the number of stores they maintain in the United States (Johnson, Kim, Mun, & Lee, 2015). However, shops have not yet been abandoned by merchants. Physical stores may provide interesting, amusing, and frankly, fascinating shopping experiences, as well as up close and personal interaction between the client and the partner in the store, which the online and mobile channels cannot (B. Anderson & Eckstein, 2013).

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Both the retail sector and the academic institution may benefit from the findings of this study. This research may serve as a springboard into the supplementary retail market. This research aims to understand better customer loyalty's mediating role in the relationships between product attributes, store factors, and intent to repurchase. As a result of previous studies' emphasis on the pre-purchase evaluation of product qualities, this inquiry is centered on the post-purchase assessment of product qualities, which is crucial as it affects re-purchase intentions and brand loyalty. Analyzing the links between post-purchase item appraisal (e.g., evaluation of attributes and esteem) and re-purchase anticipation (Farhan, Waheed, & Younis, 2020) is important. Extraneous signals are used to evaluate quality when customers lack information regarding a product's inherent cues, as determined by (Parasuraman, Zeithaml, & Berry, 1988). Reference: (Jamil, Raja, & Asgher, 2019) It was shown that customers place less value on brands and products as their utilitarian attachment to them grows but place more importance on them when their hedonic attachment grows.

An intellectual effort was made by Homans (1958) to separate the social trade hypothesis. After him, the perspective that the colonial trade hypothesis has future potential in financial affairs and the brain research area was provided by (P. M. Blau, 1968). The social trade theory is described in detail by (P. Blau, 2017): whenever individuals interact, they exchange either social or material goods. Nothing can be altered unless there is some social link between at least two persons; therefore, social affiliation is required to exchange social or material goods (Babu & George, 2022). Suppose a store management and its customer or supplier have had a good history together. In that case, store management can put off control for longer, but if they had a bad experience together, they must discontinue several things or at least make them less effective. If the service is excellent, the customer’s trust and satisfaction will grow (Punyatoya, 2019).

If customers are pleased with the service they get from a specialized administration business, trust between the two parties may be established (Jou, Wu, Chang, & Feng, 2005). If customers are happy and satisfied with the service provided by the store, they are more likely to return for future business (Chakraborty, 2019). In many studies, the importance of these endpoints is overstated since it is seen as the most accurate reflection of the customer's propensity to make repeat purchases (Monga, Ranjan, & Pushya). When a customer has faith in and is pleased with a product or service, they are likelier to make a second buy or consider a repeat purchase (Hsin Chang & Wen Chen, 2008). According to the social trade theory, advertising will always play a role wherever there is an interaction between a customer and a merchant. Also, the customer will decide whether or not to re-purchase the service based on the quality and cost of the service, which will be influenced by the client's use of the service while on the road.

LITERATURE REVIEW

Product Attributes

An item can be offered to a business and open the door for thought, acquisition, utilization, or use (Kotler, 1997). Past studies particularly feature the significance of product variety, pricing, and customer service when choosing a retail format (Carpenter & Moore, 2006). As opposed to store attributes, the impact of product attributes is looked for, as a rule, without connecting the product characteristics to retail format choice. John, Ahmad, Shahzadi, Qadeer, and Khalid (2022) recognize a few item traits assessed while choosing clothing items, including brand, nature of construction, fiber content, price, good purchase, good fit, durability, fabric sort, and quality, ease of care, beauty,

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fashionable, color, and esteem. Examining the significance of item traits; for example, styling is the essential criterion to purchasers, trailed by colour/design, fit, texture, appearance, and cost.

Re-purchase intention refers to the purchaser's ability to repeat purchases over an expanded timeframe from the same retailer (Ismail & Safa, 2014). A few creators refer to it as the person's judgment about purchasing an assigned product or service again from a similar supplier. Previous studies concluded that re-purchase intentions would indicate the customer's self-announced probability of participating in additional re-purchase conduct. Marketing managers in contemporary business depend on re-purchase goals to anticipate deals and increment benefits in various marketing activities. Mohammadi, Abdolmaleki, Khodadad Kashi, Bernal-García, and Gálvez-Ruiz (2021) found that the re-purchase goals build a basic research part in retail marketing. The impact of brand inclination on eagerness to purchase has once in a while been inspected (Huo, Hameed, Zhang, Bin Mohd Ali, & Amri Nik Hashim, 2022)

Trustworthiness is clarified as an especially held affirmation of a client acquiring a specific item unnecessarily in the forthcoming time, paying little mind to the advancement and restrictive endeavors. It is inclined to moving of brands (Oliver, 1999). The difficulties confronted by the organizations because of foreseen clients' needs are (1) the enhanced decision, (2) a more prominent estimation of their cash, and (3) an expanded level of administration (Babu & George, 2022). Faithfulness can be beneficial for both the associations and the clients. Purchasers are arranged and prepared to present their dedication and re-purchase the firm's results, ready to convey high-esteem items and administrations instead of contenders' offerings. Writing exhibits that client satisfaction is the most imperative pointer of client steadfastness. Whenever clients create dependability for a particular organization, they diminish their item looking, situating, and assessing other accessible options. The brand picture can be a relationship that is indispensable to clients (Zia, Younus, & Mirza, 2021).

The central motivation behind brand and item administration is to diagram a solid brand picture, which consequently would breed short and long-haul paybacks to the association. Various analysts concocted that brand picture decidedly controls purchaser reliability(Zhao, Butt, Murad, Mirza, & Saleh Al-Faryan, 2022). An attractive brand picture improves the possibilities of brand decisions, produces more noteworthy customers' reliability, and lessens the helplessness to aggressive promoting activities (Uzir, Hamid, Latiff, & Jerin, 2021). Bring up in steadfastness, re-purchase goal, and general execution of the brand are the great impacts of a good brand picture (Mirza, Ashraf, & Jahangir, 2020).

H1: Product attributes have a positive impact on re-purchase intention.

H2: Product attributes have a positive impact on customer satisfaction

Store attributes

Martineau (1958) and other authors have been studying store attributes since 1958. This is because store attributes are an important part of store choice and help customers decide where to shop. Several store characteristics have been found in studies that have already been done. There have been a lot of studies done on store attributes in emerging countries (Martínez-Ruiz, Blázquez-Resino, & Pino, 2017). These studies looked at the factors that affect the choice of store, the store's image and how it affects customers' feelings and preferences, the effect of price, service, and convenience, as well as the store's quality image, on overall customer satisfaction, and customer's preferences for retail

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format. Some people have also looked at the internal and external (store attributes) factors that affect how much they enjoy shopping. They have also looked at how much these factors affect how likely customers are to shop at a hypermarket again. With the way retail institutions are changing in emerging markets, it is very hard for retailers to get an edge in terms of product, price, and location. Some customers tend to be "cherry pickers" who don't stick to one store and look for deals everywhere (Sperandio Milan, Zanchet de Lima, Eberle, De Toni, & Bebber, 2019).

Store attributes are considered as an overall image of the store which drives the process of store selection (Carpenter & Moore, 2006) and appeals to the self-image of consumers and their impact on in-store satisfaction and patronage intentions (Eroglu, Machleit, & Davis, 2003). Further understanding of store attributes is referring to what a store can be offered to customers, which describe in the consumer's mind partially by its functional qualities and partially by its feeling of the psychological (emotional) attributes (Grah & Tominc, 2015; Martineau, 1958). Many studies on store image have generated various types of store attributes such as store assortment, store atmosphere, store ambiance, store convenience, services, and monetary value.
A couple of studies have analyzed the impact of purchaser socioeconomics on retail arrangement decisions in the staple setting (Mirza, Younus, Sherazi, & Zeeshan, 2021). Customers' conduct varies as per where they shop and their association level with the shopping demonstration. (Zeithaml, 1988) directed a field concentrating on the impacts of five statistical factors (sexual orientation, female working status, age, wage, marital status) on grocery store shopping factors

(e.g. shopping time, number of general stores went by week by week, a measure of cash spent. Statistic factors, for example, age, sexual orientation, married status, wage, female working status, training, occupation, and family measure, apply an enormous effect on the decision of store design in basic need retailing. Fox, Montgomery, and Lodish (2004) Analysed socioeconomics's impacts on organized decisions crosswise over three arrangements: supermarkets, mass merchandisers, and medication stores.
A few creators characterize devotion (Oliver, 1999) as a purchaser's sense of duty regarding a specific association, yet Oliver's perspective is generally acknowledged. In this way, dependability is a significantly held feeling of obligation concerning re-purchase or re-disparages of a favored thing/advantage dependably later on, despite situational effects and promoting try's having the ability to cause trading conduct(Oliver, Rust, & Varki, 1997). Subsequently, a re-purchase is conceivable with setting up and overseeing associations with clients through adjusting associations' putting forth and always offering some benefit and upgrading satisfaction.
H3: Store attributes a positive impact on re-purchase intention.

H4: Store attributes a positive impact on customer satisfaction.

Customer satisfaction
According to Kotler (1997), satisfaction is an individual's feelings of pleasure or disappointment resulting from comparing the perceived performance (or outcomes) of online shopping to his or her expectations. Oliver et al. (1997) theorize that satisfaction is positively associated with future intention, both directly and indirectly via its impact on attitude. In the final step of the satisfaction formation process, satisfaction determines intentions to patronize or not to patronize the store in the future (Tsai et al., 2020).
The accomplishment of the company's system relies upon the organization's capacity to satisfy its guarantees to shoppers, which, like this, prompts shaping long-haul, gainful connections(Tahir,

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Hassan, Bilal, & Anwar, 2022). It is suggested that administrators distinguish satisfying item properties from disappointing ones since mark exchanging will probably happen because of disappointment. As a free factor, satisfaction is thought to be connected to purchaser re-purchase conduct. Research demonstrates that general customer loyalty has three important segments: Consummation with the item, the organization, and the sales representative. The idea of post-purchase and the variables affecting it has been explored by numerous researchers (Rana & Paul, 2020). Re-purchase is a customer's genuine desire to repeatedly purchase a comparative thing or organization. Potential repeat acquisitions are predominant in customers' purchases (Herjanto, Adiwijaya, Wijaya, & Semuel, 2020). Clients repeatedly purchase similar things from tantamount sellers, and most investments address a movement of events instead of a singular, isolated event.

The administration industry relies upon the consistent cycle of re-purchase, so the maintenance of clients requires hard endeavors by associations (Shakya, Mittal, & Prakash, 2021). Eroglu et al. (2003) found that full of feeling, state of mind, compassion and customer loyalty drive the clients towards assisting suggestions to different clients. Responsiveness prompts here-and-now maintenance while full of feeling the state of mind and understanding has a long haul effect on the client's fulfilment and care. The apparent estimation of administration and satisfaction with the administration has a critical beneficial outcome on social aims of utilization in the future. Akbar and Parvez (2009) Found that there is a positive connection between customer loyalty and the unwavering ness of clients and promoting the greater mien of pledge to re-belittle. They likewise found that Customer loyalty connects benefit quality and the client's dedication. An immediate connection between customer loyalty and client maintenance. Administration quality can influence the client’s utilisation goals through the client’s fulfilment. Therefore:

H5: Customer Satisfaction has a positive impact on re-purchase intention.

METHODOLOGY

The above theories were tried through an overview of retail purchasers of FMCG. The data was collected from the overall population by visiting various retail locations in the major cities of the province, Punjab through online survey methods via questionnaires. The methodology is quantitative, the research structuring of this study is based upon hypothesis testing and both cross-sectional and causal investigations have been done. and the respondents of this study were buyers of retail beverage products. Researchers have screen questions on the preferences they visited retail shops frequently in the last few months. Only consumers who were visiting and buying retail average products are included in the analysis. Respondents are asked to complete the questionnaire.

The questionnaire instrument was adopted and responses were collected and recorded on a Likert scale of 5-points (1=strongly disagree to 5=strongly agree). It was made sure that the respect and integrity of all the respondents was maintained. It was highly guaranteed to protect the privacy of research subjects, ensuring the confidentiality of research data and also protecting the anonymity of individuals who participated.

During the time of October 2021 to November 2022, the data was gathered from the respondents. The data was collected from retail shopkeepers to check the effect of re-purchase expectations. Up to 320 questionnaires were circulated, of which 18 were deficient, and 302 were considered for additionally inquire about the process.

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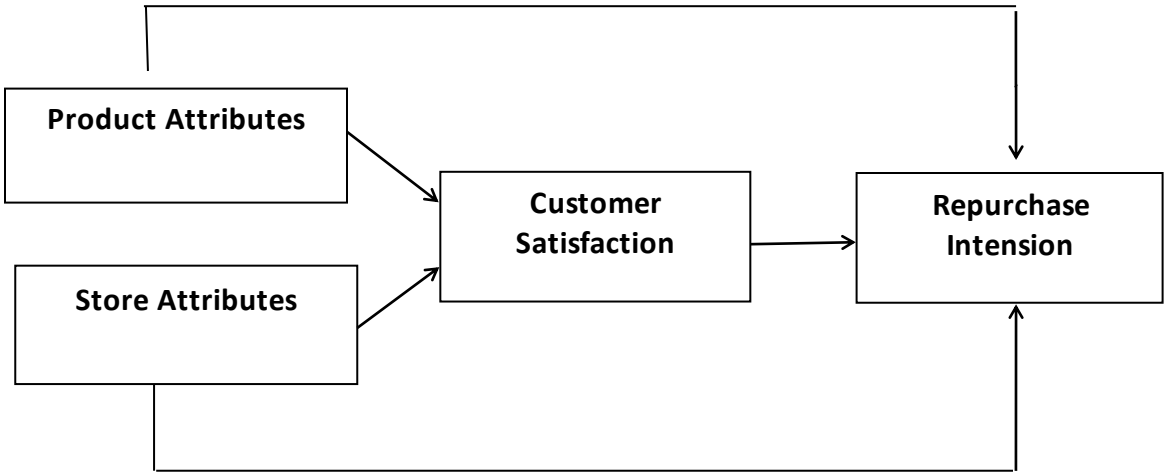
Theoretical framework



The deductive approach is utilized as a part of this research study because, in this examination, the exploration reason for existing is moving from a general issue to a particular issue. This exploration will likewise test the hypothesis through theory. This examination is about the impact of administration quality and saw an incentive on post-purchase aim with the impact of exchanging cost.

DATA ANALYSIS & RESULTS

A total of 320 questionnaires were distributed among the respondents; the targeted population for data was from all over major cities of Punjab. Questionnaires were distributed online among them. In this examination, 302 respondents were included 18 out of 320 were dismissed due to non-precision. The rest of 302 was viewed as precise and utilized for facilitating examination. Also, its response rate is 91.5%.

Product Attributes

Below table 4.1 illustrated the descriptive results of the product attributes variable in which the total number of responses was 302 taken from beverage customers. A total of 05 questions were used to elaborate product attributes through the Likert scale. Minimum 1 value shows strongly disagree response, 2(disagree), 3(neutral), 4(agree) and 5(strongly agree). The below results show that the average mean is 3.46 which is near 4 as opposed to 3. So it can be shown that most respondents concurred with their explanation. Because of item trait exercises which positively affect customer satisfaction and re-purchase intention.

Table 4.1

	N	Minimum	Maximum	Mean	Std. Dev
The quality of the product compared well with other products offered by competitors.	302	1	5	3.56	1.094
The product was perceived by customers as more reliable than competitors' products.	302	1	5	3.41	1.074

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The product was of higher quality than competing products.	302	1	5	3.41	1.023
The product provided better benefits than other products offered by the firm.	302	1	5	3.51	1.037
Customers perceived the product as better than competitors' products.	302	1	5	3.44	1.170
Valid N (list-wise)	302				

Store Attributes

The store trait is the variable that is appeared in Table 4.2. This table conveys seven inquiries which are about the store quality. The normal mean of this variable is 3.49 which is near 4 instead of 3. So it can be shown that most respondents concurred with the announcement.

Table 4.2

	N	Minimum	Maximum	Mean	Std. Dev
The store has the right stuff and mastery to perform exchanges in a normal way.	302	1	5	3.39	.971
The store approaches the data expected to deal with exchanges fittingly.	302	1	5	3.63	.972
The store is reasonable in its director of client exchanges.	302	1	5	3.52	1.024
The store is reasonable in its client benefit approaches following an exchange.	302	1	5	3.49	1.071
The store is open and responsive to client needs.	302	1	5	3.44	1.066
The store endeavors with great confidence endeavors to address most client concerns.	302	1	5	3.38	1.151
By and large, the store is dependable.	302	1	5	3.63	.930
Valid N (listwise)	302				

Customer Satisfaction

Table 4.3 clarifies the reaction investigation of respondents regarding their aggregate number "N", least, most extreme, mean, and standard deviation. The base reaction rate can be "1" which implies firmly deviate, "2" implies dissent, "3" implies nonpartisan, "4" implies concur and most extreme can be "5" which implies emphatically concur. There are adding up to five inquiries which are covering the assessment of customer satisfaction.

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Table 4.3

	N	Minimum	Maximum	Mean	Std. Dev
I am sure I made the right choice in using this service provider.	302	1	5	3.54	1.110
The choice to use this service supplier services was wise.	302	1	5	3.42	1.108
On the off chance that I needed to pick once more, I would purchase benefits from this specialist organization.	302	1	5	3.54	.949
I lament my choice to utilize this specialist organization.	302	1	5	3.42	.943
I am unhappy to have used this service provider.	302	1	5	3.28	1.052
Valid N (listwise)	302				

Re-purchase Intention

Table 4.4 is about the reactions to the post-purchase aim. There are add up to three inquiries which are covering the assessment of the post-purchase aim. The normal mean of reactions is 3.34 which implies that reactions fall in the middle of unbiased and concur however this normal additionally clarifies that reactions are all the more near neutral.

Table 4.4

	N	Minimum	Maximum	Mean	Std. Dev
I will think about the primary decision to purchase comparative items later on.	302	1	5	3.43	1.088
I will purchase more comparative items later on.	302	1	5	3.32	1.069
I will come back to purchase similar products in the future.	302	1	5	3.27	1.180
Valid N (listwise)	302				

Confirmatory Factor Analysis

Confirmatory factor examination that clarifies table 4.5. The goal of this model is to orchestrate the acumen legitimacy and focalized legitimacy of the realities, in which fit records clarify the table. According to Fornell and Lacker (1981) who clarified the three noteworthy strides in which unwavering quality is checked. According to those steps, CFA esteem is worthy that is more prominent than 0.7.

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Table 4.5

Construct	Cronbach's α
PA	0.75
SA	0.75
CS	0.69
RI	0.76

Goodness of fit

Table 4.6 clarifies the estimations of the decency of fit and mistake. GFI and CFI esteems are clarifying the wellness display and the estimation of GFI and CFI ought to be more prominent than 0.7. In this study, the estimation of GFI is 0.91 and CFI is 0.90, these outcomes demonstrate that our model is a fit since its qualities are more noteworthy than 0.7. This model is a total fit as its two qualities are near 0.9. This table additionally clarifies the error falls in this model.

Table 4.6

Model Fit	CMIN/DF	GFI	CFI	RMR	RMSEA
	1.76	**0.91**	**0.90**	**0.05**	**0.05**

Model Fit	CMIN/DF	GFI	CFI	RMR	RMSEA
	1.76	**0.91**	**0.90**	**0.05**	**0.05**

Reliability and Correlation

Table 4.7 clarifies the relationship between the factors of this examination. It is watched that all factors are exceedingly corresponded with each other. The most elevated relationship is found between re-purchase intention and product traits which are 0.57. It is discovered that the connection between Product traits and customer loyalty is 0.31, the relationship between re-purchase goal and customer loyalty is 0.29, and the connection between re-purchase goal and store properties is likewise 0.16.

Table 4.7

Construct	Mean	SD	A	PA	SA	CS	RI
PA	3.46	.76	.750	---			
SA	3.49	.65	.756	---			

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CS	3.43	.69	.697	.31**	---	---	
RI	3.34	.91	.764	.57**	.16**	.29**	---

***P<.01; Pearson-two tailed, SD= Standard Deviation,* **α** *=Reliability, PA=Product attributes, SA= Store attributes, CS= Customer satisfaction, RI=Repurchase intention*

Path Analysis

This table is about relapse weights and clarifies the huge level of all speculation relationships, in which aftereffects of all theories are depicted through H1, H2, H3, H4, and H5 separately. This table has the consequences of the examination and clarifies the relationship, First in which P.A. and R.I. second C.S. and R.I., and Third C.S. and P.A. all individually have a profound effect as a result of their P esteem that is most critical and under 0.05.

Mediation

Table 4.8

	Estimates	S.E.	P
RI ←P.A.	.355	.05	0.000
R.I. ← CS	.180	.04	0.000
PA ←C.S.	.189	.04	0.000

CMIN/DF= 1.78, GFI= 0.91 CFI= 0.90, RMR= 0.05, RMSEA= 0.05

Table 4.8 is about the intervention consequences of this examination. The theories hypothesize the intervening impacts of store properties on re-purchase goals through item qualities and store characteristics. Table 4.9 displays the consequences of intervention on speculation the table demonstrates to us that GFI esteem is .91 and CFI esteem is .908 which implies that the model is fit. The RMR esteem is .059 and the RMSEA esteem is .051 the two qualities predict that there is a base mistake in this intervention, so we can state that this intercession is fit and the blunder is likewise beneath the edge level.

Table 4.9

Model Fit	CMIN/DF	GFI	CFI	RMR	RMSEA
	1.786	.91	.90	.05	.05
Relationship		Estimates		S.E	P-Value
RI ←S.A.		-.424		.160	.008
C.S. ←S.A.		-.077		.136	.573

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Discussion

This study aimed to analyze the impact of product attributes and store attributes on re-purchase intention in the FMCG sector in Pakistan, with the mediating effect of customer satisfaction. The findings suggest that both product and store attributes significantly influence re-purchase intention and that customer satisfaction plays a crucial role in mediating this relationship. Product attributes such as quality, price, packaging, and brand reputation were found to be strong predictors of customer satisfaction and re-purchase intention. Consumers often evaluate products based on these attributes and make their purchase decisions accordingly. High-quality products with reasonable prices, attractive packaging, and positive brand reputations were found to lead to higher customer satisfaction and consequently, increased re-purchase intention. Store attributes, including store ambiance, layout, product assortment, and service quality, were also shown to have a significant impact on customer satisfaction and re-purchase intention. Customers are more likely to return to stores that provide a pleasant shopping experience, easy navigation, a wide variety of products, and exceptional customer service. A welcoming store environment can enhance the overall shopping experience, leading to higher levels of satisfaction and a greater likelihood of re-purchase.

The mediating role of customer satisfaction was found to be significant in the relationship between product and store attributes and re-purchase intention. This implies that higher levels of customer satisfaction, driven by favorable product and store attributes, can result in a stronger likelihood of customers returning to make additional purchases. Furthermore, satisfied customers are more likely to recommend the products and stores to their peers, thus expanding the customer base and driving sales growth.

Conclusion

In conclusion, the study highlights the importance of product and store attributes in shaping customer satisfaction and re-purchase intention in the FMCG sector in Pakistan. Both factors play a vital role in determining whether a customer will return to make additional purchases, with customer satisfaction serving as a key mediator in this relationship. The findings of this study have important implications for FMCG retailers and manufacturers in Pakistan. To maximize customer satisfaction and re-purchase intention, they should focus on delivering high-quality products at competitive prices and maintain a strong brand reputation. In addition, retailers should pay close attention to their store environment, layout, product assortment, and customer service quality to create a superior shopping experience for consumers.

In light of these results, businesses in the FMCG sector in Pakistan should invest in strategies that enhance product and store attributes, as well as continuously measure and improve customer satisfaction levels. This will lead to increased customer loyalty, positive word-of-mouth, and ultimately, sustainable growth in an increasingly competitive market.

Theoretical Implications

The theoretical implications of studying the impact of product attributes and store attributes on repurchase intention in the FMCG (Fast-Moving Consumer Goods) sector in Pakistan, with customer satisfaction acting as a mediating variable, can be understood by exploring the underlying theories and concepts. This study could lead to valuable insights and contribute to the existing literature on

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marketing, consumer behavior, and retail management. The study would expand on existing theories related to customer satisfaction, such as the disconfirmation theory, the expectancy-disconfirmation model, and the equity theory. It could provide insights into how customer satisfaction in the FMCG sector is shaped by product and store attributes, and how it, in turn, influences repurchase intention. This study could contribute to the understanding of how consumers attribute product and store characteristics to their satisfaction and repurchase decisions. Consumers may attribute positive experiences to product quality, brand image, or store environment, while negative experiences may be attributed to factors such as poor service or high prices.

Moreover, the study may provide insights into the role of the store environment, layout, and ambiance in shaping customer satisfaction and repurchase intention in the FMCG sector. This would enhance our understanding of the importance of retail atmospherics in influencing consumer behavior and purchasing decisions. Examining the impact of product and store attributes on repurchase intention could contribute to the development and refinement of consumer decision-making models. This includes the consumer decision-making process, which consists of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The study could also provide insights into the role of brand equity and loyalty in repurchase intention. By examining the relationships between product attributes, store attributes, customer satisfaction, and repurchase intention, the study could help identify the factors that contribute to the formation and strengthening of brand loyalty in the FMCG sector.

The study's findings could have implications for retail management and marketing strategies in the FMCG sector. Understanding the factors that drive customer satisfaction and repurchase intention could help retailers and manufacturers develop targeted strategies to enhance customer loyalty and retention. This study could provide valuable insights into the specific contextual factors that influence consumer behavior and decision-making in the FMCG sector in Pakistan. Such findings could contribute to the broader literature on cross-cultural consumer behavior and may have implications for multinational companies operating in different cultural contexts.

Practical Implications

This study's objective is to find out how product attributes and store attributes affect people's plans to buy again in Pakistan's FMCG (fast-moving consumer goods) sector, using customer satisfaction as a middle variable. From this research, businesses that work in this sector can learn some useful things. The study shows how important product attributes like quality, price, packaging, and variety are in deciding whether or not to buy a product again. Companies should work on improving these things to make customers happier and get them to buy from them again. Repurchase intentions are also affected by things like the store's layout, atmosphere, how friendly the staff is, and how many products are available. Retailers should focus on making their stores better and making sure there are enough products for customers. Since customer satisfaction is a middleman in this relationship, businesses should put customer satisfaction at the top of their to-do lists to strengthen the link between product and store characteristics and the likelihood that a customer will buy again. Businesses can make their marketing strategies more effective if they know what Pakistani customers want in the FMCG sector. This could mean putting more effort into advertising campaigns that are relevant to the area and promoting products that are popular with the target audience.

Also, businesses can find ways to improve their products and stores by regularly checking how happy their customers are and getting their feedback. This will help companies stay competitive and keep adding new customers. By focusing on improving product and store features and keeping customer satisfaction high, businesses can set themselves apart from competitors and encourage customer

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loyalty, giving them a long-term competitive edge in the FMCG sector. The results of the study can help shape public policy by showing regulators and policymakers how to create an environment that encourages businesses to invest in customer satisfaction and improve product and store features to help Pakistan's FMCG sector grow.

Recommendations

Suggestions and proposals for administrators are talked about as under:

- Managers can recover their clients by proceeding with great administration quality and enhancing item characteristics of FMCG. A decent item quality will drive clients to purchase that item repeatedly, enhancing their benefit.
- Store traits are additionally a vital factor for supervisors to center that they ought to enhance this for the post-purchase expectation of their clients. A positive impact of store characteristics will connect the client to purchase the item, strengthening the gainfulness.
- Managers ought to likewise have an eye on rivalry. If contenders give similar items at low costs, they may change them. Along these lines, they should look at customer loyalty to continue drawing in their client.

This investigation is exceptionally helpful for FMCG items as they can recover their clients by giving them better and financially savvy FMCG items. As we have now examined in this examination, FMCG organizations are concentrating on item credits to expand benefits with their present clients. So if organizations focus on the nature of their esteem-included items and administrations, they can develop their gainfulness. Another measurement talked about in this investigation is customer loyalty along these lines. If organizations likewise center on the customer loyalty they get from their client in aggressive situations, they can also increase client manageability and benefit. The use of significant worth-included items and administrations traits is likewise vital because numerous clients are utilizing these items and administrations consistently, which implies that estimation of these items and administrations is a daily productivity matter of a specialist co-op.

This investigation additionally has an incentive for FMCG clients. This examination will authorize FMCG associations to enhance their items and administrations to satisfy their clients. Specialist organizations will likewise diminish their costs or set prices intensely for their administrations. As esteem-included administrations have a future for the two clients and specialist organizations in this way, both will put resources into these administrations.

Future Directions

In Pakistan, the following steps should be taken to find out how product attributes and store attributes affect a customer's intention to buy again, with customer satisfaction acting as a mediator. Increasing the study's scope: To give a more complete picture of the topic, it would be helpful to add more product categories and retail formats, such as supermarkets, convenience stores, and e-commerce platforms. By doing a longitudinal study, researchers will be able to see how consumer preferences and behaviors change over time. This method will help us understand the long-term effects of product and store attributes on customer satisfaction and the likelihood of buying again. It should be looked at how digital platforms are becoming more important in the FMCG industry. Look into how the digital shopping experience, online customer reviews, and social media affect customer satisfaction and the likelihood that they will buy again.

People in Pakistan come from different places and have different cultural backgrounds. By looking at how these factors affect consumer preferences, satisfaction, and plans to buy again, we can learn more about the topic. Look into how customer segmentation affects repurchase plans and customer

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satisfaction. Look at how different demographic, psychographic, and behavioral factors affect how people think about a product or store. Find out how brand loyalty affects the relationship between product attributes, store attributes, customer satisfaction, and the likelihood that a customer will buy the same product again. Learn why loyal customers may be more likely to buy your products again, even if some things about them aren't perfect. Evaluate how well different marketing strategies, like personalized marketing, loyalty programs, and promotional campaigns, improve customer satisfaction and make them more likely to buy again. Find out how CSR projects can affect customer satisfaction and the likelihood that they will buy again. Find out if customers are more likely to support and buy from companies that care about people and the environment.

By using these suggestions in future research, we can get a better idea of how product attributes and store attributes affect repurchase intention, which is mediated by customer satisfaction, in Pakistan's FMCG sector.

Limitation

Even though the study on the effect of product attributes and store attributes on re-purchase intention, with customer satisfaction as a mediator, in the fast-moving consumer goods (FMCG) sector in Pakistan gave some useful information, there are a few things that need to be taken into account. A cross-sectional design was used for the study, which means that data were collected at a single point in time. This makes it hard to figure out what caused what or see changes over time. A longitudinal design could help with future research to learn more about how customer satisfaction and plans to buy again change over time. The study focused on the fast-moving consumer goods (FMCG) industry in Pakistan. This may make it hard to apply the results to other countries or industries. Differences in culture, economy, and market may affect the relationship between product attributes, store attributes, customer satisfaction, and the likelihood that a customer will buy the product again. In the future, researchers should think about looking at these relationships in different settings. The study used self-reported data from the people who took part, which could be affected by things like social desirability and recall bias. In the future, the self-reported data could be confirmed and added to by using other methods, such as observational data or actual buying behavior. The study looked at certain aspects of the product and store, which may not have covered all of the important factors that affect customer satisfaction and the likelihood that they will buy again. Future research could look into other factors, such as product availability, promotions, and store loyalty programs, to get a fuller picture of what makes people want to buy something again. The study may not have taken into account all of the important factors that could affect customer satisfaction and the likelihood that they will buy again. For example, things like personal preferences, income, and past experiences could affect the relationships being studied. Future research should think about how to include these variables to make the analysis more accurate and reliable.

By addressing these problems in future research, we'll learn more about how the characteristics of a product or store affect a person's decision to buy it again and how customer satisfaction affects this decision. This will help businesses in the FMCG sector make better decisions and come up with better ways to keep customers and keep them coming back.

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