

# **Studies on the Customer Repeat Purchase Intention of Farmers' Association Supermarket for GAP Agricultural Products in Hualien and Ilan Counties<sup>1</sup>**

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## **Abstract**

This research adopted a hierarchical approach to consumer conceptualize Repeat Purchase Intention. The model was empirically validated with a survey of 232 customers of farmers' association supermarket for GAP agricultural products in Hualien District, utilizing a SEM analysis. We also demonstrated causal relationships between Perceived Price, Corporate Image, Perceived Service Quality, Customer Satisfaction, Service Value, and Repeat Purchase Intention by utilizing a SEM approach. These findings provide important implications for farmers' association supermarket for GAP agricultural products operation and channel management.

The results of this study show that improving consumer awareness of Service Quality and will enhance the Service Value and Customer Satisfaction, and enhance their Repeat Purchase Intention, too. At the same time the important factor is that have a better Corporate Image is to improve the consumer's Repeat Purchase Intention. The farmers' association supermarkets for GAP agricultural products are not only committed to improving consumer awareness of the Service Quality, Perceived Price and Customer Satisfaction with the cognitive thought, but should by raising consumer awareness of the Service Value. and should maintain the good Corporate Image and strengthen their competitive advantage.

Keywords: Perceived Price, Corporate Image, Repeat Purchase Intention

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