ABSTRACT

As the organic food industry has become increasingly competitive, keeping the existing customers or making them repurchase the products seems to be the most cost-effective approach and necessary strategy for organic food businesses. However, keeping customers can be challenging, which is why businesses have appreciated consumer repurchase intention as a useful predictor of consumer’s repeat purchase behaviour. This research focuses on the repurchase intention of Thai population aged twenty years old and above who purchased organic food during the past six months. The primary data were collected from 480 respondents in eight supermarkets in central Bangkok through self-administered questionnaires in Thai language. The collected data were processed using statistical analysis software and analysed using the descriptive analysis and the inferential analysis in which Pearson Correlation Coefficient and Multiple Linear Regression Analysis (MLR) were applied.

The results indicated that all variables (knowledge and education, environmental attitudes, attitudes towards organic food, perceived behavioural control, subjective norms, perceived value) tested by Pearson Correlation Coefficient have positive correlation with consumer repurchase intention concerning organic food. Among these variables, subjective norms showed the highest correlation with repurchase intention. The other variables (Food related lifestyles in terms of ways of shopping, cooking methods, quality aspects, consumption situations, purchasing motives) were tested using Multiple Linear Regression Analysis (MLR). The result showed that ways of shopping are the most influential factors determining repurchase intention, followed by quality aspects, purchasing motives, and cooking methods, respectively, while consumption situations do not influence repurchase intention concerning organic food.