



Determinants of Women Customers' Repurchase Intention: Evidence from the Udupi Saree Market in India

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Abstract

Identifying the determinants that compel women customers to repurchase Udupi sarees is therefore of significant importance, as it helps the Cooperative societies' Udupi sarees enhance customer retention, improve quality, and create a competitive advantage. Notably, insights into these determinants can help weavers adapt to changing consumer expectations while preserving traditional values and craftsmanship. In this backdrop, the present study aims to identify a model that creates the women customers' repurchase intention in the Udupi saree market. The study collected the primary data from the customers in Dakshina Kannada and Udupi Districts using a structured questionnaire. The sample respondents were 350 customers of the Udupi saree. The results reveal that the path values (i.e., PQ to CS, PP to CS, EA to CA, CF to CA, and CA to CRPI) support the significance of H1, H2, H3, and H4. Similarly, H4 to H5, i.e., Customer Repurchase Intention, is statistically significant, with a standardized regression estimate of .059, a standard error of .049, a critical ratio of 1.435, and a level of significance $p < 0.05$ (.000), which also supports the structural path.

Keywords: *Udupi Saree, Customer Repurchase Intention, Women Customer Satisfaction.*

Introduction

Retaining existing customers has become more crucial than acquiring new ones in the present competitive environment. Customers' mindful decision to repurchase a product or service from the same company or seller is usually called repurchase intention. It is a key indicator of customer loyalty and long-term business growth. Understanding repurchase intention is significant in traditional, culturally rooted markets for developing effective marketing strategies and customer retention. The Saree market in India represents one of the most continuing and culturally essential segments of the textile and apparel Industry. In India, Sarees are not merely garments but symbols of tradition, culture, identity, and social belonging. In the Udupi region, sarees hold substantial cultural value and are mostly preferred for office wear, religious occasions, and festivals.

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A bundle of traditional craftsmanship, Malabar weaving styles, and embryonic customer preferences characterise the Udupi saree market. Women customers comprise the primary consumer segment in this market, and both emotional and functional elements influence their purchase decisions. Various determinants, including product quality, quantity, design, price, satisfaction, culture, and others, shape women's repurchase intention in the saree market. While earlier studies have extensively examined repurchase intention in organised retail, online shopping, and branded apparel sectors, limited statistical attention has been given to localized traditional markets such as Udupi. Consumer behaviour in such markets may differ due to cultural, demographic, and social factors.

Identifying the determinants that compel women customers to repurchase Udupi sarees is therefore of significant importance, as it helps the Cooperative societies' Udupi sarees enhance customer retention, improve quality, and create a competitive advantage. Notably, insights into these determinants can help weavers adapt to changing consumer expectations while preserving traditional values and craftsmanship. In this backdrop, the present study aims to identify a model that creates the women customers' repurchase intention in the Udupi saree market. By identifying and analysing these determinants, the researcher seeks to contribute to the existing body of knowledge on women consumer behaviour in the traditional handloom market and provide practical recommendations for cooperative societies.

Review of Literature

Pawan Kumar and Kanchan (2019) the study set out to evaluate the characteristics of the fashion industry and the factors that affect consumers' decisions to buy particular types of clothing. Based on primary data, the current study was conducted in four significant Punjabi cities: Sangrur, Patiala, Chandigarh, and Ludhiana. Using suitable selection techniques, a sample of 400 respondents was selected for the investigation. The apparel's design, quality, price, availability, style, brand image, and other factors were taken into consideration while evaluating consumer preferences. The findings indicate that Indian consumers prioritized "style" and "design" over "brand name" and goals.

José Sarto Freire Castelo and José Ednilson de Oliveira Cabral (2018) written an article and this article primary goal is to evaluate the elements that influence users' opinions about the quality of clothing on a social network and determine whether there are any gender differences in these evaluations. To accomplish so, a survey of 295 customers was conducted. Participants were told to visit the Survey Monkey website and respond to questions regarding the quality of apparel, regardless of gender, for both men and women.

Deepali Saluja (2016) determine how factors like peer pressure, sex, and monthly income affect consumer behavior. The study found that customers' purchasing behavior is independent of their age, gender, occupation, or level of training. Lastly, evidence indicates that Delhi consumers have a positive perception of fashion clothing brands.



Sandeep Kumar et.al, (2016) conducted a study to evaluate the significance of several factors in brand retention and to learn more about consumer perceptions, behaviors, and lifestyle attitudes about clothing firms. The results indicate that clothing firms should prioritize customer retention. This can be achieved by offering services, introducing devoted programs, keeping quality high, keeping prices low, and running ads on television, newspapers, and social media.

Jose et al. (2013) examined silk saree purchases in Bangalore to highlight both concrete and intangible aspects influencing retailer loyalty. Their research sought to identify advantages related to the brand, buying habits, and influencing variables. After buying a saree, they polled 141 women, incorporating feedback from different vendors.

In Bangalore's apparel market, quality and variety became crucial elements, demonstrating the continued impact of traditional advertising as well as the early stages of online advertisements for silk sarees.

Pearl FafaBansah et al. (2015) investigated how branding affected the purchasing habits of Textile Ghana Fabric customers in Ho municipality. Their emphasis on brand equity—brand awareness, loyalty, and image—exposed branding as one of the major factors influencing fabric purchases, along with price, status, self-concept, and lifestyle.

According to Leena Jenefa and Ramesh Kaliyamoorthy (2014), the retail industry is changing, requiring distinctive, all-encompassing strategies to keep clients through

experiential innovation. They emphasized that in a competitive market with escalating expectations, it can be difficult to surpass client contentment in order to attain joy. Lee Jungmin and Kim Jongjun (2020) talked on how the apparel business is moving toward eco-friendly products, with a focus on research into non-polluting textile production. They emphasized how high molecular compounds like chitosan and hyaluronic acid, as well as natural fibers like cotton, silk, and ramie, are becoming more and more recognized for their human-centered and environmentally friendly qualities.

Voicu (2017) noted the propensity for preferences to constrict even with a wide range of possibilities and connected them to long-term brand relationships. Preferences affect product selection and include material characteristics, brand components, and warranties. Simamora (2014) underscored product attributes—quality, features, design, and after-sales service—as key considerations in consumer decision-making. Consumer evaluations and preferences evolve over time, driven by diverse product and brand attributes.

Kalaiyarasi (2014) integrated consumer buying behavior into strategic market planning, acknowledging the evolving, elastic nature of consumer attitudes and behaviors, especially concerning pricing. Marketers face challenges in understanding diverse consumer needs and behaviors, highlighting the necessity for tailored marketing strategies.

Mower, Kim, and Childs (2012) explored how external atmospherics like window displays and landscaping influence customer responses toward an apparel boutique. While these

variables didn't directly affect pleasure or arousal, they influenced store liking and patronage intentions. Sandeep Kumar, Prasanna Kumar, and SrinivasaNarayana (2016) delved into consumer perceptions, behavior, and lifestyle regarding apparel brands, emphasizing the importance of customer retention strategies. They suggested focusing on reasonable pricing, maintaining quality, loyalty programs, excellent customer service, and diverse advertising approaches for brand retention.

Research Gap

Although repurchase intention has been widely studied in retail and e-commerce contexts, research on traditional ethnic apparel markets in India is limited. Most existing studies emphasize organized retail formats and urban consumer behavior, overlooking localized and culturally rooted markets such as the Udupi saree market. There is insufficient empirical evidence on how socio-cultural factors, emotional attachment, interpersonal relationships with sellers, and traditional values influence women customers' repeat purchase decisions. Additionally, the interaction between demographic characteristics and key marketing determinants remains underexplored in this niche context. Hence, a focused study is needed to bridge this gap between context and theory.

Statement of the Problem

The saree market in Udupi represents a culturally significant and economically vibrant segment of the local retail economy, catering predominantly to women customers. Despite increasing competition from branded outlets, online platforms, and emerging fashion trends,

many traditional saree retailers continue to rely on repeat customers for sustained growth. However, there is limited empirical understanding of the specific factors that influence women customers' repurchase intentions in this localized and culturally embedded market. While general determinants such as price, product quality, and customer satisfaction are recognized in broader retail research, the relative importance of socio-cultural values, emotional attachment, personalized service, and community reputation in shaping repeat buying behavior remains unclear. The absence of context-specific research restricts retailers' ability to design effective customer retention strategies. Therefore, it is essential to systematically examine the determinants influencing women customers repurchase intention in the Udupi saree market.

Objectives of the study

1. To identify the determinants which influence the Women customers repurchase intention in Udupi Saree Market.

Model and Measurement

The present study is an analytical research. The researcher has used the Path Model, which various scholars developed, Van der Doef & Maes (1999), Byrne (2001), to identify the impact of independent variables on the mediating variables and the mediating variables' impact on the dependent variables. The study collected the primary data from the customers in Dakshina Kannada and Udupi Districts using a structured questionnaire. The sample respondents were 350 customers of the Udupi saree. A Likert scale is a rating scale used to measure the questionnaire instruments.

Sample size determination is based on the Yamane (1967:886) formula, as given below.

$$n = \frac{N}{1 + Ne^2}$$

It includes,

n = size of the sample

N = Total population size (609)

e = Acceptable error, it is fixed as 5%

Primary data are analysed using AMOS software. AMOS is a popular software package for estimating regression models between dependent and independent variables (Byrne, 2010). Instrument reliability is necessary to safeguard the research stability and consistency. The most suitable tests for examining reliability and consistency are Cronbach's alpha and item-to-total correlations. Typically, Cronbach's alpha reliability ranges from 0 to 1, with values closer to 1 indicating greater stability and reliability. The results of the reliability test at the pilot study level (Cronbach's alpha = 0.80) indicate satisfactory consistency and reliability, as it exceeds the threshold of 0.60 (Nunnally, 1978). The proposed model and model variable details are shown in Table 1 and Fig. 1 below.

Fig. 1
 Proposed Path model for Customers Repurchase Intention

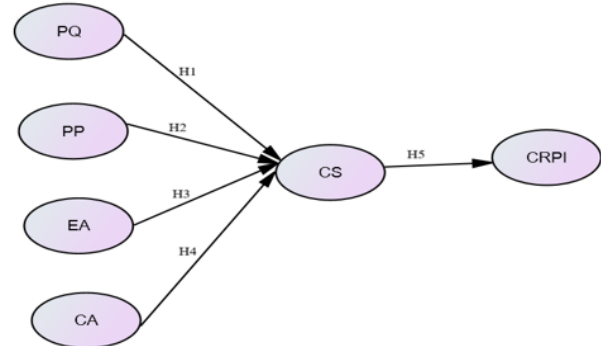


Table 1
 Proposed Model Variables

Dimension	Variable	Sub-Variable
Products attributes	Product Quality (PQ)	Fabric quality & Design Durability and stitching Colour fastness Authenticity (handloom, traditional weaving) Brand
Price attributes	Price Perception (PP)	Fair pricing Value for money Price consistency Discounts and offers
Personnel Attributes	Emotional Aspects (EA)	Perceived Value Purpose of Usage Trust in product Attachment to specific designs or weaving style Sentimental connection Shopping Experience Purpose of usage

Cultural and Social attributes	Cultural Factors (CA)	Respect on Handllom culture Family and peer recommendation s Cultural traditions and festivals Social norms and expectations
Mediating Variable	Customers Satisfactio n (CS)	Product Quality Price Perception Emotional Aspects Cultural Factors
Dependent Variables	Customers Repurchas e Intention (CRPI)	

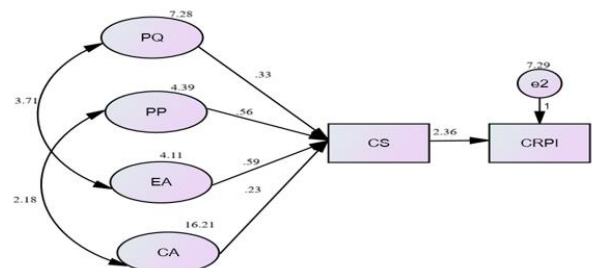
(0.056) is less than the cut-off value (0.08) which also specifies a model fit.

Table 2
Model Fit Indices Summary

Fit Indices	Results	Suggested values
Chi-square / DF	2.931	≤ 5.00
Comparative Fit Index (CFI)	0.924	> 0.90
Tucker Lewis index (TLI)	0.932	≥ 0.90
Adjusted Goodness of Fit Index (AGFI)	0.942	>0.90
Goodness of Fit Index (GFI)	0.931	> 0.90
Normed Fit Index (NFI)	0.959	>0.90
Incremental Fit Index (IFI)	0.962	≥0. 90
Root mean square error of approximation (RMESA)	0.056	< 0.08

The measurement model of structural relationship was calculated on the basis of various fit measures proposed by various authors (Hair et al., 2006,) (Byrne, 2010) (Kline, 2011). The value of chi-square (χ^2) and associated degrees of freedom (df) along with at least one incremental index and one absolute index were suggested by the above authors. The measurement model viability and significant result available in Table 5 prove no offending estimates. Further, the fit indices' significant results also support the proposed model by the maximum likelihood method. The proposed model is shown to be fit as the chi-square/degree of freedom (χ^2/df) value of 2.931, is inside the extreme point 5.0. The results also show that the fit indices are also greater than the outline point 0.90. According to the results, the GFI value is 0.931, the CFI value is 0.924, the AGFI value is 0.942, the NFI value is 0.959, the IFI value is 0.962 and the TLI value is 0.932 which shows a well fit with the model. In the end, the value of RMSEA

Fig. 3
Model Standardized Estimates



Source: Primary data (AMOS)

Based on the hypothesized model, the path between Product Quality (PQ), Price Perception (PP), Emotional Aspects (EA), and Cultural Factors (CA) shows significant results. Table 3 shows the estimates and it indicates that three dimensions namely PQ, PP, EA, and CA have significant impact on Customers

Satisfaction (CA) which is a mediating variables and CA has positive impact on Customers Repurchase Intention (CRPI) towards Udipi Saree at five percent level of significance. Therefore, the path values (i.e. PQ to CS, PP to CS, EA to CA, CF to CA and CA to CRPI) are supporting the significance of H1, H2, H3, and H4. Similarly, H4 to H5 i.e. Customers Repurchase Intention is statistically significant with the standardized regression estimate of .059, standard error of .049, critical ratio of 1.435, and level of significance $p < 0.05$ (.000) which also supports the structural path.

Table 3
Estimates of Structural Path

	Regress ion Weight	S. E.	C.R.	P	Rema rk
CS <- --PQ	.33	.055	2.001	** *	Positiv e Impact
CA<- --PP	.56	.045	.482	** *	Positiv e Impact
CA<- --EA	.59	.049	1.435	** *	Positiv e Impact
CA<- --CF	.23	.096	-5.660	** *	Positiv e Impact
CRPI <--- CA	2.26	.084	3.180	. ** *	Positiv e Impact

Source: Primary data (AMOS)

The above-hypothesized path model (Fig. 1) shows a significant impact of identified Independent variables on customers satisfaction (mediating variable) and customers satisfaction is impacting the customers repurchase intention. The structural path between identified independent variables and dependent variables is supporting the path.

Hence, it is identified the above path model is statistically significant model.

Discussion and Implication

Findings, conclusions, and suggestions:

The empirical results show significant relations between PQ to CS, PP to CS, EA to CA, CF to CA, and CA to CRPI. First, Product Quality (PQ) has a positive and significant effect on Customer Satisfaction (CS) ($\beta = 0.33$, C.R. = 2.001, $p < 0.001$). This implies that improvements in product quality lead to higher levels of customer satisfaction. Thus, the hypothesis proposing a positive relationship between PQ and CS is supported. Second, Perceived Price (PP) significantly influences Consumer Attitude (CA) ($\beta = 0.56$, C.R. = 0.482, $p < 0.001$). Although the critical ratio appears relatively small, the relationship is statistically significant, indicating that favorable price perceptions enhance consumers' attitudes toward the product. Third, Environmental Awareness (EA) shows a positive and significant impact on Consumer Attitude (CA) ($\beta = 0.59$, C.R. = 1.435, $p < 0.001$). This suggests that consumers who are more environmentally conscious tend to develop more positive attitudes. Fourth, CF has a positive regression weight toward Consumer Attitude (CA) ($\beta = 0.23$, $p < 0.001$). However, the reported C.R. value is negative (-5.660), which is inconsistent with the positive regression weight. Usually, the sign of the C.R. corresponds with the sign of the estimate. Despite this reporting inconsistency, the path is statistically significant, indicating that CF positively contributes to consumer attitude. Finally, Consumer Attitude (CA) has a strong and significant influence on Customer Repurchase Intention (CRPI) ($\beta = 2.26$, C.R. = 3.180, $p < 0.001$). This represents the strongest relationship in the model, suggesting that consumer attitude plays a crucial role in determining repurchase intention.



The findings demonstrate that Product-related factors (PQ, PP), Environmental factors (EA), and CF significantly influence consumer attitude and satisfaction. Consumer Attitude serves as a key determinant of Consumer Repurchase Intention. The most substantial structural effect in the model is CA → CRPI. The structural model provides strong empirical support for the hypothesized relationships, highlighting the central mediating role of Consumer Attitude in influencing repurchase intention.

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