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Research Article

Determinants Of Customer Repurchase Intention Of Organic Pulses: Customer Satisfaction As Mediating Role

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ABSTRACT

Purpose - The major goal of this research work is to assess the Determinants of Customer's Repurchase Intention of Green pulses with Customer satisfaction as mediating role in the Telangana.

Design/methodology/approach - To accomplish the work's goal, combination of qualitative and quantitative research approaches are used in research methodology. After analysing the outcomes of the qualitative research, quantitative research was done, then conducted a survey by issuing questionnaires to two hundred respondents who willing to procurement organic pulses in stores. This study uses the SEM (Structural Equation Modeling) Smart PLS software to identify the variables that influence consumers' intention to repurchase organic pulses.

Findings – The study's findings demonstrating that the factors like convenience and Nutritional quality are significantly impacting repurchase intention of organic pulses through Mediating the customer satisfaction. It was determined that the current study was sound empirically.

Research limitations – The sample for the study was collected from Telangana and the findings encompassed a wide range of crucial touch points in order to provide comprehensive coverage of the factors affecting Customer's Repurchase Intention of Organic pulses.

Keywords: organic pulses, repurchase intention, customer satisfaction, Convenience, information quality and Nutritional quality

1. Introduction

In the last twenty years, the production system for organic food has evolved from a loosely coordinated local producer-consumer network to a globalized system that establishes legally regulated trade that connects geographically and socially remote production and consumption locations (Vrhovec-Žohar et al., 2018). Additionally The agri-food industry employs a wide range of sustainable development strategies, from organic farming to fair trade, and from mainstream agriculture becoming more ecological through the creation of local production and consumption networks (Bryła, P., 2015). The most recent agricultural food products are available on the market as modernization continues. The environment and public health have suffered as a result of the use of artificial composts and insecticides. A growing percentage of consumers switching to organic products these days. An agricultural platform that is socially and environmentally conscious and doesn't use chemical pesticides or fertilizers is used to produce organic products. (P. Kumar and H. Choudhary, 2017). The production of organic produced products is distinct in that it minimizes soil erosion, protects the environment, and lowers pollution levels by promoting a balanced system of using organic standards for agricultural products in India and other economies. (Mendon et al., 2020).

Globally, the market for organic food produced products is expanding quickly. These foods are produced, handled, processed, and marketed in unity with certified organic standards. Most notably, it is forbidden to use pesticides, synthetic fertilizers, or genetically modify anything. The conviction that organically produced food is well biologically friendly and healthier than food formed conventionally is a significant contributing feature in the growth in demand (Brantsaeter et al., 2017).

A few well-known pulses are lentils, chickpeas, cow peas, pigeon peas, dry beans, and so on. Iron, zinc, folate, magnesium, and other vitamins and minerals are all found in abundance in pulses, along with protein and fiber. You don't have to strain your stomach in order to feel full, because they are low in fat and high in proteins, complex carbohydrates, and fiber.
Having a solid understanding of the elements influencing consumers' decisions to buy and buy organic pulses will enable companies in the Organic food industries to develop effective business plans that will both retain and grow their customers. Nevertheless, no prior studies have been showed on organic pulses purchasing patterns as of yet. The author conducted a work titled 'Determinants of Customer Repurchase Intention of Organic pulses: Mediating role of Customer satisfaction' considering on the underlying reasons. The aim of the work was to identify the determinants that influence customers' repurchase intention to purchase organic pulses from stores.

2. Review Of Literature

This section will demonstrates a quick overview of prior studies that observed customers' decisions to repurchase in the similar or related fields, like purchasing organic pulses. This will help to begin the research framework and provide research hypotheses.

2.1 Customer satisfaction

Customer satisfaction is a marketing term that defines "how well a company's goods or services meet or exceed a customer's expectations". According to Rust and Zahorik (1993), "customer satisfaction is currently regarded as a corporate level strategy. Customer satisfaction is the foundation and source of an organization's success, according to research". Accordingly, customer satisfaction "serves as both a foundation for the relationship between the marketing and management departments and a source of competitive advantage" (Claycomb & Martin, 2002; Anderson et al., 1994). Because it improves an organization's overall financial performance, customer satisfaction is also crucial for businesses (Rust and Zahorik, 1993; Anderson et al., 1994). According to Tsai et al., (2006), clients who are glad with the services they received from the companies plan to use them more frequently and make more purchases in the future. According to Bhattacharya et al., (2000), "The quality of service received, the service itself, and the customer's overall satisfaction with the service all have a direct impact on the customer's intention to remain with their current service provider in the future". According to Szymanski & David (2001), customer satisfaction is a crucial for attracting and keeping customers who have favorable repurchase intentions in upcoming days. Businesses have been giving substantial resources for years to raising customer satisfaction levels (Durvasula et al., 2004). Consumer pleasure gives businesses several advantages, such as building consumer trustworthiness, avoiding customer attrition, cutting industry expenses, and improving company reputation (Fornell, 1992). It also designates the overall healthiness of the business and its predictions for the future. The ability of the business to keep its word to customers is what makes its strategy successful and fosters the development of profitable, long-lasting relationships (Dixon et al., 2005). Ibzan et al., 2016 suggested that since product converting is more prospective to happen as a result of disappointment, managers able to distinguish between satisfying and unsatisfactory product attributes. As an mediating variable, satisfaction is thought to be connected to consumer behavior regarding repeat purchases.

2.2 Convenience

According to Jiang et al., convenience plays a crucial role in explaining consumer behavior with respect to shopping (Tjoanoto & Kunto , 2013). In a nutshell, convenience is the reduction of the time and energy consumers need to obtain, use, and discard of a good or service in comparison to other offerings in the same category. This definition suggests two-dimensional construction arranged in the phases of acquisition, use, and disposal. Meixian's research identifies three metrics "less time spent, less energy used when shopping online, and less energy spent" (Meixian, 2015) that can be useful to measure the convenience of e-services. The three indicators represent a gauge of how comfortable customers are with shopping of organic pulses.

2.3 Information Quality

According to Rieh (2002), the degree to which people believe a message to be accurate, up to date, good, and useful is a measure of its quality. Because low-quality information is read for meaningless purposes, information processing expenses, time, and effort are increased (Gu et al., 2007). On the other hand, information of a high caliber is advantageous to both service providers and clients seeking insightful details on specific subjects (Zheng et al., 2013; Butler et al., 2002). Providers of Service may enhance their public image also reputation by subscribing high-quality material (Butler et al., 2002). Many studies have defined "information quality as a multifaceted concept" (Chen et al., 2017; Xu et al., 2013). There are no standardized quality attributes at this time, and different scientists have offered information quality types (such as accuracy, timeliness, competence, trustworthiness, etc.) in different ways. Accuracy, objectivity, and credibility are examples of internal message characteristics that make up information quality (Michnik & Lo, 2009; Huang et al., 1999). Contextual information quality refers to "the information's quality in relation to contextual factors like time or task context" (Herrera-Viedma et al., 2006). The quality of information is determined by its interpretability, comprehension, and consistency (Michnik & Lo, 2009). The quality of accessibility

information refers to how simple it was to find the desired messages (Huang et al., 1999). Organic pulses shopping may vary based on the information quality and its available more about the benefits of health.

2.4 Nutritional quality

Green items have been produced anything that harm like pesticides , which reduces their contamination with pathogenic organisms like Salmonella sp., Listeria monocytogenes, or Escherichia coli, as well as pesticide residue (Warnick et al.,2001; Van Renterghem et al., 1991; Lung et al., 2001). Customers prefer organic food since they think it is grown sustainably, has higher nutritional value, and contains fewer or no additive contaminants. Younger families typically prefer organic foods over other age groups (Thompson et al., 1998; Magnusson et al., 2003; Loureino et al., 2002). Organically produced food is becoming more and more popular because of its advantages for health and nutritional as well as its beneficial effects on the environment and socioeconomic position (Chopra et al., 2013).

2.5 Repurchase intention

Numerous academics have studied the idea of RI and the reasons that power it (Mittal & Kamakura 2001 ; Seiders et al., 2005; Dick & Basu 1994; Quick & Burton 2000). RI is defined "as a consumer's actual behavior that leads to multiple purchases of the same good or service". Most purchases made by customers have the potential to be made again (Peyrot & Van Doren, 1994). Consumers frequently purchase comparable goods from comparable vendors, and rather than coming from a single, isolated incident, common purchases are the consequence of multiple related events. Another term for repurchase is retention (Hennig Thurau, 2004). Repurchase is regarded as one of the most crucial relationship marketing variables (Fullerton, 2005). The customer's intention to conduct business with a retailer or supplier again in the future is referred to as RI. On the other hand, repurchase refers to the actual act of the customer making a transaction with the retailer or supplier once more. The desire to make a repeat purchase and the purpose to spread good word of mouth and recommendations are the two main categories of consumer behaviour (Zeithaml et al., 2000). The interaction between preceding purchasing behaviour and customer behaviours with respect to future purchases, as well as purchase intentions, has been addressed in the literature on industry research. (Dixon et al., 2005). Does repurchase intent, in practice, lead to repurchase?

2.6 Research Objective of the study

The resolution of this research is to determine the factors that affect RI of Organic pulses using CO, IQ and NQ with mediating role CS in Telangana.

1. To measure the impact of Convenience, Information Quality and nutritional quality on repurchase intensions of Organic pulses with mediating role Customer satisfaction in Telangana

2.7 Hypotheses

We have projected the primary research conceptual framework that will be assessed by SEM (Structural Equation Model) analysis, considering on the described literature review. We contend that information is crucial and that it affects consumers' repurchase intention . Consumer interest in purchasing organic pulses is positively influenced by CO, IQ, NQ and CS. According to this model, a CS will indirectly affect a variable's interest in a repurchase. Figure 1 illustrates how the conceptual framework is arranged.

H1: CO has a significant result on CS.
H2: IQ has a significant effect on CS
H3: NQ has a significant inspiration on CS
H4: CS has a significant effect on customers organic pulses RI

2.8 Conceptual Framework

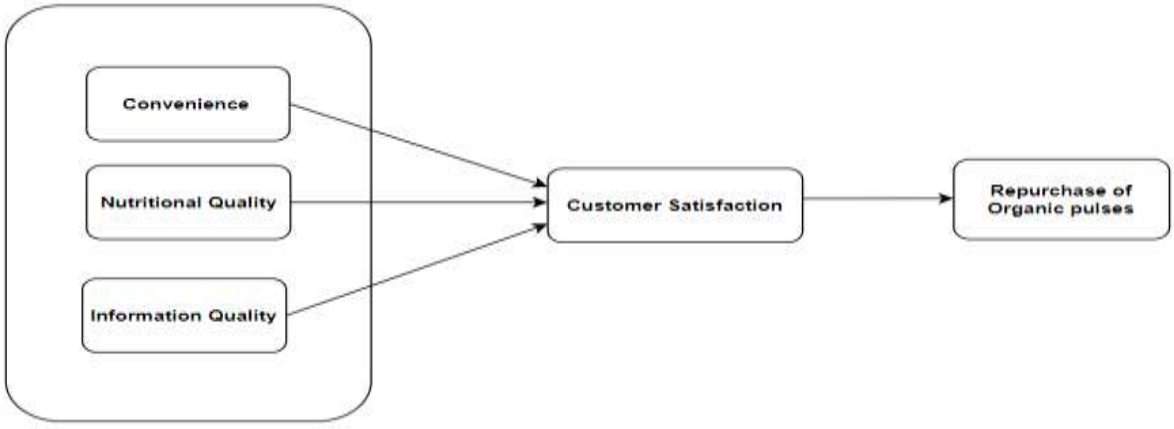

Figure 1: Proposed Conceptual framework

2. Research Methodology

3.1 Data Collection

Primary data was used for this study, which came from respondents' responses to structured questionnaires that included information on all independent and dependent variables. A total of 200 respondent samples served as the prime data set for this investigation. We used the purposive sampling technique to select respondents created on the researcher's predetermined criteria. The study's norms for respondents are those who have brought once organic pulses. We gathered respondents from contemporary retailers in Telangana, including supermarkets, hypermarkets, and specialty organic stores. The process of gathering data involved distributing a questionnaire to the interviewee. Furthermore, to further refine the research findings, respondents were interviewed in-depth.

3.2. Measurement

Convenience , information quality, nutritional quality ,customer satisfaction and repurchase interest are five latent variables in this research included. Figure 1. shows the indicators variable to calculate each latent variable. From the previous research's adaptation and adoption processes provided the indicator and latent variables used in this study. Current research, variables of IQ has four questions along with variables of CO four indicators. Variable of nutritional quality has four questions along variable of CS has four questions also variable of repurchase interest has five indicators. A 5 point Likert scale was utilised as the assessment tool in this work; the options were strongly disagree, disagree, neutral, agree, and strongly agree.

3.3. Data Analysis

Current work was used descriptive study method to proceed further. With a score range of 1 to 5, the Rating Scale aids in the presentation of data. Research responses statements were divided into two groupings agree and disagree. Responses strongly disagree with 1, disagree is 2 , neutral is 3, while responses agree with 4 and strongly agree is 5. The respondents' responses will first undergo initial validity and reliability testing before the questionnaire's validity can be assessed and research variables are created. If the calculated value, taking into account the number of responses and the adequate error benchmark (α), is higher than the value in the table, the data was considered valid to proceed. For processing the data the SEM method used . Partial Least Square (PLS) SEM analysis is the kind that is employed. Because SEM analysis can simultaneously identify indicator variables and examine how exogenous and endogenous latent variables are related, it is commonly used in research (Najib et al., 2020). Furthermore, SEM is more accurate and efficient since it can execute factor analysis and regression analysis at the same time, according to Kartika et al., (2020). As stated in the literature review, prior research with strong theoretical support is necessary to determine the causal relationship between variables.

4. Results and Discussion

4.1 Respondent Profile

Using SPSS software the demographic respondents information results calculated and provided in the table 4.1. The demographic respondents profile is consists of education , age, income and gender .

Table – 4.1 Respondents Demographic Profile

Sl.No.	Demographic Variables	Groups	Frequency	Percent
1.	**Gender**	**Male**	**83**	**41.5**
		Female	117	58.5
		Total	**200**	**100.00**
2.	**Age**	>40	43	21.5
		20 – 24	16	8
		25 - 29	43	21.5
		30 - 34	63	31.5
		35 -39	35	17.5
		Total	**200**	**100.00**
3.	**Education**	Lower than bachelor's degree	63	31.5
		Bachelor's degree	101	50.5
		Master' s degree or higher	36	18
		Total	**200**	**100.00**
4.	**Income**	Less than 15000	31	15.50
		15001 to 30000	53	26.50
		30001 to 50000	84	42.00
		Above 50000	32	16.00
		Total	**200**	**100.00**

4.2 Reliability Test

Construct's reliability test will be assessed using the Cronbach's Alpha from this section. From table 4.2 shows the results from the findings analysis and results revealed that five variables' Cronbach's alpha values were greater than 0.7, demonstrating that five variables' reliability is measured suitable. From this the result outcome , every variable in this study is appropriate for further examination.

Table 4.2: Cronbach's Alpha values Reliability Analysis.

Factors	Cronbach's alpha
CO	0.886
CS	0.908
IQ	0.850
NQ	0.882
RI	0.899

4.3 Convergent Validity

Convergent validity measured by the internal consistency . According to Fornell & Larcker (1981) and Holland (1999), To ensure that each latent variable is measured and not alternative one, it is estimated for each item that is meant to measure it. As suggested Aibinu, Ling & Ofori, 2011, AVE (average variance extracted), Cronbach's alpha, CR(composite reliability), and individual items reliability will be used to estimate the construct's convergent validity.

Table 4.3: Factor loading, AVE & CR results.

Factors	Items	Factor Loading	AVE	CR
Convenience	CO_1	0.801	0.746	0.913
	CO_2	0.794		
	CO_3	0.955		
	CO_4	0.895		
Customer Satisfaction	CSF_1	0.898	0.783	0.915
	CSF_2	0.900		
	CSF_3	0.847		
	CSF_4	0.894		
Information Quality	IFQ_1	0.831	0.692	0.884
	IFQ_2	0.801		
	IFQ_3	0.752		
	IFQ_4	0.933		
Nutrition Quality	NUQ_1	0.837	0.739	0.890
	NUQ_2	0.886		
	NUQ_3	0.814		
	NUQ_4	0.899		
Repurchase Intention	RPI_1	0.837	0.712	0.908
	RPI_2	0.880		
	RPI_3	0.844		
	RPI_4	0.893		
	RPI_5	0.758		

Note: Significance level: Cronbach Alpha > 0.7 ; CR (Composite reliability) , Factor loadings >0.7 ; AVE (Average variance extract) >0.5

Table 4.3 shows that the results and demonstrated that the work measurement model's convergent validity could be demonstrated by the fact that all five constructs' CR (composite reliability), AVE (average variance extracted) and factor loadings values all greater than 0.7.

4.4 The Structure Model Assessment

4.4.1 Multicollinearity Test

The multicollinearity test is conducted using the the SmartPLS application and the VIF (variance inflating factor) values are verified (Pallant, 2005). If the variance inflating factor value is five or higher, there is a collinearity issue in the reported results (Hair et al., 2012). In this manner, the variance inflating factor should be less than five in order to examine the multicollinearity. Table 5 displays the calculated values. The reported results that four variable relationships' VIF values are less than 5. This results reveals that the collinearity issues are not present.

Table 4.5: Multicollinearity Test

Variables Tested	Variance Inflating Factor (VIF)
CO -> CS	2.261
CS -> RI	1.000
IQ -> CS	2.133
NQ -> CS	1.857

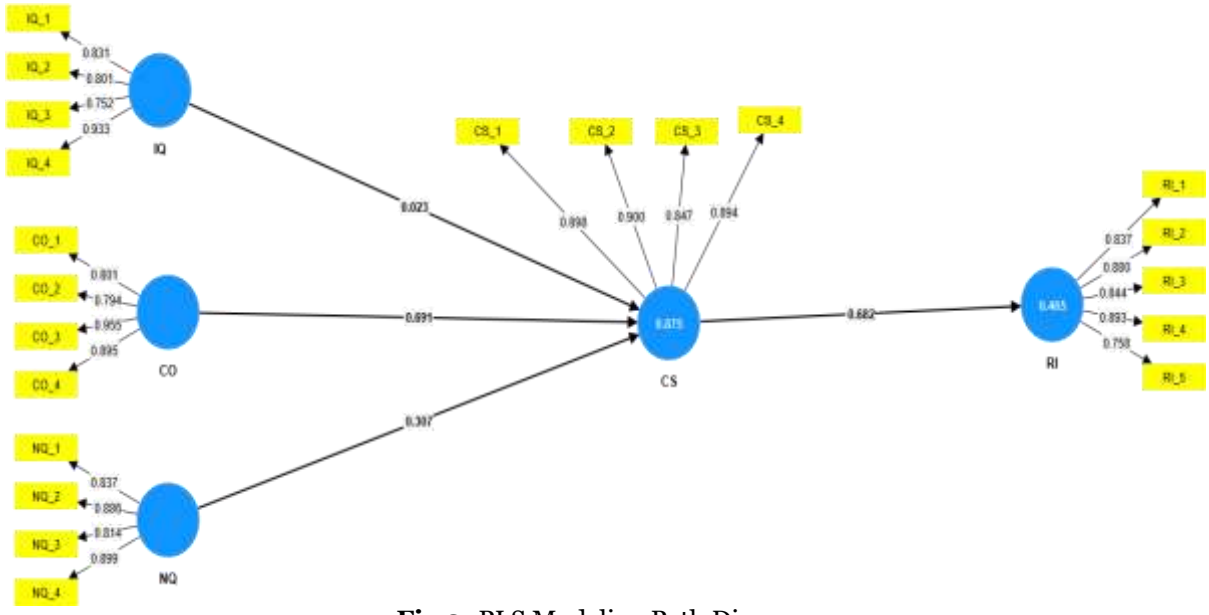

Fig 2: PLS Modeling Path Diagram

Table 4.6: Path Coefficients.

Hypothesis	Pathway	ß	tvalue	P-values	Decision
H1	CO -> CS	0.038	18.333	0.000	Accepted
H2	IQ -> CS	0.044	0.517	0.605	**Rejected**
H3	NQ -> CS	0.026	11.699	0.000	Accepted
H4	CS -> RI	0.053	12.796	0.000	Accepted

Based on the data in the Table 4.6 we have acknowledged completely six research hypotheses , since each path's p values were less than 0.05 except IQ -> CS . But first, we want to see if all of the original sample's path coefficients fall inside the discrete interval or not. 5000 observations were used in the bootstrapping testing as a result. The base weight is noteworthy with the bootstrapping mean, according to Table 4.7's results, since all weights decrease inside the 95% confidence interval except IQ->CS. Subsequently, we can tell that the trustworthy about the model's estimates .

Table 4.7: Bootstrapping testing.

Relationship Path	O- Values	Data mean (M)	2.5 %	(100-2.5) %
CO -> CS	0.691	0.688	0.608	0.756
CS -> RI	0.682	0.684	0.575	0.783
IQ -> CS	0.023	0.028	-0.052	0.122
NQ -> CS	0.307	0.307	0.252	0.357

Bootstrap simulation technique performed and tabulated the standard parameter values in Table 4.6 . The t-values which are >1.96 also statistical significant at accepted five percent level of significance are employed to verify the substantial association among the constructs (Tenenhaus et al., 2005).

In addition, Table 4.6 shown the both path co-efficients as well as t-statistics investigated for the structural model. As per the table, it can also be explored that t-values besides p-values are at five percent level of significance by using the bootstrap technique showed that all the connection are significant except that there is no significant association between IQ -> CS as t=0. 517< 1.96, p>0.605.

Relationship	Hypotheses	
CO → CS	H01	No significant effect of CO on CS among organic pulses consumers
	HA1	Significant effect of CO on CS among organic pulses consumers
IQ → CS	H02	No significant effect of IQ on CS among organic pulses consumers
	HA2	Significant effect of IQ on CS among organic pulses consumers
NQ → AT	H03	No significant effect of NQ on CS among organic pulses consumers
	HA3	Significant effect of NQ on CS among organic pulses consumers
CS → RI	H04	No significant effect of CS on RI among organic pulses consumers
	HA4	Significant effect of CS on RI among organic pulses consumers
CO →CS →RI	H06	The association among CO and intention to repurchase is mediated through CS.
IQ →CS →RI	H07	The association among IQ and intention to repurchase is mediated through CS.
NQ →CS →RI	H08	The association among NQ and intention to repurchase is mediated through CS.

Table :4.8 Hypotheses with relationship

4.5 Hypotheses Testing on Path Co-efficients

Table 4.6 indicates the standardized parameters of the research models that result from the bootstrap technique. The t-statistics describes the association among the latent constructs if the calculated t-value is > than1.96, that depicts statistically significant by considering the accepted level of significance as five percent. Thus, the results showed that H_{01}, H_{03} and H_{04} statistically significant with the path co-efficients at 0.000, 0.000 and 0.000.

The proposed hypotheses are offered as:

The first three null hypotheses ($H_{01,}$ H_{02} and H_{03}) as well as alternative hypotheses ($H_{A1,}$ H_{A2} and H_{A3}) are related to measuring the effect of Convenience (CO), Nutritional Quality (NQ) and Information Quality (IQ) on Customer satisfaction (CS) among Organic pulses consumers and expressed as-

Null H_{01}: There is no significant effect of CO on CS among organic pulses consumers.

On the basis of the t-value and p-value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 illustrates that t-value of **CO→ CS** is more than 1.96 (t=18.333>1.96, p<than .05). Hence, H_{01} is rejected as there is no substantial effect of CO on CS among organic pulses consumers.

Alternative H_{A1}: There is significant effect of CO on CS among organic pulses consumers.

On the basis of the t-value and p-value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 outlines that t-value of **CO→ CS** is greater than 1.96(t=18.333>1.96, p<than .05). Given that CO has a first-rate effect on CS among customers of organic pulses, the data support hypothesis H_{A1}.

Null H_{02}: There is no significant effect of IQ on CS among organic pulses consumers.

On the basis of the t-value and p-value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 illustrates that t-value of **IQ→ CS** is more than 1.96 (t=0.517>1.96, p>than .05). Consequently, H_{02} is concludes that IQ has a negligible impact on CS among customers of organic pulses and conclude that CS wont get much influenced by the IQ.

Alternative H_{A2}: There is significant effect of IQ on CS among organic pulses consumers.

On the basis of the t-value and p-value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 outlines that t-value of **IQ→ CS** is greater than 1.96(t=0.517<1.96, p>than .05). Hence, H_{A2} is rejected as there is considerable effect of IQ on CS among organic pulses consumers.

Null H_{03}: There is no significant effect of NQ on CS among organic pulses consumers.

The decision for the above mentioned hypothesis has been taken on the basis of t- value and p-value (accepted level of significance as five percent). However, the table 4.6 displays that t-value of **NQ→ CS** is less than 1.96 (t=11.699<1.96, p<than .05). Hence, H_{03} is rejected as there is no substantial effect of NQ on CS among organic pulses consumers.

Alternative H_{A3}: There is significant effect of NQ on CS among organic pulses consumers.

However, the decision for the above mentioned hypothesis has been taken on the basis of t-value and p-value (accepted level of significance as five percent). The table 4.6 demonstrates that t-value of **NQ→ CS** is less than 1.96 (t=11.699<1.96,p< than 0.05). The confirmation of hypothesis H_{A3} is made by the data, as NQ has a major bearing on CS when it comes to organic pulses.

The last one null hypotheses (H_{04}) as well as alternative hypotheses (H_{A4}) are related to measuring the effect of Customer satisfaction (CS) on Repurchase Intention (RI) among Organic pulses consumers and expressed as-

Null H_{04}: There is no significant effect of CS on RI among organic pulses consumers.
On the basis of the t-value and p-value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 illustrates that t-value of **CS→ RI** is more than 1.96 (t=12.796>1.96, p<than .05). Hence, H_{04} is rejected as there is no substantial effect of Customer satisfaction on Repurchase Intention among organic pulses consumers.
Alternative H_{A4}: There is significant effect of CS on RI among organic pulses consumers.
On the basis of the t-value and p-value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 outlines that t-value of **CS→ RI** is greater than 1.96(t=12.796<1.96, p>than .05). The results are in support of H_{A4} as there is significant effect of Customer satisfaction on Repurchase Intention among organic pulses consumers.
Mediation of Customer satisfaction
CS's mediating function in the relationship amongst CO and RI was identified using mediation analysis. The results (refer 4.9 & 4.10 tables) the link between CO and RI revealed the strong indirect effect of CS (H06:ß=0. 472, t-value=14.098, p-value <.001). The impact on RI from CO was substantial overall (ß =0.69124, t-value =18.333, p-value <.001), and this effect was much more strong when the mediator was taken into account (ß =0.69124, t-value =18.333, p-value <.001). The connection between CO and RI was found to be partially mediated by CS, as revealed in this work. CS played a complementary part in this relationship, and hypothesis H_{06} was then established.
CS's mediating function in the relationship amongst IQ and RI was identified using mediation analysis. The results (refer 4.9 & 4.10 tables) the link between IQ and RI revealed the not strong indirect effect of (H07:ß=0.016, t-value=0.495, p-value >.001). The impact on RI from IQ was not considerable overall (ß=0.023,t-value=0.517, p-value >.001), and this effect was not considerable when the mediator was taken into account (ß=0.023,t-value =0.517, p-value >.001). This expressions about that no mediating effect of CS in the connection between IQ and RI .Hence H_{07} was not inveterate.
CS's mediating function in the relationship amongst NQ and RI was identified using mediation analysis. The results (refer 4.9 & 4.10 tables) the link between NQ and RI revealed the strong indirect effect of CS (H08:ß=0.210, t-value=9.588, p-value <.001). The impact on RI from NQ was considerable overall (ß =0.307, t-value =11.699, p-value <.001), and this effect was much more strong when the mediator was taken into account (ß =0.307, t-value =11.699, p-value <.001). The connection between NQ and RI was found to be partially mediated by CS, as revealed in this work. CS played a complementary part in this relationship, and hypothesis H_{08} was therefore confirmed.

Table 4.9: Total and Direct Effect

Relationships	Total Effect			Direct Effect		
	B	**t**	p	**B**	**t**	p
CO -> CS	0.691	18.333	0.000	0.691	18.333	0.000
IQ -> CS	0.023	0.517	0.605	0.023	0.517	0.605
NQ -> CS	0.307	11.699	0.000	0.307	11.699	0.000

Table 4.10: Testing Indirect Effect

In Direct Effects			
Relationships	**B**	**t-statistic**	**p-value**
CO -> CS -> RI	0.472	14.098	0.000
IQ -> CS -> RI	0.016	0.495	0.621
NQ -> CS -> RI	0.210	9.588	0.000

CO-Convenience ;NQ-Nutritional Quality ; IQ-Information Quality; CS-Customer Satisfaction; RI-Repurchase Intention

5. Findings

This study's primary goal is to confirm the independent variables that have a significantly impact on consumers' decisions to repurchase organic pulses. Determine the degree of influence from there. After all calculations found that from our investigation, convenience and nutritional quality are mediated by consumer satisfaction , that have a great effect on the repurchase intention of organic pulses. The outcomes of this work that the Information Quality is mediated by consumer satisfaction, which have a no impact on the re-purchase intention of green pulses in Telangana. This study contributed to the analysis of the organic pulses industry by shedding light on the components of Telangana consumers' RI organic pulses. The results regarding this work also gave organic pulses producers and businesses thoughtful of purchasing patterns of consumer and market demands. The study's verdicts will be as a benchmark by dealers also manufacturers to plan future business expansion.

6. Conclusion

The study's findings show that although respondents' preferences for organic pulses are still viewed as being relatively low, there are more interested to know things better. The low preference of the respondents is influenced by two factors: the unappealing packaging of organic pulses and the information quality of organic pulses. Also, respondents having somewhat know about organic pulses. The fact that organic pulses are healthier than non-organic pulses is already known to the respondents. Customers significantly and favorably influence their desire to repurchase organic pulses.

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