
Influencing factors on consumer repurchase decisions for crispy jackfruit: A case study of a community enterprise in Chonburi province, Thailand

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Abstract The regression model was statistically significant ($F = 23.625$, $p < 0.001$) explaining 52.8% of the variance in repeat purchase decisions. Analysis found that two influencing factors that had a direct influence on repeat purchase intention: product ($\beta = 0.333$, $p < 0.001$) and price ($\beta = 0.195$, $p = 0.024$). The product was the most significant predictor. In contrast, demographic aspects and other marketing mix elements (place and promotion) did not present any significant relationship with repeat purchase behaviour. These results suggested that for the jackfruit community enterprise, preserving a competitive advantage is critical and the promotion of repeat purchases mainly relies on maintaining high standard of products and confidence in the perceived value at the price. There should be emphasized on these core components as part of marketing strategy as well as the use of distribution and promotional activities for new customer acquisition.

Keywords: Consumer behavior, Repurchase decision, Community enterprise, Marketing mix, Crispy jackfruit

Introduction

The 13th National Economic and Social Development Plan focuses on high-value economies, with the agricultural processing sector being an important part of this plan. (Office of the National Economic and Social Development Council, 2022). This strategic approach promotes the transition from low-income, high-cost agriculture to the production of high-quality goods. To support this shift, the government has promoted quality standards throughout the supply chain while also expanding its market through online and offline channels (Office of Agricultural Economics, 2022). In addition, agricultural processing plays a key role in this value-creating strategy by turning raw materials into consumer-ready products. This will extend the shelf life and diversify the product, while significantly increasing the overall agricultural value (Department of Agricultural Extension, 2020).

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Jackfruit is an important economic crop in Thailand. It is widely cultivated by farmers. Market mechanisms often see the export of high-quality jackfruit in fresh or frozen form. While processors use low-quality jackfruit to create value-added products such as crispy jackfruit. Dried jackfruit and jam a notable example are the Nong Hiang Subdistrict Jackfruit Agricultural Cooperative, it has successfully processed and sold crispy jackfruit both online and offline, making it very popular at various trade shows. (Chonburi Provincial Agricultural Office, 2022). However, in order to increase its market position, it needs to increase its market position. The community needs comprehensive market development information to meet changing consumer demand for crispy jackfruit products.

The challenge of the collaboration of the Jackfruit Community Enterprise (JCE) in Nong Hiang sub-district is that there is still a lack of data that reflects the perspective of consumers. This creates an important knowledge gap about the factors that drive repeat purchases. To understand this part, it is necessary to study consumer behavior. Whether it is the decision-making process. Evaluating products and services is a process that influences both current and international purchasing decisions. (Reina Paz and Rodríguez Vargas, 2023; Strzelecki *et al.*, 2024). Before making a purchase (Petcharat and Leelasantitham, 2021; Philp and Mantonakis, 2020). In addition, consumers' buying habits vary according to individual needs. Each consumer will make different purchasing decisions based on personal preferences. (Mason *et al.*, 2023). Several interconnected factors influence consumers' purchasing decisions. This includes consumer characteristics and business stimuli, such as product features, price, distribution channels, and promotional strategies (Wang *et al.*, 2023).

An important aspect of consumer behavior is the post-purchase period, where satisfaction and perceived value determine repeat purchase opportunities. (Chatzoglou *et al.*, 2022, Uzir *et al.*, 2020). For JCE, learning and understanding the factors that lead to repeat purchases is important for sustainable competitiveness. Therefore, the study aimed to find out the key factors such as demographics, behavioral patterns, and market mix (4Ps) that is influenced crispy jackfruit consumers' repeat purchase decisions.

Materials and methods

Study area

This research was prepared as a case study of the agriculture of the Jackfruit Community Enterprise (CEJC) in Nong Hiang, Chonburi Province. Farmers here have developed professional cultivation methods. As a result, high-

quality jackfruit is internationally recognized for its superior size, texture, and taste. The organization has successfully implemented a two-way marketing strategy. It exports high-quality products while selling low-quality fruits in the domestic market.

The research finding was conducted in collaboration with CEJC as a case study to study the factors influencing consumer behavior in the repeat purchase of crispy jackfruit. This JCE is an integrated management within the agriculture group covering production, processing, and marketing. Initially, there were 43 founding members on an area of 403 rai and now 74 people in an area of 749 rai. This research has been carried out with integrated cooperation from government agencies to make it an ideal case study to find out consumer behavior towards CEJC 's products.

Population and sample selection

The study population consisted of consumers of crispy jackfruit products from the Community Jackfruit Agriculture Project, both online and offline buyers at corporate offices and exhibition booths. Sample size was calculated using Taro Yamane (1967) formula for a limited population with a 95% confidence level.

Data collection instrument and procedure

In this study, a tool was prepared the concepts, theories, and related research. The tool used to collect data was a questionnaire, which was divided into 4 main parts: Part 1: Demographic characteristics, collection of information on gender, age, education, occupation, and monthly income; closed-ended questions. Part 2 focused on consumer purchasing behavior, and assessed details like purchase quantity, channels, frequency, expenditure, and key decision-making influencers. Part 3, marketing mix perceptions, measured the perceived importance of product, price, place, and promotion elements using a 5-point Likert scale, while Part 4 measured repeat purchase decisions using the same 5-point Likert scale to gauge respondents' likelihood of future purchases.

For Parts 3 and 4, a 5-point Likert scale was used (1 = Strongly Disagree/Least Important to 5 = Strongly Agree/Most Important), following the standard interpretation presented in Tables 1, and the average score range and interpretation is presented in Table 2 (Serirat *et al.*, 2003).

Table 1. Likert scale interpretation used in the study

Rating	Level of Agreement	Level of Importance
5	Strongly agree	Most important
4	Agree	Very important
3	Neutral	Moderately important
2	Disagree	Slightly important
1	Strongly disagree	Least important

Table 2. Average score range and interpretation

Average Score Range	Interpretation
4.21 – 5.00	Most important
3.41 – 4.20	Very important
2.61 – 3.40	Moderately important
1.81 – 2.60	Slightly important
1.00 – 1.80	Least important

Data collection employed both online (via the enterprise's Facebook page) and on-site (at the enterprise office and exhibition booths) methods. A convenience sampling method was used to recruit 200 consumers who had previously purchased crispy jackfruit products. The research team conducted data integrity checks and encoded the responses. Data analysis was performed using SPSS for Windows.

Data analysis

Data analysis were proceeded in two methods: First, descriptive statistics, to analyze demographic characteristics consumer purchasing behavior, and perceptions of the marketing mix. The analyses included frequencies, percentages, means, and standard deviations. Second, to identify the factors influencing repurchase decisions, multiple regression analysis was employed. The regression model is formulated as follows;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

- Y = Repurchase Intention (the dependent variable)
- β_0 = Constant (Y-intercept)
- $\beta_1, \dots, \beta_4$ = Partial regression coefficients for the independent variables
- $X_1, \dots, X_4$ = Independent variables (e.g., Product, Price, Place, Promotion)
- e = Error term

Results

Socio-demographic characteristics of consumers

A total of 200 consumers participated in the survey, the majority of the sample was female (54.5%), with men comprising 33.5% and LGBTQIA2S+ people accounting for 12.0% (Table 3). The largest group with a bachelor's degree (46.0%), followed by those with a diploma (22.0%). The most frequently reported monthly income range is 20,001-25,000 baht (26.5%).

Table 3. Socio-demographic characteristics of respondents

Item	Frequency	Percent
Gender		
Male	67	33.5
Female	109	54.5
LGBTQIA2S	24	12.0
Education Level		
Lower than junior high school	6	3.0
Junior high school	9	4.5
High school/Ordain	12	6.0
Diploma/Vocational Certificate	44	22.0
Bachelor's degree	92	46.0
More than bachelor's degree	37	18.5
Occupation		
Student	6	6.5
Government officer	9	24.0
State Enterprise employees	12	6.5
Company employees	44	37.5
Business owner/Freelance	92	24.0
Others	37	1.5
Monthly income		
Less than or equal to 10,000	10	5.0
10,001-15,000	10	5.0
15,001-20,000	46	23.0
20,001-25,000	53	26.5
25,001-30,000	33	16.5
More than or equal to 30,001	48	24.0
Age (year)		
Min	12	
Max	72	
Mean	38.66	
S.D.	11.875	

Consumer purchasing behavior

The majority of consumers (62.5%) tended to buy in 50 grams, which shows the convenience. In terms of purchase frequency, most consumers (70.5%) buy a product 1-2 times a month. Most of the spending per item is in the range of 51-150 baht, although the main group (26.5%) will spend 151-250 baht. After all, the primary influence on repeat purchase decisions is self-judgment (37.5%), with friends (31.5%) and family (30.5%) as secondary influences.

Table 4. Consumers' buying behavior towards crispy fried jackfruits

Item	Frequency	Percent
Size of product		
50 gram	125	62.5
500 gram	75	37.5
Place/Channels		
Facebook	89	44.5
Phones	20	10.0
Exhibition booth	52	26.0
Community Enterprise office	34	17.0
Others	5	2.5
Frequency of purchase		
1-2 times/month	141	70.5
3-4 times/month	27	13.5
More than 4 times/month	8	4.0
Others	24	12.0
Purchase cost per times (Thai Baht:THB)		
50 THB	8	4.0
51-150 THB	55	27.5
151-250 THB	53	26.5
251-350 THB	31	15.5
351-450 THB	22	11.0
More than 451 THB	31	15.5
Influencers		
Yourself	75	37.5
Family	61	30.5
Friends	63	31.5
Others	1	0.5

Importance of the marketing mix (4Ps) in crispy jackfruit purchasing

Consumer perceptions of the marketing mix factors are summarized in Figure 1 and Table 5. The Product dimension was the most critical factor (Mean =3.85, S.D.=0.58), with taste quality being the highest-rated attribute (Mean=4.06, S.D.=0.77), followed closely by cleanliness and product quality

(Mean=3.97, S.D.=0.72). Other important product attributes included clear label information (Mean=3.93, S.D.=0.73) and portable packaging (Mean=3.84, S.D.=0.74). The *Price* dimension was the second most important factor (Mean = 3.76, S.D.=0.62).

Consumers placed high importance on the reasonableness of the price relative to quality (Mean=3.80, S.D.=0.69) and the value for money based on quantity (Mean=3.79, S.D.=0.71). The *Promotion* (Mean=3.72, S.D.=0.62) and *Place* (Mean=3.69, S.D.=0.61) dimensions were also rated as "very important," though slightly less so than Product and Price. For Promotion, Facebook marketing was the most effective tool (Mean=3.84, S.D.=0.78). For Place (distribution), product availability (Mean =3.76, S.D.=0.68) and fast delivery (Mean =3.75, S.D.=0.72) were the most valued aspects.

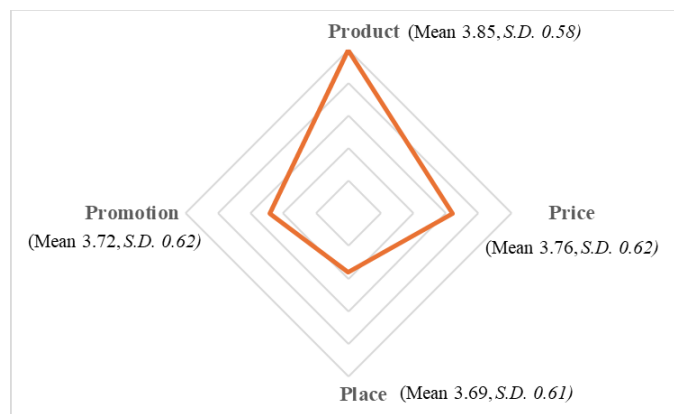


Figure 1. Importance level of marketing mix in crispy jackfruit purchasing

Table 5. The importance level towards factors under the marketing mix affecting the purchasing decisions for crispy fried jackfruits

Items	Mean	S.D.	Interpretation
Product			
The product has a delicious taste.	4.06	0.77	Very important
The product has cleaned and high quality.	3.97	0.72	Very important
The packaging is beautiful.	3.76	0.77	Very important
The product is portable and convenient for consumption.	3.84	0.74	Very important
The product is available in a variety of sizes	3.52	0.91	Very important
The product label clearly shows the product ingredients such as manufacturing date, expiration date and nutritional information.	3.93	0.73	Very important

Table 5. (Continued)

Items	Mean	S.D.	Interpretation
Price			
The price is worth it compared to the quantity.	3.79	0.71	Very important
The price is suitable for the quality.	3.80	0.69	Very important
The price is not too high compared to other brands for the same amount.	3.69	0.74	Very important
Place			
Access to stores through various channels.	3.59	0.82	Very important
Punctuality in delivering products.	3.76	0.68	Very important
Speed of receiving the product.	3.75	0.72	Very important
It is convenient to buy easily.	3.67	0.76	Very important
Promotion			
Public relations via Facebook	3.84	0.78	Very important
Product display at various events such as OTOP Chonburi Fair, other trade shows, etc.	3.76	0.74	Very important
Organizing promotional activities such as discounts, exchanges, giveaways, etc.	3.56	0.77	Very important

Factors influencing repurchase decisions

A multiple regression analysis was conducted to identify which factors significantly influence consumers' decisions to repurchase crispy jackfruit (Table 6). The model was statistically significant (F-ratio = 23.625) and explained 52.8% of the variance in repurchase decisions ($R^2 = 0.528$).

Table 6. Regression analysis result

	B	Std. Error	Beta	t	Sig.
(Constant)	0.527	0.256		2.059	0.041
Gender	0.003	0.047	0.004	0.069	0.945
Education Level	0.032	0.069	0.026	0.472	0.637
Occupation	0.025	0.078	0.018	0.326	0.745
Income	0.109	0.068	0.086	1.606	0.110
Size of product	0.018	0.065	0.015	0.274	0.785
Total Product	0.333	0.091	0.328	3.655	0.000***
Total Price	0.195	0.085	0.203	2.279	0.024**
Total Place	0.090	0.082	0.092	1.096	0.274
Total Promotion	0.152	0.080	0.160	1.888	0.061
F ratio	23.625				
R Square	0.528				
Adjusted R Square	0.506				

Note: Dependent Variable: Total Repurchasing

***Significant at 1%, and **significant at 5%

Of the nine independent variables tested, only two demonstrated a statistically significant influence. These are the products and prices. Product was the strongest predictor of repurchase intention ($p < 0.01$), while Price was also a significant predictor ($p < 0.05$). The variables related to Promotion and Place was not statistically significant affected on repurchase decisions in this model.

Discussion

The purpose of this study was identified the factors influencing consumers' decision to purchase crispy jackfruit from community enterprises in Chonburi Province. The findings show a clear hierarchy of influences within the marketing mix. Product and price become the only important drivers of repurchase intention. While distribution (location) and promotion, although seen as important, do not show direct statistical results.

The quality of the product was of the most obvious importance. Our regression analysis identified it as the strongest predictor ($p < 0.01$) of the repurchase decision. This finding underscores the fundamental principle that in a competitive food market, sensory attributes such as taste, cleanliness, and overall quality are non-negotiable prerequisites for customer retention. This is directly in line with the foundational work of Kotler and Keller (2015), who assume that product quality is a key component of customer satisfaction and loyalty. In addition, our results are consistent with studies in a similar context. For example, research on specialty food products in emerging markets has confirmed that perceived quality is a key factor in repurchase intent, often outweighing other marketing efforts. (Ariffin *et al.*, 2016, Kumar *et al.*, 2024). For CEJC, this means that maintaining a constant quality standard for crispy jackfruit is the most important strategy to keep customers coming back for more.

The significant influence of price ($p < 0.05$) highlighted that consumers engage in complex valuations. Where reasonableness in relation to quality is key. This is beyond low-cost positioning but instead points to the concept of "price fairness" and its impact on behavioral intentions. Our results supported the findings of Hui *et al.* (2025), It showed that perceived price fairness coupled with product quality has a positive impact on customer satisfaction and repurchase intention. It suggested that CEJC's strategy should focus on communicating the value offered by adjusting prices through product quality and community organization stories rather than price competition alone. This value-based approach was a critical to build up a sustainable brand (Essiz and Senyuz, 2024, Monfort *et al.*, 2025).

An important insight from this study was the difference between consumer perceptions and actual behavioral drivers. While consumers rated the four P's as

"very important," the regression model revealed that promotion and location did not have a significant direct impact on repurchase decisions. This does not make them irrelevant, but it suggested that they played a different, more fundamental role. These were likely important for first-time customer acquisition. Brand awareness, and facilitation of the first purchase As Uzir *et al.* (2020) argued that service quality (one aspect of the product) and personal interaction are stronger predictors of quality, relationships, and loyalty than elements such as merchandising (one aspect of promotion). Our findings imply that once a consumer tried a product, the decision to repurchase it will only be based on its evaluation of the product and its price (Huong *et al.*, 2024).

However, the fact that online channels revealed a high score, especially Facebook, emphasizes the importance of modern commerce perspectives, as well as the development of effective online marketing and distribution channels, it will increase customer reach. (Radomska *et al.*, 2024), which are important factors in the initial purchase decision and access to the marketing channel as a whole are in line with the research of Fakkhong *et al.* (2024), which showed that developing a multi-channel distribution strategy improved customer which reached and convenience. It is significantly shown in evolution for the agricultural market.

In conclusion, the results revealed a clear path to sustainable competitiveness for CEJC. An unwavering commitment to core product excellence and value-based pricing to drive buybacks and build loyalty. Second, online marketing and multi-channel distribution should continue to be leveraged as an important tool for customer acquisition and market reach. This integrated approach, which prioritized the underlying drivers while supporting them with effective marketing communications, aligns with the broader notion that sustainable businesses must harmonize product quality, fair pricing, and accessible distribution for prosperity (Rame *et al.*, 2024). This means that their most valuable asset is consistent product quality. This is allowed their unique stories, and local provenances translate into sustainable commercial success. The factors influencing consumer repurchase decisions for crispy jackfruit from a community enterprise in Chonburi Province was identified. The findings demonstrated a clear hierarchy of influence within the marketing mix, with product and price emerging as the sole significant drivers of repurchase intention, while distribution (place) and promotion, though perceived as important, did not show a direct statistical effect.

The paramount importance of product quality was unequivocal. Our regression analysis identified it as the strongest predictor ($p < 0.01$) of repurchase decisions. The finding underscored the fundamental principle that in competitive food markets, sensory attributes like taste, cleanliness, and overall quality wereed

non-negotiable prerequisites for customer retention. This is aligned directly with the foundational work of Kotler and Keller (2015), who posited that product quality was the core component that generates customer satisfaction and loyalty. Furthermore, our results resonated with studies in similar contexts; for instance, research on specialty food products in emerging markets has confirmed that perceived quality was a primary antecedent of repurchase intention, often outweighing other marketing efforts (Ariffin *et al.*, 2016, Kumar *et al.*, 2024). For the CEJC, this means that maintaining consistent, high-quality standards for their crispy jackfruit is found to be the most critical strategy for fostering a customer base.

The significant influence of price ($p < 0.05$) highlighted that consumers engaged in a sophisticated evaluation of value, where reasonableness relative to quality is key. This is gone beyond mere low-cost positioning and instead points to the concept of "price fairness" and its impact on behavioral intentions. Our results supported the findings of Hui *et al.* (2025), who demonstrated that perceived price fairness, coupled with product quality, positively affects customer satisfaction and repurchase intention. It suggested that the CEJC's strategy should focus on communicating the value proposition, justifying the price through the product's quality and the story of the community enterprise, rather than competing on price alone. This value-based approach is found to be crucial for sustainable branding (Essiz and Senyuz, 2024, Monfort *et al.*, 2025).

A critical insight from this study was the divergence between consumer perceptions and actual drivers of behavior. While consumers rated all four Ps as "Very Important," the regression model revealed that promotion and place did not have a direct significant impact on repurchase decisions. This does not render them irrelevant; rather, it suggested they play a different, more foundational role. They were likely crucial for initial customer acquisition, brand awareness, and facilitating the first purchase. As Uzir *et al.* (2020) argue, service quality (a facet of the product) and personal interaction are stronger predictors of relationship quality and loyalty than elements like merchandising (a facet of promotion). Our findings imply that once a consumer has tried the product, their decision to repurchase hinges almost exclusively on their evaluation of the product itself and its price (Huong *et al.*, 2024), not on the promotional channel that initially attracted them.

Nevertheless, the high rating of online channels, particularly Facebook, underscored their importance in the modern retail landscape. Developing robust online marketing and distribution channels enhances customer accessibility (Radomska *et al.*, 2024), which is found to be a key factor in the initial purchase decision and overall market reach. This is consistent with research by Fakkhong *et al.* (2024), which demonstrated that developing multi-channel distribution

strategies increased customer access and convenience, a vital evolution for agricultural markets.

In conclusion, the results revealed a clear pathway to sustainable competitiveness for the CEJC. The enterprise must adopt a dual-focused strategy: first, an unwavering commitment to core product excellence and value-based pricing to drive repurchase and build loyalty. Second, it should continue to leverage online marketing and multi-channel distribution as essential tools for customer acquisition and market accessibility. This integrated approach prioritized the foundational drivers while supporting them with effective marketing communications, aligns with the broader concept that sustainable businesses must synergize product quality, fair pricing, and accessible distribution to thrive (Rame *et al.*, 2024). For community enterprises specifically, this means the most valuable asset is shown as the consistent quality of their product, which allowed their unique story and local origin to translate into lasting commercial success.

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Conflict of interest

The authors declare no conflict of interest.

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