

Satisfaction, loyalty and repurchase intention: a study with supermarket delivery consumers in times of pandemic

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ABSTRACT

This study aimed to evaluate the relationship between satisfaction, loyalty and repurchase intention in the context of supermarket delivery service during the pandemic. As a theoretical basis, support was sought in the literature review of the constructs: satisfaction, loyalty and repurchase intention. The mixed method approach was adopted. In the first phase, data were collected through a semi-structured interview script, obtaining 16 responses. Data were treated with the support of content analysis by Bardin (2011). For the descriptive phase, a questionnaire was designed based on satisfaction, loyalty and repurchase intention scales. The sample was accessed for convenience and the analyzes were performed considering 129 valid responses, using the structural equation technique. As a result of the exploratory phase, satisfaction can be observed by most respondents, which generated loyalty to this new way of shopping for supermarket products via delivery applications during the pandemic and seems to indicate that it will be a system that will continue to be used by many in the post-pandemic, revealing the intention to repurchase on the part of the customer. On the other hand, in the analyzes based on the structural equations, a negative relationship was observed between satisfaction and loyalty, which differs from the findings found in most studies in this area.

Keywords: Consumer, Delivery, Repurchase intention, Pandemic, Satisfaction.

INTRODUCTION

Like several other sectors affected by the Coronavirus pandemic, enacted in March 2020, the food industry has also been unable to escape the effects caused by Covid-19. If before this scenario the delivery service was already used by consumers, with the pandemic this was intensified. This statement is supported by a survey carried out by Mobills, a personal finance management startup. Data from more than 160,000 users of this company's application were analyzed and it was found that the use of this service increased by 94.67% between January and May 2020, compared to the same period of the previous year (Büll, 2020).

According to a survey carried out at the end of 2020 by the Ipsos Institute, 47% of Brazilians have made more purchases online than they did before the Covid-



19 pandemic. In addition, the study found that, on the global average, 23% of the population has more frequently resorted to meal delivery (Lindemeyer, 2021).

For Oliveira, Abranches and Lana (2020), this food delivery method has become a viable alternative to minimize the crisis in the segment in question and, at the same time, allow consumers to access products quickly and less insecurely. In this context, customers have increasingly resorted to this type of service (Botelho, Cardoso & Canella, 2020).

In addition, research reveals that this mode of consumption should still remain in the post-pandemic period. The survey carried out by companies Galunion and Qualibest — specialists in foodservice — showed that 21% of respondents intend to spend even more on this type of service in the post-pandemic period (Meio & Mensagem, 2020). This research sought to investigate changes in eating habits during and after the crisis. 1,100 Brazilians were interviewed in May 2020 (Galunion, 2020).

Corroborating these arguments, Botelho, Cardoso and Canella (2020, p. 03) draw attention to the fact that "the food delivery industry will likely emerge strengthened from the health crisis, and purchasing food online, especially via apps, can integrate daily life" of many Brazilians after the pandemic".

Some studies (Dutra & Zani, 2020; Soares & Lima, 2020; Silva et al., 2020) have proposed to analyze delivery practices during the pandemic, however, most of these investigations are focused on the health area, dedicated to discussing issues related to hygiene protocols. However, it is necessary to broaden the field of observation, taking into account aspects other than sanitary and in the context of the pandemic period, to assess whether consumption behaviors will create new purchasing habits and ways of accessing food products.

In this sense, this study proposes to evaluate the relationship between satisfaction, loyalty and repurchase intention in the context of supermarket delivery service during the pandemic. Although there are several studies on the



constructs of satisfaction and repurchase intention, there is still a need for greater knowledge and depth from the perspective of the consumer who uses delivery to buy food in supermarkets and similar.

In this perspective, Lorençato (2020) emphasizes that, during the quarantine period, supermarkets came to represent 29% of the most requested establishments in delivery. For this reason, this type of establishment was defined as the research focus of this study. With this research, it is expected to create prospects for the post-pandemic reality, aiming to contribute to the decision-making of companies (Silva, Miranda & Hoffmann, 2021) and as a basis for further studies on the subject.

In this context, the following research question emerged: *can satisfaction with food delivery services (supermarkets and the like) lead to loyalty to this delivery system and generate repurchase intention in the post-pandemic period?*

CONSUMER SATISFACTION AND REPURCHASE INTENTION

According to Hoffman et al. (2010), satisfaction is the comparison between consumer expectations and the result obtained by the service. In the view of Li and Murphy (2013), consumer satisfaction is linked to product expectations and performance. Once the product meets these factors, the customer is satisfied.

For Oliver (1980), consumer satisfaction is related to the evaluation of surprise and the experience intrinsic to the purchase and subsequent consumption of a particular product or service. According to the author, satisfaction presents perceived discrepancies from the initial reference point. In the opinion of Yi (1990), some factors generate satisfaction, such as consumer perception and evaluation in relation to the consumption experience. Also considering customer evaluation as a component of satisfaction, Mowen (1995, p.511) states that satisfaction is the "general attitude about a product or service after its acquisition and use; it is the evaluation judgment after purchase, resulting from of a specific purchase".



From the perspective of online services, some studies point to satisfaction as a very influential item in the experience of online shopping consumers (Hsu, Lin & Tsai, 2014; Oneto et al., 2015; Tiussi, 2015). In the investigation by Lima (2001), which aimed to study consumer satisfaction in relation to purchases in a virtual supermarket, the results indicated that the sample showed a level of satisfaction equal to 70.1%. It was also observed that the attributes that had the highest degree of satisfaction were those linked to the possibility of shopping at any time, followed by the item absence of physical displacement, in addition to convenience.

In this sense, Moraes and Campos (2021) argue that e-commerce, in which delivery is a part, has become a strategy for companies to increase profits. The authors also emphasize that this mode of commerce is a practical and economical alternative through which consumers make their purchases.

Veludo-de-Oliveira and Huertas (2018), aiming to investigate satisfaction in online retail, confirmed the hypothesis that the greater and more positive the consumer experience, the greater their satisfaction. Farias (2007), analyzing the impact of the virtual environment on consumer satisfaction, came to the conclusion that having satisfied consumers can make future purchases more likely. This last finding was also presented in the results of Nguyen, Nguyen and Tan (2021) regarding satisfaction and online repurchase intention.

Boueri, Ferreira and Falcão (2021), in order to analyze the effects of satisfaction on online repurchase intention, confirmed that there is a significant direct and positive relationship between consumer satisfaction and repurchase intention. In this regard, Chou and Hsu (2015) state that online repurchase intention is a key success factor for those who sell in this type of virtual environment. These authors, in order to understand online repurchase intention, evaluated data from 469 virtual consumers and obtained results that showed that satisfaction leads to repurchase intention.

Other studies with similar claims relate satisfaction and repurchase intention in the virtual consumer environment (Fang et al., 2014; Wang, Du & Olsen, 2018;



Liang, Choi & Joppe, 2018; Tandon, Aakash & Aggarwal, 2020). Focusing on digital food delivery platforms, Moro, Paladini and Andrade (2018) studied the satisfaction of users of this network. The authors found that consumers are more satisfied with the quality of the delivery application's performance. In addition, the relationship between the platform and the customer was also identified as an important item for satisfaction.

Evaluating consumer satisfaction in electronic food commerce, Santos (2013, p.36) considers that customers who use delivery services in online stores "are looking for convenience and practicality. and expectations". The author analyzed some virtual applications and found that, in general, the survey respondents were satisfied with the service provided.

Therefore, it seems that, based on these findings, keeping the customer satisfied becomes essential for them to make new purchases in the future, especially in the virtual environment, where, among others, the delivery service is inserted. In this logic, this literature review will serve as a basis for conducting the analysis of the study.

For this purpose, the Westbrook (1980) and Oliver (1980) satisfaction scales were adopted. About the first author, the scale has 7 points, going from Delighted to Terrible: Delighted; Pleased; Mostly satisfied; Mixed (equally satisfied and dissatisfied); Mostly dissatisfied; Unhappy; Terrible. According to him, this scale is more effective than the "satisfied-dissatisfied", for example. For this reason, it was considered adequate for the study, in addition to presenting nomological validity, that is, it is based on solid theories, as pointed out by Westbrook (1980).

In relation to Oliver (1980), the author emphasizes that satisfaction depends on the degree to which the service exceeds (exceeded expectations), meets (met expectations) or falls below (unmet expectations) the customer's expectations. Thus, their propositions were chosen because they manage to relate satisfaction and expectation of the individual, being useful to better



understand this issue, keeping in mind that other theorists also highlight this type of relationship (Hoffman et al., 2010; Li & Murphy, 2013).

As highlighted by Bernardes, Lucian and Abreu (2018), the literature on consumer behavior often mentions satisfaction as a predictor of loyalty. It should be noted that this construct is also part of the structure of this research, so the next topic addresses consumer loyalty.

CONSUMER LOYALTY

In the conception of Ratten (2017), loyalty is based on a longer time horizon regarding the consumer's relationship with the company. From this, there is a deeper relationship between company and customer. Loyalty depends on the bond that is created between organization and consumer (Mandal, 2017). For Oliver (2014), loyalty has to do with the willingness to repurchase.

Loyalty can be divided into two dimensions: behavioral and attitudinal. The first concerns the behavior of the consumer in repeating a certain purchase, which reveals the preference for the product or service (Bowen & Shoemaker, 1998). Furthermore, in the view of these authors, loyal customers are willing to behave as if they were a partner for the company. The second dimension is linked to the consumer's intention to make a new purchase and, in addition, to recommend the product or service (Getty & Thompson, 1995).

Frio and Brasil (2016, p.144), in order to analyze consumer behavior as an antecedent of satisfaction and loyalty, found that, in fact, this behavior "positively and significantly influences satisfaction and loyalty". Similar results were also found in another research on this topic (Lara et al., 2020; Amaral et al., 2013).

When investigating the factors that affect satisfaction and loyalty to group buying sites, Garcia et al. (2020) identified that the quality of service offered by websites is a predictor of general satisfaction. It was also found that loyalty is influenced by service quality, generating a direct relationship between satisfaction and loyalty.



In the context of restaurants, where delivery service is more common, the study by Angnes, Moyano and Lengler (2015) proved that the relationship, quality and value perceived by the customer influence their satisfaction and loyalty towards the establishment. The impact of service quality on the satisfaction and loyalty of restaurant customers was also investigated by Stefanini, Alves and Marques (2018), pointing to positive results in this interaction between the constructs. In turn, Santos and Vera (2021) analyzed the quality of services in relation to a university restaurant, finding aspects that need improvement for greater user satisfaction, such as waiting time and menu.

In Cyr's research (2008), the intention was to observe how website design influences online satisfaction and loyalty, which generates loyalty. With a sample of 571 participants, it was identified that the items navigation design, visual design and information design determine user satisfaction, which leads to their loyalty.

To recognize the determinants of loyalty in online purchases, Alves (2015) investigated 750 online shoppers and obtained interesting results that contribute to the understanding of loyalty in the virtual commerce environment. This item was evaluated in terms of repurchase intention and recommendation. The author identified that some variables influence online loyalty behavior, such as customer attitude and satisfaction. The latter is associated with "a very diverse set of desirable consequences" (Alves, 2015, p. 65).

Analyzing loyalty in digital commerce, Mendes (2020) investigated 213 individuals of the Millennial generation, to identify the assumptions in the construction of lasting relationships between these consumers and the brands that operate in the virtual environment. By relating loyalty to satisfaction, the author argues that "the online consumer, when satisfied with the digital experience, becomes a brand promoter, which is very positive for both the success of the brand and a strong relationship." of the consumer towards it" (Mendes, 2020, p. 6). In this sense, the author found that items such as customer



characteristics, product/service attributes, environmental and website characteristics contribute directly to building loyalty in digital media.

In general, it can be seen that different aspects cover consumer loyalty. Focusing on the digital environment, some research indicates that items from the website/application itself influence customer loyalty. As for delivery, which is also accessed from such virtual platforms, analyzing consumer loyalty can be interesting to understand the frequency of use, which determines the repurchase intention, as highlighted by the Fullerton (2005) and Johnson, Herrmann scales. and Huber (2006).

These authors investigate the repurchase intention based on loyalty; therefore, their statements were included in the research so that more grounded analyzes could be elaborated. To this end, the propositions of the aforementioned authors were adapted into a data collection questionnaire. These and other methodological procedures of the study are detailed in the next section.

METHODOLOGY

This study has an exploratory-descriptive character that, according to Forza (2002), aims to explain or predict the occurrence of a phenomenon, test an existing theory or advance the knowledge of a certain subject. Thus, this research was developed in two stages that occurred one after the other: a) exploratory and b) descriptive.

EXPLORATORY PHASE OF THE RESEARCH

In the conception of Malhotra (2001), exploratory research is used in cases where it is necessary to define the problem more precisely, in order to provide criteria and understanding. This supported the development of a semi-structured interview script containing eight open questions, based on Westbrook (1980) and Oliver (1980) satisfaction scales, in addition to Fullerton (2005) and Johnson et al. (2006) on loyalty and repurchase intention, basic constructs of this study.



The scripts were sent to respondents digitally, and the investigation sample was of the snowball type (Coleman, 1958; Goodman, 1961). As the instrument had 8 open questions, it is believed that the respondents took, on average, 10 minutes to complete their participation.

To end the collection, data saturation occurred when 16 responses were obtained. This moment occurred when it was noticed that no new information, categories or topics relevant to the collection emerged, as highlighted by Saumure and Given (2008). The responses were organized and analyzed based on Bardin's (2011) recommendations for Content Analysis. In this sense, the material collected was submitted to the three stages established by the author: a) pre-analysis; b) exploration of the material and c) treatment of the results: inference and interpretation.

Analytical categories capable of grouping the different contents accessed were created (Rossman & Rallis, 1998). These categories were: 1) analysis of consumer satisfaction of food delivery and 2) analysis of consumer loyalty and repurchase intention of food delivery.

Therefore, carrying out this exploratory step helped the researchers to delimit the dimensions that best describe the delivery process in supermarkets, seeking a deeper understanding of these in the descriptive phase of the investigation.

DESCRIPTIVE PHASE OF THE RESEARCH

The second stage of the research was characterized as descriptive. For Gil (2002), the most significant characteristic of a descriptive research is the use of standardized techniques for data collection, such as the questionnaire. In this sense, a questionnaire with 17 items was elaborated, subdivided into the three constructs that support the research (satisfaction, loyalty and repurchase intention). In addition, demographic data were also collected, such as age group, gender, education, income and city of residence. The instrument for collecting data from this phase of the investigation can be better visualized in Table 1:



Table 1

Systematization of the data collection instrument of the descriptive phase of the research

Construct	Items	Variable
Satisfaction: adapted from Westbrook (1980)	After using the service	S1
	When using delivery apps	S2
	Regarding delivery service	S3
	Regarding the service security	S4
	Regarding the variety of products available in delivery apps	S5
	Regarding the health care adopted by delivery apps at the time of delivery	S6
	Regarding delivery time	S7
	Regarding the convenience of the service	S8
	Regarding the experience of using the service, in general	S9
Satisfaction: adapted from Oliver (1980)	Most of the times you used the delivery service from supermarkets and the like, your expectations were exceeded.	S10
	Most of the times you used the delivery service from supermarkets and the like, your expectations were met.	
	Most of the times you used the delivery service from supermarkets and the like, your expectations were not met.	
Loyalty and repurchase intention: adapted from Fullerton (2005) and Johnson et al. (2006)	Delivery service has been my first choice as a means of buying food during the pandemic.	L1
	The next time I need to buy food during the pandemic, I will use the delivery service.	L2
	I will continue to use the delivery service after the pandemic.	L3
	I recommend the delivery service to others.	L4
	I talk to other people about the delivery service.	L5



The questionnaire, answered digitally, was created on Google Forms and disseminated on social networks (WhatsApp and Facebook) and on academic pages on the internet. The instrument was available from May 3 to 14, 2021 and then between July 16 and 30 of the same year, totaling 25 days in circulation, obtaining 129 valid responses. The minimum was equal to 85 responses ($17 \times 5 = 85$), following the recommendation by Hair et al. (1995).

The research population consisted of consumers of food products via supermarket delivery during the pandemic, therefore, it is a non-probabilistic sampling for convenience, according to Gil (2008).

The data collected at this stage were treated using the structural equation technique, using the Stata software. As the study seeks to test relationships between two latent factors (satisfaction and loyalty), this type of technique is the most appropriate (McCallum, 1995). In addition, there was great applicability of this technique in research involving consumer satisfaction, as emphasized by Farias and Santos (2000).

In this way, the research assumes a mixed method nature, since it links qualitative and quantitative approaches, promoting an understanding of the phenomenon under study in a way that would not be obtained if only one approach were used (Creswell & Plano Clark, 2013). Such methodological procedures culminated in the results that are discussed below.

RESULTS AND DISCUSSION

As for the characterization of the sample, most respondents are between 18 and 24 years old (34.9%). Most are female (71.3%) and 49.6% of the participants have a postgraduate degree (Master's or Doctorate). In addition, 28.7% have a monthly income of more than 4 times the minimum wage and most of the sample resides in cities in the state of Pernambuco, especially Recife, and in the capital of Rio Grande do Norte (Natal).



In order to better organize the results, the discussions are separated according to the research phases. That is, first, the results of the qualitative (exploratory) phase are presented and then the discussion of the findings of the quantitative (descriptive) phase begins, for each category of analysis of the study.

ANALYSIS OF FOOD DELIVERY CONSUMER SATISFACTION: EXPLORATORY PHASE

To understand the reasons why consumers turned to supermarket delivery service during the pandemic, the following question was included in the interview script: *Why do you adopt the delivery system for food purchases in supermarkets and similar?* Analyzing the answers obtained, it was noticed that the concern with security was mentioned a lot. The term "security" appeared in 7 of the 16 statements collected. There was also a considerable incidence of the practical aspect in the use of this service, pointed out by 6 respondents. In addition, convenience was highlighted in 3 responses.

Most respondents (10 responses) mentioned that they adopt supermarket delivery because of the pandemic, in order to avoid contagion. Therefore, it is possible to say that the main reasons that explain the use of supermarket delivery during the pandemic fall on the prevention against Covid-19, in addition to the safety, practicality and convenience offered by the service. These findings corroborate the study by Santos (2013), which also identified that delivery customers seek convenience and practicality. The item convenience as an element of customer satisfaction was also highlighted in the research by Lima (2001).

In order to verify customer satisfaction when evaluating the service, the following question was inserted in the form: *How do you rate the delivery service (apps, websites, WhatsApp...) used for grocery shopping and the like?* In general, it is noted that users consider the service to be of good quality, given that 7 respondents rated it as "good". One respondent rated the service as "excellent", another rated it as "satisfactory" and the third said he rated it "positively", totaling 10 comments in this regard.



However, two answers denote a negative evaluation, as one of them found the service "weak", while another stated that this purchasing system is "complicated". The main consumer complaint refers to the delay in updating products, a complaint mentioned by 2 respondents.

In addition, it was found that 03 users recommended improvements for this type of service, citing the need for improvement in inventory control, greater variety of products and assistance to delivery people. In this way, it is considered that a large portion of customers see delivery in a satisfactory way, but to a certain extent they also suggest modifications for its development. It is observed that some theorists give importance to the judgment of satisfaction from the customer's evaluation (Oliver, 1980; Yi, 1990; Mowen, 1995), converging to the statement that satisfaction comes from the consumer's evaluation in relation to the customer. consumption experience.

In view of the above, the study corroborates the findings of some studies that point out that satisfaction depends on the customer's experience in the context of virtual shopping (Hsu et al., 2014; Oneto et al., 2015; Tiusi, 2015). In addition, Veludo-de-Oliveira and Huertas (2018) emphasize that the more positive the consumer experience, the greater their satisfaction.

To analyze consumer satisfaction with the service, the participants responded to this request: *Describe your considerations regarding the service (apps, websites, WhatsApp and delivery guys) received by the supermarket delivery service and similar.* The data revealed that 6 customers consider the service "good", 3 users highlight agility/speed and another 3 respondents report the following opinions about the service: "very satisfied", "satisfactory experience" and "great service". Therefore, 12 satisfactory claims were collected from 16 comments, indicating that almost all respondents evaluate this item positively.

On the other hand, it was also noticed that problems involving the delay in the delivery of purchases and the replacement of missing products were highlighted by two users, which can serve as a proposal to improve this issue in



supermarkets and similar establishments that work with the delivery service. of food products. With these fixes, the level of customer satisfaction can be increased, as well as the customer's repurchase intention. From this angle, Farias (2007) and Nguyen et al. (2021) agree that satisfied individuals are more likely to make future purchases.

That said, the results of the study allow us to corroborate what is reported in the literature regarding the positive relationship between satisfaction and repurchase intention (Boueri et al., 2021; Chou & Hsu, 2015). Bearing in mind that the chance of making future purchases represents the consumer's intention to repeat such purchases, the results of the present investigation can be linked to the findings of the cited studies.

The next item of analysis is related to health care to prevent Covid-19. The data on this topic were generated from this question: *Considering the hygiene protocols for the prevention of Covid-19, describe your perceptions about the health care adopted by supermarkets/similar and delivery guys where you made purchases via delivery.* Two respondents rated this case as "satisfactory" and one said "excellent". Another research participant reported that the health care was "adequate". In addition, 3 users confirmed that the protocols were followed by the establishments, adding up to 7 favorable positions.

However, some participants highlighted the impossibility of monitoring preventive measures, which creates uncertainty in this regard. Such concern was found in 5 comments. Therefore, it is suggested that supermarkets and similar products show greater transparency regarding the health care they incorporate into their operations, in order to obtain more reliability from consumers, a very important aspect in pandemic contexts. Despite this, a considerable number of respondents are satisfied with this matter in delivery services during the pandemic, indicating adherence of establishments to the fight against Covid-19.



Regarding customer satisfaction in terms of the convenience of this mode of consumption, the following question was elaborated: *Describe what you think about the convenience of using the delivery service for shopping in supermarkets and the like*. Many manifestations were obtained that point to consumer satisfaction regarding this aspect: in total, 9 responses contain terms that validate this observation, and the word "practical" was mentioned 4 times, extolling the characteristic of practicality present in the service. Other adjectives are also included in the statements: "excellent", "excellent", "comfortable", "satisfactory" and "perfect".

It was also noticed a remarkable connection of some users with this type of service that started with the pandemic and brought daily benefits, such as time savings, absence of displacement and agility in the act of placing orders. In this logic, the study by Lima (2001) is rescued, which emphasizes the absence of physical displacement and convenience as the main factors of satisfaction in consumers of a virtual supermarket. The element of convenience is also found in the findings of Santos (2013).

On the other hand, two respondents recognize that the service is comfortable, but report that it is more expensive. One of them even comments on the site's interface, which, when it is not functional and easy to use, ends up taking more time than necessary. Some studies emphasize the importance of the quality of the performance of applications and shopping sites for user satisfaction (Moro et al., 2018; Cyr, 2008). Therefore, it is important that delivery applications maintain an interface that allows the user to use it easily, as this item also influences satisfaction. Moro et al. (2018) agree with this argument by stating that the relationship between platform and client has an impact on consumer satisfaction.

In general, there were minimal negative criticisms regarding this point of analysis, which suggests that satisfaction with the convenience of the delivery service was perceived by most consumers participating in this investigation.



ANALYSIS OF FOOD DELIVERY CONSUMER LOYALTY AND REPURCHASE INTENTION: EXPLORATORY PHASE

In order to understand consumer loyalty regarding the use of delivery service in supermarkets during the pandemic, an aspect that influences repurchase intention (Fullerton, 2005; Johnson et al., 2006; Oliver, 2014), the script was asked interview: *Since when do you use the delivery system to make your purchases in supermarkets and similar?* Most respondents (10) reported that the use of the service started since the beginning of the pandemic, in March 2020. This finding indicates that there is some loyalty on the part of customers, considering the time of use of delivery for purchases in supermarkets from of the health crisis. It should be noted that the relationship time variable serves to explain consumer loyalty to a particular company (Ratten, 2017).

Considering Bowen and Shoemaker's (1998) arguments regarding the behavioral dimension of loyalty, which encompasses the customer's behavior in repeating a certain purchase, the respondents were asked the following: *If you have used the delivery service of supermarkets and the like more than once during the pandemic, highlight the main reason that led you to repeat this experience. If used only once, type the letter X.* Some justifications for the recurrence of use were seen: agility, quality of service, convenience and practicality. It should be noted that the item "comfort" was mentioned by two participants.

In addition, most users (09) explained that the repetition of the experience was due to prevention against Covid-19, since the service excludes agglomerations and physical exposure. Three statements highlight the discount coupons offered by the apps as a reason to reuse the delivery. However, two customers marked the letter X, indicating that they used the service only once.

Thus, it is observed that, of the 16 respondents, only 2 did not reuse the delivery service in supermarkets during the pandemic, revealing a high level of consumer loyalty regarding this way of shopping, proving a preference for the



service (Bowen & Shoemaker, 1998). According to Garcia et al. (2020), loyalty is influenced by the quality of the service, therefore, it is believed that this type of service has high quality, taking into account the results achieved at this point of the analysis.

Finally, with the aim of assimilating the customers repurchase intention in relation to the delivery of food products, the question was asked: *After the pandemic period, do you believe that you will continue to use the delivery system for purchases in supermarkets and similar? Why?* In this case, 09 people assured that “yes”. Some clarifications revolve around saving time (4 answers), practicality (3 answers) and ease (1 answer). Considering these items as service attributes, it is said that they directly contribute to consumer loyalty, in accordance with Mendes' speech (2020).

On the other hand, 4 users expressed “no”, 1 said “maybe” and another stated that he will continue with this shopping system only “if necessary”. Two respondents reinforced that they want to interact with people again, so they do not see any sense in continuing to use delivery in supermarkets. Therefore, what is evident is that most consumers participating in the survey are interested in continuing to consume supermarket delivery in the post-pandemic period, indicating a high rate of repurchase intention, which is related to the attitudinal dimension of loyalty, as suggested by Getty and Thompson (1995).

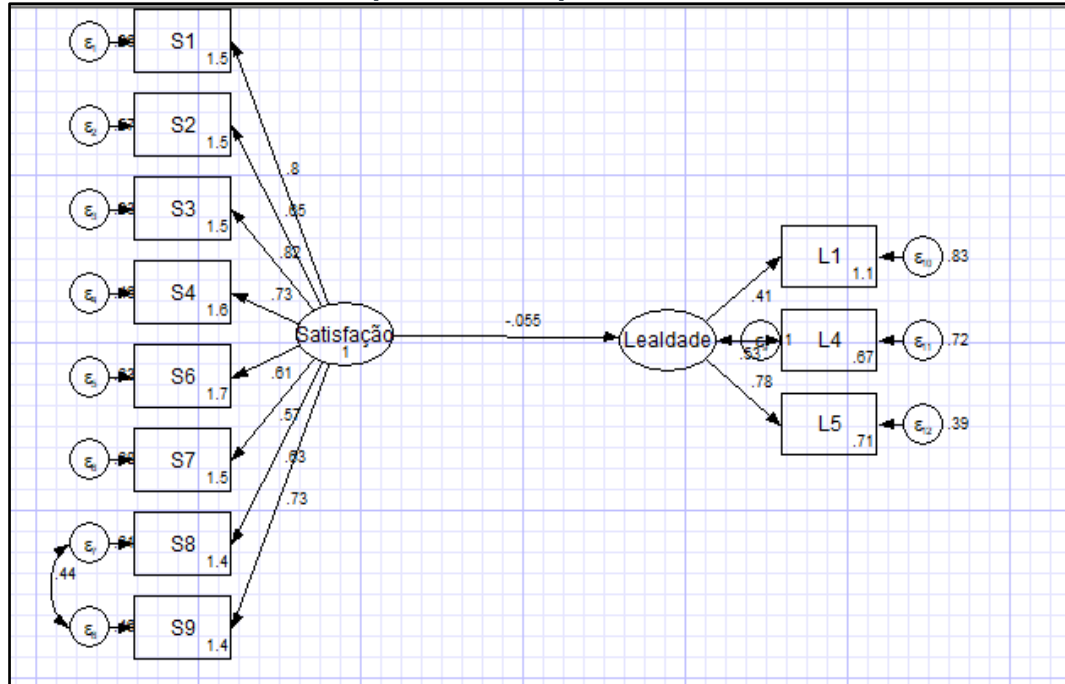
ANALYSIS OF FOOD DELIVERY CONSUMER SATISFACTION AND LOYALTY: DESCRIPTIVE PHASE

Bearing in mind that the questionnaire for data collection worked with predominantly ordinal scales, which reveal only positions/ranks, the purpose of the analyzes should be not the magnitude of the relationship (size), but the direction (positive or negative). Figure 1, below, illustrates the proposed relationships between the satisfaction (left side) and loyalty (right side) dimensions.

Figure 1



Structural model of structural equation analysis



Note. p-value for coefficient of -0.055 is greater than 0.05 ($\beta = -0.055$ with $p\text{-value} > 0.05$).

It should be noted that items S5 and S10 (components of satisfaction) were eliminated to improve data reliability and validity indicators. As for loyalty, the same happened with L2 and L3. Table 2 expresses the parameters considered adequate by the literature and the situation of the variables analyzed, to verify the adequacy to such parameters.

Table 2
Reliability and validity of data

Variable	Values	Parameter	Situation	Reliability/validity
CR (satisfaction)	0,8851100119	0,7	OK	Composite reliability
CR (loyalty)	0,6036319119	0,7	INAPPROPRIATE	Composite reliability
FV (S1)	0,81	0,5	OK	Factorial validity
FV (S2)	0,64	0,5	OK	Factorial validity
FV (S3)	0,81	0,5	OK	Factorial validity
FV (S4)	0,71	0,5	OK	Factorial validity
FV (S5)	-	-	-	-
FV (S6)	0,59	0,5	OK	Factorial validity
FV (S7)	0,56	0,5	OK	Factorial validity
FV (S8)	0,68	0,5	OK	Factorial validity
FV (S9)	0,78	0,5	OK	Factorial validity
FV (S10)	-	-	-	-



FV (L1)	0,41	0,5	INAPPROPRIATE	Factorial validity
FV (L2)	-	-	-	-
FV (L3)	-	-	-	-
FV (L4)	0,53	0,5	OK	Factorial validity
FV (L5)	0,78	0,5	OK	Factorial validity
VEM (Satisfaction)	0,49	0,5	INAPPROPRIATE	Convergent validity
VEM (Loyalty)	0,35	0,5	INAPPROPRIATE	Convergent validity
VEM (Satisfaction)	0,49	0,6561	INAPPROPRIATE	Discriminant validity
VEM (Loyalty)	0,35	0,6561	INAPPROPRIATE	Discriminant validity

Regarding the composite reliability of satisfaction, the data are adequate for the parameter (0.7). Regarding the composite reliability of the loyalty construct, despite being inadequate, the value was very close to the established parameter. Factorial validity was confirmed for all satisfaction component items. However, discriminant validity is problematic. It is believed that the selected variables may be capturing well-correlated constructs, which may bring the results presented. Thus, it seems that the two constructs (satisfaction and loyalty), based on the selected variables, do not have differences between them.

Therefore, the results indicate a negative relationship. In the literature, there are countless articles that prove the positive relationship between satisfaction and loyalty (Frio & Brasil, 2016; Lara et al., 2020; Amaral et al., 2013; Garcia et al., 2020; Mendes, 2020; Cyr, 2008; Alves, 2015). That is, the more satisfied the consumer, the greater the level of loyalty. However, the data showed a negative relationship (-0.05), as seen in Figure 1, indicating an inverse relationship between the base constructs (higher satisfaction leads to a lower level of loyalty), which differs from the findings found in most of studies in this field.

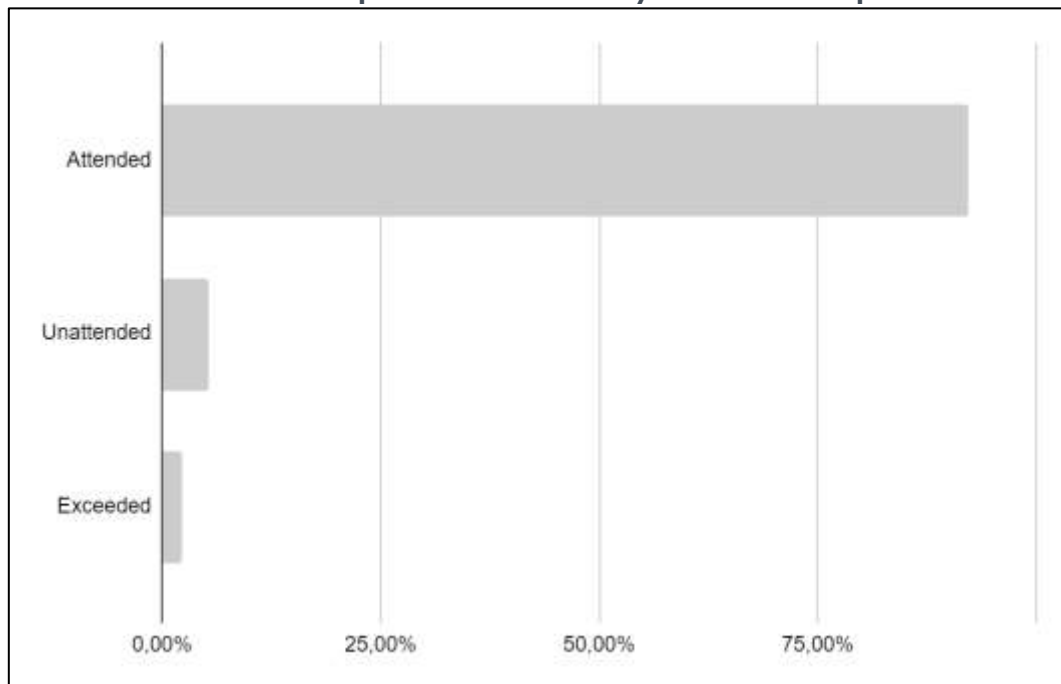
This leads to the belief that consumers may be satisfied, but they do not necessarily express loyalty to the service, nor do they intend to reuse it. To seek justifications for the reason for this finding, it was decided to evaluate the data in isolation. In this sense, regarding the satisfaction of supermarket delivery



consumers in the pandemic based on Oliver's (1980) scale, the following results were obtained: 119 respondents stated that expectations regarding this service were met (92.2%) and 3 people said their expectations were exceeded (2.3%). These data indicate that most customers are satisfied with the service, as their expectations were met, as shown in Graph 1:

Graph 1

Consumer satisfaction of supermarket delivery based on expectation



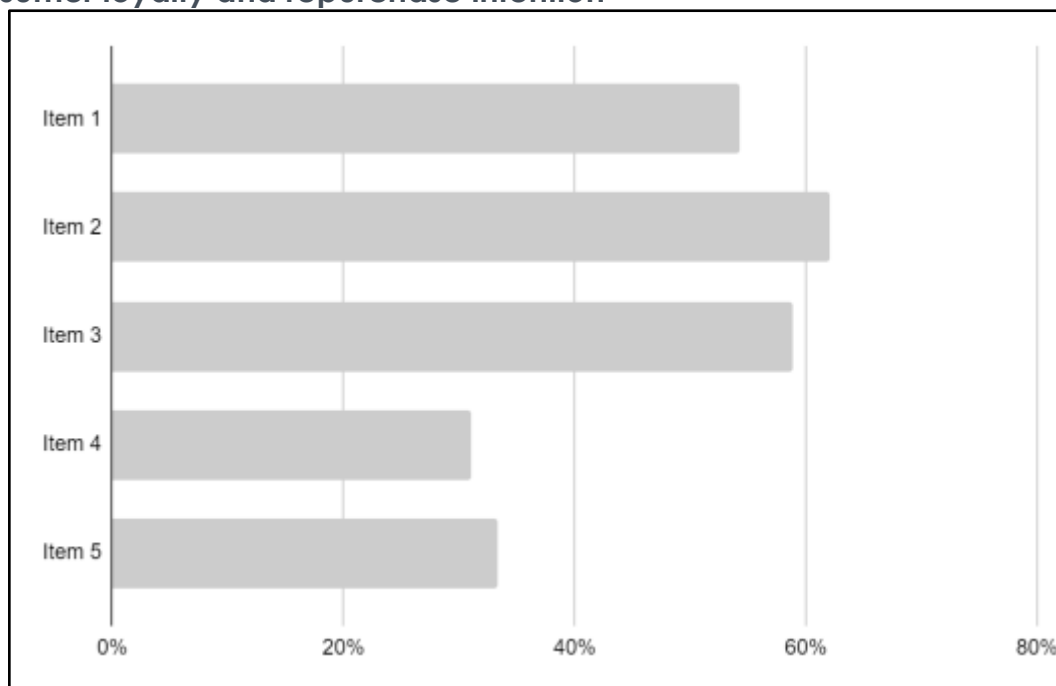
Observing the results presented in Graph 1, the study confirms the literature consulted about the relationship between satisfaction and expectation (Hoffman et al., 2010; Li & Murphy, 2013). Specifically, regarding satisfaction in the context of delivery, the research supports the findings of Santos (2013), who emphasizes that consumers of this type of service seek, among other things, to fulfill their expectations so that they feel satisfied.

It should be noted that, for 7 people, the expectations regarding the service were not met (5.4%). Isolated analyzes of the loyalty and repurchase intention of supermarket delivery consumers during the pandemic can be seen in Graph 2:

Graph 2



Consumer loyalty and repurchase intention



It is observed that item 2 (*"I will continue to use the delivery service after the pandemic"*) had the highest percentage rate, with 80 respondents (62%), which indicates that most participants intend to repurchase this service in the post-pandemic period. At this point, it is possible to notice that, in isolation, the repurchase intention becomes more prominent in the analyses.

Analyzing these results, it is possible to extract from the study some contributions to the literature on loyalty and repurchase intention. As stated by Oliver (2014), loyalty can be explained from the willingness to repurchase, which was found in Graph 2. In addition, Bowen and Shoemaker (1998) argue that loyalty is also related to the fact that the consumer repeats certain purchase. Therefore, the research presents advances to the corresponding literature by proving that such statements are also true in the context of delivery consumption.

Then, the statement *"I recommend the delivery service to other people"* (item 3) had 76 respondents (58.9%) considering this option in relation to their supermarket delivery consumption habits during the pandemic. Analyzing this point in the light of the literature, the conclusion of Getty and Thompson (1995) is rescued, who emphasize that loyalty is related to the recommendation by

the consumer. Thus, most of the participants in this research are loyal to the delivery service, as they recommend it to third parties.

Item 1 (*"I talk to other people about the delivery service"*) had 70 responses (54.3%). This item is also linked to the issue of loyalty from the recommendation (Getty & Thompson, 1995). Item 4 (*"Delivery service has been my first choice as a means of buying food during the pandemic"*), which best represents customer loyalty to this service, had a lower percentage, as only 40 respondents marked this option (31%). Therefore, for most study participants, other means of buying food in the pandemic are also adopted, revealing low loyalty in the descriptive phase of the investigation.

Item 4 is considered to represent the link between customer and company, because when listing the delivery service as the first alternative for buying food, the consumer demonstrates a high connection with the respective supermarket that offers this service. Therefore, loyalty can be justified, in this case, as a result of the intense client-company bond, in accordance with Mandal's (2017) statement.

In addition, topic 5 (*"The next times I need to buy food during the pandemic, I will use the delivery service"*) had 43 votes. This item is also linked to customer loyalty to the service based on repurchase intention (Oliver, 2014; Bowen & Shoemaker, 1998), revealing that only 33.3% of respondents intend to reuse this purchase format during the pandemic. Thus, results similar to the previous statement are observed, both indicating low loyalty at this stage of the research.

Analyzing the data from items 4 and 5, which apprehend consumer loyalty more precisely, one can see a correspondence to the results of the structural equations, since, as seen, a negative relationship between satisfaction and loyalty was proven. It is assumed, therefore, that consumers are satisfied, but this does not mean that there will be a level of loyalty equivalent to the level of satisfaction. Thus, the study brings unexpected results to the vast majority of the



literature on satisfaction and loyalty, listing findings that oppose investigations in this area.

CONCLUSION

Highlighting conclusive aspects in the data analysis makes it possible to return to the objective of the research, which is to evaluate the relationship between satisfaction, loyalty and repurchase intention in the context of supermarket delivery service during the pandemic. The exploratory results showed that, regarding satisfaction, most respondents are satisfied with the service in several aspects, especially in relation to service and convenience. Regarding loyalty, it was possible to observe a strong influence of the pandemic on the emergence and use of supermarket delivery. In addition, it was noticed that in the exploratory analyzes consumers seemed more loyal to the service than in the descriptive ones. As for the repurchase intention, there was a correspondence between qualitative and quantitative data, as many respondents, in both cases, stated that they will continue with this format of purchases in the post-pandemic period.

Although the result of the structural equations between satisfaction and loyalty was negative, this does not invalidate the research. The negative relationship found can serve to indicate other realities. That is, the investigation remains valid in the sense that a negative relationship can also be a considerable result, as scientific studies do not always corroborate what has been confirmed in most studies similar to the observed phenomenon. Finding an unprecedented outcome can point to new evidence and arouse interest in researching the reason for such a conclusion.

It is noteworthy that the study was carried out in times of crisis, specifically in the midst of a pandemic, which may have influenced the respondents' positioning regarding the real assessment of satisfaction and loyalty towards the delivery service, bringing different findings from most studies. In this field of investigation,



which were carried out in normal scenarios, without the presence of a pandemic.

Therefore, it is clear that this way of shopping in supermarkets is a reality that emerged as a result of the pandemic, becoming a recurring behavior, as well as several other daily changes that Covid-19 has brought to the population. However, unlike other transformations, this one seems to remain present in the lives of many people, especially those who value the convenience of delivery services.

These results gain importance insofar as they can contribute to the managers of establishments who aim to continue with this type of service after the pandemic scenario, since they provide informational prospects and subsidies regarding consumer satisfaction and loyalty, especially in times of crisis, where keeping consumers satisfied becomes more complex. From the identification of points that were not very well evaluated by users, marketers can create strategies to increase customer satisfaction and loyalty levels.

This study also contributes to the academic production on the analyzed topic, since the current context has transformed the way of consuming food, which can generate a lot of future research about it. The advent of the pandemic allows investigations that put consumers from new angles, in order to understand the changes that have taken place in their consumption habits, helping to create means to face crises like this, having scientific practice as an ally.

It is noteworthy that the study has limitations regarding the existence of failures in reliability and validity of the factor model. There were problems regarding composite reliability, convergent validity and divergent validity, with some cases in which the data failed to adapt to the parameters that the literature projects as adequate. This may suggest errors in the research instruments, perhaps because of a possible disharmony between the scales. In view of this, it is suggested that future studies similar to this one give special attention to the



development of instruments for data collection in order to remedy the aforementioned gaps. It is noteworthy that the understanding of satisfaction, loyalty and repurchase intention of supermarket delivery customers in the pandemic was sufficient to meet the initial objective of this investigation.

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José William de Queiroz Barbosa - Definition of the research problem and objectives, development of the theoretical proposition, carrying out the literature review and theoretical foundation, data collection, data analysis in the qualitative phase, preparation of tables and graphs and writing of the manuscript.

Maria de Lourdes de Azevedo Barbosa - Definition of the research problem and objectives, development of the theoretical proposition, choice of methodological procedures and critical review of the text.

Lissa Valéria Fernandes Ferreira – Critical review of the text and research issues.



Evadio Pereira Filho - Critical review of the text, choice of methodological procedures, data analysis in the quantitative phase and elaboration of figures and tables.

