INFLUENCE OF DYNAMIC PRICING OF PERISHABLE FOOD PRODUCTS ON CUSTOMER SATISFACTION AND PURCHASE BEHAVIOUR: AN EMPIRICAL STUDY

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ABSTRACT
Customer satisfaction and a positive influence on purchase behaviour is becoming the focal area of research in the globalized perishable food retail market, as it provides competitive edge in business. Several researchers have attempted to identify the antecedents of these key variables so that they may delight the customers. This research specifically considers the influence of freshness, multi-period pricing, and economic trade-off on customer satisfaction and purchase behaviour. The research methodology involved Structural Equation Modeling (SEM) using partial least square method. The sample size comprised 387 customers from supermarkets in Qatar based on convenience sampling. The results have indicated that freshness has a significant influence on customer satisfaction and purchase behaviour, whereas, multi-period pricing and economic trade-off have influence only on customer satisfaction and not on purchase behaviour. However, customer satisfaction does influence purchase behaviour. Based on the revelation of the study, implications to the retail stores managers for better performance have been made.

KEYWORDS: Freshness of perishable goods, Dynamic pricing, and Economic trade-off.