

## **GREEN BRAND EXPERIENCE AND REPEAT PATRONAGE OF ORGANIC SKINCARE PRODUCTS AMONG FEMALE CUSTOMERS IN NIGERIA**

**Anucha, Victor Chima Ph.D**  
**Department of Marketing, Faculty of Management Sciences,**  
**Ignatius Ajuru University of Education, Nigeria.**

*Email: victoranucha1966@gmail.com*

### **ABSTRACT**

*This paper examined green brand experience and repeat patronage of organic skincare products among female customers in Nigeria. The study adopted the correlational research design. The population of this study consisted of female customers (organic cream users) in South-South Nigeria. The exact number of female organic cream users in South-South Nigeria is unknown, hence a sample of 384 female customers was used for the study. The sample size was determined using the Cochran's formula for determining sample size of an unknown population. A structured questionnaire was used as the main instrument for data collection. The validity of the instrument was determined through face and content analysis while its reliability was confirmed using the Cronbach Alpha method. The data collected from the respondents were analyzed statistically while the Pearson Correlation Coefficient ( $r$ ) and the SPSS version 23 were used to test the hypotheses. The findings revealed that sensory experience has significant relationship with repurchase intention and repeat purchase of organic skincare products in Nigeria. The study also revealed that affective experience has a significant relationship with repurchase intention and repeat purchase of organic skincare products in Nigeria. The study equally discovered that intellectual experience has significant relationship with repurchase intention and repeat purchase of organic skincare products in Nigeria. Based on these findings, it is therefore concluded that green brand experience is a significant predictor of repeat patronage of organic skincare products in Nigeria. The study therefore recommended that producers of organic cream in Nigeria should ensure that their products or brands give customers a pleasant and memorable experience as it would motivate customers to repeatedly patronize their brand.*

***Keywords: Green brand experience, repeat patronage, sensory experience, affective experience, intellectual experience, repurchase intention, repeat purchase, organic skincare products.***

### **INTRODUCTION**

Organic skincare products are products which are produced without using any chemical or synthetic residues (Transparency Market Research, 2021). These products are called "organic" because of their ingredients are farmed without using artificial fertilizers such as chemicals and pesticides. These ingredients do not contain any form of genetic materials, chemicals or synthetic residues (Transparency Market Research, 2017). The natural ingredients contained in organic products are helpful in supplying nutrients that can reduce quick aging and ensure smooth and beauty skin for the female folks. Most organic skincare products contain anti-aging compounds, nutrients that give a better and pleasant body fragrances and eliminate black spots, skin rashes and skin irritation (Ravishankar & Dhekle, 2021). Chemical substances can be very harsh and cause skin irritation and this is why many female customers switch to organic skincare products that are made from natural ingredients.

Many female customers repeatedly patronize organic skincare products because of their ability to eliminate black spots, skin rashes and skin irritation. The level of repeat patronage of organic skincare products such as body cream and facial cream is very high (Kumudhini & Kumaran, 2020). This repeat patronage behaviour has challenged some non-organic cream producers to switch to

organic skincare products. Today, there are numerous brands of organic skincare products in the market – all of which seeking for repeat patronage from customers. However, it should be noted that repeat patronage is not a must for all organic cream producers rather it is a function of customer experience with the green brand. This implies that repeat patronage of organic skincare products depends largely on their green brand experience.

Green brand experience is the sum total of all the sensations, thoughts, feelings and reactions that an individual has in response to a green brand (Schueller, 2021). It is the last impression that remain after a customer gets an encounter with a green brand. Organic skincare product is a green product with different brands in the market. The experience which a female customer had with an organic cream goes beyond just using the product, it also includes the emotional connection which the brand has built with the customer over time and how the brand has integrated into the lives of the customer who buys them (Wulandari, 2015). As a holistic approach, green brand experience combines user experience, customer experience and brand identity all in one concept. Some green brands such as organic skincare brands evoke a feeling of like, trust with good reputation while others are untrustworthy with bad reputation. To increase repeat patronage and become more competitive in the industry, organic cream producers need to create a consistent experience across every touch point.

Obviously, brand experience differs from person to person because each person has a different experience that is evoked by a green brand. Expanding the brand experience to every touch point is highly necessary when an organic cream producer enters the product development stage. All the touch points are key moments where the customers deeply and fully experience the dividend of the brand. For instance, when an organic cream maker makes a cream for a female customer, the customer should be able to see the cream, its packaging information, touches its content, feel the natural ingredients, perceive a pleasant fragrance and eventually apply the cream in her body. All the sensory modalities contribute to the brand experience (Fenko et al, 2009). A positive experience deeper customer's connection with the brand, inspire and motivate them to remain loyal to the brand (Lazuriaga & Barrera, 2018). A positive brand experience is the differential factor between choosing one brand over the others in the market. This is why organic cream producers need to go all out to create an impressive and consistent brand experience. Yulianti and Tung (2013) stated that companies need to create a consistent brand experience and use it as a foundation for establishing a flashy and exciting interactions with their customers. When a company is able to provide a pleasant and memorable brand experience, it will trigger repeat patronage and increase customer loyalty (Eslami, 2020). It is against this backdrop that this study examines the relationship between green brand experience and repeat patronage of organic skincare products in Nigeria.

### **Statement of Problem**

One of the major challenges facing organic cream producers is how to increase repeat patronage of their brand. Some producers of organic cream in Nigeria have lamented over the lack of repeat patronage of their brand. As more and more organic cream are being launched into the market, it becomes more challenging for some of the existing key players to hold onto their customers. Some organic cream producers have ceased from operations due to lack of repeat patronage of their brands (Transparency Market Research, 2017). This lack of repeat patronage could be attributed to unpleasant experience of their brand. Given the intense competition in the organic cream market, it becomes imperative for producers of these products to develop products that will give female customers a pleasant and memorable experience in terms of ensuring a smooth, fresh and healthy skin. It is argued in this study that positive experience will motivate female customers to make repeat patronage of organic skincare products in Nigeria. However, there are no substantial evidence to substantiate this claim within the Nigerian context as empirical studies that examined

green brand experience and repeat patronage of skincare products in Nigeria are absent or scanty. This has created a gap in literature on green branding and repeat patronage which this study intends to fill and contribute to knowledge.

**Conceptual framework**

The operational conceptual framework of green brand experience and repeat patronage of organic skincare products is shown in figure 1 below:

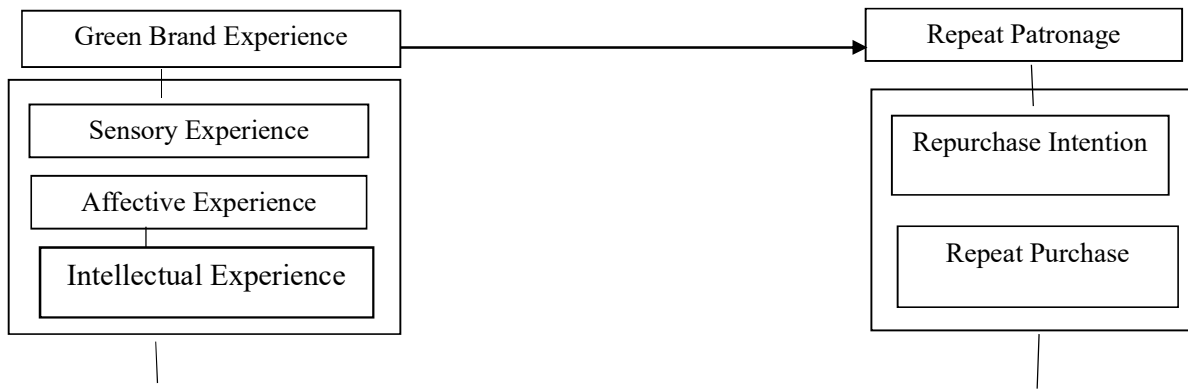


Fig 1: Conceptual framework of green brand experience and repeat patronage of organic skincare products

Sources: Brakus et al (2009); Yulianti & Tung (2013); Ong et al (2018); Eslami (2020)

**Aim and Objectives of the Study**

The aim of this study is to examine the relationship between green brand experience and repeat patronage of organic skincare products in Nigeria. The specific objectives of the study are:

1. To determine the relationship between sensory experience and repurchase intention of organic skincare products in Nigeria.
2. To ascertain the relationship between sensory experience and repeat purchase of organic skincare products in Nigeria.
3. To explore the relationship between affective experience and repurchase intention of organic skincare products in Nigeria.
4. To ascertain the relationship between affective experience and repeat purchase of organic skincare products in Nigeria.
5. To determine the relationship between intellectual experience and repurchase intention of organic skincare products in Nigeria.
6. To ascertain the relationship between intellectual experience and repeat purchase of organic skincare products in Nigeria.

**Research Questions**

The following research questions were developed to address the objectives of the study:

1. To what extent does sensory experience relate to repurchase intention of organic skincare products in Nigeria?
2. To what extent does sensory experience influence repeat purchase of organic skincare products in Nigeria?
3. To what extent does affective experience relate to repurchasing intention of organic skincare products in Nigeria?
4. To what extent does affective experience relate to repeat purchase of organic skincare products in Nigeria?

5. To what extent does intellectual experience influence repurchasing intention of organic skincare products in Nigeria?
6. To what extent does intellectual experience relate to repeat purchase of organic skincare products in Nigeria?

### **Research Hypotheses**

The following hypotheses were postulated in this study:

- Ho<sub>1</sub>: There is no significant relationship between sensory experience and repurchase intention of organic skincare products in Nigeria.
- Ho<sub>2</sub>: There is no significant relationship between sensory experience and repeat purchase of organic skincare products in Nigeria.
- Ho<sub>3</sub>: There is no significant relationship between affective experience and repurchasing intention of organic skincare products in Nigeria.
- Ho<sub>4</sub>: There is no significant relationship between affective experience and repeat purchase of organic skincare products in Nigeria.
- Ho<sub>5</sub>: There is no significant relationship between intellectual experience and repurchasing intention of organic skincare products in Nigeria.
- Ho<sub>6</sub>: There is no significant relationship between intellectual experience and repeat purchase of organic skincare products in Nigeria.

### **Review of Related Literature**

#### **Concept of Green Brand Experience**

A green brand is a product that are produced using natural ingredients and does not require the use of chemical substance (Chang & Fong, 2010). The non-involvement of chemical in the production process makes to tag the product as being environmental friendly. Examples of green products are organic food, organic cream, recyclable products, energy efficient products (energy saving bulbs), and renewable energy products (Chen, 2010). The focus of this study is on organic cream specifically organic skincare product which is a green product with numerous brands scattered across the market. The experience which customers had with any of these organic skincare brands has a great influence on their repeat patronage behaviours. Experience is the individual, internal reactions of a consumer in the form of sensations, emotions, cognition and behaviours incited by branding stimuli (Brakus et al in Ong et al, 2018). Experience is something that happens in the minds of people (Sundbo & Sorensen in Motta-Filho, 2021). It is determined by external stimuli and elaborated via mental awareness (Sundbo & Sorensen, 2013). Experience needs an external trigger that activates the human senses and generate response (Schmitt, 2010). Carbone and Haeckel in Iglesiasa et al (2018) described experience as the takeaway impressions created in the minds of a customer as a result of his or her interaction with a green brand. Carbone and Haeckel in Iglesiasa et al (2018) experience is formed from the interactions which customers had with a green brand. According to them, these interactions can be direct or indirect. Carbone and his colleagues explained that direct interactions occurs when a customer buy, consume or use a particular brand of product while indirect interaction takes place when a customer experiences the brand advertising, word-of-mouth recommendations, marketing communication or read news reports and reviews from social media platform.

#### **Dimensions of Green Brand Experience**

The dimensions of green brand experience used in this study are sensory experience, affective experience and intellectual experience. These dimensions of green brand experience are discussed below:

**Sensory Experience**

Sensory experience is the degree to which the brand appeals to the five senses of the customers. It shows the extent to which a customer finds the brand interesting in a sensory way (Brakus et al, 2009). Brakus et al in Wulandari (2015) stated that sensory experience measures the level of impression created by a brand which affects the senses. It represents customers react to a brand through their five human senses such as tactile, visual, auditory, olfactory and gustatory stimulations generated by brands in customers (Hulten, 2011). Sensory experience is derived from the interaction that a customer had with a green brand via sight, emotion, touch, smell or listen (Ong et al, 2018). Luzuriaga and Barrera (2018) noted that visual, touch, auditory, taste and smell are the five stimuli perceived by a customer which a green brand can provoke. Customers use their senses to pay a close attention to any permutation in their environment. For this reason, companies focus on the sensory aspects of human beings in order to capture their minds in favour of their products or brands. Orth and Malkewitz (2008) stated that the visual and sensory tactics of human beings have made it possible for customers to differentiate one brand from the other in terms of the experience they offer.

**Affective Experience**

Affective experience is a customer's emotional attachment to a green brand (Shamim & Butt, 2013). It relates with sentiments, feelings and emotions that brands induce in customer (Iglesiasa et al, 2018). Yulianti and Tung (2013) stated that affective experience involves using feelings and emotional of a customer to measure his or her experience with the brand. Affective experience comprises the feelings, sentiments and emotions. According to Alloza (2008), feelings refer to a bodily consciousness of a physiological sensation. It is the perception of the physiological events or experience within the body. Sentiments are attitudes, thoughts and judgments held by an individual towards something. Such attitudes, thoughts or judgment are instigated by the feeling of the individual toward that thing (Shami & Butt, 2013). Emotions represents the internal or external state of reality and the bodily changes that accompany them. It contains a subjective element and a third person observable element (Hoch, 2002). Schmitt in Luzuriaga and Barrera (2018) stated that companies need to understand the stimuli that can trigger the emotions and disposition of customers so that they can address them.

**Intellectual Experience**

Intellectual experience is the process of using the ability of the brand to engage customers (Yulianti & Tung, 2013). Iglesiasa et al (2018) defined intellectual experience as the imaginative and analytical thinking that brands trigger in customers. Intellectual experience shows the extent to which the brand makes customers think and stimulates their curiosity and problem-solving capabilities. Intellectual indicators involves thinking, curiosity and problem solving (Brakus et al, in Wulandari, 2015). Thinking is the ability of an individual to see things from more than one perspective and is able to question the existing working models (Amabile, 1997). Curiosity is an inquisitive thinking such as investigation, exploration and learning which is backed by observation in human beings. It is associated with all aspects of human development which is derived through the process of learning and the desire to acquire skills and knowledge (Litman, 2005). Problem solving is the process whereby solutions are given to eliminate problem or obstacles that may hinder the achievement of a goal (Novick & Bassok, 2005).

**Concept of Repeat Patronage**

Repeat patronage is the willingness and desire of a consumer to re-patronize a particular organization in future (Jere, et al, 2014). Panda (2013) defined repeat patronage as a behaviour whereby a consumer repeatedly purchases his or her needs from a particular company despite the fact that there are other companies rendering the same services. Kumar (2016) described repeat patronage as the behaviour in which a customer frequently patronize the products and services of

a particular company without considering the products and services offered by other competing organizations. Repeat patronage is a crucial factor that enhances organizational competitiveness. According to Amelia (2017), repeat patronage gives a company an edge over its competitors. It helps to sustain sales growth and increase profit margin. Garga and Bambale (2016) posited that repeat patronage is the desire of every organization because it helps to sustain the customer base of the organization. An organization that enjoys repeat patronage from its customers stands the chance of achieving business success. Panda (2013) stated that increasing repeat patronage is the key priority for business managers as it helps to sustain the customer base of the firm and increase profit margin.

### **Measures of Repeat Patronage**

Repeat patronage can be measured using various indicators. However, in this study, repeat patronage can be measured using repurchase intention and repeat purchase.

### **Repurchase Intention**

Intention is the likelihood of a person to perform a certain action in future (Ding et al, 2015). Here, the action has not been performed but the person is more likely to perform the action in future. Therefore, repurchase intention is the likelihood that a customer will make repurchase of the same brand to replace the previous one consumed (Forbes & Vespoli, 2013). It emphasizes the possibilities of a customer making repurchase of a particular brand in future. Some customers developed the intention to repurchase the same brand in future while others do not have the intention to repurchase the same brand in future. Sharp and Sharp (2008) noted that a customer's intention to repurchase the same brand in future is a function of his or her experience with the products. When a customer has a positive and pleasant experience with a brand, he or she is likely to develop a positive intention to repurchase the brand in future and vice versa (Emir & Kozak, 2011). Every firm makes adequate efforts to make customers develop the intention to repurchase their product or brand. When a customer develops a strong intention to repurchase a particular product or brand, he or she is likely to perform such action in future (Rahman et al, 2014).

### **Repeat Purchase**

Repeat purchase is the number or percent of customers who purchase a second time, or to how often they buy again (Riley, 2009). It is all about encouraging customers who buy for the first time to buy again and again (Riley, 2009). A repeat purchase is often a measure of loyalty to a brand by consumers and is often taken into account by marketing research professionals to evaluate a business. Marketers often identify repeat customers based on their purchase frequency or spending level and draw the conclusion that all repeat customers are loyal (Liu-Thompkins & Tam, 2013). Existing customers are the most easily approachable segment to target through marketing campaigns and promotions (Kumar, 2016). It is easy to contact the existing customers because of the contact information and a connection that has been made due to earlier purchases. Those existing customers feel positive engagement with the brand and tend to respond more effectively to marketing campaigns and make repurchase decisions. Achieving a high level of repeat purchase is good news for a business (Riley, 2009). Every business wants to achieve a high level of repeat purchase. However, for businesses to achieve a high level of repeat purchase, two things must be done. First, the product should be of the right quality. A sub-standard or low quality product is sure to disappoint first-time customers. They are unlikely to buy again or recommend the product to others. Secondly, the business should do all it can to develop an effective relationship with existing customers. This includes activities such as regular communication (e.g. email newsletters), and incentives for loyalty (e.g. promotional discounts) (Riley, 2009).

### **Theoretical Framework**

This study is anchored on the PAD theory which was developed in 1974 by Albert Mehrabian and James A. Russell. The theory integrates three (3) independent emotions designed to obtain information on the Pleasure, Arousal and Dominance. According to Mehrabian and Russell (1974), Pleasure-Displeasure Scale measures how pleasant or unpleasant one feels about something (product). For example, both fear and anger represent unpleasant emotions while joy and comfort constitute pleasant emotions. The Arousal-Non-arousal Scale measures how soporific or energized one feels. Low arousal intense feelings arise not as a result of the emotional intensity but as a result of grief and depression. While both anger and rage constitute unpleasant emotions, rage is a much higher arousal state or higher intensity. However, unpleasant state like boredom has a low arousal value. The Dominance-Submissiveness Scale tends to emphasize control and dominant as against controlled or submissive which one feels. For example, both anger and fear constitute unpleasant emotions but anger is a more dominant emotion while fear is a submissive emotion (Mehrabian, 1980).

The PAD theory is relevant in explaining the relationship between green brand experience and repeat patronage of organic skincare products. The theory argues that organic cream producers need to gather information regarding how customers feel about their brand after use. PAD theory believes that organic cream producers need to find out what customer experience after use. Managers of organic skincare products need to know whether or not their brand gives them a pleasant or unpleasant experience as well as the emotional attachment which customers display towards their brand. If the information gathered is pleasant, the company should make adequate efforts to sustain the quality of the brand so as to increase repeat patronage. On the contrary, if the information gathered by the company is unpleasant experience, the company should make adequate efforts to identify and adjust those areas that create room for loophole and improve the project quality since it is the only way to increase repeat patronage.

### **Empirical Review**

A number of empirical studies have been conducted on green brand experience and repeat patronage of organic products. For instance, Isotalo and Watanen (2015) explored the impact of brand experience on attitudes and brand image. Their study adopted the descriptive survey research design and the quantitative research approach where data were collected from primary and secondary sources. The researchers used a structured questionnaire as their main instrument for data collection. The data collected from 346 consumers in Malardalen were analyzed statistically using frequency count and percentage tables while the hypotheses were tested using correlation matrix. The findings showed that brand experience has a significant relationship with consumer attitudes. The study also revealed that brand experience positively and significantly affect brand image.

Lazuriaga and Barrera (2018) examined brand experience as an instrument for achieving customer loyalty of health companies in Guayaquil, Ecuador. The researchers employed the descriptive research design and the quantitative research approach where a digital questionnaire and interview were used to collect data from four managers in charge of marketing and advertising in private health agencies in Guayaquil. The data collected were analyzed statistically using percentage and frequency tables and bar chart. The findings revealed that brand experience significantly helps to create, develop, conserve and improving relationship with customers. The study also reported that brand experience helps to increase customer loyalty in the healthcare companies in Guayaquil.

Merdiaty and Aldrin (2022) investigated the effect of brand experience on customer engagement. Their study adopted the survey research design and the qualitative research approach. Data were collected from 254 students in Bekasi with the aid of a structured questionnaire. The data collected were analyzed using SPSS, Structural Equation Modeling (SEM) variants using AMOS version 24

software, path analysis and regression analysis. The findings revealed that brand experience has no direct effect on customer engagement. The study also revealed that service quality plays a significant role in mediating the relationship between brand experience and customer engagement.

Wulandari (2015) carried out a study to determine whether brand experience has direct and indirect relationship to customer loyalty in banking industry in Indonesia. The study employed the survey research design as well as the qualitative and quantitative research approach. The researcher used a structured questionnaire to collect data from bank customers in Jakarta, the capital of Indonesia. The questionnaire was also supplemented with an in-depth interview which was conducted among resource-persons in Indonesia. The data were collected from the respondents were analyzed using Structural Equation Model (SEM) and Smart Partial Least Square (SmartPLS) software. The findings revealed that brand experience positively affect customer satisfaction. The study also revealed that brand experience positively affect brand loyalty. The study equally revealed that brand satisfaction significantly mediate the relationship between brand experience and brand loyalty in the banking industry.

Ong et al (2018) empirically examined the impact of brand experience on loyalty. Their study used sensory experience, affective experience, behavioural experience and intellectual experience as their dimensions of brand experience and relate them to brand loyalty as measured by willingness to pay more, word of mouth and repurchase intention. The researchers employed the survey research design and used a structured questionnaire to collect data from 228 customers of SMEs restaurants in Klang Valley, Malaysia. The data collected were analyzed using Partial Least Squares, Structural Equation Modeling (PLS-SEM). The findings revealed that sensory experience has significant influence on willingness to pay more and repurchase intention. The study also revealed that affective experience has significant influence on word of mouth and repurchase intention. The study equally revealed that behavioural experience has significant influence on willingness to pay more and word of mouth. The study confirmed that intellectual experience has significant influence on all the measures of brand loyalty such as willingness to pay more, word of mouth and repurchase intention.

Yulianti and Tung (2013) examined the relationship among brand experience, brand image and customer satisfaction of facebook users in Indonesia. Their study used sensory, affective, behavioural and intellectual experience as their dimensions of brand experience and relate each of them to brand image and customer satisfaction. The researchers adopted the survey research design where a structured questionnaire was used to collect data from 398 facebook users in Indonesia. The data collected were analyzed statistically using descriptive statistics such as percentage and frequency tables, mean and standard deviation while the hypotheses were tested using the confirmatory factor analysis. The findings revealed that brand experience has a positive influence on customer satisfaction. The study also revealed that brand experience has a positive influence on brand image. The study concluded that a positive and significant relationship exists among brand experience, brand image and customer satisfaction.

Eslami (2020) examined the effect of brand experience on brand equity and brand loyalty. Their study adopted the survey research design where data were collected from health insurance customers in Tehran, Iran. The researcher used a structured questionnaire to obtain data from 384 customers of Iranian supplementary health insurance. The data collected from the respondents were analyzed using the iterative estimated method, Structural Equation Modeling (SEM), Partial Least Square (PLS), correlation matrix and multiple regression analysis. The findings showed that brand experience has a significant effect on brand image and brand equity. The study also revealed that brand experience has significant effect on brand loyalty. The study equally

revealed that brand awareness significantly mediate the relationship between brand experience and brand loyalty.

Beig and Nika (2019) carried out a study to determine the relationship between brand experience and brand equity. The researchers adopted survey research design and used a structured questionnaire to collect data from 120 hotel owners in the United States. The data collected were analyzed statistically using percentage and frequency tables, pie chart, mean, standard deviation and variance while the hypotheses were tested using Pearson Product Moment Correlation and regression analysis. The findings showed that sensory experience has a significant positive relationship with brand equity. The study also found a significant relationship between affective experience and brand equity. The study equally discovered a significant relationship between behavioural experience and brand equity. The study concluded that brand experience significantly relate to brand equity in the hotel industry.

### **Gap in Literature**

From the literature reviewed, it is observed that a significant number of studies have been conducted on brand experience but none of these studies focused on green brand experience such as customers' experience of organic skincare products in Nigeria. Secondly, it was observed that most of the studies conducted on brand experience relate the concept to customer loyalty, consumer attitudes, brand image and customer engagement while studies that examined the relationship between green brand experience and repeat patronage of organic skincare products in Nigeria are lacking. Even the dimensions of green brand experience (sensory, affective and intellectual experience) have not been related to repeat patronage of organic skincare products in Nigeria. This has created a gap in literature which this study attempts to fill and contribute to the existing knowledge on the subject matter.

### **METHODOLOGY**

This study adopted the correlational survey research design. The population of this study consisted of all the female customers using organic cream in Nigeria. However, the exact number of female customers using organic cream is unknown. Since the population of the study is unknown, we then applied Cochran's formula for determining sample size of an unknown population. By applying the formula,  $n = Z^2Pq/e^2$ , a sample size of 384 female customers was obtained. The 384 female customers were drawn from the South-South Geopolitical Zone of Nigeria. The purposive and accidental sampling techniques were used to select the 384 respondents for the study. The respondents were given a structured questionnaire to fill as a way of obtaining data from them. The questionnaire was structured on a four (4) point modified Likert-type scale which range from Strong Agree, Agree, Disagree, Strongly Disagree. The questionnaire was validated through face and content analysis while Cronbach Alpha method was used to confirm its reliability. Having confirmed the validity and reliability of the instrument, the questionnaires were administered to the respondents across the six states in the South-South zone. A total copy of three hundred and eight-four (384) questionnaires was administered to the respondents and 346 copies were collected from them which represents 90% collection rate. The data collected were statistically analyzed while the hypotheses were tested using Pearson correlation coefficient ( $r$ ) which is computed with the aid of the SPSS. The bivariate analysis was performed using the SPSS software program 23.0 version.

### **Empirical Results and Discussion**

The results of the bivariate analysis carried out were presented in this section. Here, the data collected on green brand experience (sensory experience, affective experience and intellectual experience) were correlated with the data obtained on repeat patronage (repurchase intention and repeat purchase) using Pearson correlation coefficient ( $r$ ). This SPSS software program version

23.0 was used to perform the correlate the data on the study variables and the results are presented in the tables below:

**Table 1: Result of bivariate analysis between sensory experience and repurchase intention of organic skincare products**

			Sensory Experience	Repurchase Intention
Pearson (r)	Sensory Experience	Correlation Coefficient	1.000	.585**
		Sig. (2 tailed)	.	.001
		N	346	346
	Repurchase Intention	Correlation Coefficient	.585**	1.000
		Sig. (2 tailed)	.001	.
		N	346	346

\*\*Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2023

Table 1 shows the result of the bivariate analysis carried out between sensory experience and repurchase intention of organic skincare products in Nigeria. The result indicates that sensory experience is moderately and positively correlated to repurchase intention of organic skincare products in Nigeria ( $r = .585^{**}$ ) and the symbol \*\* signifies that this correlation is significant at 0.01 level. As a result of this, we then reject the null hypothesis ( $H_{01}$ ) and accept the alternate hypothesis which states that there is moderate positive and significant relationship between sensory experience and repurchase intention of organic skincare products in Nigeria.

**Table 2: Result of bivariate analysis between sensory experience and repeat purchase of organic skincare products**

			Sensory Experience	Repeat Purchase
Pearson (r)	Sensory Experience	Correlation Coefficient	1.000	.516**
		Sig. (2 tailed)	.	.001
		N	346	346
	Repeat Purchase	Correlation Coefficient	.516**	1.000
		Sig. (2 tailed)	.001	.
		N	346	346

\*\*Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2023

Table 2 presents the result of the bivariate analysis performed between sensory experience and repeat purchase of organic skincare products in Nigeria. The result shows that sensory experience has a moderate and positive correlation with repeat purchase of organic skincare products ( $r = .516^{**}$ ) and this correlation is significant at 0.01 level as indicated by the symbol \*\*. Based on this result, the null hypothesis ( $H_{02}$ ) is rejected and the alternate hypothesis is accepted. This means that we then accept that there is moderate positive and significant relationship between sensory experience and repeat purchase of organic skincare products in Nigeria.

**Table 3: Result of bivariate analysis between affective experience and repurchase intention of organic skincare products**

			Affective Experience	Repurchase Intention
Pearson (r)	Affective Experience	Correlation Coefficient	1.000	.854**
		Sig. (2 tailed)	.	.001

	N	346	346
Repurchase	Correlation Coefficient	.854**	1.000
Intention	Sig. (2 tailed)	.001	.
	N	346	346

\*\*Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2023

Table 3 contains the result of the bivariate analysis performed between affective experience and repurchase intention of organic skincare products in Nigeria. The result shows a very strong and positive correlation between affective experience and repurchase intention of organic skincare products ( $r = .854^{**}$ ) and this correlation is significant at 0.01 level as indicated by the symbol  $^{**}$ . Hence, the null hypothesis ( $H_{03}$ ) is rejected and the alternate hypothesis is accepted. This implies that we then accept that there is a very strong positive and significant relationship between affective experience and repurchase intention of organic skincare products in Nigeria.

**Table 4: Result of bivariate analysis between affective experience and repeat purchase of organic skincare products**

			Affective Experience	Repeat Purchase
Pearson (r)	Affective Experience	Correlation Coefficient	1.000	.821**
		Sig. (2 tailed)	.	.001
		N	346	346
	Repeat Purchase	Correlation Coefficient	.821**	1.000
		Sig. (2 tailed)	.001	.
		N	346	346

\*\*Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2023

Table 4 shows the result of the bivariate analysis carried out between affective experience and repeat purchase of organic skincare products in Nigeria. The result indicates that affective experience has a very strong and positive correlation with repeat purchase of organic skincare products ( $\rho = .821^{**}$ ) and this correlation is significant at 0.01 level as indicated by the symbol  $^{**}$ . Consequently, the null hypothesis ( $H_{04}$ ) is rejected and the alternate hypothesis is accepted. This implies that we then accept that there is a very strong positive and significant relationship between affective experience and repeat purchase of organic skincare products in Nigeria.

**Table 5: Result of bivariate analysis between intellectual experience and repurchase intention of organic skincare products**

			Intellectual Experience	Repurchase Intention
Pearson (r)	Intellectual Experience	Correlation Coefficient	1.000	.729**
		Sig. (2 tailed)	.	.001
		N	346	346

Repurchase Intention	Correlation Coefficient	.729**	1.000
	Sig. (2 tailed)	.001	.
	N	346	346

\*\*Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2023

Table 5 presents the result of the bivariate analysis carried out between intellectual experience and repurchase intention of organic skincare products in Nigeria. The result shows that intellectual experience is strongly and positively correlated to repurchase intention of organic skincare products in Nigeria ( $r = .729^{**}$ ) and the symbol \*\* indicates that this correlation is significant at 0.01 level. Therefore, the null hypothesis ( $H_{05}$ ) is rejected and the alternate hypothesis is accepted. This means that we then accept that there is a strong positive and significant relationship between intellectual experience and repurchase intention of organic skincare products in Nigeria.

**Table 6: Result of bivariate analysis between intellectual experience and repeat purchase of organic skincare products**

			Intellectual Experience	Repeat Purchase
Pearson (r)	Intellectual Experience	Correlation Coefficient	1.000	.686**
		Sig. (2 tailed)	.	.001
		N	346	346
	Repeat Purchase	Correlation Coefficient	.686**	1.000
		Sig. (2 tailed)	.001	.
		N	346	346

\*\*Correlation is significant at 0.01 levels (2 tailed)

\*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2023

Table 6 contains the result of the bivariate analysis performed between intellectual experience and repeat purchase of organic skincare products in Nigeria. The result shows that intellectual experience has a strong and positive correlation with repeat purchase of organic skincare products ( $r = .686^{**}$ ) and this correlation is significant at 0.01 level as indicated by the symbol \*\*. Based on this result, the null hypothesis ( $H_{06}$ ) is rejected and the alternate hypothesis is accepted. This means that we then accept that there is moderate positive and significant relationship between intellectual experience and repeat purchase of organic skincare products in Nigeria.

### Discussion of Findings

This study found a significant relationship between sensory experience and repurchase intention of organic skincare products in Nigeria. This finding emerged from the result of the bivariate analysis carried out on the two variables in the first hypothesis. The result revealed that sensory experience is moderately and positively correlated to repurchase intention of organic skincare products in Nigeria ( $r = .585^{**}$ ) and this correlation is significant at 0.01 level. As a result of this,

we then rejected the null hypothesis ( $H_{01}$ ) and accepted the alternate hypothesis which states that there is significant relationship between sensory experience and repurchase intention of organic skincare products in Nigeria. This finding is consistent with the research conducted by Hulten (2011) and Eslami (2020) which reported that customers who had sensory experience with a particular brand are more likely to repurchase the same brand in future.

This study also found a significant relationship between sensory experience and repeat purchase of organic skincare products in Nigeria. This finding emanated from the result of the bivariate analysis carried out on the two variables in the second hypothesis. The result revealed that sensory experience has a moderate and positive correlation with repeat purchase of organic skincare products ( $r = .516^{**}$ ) and this correlation is significant at 0.01 level. Based on this result, the null hypothesis ( $H_{02}$ ) was rejected and the alternate hypothesis was accepted. This means that we then accept that there is significant relationship between sensory experience and repeat purchase of organic skincare products in Nigeria. This finding is supported by Litman, (2005) and Hulten (2011) as both studies revealed that customers will make repeat purchase of the same brand if they had a sensory experience with it. This study equally reported a significant relationship between affective experience and repurchase intention of organic skincare products in Nigeria. This finding was obtained from the result of the bivariate analysis carried out on the two variables in the third hypothesis. The result showed a very strong and positive correlation between affective experience and repurchase intention of organic skincare products ( $r = .854^{**}$ ) and this correlation is significant at 0.01 level. Hence, the null hypothesis ( $H_{03}$ ) was rejected and the alternate hypothesis was accepted. This implies that we then accepted that there is significant relationship between affective experience and repurchase intention of organic skincare products in Nigeria. This finding is in line with the research conducted by Kumudhini and Kumaran (2020) and Ding et al (2015) which reported that customers usually develop a strong intention to repurchase the same brand of organic cream that they have an affective experience with it.

It was revealed in this study that significant relationship exists between affective experience and repeat purchase of organic skincare products in Nigeria. This finding was deduced from the result of the bivariate analysis carried out on the two variables in the fourth hypothesis. The result revealed that affective experience has a very strong and positive correlation with repeat purchase of organic skincare products ( $\rho = .821^{**}$ ) and this correlation is significant at 0.01 level. Consequently, the null hypothesis ( $H_{04}$ ) was rejected and the alternate hypothesis was accepted. This implies that we then accepted that there is a very strong positive and significant relationship between affective experience and repeat purchase of organic skincare products in Nigeria. This finding is supported by Iglesias et al (2011) and Hulten (2011) as both studies confirmed that customers are motivated to make repeat purchase of a brand if they have a strong affection towards it.

This study found a significant relationship between intellectual experience and repurchase intention of organic skincare products in Nigeria. This finding was obtained from the result of the bivariate analysis carried out on the two variables in the fifth hypothesis. The result showed that intellectual experience is strongly and positively correlated to repurchase intention of organic skincare products in Nigeria ( $r = .729^{**}$ ) and this correlation is significant at 0.01 level. Therefore, the null hypothesis ( $H_{05}$ ) was rejected and the alternate hypothesis was accepted. This means that we then accept that there is significant relationship between intellectual experience and repurchase intention of organic skincare products in Nigeria. This finding is consistent with the research conducted by Liu-Thompkins and Tam (2013) which reported that intellectual experience with a brand encourage customers to develop a repurchase intention towards it. Kumudhini and Kumaran (2020) also agreed with this finding when they revealed that most customers develop a strong repurchase intention towards a brand that they are intellectually associated with.

Finally, it was discovered that intellectual experience has a significant relationship with repeat purchase of organic skincare products in Nigeria. This finding emerged the result of the bivariate analysis carried out on the two variables in the six hypothesis. The result revealed that intellectual experience has a strong and positive correlation with repeat purchase of organic skincare products ( $r = .686^{**}$ ) and this correlation is significant at 0.01 level. Based on this result, the null hypothesis ( $H_{06}$ ) was rejected and the alternate hypothesis was accepted. This means that we then accept that there is significant relationship between intellectual experience and repeat purchase of organic skincare products in Nigeria. This finding is supported by Yulianti and Tung (2013) and Sharp and Sharp (2008) as both studies confirmed that intellectual experience significantly their repeat purchase of green brand.

### **CONCLUSION**

The experience which customers had with any of these organic skincare brands has a great influence on their repeat patronage behaviours. Experience is something that happens in the minds of people; it activates the human senses and generate response. This study has proved that experience significantly trigger repeat patronage of organic skincare products in Nigeria. The empirical result shown that sensory experience has a significant relationship with repurchase intention and repeat purchase of organic skincare products. The study also found affective experience to have significant relationship with repurchase intention and repeat purchase of organic skincare products. Intellectual experience was equally reported to be a significant relationship with repurchase intention and repeat purchase of organic skincare products. Based on these findings, it is therefore concluded that green brand experience is a significant predictor of repeat patronage of organic skincare products in Nigeria.

### **RECOMMENDATIONS**

The following recommendations are made based on the findings:

1. That, producers of organic cream in Nigeria should provide products that will give customers a pleasant and memorable experience as it would increase repeat patronage of their brand.
2. That, producers of organic cream in Nigeria should ensure that he cream gives customers a sensory experience as it would enable them develop the intention to repurchase their brand in the market.
3. That, producers of organic cream in Nigeria should offer high quality product that will give customers an affective experience as it would encourage and motivate customers to make repeat purchase of their brand.
4. That, producers of organic cream in Nigeria should offer product that will surpass customers' expectations and give them an intellectual experience as this would increase repeat patronage of their brand.
5. Finally, it is recommended that producers of organic cream in Nigeria should innovate their products as this would increase customer satisfaction but also give customers a positive and pleasant experience that will increase repeat patronage of their brand.

### **REFERENCES**

- Alloza, A. (2008). Brand engagement and brand experience at BBVA: The transformation of a 150 years old company. *Corporate Reputation Review*, 11 (4), 371-381.
- Amabile, T. M. (1997). Motivating creativity in organizations. *California Management Review*, 40(1), 22–26.

- Amelia, F.J. (2017). Competitive advantages build with products differentiation strategy and services quality: A study Star Hotels in Jakarta Indonesia. *International Journal of Advancement in Engineering Technology, Management and Applied Science*, 4(3), 114-123.
- Brakus, J.J., Schmitt, B.H. & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 22 (7), 52-68.
- Chang, N. & Fong, C. (2010). Green product quality, green corporate image, green customer satisfaction and green customer loyalty. *African Journal of Business Management*, 4 (13): 2836-2844.
- Chen, Y.S. (2010). The driver of green brand equity: Green brand image - green core competence. *Journal of Business Ethic*, 92 (3): 531-543.
- Ding, J., Lu, Q. & Ge, J. (2015). The effect of promotion benefit level on patronage intention in limited-quantity promotion: A consumer perceived availability perspective. *International Journal of u- and e- Service, Science and Technology*, 8(12), 349-358.
- Emir, O. & Kozak, M. (2011). Perceived importance of attributes on hotel guests' repeat visit intentions. *Original Scientific Paper*, 59 (2), 131-143.
- Eslami, S. (2020). The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality. *Archives of Pharmacy Practice*, 11 (51), 98-104.
- Forbes, L.P., & Vespoli, E.M. (2013). Does social media influence consumer buying behavior? An investigation of recommendations and purchases. *Journal of Business & Economics Research*, 11(2), 107-111.
- Garga, E. & Bambale, A. (2016). The impact of service quality on customer patronage: Mediating effects of switching cost and customer satisfaction. *International Journal of Global Business*, 9(1), 39-58.
- Hulten, B. (2011). Sensory marketing: The multi-sensory brand experience concept. *European Business Review*, 23 (3), 265-273.
- Iglesias, O., Singh, J.J. & Batista-Foguet, J.M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18 (8), 570-582.
- Jere, M. G., Aderole, B. A. & Jere, A. (2014). Exploring factors that influence store patronage amongst low-income consumers in Cape Town, South Africa. *Mediterranean Journal of Social Sciences*, 5(20), 152-162.
- Kumar, P. (2016). Store decision criteria and patronage behaviour of retail consumers. *International Journal of Management Research & Review*, 6(12), 1692-1702.

- Kumudhini, N. & Kumaran, S.S. (2020). Factors influencing on purchase intention towards organic and natural cosmetics. Proceedings of the International Conference on Business & Information (ICBI).
- Lazuriaga, E.S. & Barrera, O.M. (2018). The brand experience as an instrument for customer loyalty of health companies in Guayaquil (Ecuador). *Revista Espacios*, 39 (27), 4-10.
- Litman, J. (2005). Curiosity and the pleasures of learning: Wanting and liking new information. *Cognition & Emotion*, 19 (6), 793-814.
- Liu-Thompkins, Y. & Tam, L. (2013). *Not all repeat purchases are the same: Attitudinal loyalty and habit*. Old Dominion University Press.
- Novick, L.R. & Bassok, M. (2005). *Problem solving*. Cambridge University Press.
- Ong, C.H., Lee, H.W. & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing & Management*. <https://doi.org/10.1080/19368623.2018.1445055>
- Panda, A. (2013). Customer patronage towards food and grocery retail- A case study. *Global Journal of Management and Business Studies*, 3 (9), 955-960.
- Rahman, M. S., Abdelfattah, F. A. & Mohamad, O.B. (2014). Service quality and customers' patronage decision of healthcare insurance products: In-Depth Interview Approach. *International Journal of Academic Research in Business and Social Sciences*, 4(7), 526-544.
- Ravishankar, S. & Dhekle, A. (2021). To study the influence of Indian organic beauty brands on young women via instagram marketing. *Gap Interdisciplinarity: A Global Journal of Interdisciplinary Studies*, 4 (3), 54-60.
- Riley, J. (2009). Q & A - What is meant by repeat business and why is it important? <http://www.tutor2u.net/business/blog/qa-what-is-meant-by-repeat-business-and-why-is-it-important>
- Shamim, A. & Butt, M. (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, 25 (1), 102-117.
- Sharp, B. & Sharp, A. (2008). Loyalty programs and their impact on repeat-purchase loyalty patterns: A replication and extension. Marketing Science Centre, University of South Australia.
- Transparency Market Research (2017). Organic skincare market: Global industry analysis, size, share, growth, trends and forecast 2017-2025. Transparency Market Research. Retrieved from: <https://www.transparencymarketresearch.com/organic-skin-care-market.html>.
- Wulandari, N. (2015). Brand experience in banking industry: Direct and indirect relationship to loyalty. *Expert Journal of Marketing*, 4 (1), 1-9.
- Yulianti, I. & Tung, W. (2013). The relationship among brand experience, brand image and customer satisfaction of facebook users in Indonesia. Proceedings Book of ICEFMO, Malaysia Handbook on the Economic, Finance and Management, pp162-177.