



# Study on Influence of Korea's Selection Attributes of HMR on Trust, Customer Satisfaction, and Repurchase Intention

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## Abstract

**Purpose** – The current study conducted research on influential relationship of Korea's selected attributes of home replacement foods (HMR) with trust, customer satisfaction, and repurchase intention. **Design, data, and methodology** – This study was conducted on consumers in Seoul and the metropolitan area (Gyeonggi and Incheon) who have purchased home replacement foods (HMR). The survey was conducted for 30 days from March 1<sup>st</sup>, 2021 to March 30<sup>th</sup>, 2021. Among total of 300 surveys distributed, 250 surveys were collected, and 199 surveys, excluding ones with missing value and outliers (51 surveys), were used for analysis. **Results** – The results empirical analysis based on earlier studies are as follows. First, as a result of analyzing which variables of selection attribute factors of home replacement food (HMR) have an effect on trust, healthiness, reasonable price, and convenience had a positive effect, and quality of food and diversity did not have a significant effect. Second, as a result of analyzing whether trust has a significant effect on customer satisfaction, it was found that it had a positive effect on customer satisfaction. Third, as a result of analyzing whether trust has a significant effect on repurchase intention, it was found to have a positive effect. Fourth, as a result of analyzing whether customer satisfaction has a significant effect on repurchase intention, it was found that customer satisfaction had a positive effect. **Conclusions** – The current study aims to develop various new products of HMR and establish differentiated marketing techniques tailored to consumer needs.

**Keywords** : Home Replacement Food (HMR), Trust, Customer Satisfaction, Repurchase Intention

**JEL Classification Code**: C12, I14, I31, P46

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## 1. Introduction

As the number of single-person households increases and the home-cooked meal craze blows, the home replacement foods (HMR) and meal kit markets are growing. In addition, due to the influence of COVID-19, HMR is attracting attention as a key keyword in the restaurant industry in the post-COVID-19 era.

As the social environment changes and the economy grows rapidly, the perception on dietary culture is changing as a result of change in individual's lifestyle factors such as women's participation in economic activities, double-income couples, improvement of income levels, improvement of living standards, five-day work a week, a surge in single-person households, and leisure time.

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The time to prepare for meals at home is reduced, and the proportion of purchasing Home Meal Replacement (HMR), which pursues convenience rather than complex cooking meals, continues to increase (Kim, 2016). In addition, according to the report on processed food segmented market published by the Korea Agro-Fisheries and Food Distribution Corporation (aT) (2019), the size of the domestic HMR market is 2.27 trillion won in 2016, 2.74 trillion won in 2017, and 3.2 trillion won in 2018. Last year, it was expected to reach nearly 4 trillion won. The industry expects the growth of HMR to exceed 5 trillion won by 2022, and with the trend of pursuing convenience and the prolonged COVID-19 crisis, it is estimated that HMR demand will increase significantly and accelerate with the COVID-19 virus in line (Aju Business Daily, 2020).

The interest and growth of HMR show the same phenomenon not only in Korea but also in overseas markets, and the global market is expected to grow to \$199 billion (about 232.2131 trillion won) in 2022 (Korea Agro-Fisheries and Food Distribution Corporation, 2019). According to the report on processed food segmented market published by the Korea Agro-Fisheries and Food Distribution Corporation (aT) (2019), the main growth factors of home replacement food (HMR) are reported as improved technology of manufacturers' living devices and changes in consumers' dietary culture.

In order to establish itself as a next-generation home replacement food (HMR) in the future, it is necessary to recognize that the home replacement food (HMR) market is sensitive to taste, quality, curiosity, and simplicity, and quickly identify the trend of restaurant foods and develop new products. As more and more consumers find it difficult to spend a lot of time preparing for cooking and food consumption trends that seek simplicity and convenience, HMR is becoming another trend that cannot be turned around.

However, HMR is individually packaged to maintain the freshness of the material. Therefore, despite making one food, excessive waste of packaging materials such as plastic and plastic containers emerge as a problem. Environmental problems remain behind HMR, which presents simplicity and convenience as keywords. Packaging materials are made of plastic and vinyl to meet the needs of consumers who want easy disposal, and in fact, waste emissions are increasing along with the increase in HMR use. The HMR market is expected to continue to grow in the future. This means that the amount of waste discharged increases as well. Considering about not only one's own health but also environmental problems, way to reduce the amount of waste discharged should be identified.

With consumption propensity in respond to changes in social structure as the main point, the current study defines selected attributes property as food quality, reasonable price, convenience, healthiness, diversity, and identifies whether they have influences on trust, customer satisfaction, and repurchase intention of home replacement (HMR). It is intended to provide information necessary for the development of differentiated home replacement foods (HMR) suitable for consumer need.

## 2. Literature Review

### 2.1. HMR Selection Attributes

Selection, by definition, means to choose in preference to another or others, and attribute means a quality or feature regarded as a characteristic or inherent part of someone or something. The selection attribute means that the results of different choices are extracted as factors for each group to be compared (Park, 2017), and selection attributes mean the tangible and intangible characteristics of the product, and the product can be said to be a bundle of these product attributes.

Selection attributes can be classified into extrinsic attributes – non-essential attributes of services or products – and intrinsic attributes – such as essential attributes of services or products. Representative selection attributes of products and services are classified into intrinsic attributes representing product and service quality itself, such as taste, texture, and color, and service level; and extrinsic attributes including price, advertisement, and brand (Richardson, Dick & Jane, 1994).

The selection attribute is said to be an approach to analyzing the fundamental selection behavior of consumers as that the consumer's selection behavior is deeply related to the selection attributes and can satisfy the expectations and desires of making decisions. The selection attribute has a decisive influence on consumers' product brand selection and plays a crucial role in establishing an effective marketing plan (Oh, 2016; Lee, Pyo, & Lee, 2021).

The biggest reasons for purchasing HMR were convenience of cooking, saving cooking time, good taste, various foods, low price, and inability to cook, and HMR selection attributes are thought to be the most important conditions for satisfying consumers' needs and purchasing (Kim, Hong, Park, & Chun, 2019).

Oh et al. (2019)'s 'IPA Analysis on the Selection Attributes of RTC-type Meal-Kit HMR', HMR selection attributes were extracted as two factors: product quality and brand. In Lim (2019)'s "Study on the Effect of HMR Convenient Lunch Box Selection Attributes on Customer Satisfaction", the selection attributes were economic feasibility, taste, healthiness, safety, and convenience. There was significant correlation among convenient lunch box selection attributes – taste, economic

feasibility, and convenience; however, there was no significant correlation between safety and customer satisfaction (Ko & Lee, 2017; Park & Jang, 2017; Shim & Seo, 2016). As a result of literature review, since there is an increased demand of food delivery service due to the spread of COVID-19, quality of food, reasonable price, convenience, healthiness, diversity and etc. are chosen as HMR selection attributes to conduct the research.

## 2.2. Trust

In everyday life, expressions such as 'to trust' and 'trustable' represent the trust of the other party. When such trust is formed, people tend to respond positively and more favorably to the trusted object and establish a long-lasting relationship (Lee, 2006).

Based on the conceptual definition of trust, trust was defined by many scholars in various fields. Mooman & Zaltman (1993) defined trust as a tendency to rely on the other party as a confident exchange transaction, and as a belief that the other party is striving for our benefit and will be honest. Trust acts as a key part of building deep relationships among members, acts harmoniously in negotiations among members, and appears when dealing with others sincerely (Hosmer, 2009). Goldsmith, Lafferty, & Newell (2000) stated that corporate trust, which represents a company's reputation for honesty and expertise, can have a great influence on consumers' responses to advertising and is another source of trust in forming a brand attitude.

In summary, trust is the most important part of the relationship between the seller and the consumer when purchasing a product, and it means that the consumer expects the seller's product, and the seller responds (Jung, 2018; Cho & Kwak, 2020).

Many scholars have defined trust on companies as the concept of trust, which defines the corporate trust being caused by differences in commitment and execution in product and service transactions with center of corporate attitudes and customer trust, and it is said that the improvement of corporate's level of trust and solidarity plays a cyclical role in transactions between customer and corporate (Ganesan, 1994).

In a study by Kim et al. (2019), "The Effect of HMR Selection Attributes depending on Dietary Lifestyle on Consumer Satisfaction and Trust", HMR selection attributes were set as convenience, diversity, taste, healthiness, and price. As a result of the study, HMR selection attributes had a positive effect on consumer satisfaction and trust. Kim, Koo, and Choi (2020), defined trust in the restaurant industry as "the degree to which belief and integrity in the restaurant brand will not change".

## 2.3. Customer Satisfaction

Customer satisfaction, related to an important factor in HMR research, has become an important criterion for customers to evaluate products and services (Ahk, 2018), and customer satisfaction is an emotion that consumers feel based on consumption experience beyond a mere satisfaction. Customer satisfaction and dissatisfaction affect consumers' purchasing behavior and repurchase intention, and companies can continue to secure loyal and new customers (Park & Ahn, 2013; Sung & Park, 2021).

A customer, in customer satisfaction, means a person who finally purchases and uses a particular company's product or human service, but recently, the scope of the meaning of customer has been expanded to internal customer – executives, who produce value – and external customer – distributors, who promote value production (Albert, 1992).

Customer satisfaction is an evaluative tendency toward favorable feelings in various marketing activities of a company, including the service of the product after the purchase. The use of term of customer satisfaction was carried out by several scholars in the 1990s, including study done by Oliver (1980) (Yoo, 2014).

Customer satisfaction is a very important factor in consumption behavior in that it can be the root cause of purchasing a product or service because it can change over time only when a specific consumption situation occurs (Yoon, 2019). Satisfaction with consumption is determined by various factors such as product quality, brand image, and store image (Lim, 2019). In addition, in the study on the relationship between HMR benefits and product attributes, satisfaction and behavioral intention, it was said that customer satisfaction is affected by specific products, service quality, price value, and service type (Yang, 2018; Kim, 2020).

In a study by Park (2021), it was argued that customer satisfaction occurs when expectations are met or exceeded by consumer needs and desire, and satisfying customer value means customer satisfaction.

Customer satisfaction can be said to be an appropriate compensation for the price paid by consumers for services or products and the comparison of the difference between expected and post-purchase performance.

## 2.4. Repurchase Intention

The repurchase intention can be defined as the possibility that consumers will repeatedly use the service in the future. Engel, Blackwell, & Minard (1995) stated that in the "Decision-Making Type based on the Complexity of Problem-Solving", very simple decision rules are applied as people proceed to strictly restrictive problem-solving steps in decision-making to solve problems.

Repurchase intention is influenced by the customer's attitude toward the object to be purchased and has a close relationship between purchase intention and behavior, so it can be seen as a direct factor influencing purchase decision-making (Jung, 2019; Kim, Kim, & Kim, 2008; Kim, Shin, & Choi, 2020; Park & Shin, 2020).

Modougall & Levesque (2000) defined repurchase intention as the degree to which consumers want to experience the service again and to recommend it to others. Consumers purchase their preferred products by comparing and evaluating products; thus, in general, repurchase intention is based on the evaluation of purchase experience for services or products.

Repurchase is a sub-level of customer loyalty and plays an important role in maintaining existing customers and strengthening relationships. Repurchase is shown by reduced marketing costs and operating costs of companies, recommending customers, increased premium, and customer retention that occurs by continuing to remain so as not to fall under the competitor's promotion strategy (Myung, 2015; Shin & Lee, 2018; Kim et al., 2019). The customer's intention to repurchase means that the possibility of fixed consumption of HMR products increases and a fixed customer base can be formed in the long term; therefore, it is an important factor in repurchase when purchasing HMR products.

A study by Shin (2018) revealed that price and convenience are important influencing variables and that repurchase is made as a result of satisfaction with the product and meeting customer expectations.

### 3. Research Design

#### 3.1. Research Model

This study investigates the effect between variables by analyzing the effect of HMR selection attributes on trust, customer satisfaction, and repurchase intention. The research model is as shown in <Figure 1>.

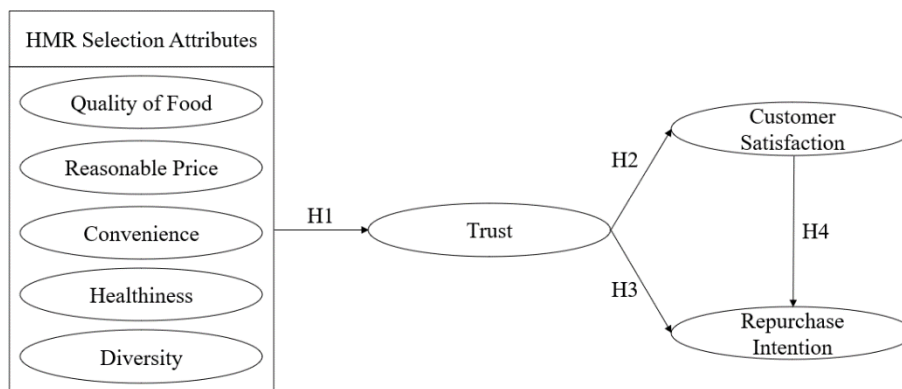


Figure 1: Research Model

#### 3.2. Hypotheses

##### 3.2.1. Relationship between HMR Selection Attributes and Trust

According to Cassano (1999)'s "Home Meal Replacement: A One Run with Consumers", the most important purchasing determinants of HMR were convenience (50%) and food type (31%). The preference for ready-to-eat (RTE) products that can be eaten immediately without a separate cooking process or heating was the highest (77%), and products that required heating (20%), and that required separate cooking processes (3%) were relatively low. Based on the preceding study, the current study establishes hypothesis 1 with a belief that HMR selection attributes have a positive (+) effect on trust.

**H 1:** HMR selection attributes will have significant effect on trust

**H1-1:** Quality of food, among HMR selection attributes, will have significant effect on trust

**H1-2:** Reasonable price, among HMR selection attributes, will have significant effect on trust

**H1-3:** Convenience, among HMR selection attributes, will have significant effect on trust

**H1-4:** Healthiness, among HMR selection attributes, will have significant effect on trust

**H1-5:** Diversity, among HMR selection attributes, will have significant effect on trust

### 3.2.2. Relationship between Trust and Customer Satisfaction

In a study on the effect of blog information reliability on perceptual risk and benefits, and consumer purchase intention targeting restaurant companies, Jai (2011) stated that trust is an important factor in loyalty and purchase intention because consumers' purchase intention increases along with trust. Jung et al. (2011) found that if the buyer and seller have positive feelings, it has a positive effect on trust cooperation by reducing psychological uncertainty and distance in relationships with companies. Based on these preceding studies, the current study establishes hypothesis 2 with a belief that trust has a positive (+) effect on customer satisfaction.

**H2:** Trust will have a significant effect on customer satisfaction

### 3.2.3. Relationship between Trust and Repurchase Intention

In a study by Kim et al. (2019), "The Effect of HMR Selection Attributes depending on Dietary Lifestyle on Consumer Satisfaction and Trust", HMR selection attributes were set as convenience, diversity, taste, healthiness, and price. As a result of the study, HMR selection attributes had a positive effect on consumer satisfaction and trust. Based on the preceding study, the current study establishes hypothesis 3 with a belief that trust and repurchase intention had a positive (+) effect.

**H3:** Trust will have a significant effect on repurchase intention.

### 3.2.4. Relationship between Customer Satisfaction and Repurchase Intention

In a study of by Kim, Kim, & Kim (2007), "The Effect of Perceived Value Factors of Wine on Customer Satisfaction, Trust, and Repurchase Intention", it was stated satisfaction is a customer's "subjective evaluation" of the purchase experience of product or service, and various satisfaction can be produced; also, functional, emotional, social, and health factors among perceived value factors of wine had a positive (+) effect on customer satisfaction, trust, and repurchase intention. The current study establishes hypothesis 4 with a belief that customer satisfaction had a positive (+) effect on repurchase intention.

**H4:** Customer satisfaction will have a significant effect on repurchase intention.

## 3.3. Operational Definitions of Variables

### 3.3.1. HMR Selection Attributes

In the preceding studies of HMR selection attributes, Kim (2016) used price, diversity, information, rapidity, and convenience as selection attributes, conducted the study as selection attributes, Lim (2019) used taste, convenience, economic feasibility, safety, healthiness as selection attributes, and Shin (2018) and Ahn (2017) used convenience, price, product quality, and brand pursuit as selection attributes.

The HMR selection attribute is defined as "the behavior of consumers to differentiate endogenous or external attributes when selecting a product or service"; and for each sub-variable factor, quality of food is defined as "experiencing special, diverse, or new flavors compared to other products", price is defined as "to be paid when a consumer purchases a product or service", convenience is defined as "saving time or mental and physical efforts when cooking", healthiness is defined as "having nutritional value, improving health, or providing nutritional value", and diversity is defined as "buying products that are unique, trendy, or seasonal". The questionnaires were studied after revising and supplementing them.

### 3.3.2. Trust

In the preceding studies of trust, Lee (2019) used trust, faith, and honesty of alternative product to be purchased, Park (2016) used trust in company, faith, security, promise, and trust in product, and Lee (2006) used expertise, know-how, responsibility, and honesty as variable factors.

In the current study, trust is defined as "belief, honesty, predictability, and excellence in the characteristics of the other party," and three measurements are presented: confidence, faith, and trust in company to measure variable factors by supplementing and modifying based on previous studies.

### 3.3.3. Customer Satisfaction

Oliver (1981) defined customer satisfaction as a psychological state caused by a combination of inconsistent expectations and emotions felt by customers through consumption experience in advance. In preceding studies of customer satisfaction, Yang (2018) and Ma (2015) extracted three items of satisfaction, belief in product belief, and expectation as variable factors of HMR, while Han (2016) selected repurchase intention, positive recommendation, and recommendation to others as variable factors.

In the current study, customer satisfaction means "good feelings are satisfied in the process of selecting or purchasing a product or service," and satisfaction variable factors were selected as satisfaction, usual satisfaction of food to be purchased, satisfaction coming from consuming food, and satisfaction of food purchased.

### 3.3.4. Repurchase Intention

Based on the preceding studies – Park (2016) extracted product re-subscription, additional product purchase, preferential choice of company, and repurchase regardless of price; Kim (2019) extracted repurchase regardless of price, continuous purchase, and purchase recommendation from others; and Ko (2017) and Ra (2018) extracted convenience in purchasing, purchase regardless of sale, continuous purchase, and commendation from others – d repurchase regardless of price, purchase recommendation from others – the current study supplemented and revised variables. In the current study, repurchase intention was defined as "consumer's planned behavior or trust acting on purchase intention", and four measurements – food repurchase, recommendation to others, positive repurchase, and repurchase regardless of higher price – are selected to measure repurchase intention.

## 3.4. Samples and Analysis Method

The purpose of the current study is to analyze how selection attributes of home replacement food (HMR) affect trust, customer satisfaction, and repurchase intention. Based on previous studies, each factor's survey items were selected, and data were collected by conducting a survey.

The current study was conducted on consumers in Seoul and the metropolitan area (Gyeonggi and Incheon) who have purchased home replacement foods (HMR). The survey was conducted for 30 days from March 1<sup>st</sup>, 2021 to March 30<sup>th</sup>, 2021. As for the method of the survey, it was conducted by direct face-to-face interviews and simple random sampling through online. Among total of 300 surveys distributed, 250 surveys were collected, and 199 surveys, excluding ones with missing value and outliers (51 surveys), were used for analysis. Frequency analysis, reliability and validity analysis, and regression analysis are used.

## 4. Results

### 4.1. Demographics

The demographic characteristics of this study are as shown in <Table 1>.

**Table 1:** Demographic Characteristics of The Sample (n = 199)

Classification	Variable	Frequency (people)	Percentage (%)
Gender	Male	105	52.8
	Female	94	47.2
Marital Status	Single	154	77.4

	Married	45	22.6
Education	High school diploma	9	4.5
	(Some) Associate Degree	10	5
	(Some) Bachelor's Degree	101	50.8
	(Some) Master's Degree	79	39.7
Age	20s	63	31.7
	30s	24	12.1
	40s	48	24.1
	50s	61	30.7
Average Monthly Income	Below 1 Million Won	2	1
	Above 1 Million Won - Below 2 Million Won	7	3.5
	Above 2 Million Won - Below 3 Million Won	24	12.1
	Above 3 Million Won - Below 5 Million Won	55	27.6
	Above 5 Million Won	111	55.8
Total		199	100

## 4.2. Validity and Reliability Analysis

### 4.2.1. Exploratory Factor Analysis and Reliability Analysis of HMR Selection Attributes

Factor analysis and reliability analysis were performed to test the validity of the measurement items of HMR selection attributes and to find common factors and use them as variables. The results are as shown in <Table 2>. The KMO value for HMR selection attribute was 0.839, and Bartlett's sphericity test value was  $\chi^2 = 1686.195$ ,  $p = .000$ , indicating that all measurement items were suitable for factor analysis.

Looking at the results of the exploratory factor analysis on the selection attributes of multi-dimensional home replacement food (HMR), the cumulative variance was found to be 65.423%. Different factors for each variable (correlation between factors is '0' by performing Varimax rotation, which is an orthogonal rotation) were extracted which indicates that they have discriminant validity, and both commonality and factor loading values are above 0.5. Thus, it can be said that there is also convergent validity. Based on this exploratory factor analysis, it can be said that the validity of the selection attributes of HMR has been proven. Four factors were derived as a result of exploratory factor analysis for multi-dimensional selection attributes of HMR – F1: healthiness, F2: quality of food, F3: reasonable price, F4: convenience, and F5: diversity.

In addition, as a result of performing reliability test using Cronbach's Alpha coefficients, the Cronbach's Alpha coefficient of each factor was all higher than 0.7, indicating high reliability.

**Table 2:** Factor Analysis and Reliability Analysis of HMR Selection Attributes

Factor		Variable	Factor Loading Value	Commonality	Eigenvalue	Variance	Reliability
HMR Selection Attribute (65.423)	Quality of Food	Experiencing new flavor	0.735	0.606	2.697	13.483	0.760
		Special flavor	0.720	0.571			
		Diverse flavor	0.697	0.682			
		Importance in flavor	0.656	0.502			
	Reasonable Price	Reasonable price	0.808	0.711	2.086	10.431	0.819
		Cheaper than cooking at home	0.806	0.679			
		Relatively good value for money	0.765	0.710			

	High Efficiency at low cost	0.728	0.712			
Convenience	Easy to cook	0.837	0.718	1.322	6.611	0.794
	Simple meal preparation	0.757	0.639			
	Easy to store	0.733	0.599			
	Easy to buy and eat	0.648	0.541			
Healthiness	Helps improving health	0.874	0.841	5.866	29.329	0.874
	Provides nutrients beneficial to body	0.836	0.808			
	Harmless to human body	0.761	0.668			
	Excellent nutritional value	0.759	0.736			
Diversity	Seasonal menus available	0.821	0.726	1.114	5.568	0.717
	Variety of products provided	0.649	0.596			
	Frequent release of new products	0.602	0.582			
	Having a unique menu	0.514	0.557			
Cumulative variance: 65.423%						
KMO = .839 Bartlett's sphericity: $\chi^2 = 1686.195$ df = 190 p = .000						

#### 4.2.2. Exploratory Factor Analysis and Reliability Analysis of Trust, Customer Satisfaction, and Repurchase Intention

The respective KMO values for trust, customer satisfaction, and repurchase intention were 0.695, 0.838, and 0.800. As a result of Bartlett's sphericity test, trust was  $\chi^2=282.931$ ,  $p=.000$ , customer satisfaction was  $\chi^2=473.541$ ,  $p=.000$ , and repurchase intention was  $\chi^2=388.968$ ,  $p=.000$ , indicating that all measurement items are suitable for factor analysis.

The single-dimensional trust, customer satisfaction, and repurchase intention's cumulative variance were 77.457%, 76.318%, and 69.429%, respectively, which were all over 65%. Both factor loading values and commonality are above 0.5 which indicates that each construct is appropriate for testing. Therefore, it can be said that unidimensionality has been secured and its validity has been proven.

In addition, as a result of performing reliability test using Cronbach's Alpha coefficient, the Cronbach's Alpha coefficient of each factor was all higher than 0.8, indicating high reliability.

**Table 3:** Factor Analysis and Reliability Analysis of Trust, Customer Satisfaction, and Repurchase Intention

Factor	Variable	Factor loading value	Commonality	Eigenvalue	Variance	Reliability
Trust	Can be trusted	0.919	0.845	2.324	77.457	0.853
	Can eat without worries	0.887	0.787			
	Trust manufacturer	0.832	0.692			
KMO = .695 Bartlett's sphericity: $\chi^2 = 282.931$ df = 3 p = .000						
Customer Satisfaction	Usually satisfied	0.913	0.833	3.053	76.318	0.894
	Overall satisfaction with the purchase	0.875	0.765			
	Satisfaction with delicious food	0.862	0.743			
	Satisfaction as a substitute food	0.843	0.711			
KMO = .838 Bartlett's sphericity: $\chi^2 = 473.541$ df = 6 p = .000						
	Recommendation to others	0.897	0.805	2.777	69.429	0.834



Repurchase Intention	Positive purchase	0.895	0.801		
	Repurchase	0.865	0.749		
	Purchase regardless of higher price	0.650	0.522		

KMO = .800 Bartlett's sphericity:  $\chi^2 = 388.968$  df = 6 p = .000

### 4.3. Hypothesis Test

#### 4.3.1. Relationship between HMR Selection Attributes and Trust

As a result of multiple regression analysis for hypothesis 1 test, the total explanatory power (R square) for the dependent variable is .505 as shown in <Table 4>.

The value of the F statistic to test the statistical significance of the regression equation is 37.713, and the significance is .000. Therefore, this regression equation is statistically significant.

The input method of the independent variable used the enter method in which all variables were simultaneously input, and each independent variable's t value was calculated to determine the statistical significance of each independent variable. As for the variables affecting trust based on significance of the t value, three variables – healthiness, reasonable price, and convenience – were found to be significant variables, and the remaining two variables – quality of food and diversity – were excluded. In addition, among the variables affecting trust,  $\beta$  coefficient value of healthiness was the highest at .554, indicating that healthiness is the variable with the highest explanatory power. Next, reasonable price had .195 and convenience had .151 and had significant effect on trust respectively.

**Table 4:** Multiple Regression Analysis Between HMR Selection Attributes and Trust

Factors	Unstandardized Coefficient		Standardized Coefficient	t	p-value	Collinearity	
	B	Standard Error	Beta			Tolerance	VIF
(constant)	0.220	0.335		0.656	0.513		
Quality of Food	0.069	0.067	0.068	1.035	0.302	1.000	1.000
Reasonable Price	0.183	0.055	0.195	3.340	0.001*	1.000	1.000
Convenience	0.199	0.079	0.151	2.518	0.013**	1.000	1.000
Healthiness	0.515	0.057	0.554	9.012	0.000*	1.000	1.000
Diversity	0.133	0.078	0.112	1.701	0.091	1.000	1.000

R-squared = .505 df1 = 5 df2 = 185, F = 37.713 sig F = .000 Durbin-Watson = 2.059

\*:  $p \leq .01$ , \*\*:  $p \leq .05$

#### 4.3.2. Relationship between Trust and Customer Satisfaction

As a result of simple regression analysis for hypothesis 2 test, the total explanatory power (R square) for the dependent variable is .446 as shown in <Table 5>.

The value of the F statistic to test the statistical significance of the regression equation is 158.609, and the significance is .000. Therefore, this regression equation is statistically significant.

The input method of the independent variable used the enter method in which all variables were simultaneously input, and each independent variable's t value was calculated to determine the statistical significance of each independent variable. As for the variable affecting customer satisfaction based on significance of the t value, trust was found to be significant. In addition, the  $\beta$  coefficient value of trust, which is a variable affecting customer satisfaction, was .669, indicating that it had a significant effect on customer satisfaction.

**Table 5:** Regression Analysis Between Trust and Customer Satisfaction

Factors	Unstandardized Coefficient	Standardized Coefficient	t	p-value	Collinearity
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	B	Standard Error	Beta			Tolerance	VIF
(constant)	1.307	0.185		7.08	0.000		
Trust	0.669	0.053	0.338	12.594	0.000*	1.000	1.000

R-squared = .446 df1 = 1 df2 = 197, F = 158.609 sig F = .000 Durbin-Watson = 1.861

\*:  $p \leq .01$ , \*\*:  $p \leq .05$

#### 4.3.3. Relationship between Trust and Repurchase Intention

As a result of simple regression analysis for hypothesis 3 test, the total explanatory power (R square) for the dependent variable is .323 as shown in <Table 6>.

The value of the F statistic to test the statistical significance of the regression equation is 93.720, and the significance is .000. Therefore, this regression equation is statistically significant.

The input method of the independent variable used the enter method in which all variables were simultaneously input, and each independent variable's t value was calculated to determine the statistical significance of each independent variable. As for the variable affecting repurchase intention based on significance of the t value, trust was found to be significant. In addition, the  $\beta$  coefficient value of trust, which is a variable affecting repurchase intention, was .587, indicating that it had a significant effect on repurchase intention.

**Table 6:** Regression Analysis Between Trust and Repurchase Intention

Factors	Unstandardized Coefficient		Standardized Coefficient	t	p-value	Collinearity	
	B	Standard Error	Beta			Tolerance	VIF
(constant)	1.524	0.211		7.231	0.000		
Trust	0.587	0.061	0.569	9.681	0.000*	1.000	1.000

R-squared = .323 df1 = 1 df2 = 196, F = 93.720 sig F = .000 Durbin-Watson = 1.647

\*:  $p \leq .01$ , \*\*:  $p \leq .05$

#### 4.3.4. Relationship between Customer Satisfaction and Repurchase Intention

As a result of simple regression analysis for hypothesis 4 test, the total explanatory power (R square) for the dependent variable is .640 as shown in <Table 7>.

The value of the F statistic to test the statistical significance of the regression equation is 347.851, and the significance is .000. Therefore, this regression equation is statistically significant.

The input method of the independent variable used the enter method in which all variables were simultaneously input, and each independent variable's t value was calculated to determine the statistical significance of each independent variable. As for the variable affecting repurchase intention based on significance of the t value, customer satisfaction was found to be significant. In addition, the  $\beta$  coefficient value of customer satisfaction, which is a variable affecting repurchase intention, was .831, indicating that it had a significant effect on repurchase intention.

**Table 7:** Regression Analysis Between Customer Satisfaction and Repurchase Intention

Factors	Unstandardized Coefficient		Standardized Coefficient	t	p-value	Collinearity	
	B	Standard Error	Beta			Tolerance	VIF
(constant)	0.538	0.163		3.297	0.001		
Customer Satisfaction	0.831	0.045	0.800	18.651	0.000*	1.000	1.000

R-squared = .640 df1 = 1 df2 = 196, F = 347.851 sig F = .000 Durbin-Watson = 1.844

\*:  $p \leq .01$ , \*\*:  $p \leq .05$

## 5. Conclusion

This current study conducts a study on consumers who use home replacement food (HMR) by defining the selection attribute factors of home replacement food (HMR) as quality of food, reasonable price, convenience, healthiness, and diversity, and analyzes influential relationship among trust, customer satisfaction, and repurchase intention.

Based on the results of the analysis, the current study aims to develop various new products of home replacement food (HMR) that meet the needs and desires of consumers, establish new and differentiated marketing techniques, and develop and marketing strategies for the food distribution industry with differentiated strategies that meet consumer needs. For this purpose, an empirical analysis was conducted. The analysis results are as follows.

Among the factors of HMR selection attributes, healthiness, reasonable price, and convenience had a significantly positive (+) effect on trust, and trust had a significantly positive (+) effect on the relationship of customer satisfaction and repurchase intention. Also, customer satisfaction had a positive (+) effect on repurchase intention. First, excellent product management and supply should be arranged so that the products of home replacement food (HMR) can obtain trust and satisfaction in the healthiness and convenience of consumers as a meal.

Compared to the claim that "convenience" and "type of food" affect trust in Cassano (1999)'s study, the fact that "healthiness" has an influence on trust is considered a meaningful implication to check consumers' purchasing sentiment.

Second, HMR manufacturers should identify rapidly changing social phenomena and customer needs to respond to customers' purchase needs with emphasis on quality of food, healthiness, convenience, and diversity.

Third, HMR manufacturers can have a positive effect in increasing customer satisfaction and repurchase utilization by linking SNS as a connection with distributors for easy purchase or establishing a convenient purchase system.

Fourth, for the continuous development of home replacement foods (HMRs), it is necessary to develop premium health products with balanced nutrients and to develop convenient and reasonable HMR products. The relationship between trust and customer satisfaction, the relationship between trust and repurchase intention, and the influential relationship between customer satisfaction and repurchase were found to have the same influential relationship as the results of previous studies. Most importantly, it is considered practically important to approach consumers by interpreting it from a clear marketing perspective on "healthiness", "reasonable price", and "convenience" which affect trust.

The limitations of the current study and future research directions are as follows.

First, in the current study, the sample was extracted from consumers in Seoul and the metropolitan area (Gyeonggi) with experience in purchasing HMR. It is difficult to generalize the results due to spatial limitations. In the future, a study targeting consumers who have experienced purchasing HMR across the country will be attempted.

Second, the data collection method used in the current study was self-report. Since this method has the disadvantage that the relationship between variables can be distorted, future studies are suggested to collect various data by combining self-report and interview methods.

Therefore, in the future, systematic empirical analysis related to the reliability of HMR products – such as the good competition of HMR-related companies, excellence of customer health, convenience, reasonable prices, quality of food, and product diversity – should be conducted.

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