The Intermediate Role of Brand Loyalty in the Relationship between Consumer Value and Purchase Intention (Case Study: Consumers of SNOWA Household Appliances in Kermanshah City)

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ABSTRACT

The present study tries to test the mediating role of brand loyalty in relationship between consumer value and purchase intention. The research method is descriptive- correlative and it is specifically of structural equations modeling type which uses Smart partial least squares software. Statistical population is consumers of SNOWA Appliance Company in Kermanshah city. 384 people were selected as sample regarding confidence interval of 95% and the margin of error 5%. In order to measure research variables a questioner with 5-level Likert type used which its validity confirmed by experts and reliability of used tool obtained by using Cronbach Alpha for functional value 0.876, emotional value 0.799, social value 0.812, brand loyalty 0.892 and purchase intention 0.832. It shows desirable reliability of research tool. Results showed that functional, emotional, and social values have positive significant impact on consumers, purchase intention of SNOWA household appliance through impact on brand loyalty both directly and indirectly.

Keywords: Brand Loyalty, Consumer Value, Purchase Intention, SNOWA
JEL Classification: M1

1. INTRODUCTION

Values have strong effect on individuals' behaviors (Yuan et al., 2011). Values are relatively sustainable for adults and stimulus of human behavior (Lee et al., 2007). Consumer value theory claims that perception is main determinant value of brand loyalty (Kim et al., 2011). Providing value for costumers is a strategic tool for attracting and retaining customers, creating customer loyalty and finally desirable performance (Wang et al., 2004).

Customer is only loyal when she/he feels that has obtained better value compared to what he could obtain with repositioning toward other suppliers (Lovelock and Wright, 2003). Therefore, consumer always buys goods or services which he believes to provide him/her highest value. By the highest value presented to customer we mean the deference between total customer value and all costs that he pays (Bahaderan and Saeed, 2008). A loyal customer is considered

as a competitive asset for the organization (Dekimpe et al., 1997). Customer loyalty has a huge impact on business interests (Olson and Jonson, 2003) and on development and retaining business, it also smoothes path for an organization to obtain sustainable competitive advantage (Grönroos, 2009). Intense comSpetition in the current world has made marketers to focus on branding strategy and protecting loyal customers' base through providing high value to them. In the outdated market today, having long-term and profitable conditions and high level of customer loyalty for all companies is vital because by intensifying competition, managers face brand matching challenges with changed customer perceptions (Shirkhodaee et al.). In current competitive world companies need to understand buyers' motivations and also to respect them and their intensives, values, lifestyle, insights, trends, and their needs. Developed field of customer behavior involves 3 separate activities: Buying, selling and consumption which have created considerable developments along with determining

behavioral dimensions of buying and theories of buying behavior (Heidarzadeh & Bahrami, 2015).

Despite the importance of consumers' variables of added value, brand loyalty and purchase intention, the relationship among these three variables especially with respect to the immediate role of brand loyalty, have never been studies inside our country. In order to fill this gap, the present research has studies the intermediate role of brand loyalty in relationship between consumption value and purchase intention in household appliances industry experimentally. Based on this issue in the present study following goals are pursued.

1. Studying the impact of functional value on brand loyalty;
2. Studying the impact of emotional value on brand loyalty;
3. Studying the impact of social value on brand loyalty;
4. Studying the impact of brand loyalty e on purchase intention;
5. Studying the impact of functional value on purchase intention;
6. Studying the impact of emotional value on purchase intention;
7. Studying the impact of social value on purchase intention.

2. LITERATURE REVIEW

2.1. Consumer Value
Consumer value is basis of a successful deal and it encourages consumers to frequent purchase (Holbrook, 2001). Paradigm of disapproval of expectations predicates that when consumers have a satisfactory experience in relation to a product, expectations have a better value and they desire to repurchase of the same product instead of changing it. Value is a top goal and it encourages loyalty behavior positively which is in a lower level (Yah et al., 2016).

Zeithamel's exploratory study (1988) believes that the concept of consumer value is evolutionary and its root is in utility theory in economics which is on this assumption that consumer purchases' decisions is based on product evaluations. According to maximization of utility principle, a product or a brand is selected which has top traits compared to another product, because it is expected that, product performance can meet consumers' needs better than others. Meeting needs is considered as consumer value. As a result, quality of product which is "Judgment of consumers about all-round excellence of a product" (Zeithaml, 1988), is conceptually near to advantages of product (namely what consumer receives the product) and consumer value. Products with high quality assessment have more advantages for consumers, and consumers perceive more value (Zeithaml et al., 1996). Sweeney and Sotar (2001) divided consumer value into functional value in field of retails (such as quality and value for price) emotional value, and social value. In this study this classification has been used.

2.2. Brand Loyalty
Loyalty entered marketing literature with brand loyalty. American Marketing Association believes that brand loyalty equals position in which a consumer frequently purchases product generally and he/she doesn't buy several groups and products (Ghorbani et al., 2013). Chaudhuri & Holbrook (2001) define brand loyalty as a relative fanatical behavioral reaction which consumer has towards brand during the time and in guying action and it leads to decide for repurchasing that special brand.

In literature customer loyalty conceptually consists of three dimensions of behavioral, attitudinal, and combinatory. Behavioral dimension focuses on customer behavior in repurchase. Attitudinal dimension refers to amount of favorable and desired trend towards provider of product, and finally combinatory point of view in loyalty, combines definition of behavioral and view dimensions of loyalty (Nazemi and Sadat, 2013).

2.3. Purchase Intention
Purchase intention is a possibility in which customers select a special brand of a product classification in the purchase position (Ghalandari and Nourozi, 2012). Marketing professions orientation towards purchase intention category is derived from its relations with purchase behavior. Ajzen (1985) claimed that the best production about individual behavior is an assessment of individual intention to do a behavior (Ghalandari and Nourozi, 2012). Intention is an important factor in structure of view and it can predict real behavior. The more purchase intention, the more possibility purchasing, therefore purchase intention, is the most important forecasting factor for purchase behavior (Lin & Liao, 2012).

3. HYPOTHESIS DEVELOPMENT AND CONCEPTUAL PATTERN

Previous studies have shown evidences of relationship between functional advantages and brand loyalty. They have reported that a brand which provides high functional value draws the consumers' attention. Yoo and park (2016) found out in their study that hedonic, profit oriented value; creative achievement and, social value have impact on brand loyalty. This relationship has been conformed in Yeh et al. (2016), Deng et al. (2010) and Asshidin et al. (2016). Therefore the first hypothesis is posed as follows.

3.1. Functional Value has a Significant Impact on Brand Loyalty
Up to now different models have been proposed in order to study brand loyalty in marketing topics. For example Deng et al. (2010) provide a model in an article entitled understanding customer satisfaction and loyalty in which they introduce factors like trust, service quality, perceived value (functional, emotional, social and financial) and prices of change as effective factors in loyalty and customer satisfaction. In Collier & Barnes' study (2015), the role of emotions in customer loyalty was conformed. Emotions are very close to brand loyalty because emotional loyalty is one of elements of view loyalty (Rychalski and Hudson, 2017). The relationship between emotional value and brand loyalty was also conformed in Yeh et al. study According to this the second hypotheses is posed.

3.2. Emotional Value has Significant Impact on Brand Loyalty
Liao & Hsieh (2013) demonstrated that consumers may consider having a smart phone as a symbol high social situation. When consumers receive high social value from a product or brand, they show loyalty behaviors toward brand like publishing positive information and accepting more prices (Pihlström and Brush, 2008). Yeh et al. (2016) also confirmed this relationship, so third hypothesis is posed as follows.

3.3. Social Value has Significant Impact on Brand Loyalty

Both attitudinal and behavioral loyalty lead to consequences of patron brand (Yeh et al., 2016). Behavioral loyalty means customers continue to buy and use product for a long time. This loyalty includes dimensions of repurchasing and recommendation to others. In attitudinal loyalty, brand preference in portion chase intention and long term commitments and advertising development orientation is considered customer (Mohamadi et al., 1393). In Safarzadeh et al. (2010) study named impact of field factors, brand loyalty and changing brand on young consumers purchase intention, it was concluded that scales of brand loyalty has more impact than change brand scales. Calvo & Lang (2015) also concluded that brand loyalty has an intermediate role in relationship between perceived quality and consumers purchase intention. Ahmad et al. (2016) in an article named studying relationship between customers' loyalty in relationship between features related to brand and repurchase intention showed impact of brand loyalty on repurchase intention, therefore, the fourth hypothesis is imposed as fallows.

3.4. Brand Loyalty has Significant Impact on Purchase Intention

Mortazavi et al. (2009) in a research named intermediate role of patriotism and perception of predict quality on purchase intention of imported goods, concluded that the intermediate role of patriotism and perception of product quality isn't significant, but impact of patriotism and perception of product quality on purchase in tension is significant, Traditionally functional value has acted as central value for product and it is indicating final value in buying luxury goods (Hines and Bruce, 2007), So fifth hypothesis is posed as fallows.

### 3.5. Functional Value has Significant Impact on Purchase Intention

Rubera et al. (2011) concluded that freshness of product has significant impact on consumers purchase intention. Asshidin et al. (2016) in a study related to impact of perceived quality and emotional value on consumers' purchase intention confirmed significant relationship between these variables. Results of Lim et al. (2012) study showed that consumer often buy luxury goods based on enjoyable emotional experiences which are related to emotional value, Koo et al. (2011) confirmed this finding, so sixth hypothesis is posed as follows.

3.6. Emotional Experience has Significant Role on Purchase Intention

Lim et al. (2012) argued that consumers stressed on importance of social and emotional value more than functional value. Koo et al. (2011) also conformed this relationship and stated that consumers has intention to purchase luxury goods relying on their emotional and social values compared to search high quality product (functional value). Accordingly, seventh hypothesis is posed as follows.

3.7. Social Value has Significant Impact on Purchas Intention

Figure 1: Conceptual model of study
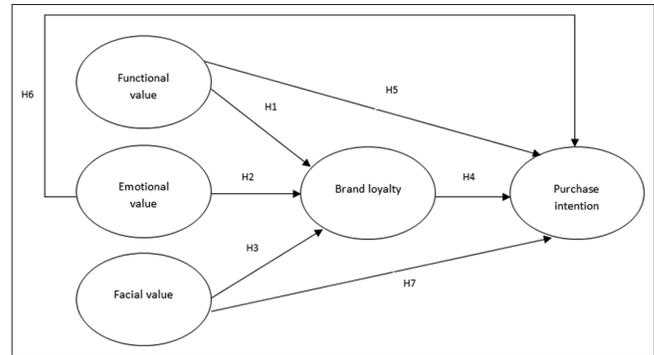
4. METHODS

Present study is a functional one in terms of goal; it is descriptive survey of correlational type research in terms of data gathering. Statistical population is consumers of SNOWA household appliances in Kermanshah city. Cochran formula was used in order to determine sample size regarding that total population is unknown, and available sampling was used for sampling: Based on this formula sample size were 384 people. For more confidence 400 questioners were distributed and gathered. In order to gather information, Yeh et al., consumer value questioner (2016), Chen (2013) and Huang et al. (2014) brand loyalty questioner and Erkan & Evan's purchase intention questioner (2016) were used. In all questions, answers were measured on Five-level Likert scale from (Strongly disagree) to 5 (completely agree).

Validity and reliability of research questioner is indicated in table. The last column shows (α) Cronbach Alpha for variables which all of them are more than 0.8 and shows strong reliability according to Nunnally (1918). Also as table shows all of the composite reliability values are >0.8 which shows strong reliability of questioner from Shin and Gopal's point of view (1995). Reliability analysis shows convergent and divergent reliability. Load factor values are more than 0.7 for all of questions and the average variance extracted values are more than 0.6 for all variables (Table 1). Therefore research validity and reliability is confirmed. So according to Fornel & Larcker scale (1981) convergent and divergent validity is desirable in this research.

5. RESULTS AND DISCUSSION

Partial least squares (PLS) which is a kind of modeling structural equations based on variance and is a distribution-free technique (Hair et al., 2012), was used for data analysis. Smart PLS software was used for data analysis. Descriptive findings showed that 73.2% respondents were men and 26.8% were women. In term of age subjects were as follows: 46.1% between 21 and 30, 32.8% between 31 and 40, and 21.1% between 41 and 50. In terms of education they were as follows: 15.4% diploma and high school diploma, 40.1 AD, 13.3 B.A. and 13.3 M.A. Structural equation pattern with approach of PLS were used for hypothesis test. Before Interpreting this pattern, first the suitably of the pattern in three parts of measuring pattern should be confirmed so that the results

Table 1: Validity and reliability tests

Source	α	CR	AVE	Factor load	Question	Structure
Yeh et al. (2016)	0.876	0.910	0.722	0.862	FV1	Functional value
				0.895	FV2	
				0.836	FV3	
				0.767	FV4	
Yeh et al. (2016)	0.799	0.913	0.784	0.871	EV1	Emotional value
				0.866	EV2	
				0.855	EV3	
				0.890	EV4	
Yeh et al. (2016)	0.812	0.911	0.732	0.901	SV1	Social value
				0.832	SV2	
				0.799	SV3	
				0.888	SV4	
Chen (2013); Hang et al. (2014)	0.892	0.905	0.768	0.840	BL1	Brand loyalty
				0.874	BL2	
				0.854	BL3	
				0.798	BL4	
Erkan & Evans (2016)	0.832	0.920	0.766	0.809	PI1	Purchase intention
				0.843	PI2	
				0.876	PI3	
				0.866	PI4	

Table 2: Structural model fitness

Variable	$Q^2 > 0.15$	$R^2 > 0.19$
Brand loyalty	0.322	0.328
Purchase Intention	0.410	0.440

can be trusted. In fact reliability and validity of model should be indicated. Issues related to measurement part were explained in Table 1. Therefore after confirming suitability of measurement pattern ability to rely on structural pattern should be mentioned. Here two indices of R^2 and Q^2 were used which are indicated in Table 2.

GOF index in pattern based on PLS was used for general fitness, which its amount should be more than 0. Amount of this index for pattern of this research equals 0.491 therefore general pattern has suitable fitness. After confirming fitness of pattern in three levels, structural equations pattern has been created by smart PLS software through which research hypotheses are tested in confidence level of 0.95.

Regarding structural model, standardized coefficients in Figure 1 predicates elements of consumer value as independent variables, 32.8% loyalty brand variance as intermediate variable, and 44% purchase intention variance of SNOWA household appliances consumes as a dependent variable in Kermanshah city. In the first hypothesis it had been claimed that functional value has significant impact on brand loyalty. Results of standardized coefficient model show that coefficient of direct impact of functional value on brand loyalty is 0.31 and significant coefficient is 3.64 which is >1.96 therefor the first hypothesis is confirmed. Regarding impact coefficient of 0.67 and significance coefficient 3.14 which is more than 1.96, the second hypothesis is confirmed. It means emotional value has significant impact on brand loyalty. Direct impact coefficient of social value on brand loyalty is 0.48 and significance coefficient is 5.99 which are >1.96 therefor third hypotheses is confined. It means social value has significant impact on brand loyalty.

Fourth hypothesis is confirmed regarding standardized coefficient of 0.77 and significance coefficient of 8.65 which is >1.96 therefor brand loyalty has significant value on consumes purchase intention of SNOWA household appliances in Kermanshah city. Functional value impacts on consumers purchase intention of SNOWA household appliances in Kermanshah city ($\beta = 0.51$, $t = 8.65$), emotional value impacts on consumers purchase Intention of SNOWA household appliances in Kermanshah city ($\beta = 0.36$, $t = 4.05$), and social value impacts on consumers purchase Intention of SNOWA household appliances in Kermanshah city ($\beta = 0.44$, $t = 4.78$) that indicate confirming hypotheses of 5, 6, and 7. Furthermore, indirect impact of functional value of purchase intention through brand loyalty 0.24, indirect of emotional value on purchase Intention through brand loyalty is 0.52 and indirect impact of social value on purchase intention through brand loyalty is 0.37. Figures 2 and 3 show the finding of the hypotheses.

6. CONCLUSION

This research aimed at studying intermediate role of brand loyalty in relationship between consumer value and consumers' purchase intention of SNOWA household appliances in Kermanshah city. Accordingly seven hypotheses were designed to study both direct impact of elements of consumer value on purchase intention and indirect impact of these elements through brand loyalty on consumers purchase intention. Results of the study showed that functional value has impact on brand loyalty (confirmation of hypothesis 1). This result is consistent with Yoo and Park (2016); Yeh et al. (2016); Deng et al. (2010) and Asshidin et al. (2016). Emotional value has impact on brand loyalty (confirmation of hypothesis 2). Deng et al (2010), Collier & Barnes (2015); (Rychalski and Hudson, 2017) and Yeh et al. (2016) also conformed this finding. In this research like Yeh et al. research (2016) emotional value has the strongest impact on brand loyalty.

The difference is that their research was among consumers of smart phones. Social value has impact on brand loyalty (confirmation of

Figure 2: Structural model (in case of standardized coefficient)
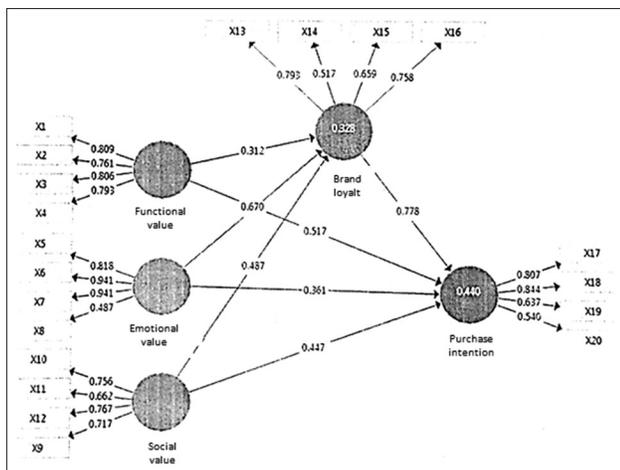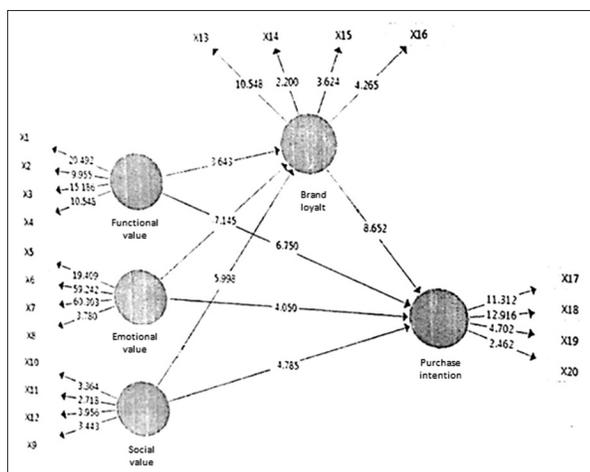

Figure 3: Structural model (in case of significance coefficient)

hypothesis 3). This result is consistent with Liao and Hsieh (2013); Pihlström and Brush (2008) and Yeh et al. (2016). According to Liao and Hsieh (2013) consumers are loyal to those brands which have high social value for them. In this research regarding the importance of hypothesis 3 it can be said that consumers of household appliances in Kermanshah city believe that SNOWA is caterer of value for them and as a result they remain loyal to it.

Research findings also indicated that brand loyalty has significant impact on consumers purchase intention (confirmation of hypothesis 4). This result is consistent with Yeh et al. (2016); Mohamadi et al. (1393) and Kahlo and Lang (2015). In this research like Safarzadeh et al., research (2011) and Kahlo and Long (2015) brand loyalty has intermediate role which has positive impact on consumers purchase intention.

Research has shown that perceived value of costumer has direct and positive impact on behavioral intention (Cronin and Taylor, 2000). In this study also results of hypotheses 5, 6, 7 were confirming this issue. Hypothesis 5 test indicated that functional value has significant impact on consumers purchase intention. This result is along with Mortazavi et al. (2010) and Hens Bruce (2007). Hypothesis 6 also was confirmed. It means emotional value has significant impact on consumers' purchase which this

result is along with findings of Rubera et al. (2011), Asshidin et al. (2016), Lim et al. (2012), Koo et al. (2011). Finally it was determined that social value has significant impact on consumers purchase intention (conformation of hypothesis 7) this result was consistent with findings of Lim et al. (2012), Koo et al. (2011).

With respect to importance of functional, emotional, and social value in creating brand loyalty, managers of SNOWA Company should have more stress on creating above-mentioned values for their consumers. After emotional value, social and functional values have the most impact on brand loyalty respectively; therefore managers of company should act according to these values.

The main limitation of this study is weakness of literature related to consumr value witeh regard to elements of social, emotional, of functional values. Another limitation was related to place and time of research which reduces generalizability of its result to all industries or all places. Therefore it is suggested to future researchers test this proposed model of this research in other industry or even in service sector.

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