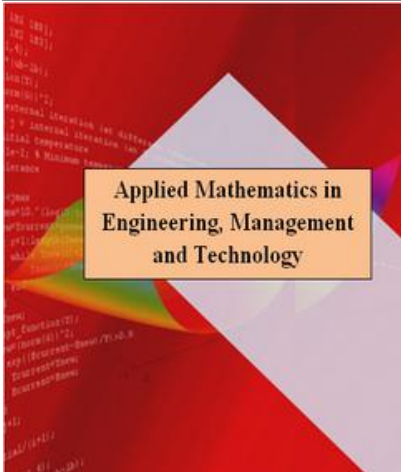


The Effect of Trilogy of Emotions on Future Purchase Intention in Goods with High Mental Involvement Based on the Mediatory Role of Brand Awareness (Case Study: Buyers of Samsung, Apple, and Sony Brands)

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Abstract

The purpose of this study was to evaluate the impact of trilogy of emotions (cognition, affection, and conation) on re-purchase intention of cell phone buyers who use Sony, Apple and Samsung brands, and examining the effect of awareness of these brands on emotions and re-purchase. Sharifi (2014) model is used for measurement. The study population comprised all the people in Yazd, and 384 people who went to three cell phone shopping centers in Yazd province for purchase have responded to the questionnaire. Cronbach's alpha was used to determine the reliability with the value of 0.87. To examine the impact of trilogy of emotions on re-purchase intention and the effect of brand awareness on purchase intention and emotions, structural equation modeling and softwares AMOUS and SPSS were used. The results of this study have shown that consumers cognition does not affect the purchase intention, but their affection and conation are effective re-purchase plan. In addition, the brand awareness affects emotions (cognition, affection, and conation) and consumer purchase intention.

Keywords: re-purchase intention, emotions, brand awareness, mental involvement, customer relationship management

1. Introduction

People have different needs and demands, and also show different purchase patterns. Different purchasing patterns are result of different personalities and attitudes of consumers. In addition, considering that each person has different economic situation and environment and has a special taste, he/she applies a unique style of decision-making; for example, some people tend to buy high quality and expensive products, while others tend to buy products of unknown or poor quality. Research has shown that buyers are aware of factors such as quality, price, brand, fashion, conation to purchase, pleasure of shopping, habitual purchase, and uncertainty in the choice, and pay attention to some of these factors. Consumer affection is a complex process that significantly affects purchase intentions. The process of purchasing decision making is influenced by controllable and uncontrollable factors, including cultural, social and group factors including: family, culture and subcultures, age, stage of life, character, reference groups and opinion leaders, and social class, s well as individual and internal factors such as perception, attitude, learning and lifestyle. Brand awareness acts in the consumer's life as the first point of interaction with brands. Brand awareness is associated with the information node in the memory; the ability of customers to recognize a brand under a variety of conditions reflects their awareness of the brand. Brand awareness is one of the main factors in creating brand added value and is also considered as one of the key factors affecting the knowledge level of consumers about the brand.

Consumers who have good thoughts and emotions about the previous purchases can strengthen future purchase intention. As a consumer, purchasing decisions and satisfaction may involve the consumer in the after purchase processes including repurchase, loyalty, and having a positive attitude about the brand.

2. Literature Review

2-1. Emotions

Some researchers believe that the best way to describe the emotions is to categorize them (Laros and Steenkamp, 2005). Emotions is classified into positive and negative types. Emotions hierarchy consists of three levels: Ultra consistent with the positive and negative emotions, basic level with four positive and four negative emotions, and subordinate level with specific emotions.

Wilkie (1994) has also defined a hierarchy for the emotions including cognition, affection, and conation. These three levels consist of seven stages including ignorance, awareness, knowledge, interest, preference, conviction, and purchase. The consumer pass any steps with respect to the previous experience and eventually buys something.

2-2. Purchase Intention

Howard and Sheth (1969) developed purchase behavior theory for the first time with an emphasis on repurchase. Their model was an attempt to explain the behavior of brand choice decision making. Future purchase intention is mainly considered as an after purchase process (Wilkie, 1994).

Researchers believe that the previous purchases could help predict future behavior of customers (Jones, 2001), and of high importance in decision makings. Maxham and Netemeyer (2002) also found that satisfaction with buying can increase repurchase intention and encourage consumers to do so.

2-3. Brand Awareness

According to the Yadin (2002) brand awareness is the extent to which consumers know a particular brand. Aaker (2011) has done a comprehensive classification of brand awareness. He stated that brand awareness is measured by different methods. Recognizing the brand is when consumers are exposed to a previous brand, and recalling the brand is when consumers remember a brand that meet a bunch of their needs. Brand awareness for Yadin (2002) is the ability of a brand to reach a pre-planned knowledge and awareness level. Keller (1998) considers the brand recognition and brand recall as the main structures of brand awareness.

2-4. CRM

Given that one of our important variables is purchase intention, and considering that the application of the research results is effective on customer relationship management, it is necessary first to talk about customer relationship management and related approaches. Customer Relationship Management is a term used to describe the highest strategic level and maintain communications with customers. In fact, it manages all of the components that are somehow related to customers, and tries to adjust and control the external factors that affect the customer relationship; so that it can be known as a series of activities and steps taken to create, develop, maintain, and optimize valuable long-term relationships between customers and the organization. Since organizations interact with customers in many of their daily activities, it seems essential for the success of the organization to provide a system that can manage and coach each of the tasks (Burnett, 2001). In the past, marketing, sales and services processes were considered separate activities. Therefore, customer critical information was not shared between them. In some cases, it was possible for a particular client that his/her information maintained in all sectors. However, there was no strategy or system to combine all this information to create a single image of the client in the organization. With the advent of customer relationship management systems, customer-related activities were integrated and the problem is solved, and customer information is collected and integrated in a variety of ways so that the organization makes an overall image of the client.



Fig 1.CRM

3.Research Conceptual Model

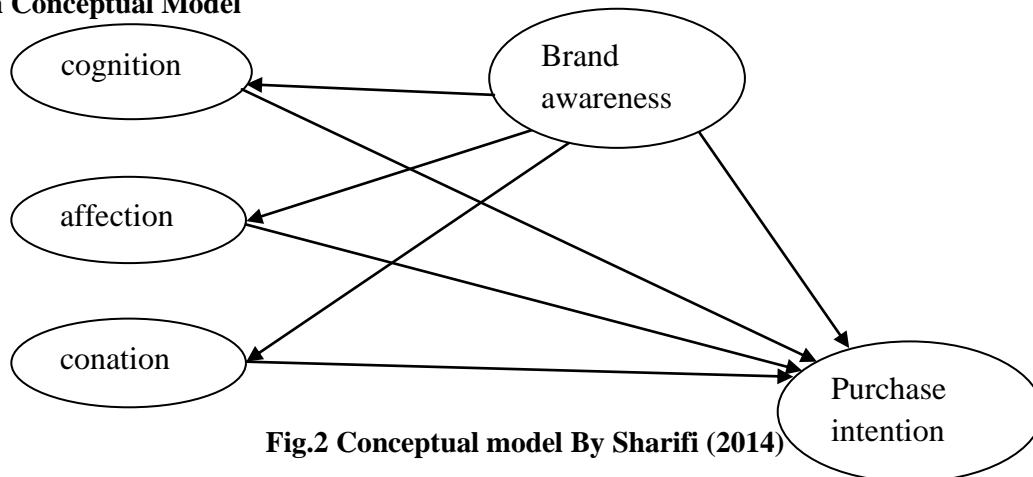


Fig.2 Conceptual model By Sharifi (2014)

4. Literature Review

Ruiz and Sicilia (2004) conducted a study on the impact of cognitive and emotional processing styles on consumer response to repeated advertising, and found that cognitive and emotional processing systems can independently and interactively affect people.

Johnson and Garyson (2005) studied the cognitive and affective trust in financial services and found that the satisfaction of previous interactions helps cognitive trust, but does not help emotional trust.

Yuksel (2007) in a research on the effect of risk on purchases due to consumers emotions, satisfaction, and expression, found that satisfaction has a positive impact on purchase complacency.

Delbosque and Martin (2008) studied cognition and affection in the satisfaction of tourists and found that cognition is involved in the formation of emotions.

Jang and Namkung (2009) conducted a research on the effects of perceived quality and emotions (positive and negative emotions) on behavioral intentions, and found that positive emotions are significantly correlated with behavioral effects and the impact of negative emotions on behavioral intentions is negligible. Negative quality of the product affects emotions negatively.

Kim (2009) in a study on the relationship between consumers and their perceived image and purchase found that partners affect the consumer decisions and behavior by evaluation of goods formation.

Han (2011) studied the relationship between consumer affection, efforts, cognition, attitudinal loyalty, and real loyalty, and found that there is a significant correlation between affection, efforts, cognition, and real loyalty. And both types of loyalty are related to buyers retrieval.

On the relationship between buyers, emotions, and behavioral intentions, Uhrich (2011) found that positive and negative emotions affect the behavioral intentions.

Kabadayi and Alan (2012) in a research on the impact of customer emotions and technology direction, found that positive emotions affect the positive technology orientation.

Dursun (2011) studied the impact of perceived value and perceived risk on purchase intention, and found that a positive perceived value of purchase intention affects negative risk of purchase intention.

Huang (2011) studied the impact of cognitive and emotional responses to advertising and brand attitudes and purchase intention, and found that consumers seek both cognitive and emotional response in shaping their attitudes to acquire information about their intended products, and cognitive responses are much stronger than emotional responses.

5. Research Methodology

Statistical population in this study consist of all customers who are willing to buy cell phone during research time and in are present Samsung, Apple, and Sony stores.

Our sampling method is scholastic sampling, i.e. the persons who entered our considered sales representatives in a specific intervals (for instance 5 minutes) for purchase were selected.

The number of statistical sample is determined through Krejcie-Morgan sampling table. According to the table, the sample number is 384.

Cronbach's alpha coefficients for each of the variables is as follows.

Table 1. Cronbach's alpha coefficient for variables

	latent variable	Chronbach's Alpha
1	Brand awareness	0/78
2	cognition	0/84
3	affection	0/78
4	conation	0/82
5	Purchase intention	0/77
Total		total

6. Data Analysis

In the present study, Kolomogorov -Smirnov test is used to assess the normality of the questionnaire, so that in case of such a condition, the parametric statistical tests and the maximum likelihood method can be used in structural equations. The results are shown in the table below.

Table2: Kolmogorov-Smirnov test results in customers sample

Number of data	Mean	SD	Significance level	Test result
383	3/60	0/72	0/057	Confirmed

Considering that the test significance level was higher than 0.05, the questions are normal, and parametric tests and ML method can be used for structural equation modeling.

After evaluation and approval of measuring models in the first step, the structural equations are used in the second step to test the hypotheses.

The general parameters of fitting the model are shown in the table below. In addition, the structural equation model are provided in the figure.

RMSEA	CFI	RMR	GFI	NFI	TLI	IFI	CMIN/DF	CMIN
0/07	0/92	0/06	0/91	0/90	0/90	0/92	3/40	278/96
Close to zero	0/90<	Close to zero	0/90<	0/90<	0/90<	0/90<	Between 1-5	

7. Structural Equations Model

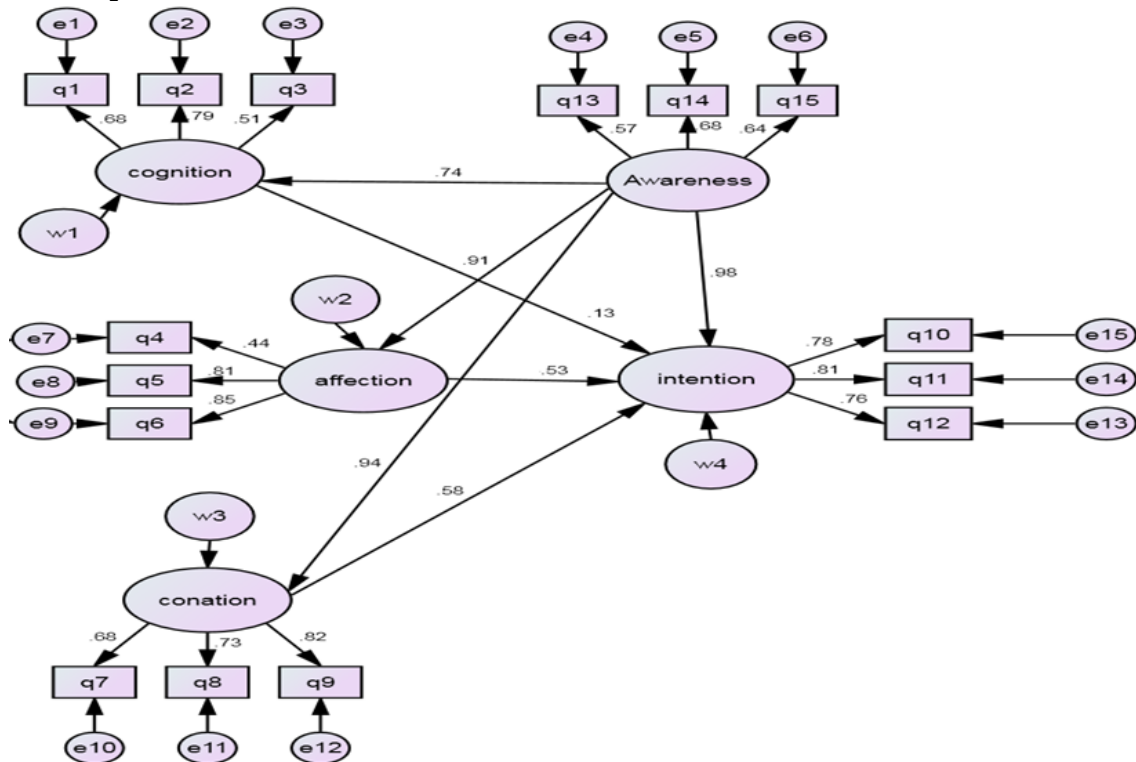


Fig 3. Structural Equations Model

7-1. Research Hypotheses Test

After review and approval of models, the critical value and the significance level indices were used to test the hypotheses' significance. Critical value is the result of dividing " regression weight estimation " into the "standard error". In 0.05 significance level, the critical value should be higher than 1.96. if being less than this value, the parameter of the model is not considered important (Chau, 1997). Also, values smaller than 0.05 for P values indicate a significant difference of calculated value for zero regression weights at confidence level of 0.95. The hypotheses and their corresponding regression coefficients and partial indicators are shown in the table below.

Table 3. Regression coefficient (hypotheses test results)

Row	Hypothesis		Regressi on coefficie nt	Critical value	P	Result
1	Brand awareness	← Cognition	0/74	8/36	/000 0	Confirmed
2	Brand awareness	← Affection	0/90	10/96	/000 0	Confirmed
3	Brand awareness	← Conation	0/94	11/007	/000 0	Confirmed
4	Cognition	← Purchase intention	0/13	1/61	0/10	Rejected
5	Affection	← Purchase intention	0/53	2/36	0/01	Confirmed
6	Conation	← Purchase intention	0/58	2/02	0/04	Confirmed
7	Brand awareness	← Purchase intention	0/98	2/12	0/03	Confirmed

8. Conclusion

Of variables studied, it is only cognition that does not explain purchase intention.

Since knowledge does not explain purchase intention ($p=0.1$), it is recommended that companies spend less time on price reduction strategies; because according to the results, consumers do not care about the price of products with high mental involvement. Since conation variable $(0.58)^2$ explains intention variance, and its value is higher than values of cognition $(0.13)^2$ and affection $(0.53)^2$, it is recommended that producers use plans to strengthen the loyalty of their customers. Also they can improve their relationship with customers through customer service management, so that all communication channels work to strengthen marketing and sale activities, and customers get encouraged to have more communication with the company.

- Technology development creates the possibility that every relationship with the customer leads to obtaining certain information in connection with his/her preferences, which is in turn the basis for subsequent communication personalization, and encourages customers to permanent use of product to refrain from buying other brands.
- Providing services such as after-sales service and the product warranties can provide customers with more trust and commitment, resulting in re-purchase behavior.
- The company requires regular and continuous improvement of its products and services, since it increases its chances of growth and survival with increased innovation.
- Since the brand variable $(0.94)^2$ explains the conation variance, and the value is higher than the value of cognition $(0.74)^2$ and affection $(0.90)^2$ variables, it is recommended that it is recommended that with regard to product life cycle, as well as factors affect target market categorization such as the culture or demographic factors, in introducing their brand to the market, companies should first attempt to successfully present their product to the market, and after considering relevant factors such as product quality, plan, etc., and factors irrelevant to the product such as brand elements (logo, music, ...), create factors that recall their product. They should also consistently and successfully introduce their product and its features to the market.
- Since brand awareness variable $(0.98)^2$ explains intention variance, therefore:
 - 1- increased investment in extensive media advertising
 - 2- increased investment in extensive social networks advertising
 can be useful in customers' repurchase intention.
- Extensive exhibitions and introduction of products and providing an environment in which customers can try products offered on a trial basis can be useful.

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