The Impact of Brand Awareness on Re-purchase Intention of Customers With Trilogy of Emotions Approach (Case Study for Cell Phones)

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Abstract
The purpose of this study is to evaluate the impact of brand awareness to re-purchase intention of customers with trilogy of emotions approach. The study population consisted if all the people in Yazd. As the research sample, 384 people who went to cell phone shopping centers in Yazd province responded to the questionnaire. Cronbach's alpha was used to determine the reliability of the questionnaire, and its values was 0.87. To examine the effects of brand awareness on purchase intention, structural equation modeling and AMOUS and SPSS softwares were used. The results of this study show that consumers cognition does not affect the purchase intention, but the customers’ conation and affection affect the re-purchase intention. In addition, brand awareness affects emotions (cognition, affection, and conation) and consumer purchase intention.

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

1. Introduction
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, as 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. 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.

2. Literature Review
2-1. Brand Awareness
One of the states regarding the brands is general evaluation the product by customer, that often indicates their behavioral feedback. Based on the benefit of the product, brand leads to the formation of beliefs and states that can be product-centered or non-product-centered, and its benefits can be functional, experimental, or symbolic. Customer will have different states toward the product that are formed through using the product. These states strongly affect his/her future behavior, such as pleasure to purchase and real purchase. The brand personality has a tendency to symbolic or expressive performance. This aspect penetrates the human personality over time. Customers simply think about the brand, and choose it if being famous (Anderson, 1988).
2-2. Emotions

Research on the impact of emotions on decision-making process primarily focuses on emotional capacity. The implicit assumption is that all positive and negative emotions have similar role in the decision making process, including assessment, planning and selection. However, from perspective of emotions assessment, it can be argued that for being distinct and active, even the emotions will be influenced by subsequent decisions and to share a similar capacity, they may make different decisions from multiple ways.

A separate line of personal goals related to specific emotions show how people are different in their incentive tendencies and emotional evaluations. Regulatory focus theory believes that improving the focus has an essential role in emotions, whether in terms of success in achieving goals or depression due to failure. If reaching the targets, focus will bring relaxation, and if being failed, will be followed by an uncomfortable stimulation.

Asymmetry by different emotional assessments are explained in the present circumstances, the absence of positive results, and negative outcomes. A similar line of reasoning suggests that systems and methods control, the individual pursuit of goals, and emotional responses regulation indicate correct or incorrect performance to achieve the goal. In Higgins approach, the effects of this procedure and avoiding parallel systems are expressed. Due to the different incentive tendencies, and implicit goals achieved by distinct emotions, emotions penetrate decision-making in complex ways. The impacts of discrete emotions in monitoring and evaluation of behaviors are modified with attainable focus. It is expected that when a person improves his/her orientation, the result will be intense satisfaction and a little sense of depression; while if the person tries to prevent, he/she will experience anxiety and discomfort (Larousse and Steincamp, 2005).

2-3. Purchase Intention

Generally, each consumer is faced with lots of decisions for purchase. Most companies that study purchase behavior of consumers are trying to find appropriate responses about what consumers buy and the purchase method, number, and causes.

However, being aware of the causes of consumer or the buyer behavior is not easy, since most of the answers to these questions are in mind and brain of the consumer. The starting point for these studies is the stimulus-response model and consumer behavior is formed based on this model, where many stimulating and motivating factors, along with marketing stimuli (the marketing mix) enter into the black box of the consumer, and he/she shows certain responses. Consumer black box consists of two parts. The first part personal characteristics of the that affects how the first stimulus are pictured and reacts against it, and the second part is buyer's decision-making process that affects his/her behavior (Han, Beck and Barrett, 2009).

4. Research Background

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 feelings 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 retrial.

On the relationship between buyers, emotions, and behavioral intentions, Ulrich (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. Conceptual Model

6. Research Methodology

Statistical population in this study is all customers who are willing to buy cell phone during research time. Our sampling method is scholastic sampling. 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.

6-1. Cronbach’s Alpha Coefficient

<table>
<thead>
<tr>
<th>latent variable</th>
<th>Number of questions</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 cognition</td>
<td>3</td>
<td>0/78</td>
</tr>
<tr>
<td>2 affection</td>
<td>3</td>
<td>0/84</td>
</tr>
<tr>
<td>3 conation</td>
<td>3</td>
<td>0/78</td>
</tr>
<tr>
<td>4 Purchase intention</td>
<td>3</td>
<td>0/82</td>
</tr>
<tr>
<td>5 Brand awareness</td>
<td>3</td>
<td>0/77</td>
</tr>
<tr>
<td>total</td>
<td>15</td>
<td>0/898</td>
</tr>
</tbody>
</table>

Table 1. Cronbach’s Alpha Coefficient
In the present study, this 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

<table>
<thead>
<tr>
<th>Number of data</th>
<th>Mean</th>
<th>SD</th>
<th>Significance level</th>
<th>Test result</th>
</tr>
</thead>
<tbody>
<tr>
<td>383</td>
<td>3/60</td>
<td>0/72</td>
<td>0/057</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>CMIN</th>
<th>CMIN/DF</th>
<th>IFI</th>
<th>TLI</th>
<th>NFI</th>
<th>GFI</th>
<th>RMR</th>
<th>CFI</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>278/96</td>
<td>3/40</td>
<td>0/92</td>
<td>0/90</td>
<td>0/90</td>
<td>0/91</td>
<td>0/06</td>
<td>0/92</td>
<td>0/07</td>
</tr>
<tr>
<td>Between 1-5</td>
<td>0/90&lt;</td>
<td>0/90&lt;</td>
<td>0/90&lt;</td>
<td>0/90&lt;</td>
<td>Close to zero</td>
<td>0/90&lt;</td>
<td>Close to zero</td>
<td></td>
</tr>
</tbody>
</table>

7. 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>
<thead>
<tr>
<th>Row</th>
<th>Hypothesis</th>
<th>Regression coefficient</th>
<th>Critical value</th>
<th>P</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand awareness ← Cognition</td>
<td>0/74</td>
<td>8/36</td>
<td>0/000</td>
<td>Confirmed</td>
</tr>
<tr>
<td>2</td>
<td>Brand awareness ← Affection</td>
<td>0/90</td>
<td>10/96</td>
<td>0/000</td>
<td>Confirmed</td>
</tr>
<tr>
<td>3</td>
<td>Brand awareness ← Conation</td>
<td>0/94</td>
<td>11/007</td>
<td>0/000</td>
<td>Confirmed</td>
</tr>
<tr>
<td>4</td>
<td>Cognition ← Affection</td>
<td>0/13</td>
<td>1/61</td>
<td>0/10</td>
<td>Rejected</td>
</tr>
<tr>
<td>5</td>
<td>Affection ← Affection</td>
<td>0/53</td>
<td>2/36</td>
<td>0/01</td>
<td>Confirmed</td>
</tr>
<tr>
<td>6</td>
<td>Conation ← Affection</td>
<td>0/58</td>
<td>2/02</td>
<td>0/04</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

8. Conclusion

Considering that according to the results cognition did not affect the purchase intention of consumers, there should be a reasonable relationship between the perceived value of a product and its price. With regard to the fact that affection of the consumer is effective on the purchase intention; therefore, companies need to improve their products and services regularly and frequently, since increased innovation enhances the chances of survival and growth. Given that conation is effective on consumer’s intention to purchase, 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. In addition, providing services such as after-sales service and the product warranties can provide customers with more trust and commitment, resulting in re-purchase behavior. Given that brand awareness affects cognition and affection, 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.

References


