

Investigating the Effect of Brand Satisfaction, Brand Trust and Brand Attachment on Purchase Behavior of Customers

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Abstract: The purpose of this study is to develop a comprehensive model that combines brand satisfaction, brand trust and brand attachment perspectives on brands and demonstrate how affect current and future purchases. These researchers used structural equation modeling to test the significance of the overall model and the specified paths. Findings indicate that brand satisfaction is affected by directly by brand trust, current purchase and indirectly by brand attachment. Brand trust is affected by directly by brand attachment and indirectly by future purchase. In contrast, brand attachment is affected by current purchase and future purchase. And finally current purchase is affected by directly by future purchase. The present study did not examine feedback effects and only included consumer categories, no individual differences variables. As such, these researchers recommend that future research examine feedback effects and include additional consumer categories, B2B categories and individual-differences variables such as variety seeking and innovativeness. These researchers recommend that practitioners also use brand relationship measures and develop strategic and tactical initiatives that ensure consumers are satisfied with brand trust and feel attached to a brand. This is a cross-paradigm study and it is the first that combines two separate broad-based perspectives on brands in a simple comprehensive model for researchers and brand managers.

Keywords: Brand attachment, brand satisfaction, brand trust, current purchase, future purchase

INTRODUCTION

Considering increases in competition among organizations and slow of growth new consumers, companies seek new ways to raise their selling abilities. The most popular trend is concentration on increasing purchases of existing customers through brand relationship. In this way, companies must learn about customer performance as this is important for in persuading customers to purchase companies brands, which leads to purchase repetition. In fact, conceptual aspects and brand relationships has been investigated in only two research samples (Agarwal and Rao, 1996). While brand knowledge is usually achieved using empirical modeling and tests, brand relationships are typically directed by explanatory samples consisting of sociological, anthropological and cultural theories in addition to qualitative data. Brand relationships focus on three aspects including brand trust, brand satisfaction and brand attachment (Fournier and Yao, 1997).

The present study reports results based on a model of brand relationships on customer purchase behaviors in the mineral water market. In this study, overall effectiveness of brand relationships were investigated among customers of Polor, Damash and Damavand, Kohrang and Vata mineral water brands. Two important factors in repurchase, brand relationships and image of customers, is an increase in competition and quality of different brands.

Additionally, customer-based values occur when consumers are familiar with a brand and have knowledge about that brand, resulting in positive associations about the brand in customers mind.

LITERATURE REVIEW

There is a key question missing from the literature: What are key conceptions that can be used as empirical variable in models? Specially, the literature does not indicate any relationship between brand and brand image.

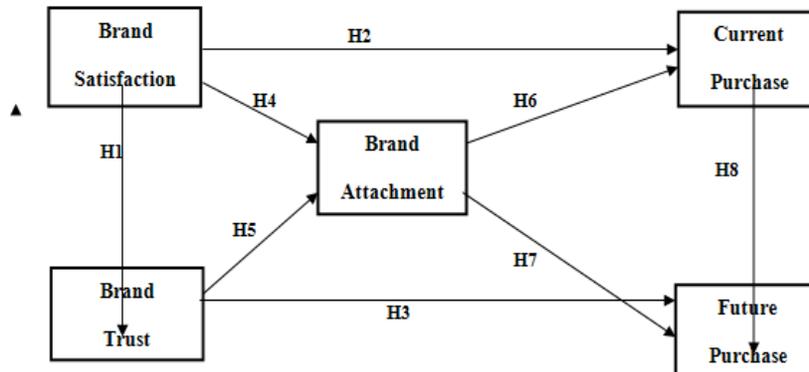


Fig. 1: Conceptual models

Research concerning these brand relationship can be conducted using exploratory analysis and qualitative methods that highlight the importance of the topic of an investigation in relation to standardized concepts and measuring scales.

There is a controllable effective framework in social research that differentiates between two behaviors (exchange and communal relations) and, in current study; this difference can be applied to consumer performance. Agarwal (2004) showed that 15 relations of fernier were exchange and communal relations. Specifically, in trade complexes and whole hearted friendship, it is useful to examine these relationships not only as mutual, but also as aspects and facts of basic relations.

Exchange aspects are operational relations that consist of economical factors and present advantageous functional and useful mutual and exchange relations. These relations are equal to: People care about what they receive in return for what they pay. If people do not receive considerable reward, there are fewer tendencies to respond others. The first positive effect of a mutual relation is satisfaction. For this purpose, in trade, brand satisfaction can be a conceptual and cognitive assessment of reward existence or non existence of a mutual brand exchange relation. In comparison, communal aspects consist of affective relations of other, which are more important than personal interests. For example, trust is one an important result of such relations (Delgado-Ballester, 2004; Garbarino and Johnson, 1999; Morgan and Hunt, 1994). In previous research, trust introduced a basis and close relation between psychology and marketing.

Regarding relations between connected structures, these researchers also expected brand satisfaction and brand trust to be the result of mutual and exchange relations and brand attachment. Thus, while we did not predict any relation between brand satisfaction and brand trust, we did expect that brand satisfaction and brand trust would cause brand attachment. For this purpose, only

when brand satisfaction and brand trust occurred would it result in brand attachment.

Finally, these researchers predicted that long-term results of brand relationship and brand attachment would be a determinant of current and future customer behavior. As previous research has shown, attachments result in close relationships and, in marketing research, the tendency for current and future purchases. Specifically, in brand attachment literature, attachment to one brands may result in saving money (Chaudhuri and Holbrook, 2001). Additionally, brand attachment, relationships and familiarity with a brand predict a way of approximate selling in the past and future (McAlexander *et al.*, 2003; Thomson *et al.*, 2005).

Hypothesis:

- H1:** Brand satisfaction has a direct effect on brand trust.
- H2:** Brand satisfaction has a direct effect on current purchase.
- H3:** Brand trust has a direct effect on future purchase.
- H4:** Brand satisfaction has a direct effect on brand attachment.
- H5:** Brand trust has a direct effect on brand attachment.
- H6:** Brand attachment has a direct effect on current purchase.
- H7:** Brand attachment has a direct effect on future purchase.
- H8:** Current purchase has a direct effect on future purchases.

In the Fig. 1 to examine the conceptual model and in the end, we show what hypothesis have been accepted or rejected.

METHODOLOGY

These researchers used a descriptive survey method. This method has additional practicality for future exploration of customers' information concerning the

Table 1: Classifying related index with each variable

Resource	Variable	Number of index	Question
Mittal and Kamakura (2001) Bloemer and Lemmink (1992) Esch <i>et al.</i> (2006)	brand satisfaction	4	1-2-11-12
Delgado-Ballester (2004) Esch <i>et al.</i> (2006) Low and Lamb (2000)	brand trust	6	4-5-13-15-19-20
Thomson <i>et al.</i> (2005) Esch <i>et al.</i> (2006)	brand attachment	4	14-16-17-18
Mittal and Kamakura (2001) Esch <i>et al.</i> (2006)	current purchase	3	6-7-8
Esch <i>et al.</i> (2006)	future purchase	3	3-9-10
Mittal and Kamakura (2001)	number of question in questionnaire	20	

Table.2: Cronbach's alpha, the time and place of each test

First pretest	Cronbach's alpha 76%	Date: 23.03.2012 Place: management faculty of research and science Azad university No. 40	Existing questionnaire in a enclosed
Second pretest	Cronbach's alpha 88%	Date: 19.04.2012 Place: management faculty of Azad Tehran university (North branch)	existing questionnaire No. 40

market. In addition, in order to analysis all data, descriptive and comprehensive statistics were used. The diagrams and abundance methods were used to describe statistics and the structural model for a confirmative factorial analysis and variance analysis were used in analyzing these statistics.

In this research, these researchers examined the hypotheses outline above for customers of mineral water producers in Tehran. Student were recruited to participate from Tehran Azad Islamic University who were enrolled in four separate units including Management and Social Sciences College of Azad Islamic University (Tehran-North), Management College of Azad Islamic University (Tehran-Center), Management and Account College of Azad Islamic University (Tehran-South), Management and Economy College of Azad Islamic University (Sciences and research).

Brand trust was measured on two 5-point scales with the following items: "I rely on the brand" and "I trust the brand" (1 = I disagree, 5 = I agree). Brand satisfaction was measured following Mittal and Kamakura (2001) and Bloemer and Lemmink (1992) on a 5-point scale, with the question "Based on your own experience, how you would rate your satisfaction with this brand?" This scale ranged from (1 = very dissatisfied to 5 = very satisfied) (Mittal and Kamakura, 2001; Bloemer and Lemmink, 1992). Brand attachment was operationalized via the item "I feel strongly connected to the brand" and "I would strongly regret it if the brand was withdrawn from the market." Of note, the second statement was intended to measure the separation anxiety construct of attachment. Both statement were rated a scale ranging from (1 = disagree to 5 = fully agree).

Validity: To design a questionnaire for the current research, 5 variables is investigated which consists of

(brand Attachment, brand satisfaction, brand trust, current purchase and future purchase). In addition to the main article of Schmitt and Geus, which was reverse translated in order to doing necessary amendments in variables such as (brand trust, brand satisfaction, brand attachment). Other articles in Table 1, was used in gathering information, which was confirmed by advisor professor. Thus, according to what is mentioned above, questionnaire as the tools for gathering information has required validity.

Reliability: I this study, internal compatibility was used to measure the reliability. The most important index of internal compatibility of Cronbach's Alpha Test which shows that how can question of test measure a special feature.

Nunnally stated that more than 7% is acceptable for reliability but less than it was accepted in some articles. This test was used for those questions which measure a single concept. Thus, is appropriate to measure reliability of Likert spectrum which is used to remove improper Variable. It should be mentioned that Cronbach's Alpha coefficient doesn't show the error by external factors in test and difference among respondents and only measure internal compatibility of items.

In this research, Cronbach's Alpha was calculated based on SPSS software. In the first pretest, 76% and in the second pretest, 88% promoted. In the main distribution, among 390 questionnaires which give back, Cronbach's Alpha was calculated 91% (Table 2)

In this research, the tools of investigating documents, was used as secondary data. In this method, to define variables and concepts, we used foreign and local articles. For this purpose, we summarized the current resources and in final stage, proper subject were selected and used in current research.

Table 3: Measuring model with significant level of factorial load

Construction or factor	Sign	Path index	Standard deviation	Standard error	Significant level
Brand satisfaction	Q1	0/84	0/07	12	0/01
	Q2	0/65	0/08	8/12	0/01
	Q11	0/64	0/03	21/33	0/01
	Q12	1/09	0/08	13/62	0/01
Brand trust	Q4	0/75	0/2	3/75	0/01
	Q5	0/94	0/08	11/75	0/01
	Q13	0/57	0/04	14/25	0/01
	Q15	1/18	0/07	16/85	0/01
	Q19	0/66	0/04	16/5	0/01
	Q20	0/9	0/06	15	0/01
Brand attachment	Q14	0/59	0/04	14/75	0/01
	Q16	0/8	0/04	20	0/01
	Q17	0/5	0/06	8/33	0/01
	Q18	0/57	0/04	14/25	0/01
Current purchase	Q6	0/40	0/03	13/33	0/01
	Q7	1/09	0/08	13/62	0/01
	Q8	0/84	0/07	12	0/01
Future purchase	Q3	1/53	0/11	13/90	0/01
	Q9	2/79	0/18	15/50	0/01
	Q10	0/64	0/04	16	0/01

Current purchase behavior was measured using two items that focused on current purchase and usage patterns: “How often have you bought the brand in the past?” and “How often do you consume or use the brand?” Future purchase intentions were measured by “Do you intend to buy the brand in the future?” These items were rated on a scale ranging from 1 = not at all to 5 = very frequently (Macdonald and Sharp, 2000; Luk and Yip, 2008).

RESULTS

The results indicated that there are no meaningful differences between end users' interpretation regarding the five brands, Polor, Damash, Damavand, Koohrang and Vata, concerning the following seven variants: brand trust, brand satisfaction, brand attachment, current purchase and future purchase.

As such, these researchers came to the following conclusions:

- Regarding brand trust, customers had different levels of trust concerning the five brands at time of purchase.
- Regarding brand satisfaction, customers were at least somewhat satisfied with the five brands at time of purchase.
- Regarding brand attachment, customers had different attachments concerning the five brands at time of purchase.

The results of individual comparison of the brands under study connection to the five variables indicate in Table 3

As indicated in Table 3, all factors were properly examined by related standards. In other words, the nominated standards of researcher for examining the

considered factors, which were latent in this model of structural equations, had high accuracy. In order to examine whether the sample size was large enough according to estimated parameters and estimate the explaining power of the model, these researchers employed confirmative factorial analysis for the model. In considering an error limit of 1%, degrees of freedom = 240, a sample size of 390 and RMSEA = 0/082, the analysis resulted in 1, thus indicating that the estimated model corresponded to the sample size. Therefore, the current findings are reliable because the considered size was proportionate with the study's substructure. Additionally, in this stage, it was necessary to analyze the index of evaluation of fit for the confirmative factorial analysis model or measuring model.

CONCLUSION

The path index and construction model in comparison to dependency construction is shown in Table 4

Based on the Table 4 analysis, these researchers concluded the following:

- By increasing one unit of brand satisfaction, brand trust increased 5.18 units. Therefore, the results support Hypothesis 1; brand satisfaction had a direct effect on brand trust.
- By increasing of one unit of brand satisfaction, current purchase intentions increased 2.37 units; the more brand satisfaction, the higher current purchase intention of that brand. Therefore, Hypothesis 2 was accepted.
- According to the information obtained from the structural model, there were no significant differences between brand trust and future purchase intentions. Therefore, Hypothesis 3 was rejected. of

Table 4: Construction model in comparison to dependency construction

From construction	To construction	Standard parameter	T	Standard error	Significant level
Brand satisfaction	brand trust	1/09	5/18	0/21	0/01
Brand satisfaction	current purchase	0/3	2/37	0/13	0/01
Brand trust	future purchase	- 0/17	0/14	- 1/19	no significant
Brand satisfaction	brand attachment	0/08	0/67	0/12	no significant
Brand trust	brand attachment	0/87	9/22	0/09	0/01
Brand attachment	current purchase	0/15	2/16	0/06	0/01
Brand attachment	future purchase	0/25	2/17	0/12	0/01
Current purchase	future purchase	0/92	3/93	0/23	0/01

note, hypothesis of zero would be accepted regarding this matter that "brand trust has a direct effect on the future purchase."

- Concerning Hypothesis 4, by entering brand satisfaction into the covariance matrix structural model the concept model became imbalanced. Thus, the present path for the test of forth hypothesis was excluded from the statistical model since studying its simultaneous effect with other structures was not possible. Therefore, there was not enough evidence to adequately explore this hypothesis.
- Results suggest that the effect of brand trust on brand attachment intentions is meaningless; therefore, Hypothesis 5 was rejected and a zero accepted.
- According to the structural model the effect of brand attachment on current purchase was meaningful. Thus, Hypothesis 6 was accepted. In other words, if brand attachment increases, current purchase will also increase.
- Brand attachment, in terms of trust did not show a meaningful effect at the 0.001 level. Thus Hypothesis 7 was rejected and a zero hypothesis concerning brand attachment does not have a direct effect on future purchase was accepted.
- Current purchase revealed a meaningful effect on future purchase. Thus, Hypothesis 8 was accepted. In other words, by increasing current purchase by one unit, future purchase increases by three units.
- Findings of previous studies showed that current purchases are affected by directly by brand awareness and indirectly by brand image. In contrast, future purchases are not affected by either dimension of brand knowledge directly; rather, brand knowledge affects future purchases via a brand relationship. Thus, brand knowledge alone is not sufficient for building strong brands in the long term; brand relationship factors must be considered as well.

RECOMMENDATIONS TO RESEARCHERS

These researchers recommend that future research use similar method as the current study with similar variables at the national level. Since this research was conducted in relation to goods with low mental involvement and designed a class of consumed products (i.e., mineral water), these researchers recommend that future studies focus on classes of products with high

mental involvement, as well as draw comparisons between those products of high mental involvement and those of low mental involvement. In addition, it is possible to conduct this research in B2B markets since these markets involves interpersonal person relations and various brand factors maybe more clear. Finally, that future research includes more survey questions present in the literature in order to conduct comprehensive discovery investigations as well as repeated test.

Managerial implications: In brand management practice, brand image and brand awareness are considered the central variables for assuring the effectiveness of marketing campaigns. However, current results indicate that it is not sufficient to focus only on these two variables: especially when brands are intended to last forever. For long-term brand success, brand relationship variables, including brand trust, brand satisfaction and brand attachment, plays an important role in buying behavior. Since the creation of these relations often results in stable values among consumers and brands, the effects of these relationships may be clarified in the future. Therefore, brand managers are well advised to use measures of brand relationships in addition to brand knowledge measures. Managers should also develop strategic and tactical initiatives that ensure consumers are satisfied trust and feel attached to the brand. This may require managers employ standard marketing and communication techniques in addition to experiential marketing techniques, which result in increased interactions and emotional connections between the customer and the brand (Fournier, 1998; Clark, 1984; Clark and Mills, 1979).

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