

Determining the Role of Brand Loyalty on Online Consumer Behavior in the Mitigation Sites

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Abstract: The aim of this study is to determine the role of brand loyalty on online consumer behavior in the mitigation sites. In this regard, consumer behavior was defined as four variables including satisfaction, product variety, type of transaction and recommendations. This study is a functional and descriptive research. In this regard, according to the details and backgrounds, information was collected through questionnaires among the research community. The results indicate that there is a relationship between product diversification and more satisfaction of consumers. Also recommend for buying from the site to others leads to the satisfaction of other consumers and the type of transaction is related to customer satisfaction such that as satisfaction rate of each customer is higher, the normal use changes to account and personal panel. In this regard, due to the moderator role of brand loyalty, it can be stated that in buying, the discount of shopping sites is important and the results showed that the moderator role of brand loyalty is significant to the type of transaction and recommending to others but is not significant to product diversity.

Key words: Loyalty, consumer, behavior, mitigation, sites

INTRODUCTION

With the internet development, online shopping has increased so that in developed countries, >20% of buying product is done via the Internet. A proper understanding of consumers and consumption process leads numerous advantages. These advantages include helping managers to make decisions, preparing an analysis on the knowledge of consumers, contributing to legislation and regulators to establish rules for buying and selling goods and services and ultimately helping consumers to make better decisions.

Successful marketing starts with understanding of why and how consumer behavior is shaped (Rusta *et al.*, 2004). Because consumer behavior is subtle phenomenon and is not obvious constantly, so their function as consumers is often not predictable and not even describable. People with observing the purchase behavior, gain extensive experience in this field but despite this, all the do not have great insights about their behavior and as consumers, they are not aware from effective external factors purchase as well as their own internal processes that lead to the decision to buy (Samadi, 2003).

Changes in human knowledge lead to creation of new technologies (Sohrabi *et al.*, 2015). Internet and online shopping has many advantages including less time and more comparison with other products and one of the

major advantages is in sites that provide consumers discounts. These sites that are growing remarkably can attract huge market potential.

In Iran, some sites have been created in this context that in this study, one of the pioneers in this field, “net barg” site has been investigated. The importance of consumer behavior can be found in written books and articles in this regard (Sohrabi *et al.*, 2015).

And in this regard in recent years, consumer behavior in online shopping has been the focus of attention. Therefore, by increasing sales sites, studying the behavior of consumers is important in this way. And because there are also sites that offer discounts, consumer behavior on these sites is also very important.

Background: Ayfat (2005) examined consumer behavior in online shopping of durable goods. And the results of his research had suggested that consumer confidence in purchasing products that have high price is very low and buying these products is done in person, unless a warranty or more discounts will be offered.

Asayesh (2015) examines the impact of the internet on the behavior of consumers in the purchase of consumables and the results showed that the consumer behavior in purchasing consumer products on the Internet and physical buying is not much different.

Zad explores the relationship between individual psychological factors with consumer behavior in the “Tak Tazan Novin Kish co”.

The results showed that individual psychological factors (stimulating properties, cognition and emotion, personality characteristics and consumer confidence) linked to consumer behavior and among the factors, stimulating features has the most and confidence has the least connection with consumer behavior. In addition, average of individual psychological factors in men and women as well as in married and single persons are the same and is not different. Average of recognition factor and consumer feeling as well as a consumer personality traits in younger people is more than the other groups.

Khorshidi and Hosseinzadeh (2012) examined consumer behavior in relation to the decision to buy green goods. The results showed that between the environmental ideas and environmental public behavior, between the last experiences of consumers with perceived quality of green products, there is no significant correlation. Finally, it is concluded that with regard to the favorable opinions to the environment and among Iranian consumers and the positive correlation with green purchase behavior, if they be endured from quality of green products will apply toward the purchase of these goods.

Ashtiani examined the changes in consumer behavior in the wake of economic sanctions. The results showed that the perception of the discount, quality and capability of Iranian producer has a positive effect on the attitude of Iranian goods. Perceived behavioral control, attitude, subjective norm, knowledge and attitude toward sanctions has a positive effect on the intention of consumers on Iranian products.

Rah Namayi examines the factors affecting consumer behavior on Semi-prepared food (case study of Isfahan). In this article, using focal group method, we identify variables influencing consumer behavior and by exploratory factor analysis, the mentioned variables are reduced into seven independent factors.

Ballestar in an article studied the consumer behavior on cashback websites and noted the relationship between variables of product diversity, consumer interest, the type of interaction and consumer advice in cashback websites.

Pinki presented an article under the title of the factors influencing the consumer behavior. The results showed that many factors including individual characteristics and features of consumers affect decision process, shopping habits, purchasing behavior, purchasing action or retailers.

Haghshenas presented an article under the title of study of consumer behavior and the factors influencing purchasing decisions. In this study, the subject is consumer behavior and how people and challenged what they buy, why they buy and how they buy.

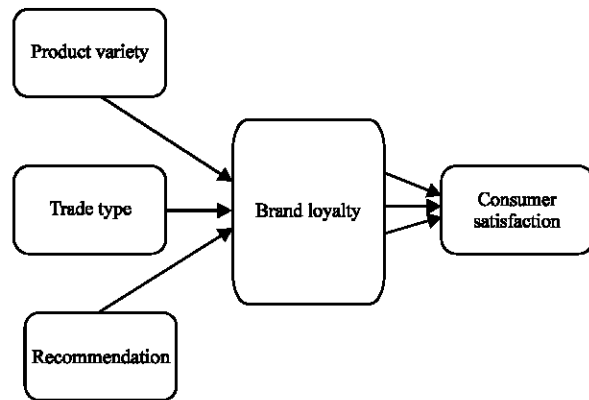


Fig. 1: Moderator role

Yue presented an article under the title of research on consumer behavior in C2C market. C2C an important part of e-Commerce. C2C market pricing is mainly due to the uncertainty of product quality. In this study, consumer behavior is divided into five categories.

Assumptions:

- H₁: There is a significant relationship between product variety and consumer satisfaction
- H₂: There is a significant relationship between trade type and consumer satisfaction
- H₃: There is a significant relationship between the advice to others and consumer satisfaction
- H₄: Brand loyalty in the relationship between product diversity and consumer satisfaction has the moderator role
- H₅: Brand loyalty in the relationship between trade type and consumer satisfaction has the moderator role
- H₆: Brand loyalty in the relationship between recommendation to others and consumer satisfaction has the moderator role (Fig. 1)

MATERIALS AND METHODS

Research methodology: The objective of this study is functional, because it is applied in cashback sites including “Net Barg” website and it will be used for the decision-making of executives. It is a survey-descriptive study because a questionnaire is used to collect information.

Methods and tools for data collection: Data collection method in this study is library and field and the tool to collect information in the library method includes books, articles, theses and web sites and in the field method, the tool is questionnaire.

Society: The current research community is customers of “Net Barg” website in the City of Tehran, so which one used at least once from this discount and will be studied as a society. So, it can be concluded that the research community is just unlimited.

Statistical sample: In Cochran formula, sample is obtained for community more than 15000000 people. It should be noted that sampling method is simple random:

$$n = \frac{((z\alpha/2 \times p \times (1-p)))}{\epsilon^2} = \frac{(1.96)^2 \times 0.5 \times 0.5}{0.05^2} = 384$$

Method of information analysis: Method of information analysis is divided into two parts of descriptive and inferential. In the descriptive study, central and dispersion indices will be discussed.

Also in the descriptive section using structural equation, the assumptions and response to assumptions will be discussed. It should be noted that the software PLS is used in this context.

RESULTS AND DISCUSSION

Findings

KMO sampling adequacy test: Significance of chi-square test or Bartlett's sphericity test is minimum necessary condition for using structural equation. In Bartlett test, rejecting the null hypothesis suggests that the correlation matrix has significant information and the minimum requirements for factor analysis and structural equation exist.

Table 1 shows that the amount KMO is 0/880 and due to the significance level (0.000), Bartlett’s test is significant; so, according to sampling adequacy and Bartlett’s test significance, correlation matrix of data for structural equations is possible.

Reliability and validity of the model evaluating and questionnaire: Reliability and validity and evaluating the model: In order to assess the validity and reliability of the questionnaire, Cronbach’s alpha is used. Obtained alpha value indicates variable reliability for structures. Also, in order to assess the validity of questionnaire, validity of construct is used. The purpose of construct validity is convergent and divergent (discriminate) was used.

Factor loading values of each of the items is above the 0/50 and significant values in 0/05 is over 1/96. Also,

Table 1: The amount of KMO and Bartlett’s test result for the correlation matrix of variables

Parameters	Values
Sampling adequacy test	0.76
Bartlett’s sphericity index	2773.001
Degree of freedom	292
The significance level	0.000

the extracted mean variance (AVE) is higher than 0/40 and all structures with Combined Reliability (CR) is higher than 0/50.

Testing the hypotheses using structural equation modeling (PLS):

For approve or reject the hypothesis of a study, significant coefficient (test t) is used and if the t-statistic is >1.96 or <-1/96 (at the level of 5%), the hypothesis is confirmed and significant effect between the two variables is obtained. Also in the measurement model, it is also observed that the functional coefficient for each variable is higher than 0/50% (Table 2).

The findings of the first hypothesis: In the first hypothesis, it was claimed that there was a significant relationship between product diversification and consumer satisfaction. Statistical analysis according to the Chart (2) shows that a significance number between the two variables is same (3.221) that this amount is >1/96, then after assuming 95% confidence, probability of this hypothesis is not rejected.

The findings of the second hypothesis: In the second hypothesis, it was claimed that there was a significant relationship between trade type and consumer satisfaction. Statistical analysis according to the Chart (2) shows that a significance number between the two variables is same (2.001) that this amount is >1/96, then after assuming 95% confidence, probability of this hypothesis is not rejected.

The findings of the third hypothesis: In the third hypothesis, it was claimed that there was a significant relationship between recommendation to others and consumer satisfaction. Statistical analysis according to the Chart (2) shows that a significance number between the two variables is same (2.89) that this amount is >1/96, then after assuming 95% confidence, probability of this hypothesis is not rejected.

The findings of the fourth hypothesis: In the fourth hypothesis, it was claimed that brand loyalty in the relationship between product diversity and consumer satisfaction has the moderator role. Statistical analysis according to the Chart (2) shows that a significance

Table 2: Summarize of the test results of hypotheses

Result	Significant coefficient	Hypothesis
Non-rejected	3.221	The first hypothesis: There is a significant relationship between product variety and consumer satisfaction
Non-rejected	2.001	The second hypothesis: There is a significant relationship between trade type and consumer satisfaction
Non-rejected	2.890	The third hypothesis: There is a significant relationship between the advice to others and consumer satisfaction
Rejected	1.336	The fourth hypothesis: Brand loyalty in the relationship between product diversity and consumer satisfaction has the moderator role
Non-rejected	2.196	Fifth hypothesis: Brand loyalty in the relationship between trade type and consumer satisfaction has the moderator role
Non-rejected	2.717	Sixth hypothesis: Brand loyalty in the relationship between recommendation to others and consumer satisfaction has the moderator role

number between the two variables is same (1.336) that this amount is $>1/96$, then after assuming 95% confidence, probability of this hypothesis is not rejected.

The findings of the fifth hypothesis: In the fifth hypothesis, it was claimed that Brand loyalty in the relationship between trade type and consumer satisfaction has the moderator role. Statistical analysis according to the Chart (2) shows that a significance number between the two variables is same (2.196) that this amount is $>1/96$, then after assuming 95% confidence, probability of this hypothesis is not rejected.

The findings of the sixth hypothesis: In the sixth hypothesis, it was claimed that Brand loyalty in the relationship between product diversification and consumer satisfaction has the moderator role. Statistical analysis according to the Chart (2) shows that a significance number between the two variables is same (2.717) that this amount is $>1/96$, then after assuming 95% confidence, probability of this hypothesis is not rejected.

CONCLUSION

The results indicate that there is a relationship between product diversification and more satisfaction of consumers. Also, recommendation of buying from the site to others creates the satisfaction of other consumers. And the type of transaction is related with customer satisfaction such that as higher level of

customer satisfaction, the normal use changes to account and personal panel. In this regard, due to the moderator role of brand loyalty, it can be stated that in buying, the discount of shopping sites is important and the results showed that the moderator role of brand loyalty is significant to the type of transaction and recommending to others but is not significant to product diversity.

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