

INVESTIGATE THE EFFECT OF BRAND SELF-CONGRUITY, AWARENESS OF RETAIL, RETAIL BRAND ASSOCIATION AND PERCEIVED QUALITY OF RETAIL BRAND ON PURCHASE INTENTION OF CUSTOMERS

^aSIAVASH ZANGANEH, ^bEBRAHIM ALBONAIEMI

^aMA of Business Management - International Business,
Department of Management, Persian Gulf International Branch,
Islamic Azad University, Khorramshahr, Iran

^bAssistant professor, Department of Management, Persian Gulf
International Branch, Islamic Azad University, Khorramshahr,
Iran

Email: ^asiavash.zanganeh12@gmail.com,

^bEbrahimnaiemi@yahoo.com

Abstract. The aim of present research is investigate the effect of brand self-congruity, Awareness of retail, Retail brand association and Perceived quality of retail brand on purchase intention of customers. Present research, in terms of the type of research is applied and in terms of methods is descriptive-survey. The sample size has been selected by using Cochran formula. In first hypothesis; brand Self-Congruity has a positive and significant impact on attitude to retail. In second hypothesis; Awareness of retail has a positive and significant impact on attitude to retail. In third hypothesis; Retail brand association has a positive and significant impact on attitude to retail. Fourth hypothesis; Perceived quality has a positive and significant impact on attitude to retail. In fifth hypothesis; Attitude to retail has a positive and significant impact on purchase intention.

Keywords: self-congruity, retail awareness, brand association, Perceived quality, purchase intention.

1 Problem Statement

Today, perhaps more quickly than any other time in recent history, competitive business environment is changing (Rakam, 2000). On the other hand, high effect of consumer behavior on intensity of competition in these markets lead to further studies in the field of marketing. In this regard, a deep understanding of consumer behavior without knowing the factors influencing on his behavior seems unlikely. Thus, there is a need to understand the factors that effect on behavioral intentions of consumer. Purchase intention is one of the key concepts in marketing and scientific research in a range of products and services that could be considered for different purposes. For this reason, many marketing efforts are focused on this stage of consumer behavior (Harmon, 1982). Purchase intention is a planning that has been created before actual purchase. In fact, for influencing on customer behavior, must be controlled a step before the actual purchase that is intention to do behavior by customer (Belch & Belch, 2011). Behavior intention indicated the severity of intention and person will to do the goal behavior. Fyshbn and Ajzen defined intention as determinant of action in a certain direction. They also defined intention as subjective probability of forming a particular behavior. For example, plan to purchase a particular product has been diagnosed as predictors of actual behavior in the product purchase (Ramayaha et al., 2010). Usually, there is a delay between purchase intention and actual purchase, especially about the products with high complexity and with high intellectual engagement. Totally, purchase intention is a basis to match between purchase incentives and characteristics of desired brands (Moharam and Shavaki, 2012). According to studies conducted, purchase intention is a variable that can be influenced by many factors such as attitude to retail (Doss, 2014). Attitude is a set of beliefs, emotions and behavioral intentions toward an object, person or event. In other words, this variable is relatively stable tendency to a person, thing or event that appears in emotion and behavior (Gholipour, 2007). In order to examine the consumer behavior, attitude also can be defined as follows: evaluational inclination of a consumer in agree or disagree directions of any element in her and his market area (Samadi, 2007). With regard to the importance of attitude as the behavioral variable, the impact of different variables has been investigated on them such as brand self-congruity, brand association, Retail brand association and brand perceived quality (Helgeson and Supphellen, 2004).

With regard to the importance of brand in the retail industry, the aim of present research is investigate the effect of brand self-congruity, Awareness of retail, Retail brand association and Perceived quality of retail brand on purchase intention of customers.

2 Theoretical Foundations

Brand Self-Congruity: always Self-congruity widely has not been accepted and for a length of time scholars discussed to confirm its importance (Boksberger, et al., 2011; Hughes & Guerrero, 2012; Aaker, 1997; Aaker, 1999). However, the theory has reached a state of general acceptance. Self-congruity's importance has been confirmed in various venues, such as sponsorship events (Mozodier & Merunka, 2011), retail store choice (Willems & Swinnen, 2011), tourism (Boksberger, Dolnicar, Laesser, & Randle, 2011), the housing market (Sirgy, Grzeskowiak & Su, 2005) and even career choice (Nolan & Harold, 2010). In response to progression in self-congruity research that suggested conflicting conclusions about the theory's validity, Aguirre-Rodriguez, et al., (2012) conducted a meta-analysis of self-congruity and found evidence of a robust self-congruity effect. Their conclusions show that "the self-congruity construct is a robust and valid basic for emerging and current consumer identity and symbolic consumption research (Aguirre-Rodriguez, et al., 2012).

Brand association: Brand association includes all brand-related feelings, thoughts, images, perceptions, beliefs, experiences, and attitudes (Kotler and Keller, 2006) and is anything 'related in memory to a brand (Aaker, 1991). Such associations may include personality of brand (Aaker, 1997) and relationships (Fournier, 1998).

Brand awareness: awareness (Brand) is the probability that, consumers are familiar about the availability and accessibility of a firm's service and product. If an organization has a successful and good brand awareness it means that the services and products of the firm have an acceptable reputé in the market (Gustafson & Chabot, 2007). The awareness of the brand has a significant role while purchasing a service or product and may have control on perceived risk evaluation of consumers and their level of assurance about the buying decision with regard to brand awareness.

Perceived quality: Perceived quality define as the consumer's judgment about the superiority or quality of a service or product (Zeithaml, 1988). Also, Yoon and Kim (2011) mention perceived quality refers to evaluation of customers about a brand or a product that meet the consumer's expectation. Hoch and Banerji (1993) indicated that quality is the success factor in the battle between private labels and national brands. Also, some recent research stated that perceived quality is one of the most important factors that affect intention of consumer purchase toward private label services and products (Jaafar & Laip, 2012; Wu et al., 2011).

Purchase intention: purchase intention widely has been used as a measure of purchase behavior of consumer after evaluating and considering the services and products (Grewal et al, 1998). Ajzen (1991) defined that intentions represent motivational components of a behavior and level of conscious effort that a person will exert for performing a behavior. Thus, intention of purchase reflects the likelihood in which the consumers will buy certain services or products in the short-term buying decision (Wu et al., 2011).

Attitude to Retail: attitude define as long-term organizing of motivational, emotional, cognitive and perceptual processes according to some environmental aspects that person has been

located in which. To measure attitudes to retail is used the offered items by d'Astous and Le'vesque (2003).

3 Research hypotheses

Ebrahimi et al., (2012) in research entitled "analyzing factors affecting consumers' attitude and intention to purchase counterfeit products of luxury brands in clothing industry" analyzed the factors influencing on Consumers' attitude toward counterfeit products and intention to purchase such products in clothing industry that has been done in Sari. Study Findings have indicated that the factors as Personal gratification ·Value consciousness ·Price-quality inference ·Social Effect ·Ethical Issues ·Subjective norm ·perceived risk ·Brand consciousness ·have meaningful effect on attitude to counterfeit products & the impact of Brand prestige ·Brand Loyalty ·Risk averseness ·was not meaningful on view about counterfeit products. Besides ·the findings have shown that attitude toward counterfeit products has a meaningful effect on intention to purchase such products.

Haj Karimi et al., (2009) in research entitled "A Study of Service Encounter Quality and Customer Loyalty in Business Service Organizations" have introduced six hypotheses based on conceptual model of the research. Results showed that customer's perceptions of Service Encounter Quality has a positive relationship with the Service Quality and customer satisfaction. Moreover ·results show a direct relationship between customer satisfaction and customer perceptions of service quality. Also, results show a positive relationship between service quality and customer's loyalty, and a direct relationship between customer's satisfaction and their loyalty. Finally results show customers loyalty to employees lead to their loyalty to the organization.

Helgesen et al., (2010) in research entitled "Impacts of store and chain images on the "quality-satisfaction-loyalty process" in petrol retailing" have investigated chain image and store image as well as store satisfaction are treated as mediators of assortment, service quality and price, on store loyalty. The findings suggest that chain image and store image are different concepts and that a two-level image building approach is an important aspect for petrol retailing. All the three mediating variables influence store loyalty, but image building (chain and store) seems to be more important than satisfaction creation, mediating about 23 of the impacts of the store loyalty drivers. However, the effects of chain image on store loyalty are entirely mediated by store image and store satisfaction, implying that the petrol station manager to a large extent can influence the drivers of loyalty. Service quality was the decisive loyalty driver.

Gil et al., (2007) in research entitled "Family as a source of consumer- based brand equity" analyses the role played by the family on consumer- based brand equity. In the proposed model, information of a brand provided by both the family and the firm (via price, promotion and advertising spending) is analyzed as a source of consumer- based brand equity and its dimensions. Results prove that positive brand information provided by the family has effects on the formation of brand awareness- associations and perceived quality, and this may lead in turn, to brand loyalty and overall brand equity. The effects of the information provided by the family are higher than those of the marketing variables studied. Results also show that brand loyalty is much closer to the concept of overall brand equity than brand awareness- associations and perceived quality.

Huang et al., (2004) in research entitled "Consumer attitude toward gray market goods" establishes a valid measure of consumer attitude toward gray market goods and investigates the relationships between consumer attitude toward gray market goods and their antecedents. Data analysis reveals that both price-quality inference and risk averseness significantly and negatively affect consumer attitude toward gray market goods.

Decalo (2005) in research entitled "The Effects of Sales Message and Suspicion of Ulterior Motives on Salesperson Evaluation" investigated the extent to which a salesperson's presentation and consumer suspicion of ulterior motive affect salesperson evaluations and purchase intentions. Study indicated that a salesperson's presentation plays an essential role in confirming or discontinuing consumer suspicion and that this process has important implications in the formation of salesperson attitudes. Evidence from Study also demonstrated that these interaction effects are mediated by persuasion-motive attributions. The findings also support a direct link between attitude toward the salesperson and purchase intentions.

4 Research Hypotheses

First hypothesis: brand Self-Congruity, has a positive and significant impact on attitude to retail.

Second hypothesis: Awareness of retail has a positive and significant impact on attitude to retail.

Third hypothesis: Retail brand association has a positive and significant impact on attitude to retail.

Fourth hypothesis: Perceived quality has a positive and significant impact on attitude to retail.

Fifth hypothesis: Attitude to Retail has a positive and significant impact on purchase intention.

5 Methodology

The aim of present research is investigate the effect of brand self-congruity, Awareness of retail, Retail brand association and Perceived quality of retail brand on purchase intention of customers. In terms of methodology, this survey is correlational research. Also, present research is descriptive research based on method of obtaining required data and based on its purpose. Present research, in terms of the type of research is applied and in terms of methods is descriptive-survey. In this research with regard to the type of research, the extent of statistical population and the complexity of statistical sample and for faster access to the opinions of respondents, the best method of data collection were considered questionnaire in this study. To formulate principles, definitions and theoretical concepts were used library resources that the most important and useful sources includes internet search engines, information banks and resources and university libraries in the country. In order to evaluate the validity of the data achieved through instrument (questionnaire) readers, advisors, and experts. A group of 30 persons were selected from the subjects and the questionnaire distributed among them. Statistical population of this research includes all customers of Tejarat Bank in Ahvaz city. The sample size has been selected by using Cochran formula. 386 questionnaires distributed collected. Sampling method in this study is non-probability available sampling. Lisrel and SPSS software's has been used to investigate the research hypothesis.

5.1 Validity and Reliability of questionnaires

In the current study, to assess validity of questionnaire were used content validity methods. The internal reliability of the items was verified by computing the Cronbach's alpha. A group of 30 persons were selected from the subjects and the questionnaire distributed among them. Cronbach's alpha values was obtained for total of questionnaire factors is higher than 0.70 which shows that our research variables are reliable and there exists internal consistency between them. Reliability of questionnaire tested in the table 1.

Table 1: Cronbach's alpha coefficient

Factors	Cronbach's alpha
brand Self-Congruity	0.77
Awareness of retail	0.87
Retail brand association	0.81
Perceived quality	0.82
Attitude to Retail	0.83
purchase intention	0.80
Total	0.79

5.2 Age of participants

The age classification of participants are; 66 people are Under 25; 160 people are between 26 – 35; 96 people are between 36 – 45 and 64 people are more than the age of 46 (table 2):

Table 2: Distribution of respondents according to age

Age	Frequency	Percent
Under 25	66	% 17.1
26 – 35	160	% 41.5
36 – 45	96	% 24.9
More than 46	64	% 16.6
Total	386	% 100

5.3 Gender of respondents

Gender of respondents are: 250 people are man (% 64.8) and 136 people female (% 35.2) (table 3).

Table 3: Gender of respondents

gender	frequency	percent
Female	136	35.2
Man	250	64.8
Total	386	100

5.4 Educational background

The educational background of the participants are; 107 people diploma (% 27.7), 223 people Super- diploma and Bachelor (% 57.8), 56 people Master degree and higher (% 14.5) (table 4).

Table 4: educational background

educational background	Frequency	%
diploma	107	27.7
Super- diploma and Bachelor	223	57.8
Master and higher	56	14.5
Total	386	100

5.5 Describes the research variables

In table 5, research variables has been explained with regard to descriptive statistics include Mean, Standard deviation, Maximum and Minimum (table 5).

Table 5: Descriptive statistics of variables

Variables	SD	mean	Max	Min	N
brand Self-Congruity	0.77521	3.7503	5.00	1.00	386
Awareness of retail	0.72090	3.5523	5.00	1.20	386
Retail brand association	0.64324	3.4544	5.00	1.80	386
Perceived quality	0.71559	3.4497	5.00	1.60	386
Attitude to Retail	1.01537	3.1943	5.00	1.00	386
purchase intention	0.80826	3.4158	5.00	1.00	386

Inferential statistics

5.6 Investigate data normalization

The standard error of kurtosis coefficient and standard error of Skewness coefficient can be used in order to Normality tests. If value be less than 2 or greater than +2, normality is rejected. Results show that standard error of kurtosis coefficient and standard error of Skewness coefficient has been between -2 and

2. Thus, data distribution is normal (Momeni, 2008: 32) (table 6).

H0: Data are normally distributed.

H1: Data are not normally distributed.

Table 6: Elongation and skewness related to variables

	Elongation		Skewness		N
	percentage error	Statistical numbers	percentage error	Statistical numbers	Statistical numbers
brand Self-Congruity	0.248	0.656	0.124	-0.747	386
Awareness of retail	0.248	0.018	0.124	-0.381	386
Retail brand association	0.248	-0.354	0.124	0.154	386
Perceived quality	0.248	-0.199	0.124	-0.50	386
Attitude to Retail	0.248	-0.838	0.124	-.081	386
purchase intention	0.248	-0.246	0.124	-0.170	386

5.7 Pearson correlation test

Pearson correlation test has been mentioned in the table 7. With regard to the obtained values, it can be concluded that there is a

significant relationship between the dependent and independent variables in all relationships.

Table 7: Pearson correlation test

independent variable	dependent variable	error Level	Sig	correlation coefficient
brand Self-Congruity	Attitude to Retail	0.05	0.000	0.213
Awareness of retail	Attitude to Retail	0.05	0.000	0.394
Retail brand association	Attitude to Retail	0.05	0.000	0.264
Perceived quality	Attitude to Retail	0.05	0.000	0.510
Attitude to Retail	purchase intention	0.05	0.000	0.505

6. Research hypotheses test

Model fitting indices

Amount of Chi-square division on df is between 1 and 5 and equal to 3.25. Also, RMSEA amount has been less than 0.08 and is equal to 0.076. In result, Model has a good fit to examine the hypothesis. The following table shows the parameters extracted from the model (table 8).

Table 8: goodness of fit results

	Allowed value	Index value
GFI	>0.9	0.87
AGFI	Nearly one	0.82
NFI	>0.9	0.92
RFI	>0.9	0.89
IFI	>0.9	0.94
NNFI	>0.9	0.92
RMR	Nearly zero	0.068
CFI	> 0.9	0.94
PNFI	> 0.6	0.69

7. Research results

7.1 Analysis of hypotheses

First hypothesis: brand Self-Congruity has a positive and significant impact on attitude to retail.

Standard coefficient for this hypothesis is equal to 0.22 that is between -1.96 and 1.96. Also, significant number for this hypothesis is equal to 2.58. Since this number is more than 1.96, it can be concluded that first hypothesis is confirmed. In other words, brand Self-Congruity has a positive and significant impact on attitude to retail. Result of this hypothesis is consistent with research of Doss (2014) and Doss et al., (2014).

Second hypothesis: Awareness of retail has a positive and significant impact on attitude to retail.

Standard coefficient for this hypothesis is equal to 0.33 that is between -1.96 and 1.96. Also, significant number for this hypothesis is equal to 3.39. Since this number is more than 1.96, it can be concluded that first hypothesis is confirmed. In other

words, Awareness of retail has a positive and significant impact on attitude to retail. Result of this hypothesis is consistent with research of Doss (2014), Doss et al., (2014).

Third hypothesis: Retail brand association has a positive and significant impact on attitude to retail.

Standard coefficient for this hypothesis is equal to 0.29 that is between -1.96 and 1.96. Also, significant number for this hypothesis is equal to 2.15. Since this number is more than 1.96, it can be concluded that first hypothesis is confirmed. In other words, Retail brand association has a positive and significant impact on attitude to retail. Result of this hypothesis is consistent with research of Doss (2014), Doss et al., (2014) and Ebrahimi et al., (2011).

Fourth hypothesis: Perceived quality has a positive and significant impact on attitude to retail.

Standard coefficient for this hypothesis is equal to 0.33 that is between -1.96 and 1.96. Also, significant number for this hypothesis is equal to 4.17. Since this number is more than 1.96, it can be concluded that first hypothesis is confirmed. In other words, Perceived quality has a positive and significant impact on attitude to retail. Result of this hypothesis is consistent with research of Doss (2014), Doss et al., (2014), Ebrahimi et al., (2011) and Jen Hung et al., (2004).

Fifth hypothesis: Attitude to Retail has a positive and significant impact on purchase intention.

Standard coefficient for this hypothesis is equal to 1.01 that is between -1.96 and 1.96. Also, significant number for this hypothesis is equal to 8.87 (table 9). Since this number is more than 1.96, it can be concluded that first hypothesis is confirmed. In other words, Attitude to Retail has a positive and significant

impact on purchase intention. Result of this hypothesis is consistent with research of Doss (2014), Doss et al (2014), Ebrahimi et al., (2011), Jen Hung et al., (2004), Decalo (2005) and Ghazizadeh et al., (2012).

Table 9: Analysis of hypotheses

hypothesis	independent variable	dependent variable	Path coefficient	T statistics	Result
1	brand Self-Congruity	Attitude to Retail	0.22	2.58	confirmed
2	Awareness of retail	Attitude to Retail	0.29	2.15	confirmed
3	Retail brand association	Attitude to Retail	0.33	3.39	confirmed
4	Perceived quality	Attitude to Retail	0.33	4.17	confirmed
5	Attitude to Retail	purchase intention	1.01	8.87	confirmed

8 Conclusion and Recommendations

The aim of present research is investigate the effect of brand self-congruity, Awareness of retail, Retail brand association and Perceived quality of retail brand on purchase intention of customers. In first hypothesis; brand Self-Congruity has a positive and significant impact on attitude to retail and result of this hypothesis is consistent with research of Doss (2014) and Doss et al., (2014). In second hypothesis; Awareness of retail has a positive and significant impact on attitude to retail and result of this hypothesis is consistent with research of Doss (2014), Doss et al., (2014). In third hypothesis; Retail brand association has a positive and significant impact on attitude to retail and result of this hypothesis is consistent with research of Doss (2014), Doss et al., (2014) and Ebrahimi et al., (2011). In fourth hypothesis; Perceived quality has a positive and significant impact on attitude to retail and result of this hypothesis is consistent with research of Doss (2014), Doss et al., (2014), Ebrahimi et al., (2011) and Jen Hung et al., (2004). In fifth hypothesis; Attitude to Retail has a positive and significant impact on purchase intention and result of this hypothesis is consistent with research of Doss (2014), Doss et al., (2014), Ebrahimi et al., (2011), Jen Hung et al., (2004), Decalo (2005) and Ghazizadeh et al., (2012). Based on the obtained results, the following suggestions are offered: Marketing decisions related to the brand should be taken in the long term by marketers. Given that the store brand awareness among customers can provide a ground for increasing their purchase intention, one of the most effective tools to inform the people about brand is effective and targeted advertising. Should be expressed the clear and specific definition of the brand in the first place that be easily recognizable and persuasive. Brand awareness is the first step in creating a positive attitude and brand loyalty and reflects the customer ability to identify a brand in mind. Managers and marketers should be adopt cultural practices and extensive advertising for brands. No organization cannot be confident about a positive attitude and customer loyalty and all organizations at every opportunity can increase their calls and relations with customers; Providing services during the purchase and after purchase to customers especially the principal customers for creating favorable image in them; Creating the special customers database, relationship with them and encourage them to do mouth to mouth commercials; providing products with expected quality of customers or products beyond their expectations.

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