THE STUDY OF BRAND RELATIONSHIP QUALITY AND CUSTOMER BEHAVIORAL INTENTIONS IN RELATION TO COSMETIC PRODUCTS MARKET

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ABSTRACT

In today's business world, even the best service providers may make some mistakes. Since most services are labor-dependent and these services are simultaneously produced and consumed, service failures are fairly common in service providing sector. This is why brands are very important for service providing sectors. Due to the intangibility of services, makes it rather hard for customers to evaluate the quality and content of the services. Therefore, the service providing brands have the chance for reducing the risks of buying services. In marketing, it's been proven that customers build a relationship with a brand and try to maintain it. This basically means that a brand can be a potential partner of this relationship. A great number of researchers in service providing market have stated that the quality of consumer-company relationship affects customer's reactions to service failures. Some of them believe this relationship can decrease customer's dissatisfaction after service failure. This study presents a definition of Fournier's brand relationship quality and examines its effect on customer's behavioral intentions, including word of mouth and repurchase, after service failure. In addition, a review of previous studies is presented. This is done using the theoretical models, which is extracted from research of Xie and Heung in 2012, and seven hypotheses are examined. The method used for data analysis is structural equation modeling and overall of 60 participants in "Management research and development center" have been included in this study. As well as examining the reliability of questionnaire by the experts, the stability of our questionnaire was tested using Cronbach's alpha test. After all six hypotheses were accepted. Findings of this study show that BRQ has a significant effect - both direct and indirect - on behavioral intentions. Thus, BRQ could play a key role in reducing the customer negative emotional responses. Therefore, if the institute tries to build a better relationship with its customers, in cases of service failure they can manage the negative effects in a more plausible way.

Key words: Service Failure, Attribution Theory, Brand Relationship Quality, Fournier Framework, Behavioral Intentions

Introduction

In our country for several years the concept of Brand has been seen in marketing literature and also in economical texts especially fast - consumed products industry and some valuable activities have been done in this field. Always having positive and discrete face in customers' mind for a Brand considered as competitive advantage. This positive appearance relating to Brand advantage created Brand beneficiary customers purchase intent. Despite of this issue importance, statistic showed during recent years that active internal brands in household devices industry towards foreign Brands had no suitable appearance in customers' mind. Khorshidi et al (2010). It is determined in the results of Chirani and Fardsabouri studies (2011) that among Gilani customers more than 80% of purchased brands belonged to foreign brands and customers preferred in the condition of comparing inside and outside brands due to lack of positive appearance of internal products more referred to foreign products. It must be regarded that the brand Parskhasar with 5 percent share of Chirani and Fardsabouri study (1390) as a studied brand in this research is not excluded and it seems that if this brand could increase the chance of being in customer purchase basket by some activities in the field of visaging beyond regarding marketing traditional variables such as cost, application, improvement and distribution of their competitive aspect and by presenting divers advantages for the customer, it would create more satisfaction and loyalty.

Successful organizations as the most important methods for creating added-value for both customers and their related organization must use of this procedural instruments in the best form by recognizing Brand conception, designing and performance of effective and efficient strategies and regarding economy and commerce global trends. Brand of the company would be as an instrument for making a distinction between other brands nowadays. The frame for brands relationship quality asserted (by Fournier in 1998). And refer to the brand relationship quality in customer's life and needs. Brand relationship defines human transactions. This frame can create strong connection with customer and brand and make more endure to failure in the service process. The most critical issue in organizations to be measured is customer behavioral intentions. It is necessary to create customer behavioral intentions due to the intense competition and saturated market situations. The world is turning towards the loyal customers from satisfied ones as it is the most integral part of the present businesses. In the era of extreme competition, research concludes that building of durable customer relations for long lasting business is mandatory for managers. It is the matter of concern to find out whether loyalty is a behavioral measure or an attitudinal measure. Nowadays consumers consider their requirements more than usual and they are highly expecting the spectacular standards of service (Chen, Mei-, Fang and Mau, 2007).Customer behavioral intentions measures are different in different fields. In 2004 Beerlie et al assumed another dimension of behavioral intentions and recognized it as essential dimension, it defined behavioral intentions as habitual and further claimed that staying with a definite trademark is better for a customer than consuming energy to change it. Cumulatively most of the researchers have discriminated between interactive and effective loyalties. Here we take the example of bank for understanding both concepts. In Interactive behavioral intentions the customer desires to use the bank in future as well, whereas effective behavioral intentions describes the extent a customer desires to use the bank and the attitude what the bank is. Bloemer et al. (1988)

explains that the outcomes from studies on service behavioral intentions could not be pertained to product behavioral intentions, as service behavioral intentions applied to customer-clerk connection.

Customer behavioral intentions as a research question is not new and past researchers have studied an arrangement of aspects leading to customer behavioral intentions, such as customer satisfaction, service quality, switching barriers and trust. Sustaining the present customers is mandatory for saturated service organizations such as mobile. Hence customer behavioral intentions is an exceptionally vital issue for mobile service providers. Rather, in mobile marketing customer behavior investigation, extreme attention has been given to preliminary adoption and acceptance whereas a bit has to after purchase concepts, like customer satisfaction and customer behavioral intentions (Varnali and Toker, 2009). In many researches, we pay attention to customer behavioral intentions in the sector of mobile communications. From customer's point of view two dimensions of service influence the decision to linger or to leave: what compels a consumer to stay, and the costs that are tangible and intangible to switch to another provider. The previous one is a pull-in force, at the same time the next is a push-back force. Satisfaction and trust includes the pull-in force in relationship quality. There is normally no reason for satisfied and contented customers to leave. No doubt a favorable reputation makes firms able to charge high prices, and give the competitors tough time to compete and create motivating impact on the firms (castro et al,2006).Simultaneously there are advantages for those organizations that are able to sustain and create trust of high level for their organizations among customers (keh and Xie 2009 ;Lasi 2013). Organizations who are able to create trust for its corporate brands can reap marketing benefits and a huge number of customer retention (Lasi 2013).

Statement of the Problem

Customer behavioral intentions has been studied in different directions, from measurement to its relationships with other business aspects. Some researchers have provided possible means of measuring customer behavioral intentions (Lewis, 2006). Meanwhile other authors like Wilson et al. (2008) demonstrated some determinants of customer behavioral intentions to be product and service quality, price, personal and situational factors (Wilson et el., 2008, p. 79-80). Some researchers have looked into the relationship between total quality management and customer behavioral intentions. (Wen-Yi, et al, 2009, p.957-975). Because customer behavioral intentions is also based upon the level of service quality provided by the service provider (Lee et al., 2000, p. 226) and service quality acts as a determinant of customer behavioral intentions (Wilson et al., 2008, page 79-80). Other authors have brought out theories relating customer behavioral intentions and service quality in their researches. Wang & Hing-Po, (2002, p. 50-60) measured service quality in China's mobile phone market and emphasis on the dynamic relationship among service quality, customer value, customer behavioral intentions and their influence on future behaviors after the key drives of customer value and customer behavioral intentions are identified.

In relation to the idea of Lee et al. (2000, p. 226), some authors examined the relationship between service quality, customer behavioral intentions, and store loyalty within the retail

department store context and found out that; "service quality influences relative attitude and behavioral intentions with department stores." (Sivadas & Baker-Prewitt 2000, p. 73- 82). Because service quality is following all aspect of business, Kuo, (2003) conducted a research on service quality of virtual community websites among college students of three major universities in Taiwan and got poor results of the service quality level of this dimension is the poorest in relating customer behavioral intentions and service quality. In trying to relate the result of these past researchers on nonprofit organizations, Bennett & Barkensjo (2005) studied of relationship quality, relationship marketing, and client perceptions of the levels of service quality of charitable organizations of service quality and customer behavioral intentions and got a result which was suggesting that "the SERVQUAL approach is indeed applicable within the non-profit domain" (Bennett & Barkensjo 2005, p. 102) To comply with what Bennett & Barkensjo (2005) suggested, Negi (2009), investigated the relevance of customer-perceived service quality in determining the overall behavioral intentions of customers in the context of mobile services. Service quality and customer behavioral intentions have been proven from past researches to be positively related (Baker-Prewitt, 2000; Kuo, 2003; Gera, 2011) but no study had tested the service quality dimensions directly to see if it is related to customer behavioral intentions, thus, there is a need to test the direct relationship between each of the service quality dimensions and customer behavioral intentions. Moreover, it has been proven that service quality could be evaluated with the use of the other two dimensions of service quality that is technical and functional (Bennett & Barkensjo, 2005, p. 102; Laroche et al., 2004) with the customer perspective.

Nowadays brands using as a mechanisms for access competitive advantages (wood 2000) and brand have symbolic value to introduce customer (Albert et al, 2012). In marketing consumer make a relationship with brand and try to remain the brand. A brand could be as a potential partner in a relation. The concept of the relation with brands means that consumer and brand can have a relation with each other. The concept of brand usually is important subject in marketing field. Because has many advantages such as, marketing cost reduce, new customer absorption, customer retention, brand share, (Smit, Brooner, toolboom 2006). In addition, the frame of brand relationship quality (BRQ) asserted in 1998 by Fournier and defines brand relationship with consumer to human transactions (Xie & Heng, 2011). Foreigner cosmetic products involved customers mind. In evidence Iranian cosmetic products should attention to the competition benefit to remain their brand. To create brand and commitment is an important issue. The researcher involved in long duration. Therefore, the main purpose of this study is to find out if there is a meaningful relationship between brand relationship quality and customers behavioral intentions.

Methodology

This research, is based on the quantitative approach as the research aimed to test the research question and hypotheses of the proposed research model. Quantitative research generally intends to test the existing theories (Ary, Jacobs & Sorensen, 2010). Furthermore, it involves collection and statistical analysis of numerical data in order to explain, predict, and/or control a phenomenon (Gay, Mills, & Airasian, 2009). Thus, a quantitative descriptive research

design will used in this study. Quantitative descriptive study involves accumulation of data to respond to questions pertaining to the current status of the subject or topic of the investigation (Gay et al., 2009).Descriptive research attains information on the current status of a phenomenon and has the prospect of giving information on the on-going events at certain areas or places. Taking into account that our goal in this study was to investigate the relationship between BRQ and customer behavioral intentions, this study should be considered as a descriptive research. Since, the method to obtain necessary data involved using questionnaire it is convincing that our study is a survey type research. In the present study, descriptive-correlational method has been selected because it is the best design for supporting the objectives of the study. Also, this research is a descriptive study in terms of research data collection methodology (research design), which describes the characteristics of the sample and then generalizes these features to the statistical population. The statistical populations of this study were customers of cosmetic products in a specific pharmacy. This population includes 60 people who purchased cosmetic products. The statistical populations of this study were customers of cosmetic products in a specific pharmacy. This population includes 60 people who purchased cosmetic products.

In order to obtain our secondary set of data we used literature. In terms of testing the hypotheses questionnaire was designed and used. The questionnaire was consisting of 37 questions which Likert scale was applied to scale responses In order to ensure validity of the questionnaire, qualitative method, which we mean expert point of view, was employed. Furthermore, the reliability of questionnaire was tested using Cronbach's alpha with value of 0.866.

Findings and Discussion

The results provided in table 1 determine normality test values of BRQ variables in this study.

Table 1 Result of normality test values for variables of BRQ

Variables	Values	Level of significance	Value of error	Conclusion
Brand quality	0.649	0.793	0.05	Normal
Enthusiasm	0.793	0.555	0.05	Normal
Self-relation	0.956	0.320	0.05	Normal
Dependence	0.858	0.453	0.05	Normal
Intimacy	0.792	0.558	0.05	Normal
Cooperation quality	0.916	0.371	0.05	Normal
Commitment	1.102	0.258	0.05	Normal

Referring to the data in Table 1 level of significance for brand quality and its dimensions demonstrate higher values than 0.05 which enables us to conclude that normal distribution of the variables for brand quality are not rejected.

Results of normality test of attribution variables are demonstrated in Table 2.

Table 2 Result of normality test for stability attribution

Variables	Values	Level of significance	Value of error	Conclusion
Stability attribution	0.763	0.606	0.05	Normal
Control attribution	0.965	0.309	0.05	Normal
Response to –ve feelings	0.867	0.440	0.05	Normal
Behavioral intentions	0.956	0.320	0.05	Normal

Level of significance for stability attribution as well as control attribution, response to negative feelings and behavioral intentions are higher than error type1. Therefore, the values are indicative of correct choice of variables. Also significance level for negative emotional response is more than error type (I) level. So, concluded that test satisfactions value is not placed in critical area. Therefore, zero hypotheses based on data normality related to negative emotional response variable is not rejected. Significance level for behavioral intents variable is more than error type (1) level. So, concluded that test statistics value is not placed in critical area. Therefore, zero hypotheses based on data normality related to behavioral intentions variable is not rejected. Study variable correlation showed in the following table.

Correlations of variables used in this study are shown in the Table 3.

Table 3: Correlation coefficient within variables of current study.

Variables	Brand relationship quality	Stability attribution	Control attribution	Response to –ve feelings	Behavioral intentions
Brand quality	-	-0.333 (0.015)	-0.268 (0.05)	-0.377 (0.005)	0.776 (0.000)
Stability attribution	-	-	0.389 (0.004)	0.410 (0.002)	-0.239 (0.082)
Control attribution	-	-	-	0.291 (0.033)	-0.181 (0.181)
Response to –ve	-	-	-	-	-0.411

feelings					(0.002)
Behavioral intentions	-	-	-	-	-

Analysis for H1
Brand relationship quality has negative relation with stability documents.

Level of significance relationship between brand quality variable and other variables of the study is level 1error type and therefore, we could conclude that BRQ and these variables are inter-related. Correlations of these variables are confirmed to be in 95% safe zone.

Analysis for H2
Brand relationship quality has negative relation with control documents.

Level of significance for stability and control attribution variables in relation with behavioral intentions is higher than type 1 error (5%). This basically means stability and control attribution variables are not inter-related and correlations of these variables are at a safe level of 95% rejection.

Analysis for H3
Brand relationship quality has negative relation with negative feeling accountability.

Level of significance between stability and negative feeling response variable is higher than type 1 error value (5%). Thus, it can be concluded that stability and control attribution variables are related with negative feeling response variable and negative correlation for these variables are at a safe level of 95%. Finally, correlation between stability and control attribution variables considering reported level of significance is verified.

Analysis for H4
Brand relationship quality has negative relation with stability documents.

The results presented in this section are related to Research Hypothesis H4: There is a significant relationship between brand quality and negative relation with stability documents. Findings from this study as Table 4.4 illustrates, shows that a small **negative** relationship existed between brand quality and stability documents. Based on these results, the null hypothesis was rejected in favors of the alternative hypothesis (H4).

Results of Analysis for H5
Control document have positive relationship with negative feeling accountability.

The results presented in this section are related to Research Hypothesis H5: There is a significant relationship between control document and negative feeling accountability.

Findings from this study as Table 4.4 illustrates, shows that a small positive relationship existed between control document and negative feeling accountability. Based on these results, the null hypothesis was rejected in favors of the alternative hypothesis (H5).

Analysis for H6
Feeling accountability have negative relationship with customer behavioral intentions.

The results presented in this section are related to Research Hypothesis H6: There is a significant relationship between feeling accountability and customer behavioral intentions. Findings from this study as Table 4.4 illustrates, shows that a negative relationship existed between feeling accountability and customer behavioral intentions. Based on these results, the null hypothesis was rejected in favors of the alternative hypothesis (H6).

Analysis for H7
Brand relationship quality has positive relationship with customer behavioral intentions.

The results presented in this section are related to Research Hypothesis H7: There is a significant relationship between brand quality and customer behavioral intentions. Findings from this study as Table 4.4 illustrates, shows that a positive relationship existed between brand quality and customer behavioral intentions. Based on these results, the null hypothesis was rejected in favors of the alternative hypothesis (H7).

Conclusions

According to our results between brand quality and stability attribution, there is a reverse relationship. This means the higher quality of brand the later our customers are tend to react regarding repurchase of products. This result was similar to the data obtained by Xie and Heung (Xie & Heung, 2011). They concluded that customers, who have a better insight into their relationship with the brand, are more likely to create a stronger stability attribution (Hess, Ganesan, Kelin, 2003). In addition, another research team has stated that consumers, who have higher expectations of their relationship strength, would tend to blame the less stable reasons for organizational failures (Vazquez, Casielles et al. 2007). There is a reverse relationship between brand quality and control attribution. Referring to data obtained in this study the higher the brand quality, the fewer customers would tend to relate service failures to factors under control of the service provider (the pharmacy store in this case). As it was discussed in the section of relationships, quality of previous performances has a clear effect on attributions which are capable of being controlled. This would occur after service failure happens. This hypothesis is in accordance to our obtained results.There is a reverse relationship between brand quality and negative feeling responses of customers. This indicates that the higher the brand relationship quality, the less customer dissatisfaction would occur. The most common emotional response that in the literature has been discussed is service failures. Within service failures that may happen in a system, customer dissatisfaction has been the main concern. As discussed in the literature review section, relationships could compensate negative events. Consumers, who have a close relationship with marketing teams, are keener to ignore unpleasant events, even if it might have lead to unsuccessful results (Mattila, 2001). Stability documents positively related with customers

negative emotions response of services failure. Means that, while customers attributed service failure to the stable reasons, more negative emotional responses will be expressed. Based on study literature in some studies investigated direct effect of the most common emotional response response in the service failure literature), after service failure appearance. Authors suggested that emotional responses of people about service failure influenced by their explanation about the failure and cause documents about the problem showed negative emotional reaction. (Xie , Heung-2011) stable documents effected a both satisfaction and emotions strongly and definitely.

Emotional response related customer behavioral intentions negatively. Means that more customer negative emotional response to service failure, decreased their behavioral intentions consisted of positive word of mouth and re-purchase. Previous studies showed that how negative emotional responses of consumers affected on future evaluations about the organizational efforts in the field of services compensation. Also, in the other researches mentioned that this issue effected on satisfaction, purchase intention and time spent, selecting among brand names and its cost. There is positive relation between brand quality and customer behavioral intentions. Means that higher brand relation quality increased customers behavioral intentions consisted of positive word of mouth and re-purchase. This hypothesis findings matched with manila study showed that with high emotional commitment exposing service failure acted more under the effect of their previous experience than post-service failure negative attitudes. In addition, consumers with better relation quality closed to service provider of a special brand mentally and might not intended to damage their relation with their partner by negative reaction.

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