

INVESTIGATING AND VALIDATING THE EFFECTS ON PURCHASE COMMITMENT ON BRANDED PRODUCTS

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Research Article

Investigating And Validating The Effects On Purchase Commitment On Branded Products

***Ms.G.Archana, ** Dr.P.Jagadeesan**

¹Ph.D Research Scholar, Department of Commerce, Vistas

²Professor, Department of Commerce, Vistas, Pallavaram.

Abstract

Over the past several years, customers have been on the lookout for companies that are unusual, distinctive, and remarkable in their interactions with them. From the standpoint of consumer behaviour, satisfaction is one of the most prominent variables that has been widely investigated by academics and researchers for its influence on repurchase intention. A service provider's ability to understand and enhance their customers' perceptions of service quality is critical information for improving their company performance while placing themselves advantageously in the marketplace. The expectation of businesses is that their consumers would be committed to their brands and have strong sentiments about them. According to Espejel and colleagues, the higher the degree of customer satisfaction, the more devoted consumers become.

Introduction

Over the past several years, customers have been on the lookout for companies that are unusual, distinctive, and remarkable in their interactions with them. From the standpoint of consumer behaviour, satisfaction is one of the most prominent variables that has been widely investigated by academics and researchers for its influence on repurchase intention. A service provider's ability to understand and enhance their customers' perceptions of service quality is critical information for improving their company performance while placing themselves advantageously in the marketplace. The expectation of businesses is that their consumers would be committed to their brands and have strong sentiments about them. According to Espejel and colleagues, the higher the degree of customer satisfaction, the more devoted consumers become.

REVIEW OF LTERATURE

According to Kotler and Armstrong (2004), branding is a major tool for distinguishing a company's products from those of competitors and establishing a positive image in the minds of consumers. The spread of different brands, which is characterised by the chances for customers to alter their preferences rather than being committed, has become a mystery to marketers when it comes to the issue of customer commitment on brands, according to a recent study (Shukla et al., 2016). A higher percentage of researchers perceived pleasure from a broad viewpoint, however this should be distinguished from transaction-based satisfaction and experience-based contentment, which should be examined separately (Huang & Dubinsky, 2014).

Changes in client commitment levels are being recognised by industrial intelligence services as a rising sign of impending trouble. In the luxury market, there has been little scholarly investigation of client loyalty. Consumer commitment has been identified as a critical component in the

development and maintenance of ongoing connections, but there has been little research into this topic, according to the researchers.

Although many studies have positioned commitment as a unidimensional variable or construct in relationship marketing studies, Amofa and Ansah (2017) found that measuring commitment from the multidimensional perspective—which was used in this study—has a greater effect on the degree of deviation from the findings than measuring it from a unidimensional perspective. Subsequent research works have used "commitment" as a multidimensional construct (Bansal et al., 2004; Eisingerich & Rubera, 2010). When applied to the field of organisational science, the three-component structure of commitment proposed by Allen and Meyer (1990) provided an appropriate platform for investigating the emotional (affective), functional (calculative), and social (normative) phases of commitment—reflecting a valid level of measuring commitment on brands. Furthermore, it has been found that study into the elements that impact customer repurchase has been restricted in scope (Milner & Rosenstreich, 2013).

RESEARCH METHODOLOGY

Population and Sample

Participants in the study comprised clients and consumers of branded items from the Gauteng province in South Africa, according to the findings. The respondents were drawn from a diverse range of backgrounds, including government employees, private sector employees, self-employed individuals, the jobless, and students in the Gauteng province. Out of the 300 questionnaires that were given, a total of 268 usable questionnaires were completed, accounting for 89 percent of the total. The sample was determined to be suitable for analysis using the Roscoe (1975) sample size calculator, which recommended that sample sizes should be greater than 300 and fewer than 500 for the most effective study.

Data analysis

The Partial least square (PLS) model, which was utilised to create the research structure of analysis employed in the study, was developed using Smart PLS 3.0 software. It was necessary to utilise software in order to evaluate the measurement and structural model (Henseler, Ringle, & Sinkovics, 2009). First and foremost, it established the connection between the constructions. Second, it identified the impacts of each measuring construct on the other measuring constructs within the scope of the investigation. It also evaluated the statistical significance of component loadings and path coefficients (Chin, 2001; Davison, Hinkley, and Young, 2003) using a non-parametric bootstrap approach (Chin, 2001; Davison, Hinkley, and Young, 2003).

Reliability assessment

Cronbach's alpha and composite reliability were used to assess the study's dependability and validity (CR). The Cronbach's alpha (α) of all constructs was more than 0.70, and the Cronbach's correlation coefficients (CR) were greater than 0.80, suggesting that the constructs had acceptable internal consistency (Hair et al. 2010). The results for Cronbach's alpha varied from 0.735 to 0.876 in the current study, while the values for Cronbach's CR ranged from 0.829 to 0.939, suggesting that the data had excellent internal consistency.

Convergent validity

In a nutshell, convergence validity is the extent to which several items assessing the same idea are consistent with one another. Babin and Zikmund discovered that convergent validity is dependent on

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internal consistency—that is, when several measurements converge on a reliable basis—and that internal consistency is dependent on external consistency. Hair et al. (2010) discovered that, for convergent validity to be obvious in a research, the loadings for all items must be larger than 0.50, according to their findings. In the current study, the CR and AVE values were all higher than the suggested value, which was 0. The entire measuring model used in the study therefore demonstrated excellent convergent validity.

ANALYSIS AND INTERPRETATION

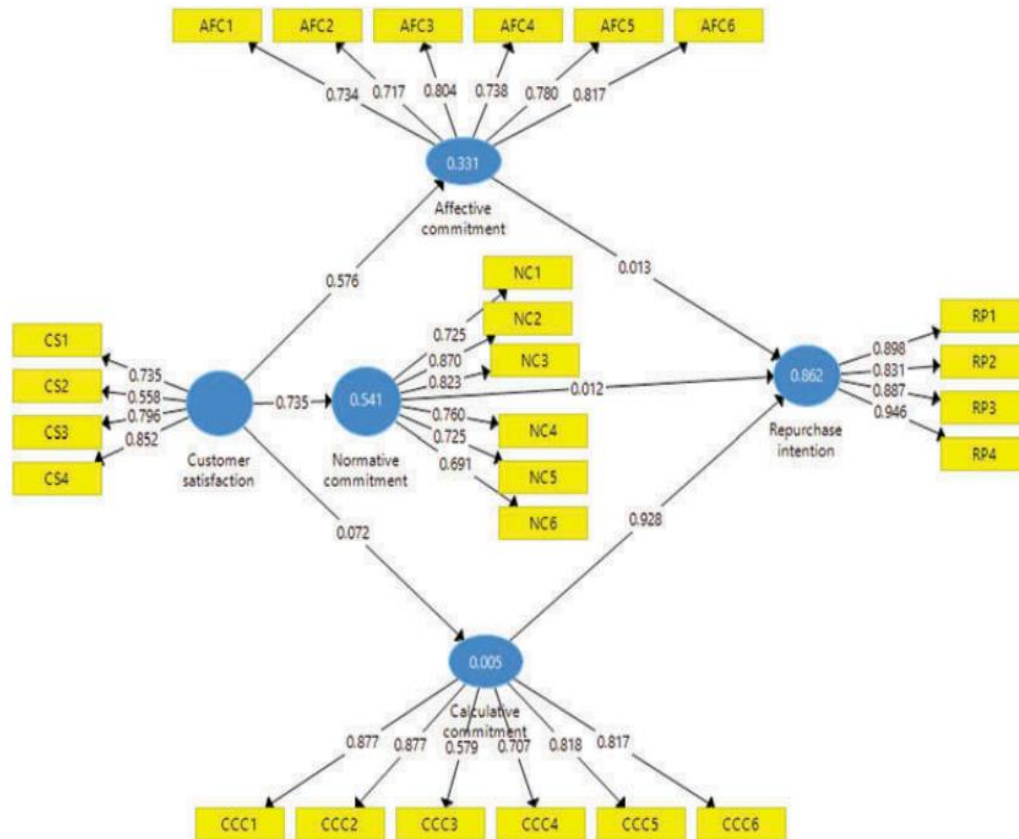
In this study, Smart PLS 3.0 software was used to analyse the hypothesised connections between the components. In order to evaluate the hypothesised relationships in the study, path analysis and degrees of significance were utilised.

The findings of the hypotheses were validated using a bootstrapping technique, with 300 bootstrap samples chosen for a one-tailed test—which relied on crucial t statistical values of 1.65 (significance level 5 percent) and 2.33 (significance level 1 percent) to be significant (Hair et al., 2010). The R² value of 0.862 for repurchase intention indicated that the emotional, normative, and calculative commitments explained 86.2 percent of the variation in the intention to purchase. The R² value of 0.541 for normative commitment indicated that the respondents' degree of satisfaction accounted for 54.1 percent of the variation in their responses.

As a variable, "affective commitment" had an R² value of 0.331, which was explained by degree of satisfaction, but "calculative commitment," as a variable, had the lowest R² value of 0.005, which was explained by level of satisfaction.

H6; calculative commitment on repurchase intention was positive and highly significant, with path coefficient values, t-statistics values, and probability values, respectively, of ($\beta = 0.928$, $\mu = 12.210$, $\alpha = 0.000 < 0.01$); H2; satisfaction and normative commitment on repurchase intention with ($\beta = 0.735$, $\mu = 11.377$, $\alpha = 0.000 < 0.01$) and H1; satisfaction and affective commitment on repurchase intention with ($0.000 < 0.01$); and H1; satisfaction and affective commitment on repurchase intention with ($\beta = 0.576$, $\mu = 7.053$, $\alpha = 0.00 < 0.01$).

H3, H4, and H5 did not, on the other hand, corroborate their respective theories. H3, which was satisfied on calculative commitment, recorded a positive connection but was not statistically significant, resulting in the rejection of the given hypothesis with values ($\beta = 0.072$, $\mu = 0.561$, $\alpha = 0.575 > 0.05, 0.01$), therefore rejecting the stated hypothesis. It was then followed by H4, which connected—affective commitment and repurchase intention, which was also positive and insignificant with values: ($\beta = 0.013$, $\mu = 0.272$, $\alpha = 0.786 > 0.05, 0.01$), and H5, which connected—affective commitment and repurchase intention, which was also positive and insignificant with values while normative commitment and purchasing intention were recorded as the least with ($\beta = 0.012$, $\mu = 0.197$, $\alpha = 0.844 > 0.05, 0.01$)



IMPLICATIONS

Practical ramifications of the findings are critical for practitioners, particularly those in the wholesale and retail industry, such as distributors of branded goods. First and foremost, this research attempts to provide managers of branded organisations with strategic actions that are likely to encourage both behavioural and attitudinal commitment by experimentally assessing the critical determinants of customer satisfaction on commitment and repurchase intention. Another important consideration is the necessity to intensify brand communication efforts through comparison advertising in order to affect the climate of attitudes in societies towards branded products—rather than relying just on the image of the brand.

As a result, the findings of the study are intended to inform managers about which variables to emphasise in order to generate better levels of commitment and purchase, therefore assisting them in strategically positioning their customer retention efforts.

Limitations

This research makes a significant contribution to both theory and practise. It does, however, have certain restrictions. Because non-probability sampling procedures were used in the study, the findings are not likely to be applicable to a large number of other situations. Furthermore, the current study was restricted to the province of Gauteng in South Africa, with no consideration given to other provinces. Following scholars could explore duplicating this study in other South African provinces as well as in other developing nations in order to compare the results. Finally, the study did not take into account whether or not consumer commitment differs between existing and new branded items. Conclusions However, while this research expressly focused on consumers who use and intend to use branded items, it is essential that future studies explore how commitment to branded products

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compares with commitment to non-branded products. Beyond past brand familiarity, future research should look into other possible antecedents of commitment, such as scarcity, good and negative emotions associated with a brand, among other things.

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