

The Relationship Between Customer Response in Home Appliance Market in Guilan City Regarding Purchasing Regime and Behavioral intentions with Moderator Consumer Brand Identity Adjustment

Molod Falahi*,

Behavioral intentions are one of the most important variables that brands evaluate to predict consumer's future behavior in order to estimate the future market situation, such as sales, net profit. Accordingly, in this study, the relationship between customer response in the home appliance market of Guilan province and purchasing regimen and behavioral intentions has been investigated by consumer brand adjustment. This research is based on the descriptive nature of correlation and in terms of its purpose. Data gathering was a field method. A questionnaire tool was used to collect information. The statistical population of the research is a survey population of customers who use household appliance brands in Guilan province. A sample of 362 people was obtained through the Cochran formula for an unlimited society, and a sampling method was available in this unpredictable study. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Structural equations and SPSS and SMART PLS2 software were used to analyze the data. Of the five hypotheses presented in this study, all hypotheses were confirmed. The highest severity of the relationship is the relationship between customer satisfaction with re-purchasing intentions and brand-driven consumer-friendly adjustment, and the least intensity of the relationship is the relationship between repentance and re-intentions with consumer brand-driven moderation.

Keywords : customer satisfaction, consumer brand identification, behavioral intentions

