

Investigating the effects of customers expectation confirmation on continuance intention to purchase (Case study: Customers of smart phones in Guilan province)

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In this fast changing digital technology era, smartphones users tend to change their smartphones regularly. Therefore, retaining existing consumers has been a challenging problem for smartphone manufacturer brands. Given the status quo in smartphone market and deficiencies in existing researches, this study aims to investigate the factors affecting the intention to repurchase smartphones. The research method used in this research is descriptive - correlation and its purpose is applicable. A questionnaire was used to collect the research data. The statistical population of the study is all smart phone buyers in Guilan province, which according to a rule of thumb in determining the sample size in structural equation modeling, the sample size was estimated 163 people. The respondents were also ed using available -non random sampling method. After collecting questionnaires, data were analyzed using SPSS 19 and Smart PLS 2 softwares. The results of the research suggest that that "confirmation of expectation" affects "perceived usefulness", "brand satisfaction" and "brand attachment". In addition, "brand attachment" affects perceived usefulness, but does not have a significant effect on "brand satisfaction" and "intention to continue repurchase". "Perceived usefulness" has a meaningful effect on "brand satisfaction", but its effect on "intention to continue shopping" is not meaningful. Finally, the effect of "Brand Satisfaction" on "intention to continue purchasing" is confirmed. Also, the results indicate that gender moderator role is not meaningful in all model hypotheses.

Keywords : Keywords: re-purchase intention, brand attachment, confirmation of expectation, brand satisfaction, perceived usefulness.

