

## ARTICLE

# DEVELOPING A MODEL TO PREDICT INTENTIONS CUSTOMERS OF SPORT SHOES: THE ROLE OF CONSUMER VALUES, INVOLVEMENT, THE PERCEIVED QUALITY AND OVERALL SATISFACTION WITH PRODUCT

Kamal Ghalandari<sup>1\*</sup>, Mohammad Nazarian<sup>2</sup>, Abdollah Norouzi<sup>2</sup>

<sup>1</sup>Dept. of Business Management, Payame Noor University, PO BOX 19395-3697 Tehran, I.R. of IRAN

<sup>2</sup>Dept. of Business Management, Science and Research Branch, Islamic Azad University, Tehran, IRAN

## ABSTRACT

The aim of this study is to develop a model that includes consumer values, involvement with product, overall satisfaction with product and the perceived product quality and explains their role in purchasing intentions. Including values in the proposed model a prior in purchasing intention is one of the research unique aspects. Data on purchase intentions can help managers to make decisions on marketing related to product demand (new and available products), market segmentation and promotional strategies. The present research is applicable objectively; it is also a survey-descriptive and correlation type, in terms of method. Its population consists of students in Management Faculties of Islamic Azad University in Tehran. According to a valid and reliable questionnaire, to test the research hypotheses, the required data on sports shoes was gathered from 386 students in classroom who were selected by random stratified sampling. Finally, due to the data normality, we tested the hypothesis using parametric methods, Pearson correlation coefficient and SPSS software. The obtained results confirmed four out of five hypotheses so that they show proper fit of the proposed model. There was also a positive relationship between involvements with the perceived product quality. Overall satisfaction and the perceived product quality had a direct and positive impact on purchase intentions and the perceived quality was a priority of consumer's overall satisfaction. However, consumers' values had no significant, direct or indirect effect on purchase intentions; they also had no significant relationship with overall satisfaction. Therefore, consumer's involvement, overall satisfaction and the perceived product quality can be used as predictors of purchase intentions.

## INTRODUCTION

Purchase intention is one of the main studied concepts in marketing literature that includes routine use of the conducted consumer research for different purposes (such as new product concept, duplication tests and involvement and classification studies) and vast range of products and services[1]. Marketing researchers are interested to purchase intentions due to its association with purchasing behavior. Several studies have reported a positive correlation between purchasing intentions and purchasing behavior [2]. Furthermore, marketing managers consider consumer purchase intentions to predict sales existing or new products and services. Data on purchase intentions can help managers to make decisions on marketing related to product demand (new and available products), market segmentation and promotional strategies [3].

Previous studies have reported indirect effect of values [4] and involvement[5] as well as direct effect of consumer satisfaction [6] on purchase intentions. There is a discussable problem in the relationship between the perceived quality and purchase intentions. Some researchers have found a direct relationship between the perceived quality and purchase intentions[7, 8]. While, others have reported an indirect relationship for satisfaction mediation [9]. Despite this importance, purchase intentions have not properly explained in marketing.

As a result, the aim of this research is 1) to develop a model that explains a combination of the main concepts of marketing and their role on purchasing intentions; and 2) to examine exploratory behavior of the model. Particularly, values, involvement, satisfaction and the perceived quality were selected after extensive review of marketing literature and the proposed model (Fig 1). Then we have provided and tested conceptual frameworks and hypotheses. Finally, we have concluded by pointing out the research limitations and providing recommendations for future studies.

## Research Theoretical Literature

## Purchase Intention

Purchase intentions refer the likelihood that customers are going to buy a brand from a product category in a position[10]. Fishbein and Ajzen [11] argue that a person's intention to perform a behavior is his best single predictor for that behavior [1]. According to Fishbein model of behavioral intentions based on Dulaney Control Theory, a person's intention to perform a function behavior is derived from 1) his attitude towards implementing that behavior in a given situation; and 2) norms governing behavior on that situation and his motivation to comply with this norm. The important matter is to consider individuals'

## KEY WORDS

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\*Corresponding Author

Email:  
kamal.ghalandari@gmail.com

attitude towards executing a behavior, not his attitude towards and object. Secondly, the model requires that attitude is assessed towards a very special situation. Thirdly, attitude toward the considered action is a function of person's beliefs about possible consequences of implementing that action and his assessment on those beliefs [12]. Bagozzi [13] argues that there are three types of purchasing intentions: future-oriented, present-oriented and objective-oriented. Purposeful intentions refer to the consequences that an individual tries to achieve them [14]. Here, as we consider the derived consequences by consumer values, involvements with product, overall satisfaction with product and the perceived product quality, the studied purchase intentions are purposeful intentions.



Fig. 1: The primary model of purchase intentions

### The Perceived Product Quality

The perceived quality has been defined as consumer's judgment about overall superiority or excellence of a product. The perceived quality varies with objective quality. The perceived product quality is a global assessment that its characterization is a high level abstraction and refers to special conditions of consumption [15]. The objective quality refers to technical and practical excellence of a product that can be measured [16]. The perceived product quality serves as a mediator between outside clues and the perceived value by customer [17], while it has been discussed that price is one of the most important external clues on product quality [18]. However, Zeithaml [15] suggests that if there are used other clues, there will not be a general relationship between price and quality.

There are contradict findings about the impact of the perceived quality on purchase intentions. Some studies have shown a positive direct impact of the perceived quality on purchase intentions [7, 8], while others report only an indirect impact through satisfaction [9]. In addition, there is no consensus about whether there is an interaction effect between the perceived quality and satisfaction on purchase intentions or not. Some researchers have suggested that there is no interaction effect [19], while others have reported that there is an interaction effect between both concepts on purchase intentions [20]. Rust and Oliver [21] raised two differences between the perceived quality and satisfaction. They considered the perceived quality as a more special concept for entire features of products and services and also satisfaction can be met in next steps (e. g loyalty and expectations). In addition, a company can control the perceived quality in a certain degree. Hence, it is suggested that when the perceived quality and satisfaction are considered as general measures, the perceived quality is perceived as a satisfaction prior and so it is placed before it [19].

### Overall Satisfaction with Product

Over the past decades, consumer satisfaction has been extensively studied in marketing. Marketing researchers have not agreed on a general accepted definition on satisfaction. After reviewing the literature and interview with consumers, Giese and Cote [22] have defined satisfaction as a summary affective response with different severity by certain time point and limited duration that have been directed toward new dimensions of purchase and consumption of product.

Consumer satisfaction has been considered as one of the most important concepts [6] and one of the main objectives in marketing [23]. Satisfaction plays a central role in marketing because it is a good predictor of purchase behavior (repurchase, purchase intentions and brand choice) [6]. Because of the importance of satisfaction, there has been developed variety of theories and models to define and explain the concept in consumption process of various products and services. Hope-lack of adopting pattern [24], the perceived performance model [25], documents' models [26], emotional models [27] and special equity models [28] are just some of the major developed theoretical foundations to explain consumer satisfaction. The above-mentioned approaches have created several discussions and issues among marketing researchers. Some questions refer to the following matters: a) which models are best applicable in different situations for different products? [23]; b) satisfaction should be measured with different measurement tools for various products and services; c) definition of satisfaction: it should be defined by focusing on answer (concept) or process (model) [22].

Another issue associated with satisfaction is to measure this concept. Exchange special approach and overall satisfaction approach are two approaches that have been widely used. Exchange special approach considers satisfaction as an emotional response to the recent exchange experience [29], while the perspective of overall satisfaction defines satisfaction as a cumulative assessor answer.

### Consumer Values

It has been predicted that values can be significant predictors of attitudes and social behaviors such as consumer behavior. Several marketing researchers have identified values associated with consumer behavior and their effects. Purchase choices have been predicted by ranking values' importance such as weight loss, selecting academic discipline, dependency on political parties and religious involvements [30]. Marketing literature suggests direct impact of values on selection criteria of consumers; they also affect attitudes, intentions and purchase behavior indirectly [4].

Marketing attention to values is resulted by their abstract nature that can be useful in understanding process of evaluating product by consumer. It is argued that values affect the selected criteria by consumers, recognizing a problem, search for information and ideas of consumer. Values affect attitudes, intentions and purchase behavior indirectly [4].

Sherrell et al. [31] studied the relationship between values, brand features and purchase intentions (job involvement). They suggested that individuals' certain value systems affect their attitudes towards compelling communications. Consumers are involved in situations where essential stimulators to achieve their objectives have or when they are important because of their special structure.

However, some studies on marketing literature recommend only indirect effect of values on consumer behavior. A conducted research on the relationship between fashion innovation capabilities with value has suggested that values are not directly associated with consumer behavior, but they are associated with it by shaping opinions, attitudes and lifestyles [32]. Goldsmith [32], suggested that social values are associated with consumer behavior. He found a positive relationship between values such as self-respect with fashion innovation capabilities. Involved people in fashion and interested in the well-dressed have ranked higher values such as excitement, fun, joy in life, respect and success. So social values affect attitudes of consumers and motivate their engagement. Goldsmith et al. [33] reported that fashion leadership is associated with social values such as the excitement, entertainment and joy in life. Finally, it has been suggested that more likely, those products reflect social values that consumers are involved with them intensely [34]. Gift-giving and trying to choose gifts have been associated with some social value, independent of cultural history [35].

### Product Involvement

Involvement has attracted wide attention in marketing and has been the main issue in studies about attitude, consumer behavior, convincing and advertising. Product involvement refers the perceived importance of a product class to meet all needs, interests and intrinsic values of consumers [36]. Involvement is identified as situational and stable states. The situational involvement refers to use a product in all purchase situations; and stable involvement is related with consumers' values. Therefore, consumer has low or high involvement with a product based on his considered values [37]. Zaichkowsky [36] divided involvement into two categories: product involvement and brand decision involvement. Product involvement refers to interest of a consumer towards a product category; brand decision involvement refers to available interest to choose a brand.

The possible model of partly verisimilitude, introduced model by Petty et al. [35], is the most widely recognized approach to describe the role of involvement. The possible model of partly verisimilitude explains changing consumer attitudes through central and peripheral routes. Consumer attitudes are changed because lack of his knowledge about that product and cannot do objective assessments. According to the possible model of partly verisimilitude, change is the result of conscious considerations (strengths and weaknesses of the problem are analyzed); while if there is used the peripheral route, attitude will be changed due to lack of positive or negative evidence about it. Therefore, depending on level of involvement, there can be used central or peripheral routes. In situations with high involvement, decision-makers will apply the central route; while in low involvement situations, there will be applied the peripheral route.

Involvement is related with the induced emotions in advertising programs, advertisements processing and donating behavior [38]. Involvement is also associated with behavior of searching and processing data [39], brand loyalty and commitment [40] and frequency of purchasing and spending [41]. Warrington and Shim [42] have suggested a four-quadrant classification model for product involvement and commitment to brand that can be used to classify consumer. Product involvement has a direct impact on level of satisfaction [43] and plays a mediator role between mood and purchasing intentions [5]. In a longitudinal cross-sectional study on car owners, Richins and Blach [43] found that consumers with high product involvement are generally satisfied with their cars than consumers with low involvement in ownership period. Swinyard [5] tried to answer the question whether the effects on mood tailored to different levels of consumer involvement are varied or not. He reported that the effect of mood on purchase intentions is

moderated by involvement. The involved consumers with a good mood have assessed their purchase experiences more favorable than bad mood people. Ultimately, the involved consumers reacted to good and bad purchase experiences more strongly. Mano and Oliver [44] defined involvement as an inherent need to satisfy values or interests of a consumer about a product. According to Oliver and Bearden[45], involvement assessments raises evaluations before using product and the expectations are transmitted to after use evaluations. In addition, the process of consumer satisfaction with high and low involvement is different. Consumers with low involvement use hope-attitude framework, while consumers with high involvement use framework of mismatch and attitude-satisfaction. However, it should be cautious about the results because the research had several limitations.

## Hypotheses

The present research attempted to study the role of consumer values, product involvement, the perceived product quality and overall satisfaction on purchase intentions. After reviewing the relevant literature, the following hypotheses were proposed for the research:

**H<sub>1</sub>:** Product involvement is positively associated with the perceived product quality.

**H<sub>2</sub>:** Consumer values are positively correlated with overall satisfaction on product.

**H<sub>3</sub>:** Overall product satisfaction is positively associated with purchase intentions.

**H<sub>4</sub>:** The perceived product quality is positively associated with purchase intentions.

**H<sub>5</sub>:** The perceived product quality is positively associated with overall consumer satisfaction.

The above mentioned hypotheses helped to develop the presented model in Figure 1 so that the research objective was to study the effects of product quality and overall satisfaction on purchase intentions. In addition, there have been also studied direct and indirect effects of product involvement and consumer values with purchase intentions.

## The Research Empirical Foundations

### METHOD

The present research is applicable objectively; it is also a survey-descriptive and correlation type, in terms of method. It is a descriptive research from perspective of categorizing studies in terms of data collection, or in other words, research design because it describes characteristics of the sample and then generalizes the characteristics to the target population. Descriptive studies include several categories that its survey type was used in the present research. Therefore, in summary, it can be said that the research is a survey-descriptive and correlation type, in terms of method.

### Society and Statistic Sample

**The subjects:** we have considered students as a class of consumers to achieve the research objectives. Its population consists of students in Management Faculties of Islamic Azad University in Tehran: 1) Faculty of Management and Economics, Science and Research Branch; 2) Faculty of Management and Accounting, Tehran Center Branch; 3) Faculty of Management and Accounting, Tehran South Branch; and 4) Faculty of Management and Social Sciences, Tehran North Branch. Finally, we have used sport shoes as the studied product. Although using students can limit generalization of the findings, a relatively uniform sample can be considered as a proper method to test the studied model.

**Sampling method and sample size:** in the present research, there has been used the stratified random sampling method. Researchers believe if the population (N) is known, sample size can be determined based on sampling size table from the assumed population that was introduced by Morgan and Kerjsi. In this study, as number of total student population is identified, the sample size will consists of 370 students. However, by considering to the possibility that some questionnaires may be filled wrongly and or not returned, there were distributed 400 questionnaires by taking into account the proportion, which there were used 386 questionnaires.

### Data Collection Tools

In the present research, data collection tools include laboratory studies and questionnaire. To distribute questionnaires, the study was conducted under research conditions in classroom, where participants were selected based on their information and interests regarding product and answered the research questions. To control the effects of demand, the participants were informed that researchers have no relationship

and dependency with producers or advertising agency for the used products and only want honest answers. There was list of values (LOV), developed by Kahle [46], to measure values. List of values includes nine values: sense of belonging, excitement, fun and pleasure in life, warm relationships with others, self-satisfaction, being respected, sense of success, self-security and self-respect. List of values is a measurement tool that has been extensively used by marketing researchers, which it has shown reasonable validity and reliability. The revised version of Personal Involvement Inventory, developed by Zaichkowsky [36], was used to measure involvements with sport shoes. It contains a bipolar seven-point scale for ten features: important for me, related with me, very meaningful for me, valuable, required, interesting for me, excitement for me, attractive for me, amazing to me and impressive to me. The main assessment tools consist of a 20-item scale, regardless of conditions that measure motivation situation of involvement [36]. These studies have shown that the shorter revised version can be trusted as the primary measurement tool. For this reason, the version was used in the present research. Involvement questions show the reported reliability of 90% that have been widely used in marketing literature to measure consumer involvement with products, advertising and purchase generalization [47]. The subjects were asked to define the possibility of the next position in the relevant product categories and purchase items using a five-point semantic analysis (most likely, not at all likely, very likely, not at all likely, highly possible, not possible, with high confidence, not at all certain). The mean scale items were used to provide a mix baseline to measure purchase intention. This measure of purchase intentions is similar to those used in previous marketing studies [10, 12].

### Data Analysis

Firstly, we examined data normality using Kolmogorov-Smirnov Test at confidence level of 95%, as shown in [Table 1]. As seen, in all variables of the research, the significance level (Sig.) is more than the research significance level ( $\alpha = 0.05$ ). Therefore, we will accept data normality hypothesis and we will use parametric methods and Pearson correlation coefficient to examine the hypotheses.

**Table 1:** Normality test results of the research variables

		Product involvements	Consumer values	The perceived product quality	Overall satisfaction with product	Purchase intentions
Number of data		386	386	386	386	386
Normal parameters	Mean	3.34	2.56	3.51	3.11	3.58
	Standard deviation	.215	.577	.389	.393	.522
Kolmogorov-Smirnov statistic		.481	1.022	1.114	.669	1.395
Significance level (Sig.)		.975	.247	.167	.763	.620

### RESULTS

The processes of causal modeling (path analysis) were used to test a proper model and estimate its coefficients. There was conducted a path analysis for representing direct, indirect and mediated casual effects between the considered variables and general proper test for the model to find that whether the model is consistent with the observed correlations or not. Data analysis created correlations in the initial model (Table 2) that varied from low (0.265) to high (0.837), in terms of power. The assumed model was tested by the observed correlations. The results indicated that there were no consistency between model and data, when comparing real correlations with simulated correlations. There were five states with difference more than 0.05 between the observed and simulated correlations. It shows that there are few paths in the model. However, the following four paths were significant at level of 0.05: path coefficient from involvement to the perceived product quality (0.000), path coefficient from the perceived product quality to purchase intentions (0.021), path coefficient from overall satisfaction to purchase intentions (0.006) and path coefficient from the perceived product quality to overall satisfaction (0.000).

**Table 2.** The observed and simulated correlations between variables at error level of 5%

Variables		Values	Involvement	Perceived product quality	Overall satisfaction	Purchase intentions
The observed correlation	Values	0.0001				
	Involvement	0.327	0.0001			
	The perceived product quality	0.307	0.566	0.0001		
	Overall satisfaction	0.265	0.540	0.837	0.0001	
	Purchase intentions	0.274	0.411	0.521	0.533	0.0001
The simulated correlation	Values	0.0001				
	Involvement	0.363	0.0001			
	The perceived product quality	0.213	0.566	0.0001		
	Overall satisfaction	0.198	0.440	0.836	0.0001	

Purchase intentions	0.153	0.300	0.520	0.532	0.0001
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The first reviewing of the model was an extra path that moved from involvement toward overall satisfaction. The path was significant at level of 0.05 so that improve the model fit. However, the path was not significant statistically and did not improve data ratio. Therefore, they were not included in final model. Table 3 summarizes the represented direct, indirect and overall casual effects by the model. By starting purchase intentions, the outcome of final interest was determining factor for the most casual impact (0.506) in the perceived product quality and its highest overall effect was due to direct impact (0.338), but overall satisfaction had a greater direct impact (0.379) on purchase intentions. Although its overall impact (.379) was smaller due to the result of lack of direct impact, but the two determinant factors explained almost 19% of variance of purchase intentions. The only determinant factor of the perceived product quality was involvement with relatively high effect (0.566), although it explained only about 20% of the variance. The main determinant factors include overall satisfaction, the perceived product quality with overall impact of 0.782 and involvement with overall effect of 0.540. Values had no impact on overall satisfaction. The determinant factors considered approximately 51% of overall satisfaction variance. In general, it seems that the revised model in Fig. 2 is consistent with the collected data in the research and provides new insights on priorities of purchase intentions.

**Table 3.** Summary of causal effects in the corrected models

Results	Determinant	Direct causal effects	Indirect casual effects	Total casual effects
Overall satisfaction	The perceived product quality	0.692		0.782
	Values	-0.005		-0.005
	Involvement	0.279	0.414	0.540
The perceived product quality	Involvement	0.566		0.566
Purchase intentions	The perceived product quality	0.338	0.291	0.506
	Overall satisfaction	0.379		0.379

## DISCUSSION AND CONCLUSION

The aim of this study was to develop a model that includes values, involvement, satisfaction and the perceived quality and explains their role in purchase intentions. The research provides an improved understanding on the role of these variables on purchase intentions. Inclusion of values in the model, as a prior of purchase intention, is one of unique aspects of the study. Sport shoes were selected as the studied product because they have not been studied in marketing studies. Findings of the present research include various theoretical and functional requirements.

There were confirmed four out of five hypotheses in the research that show proper proportion of the proposed model. Involvements with product had a positive relationship with the perceived quality; overall satisfaction and the perceived product quality had a direct positive impact on purchase intentions; and the perceived quality was a priority of overall consumer satisfaction. Consumers' values had no significant , direct or indirect impact on purchase intentions, and they had no significant relationship with overall satisfaction. Therefore, involvement of consumer, overall satisfaction and the perceived product quality can be used as predictors of purchase intentions.

The research results show new evidence about priorities of purchase intentions, their effects and relations between them so that both the perceived quality and overall satisfaction had almost a direct impact on purchase intentions and acted as a mediator between involvement and purchase intentions. However, both variables explained only a small fraction (20%) of variance of purchase intentions that indicate there are other variables. In addition, findings of previous studies confirm direct and positive effect of the perceived quality on purchase intentions [8]and its indirect impact on purchase intentions through satisfaction [9].The above-mentioned studies have reported whether the first or second relationship, while this study provides evidence that the perceived quality has both direct and indirect effects on purchase intentions. In general, it indicates the dominant role of the perceived quality on consumer satisfaction and purchase intentions so that when the perceived quality for a product is high, consumers are satisfied and more likely will purchase again.

Involvement has only an indirect effect on purchase intentions through overall satisfaction (additional path) and the perceived product quality. Since involvement and the perceived product quality affect satisfaction significantly, they can be used as predictors of consumer satisfaction. Therefore, the more involvement of a consumer with a product, the more satisfaction on that product. The finding is contradict the obtained results by Mano and Oliver [44]that have reported there is no relationship between involvement with satisfaction. However, it confirms the obtained findings by Richins and Bloch [43]. In addition, product involvement was a significant predictor of the perceived product quality.

Managers should understand the important role of involvement, the perceived product quality and satisfaction to be able to predict purchase intentions and consequently, purchase behavior. All the above-mentioned variables present several managerial implications that are important issues in developing and implementing marketing strategies aimed to create and maintain market share. It seems that the perceived product quality plays an important role on consumer satisfaction and the perceived product quality. Marketing communication strategies (promotional activities and advertising messages) should be designed in a way that emphasize on product features and clues such as price, brand name and objective quality information etc that strengthen the perceived product quality by consumer. Managers can use the clues to strengthen consumer perception of product quality.

Since the mentioned purchase intentions are changed over time (for example, because of increasing prices, sales), marketing managers should be aware of changes in consumer satisfaction, involvement and the perceived quality levels to be able to predict the future behavior of consumers. Involvement with the product has a significant relationship with consumer satisfaction, the perceived quality and purchase intentions. Marketers can try to involve consumers with a product and provide new motivations (messages, ads) to do this work. As consumers with high involvement are active seekers of product information [42], marketers can target successfully them with a showcase at point of sale, the targeted promotional strategies and providing high quality services for customers [41]. Finally, consumer involvement, the perceived quality, consumer satisfaction and purchase intentions should be used for categorizing objectives to identify the most homogeneous consumer groups, targeting the most profitable sectors and implementing communication marketing effective strategies.

## LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

There was used a single product category to test the proposed model for a defined market segment. Data were collected from students in Tehran and may not reflect geographical differences among students. Small variance of purchase intentions should be explained by the model that indicate poor measurement of concepts (such as satisfaction and the perceived product quality) or other priorities.

Future studies can study other groups of consumers such as older populations with different life styles and socioeconomic activities. This model can be used to study the differences between men and women as well as other consumer segments (e. g consumers with high involvement against consumers with low involvement) and can be studied using other consumption categories and consumer groups. Sport shoes are relatively cheap products with high involvement and the future studies can test this model for products with low involvement. Finally, there is required to examine and study the role of values in satisfaction, the perceived product quality and purchase intentions.

### CONFLICT OF INTEREST

There is no conflict of interest.

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None

### FINANCIAL DISCLOSURE

None

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