

BRAND HERITAGE EFFECT ON REPURCHASE INTENTION MEDIATES BY THE CUSTOMER PERCEIVED VALUE OF TEHRAN STEEL MARKET

Bardia Nakhjavan¹, Mahnaz Azari Ghelichi²

Department of Business Administration, North Tehran Branch, Islamic Azad University,
Tehran, IRAN.

¹Bardia.nakhjavan@gmail.com, ²Mahnaze.azari@yahoo.com

ABSTRACT

The main objective of this research is to study the indirect effects of brand heritage on repurchase intention of mediated by the customer perceived value. To achieve this objective, standardized questionnaire was released among retail Tehran steel market vendors, and finally 384 questionnaires were used in the analysis hypotheses. Confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed equation modeling techniques. Using two LISREL software, confirming or reject the hypotheses has been demonstrated. This research is survey based on data collection and is correlational due to examine relationships between variables. The result of the study also indicated that the impact of commercial realized value, functional and social value was confirmed on the use intention. But the impact of symbolic and emotional value was not confirmed on the use intention this.

Keywords: brand heritage, to be reusable, social value, functional value, business value, emotional value, symbolic value

INTRODUCTION

Knowledge of consumer behavior study how and why the consumers' purchasing decision process to use and dispose products, ideas, services or experiences (Solomon, 2008). Consumers are aware of their need during a routine first, then search for information, select the desired option, and at a later stage show satisfaction or dissatisfaction with their decision.

Once consumer is satisfied with his choice and will rely on it, and come back to the same goods or services and will repurchase and use it. Repurchase intention is the motivation and willingness of consumers to repeat purchase behavior that a buying behavior occurs as a consequence of perceived value of the product brand and ultimately leads to the use and purchase of goods or services (Woodruff, 1997). Repurchase intention refers to the Purchase behavior that is the vital goal for company success and probably the most important concept in marketing. On average, loyal customers are worth up to 10 times as much as their first purchase, and this why the companies are trying to keep them. Factors affecting repurchase intention are as follows: customer satisfaction, purchase behavior in the past, brand loyalty and quality. Of these factors, customer satisfaction acts on repurchase intention as the most important predictor. (Kitchanthorn, 2010)

Considering the importance of this issue among marketers, brand communication and marketing necessary to enhance understanding and increasing the brand purchase value and

favorable purchasing behavior became more evident and substantial efforts in this field was formed. (Curasi& Kennedy, 2002).

The consumer's perceived value of a good or service affects the price that he or she is willing to pay for it. The concept of value for money is related to economic utilitarianism and includes theories related to purchase value is offered by some researchers who believe that consumers decided to purchase their product brand only because of the value and financial benefits(Dodds et al, 1991). On the other hand, some researchers such as Fournier believe that perceived value is concerned with the consumer's personality and culture; so that the customers with the purchase of a brand product try to show personal, social identification and lifestyle between groups in which they live. This approach assumes that consumers purchasing a product and economic value do not only think to the interests of a brand and the product looked as part of their identity (Fournier, 1998).

In another approach, brand perceived value is considered as an emotional state resulting in consumer internal/physical state, and a chance and allows him/her to respond to questions and enjoyable experiences of their own pleasant consumption. Consumers establish an effective communication with the product and seek enjoyable emotional experiences (Elliott, 1997).

According to a study of Wuestefeld et.al (2012) brand heritage is effective on customer perceived value and based on the comprehensive model brand purchase value of Tsai the customer perceived value is effective on repurchase intention. In this study, a comprehensive model of brand purchase value of Tsai and the brand heritage of Wuestefeld are checked for hybrid models, namely, the effect on repurchase intention to mediate the perceived customer value is studied in Tehran steel market.

LITERATURE REVIEW & HYPOTHESES

Traditions and heritage are not the only time frame of the past but also includes present and future and are grown more than a decade and/or even centuries. Brands background have spent time to build a meaningful and rich past, and to benefit from a background helps to create a brand in accordance with the present and future conditions. A brand that has been infused with a track record states authenticity and trustworthiness and can provide leverage for brand (Aaker 1996 and George 2004). Empirical evidence increasingly suggests that shoppers when purchase decisions are not only influenced by tangible attributes such as price and quality but also are influenced by intangible attributes such as confidence and brand association (Cretu and Brodie 2007 and Muramby et al. 1997). One dimension of a brand identity is to be found in the record sequence and stability and longevity and inner values and the use of symbols and especially in an organizational belief that is an important heritage. (Ord 2007)

Following their perception and brand image branding consists of different class backgrounds with their own criteria, which require a specific policy to achieve effective leadership and management. According to Aaker (2004) heritage is an important value, especially for brands stimulant partnership that adds brand basics and credibility and differentiation. Today, the concept of heritage (history) draws upon the identity of the brands that are extremely strong and helps them increase in value, especially when they are reinterpreted in a contemporary horizon (Aaker, 2004). Considering the problems arouse passions and interests which are evident from is of the high degree of importance (Aaker, 1996).

Repurchase intention means "personal judgment about purchasing a particular service from the same company and to continue effective communication with it." (Hellier et al,

2003). According to Fornell (1992) repurchase intention means "desire to reuse by the consumer of a service provider in the future". (Fornell, 1992). Jackson sees this concept as "consumer behavioral intention shows his willingness to continue the increase or decrease a service provider of a service". He believes that the willingness leads to repurchase the same brand, same product and the same company in the future. (Kitchanthorn, 2010)

Blackwell in his study defines the repurchase intention as assessing how to purchase a product or service used in the future and believes that product and service quality has a direct impact on this concept (purchase intention). He believes that the repurchase intention acts as a certain behavior to purchase intention, predictor customer purchase behavior to plan and spend money for purchasing a product or service. Repurchase intention program includes a review of the available options and select a product or service from two or more available brands and spend time and money to do this. (Lin and chen, 2009)

Based on the comprehensive of brand purchase value of Tsai, customer perceived value affects customer repurchase intention (Wuestefeld et al (2012)). One of the first studies on customer perceived value is related to Woodruff. According to him, global competition and the slow economic and industrial growth led companies to improve their performance through quality management.

Other category on customer value of some scholars as Sheth et al., offer the following five categories:

1. Functional value,
2. Social value,
3. Emotional value
4. Epistemic value
5. Conditional value

Other categories show different aspects of this concept (perceived value), 1. Product value, 2. Use value, 4. Possession value, 5. Total value

Customer value means to receive the preferential customer value and to evaluate product features, performance characteristics and the next decision to re-use it to achieve the goals and needs. The customers will be satisfied by receiving the reasonable quality and price by the provider company of the services or product brand and this satisfaction leads to form customer perceived value at a high level and increasing his repurchase intention.

As stated, repurchase intention will be increased following the customer satisfaction. Many factors affect satisfaction, but according to the study conducted by Woodruff, the two main factors of quality and the product perceived prices lead to formation perceived value or brand value in the eyes of the customer. The amount of this value indicates customer satisfaction and ultimately repurchase intention. (Woodruff, 1997)

Olaru et al. in an article assumes that the ratio of services perceived interest, communications and money to the perceived disadvantage leads to the formation of perceived value and this value affects consumer repurchase intention. If the consumer received full satisfaction of the product or service will suggest his used brand to others. (Olaru et al, 2008)

According to the study of Doddset al., there is a significant relationship between buyer perceived value and purchase intention. In addition, Cwan and Oh stated that the customer perceived value affects the past and future purchase behavior as an important predictor of purchase intention behavior. (Lin and chen, 2009).

Parasuraman and Grewe examined perceived value from four aspects: 1. Acquisition value, 2. Transaction value, 3. In-use value, 4. Redemption value. (Parasuraman et al)

Holbrooke also believes that the customer perceived value is known as the basic concept of relational exchanges and understanding of the benefits and the expected losses from the repurchase. (Pertick, 2002)

Tsai (2005) reviews brand purchase value from three symbolic dimension, and trade off sentiment in three categories of products proved that customers use the perceived value as the main factor assessing the perceived features of the product to decide on the repurchase intention. (Tsai, 2005)

Menget al. confirmed by reviewing the researches in the field of entertainment services that perceived value is a tradeoff connection between the perceived benefits and monetary and non-monetary costs with a high degree of personal involvement and regular activities. The concept of repurchase intention is studied from both social psychology and marketing, and is examined based on social exchange theory shows in social dimension, and from the marketing perspective represents a defense strategy of some companies for customer retention and increase the number of loyal customers.

According to the study by Doddset al., there is a significant relationship between buyer perceived value and his purchase intention. In addition, Cowan and Oh expressed the customer perceived value as an important predictor of purchase intention that affects past and future purchase behavior. (Lin and chen, 2009)

Seth et al., in their research examined the factors influencing customer choice at the time of purchase and why a brand is selected among other brands. They found that: (1) customer choice is a set of multiple values. 2. Multiple values are independent of each other. These values are defined as follows:

Functional value: the customer perceived benefits of a product is about the use, possession and its physical characteristics. Traditionally, this is the main reason of customer choice based on a reasonable calculation process.

Social value: is related to customer value in the socio-cultural groups to show his character and identity. Customers use the products perceived value as a symbol of his use to others.

Emotional value: includes the emotional needs to use a product. Customer will select exposing to advertising on the subconscious and non-cognitive and sensory stimuli to his own brain.

Epistemic value: relates to unknown customer value leading to his attention in the discovery of new and diverse products and experiences. Innovator consumer seeks new experiences to pleasant experiences and to meet the needs of their curiosity to make selection.

Conditional value: includes the immediate needs of the customer and his efforts to meet the increased demand created for appropriate conditions to achieve the functional and emotional interest.

The results of this study on 200 consumer of various products shows people at the time of purchasing a product or a brand are seeking to meet their individual needs based on a decision-making system. (Sheth et al, 1991)

Sweeney et al. (1996) according to Sheth et al. on the impact of multiple values at the time of purchase checked the use of three dimensions of use: functional, social and emotional. To review the customer opinion revealed that contrary to Sheth viewpoint, five values stated in his research affect the interactions between individuals purchase behavior. Sweeney in his

research found that there is an overlap between social and emotional values. (Sweeney et al, 1996)

Sweeney and Soutar, five years later, using a scale of 19 choices, studied the customers' perceptions of their products and brands. The study was conducted in the retail sector in order to discover the consumption values and its impact on the buyers' attitudes and behavior conducted and it was found that four dimensions emotional, social, quality/performance and monetary value of consumers were important at the time of purchase. Retail customers decide to buy from a store by understanding their requirements values. The researches in the field of customer marketing indicated changing the focus of marketers considering the preceding cognitive aspects of customer decision making toward creating the emotion and identity for the customers. According to Sheth, it was initially supposed that consumption multiple values act at the time of purchase of a product separately from but later it was proved that organizational commitment, proper functioning of product, and quality of service in retail and store employee communications with consumers to interact with each other affect consumer decisions.

On the other hand, it can be said that perceived value differs from the satisfaction. Satisfaction relates to customer evaluation after buying or using a product or service but as an evaluation indicator causes to form the customer attitudes towards a product or brand. In the study, the results of reviewing the customer opinion showed that the Australian major cities are not looking only functional value (economic) at the time of purchase product but also to provide the need of fun, entertainment (emotional) and the need to identity (social value). The importance of these values is different for customers of various commodities, so the customer of the durable goods place more priority to the emotional value in their choices. Another important point is the ability to store employees to create social and emotional value for customers. (Sweeney and Soutar, 2001)

Hall et al. have found that in addition to the different needs of customers, opportunities and type of acquisition targets also affect perceived value of product or brand. The customers based on the urgent or planned need accorded different priorities in determining the perceived value. They, reviewing the perceived value of customers of alcoholic drinks found that Sweeney model cannot be used for all types of products. Sweeney model was studied in durable household goods, but Hall et al. research showed that for a short-lived product such as drinking, the following factors simultaneously causes the formation of customer perceptions:

1. Emotional / Social
2. Perceived risk
3. Quality
4. Perceived price.

The results also showed that for an ephemeral product, social and emotional values play more prominent role interacting with each other than other values. The reason is exposing the customer in purchase position and his efforts to show aspects of his identity using a product. In other words, the intangible values play more prominent role in non-durable goods class than the value of tangible values (applications). (Hall et al, 2001)

Sirgy and Johar in their research reviewed self-organization means the fitness of brand image and customer's sense of self. They believed that the functional fitness will be examined of two dimensions: Functional fitness and self-fitness. Marketers have used these two dimensions to position and brand recognition in compliance with customer perceptions and the brand image. The fitness of self, points to the relationship between brand image and ideal self-image, actual self-image and the real image and the ideal of the customer society that is examined psychologically. The other side of functional fitness, including coordination between customer beliefs about the functional specifications of brand compared with its reference. Sirgy and Johar reviewing the relationship and interaction between these two fit on

the loyalty of customers to a store found that functional fitness at high level of consciousness and self-fitness at a low level of awareness affect shaping customer perceptions and their assessment of the characteristics of the product or brand. They believe that customers use the fitness of the location and the time of purchase, the degree of involvement with the brand and brand awareness at the same time and in an interactive communication and functional fitness and the self to decide about a product (Sirgy and Johar, 1999).

Kantamneni and Coulson in their research concluded that the following values purchase affect the customer perceptions about a product or brand:

Core value includes functional benefits, reasonable quality, reliability, scalability, durability and ability to meet customers' satisfaction. Marketers regardless of this part of the product cannot sell their goods.

Personality value: expresses self-character and identity of customers and a means of expression and display it in the eyes of others.

Emotional value: includes the aesthetic characteristics of a product or brand that will be received through the customer senses. Convenient and beautiful design, packaging and product appearance features help to enhance the value to customers.

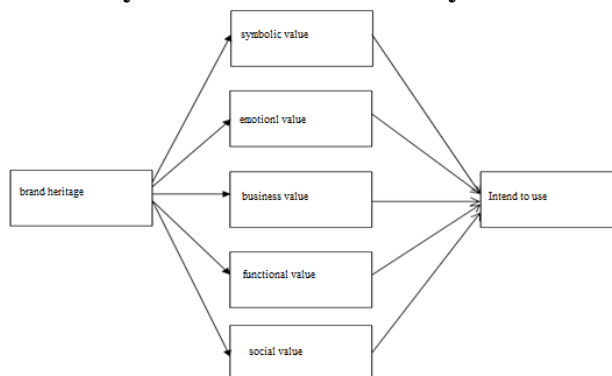
Economic Value: reflects the customer evaluation of brand name, store name, perceived price and economic interests of a product or brand among them.

In their research with a comprehensive review of its input affecting the brand purchase value proved that the social, emotional and functional dimension simultaneously interact with each other from customer perceptions. (Kantamneni and Coulson, 1996)

According to the above, hypothesis arises as follows.

- H1: brand heritage has a significant impact on symbolic value.
- H2: brand heritage has a significant impact on emotional value.
- H3: brand heritage has a significant impact on functional value.
- H4: brand heritage has a significant impact on trade off value.
- H5: brand heritage has a significant impact on social value.
- H6: symbolic value has a significant impact on repurchase intention.
- H7: emotional value has a significant impact on repurchase intention.
- H8: functional value has a significant impact on repurchase intention.
- H9: social values has a significant impact on repurchase intention.
- H10: commercial value has a significant impact on repurchase intention.

The analytical model of this study



Analytical framework

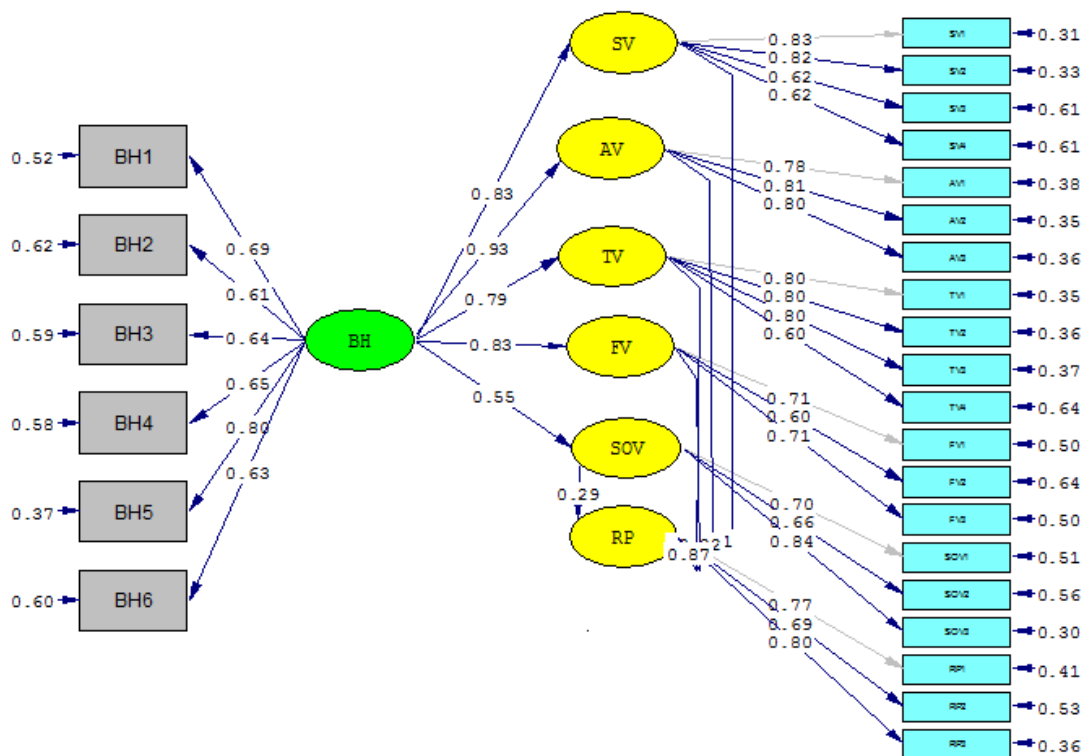
METHODOLOGY

For the major purpose of the study, in the field of research is the applied research – based on the methods is survey. To collect the data, based on five-point Likert scale, a questionnaire was used. To study the validity of the questionnaire, the study was examined according to the content and construct validity. The precise definition of each of the structures, measures of structure and scale of any combination of these criteria was to ensure content validity of the questionnaire. In order to assess structure validity, a pre-test was taken consisted of 30 samples. According to test-retest of Cronbach's alpha coefficient of the questionnaire was estimated at 0.823, the high rate of 0/7 and is at an acceptable level.

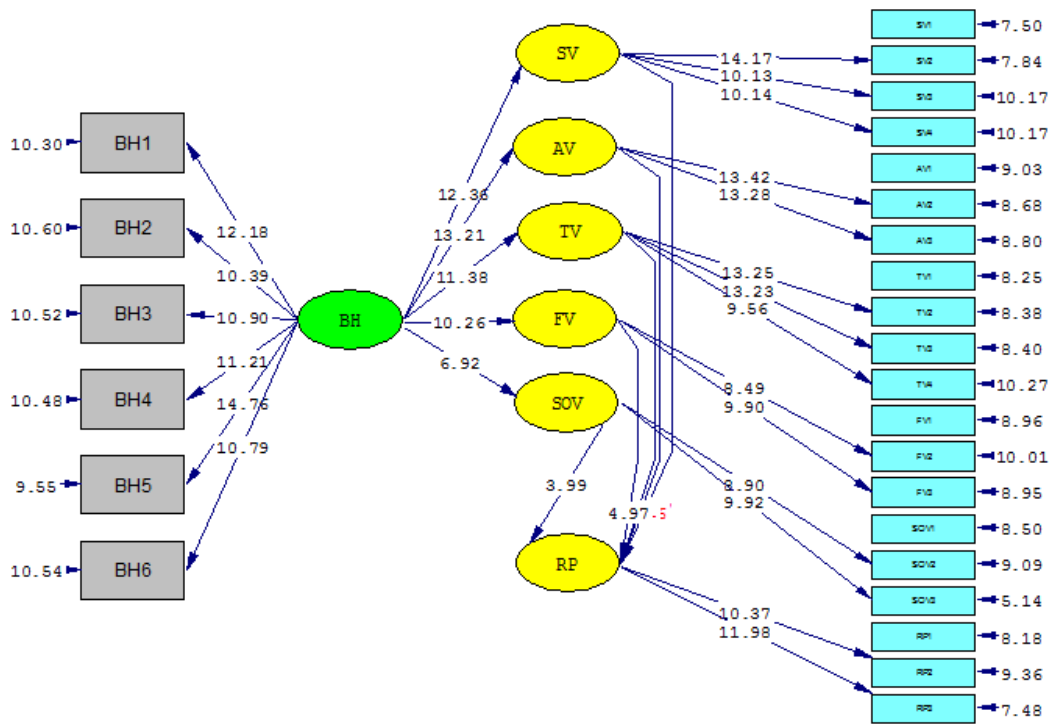
The questionnaires were distributed among retailers and market vendors in Tehran steel market and 384 questionnaires were collected. To approve or reject hypotheses, structural equation modeling and software LISREL was used.

Data analysis

To test the research hypotheses using structural equation modeling, software output indicates that the structural model is fitted to test hypotheses ($2 \chi^2$ to df ratio is less than 3). RMSEA = 0.005 is also the suitability of the structural model. The GFI, AGFI and NFI are respectively 0.94, 0.93 and 0.96, which indicates relatively high fitness model. The continuation of the structural model is shown at significant coefficients in the standard estimation.



Chi-Square=583.32, df=289, P-value=0.00011, RMSEA=0.005



Results to confirm or reject the hypotheses can be seen in the table below.

Table 1. Results to confirm or reject the hypotheses

	Hypotheses	Path Coefficient	R ²	t-value	Result
1	Impact of brand heritage of symbolic value	0.83	0.68	12.36	Confirmed
2	Impact of the brand heritage on emotional value	0.93	0.86	13.21	Confirmed
3	Impact of brand heritage on the business value	0.79	0.62	11.38	Confirmed
4	Impact of brand heritage on functional value	0.83	0.68	10.26	Confirmed
5	Impact of brand heritage on the social value	0.55	0.302	6.92	Confirmed
6	Impact of symbolic value on plan to reuse	0.11	0.012	0.97	Rejected
7	Impact of emotional value on plan to reuse	-0.22	0.048	-1.36	Rejected
8	Impact of business value on plan to reuse	0.12	0.014	2.21	Confirmed
9	Impact of functional value on plan to reuse	0.87	0.75	4.97	Confirmed
10	Impact of social value on plan to reuse	0.29	0.084	3.99	Confirmed

CONCLUSION

According to the test results of hypotheses, it was perceived that brand heritage has a significant and positive impact on all aspects of perceived value by the customer. Therefore hypotheses 1 to 5 were confirmed. Of the five variables of symbolic value, emotional value, trade off value, functional value and social value, the effect of two variables of symbolic value and emotional value was not confirmed on customer re-use intention (hypothesis 6 and 7 was rejected), the results were determined based on the tradeoff value, functional value and social value is effective on customer re-use intention. (Hypotheses 8, 9 and 10 were confirmed).

Zeithaml on his definition of perceived value believes that quality and price are associated with each other as the main motivation of customers in the purchase. He believes that customers according to the calculations of perceived benefits ratio to lost things will judge and decide about perceived value of their purchase. In this study, it was concluded that the brand heritage causes the understanding the tradeoff value, functional value and social value by the customer will increase perceived tradeoff value, functional value and social value perceived by the customer leading to a customer re-use of banking services.

REFERENCES

- [1]. Akhter, S. (2009). Niches at the Edges: Price-Value Tradeoff, Consumer Behavior, and Marketing Strategy. *Journal of Product and Brand Management*, 18(2)
- [2]. Bhat, S., & Reddy, S. K. (1998). Symbolic and functional positioning of brands. *Journal of Consumer Marketing*, 15(1), 32–47.
- [3]. Chang, T. Z., & Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing Science*, 22(1), 16–27.
- [4]. Curasi, C. F., & Kennedy, K. N. (2002). From prisoners to apostles: A typology of repeat buyers and loyal customers in service business. *Journal of Services Marketing*, 16(4), 322–341.
- [5]. Cohen, J.W., Pham, P., Pracesuj, J.B., & Hughes, D. (2001). Affect Monitoring and the Primacy of Feelings in Judgment. *Journal of consumer research, Inc. Vol. 28*.
- [6]. Dobni, D., & Zinkhan, G. (1990). IN SEARCH OF BRAND IMAGE: A FOUNDATION ANALYSIS. *Advances in Consumer Research Volume 17*. pp110-119.
- [7]. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluation. *Journal of Marketing Research*, 28, 307–319.
- [8]. Dickson, P., & Kalapurakal, R. (1994). The use and perceived fairness of price-setting rules in the bulk electricity market. *Journal of Economic Psychology* 15 (1994) 427-448
- [9]. Elliott, R. (1997). Existential consumption and irrational desire. *European Journal of Marketing*, 31(3–4), 256–289.
- [10]. Ercis, A., Unal, S., Candan, F., & Yildirim, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. Published by

- Elsevier Ltd. Selection and/or peer-review under responsibility of the 8th International Strategic Management Conference. Procedia - Social and Behavioral Sciences 58.
- [11]. Firat, F., & Venkatesh, A. (1995, December). A liberatory postmodernism and the re-enchantment of consumption. *Journal of Consumer Research*, 22, 239–267.
- [12]. Fischer, E. (2000). *Consuming contemporaneous discourses: A postmodern analysis of food advertisements targeted toward*.
- [13]. Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*. Vol. 56, pp. 6-21.
- [14]. Fournier, S. (1991). Meaning-based framework for the study of consumer/object relations. *Advances in Consumer Research*, 18, 736–742.
- [15]. Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373.
- [16]. Grönroos, C. (1998). Journal of Business & Industrial Marketing Emerald Article: Marketing services: the case of a missing product. *Journal of Business & Industrial Marketing*, Vol. 13 Iss: 4 pp. 322 – 338.
- [17]. Hall, J., Robertson, N., & Shaw, M. (2001). An investigation of perceived value and consumable goods. *Asia Pacific Advances in Consumer Research*, 4, 350–354.
- [18]. Halstead, D. J., & Page, T. (1992). The effects of satisfaction and complaining behavior on consumer repurchase intentions. *Journal of consumer satisfaction, Dissatisfaction and complaining behavior*.
- [19]. Hellier, P.K., Geursen, G. M., Rodney, A., & Carr Rickard, J.A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*. Vol. 37(11/12), pp. 1762-1800.
- [20]. Hirschey, M., & Pappas, J. L. (1993). *Managerial economics*. New York: Harcourt Brace.
- [21]. Hogg, M. K., Cox, A. J., & Keeling, K. (2000). The impact of self-monitoring on image congruence and product/brand evaluation. *European Journal of Marketing*, 34(5/6), 641–666.
- [22]. Kantamneni, S. P., & Coulson, K. R. (1996). Measuring perceived value. *The Journal of Marketing Management* 6(2), 72-86.
- [23]. Kaveh, M. (2012). Role of trust in explaining repurchase intention. *African Journal of Business Management* Vol. 6(14), pp. 5014-5025.
- [24]. Kaynak, L., & Hartley, J. L. (2007). A Replication and Extension of Quality Management into the Supply Chain: *Journal of operations Management*, 26, 468-489.
- [25]. Keller, K. L. (1993). Conceptualizing measuring and managing customer based- brand equity. *Journal of marketing*. Vol. 57. pp. 1-22.
- [26]. Keller, K. L. (2003). Brand synthesis: The multi-dimensionalities of brand knowledge. *Journal of Consumer Research*, 29, 595–600.
- [27]. Kinney, K., Xia, L., & Monroe, K. (2007). Consumers' perceptions of the fairness of price-matching refund policies. *Journal of Retailing* 83 (3, 2007) 325–337.

- [28]. Kitchathorn, W. (2010). Factor Influencing Customer Repurchase Intention: An Investigation of Switching Barriers that Influence the Relationship between Satisfaction and Repurchase Intention in the Low Cost airlines Industry in Thailand.
- [29]. Kleine III, R. E., Kleine, S. S., & Kernan, J. B. (1993). Mundane consumption and the self: A social-identity perspective. *Journal Consumer Psychology*, 2(3), 209–235.
- [30]. Kwortnik, R. Ross, W.T. (2007). The role of positive emotions in experiential decisions. *Intern. J. of Research in Marketing* 24 (2007) 324–335.
- [31]. Lin, Long-Yi and Chen, Yeun-Wen. (2009). A study on the influence of purchase intentions on repurchase decisions: *the moderating effects of reference groups and perceived risks Emerald Group Publishing Limited. vol. 64(3) 2009, pp. 28-48.*
- [32]. McEnally, M., & de Chernatony, L. (1999). The evolving nature of branding: Consumer and managerial considerations. *Academy of Marketing Science Review*. Available: <http://www.amsreview.org>
- [33]. Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling, and satisfaction. *Journal of Consumer Research*, 20, 451–466.
- [34]. Meng. Shiang-Min, Liang. Gin-Shuh, Yang. Shih-Hao. (2011). The relationships of cruise image, perceived value, satisfaction, and post-purchase behavioral intention on Taiwanese tourists. *African Journal of Business Management* 5(1), pp. 19-29.
- [35]. Mooy, S. C., & Robben, H. S. (2002). Managing consumer's product evaluations through direct product experience. *Journal of Product and Brand Management*, 11(6/7), 432–446.
- [36]. Nakhjavan, B. Alipour Darvishi, Z. (2015). Studying Branding Effects on Customer Perceived Value in Tehran's Steel Market from the Perspective of Wuestefeld Study. *Applied mathematics in Engineering, Management and Technology* 3(2):127-134
- [37]. Nakhjavan, B., & Alipour Darvishi, Z. (2015). The impact of brand heritage on customer perceived value in the steel market of the city of Tehran. *Applied mathematics in Engineering, Management and Technology* 3(2) :135-141
- [38]. Olaru, D., Purchase, S.H., & Peterson, N. (2008). From customer value to repurchase intentions and recommendations. *Journal of Business & Industrial Marketing* 23/8 (2008) 554–565.
- [39]. Parasuraman, A., Zeithaml, V. A., Berry, & Leonard, L. (1994). Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: implications for Further Research. *Journal of marketing. Vol.58.*
- [40]. Petrick, J. F. (2002). Development of a multi-dimensional scale for measuring perceived value of a service. *Journal of Leisure Research*, 34(2), 119–136.
- [41]. Reddy, N. M. (1991). Defining product value in industrial markets. *Management Decision*, 29(1), 14–19.
- [42]. Schmitt, B. (1999). *Experiential marketing: How to get customers to sense, feel, think, ACT, and relate to your company and brands*. New York 7 The Free Press.

- [43]. Shawarz, N. (2000). Social judgment and attitudes: Warmer, more social , and less conscious. *European Journal of Social Psychology*, 45, 513–523.
- [44]. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22, 159–170.
- [45]. Shiv, B., Edell, J. A., & Payne, J. W. (1997). Factors affecting the. impact of negatively versus positively framed advertising messages *Journal of Consumer Research*, 24, 285– 294.
- [46]. Sirgy, J., & Johar, J. S. (1999). Toward an integrated model of selfcongruity and functional congruity. *European Advances in Consumer Research*, 4, 252– 256.
- [47]. Snoj, B., PisnikKorda, A., & Mumel, D.(2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management Volume 13(3) · 2004 · pp. 156-167.*
- [48]. Sweeney, J., Soutar, G., Whiteley, A., & Lester, J. (1996). Generating consumption value items: A parallel interviewing approach. *Asia Pacific Advances in Consumer Research*, 2, 108– 115.
- [49]. Sweeney, J., Soutar, G. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing* 77 (2001) 203–220.
- [50]. Tsai, S. (2005). Utility, cultural symbolism and emotion: A comprehensive model of brand purchase value. *International Journal. of Research in Marketing* 22 (2005) 277–291
- [51]. Woodruff, R. B. (1997). Customer value: The next source of competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139– 153.
- [52]. Xia, L., Monroe, B., & Cox, J.(2004). The Price Is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing* Vol. 68.PP. 1–15.
- [53]. Zeithaml, V.A. (1988). Consumer perceptions of price, quality and value: A means end model and synthesis of evidence. *Journal of Marketing* 52.