From Customer Perceived Value to Repurchase Intention in Textile Sector of Bangladesh: A Correlation Study

Sultan Ahmed[1]

Abstract

Bangladesh is the best place in the region for textiles and garments industry due to cheap labor and favorable trade status with the EU. Again, Government incentives for the spinning and weaving industries in the form of cash subsidy of the fabric cost to exporters sourcing fabrics locally. There is huge yarn and fabric demand supply gap in the RMG industries which is presently met by imports. Thus the potential for backward linkage industry is enormous. Prospect for a huge textile industry capable to supply few billion yards of fabrics a year to the export oriented garment industry has also been developed by the industry. Presently, majority of this demand is met by import from countries like China, India, Hong Kong, Singapore, Thailand, Korea, Indonesia, Taiwan, etc. Fabric requirement is increasing at 20% per annum. This offers a tremendous opportunity for further investment. The article investigates the relationship of three independent variables such as Perceived Value, Brand Preference and Customer Satisfaction with the dependent variable Repurchase Intention in the context of Textile Mills of Bangladesh. 50 companies were surveyed and it is found that these relationships support that Repurchase Intention is influenced by the Perceived Value, Brand Preference and Customer Satisfaction.

Key word*: Perceived Value, Brand Preference, Customer Satisfaction and Repurchase Intention.*

1. Introduction

For virtually all firms, the means of generating consistent profits comes by having customers who not only initially buy, but consistently re-buy. Repeat customers are fundamental to the end-goal of every business, i.e. to make a positive, sustainable financial return. As a result, the measurement of customer satisfaction and repurchase intention has become critical to managers and researchers (Chandon Morwitz, and Reinartz 2004 & 2005; Lusk, McLaughlin,

[1]. Associate Professor Department of Business Administration Bangladesh Islami University Mobile: 01675458151 Email: sultaniiuc@yahoo.com

and Jaeger 2007; Morwitz and Fitzsimons 2004). Both measures have traditionally been used to understand and predict how a customer will behave in the future. Satisfaction, however, is a retrospective metric (Zeithaml et al. 2006), whereas repurchase intention focuses on future consumption behavior.

There is a great deal of research that links customer satisfaction and repurchase intention to outcome variables such as customer retention (Mittal and Kamakura 2001), reduced customer defections (Anderson 1996), share-of wallet (Cooil, Keiningham, Aksoy, and Hsu 2006; Keiningham, Perkins-Munn, and Evans 2003), receptiveness to cross selling efforts, reduced complaint rates and word-of-mouth. For company executives, however, establishing the subsequent effects of these variables on metrics such as profit, share price, firm value, etc., is the most important demonstration of the positive link between customer satisfactions, repurchase intention and firm financial performance.

Customer value is a strategic weapon in attracting and retaining customers and has become one of the most significant factors in the success of both manufacturing businesses and service providers (Zeithaml et al., 1996; Woodruff, 1997).

Consumer satisfaction is a central concept in modern marketing thought and practice. The marketing concept emphasizes delivering satisfaction to consumers and obtaining profits in return. As a result, overall quality of life is expected to be enhanced. Thus, consumer satisfaction is crucial to meeting various needs of consumers, business, and society. The realization of this importance has led to a proliferation of research on consumer satisfaction over the past two decades. Attempts to make significant contributions toward understanding this important area have been made, including numerous studies and annual conferences on consumer satisfaction/dissatisfaction and complaining behavior.

Consumers compare their perceptions of product performance with a set of standards. Confirmation results when the perceived performance matches standards, whereas disconfirmation results from a mismatch. Confirmation and disconfirmation are expected to determine consumer satisfaction or dissatisfaction.

Measuring the level of customer satisfaction is very important for today's business organizations. Business organizations can use these measurements to improve their business results. Measurement of customer satisfaction requires quantitative and qualitative methods.

Consequences of satisfaction come out in two different forms. In case of high satisfaction or at least no dissatisfaction, the customers keep their purchasing. The customers whose experiences exceed their expectations provide a positive word of mouth as well as they continue to be a loyal customer for the company. However, in case of dissatisfaction or defection, customers may complain and stop purchasing. At least, they start distributing negative word of mouth.

The concepts of consumer satisfaction have been in a central position in Marketing since 1950's till today with an increasing interest and importance. We can consider satisfaction as a major output of Marketing-activity that links the processes involved in purchase and consumption. It also links post purchase phenomena such as attitude change, repeat purchase, and brand loyalty. The positioning of the concept in the core of Marketing is reflected by the consideration that profits are generated through the satisfaction of consumer needs and wants.

The textile industry is competitive in Bangladesh now a day. Producers of yarn usually target the same market segment and cannibalize market share as a result. With an industry facing fierce competition, companies are experiencing pressure to maintain their profits. Branding is an important intangible asset of a company that could transmit promise, acceptance, trust, and hope to patrons. This circumstance is especially true in textile. The garment manufacturers have an affirmative worship of brand; namely, they enclose significant brand preferences.

Past research suggests that brand personality boosts consumer preference (Zhang, 2007) and has a positive relationship with levels of consumer trust and loyalty (Wysong, Munch, & Kleiser, 2004). Moreover, customer perceived value provides marketers a clue on how to better satisfy the needs of their targeted customers (Lin, 2002). Moreover, perceived performance serve as an important antecedent of value and either directly or indirectly drives repurchase intention (Olorunniwo & Hsu, 2006). Thus, the present study attempts to investigate the interrelationships among brand preference, customer perceived value, customer satisfactions with repurchase intentions.

2. Objectives

The main objectives of the study are:

• To illustrate the factors perceived value, brand preference, customer satisfaction that influence customers' repurchase intention.

• To provide an insight on customers' expectations and perceptions of repurchase intention.

• To test the relationship of perceived value, brand preference and customer satisfaction with the repurchase intention.

3. Methodology

3.1 Research Design:

The conceptual framework in figure-1 shows the structure of the relationship among the measured variables.
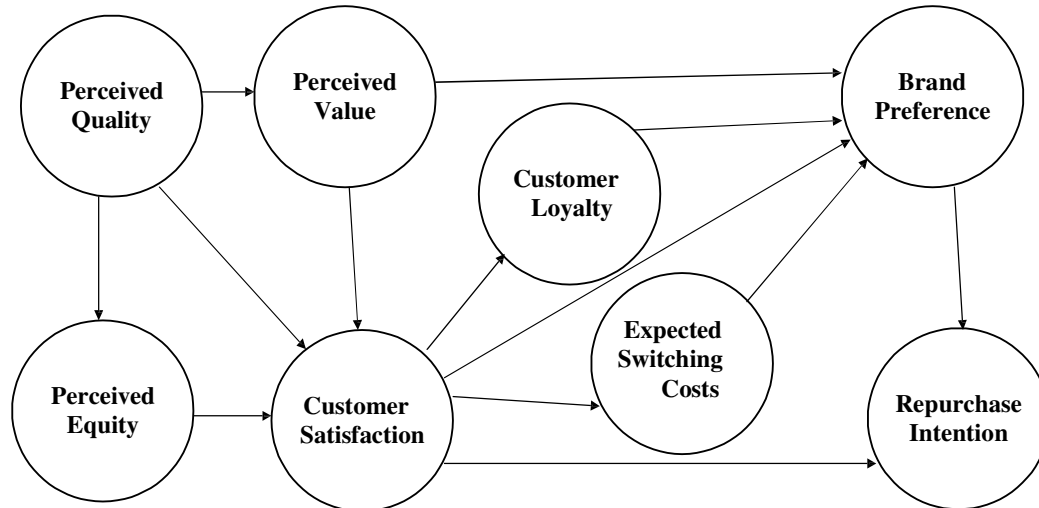
Figure 1: Interrelationship of measured variables

The purpose of the research is to investigate the relationship between independent variable perceived value, brand preference and customer satisfaction and dependent variable repurchase intention.

The researcher supervises a similar type of research for his undergraduate student which was done only on one company. The present research is a corelational study because research that studies the relationship between two or more variables is known as a corelational study. Therefore a co-relational research design has been used for appropriately testing the hypothesis. The conceptual framework indicates the design of the model is a corelational study.

3.2 Sample Size and Sampling Method:

The populations of this research are the yarn buyer in Rupgong (Volta Gausia) and Narayangong city. The sample size is 50. The sampling technique used is probability convenience sampling technique. Data was gathered through questionnaire survey Therefore researcher uses 50 questionnaires for data analysis.

3.3 Survey Instrument:

Questionnaire has been used in order to gather data for this study. All question has used 5-point likert scale (ranging from 1 for strongly disagree to 5 for strongly agree). Questionnaires include closed ended question to measure customer opinion regarding perceived value, satisfaction, and brand preference and purchase intention.

3.4 Data Analysis:

Pearson's correlation analysis is use to find out whether any relationship exists between the independent and dependent variables. Correlation analysis is to describe the degree to which one variable is linearly related to another. After collecting the data Pearson's corelational matrix for the variables are prepare and look for significant correlations. Here I used descriptive, correlation and stepwise regression to test the strength of association between the studied variables. The statistical package for social science SPSS v.17 software is used to analyze the data collected from the actual survey.

3.5 Research Hypothesis:

There is a significant relationship between perceived value, brand preference, customer satisfaction, and repurchase intention.

4. Literature Review

4.1 Brand Preference:

Brand preference refers to the consumers' hierarchical prioritization of the brand as a result of their patronage and cognitive comprehension of the brand (Singh, Ehrenberg, & Goodhardt, 2008). Customer merchandise carries much more meaning than their utilitarian, functional, and commercial significance (Terpstra & Sarathy, 1997). Individuals are more likely to buy brands whose personalities intimately match their own self images (Schiffman & Kanuk, 2000) and self expression (Jamal & Goode, 2001). Moreover, consumers express themselves by selecting brands whose personalities are consistent with their own personalities (Aaker, 1999).

Self image or self expression affects consumers' product preferences and their purchase intentions (Mehta, 1999). Ericksen (1996) finds a significant relationship between self image and intention to buy an American brand automobile. In other words, individuals prefer brands that have images compatible with their perceptions of self (Jamal & Goode 2001). This self image consistency strengthens positive attitude toward products and brands (Sirgy, et al. 1997).

In general, consumers have a brand preference toward an established brand during the firm's long presence in the market (Dinlersoz & Pereira, 2007) and they tend to show little brand preference toward a particular brand when they are exposed to a new or unfamiliar product category. Research indicates that the greater their shopping experiences and/or information collection, the higher the probability of focusing on a specific brand (Devaraj, Fan, & Kohli, 2006).

4.2 Customer Perceived Value:

Customer perceived value is a critical notion in the marketing literature (Hansen, Samuelsen, & Silseth, 2008). Specifically, customer perceived value in commerce marketplace is defined as "the trade-off between the multiple benefits and sacrifices of a supplier's offering, as perceived by key decision-makers in the customer's organization, and taking into consideration the available alternative suppliers' offerings in a specific use situation"(Eggert & Ulaga, 2002). Three notable elements exist in this definition: (1) the multiple components of value, (2) the subjectivity of value perceptions, and (3) the importance of competition (Eggert & Ulaga, 2002). Ulaga and Eggert (2006) advance the trade-off notion and focus on the multidimensional nature of benefits and sacrifices rather than tangibles. First of all, the multiple benefits refer to a mixture of product/service attributes and/or technological support available related to a specific use condition (Monroe, 1990) and occasionally illustrated in monetary forms (Anderson, Jain, & Chintagunta, 1993). Second, customers' perceived value is subjective, not objective, in nature (Kortge & Okonkwo, 1993). In other words, different customers may have a variety of perceived values for the same product/service. Third, customers' perceived value is closely tied with competition in the marketplace. Competitors generate sustainable competitive advantage by means of bringing a better trade-off between utilities and sacrifice in a merchandise/service.

It is noteworthy that customer perceived value is not only a take factor (i.e., the benefits that a purchaser obtains from the vendor's contribution) but also a give factor (i.e., the buyer's costs of receiving the offering). Much of the precedent studies identify product quality as the primary take factor and price as the give factor. In addition, service is also a logical driver of perceived value (Parasuraman & Grewal, 2000). Sellers provide outstanding sales services in

order to increase the benefits perceived by the buyer and to decrease the buyer's non-monetary costs, such as time, effort, and mental stress. Marketing practitioners and academicians concern how customers perceive and evaluate the value of products and services (Boshoff & Gray, 2004; Ulaga & Eggert, 2006).

4.3 Customer Satisfaction

Satisfaction can be define as the degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfill the customer's desires, expectations and needs in relation to the service.

Satisfaction is an overall affective response to a perceived discrepancy between prior expectation and perceived performance after consumption (Oliver, 1980). It can be defined as the degree to which one believes that an experience evokes positive feelings (Rust and Oliver, 1994). In practice, service quality and satisfaction are often used interchangeably, because both are evaluation variables relating to consumers' perceptions about a given product or service.

However, some authors have made an effort to suggest a set of differences between service quality and customer satisfaction. For example, Oliver suggests that service quality judgments are more specific while customer satisfaction judgments are more holistic. In addition, service quality is related to cognitive judgments and customer satisfaction is related to affective judgments. To imply holistic evaluation after a purchase, the concept of overall satisfaction is made to distinguish from satisfaction with individual attributes (Bitner and Hubert, 1994). Overall satisfaction refers to the customer's overall subjective post-consumption evaluation judgment based on all encounters and experiences with a particular organization.

4.4 Repurchase Intention

Repurchase intention refers to the individual's judgment about buying again a designated service from the same company, taking into accounts his or her current situation and likely circumstances.

A repurchase intention can be subsumed under the more general concept of "behavioral intention" which includes intentions other than those related to repurchases, e.g. intention to purchase a product further, word-of-mouth intentions, and complaint intentions. Sometime particularly in textbooks "behavioral intention" is viewed as one facet of "attitude", together with cognition and affect. Customers' attitudes and intentions are important concepts in consumer marketing research, but attitudes and intentions of professional purchasers are also topics of concern in industrial marketing.

5. Findings and Analysis

5.1 Relationship between Perceived Value and Repurchase Intention:

Perceived value, which in turn is a direct driver of purchase/repurchase intention. The consumer has experience, and is thus familiar with the product/brand evaluation is therefore less influenced by extrinsic cues such as store name and ambience, brand image or marketer communication [Sweeney, (1994)]. Furthermore, post-purchase, the consumer, having first hand experience with the product, is able to form satisfaction/dissatisfaction evaluations-but not in the pre-purchase situation. Perceived value, however, is an abstract concept with meanings that vary according to context. In marketing, however, perceived value is typically defined from the consumer's perspective. Perceptions of value however are not limited to the functional aspects but may include social, emotional even epistemic value components (Sheth et al, 1991).
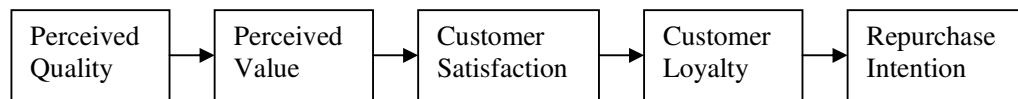
Perceived Quality → Perceived Value → Customer Satisfaction → Customer Loyalty → Repurchase Intention

Figure 2: Relationship between perceived value and repurchase intention

5.2 Relationship between Brand Preference and Repurchase Intention:

Brand identification is a fundamental antecedent of brand loyalty and thus plays a crucial role in the consumer's brand choice and buying behavior (Ahearne, Bhattacharya, & Gruen, 2005). Consumers differ considerably in their quality consciousness. Perceived performance enhance the brand awareness and brand awareness crates brand interest resultant is the purchase intention. Suppliers past practice of business crates a favorable brand attitude in the minds of customer and influence them to repurchase.
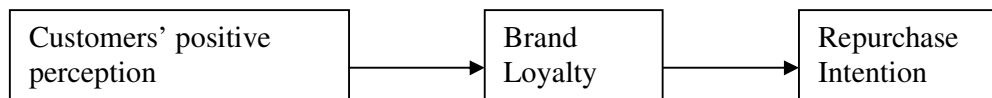
Customers' positive perception	→	Brand Loyalty	→	Repurchase Intention

Figure 3: Relationship between brand preference and repurchase intention

5.3 Relationship between Customer Satisfaction and Repurchase Intention:

A direct positive relationship between customer satisfaction and repurchase intention is supported by a wide variety of product and services studies. Overall customer satisfaction with a product is strongly associated with the behavioral intention to return to the same product producer. Customer satisfaction creates active loyalty to the particular brand and resultant is the positive purchase intention.
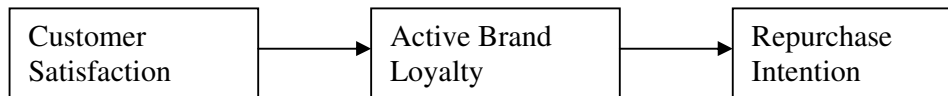
Customer Satisfaction	→	Active Brand Loyalty	→	Repurchase Intention

Figure 3: Relationship between customer satisfaction and repurchase intention

5.4 Internal Consistency and Descriptive statistics of the instruments:

The most highly recommended measure of internal consistency is provided by coefficient alpha (α) is to 1, the better the reliability. If the value is low, either there are too few items or there is very little commonality among the items (Churchill, 1979).

Table 1: Descriptive statistics and consistency coefficient of variables

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Brand Preference	50	4.25	4.65	4.4760	.09760	.010
Customer Satisfaction	50	4.24	4.64	4.4194	.07178	.005
Perceived Value	50	4.22	4.65	4.3978	.06999	.005
Repurchase Intention	50	4.27	4.81	4.5614	.15260	.023
Valid N (listwise)	50					

Source: Calculated from survey data using SPSS

Mean scores have been computed by equally weighting the mean scores of all items. On a five point scale mean score for brand preference is 4.476 with a standard deviation of 0.09760 and variance 0.010, for customer satisfaction mean score is 4.4194 with a standard deviation of 0.07178 and variance is 0.005, for perceived value mean score is 4.3978 with a standard deviation of 0.06999 and variance 0.005, and for repurchase intention mean score is 4.5614 with a standard deviation of 0.15260 and variance is 0.023.

A coefficient of 0.70 or above is desirable. In this study the coefficient alpha (α) for the different constructs were computed using the reliability procedures in SPSS. The reliabilities of 4 construct in this study fall within the range of (0.938-0.978) which is very strong and highly acceptable.

Table 2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.938	.978	4

Source: Calculated from survey data using SPSS

5.5 Correlation Analysis:

Table 3: Correlation matrix of variables

		Brand preference	Repurchase intention	Perceived value	Customer satisfaction
Brand preference	Pearson Correlation	1	.989(**)	.878(**)	.936(**)
	Sig. (2-tailed)	.	.000	.000	.000
	N	50	50	50	50
Repurchase intention	Pearson Correlation	.989(**)	1	.827(**)	.901(**)
	Sig. (2-tailed)	.000	.	.000	.000
	N	50	50	50	50
Perceived value	Pearson Correlation	.878(**)	.827(**)	1	.978(**)
	Sig. (2-tailed)	.000	.000	.	.000
	N	50	50	50	50
Customer satisfaction	Pearson Correlation	.936(**)	.901(**)	.978(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	50	50	50	50

** Correlation is significant at the 0.01 level (2-tailed).

Source: Calculated from survey data using SPSS

A correlation analysis was conducted on all the variables to explore the relationship between variables. The bivariate correlation procedure was a subject to a two tailed test of statistical significance at two different levels highly significant ($p<0.001$) and significant ($p<0.01$) or ($p<0.05$).

It examines the correlation among brand preference, customer satisfaction, perceived value, and repurchases intention. The variables significantly correlated with repurchase intention. In case of brand preference (r=0.989, $p<0.01$), customer satisfaction (r=0.901, $p<0.01$) and perceived value (r=0.827, $p<0.01$).

5.6 Stepwise Regression Analysis:

Stepwise regression was conducted to assess the relationship between variables. Stepwise regression is a useful procedure in determining most significantly related variables in explaining the behavior in question and this procedure not only gives an indication of how comprehensive the effect of the independent variable is, but also details which aspects of grossly defined variable have been differently affected.

Table 4: Stepwise regression Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.865	.184		-10.113	.000
	Brand preference	1.664	.089	1.064	18.729	.000
	Customer satisfaction	.509	.279	.240	1.824	.075
	Perceived value	-.744	.211	-.341	-3.529	.001

a. Dependent Variable: Repurchase intention

Source: Calculated from survey data using SPSS

Table 5: Summary of regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993(a)	.986	.985	.01840

a. Predictors: (Constant), Perceived value, Brand preference, Customer satisfaction

Source: Calculated from survey data using SPSS

5.7 Test of Research Hypothesis:

From table 3, 4, 5 it is clear that there is a significant relationship between perceived value, brand preference and customer satisfaction and repurchase intention. From table-4 the test of significance and the value of R and R square and adjusted R square from table-5 all provide supports for research hypothesis. Results of correlation analysis in table-3 also provide support for research hypothesis.

5.8 Limitations of the Study:

Though the textile industry is very big in size in Bangladesh the researcher selects a very small sample size to conduct the research. Further study with a vast population is suggested to get the better picture of the study.

6. Conclusion

For any product creating customer value depends on the value proposition offered by the seller. It is also obvious in textile sector. If customer perceived value is greater than the perceived cost of having the product he/she will be satisfied. And a satisfied customer has a positive perception towards that brand that creates brand preference. So it is evident that there is a positive correlation among the factors perceived value, customer satisfaction and brand preference. If any customer prefers a particular brand he or she may be loyal to that brand. On the other hand we can say that loyal customer is retained with the existing brand. And a retained customer will always have a positive tendency towards repurchase. According to Philip Kotler it is cost 5-10 times more to attract a customer than it does to retain. So it is very important for the organization to satisfy the existing customer and to retain them to ensure their repurchase. The study reveals that there is a positive correlation among the variables perceived value, customer satisfaction, brand preference and repurchase intention. However company has to take right initiatives to motivate customer to make re-buy through offering bundle of benefits that satisfy him or her for their survival in this competitive business world.

References

Aaker, J.L. 1999, *The malleable self, The role of self-expression in persuasion*, Journal of Marketing Research, 36(1), 45-57.

Ahearne, M., Bhattacharya, C. B., & Gruen, T. 2005*, Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing,* Journal of Applied Psychology, 90(3), 574–585.

Anderson, J.C. Jain, C., & Chintagunta, P. X 1993, *Customer value assessment in business markets*, Journal of Business-to-Business Marketing, 1(1), 3-29.

Bitner, M.J., Hubert, A.R. 1994, *Encounter satisfaction versus overall satisfaction versus quality*, Service Quality New Directions in Theory and Practices, Sage Publications, London, pp. 72–95.

Boshoff, C. & Gray, B. 2004, *The relationships between service quality, customer satisfaction and buying intentions in the private hospital industry*, South African Journal of Business Management, 35 (4), 27-37.

Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz 2004, *The Short- and Long-Term Effects of Measuring Intent to Repurchase,* Journal of Consumer Research, vol. 31, no. 3 (December), 566-572

Churchill, G.A, Jr. 1979, *A paradigm for developing better measures of marketing constructs*, Journal of Marketing Research, pp 16, 64-73

Cooil, Bruce, Timothy L. Keiningham, Lerzan Aksoy, and Michael Hsu 2007, *A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect of Customer Characteristics*, Journal of Marketing, vol.71, no.1, 67-83

Devaraj, S., Fan, M., & Kohli, R. 2006, *Examination of online channel preference, Using the structure-conduct-outcome framework*, Decision Support Systems, 42, 1089-1103.

Dinlersoz, E.M., & Pereira, P.2007, *On the diffusion of electronic commerce*, International Journal of Industrial Organization, 25, 541-574.

Eggert, A., & Ulaga, W. 2002, *Customer perceived value, A substitute for satisfaction in business markets*, Journal of Business and Industrial Marketing, 17(2/3), 107-118.

Ericksen, M.K. 1996, *Using self-congruity and ideal congruity to predict purchase intention: An European perspective*, Journal of Euro-Marketing, 6(1), 41-56.

Fennis, B.M., & Pruyn, A.T.H. 2007, *You are what you wear, Brand personality influences on consumer impression formation*, Journal of Business Research, 60, 634-639.

Hansen, H., Samuelsen, B.M., & Silseth, P.R. 2008, *Customer perceived value in B-to-B service relationships, Investigating the importance of corporate reputation*, Industrial Marketing Management, 37, 206-217

Jamal, A., & Goode, M. 2001, *Consumers and brands, a study of the impact of self-image congruence on brand preference and satisfaction*, Marketing Intelligence and Planning, 19(7), 482-492.

Keiningham, Tiffany Perkins-Munn, and Heather Evans 2003, *The Impact of Customer Satisfaction on Share of Wallet in a Business-to-Business Environment*, Journal of Service Research, 6, No. 1 (August), 37-50

Keller, K.L. 1993, *Conceptualizing, measuring, and managing customer-based brand equity*, Journal of Marketing, 57(January), 1-22

Kortge, G.D., & Okonkwo, P.A. 1993, *Perceived value approach to pricing*, Industrial Marketing Management, 22, 133-140.

Lin, C. 2002, *Segmenting customer brand preference, demographic or psychographic*, Journal of Product and Brand Management, 11(4), 249-268

Lusk, Jayson L., Leatta McLaughlin, Sara R. Jaeger 2007, *Strategy and response to purchase intention questions*, Marketing Letters, Vol. 18, no. 1-2 (June), 31-44.

Mehta, A. 1999, *Using self-concept to assess advertising effectiveness*, Journal of Advertising Research, 39(January/ February), 81-89

Mittal, Vikas and Wagner Kamakura 2001, *Satisfaction, Repurchase Intent and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics*, Journal of Marketing Research, 38 (February), 131-142.

Monroe, K.B 1990, *Pricing, Making Profitable Decisions*, 2nd ed., McGraw-Hill, New York.

Morwitz, Vicki G., and Gavan J. Fitzsimons 2004, *The Mere Measurement Effect: Why Does Measuring Intentions Change Actual Behavior,* Journal of Consumer Psychology, 14 (1–2), 64–74

Oliver, R. 1980, A *cognitive model of the antecedents and consequences of satisfaction decisions*, Journal of Marketing Research 17, 460–469

Olorunniwo, F.,&Hsu, M. K. 2006, *A typology analysis of service quality, customer satisfaction and customer behavioral intentions in mass services*, Managing Service Quality, 16(2),106-123

Parasuraman, A. & Grewal, D 2000, *The impact of technology on the quality-value-loyalty chain, a research agenda*, Journal of the Academy of Marketing Science, 28(1), 168-174

Rust, R.T., Oliver, R.L. 1994, *Service quality: insights and managerial implication from the frontier,* Service Quality: New Directions in Theory and Practice. Sage, Thousand Oaks, CA, pp. 1–19

Schiffman, L.G. & Kanuk, L.L. 2000, *Consumer Behaviour,* 7th edn, Prentice-Hall, Englewood Cliffs

Sheth, J.N 1991, *A model of industrial buyer behavior*, Journal of Marketing, 37,50-56

Singh, J., Ehrenberg, A., & Goodhardt, G. 2008, *Measuring customer loyalty to product variants*, International Journal of Market Research, 50(4), 513-530

Sirgy, M.J., Grewal, D., Mangleburg, T.F., Park, J., Chon, K., Claiborne, C.B., Johar, J.S. & Berkman,H. 1997, *Assessing the predictive validity of two methods of measuring self-image congruence*, Journal of the Academy of Marketing Science, 25(3), 229-241

Sweeney, J 1994, *An investigation of a theoretical model of consumer perceptions of value*, Curtain University of Technology, Perth, Australia

Terpstra, V. & Sarathy, R 1997, *International Marketing,* 7th edn., The Dryden Press, Orlando, FL.

Ulaga, W., & Eggert, A 2006, *Relationship value and relationship quality. Broadening the nomological network of business-to-business relationships*, European Journal of Marketing, 40, 311-327

Wysong, S.,Munch, J. &Kleiser, S. 2004, *This brand's for you, An exploratory look at how individual variables can influence brand personality perceptions*, American Marketing Association Conference Proceedings, 15,239-246.

Zhang, M. 2007, *Impact of brand personality on PALI, a comparative research between two different brands*, International Management Review, 3(3), 36-47