The relationship between Hedonic value and utilitarian value with behavioral intentions and customers satisfaction in Gorgan fast foods

Arash Zabihi Rad[1]*, Hosein Didehkhani[2]

[1]*Department of Management and Accounting, Ali Abad katoul Branch, Islamic Azad University, Ali Abad Katoul, Iran*

[2]*Department of Management and Accounting, Ali Abad katoul Branch, Islamic Azad University, Ali Abad Katoul, Iran*

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ABSTRACT

Objective: This study examines the relationship between delightful and useful values with behavioral ideas and customers satisfaction in Grogan fast foods. **Methodology:** The research method is discretional, scaling – correlation. The volume of statistical universe in this research includes all customers in Gorgan fast foods. The statistical sample of study consist of 384 persons which are selected by kerjesi and Morgan table and the sampling method was simple coincidental. Using standard questionnaires were gathered the data research by library and field method. **Results:** According to Kronbach method are confirmed stability of questionnaires and contextual method by fluency of tools. Also, foe analysis data was utilized structural equations model method by Lisler software. **Conclusion:** The results of a survey show that among all variables, there is a meaningful relation between delightful and useful values with behavioral ideas and customer satisfaction in Gorgan fast foods.

1. Introduction

Competition in markets and continuous changes environment, the organizations penetrate that as past cannot oppose to a developing economical system and flourish markets (Ryu et al., 2010). So, there is a special value for every customer and we should compete to get more portion from market. Today it is special to make customers engage and the making of a specific value, measuring satisfaction, and satisfactory identifies the growth of customers that makes the customers of organization are cooperate in organization and out of organization are its adherents. Hence the customers that have amenability and bring them efficiency are as capital for organization (Overby and Lee, 2006). Today because customers' satisfaction is as main category in successful organization, the making of constancy in customers is remarkable. Fast food is as trade in which grows competition daily. In many countries are products fast foods as one of the life necessities. Lately In our country, making and spread of fast food are considered (Jones et al., 2006). Therefore, in this competitive market, constancy and loyalty of customers which have many benefits for organization, is issue that should be considered by managers organizations. This issue is the purpose of study.

1.1 Statement of research problem

In the past decade, both marketing scholars and theorist interested in value structure. The literature of modern management is divided in 3 parts. Economists are considering liquidate value and marketing assist to customer value (Chiu et al., 2014). The above investigate concept of customer value. The customer value is a significant issue in retail strategy that identifies what they seek or constant what they get by seller ware. There are two complement methods for measuring and customer value. Former seeks cognition of value that is conceived by customers and so that this value is better and higher than conceived value that suggested by competitor (Feresin et al., 2015). It is possible organization to success in market. The second method consist of the value that customer brings to organization. This method is used as a base. For success in markets, the perception of usable values of customers and its effect on customers' behavior are as a vital issue. Varying of usable values in modern markets and different parts of customers based different useful values, salesman should turn to different useful necessities and selection of products in different parts (Hanzaee and Rezaeyeh, 2013).

Today we have seen many variations in values and culture customers. In past, customers usually were satisfied with products and or specific trade names and used them for their necessities in life. And if they aren't satisfied them, they can change them. While we use the products, delightful values, avocation, and excitation and so on aren't important. But in modern competitive world is being changed these values and expectation and for customers, there is delightful value in shopping of products. These values effect on behaviour customers and products and trade names. Whereas useful values consist of both delightful and helpful value, in selection of these values and their importance during shopping of products are individuals very different.

We examine the effect delightful values on behaviour customers especially different groups in which were considered the variables such as delightful values that tend to useful values, new requirement customers, response to upgrade factors and preference of trade external names and effect of personal income and relation of these variables each other and their effect on behaviour customers. The useful values are considered as important anticipators in behaviour customer. For example, Sheath examined that the choice of customers depends on multiple useful values such as practical, passion and luxe and symbolic value.

About behaviour customers, other scholars distinguished useful values from delightful value. So that useful values are reasonable and are considered. There is a relationship between delightful values and final pleasure during avocation, romanization, promenade, play. (Babin et al., 1994). The previous studies introduced delightful consumption as a part of behaviour customer that related to fillings, the ability of fancier and passion aspects in products and shopping.

Many customers prefer the delightful purposes of shopping to useful purposes that can be observed in different parts. Today there is tendency among individuals that encourage them to modern life, symbolic expenses and products that have the famous, great, and modern and trade names. This is reason that the effect of delightful values on the choice of products and behavior customer are significant.

This study examines the relationship between delightful and useful values with behavioral ideas and customers satisfaction in Grogan fast foods.

1.2 Literature Review

Fishbein and Ajzen (1975) introduced the research named the effects delightful and useful values on customer satisfaction and behavioural ideas in restaurant fast food of Ghazvin Azad university, the results show that delightful and useful values affect directly on customer satisfaction and delightful value against usable value doesn't affect directly on behavioural ideas. The delightful value is more effective than useful value on customer satisfaction and this is more effective than delightful value on behavioural ideas. Getty and Thompson (1994) examines in his thesis the relationship between brand and customer personality in Iran nutritional industries that identifies customer personality as agent of its identity effects on brand personality that is as brand identity in selection of customer useful brand.

Grönroos (1997) introduced the research named the effect the mixed ingredient of green marketing on how customers shop low consumption lamp in Rasht that was accomplished by cluster method and gathering of data with interview and questionnaire. The results show that there is a meaningful and positive relation between every one of mixed ingredient green marketing and shopping customers and also between everyone of mixed ingredients green marketing.

Park (2004) examined the mixed model phase marketing to determine the value and portion every one of effective variables in mixed marketing which are suitable with ideas and marketing strategies firm. They considered criticisms that related to mixed different framework phase marketing. Using these criticisms by two content and process view, different methods mixed forming ingredients and design suggested systematic model with trade name and a distinct product line showed that the modern used method is suitable more with modern place of trade and marketing strategies firm.

Hanzaee and Rezaeyeh (2013) examined the research named the study of variables of delightful shopping value and useful shopping value and satisfaction and loyalty and street speech and portion of shopping baskets. The results show that satisfaction that related to current shopping cannot affect directly on street speech and portion of shopping baskets. But whereas loyalty is accomplished in long – term and during the time and depends on shopping experiences, is able affect directly on street speech and portion of shopping baskets.

Grönroos (1997) considered the study variables value delightful shopping and value useful shopping and the results showed that the growth of value delightful shopping in commutative retail general goods makes the competition commutative shops in this scope.

Ladhari (2009). Identifies that the supposed value plays important role in make-decision shopping customers which shows that behavioural ideas are the valued supposed results. Therewith, the customers who think continuous consumption leads to high average value, tends to positive behavioural ideas.

2. Materials and methods

2.1. The test research theories

In this part we examine the test of research theories by Lisrel software. Table1 the structural model research in standard. Table 2 the structural model research in meaningfulness By maximum contingency model and in order to study fitting model based (–), comparative fitting index (CFI), fitting index (GFI), adjustment fitting index (AGFI), refrangible fitting index (NFI) irrefragable fitting index (NNFI) root median squares error approximation(RMSEA) is used model estimation.

Table1.The results of the research structural fitting model

result	value	Accepted feet	Fitting index

adapted	2.45	<3	
adapted	0.94	>0.9	comparative fitting index
adapted	0.98	>0.9	fitting index
adapted	0.95	>0.9	adjustment fitting index
adapted	0.97	>0.9	refrangible fitting index
adapted	0.97	>0.9	irrefrangible fitting index
adapted	0.071	>0.08	root median squares error approximation

The results of fitting structural model Indexes research in Table 1 refer to fitting model, because the RMSEA scale is lesser than 0.08 and this can be structural accepted fitting model. Also, the CFI, GFI, AGFI, NFI, NNFI scales are all upper than 0.9.

In the following table, the rout and meaningfulness factors set among variants research. Per four relations in 0.05 level (t>1.96 and t<-1.96) is meaningful. And 1 isn't a meaningful relation.

Table 2. The results of direct relation and meaningfulness factors model theories

Test conclusion	meaningfulness	Rout factor	sign	rout
adapted	9.62	0.49	HV------CS	Delightful values----customer satisfaction
adapted	6.94	0.33	UV---CS	Usable values-- customer satisfaction
adapted	0.37	0.02	HV --- BI	Delightful values---behavioural ideas
adapted	6.64	0.31	UV --- BI	Usable values--- behavioural ideas
adapted	8.92	0.53	CS --- BI	customer satisfaction--behavioural ideas

Also, Table 3 indicates the direct and indirect relation among research variables in final model refers to the direct and indirect relation of variants each other.

Table 3. The scale of relation all variants in research main model

Final relation	Indirect relation	Direct relation	Kind of relation
0.49	-------	0.49	CS to HV
0.25	0.49×0.53= 0.25	-------	BI to HV
0.33	------	0.33	CS to UV
0.48	0.33×0.53= 0.17	0.31	BI to UV
0.53	--------	0.53	BI to CS

3. Discussion and results

3.1 Theory 1

There is a meaningful relationship between delightful values and customer satisfaction. According to Table 2, the rout factor among delightful values and customer satisfaction is 0/49. In this relationship, T statistic is 9/62 and this scale is upper than meaningful threshold, that is 1/96. Hence, there is a meaningful and positive relationship between delightful values and customer satisfaction. So, the first theory is confirmed.

3.2 Theory 2

There is a meaningful relationship between useful values and customer satisfaction. According to Table 2, the rout factor among useful values and customer satisfaction is 0/33. In this relation, T statistic is 6/94 and this scale is upper than meaningful threshold, that is 1/96. According to above – noted, there is a meaningful and positive relationship between usable values and customer satisfaction. So, the second theory is confirmed.

As the samples were classified into two groups: 1- simple group without coating (group 1 and 4), 2-group coated with chromate (group 2 and 3). Further, according to figure 2 and comparison of corrosion rate in samples 1 to 4 for NaCl 3.5% saline solution represented in tables 2 and 3, it can observe that Tafel extrapolation method confirms electrochemical impedance spectroscopy, where on samples 2 and 3 have the least rate of corrosion.

3.3 Theory 3

There is a meaningful relationship between delightful values and behavioural ideas. The fitting model shows that the rout factor among delightful values and behavioural ideas is 0/02. Whereas T statistic is 0/37 and this scale is lower than meaningful threshold that is 1/96. We can conclude, there isn't meaningful relationship between delightful values and behavioural ideas. So, the third theory isn't confirmed.

3.4 Theory 4

There is a meaningful relationship between useful values and behavioural ideas. According to Table 2, the rout factor among useful values and behavioural ideas is 0/31. In this relation, T statistic is 6/64. Hence, there is a meaningful and positive relationship between useful values and behavioural ideas. So, the fourth theory is confirmed.

3.4 Theory 5

There is a meaningful relationship between customer satisfaction and behavioural ideas. According to Table 2, the rout factor among customer satisfaction and behavioural ideas is 0/53. In this relationship, T statistic is 8/62 and this scale is upper than meaningful threshold, that is 1/96. Hence, there is a meaningful and positive relationship between customer satisfaction and behavioural ideas. So, the fifth theory is confirmed.

4. Conclusion

In this part, using the results of analysis data by evaluation respondents and also accomplished studies about delightful and useful value on customer satisfaction and their behavioural ideas, we offer suggestions.

1. In useful products, if the experiment of shopping increases, practical, real and even partial information (information about objective cognition) about product have to insert in commercial, and if there isn't any experiment consumption, we should motivate individuals by valuable information such as (more beautiful, the best).

2. We should emphasize filling and motivation of customer about delightful products.

3. Since the value of useful shopping is logic, then the managers should purpose the products that logically are in high level.

4. The value of delightful shopping consists of entertainment, enjoyment, exciting that is due to experiment shopping. So, the managers should purpose attractive place for customers in shopping canter.

5. Whereas the value of useful shopping increases, then customer satisfaction increases too. So; by easy accessibility to products, the customer benefits increase (customer incomes without customer expenses) and value useful shopping increases too that leads to value useful shopping. The customer filling and enjoyments increases by more beautiful physical place, more beautiful packaging, and arrangement products in store, all lead to a value of delightful shopping.

6. If satisfaction and loyalty in street and portion from shopping basket effect on customer, so this satisfaction leads to loyalty and then continuous presence customers.

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