

THE EFFECT OF BRAND EVALUATION ON PURCHASE INTENTION: THE ROLE OF BRAND PRIDE, CONSUMER - BRAND ENGAGEMENT, BRAND ATTITUDE AND BRAND EXPERIENCE IN AIRPLANE INDUSTRY

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Abstract:

Goal: The aim of the current study is investigating the effects of brand evaluation on purchase intention regarding the role of consumer-brand engagement, consumer experience, brand pride and brand attitude in aviation industry.

Design/Methodology/Approach: Required data gathered with a quantitative approach and a standard questionnaire in which the questionnaire distributed in Imam Khomeini International Airport using in access method. 640 questionnaires of 700 were returned intact with return rate of 91%. Data analyzed using modeling of structural equations with Smart PLS Software.

Results: Data analysis indicated that brand evaluation positively affects the brand pride and the brand pride also has effects on brand attitude. The effect of consumer-brand engagement and brand experience on brand attitude was confirmed. Brand attitude has positive effect on purchase intention.

Keyword: Brand Evaluation, Brand Pride, Consumer- Brand Engagement, Brand Attitude, Brand Attachment, Brand Experience, Purchase Intention.

INTRODUCTION

Regarding the increased number of websites, retail purchase as a major transaction base to attract consumers toward internet purchasing, has become a vital issue for the companies and researchers (Chen et al., 2010). Therefore, the benefits provided by internet for the consumers including saving in time and costs, convenience in comparing of suggestions and the lower prices has made it an ideal tool to present services (Bigne et al., 2010). Thus, internet resulted in significant changes in putting the products and services in business in which strategic use of electronic business would become so important for aviation companies to improve the effectiveness of marketing, getting access to long-term competitive advantages and getting the consumer trust. In other words, regarding that the amount of commission paid is the third or fourth macro operative cost for many of the aviation companies (Standing & Vasudavan), most of them have made strategic decisions directly through internet to remove the dealers and targeting the consumers (Yu, 2008); because internet can make a direct relationship between consumers and aviation companies without any

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need to travel agencies or computer reservation systems leading to saving in ticket distribution costs (Law & Leung, 2000). Therefore, strengthening of e-commerce activities in aviation companies resulted in increased and decreased selling rate for websites of aviation companies and traditional distributive channels, respectively (Yoon et al., 2006).

Considering the growth of internet selling services, most of Iranian travelers have no intention for online purchasing; therefore it seems necessary to investigate the influential factors on accepting or denying of internet purchasing for airline companies. On the other hand, consumers who purchase ticket online are able to check the prices and services presented by airline companies and choose the best option, so the haggling power is transferred from sellers to buyers (Ahuja et al., 2003) and therefore keeping travelers to purchase always of one company wouldn't be so easy. Continuation of such process is so critic because getting access to new consumers may have costs five-fold more than keeping current consumers (Crego & Schiffrin, 1995). How the consumers treat this technology would be an important issue for beneficiary organizations particularly managers of airline companies to improve marketing strategies leading to keeping their customers.

Investigation of literature on purchasing airline tickets indicates that providing new services and benefiting from various tools, airline companies try to get more shares of the market and attract much more travelers to use their services but unfortunately most of them fail to encourage consumers to use those services particularly at the end stages of decision-making. People get information from social media and interacting with other people. Information obtained about products or services through interaction with people would be the result of a person's own experiences, personnel of the company or other consumers that influences their attitudes (Silverman, 2001). In fact, the behaviors of the consumer pre-purchase, post-purchase and during the purchase of a product or service is considered a main factor in predicting or continuation of his behavior or attitude toward a product or service in which he intends to buy. Attitude is defined as being passive or feeling agreement or disagreement about a stimulant. The stimulants are affective feelings people have towards phenomena. Bagozzi and Dabholkar (2002) suggested that attitude may serve a unique and major role in behavioral intention formation (Taylor, 2003).

Attitude is considered completely related to a person's intentions that is also a logical predictive of a behavior. Wilky (1976) defined attitude as the total evaluation of a brand by the consumer, because attitudes often create a base for the consumer's behavior (Broyles et al., 2010). Thus, experience of a brand is the predictive of the attitude of consumer towards a brand and it is proved that the brand experience is a distinct structure created based on unique experiences of a brand that is formed by the stimulants. So, experiences related with a brand are reflected in the person's attitude toward that brand (Shamim & Butt, 2013). However, brand

experience is influenced by consumer engagement in which it plays key role in the relationship between consumer and brand. Engagement is defined as the ability of a brand to show the personal identity of the consumer and the brand-consumer engagement has important role in consumer experiences, because it seems unlikely that a modern consumer purchase a product only for its beneficial value. Brand-consumer engagement influences the brand experience (Risitano et al., 2017. Khan et al., 2016) and brand experience affects the brand perception (Dolbec and Chebat, 2013). Literature review indicates that brand-consumer engagement influences the brand perception (Hollebeek & Chen, 2014) which results in affective responses of the consumer, including intention to purchase, face to face communication and paying more money (Risitano et al., 2017).

Brand attitude is influenced by other factors and the researches by Belleza & Keinan (2014) and Taute et al. (2017) suggest the effective role of brand pride on brand attitude. Brand pride defined as the pleasure experienced related to a brand (Helm et al., 2016) which affects the brand attitude (Taute et al., 2017) and also is influenced by brand evaluation (Kuppelweiser et al., 2011). Evaluation can be defined as the judgment about the value of effectiveness of a thing that is performed by the consumer and can be of positive or negative nature (Oostrbroek et al., 2017) in which the positive one can influence the brand pride and makes the consumer to perceive a positive experienced pleasure (Kuppelweiser et al., 2011) resulting in a positive attitude in the consumer. Regarding the mentioned relationships, the aim of the current study would be the effects of brand evaluation on purchase intention considering the brand-consumer engagement, consumer experience and brand pride attitude. First of all, the relationship between variables is investigated and following the design of a conceptual model, research hypotheses were determined. Next section discusses data analysis followed by results and study suggestions.

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Brand Evaluation and Brand Pride

Simple numerical indexes cannot measure brand evaluation because it involves complicated and varying assessments of brand value. Researchers have proposed different ways to set brand value, but much depends on “the attributes considered important for choice”. Previous research divided brand equity into perceived quality and perceived value using Aaker’s (1991, 1996) and Keller’s (1993) proposed brand equity factors and actual brand equity, and a study identifying elements that create fashion brand equity. Consumers subjectively and abstractly evaluate overall product quality (Rayman, Burns, & Nelson, 2011). Thus perceived quality is similar to attitude in that it goes beyond objective and practical qualities. Quality is important in purchase, planning, and marketing research regarding customer satisfaction (Das, 2015). Perceived value expresses consumers’ purchase behavior rather than

their specific trust, attitude, or interest. Perceived value has multidimensional variables including consumers' emotional reactions to experience (Kim, Chun, & Ko, 2017).

Brand evaluation is a sum of perceived quality and perceived value of the customer that affects brand pride. The remarks for the constructs pride and brand make it possible to elaborate them to the term brand pride. Brand pride presents a positive emotion of a brand. The pride of a brand is based on the brand's perceived success. Pride of a brand is perceived, if the attributes satisfy or even overcome the requirements or expectations of a brand. Brand pride is therefore perceived, when the attributes of a brand are evaluated better in comparison to other brands or compared to the past. A special sense of price can be expected, if a brand overcomes the social standards and expectations (Kuppelwieser, Grefrath, & Dziuk, 2011). Hence:

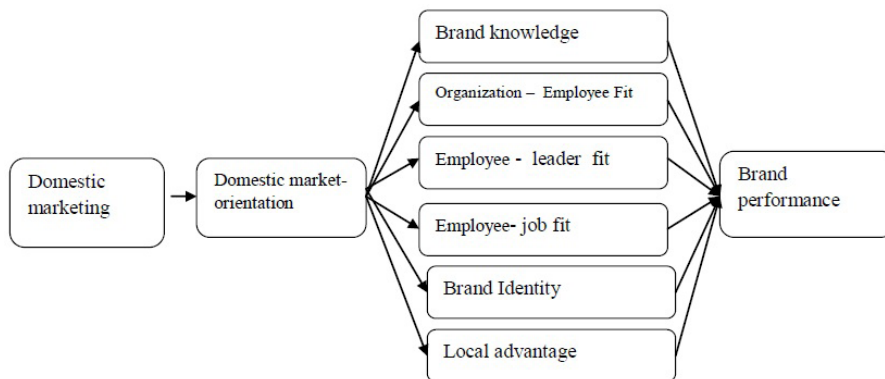


Figure 1: Conceptual Model

H₁: Brand evaluation positively influences on the brand pride.

Brand Pride and Brand Attitude

The wide and varied studies on individual consumer–brand relationships invariably cast these relationships as influencing marketing outcomes positively (Taute et al., 2017). What is it that consumers feel when they adorn themselves with products that speak in the silent language of luxury, exclusiveness, and extravagance? Undoubtedly, one of the emotions experienced in such situations is pride. The Oxford English Dictionary defines pride as “a high or overweening opinion of one’s own qualities, attainments, or estate, which gives rise to a feeling and attitude of superiority over and contempt for others” (McFerran, Aquino, & Tracy, 2014). Brand attitudes have been defined as “a relative enduring, unidimensional summary evaluation of the brand that presumably energizes behavior”.

They represent the degree of likeability (or unlike ability) of a brand, as well as the extent to which a consumer has a favorable (or unfavorable) view of it.

Although they are relatively stable, brand attitudes can change over time: in fact, reinforcing brand attitudes (if they are already positive) or changing them (if they are negative) toward a direction (Zarantonello & Schmitt, 2013).

Brand attitude and its relation with brand pride have been confirmed in several studies. Belleza & Keinan (2014) showed that among brand searchers, pride of the main brand users influences the brand image and attitude of the sub-users. Taute et al (2017) also suggested that brand pride positively affects the brand attitude. Therefore.

H₂: Brand pride positively influences on the brand attitude.

Consumer - Brand Engagement and Brand Attitude

The concept of engagement has been recently discussed in the marketing literature. Although in the current literature there is no common definition of this construct, it is considered an important driver in the decision-making process and an antecedent of brand equity (Risitano, Romano, Sorrentino, & Quintano, 2017). Customer engagement is understood as “the creation of a deeper, more meaningful connection between the company and the customer”. Studies have stated the need to understand customer engagement in relation with the brands which are the most typical engagement objects in literature. In response to this research call, Hollebeek (2011) explored the customer-brand engagement concept and defined it as “the level of an individual customer’s motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioral activity in direct brand interactions (Khan, Rahman, & Fatma, 2016).

Brand attitude” has been defined as “a psychological tendency expressed by evaluating a particular brand with some degree of favor and/or disfavor”, which, typically, is relatively enduring in nature. Further, “brand attitude” may be observed along a continuum ranging from strongly unfavorable to highly favorable attitudes (Hollebeek & Chen, 2014).

Mollen & Wilson (2010) suggested that engagement has influences on the consumer’s attitude and optimal behavior. Hollebeek & chen (2014) also showed that positive or negative engagement positively affects the brand attitude and user’s verbal communication. Therefore.

H₃: Consumer-brand engagement positively influences on the brand attitude.

Consumer-Brand Engagement and Brand Experience

Analogous to the literature review- and qualitative research-informed findings, proposed three CBE dimensions, which correspond to the generic cognitive, emotional and behavioral nature of ‘engagement.’ First, ‘cognitive processing’ is defined as “a consumer’s level of brand-related thought processing and elaboration in a particular consumer/brand interaction” (i.e. cognitive CBE dimension). Second,

'affection' refers to "a consumer's degree of positive brand related affect in a particular consumer/brand interaction" (i.e. emotional CBE dimension). Based on the positively valenced nature underlying CBE, selected the term 'affection,' rather than the more neutrally valenced term 'affect.' Third, 'activation' is defined as "a consumer's level of energy, effort and time spent on a brand in a particular consumer/brand interaction" (i.e. behavioral CBE dimension) (Hollebeek, Glynn, & Brodie, 2014).

In a dynamic view, Hollebeek³ (2011) completely defined the consumer-brand interaction. Khan et al. (2016) proved that brand-consumer interaction positively influences the brand experience.

The brand experience concept was driven from the cognitive science, philosophy and management subjects and is being defined as "sensations, feelings, cognitions and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments". Furthermore, the studies understood brand experience as the combination of the consumption, product, service and shopping experiences sourced from the customer brand interaction (Khan, Rahman, & Fatma, 2016). Risitano⁴ et al (2017) investigated the effect of brand-consumer engagement on brand experience and proved their relationship. Therefore:

H₄: Consumer-brand engagement positively influences on the brand experience.

Brand Experience and Brand Attitude

When consumers search for, shop for, and consume brands, they are exposed to utilitarian product attributes. However, they are also exposed to various specific brand-related stimuli, such as brand-identifying colors, shapes, typefaces, background design elements, slogans, mascots, and brand characters. These brand-related stimuli appear as part of a brand's design and identity (e.g., name, logo, signage), packaging, and marketing communications (e.g., advertisements, brochures, Web sites) and in environments in which the brand is marketed or sold (e.g., stores, events). These brand-related stimuli constitute the major source of subjective, internal consumer responses, which we refer to as "brand experience. Thus, we conceptualize brand experience as subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus, Schmitt, & Zarantonello, 2009).

Experiences are pieces of information that convey symbolic and experiential benefits which can influence consumers' brand attitude (Borghini et al. 2009). Positive brand experiences should stimulate consumers' senses, and engage them through emotions, cognition and bodily experiences. As these dimensions converge

toward a “feel good” experience, consumers should infer a positive brand attitude. The more powerful the brand experience is, that is, the more emotions, thoughts, sensations and behaviors are elicited, the more positive the brand attitude should be (Dolbec & Chebat, 2013). Hence:

H₅: Brand experience positively influences on the brand attitude.

Brand Attitude and Purchase Intention

Purchase intention is a consumer’s objective intention toward a product purchase intention as a consumer’s conscious plan or intention to make an effort to purchase a product. Purchase intention is a consumers’ willingness to buy a given product at a specific time or in a specific situation. The Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and Theory of Planned Behavior (TPB) (Ajzen, 1985) propose that consumer attitudes will directly affect their behavioral intention, which in turn will influence purchase behavior. Hartmann, P., & Apaolaza-Ibáñez, V. (2012) proved in their research that consumer attitude toward Green Energy Brands⁵ positively influences consumer’s purchase intention. Bian & Forsythe⁶ (2012) showed that social-functional attitude influences the effective attitude in which both positively affect the purchase intention. Liv et al (2014) suggested that among users of cyber world, consumers’ attitude toward confirming post influences their purchase intention. Therefore.

H₆: Brand attitude positively influences on the purchase intention.

Regarding the mentioned hypotheses, research model would be as Figure 1:

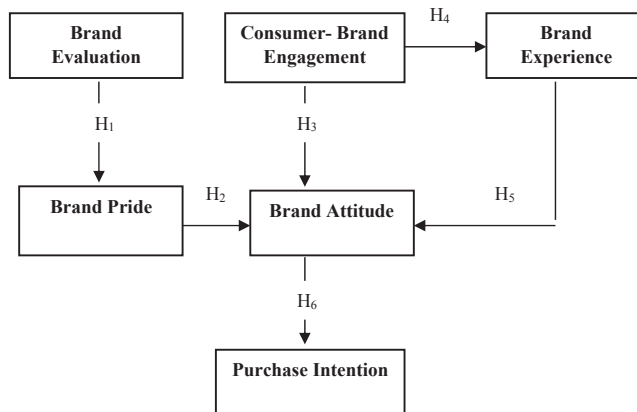


Figure 2: Hypothesis

Suggested Theme: Defining the role of domestic marketing, local advantages, fitting of organizational factors and brand-related factors on effects of domestic marketing on brand function

METHODOLOGY

Questionnaire and its Descriptive Statistics

Research model includes six variables of brand evaluation, brand pride, brand-consumer engagement, brand experience, brand attitude and purchase intention. All questions were chosen in an standard way, following investigations on consumer behavior literature such that brand experience measured in the format of a 13 questions with four components of sensory experience, affective experience, intellectual experience and behavioral experience. Questions were standard, derived from Zarantonello & Schmidt (2013). Questions measured with Likert 5-scale spectrum (from 1-completely disagree to 5-completely agree). Brand attitude measured with four questions of unpleasant/pleasant, like/dislike, favorable/unfavorable and positive/negative, derived from Taue et al. (2017) research. Two components of Perceived Quality and Perceived Value in a 13 questions format of 5-scale likert test used to measure the brand evaluation variable. Questions were derived from a research by Kim et al (2017).

Purchase intention measured in five questions including advice to purchase, self-confidence to purchase and etc with five-scale liker format (Kim et al, 2017). Brand pride measured using three questions that were derived from a aresearch by Taute et al (2017). Brand-consumer engagement measured with 10 questions using Likert 5-scale method (Sprrott et al, 2009). Table 1 presents questions related with every variable. Current study initiated with investigation of literature related to structures to examine the external validity of the research model. Several questionnaires developed based on literature reviews. Since the language of most researches were in English, questionnaires translated into Persian and revised by researchers.

TABLE 1: MEASUREMENT SCALES

<p>Brand experience Sensory experience I find this brand interesting in a sensory way This brand makes a strong impression on my visual sense or other senses This brand does not appeal to my senses* Affective experience This brand induces feelings and sentiments I do not have strong emotions for this brand* This brand is an emotional brand Intellectual experience This brand stimulates my curiosity and problem solving I engage in a lot of thinking when I encounter this brand This brand does not make me think* Behavioral experience I engage in physical actions and behaviors when I use this brand This brand results in bodily experiences This brand is not action oriented</p>	<p>Zarantonello & Schmitt, 2013</p>
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<p>Brand Attitude Unpleasant/Pleasant. Dislike/Like. Unfavorable/Favorable. Negative/Positive.</p>	<p>Taute, Sierra, Carter, & Maher, 2017</p>
<p>Brand evaluation Perceived quality good quality compared to other brands overall excellent quality consistent quality to other brands equal quality excellent material reliable quality high level of manufacturing technology keep high quality Perceived value products meet our expectation value-for-money better value compared to other brands enough value to excellent value</p>	<p>Kim, Chun, & Ko, 2017</p>
<p>Purchase intention purchase intention to buy immediately purchase intention to buy in near future high desire of possession confidence to buy regardless of time recommendation</p>	<p>Kim, Chun, & Ko, 2017</p>
<p>Brand pride I love my favorite x Airline. I am proud of my favorite x Airline. I am proud to declare my support for my favorite x Airline</p>	<p>Taute, Sierra, Carter, & Maher, 2017</p>
<p>Consumer- Brand Engagement My favorite brands feel like a part of me. Brands are not that important to who I am. Brands that I most prefer reveal little about me. Overall, the brands I prefer most are those that are part of how I view myself. I have a special bond with the brands that I like. If a friend criticized a brand that I like, I would not feel offended. I consider my favorite brands to be part of myself. The brands that I most prefer clearly indicate something about me. I often feel a personal connection between me and my brands. Sometimes I view the success of my brands as my own personal success</p>	<p>Sprott, Czellar, & Spangenberg, 2009</p>

A self-administered questionnaire is used to collect data from international airline passengers. The questions are based on a review of the literature and specific airline service contexts, and the questionnaire was pre-tested and revised.

Questionnaire distributed in Imam Khomeini airport in 2017 using in access method. Researchers referred to airport for one month in different days and gave them to travelers waiting for the plane and asked them to answer the questionnaire and gave it back before flying. 640 of 700 questionnaires returned back without completion (91%). Table 2 shows the descriptive statistics of the questionnaire. Of 640 respondents, 58% were male and 42% were female, mostly aging 31-40 years and having BS academic degree and an income > 5 million.

TABLE 2: SAMPLE CHARACTERISTICS

<i>Characteristics</i>	<i>Category</i>	<i>Frequency</i>	<i>%</i>
Sex	Male	371	58
	Female	269	42
Age	<20 yrs	10	2
	21-30 yrs	92	14
	31-40 yrs	282	44
	41-50 yrs	153	24
	>51 yrs	103	16
Education	< Associates degree	27	4
	Associates degree	63	10
	Bachelor's degree	350	55
	Master's degree	183	28
	PhD	17	3
Income	1-3 million	114	18
	3-5 m	221	34
	>5 m	305	48

Statistical Analysis Methodology

Structural equation modelling (SEM) is a term that has been used to describe a range of statistical models used to evaluate the validity of substantive theories with empirical data, for testing measurement, functional, predictive and causal hypotheses. This approach support that each explanatory and dependent variable is associated with measurement error in contrast to OLS regression, for example, that is based on the assumption that variables are measured perfectly (Wang et al., 2017). The research model was tested using partial least square (PLS), a variance-based technique, with Smart PLS 2.0 M3 software. Our statistical analysis included the calculation of construct reliability, indicator reliability, convergence validity and discriminant validity of the measurement model. All of these steps are described as follow. All the constructs have composite reliability and Cronbach's α greater

than 0.7, as seen in Table 3, confirming the constructs' reliability (Straub, 1989). The indicator reliability was evaluated based on the criterion that loading should be higher than 0.7 and that every loading below 0.4 should be eliminated (Churchill, 1979).

All of the loadings were higher than 0.7, confirming a good indicator reliability of the instrument. The convergence validity was then tested with average variance extracted (AVE), and all constructs compared positively against the minimal acceptable value of 0.50. Fornell-Larcker and cross-loadings criteria were used to analyses discriminant validity. The condition of the square root of AVE being greater than the correlation between constructs (Fornell and Larcker, 1981) is verified. The next step taken was to ensure that each item presents a higher loading on its corresponding factor than the cross-loading on other factors (Chin, 1998). At the end, both criteria were satisfied providing evidence of discriminant validity of the scales. Cross-loadings results are available from authors on request. The measurement model results indicate that the model has good construct reliability, indicator reliability, convergence validity and discriminant validity, ensuring that the constructs are statistically distinct and can be used to test the structural model.

TABLE 3: QUALITY CRITERIA

<i>Construct</i>	<i>AVE</i>	<i>Composite Reliability</i>	<i>Cronbach's α</i>	<i>Item</i>	<i>Loadings</i>
Sensory experience (SE)	0.602	0.965	0.964	SE1	0.941
				SE2	0.963
				SE3	0.968
Affective experience (AE)	0.911	0.953	0.902	AE1	0.931
				AE2	0.809
				AE3	0.854
Intellectual experience (IE)	0.673	0.878	0.777	IE1	0.945
				IE2	0.854
				IE3	0.917
Behavioral experience (BE)	0.769	0.853	0.778	BE1	0.933
				BE2	0.884
				BE3	0.951
Brand Attitude (BA)	0.854	0.968	0.961	BA1	0.906
				BA2	0.835
				BA3	0.811
				BA4	0.719

<i>Construct</i>	<i>AVE</i>	<i>Composite Reliability</i>	<i>Cronbach's α</i>	<i>Item</i>	<i>Loadings</i>
Perceived quality (PQ)	0.632	0.946	0.914	PQ1	0.954
				PQ2	0.873
				PQ3	0.914
				PQ4	0.767
				PQ5	0.771
				PQ6	0.779
				PQ7	0.787
				PQ8	0.718
Perceived value (PV)	0.646	0.703	0.731	PV1	0.827
				PV2	0.872
				PV3	0.824
				PV4	0.821
				PV5	0.864
Purchase intention (PI)	0.625	0.873	0.804	PI1	0.835
				PI2	0.858
				PI3	0.901
				PI4	0.879
				PI5	0.878
Brand pride (BP)	0.778	0.862	0.896	BP1	0.852
				BP2	0.862
				BP3	0.855
Consumer- Brand Engagement (CBE)	0.801	0.913	0.891	CBE1	0.832
				CBE2	0.879
				CBE3	0.871
				CBE4	0.982
				CBE5	0.951
				CBE6	0.850
				CBE7	0.750
				CBE8	0.971
				CBE9	0.741
				CBE10	0.826

Analysis of the hypotheses and the relationship between structures performed based on investigation of the standardized ways. Results of the hypotheses tests given in Table 5.

TABLE 4: SQUARE ROOT OF AVE AND FACTOR CORRELATION COEFFICIENTS

	<i>SE</i>	<i>AE</i>	<i>IE</i>	<i>BE</i>	<i>BA</i>	<i>PQ</i>	<i>PV</i>	<i>PI</i>	<i>BP</i>	<i>CBE</i>
<i>SE</i>	0.867									
<i>AE</i>	0.850	0.729								
<i>IE</i>	0.470	0.613	0.613							
<i>BE</i>	0.371	0.369	0.456	0.666						
<i>BA</i>	0.756	0.719	0.504	0.573	0.913					
<i>PQ</i>	0.741	0.660	0.531	0/107	0/818	0.847				
<i>PV</i>	0.721	0.551	0.514	0/059	0/884	0.672	0.848			
<i>PI</i>	0.58	0.271	0.549	0.568	0.814	0.28	0.052	0.761		
<i>BP</i>	0.430	0.314	0.553	0.489	0.574	0.154	0.301	0.740	0.804	
<i>CBE</i>	0.440	0.326	0.501	0.409	0.273	0.444	0.820	0.713	0.678	0.724

TABLE 5: HYPOTHESES TEST

<i>Results</i>	β	<i>t</i>	<i>Hypothesis</i>	<i>Row</i>
Accepted	0.417	15.124	Brand evaluation positively influences on the brand pride	H ₁
Accepted	0.383	12.389	Brand pride positively influences on the brand attitude	H ₂
Accepted	0.675	16.241	Consumer-brand engagement positively influences on the brand attitude	H ₃
Accepted	0.136	17.197	Consumer-brand engagement positively influences on the brand experience	H ₄
Accepted	0.884	19.12	Brand experience positively influences on the brand attitude	H ₅
Accepted	0.457	4.77	Brand attitude positively influences on the purchase intention	H ₆

EMPIRICAL RESULTS

Current study investigated the effect of brand evaluation on purchase intention regarding the brand-consumer engagement, consumer experience, brand pride and brand attitude. Designed structures were tested following designing of the structural equations model and favorability of the criteria and then, hypotheses were put under test. Results of data analysis indicated that brand evaluation influences the brand pride (Sig. 15.24, CI = 99.9%) and the first hypotheses confirmed. Coefficient of 0.417 shows that brand evaluation defines approximately 42% of changes in brand pride such that increasing the brand evaluation leads to 42% increase in brand pride. Test of hypothesis 2 indicated that brand pride with Significance coefficient of 12.389 influences the brand attitude (CI 99.9%) and the third hypothesis is confirmed. Coefficient of 0.383 suggests that increasing brand pride results in 38% increase in brand attitude. Test of hypothesis 3 indicates that it is confirmed with

Sig. 16.241 and CI 99.9% and that brand-consumer engagement influenced on brand attitude. Thus, path coefficient reveals that increased brand-consumer engagement brand attitude increases to 0.67%.

Results of hypothesis 4 indicated that brand-consumer engagement positively influences on consumer experiences (Sig. 17.197, CI 99.9%) and the fourth hypothesis is confirmed. Path coefficient of 0.136 indicates that increased brand-consumer engagement leads to 14% increase in consumer experience. Hypotheses 5 and 6 are also confirmed regarding the obtained Significance level. Path coefficients indicate that increase in brand experience, brand attitude increases to 0.88% and finally, increased brand attitude, purchase intention increase to 0.46%.

LIMITATIONS AND FUTURE RESEARCH

Case study approach of the current study is criticized in the first place such that it would be difficult to generalize the results of the study to a greater population (Yin, 1994). Current study performed in the field of airplane industry and the result would be valid for airline companies of Iran. Similar studies can be tried in other industries including food % drink industry, transportation, banking or service industries with different or larger samples. Current study measured the consumer experience, attitude and engagement with brand without considering any environmental stimulants. Therefore, similar studies can be performed regarding the mediating effect of environmental stimulants.

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