



THE INFLUENCE OF PRODUCT PURCHASE MOTIVATION ON LOYALTY

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ABSTRACT

People's use of the earth's resources is increasing day by day. Under the circumstance of limited earth's resources, the issue of people's use of energy-saving related products is very important.

This study takes the use of energy-saving products as the research object, and adopts the form of questionnaire distribution to investigate the influence of respondents' purchasing motivation on energy-saving products and their consumer's cognition on value and loyalty.

The research results show that consumers' percept of energy-saving products purchase motivation has a positive and significant impact on customer value and customer loyalty; and, customer value has a positive and significant impact on customer loyalty.

KEYWORDS: Purchasing motivation of energy-saving products, customer perceived value, customer loyalty

MOTIVATION AND AIM

The global climate is changing rapidly, and the earth's resources are about to be exhausted. Countries around the world have introduced the concept of energy saving, and related energy-saving (ES) products have also been launched in large numbers.

Many countries or international organizations encourage consumers to buy low-polluting products to reduce unnecessary waste. Existing products with low environmental pollution are related to energy saving, which is also one of the main reasons for attracting customers to buy.

Therefore, consumers' perception of the value of ES products is an important key factor in determining their use; it has a certain degree of influence between the purchase motivation of ES products and customer recommendation or purchase.

However, the purpose of this study is to explore consumers' purchasing motivation for purchasing ES products, their perception of customer consumption value, and their perception of loyalty.

THE INFLUENCE OF ES PRODUCTS

ES products are defined as: a product with functions or concepts such as low pollution and resource saving.

ES products have the following principles:

1. It must be harmless to human and animal health.
2. Its products have the least harm to the environment in the process of production, use and disposal.
3. Its products will not use excessive resources or energy in the process of production, use and disposal.
4. Do not cause unnecessary waste due to excessive packaging of products or a very short product life cycle.
5. No unnecessary experimentation or mutilation of animals.
6. Do not use rare and protected resources as raw materials.

Related the consumers' purchasing motivation, Hahha and Wozniak (2001) stated that motivation is a state under which people will make appropriate responses to the choice patterns of desired goals. Motivation is a driving force that guides consumers toward behaviors that satisfy their needs (Assael, 1998).

Maslow's (1954) hierarchy of needs theory summarizes human needs into five levels, which are physiological needs, safety needs, social needs, esteem needs and self-actualization needs. Burstiner (1991) categorizes purchase motives as follows:

1. Rational and emotional motivation
2. Primary motivation and choice motivation



3. Motivation to buy

To sum up the above, the ES aim is the most reason for people to purchase ES products, and it is an internal driving force that prompts people to take actions in order to meet their needs.

CUSTOMER VALUE

Zeithaml (1988) defined consumer perceived value and believed that perceived value can be divided into four parts to explore, namely:

1. Value is low price
2. Value is what individuals want from a product
3. Value is the comparison between the price an individual pays and the quality he receives
4. Value is a comparison between what an individual earns and what he pays.

In addition, Zeithaml (1988) believes that the distinction between value and quality lies in the fact that value has a higher level of abstraction than quality, that is, value is more personal than quality. From a transaction, value is a comparison between what consumers receive and currency they payment.

When consumers buy a product, they set an acceptable price. Perceived value is the perception of consumers that the price of the product is lower than the price consumers can accept; and the increase in perceived value will also increase their willingness to consume (Dodds et al., 1991).

Pre-research has confirmed that consumers' perceived value of products determines consumers' willingness to buy. The perceived value is also affected by perceived quality and cost (Monroe and Krihnan, 1985).

CUSTOMER LOYALTY

Jones and Sasser (1995) believe that customer loyalty is the strength of customers' repurchase intention for a specific product or service.

There are two types of customer loyalty, one is "long-term loyalty"; the other is "short-term loyalty", that is, when customers find a better choice, they will immediately change their goals.

Selnes (1993) pointed out that customer loyalty includes the possibility of future purchases, the continuity of service contracts, the possibility of switching brands and positive word-of-mouth publicity. High loyalty will produce high transfer barriers.

Deighton et al. (1994) defined customer loyalty as the customer's preference for a manufacturer due to their previous purchase experience.

Dick and Basu (1994) put forward the framework of loyalty, and considered customer loyalty as the strength of the relationship between personal attitude and re-consultation. The influence of attitude has three dimensions: cognition, emotion and resistance. These three dimensions are related to social norms and the environment. will interfere with

each other, the strength of their relationship.

RELATIONSHIPS BETWEEN CONSTRUCTS

Perceived value refers to consumers' evaluation of the overall utility of a product when purchasing (Zeithaml, 1988).

From the point of view of utility theory, consumers pursue maximum utility. When consumers perceive that the benefits of purchasing are higher than the costs they pay, the probability of purchasing is high (Dickson and Sawyer, 1990); People have loyal behavioral intentions towards service providers (Sirdeshmukh et al., 2002). Conversely, consumers will lack loyalty and tend to leave the service.

Tian et al. (2001) believed that the marketing stimuli accepted by consumers would have different purchasing motives and different purchasing behaviors due to different personal characteristics.

RESEARCH MODELS AND HYPOTHESES

H1: ES products purchase motivation has a significant and positive impact on customers' perceived value.

H2: ES product purchase motivation has a significant and positive impact on customer loyalty.

H3: Customer perceived value has a significant and positive impact on customer loyalty.

QUESTIONNAIRE ITEMS

ES products purchase motivation items as following:

1. Function and quality of ES products.
2. Environmental protection/energy saving and carbon reduction of products.
3. The price of ES goods.
4. Modeling and packaging of ES products.
5. Advertising requirements for ES products.
6. Regulations and Restrictions of the Act.
7. Brands of ES goods.

Customer value items as following:

1. ES products are acceptable.
2. ES products are worth buying.
3. ES products are economical.
4. ES products have value.

Customer loyalty items as following:

1. I will buy ES products again in the future.
2. If someone asks me about a product, I will recommend ES products to others.
3. I will tell others about the advantages of ES products.
4. If I want to buy certain products, I will choose ES products as the first choice.
5. I will actively encourage others to buy ES products.

RESEARCH MODEL TESTED

According to Hair et al. (2006), this study verified the model, and the analysis results showed that $\chi^2(101)=2.629$, CFI=0.937, GFI=0.935; AGFI=0.912, RMR=0.032; RMSEA=0.059. The results of the study found that the analytical values all reached the acceptable threshold.

The reliability and validity of the model were then verified.

As shown in Figure 1, the reliability values of ES product purchasing motivation, customer value,

and customer loyalty are respectively: 0.754, 0.779, and 0.872, all of which are higher than the acceptable reliability level (Hair et al, 2006).

The CR value and AVE value of the model are respectively: ES product purchase motivation (CR=0.874, AVE=0.500), customer value (CR=0.825, AVE=0.543), and customer loyalty (CR=0.872, AVE=0.576); both are higher than the acceptable threshold (Bagozzi and Yi, 1988). Therefore, this model is the optimization.

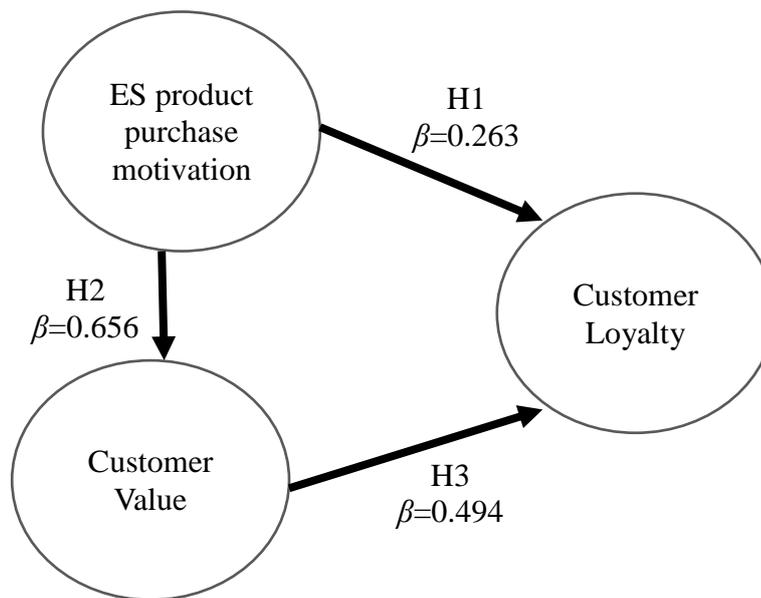


Figure 1 Research Model

RESEARCH RESULTS AND CONCLUSION

The analysis of the research results shows that ES product purchase motivation has a significant and positive impact on customer loyalty ($\beta=0.263$, $t=3.702$, $p=0.000$), then H1 is supported.

The purchasing motivation of ES products also has a significant positive impact on the value of customers ($\beta=0.656$, $t=9.155$, $p=0.000$), and H2 is supported.

In addition, customer perceived value has a significant and positive impact on customer loyalty ($\beta=0.494$, $t=6.623$, $p=0.000$), so H3 is also supported.

For follow-up research suggestions, we can continue to adopt this model to test customer loyalty in various industries; or add other variables that affect customer loyalty for future research.

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