Analyzing the Effect of Customer Equity on Repurchase Intentions

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Abstract

Recently there is a shift in the interest of managers and researchers from a traditional focus on product management to a more recent focus on customer equity that considers customers as the most important company's asset. The current exploratory study examine the relationships among value equity, brand equity, relationship equity, attitude, subjective norms, perceived behavioral control and repurchase intentions through a structural equation model . For the purposes of this study, questionnaires were distributed to a randomly selected group of 200 customers of Fast food unit of Kalleh Company that are divided into three groups included fast foods, restaurants and coffee shops in Isfahan city. A total of 190 responses were received. Of these, ten (10) responses had to be discarded due to invalid or incomplete data entries. Thus the sample comprising of a total of 180 respondents was used for analysis. The data was analyzed by AMOS software. As for repurchase intentions, value equity had significant positive effects indirectly via perceived behavioral control, while brand equity and relationship equity had no significant influences. In addition, The results indicate that the effects of value, brand and relationship equity on attitude are positive and significant, while subjective norms are influenced by value equity and relationship equity. The perceived behavioral control is just influenced by value equity. Attitude and subjective norms have no significant influence on repurchase intentions, while perceived behavioral control has positive effect on them. Therefore, value equity emerges as the strongest driver of customer equity that effects repurchase intentions indirectly through perceived behavioral control. The findings of this study can enable many businesses like distribution companies to forecast the customers repurchase intentions more accurately and provide a guide to managing their assets and marketing activities as well.

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1.Introduction

Today, in this hyper-competitive business environment, the need for obtaining competitive advantage and making customers loyal, has led to an increased attention to the field of customer equity (CE). Rust et al (2001) defined customer equity as "the sum of the discounted lifetimes values of all the firm's customers" and separated the concept of customer equity into the three components: value equity, brand equity, and relationship equity (Richards and Jones, 2008; Rust et al, 2004). Since nowadays customers are market-based assets, research on linking operational marketing inputs to customer attitudes and customer equity has become an important issue in marketing field. As a result, several conceptual models have been proposed (Bolton, Lemon, and Verhoef, 2004; Kamakura et al. 2002; Reinartz and Kumar, 2000; Rust, Lemon, and Zeithaml, 2004). However, despite the recent advances in this field, the results are still inconclusive as to the relationship among customer equity and customers' behavior (Villanueva and Hanssens, 2007). Therefore, in this paper we try to fill this gap. On the other hand, a number of psychological theories, particularly the theory of planned behavior (TPB), have been used widely to predict behavioral intentions of consumers based on attitude toward buying products, subjective norms of referent others, and perceived behavioral control for many types of products . So in this study we use TPB model to investigate the effect of customer equity on repurchase intentions customers' fast food unit of kalleh company in Isfahan city. In developing this paper, we will begin with a brief review of customer equity and its dimensions and then we will explain the TPB model .Then we will clarify effect of customer equity on repurchase intentions. After that we will present our theoretical point of view and propositions and finally we will end up with contributions and conclusions of this research.

2.literature Review

2.1.Customer equity

The birth of customer equity is a marketer's response to challenges of rapidly growing, customer-centered market situations like micro segmentation of customer groups, high customer expectations, hyper-competition, and the digital technology revolution (Rust et al, 2001). According to the Rusts' theory, customer equity is defined as: "the sum of the discounted lifetime values of all of its consumers." Therefore, acting more in a relevant way in response to customers is based on understanding about intention behavior. In order to understand consumers' needs, each organization has to find the factors motivating its customers to start a transaction with the firm, and proceed doing business with that firm in the future. So in order to keep up with competitors and maximize long-term performance, it is crucial for companies to pay enough attention to this field as a measure of the expected future behavior of a firm's customers. The concept of customer equity brings together customer value management, brand management, and relationship / retention management. It is viewed as the basis for a new strategic framework to build more powerful, customer-centered marketing

programs that are financially accountable and measurable (Lemon, Rust, and Zeithaml, 2001). Also CE models emerge as powerful tools to maximize the return on marketing investments, and to guide the allocation of the marketing budget (Blattberg and Deighton, 1996, Rust et al, 2004). Service marketing literature has established value equity (VE), brand equity (BE), and relationship equity (RE) as key constructs of customer equity (Rust et al., 2000, 2004, 2005). These constructs influence the change in CE and are referred to as "drivers" or determinants of it. Each construct of CE consists of customer specific attributes referred to as "sub-drivers." Identifying the drivers and sub-drivers specific to each industry is the first step in utilizing CE as a marketing tool. Since, sub-drivers may change from one industry to another (Blattberg and Deighton, 1996; Rust et al, 2000); the sub-drivers should be established on an industry by industry basis.

2.2. Customer equity drivers

2.2.1. Value equity

Rust et al (2001) deemed value equity as denoting a customer's objective assessment of the utility of a brand, based on his or her perception of benefits to costs. In other words, customers evaluate the resources they give up for the benefits they receive (Zeithaml, 1988, Rust et al, 2004; Vogel et al, 2008). Value equity includes all the rational and objective consumer appraisal of products and services while all the subjective values are included under brand equity. This definition is supported by research studies on relationships between the role of value and consumer behavior (Bolton and Drew, 1991; Dodds, Monroe, and Grewal, 1991). Research in the area of customer's perceived value has defined three key sub-drivers of value including: convenience, price, and quality (Gale, 1994; Parasuraman, 1997; Woodruff, 1997; Zeithaml, 1988). Convenience is judged based on the actions the company takes to reduce the cost and the effort a customer makes to do business with that provider. Price represents what is given up by the customer (usually money and/or time) and plays an important role in the overall perceived value. Quality can be thought of as encompassing the objective physical and nonphysical aspects of the product and service offering under the firm's control. Key marketing outcomes of perceived value are enhanced customer satisfaction (Fornell et al, 1996; Wang et al, 2004), greater purchase and repurchase intentions (Teas and Agarwal, 2000) and enhanced brand loyalty (Wang et al, 2004).

2.2.2. Brand equity

Rust et al (2001) defined brand equity as "the customer's subjective and intangible assessment of the brand, above and beyond its objectively perceived value". Compared with value equity, brand equity is a more subjective, emotional, and experiential appraisal of a corporation or a brand (Lovelock and Wirtz, 2007) and is driven by images and personal meanings (Keller, 1998). Rust et al. (2001) point out that value equity taps into a customer's head, while brand equity addresses what lies in a customer's heart and soul (Aaker, 2002). Rust et al (2000) state that brand equity is likely to influence a customer's willingness to stay, repurchase probability, and

likelihood to recommend the brand. Baldauf et al (2003) found that brand equity dimensions positively and significantly influence customer value perceptions, thus they enhance purchase intention and firm profitability. Rust (2000) states that brand equity is hopefully to influence customer willingness staying, considering repurchases, or to recommend the brand. Brand equity is consisted of the following drivers: (1) customer brand awareness, (2) customer attitude toward the brand, and (3) customer perception of brand ethics.

2.2.3.Relationship equity

According to Rust et al (2005), relationship equity is "the incremental tendency of the customer to stick with the brand, above and beyond the customer's objective and subjective assessments of the brand, arising from relationship management". In other words, relationship equity represents a customer's response to corporate initiatives which strive to build and maintain a base of committed customers for the organization (Zeithaml et al, 2006). If the perceived relationship equity is high, the consumers will feel well treated and handled with special care (Kristof et al, 2001). Then, the consumers will be satisfied and it would lead to repurchase (Rust et al, 2001). These initiatives include corporate loyalty programs, special recognition and treatment, affinity programs, community-building programs, and knowledge-building efforts (Rust et al, 2004).

2.3.Theory of planned behavior (TPB)

As background to this study, a brief review of Theory of planned behavior referred as TPB is provided here. Ajzen (1991) developed the theory of reasoned action (TRA) through adding construct "perceived behavioral control" into the model as a determinant of behavioral intention and behavior, and called it as "theory of planned behavior". This social-psychological theory with regard to perceptions of performance control, attempts to predict involuntary behaviors. It determines the Impacts of three factors, i.e. "attitude", "subjective norms" and "perceived behavior control" on tend to behave (Riivari, 2005). In fact, attitude is the general feeling of people about the desirability or undesirability of a particular issue or behavior (Ajzen, 1991). Subjective norm refers to individual's perception of important people's opinions about doing or not doing the behavior. In other words, Subjective norms refer to the perceived social pressure to engage in a behavior or not   (Ajzen, 2006). The construct "perceived control of behavior" is the individual's perception about ease or difficulty of doing behavior and indicates the individual's perceptions about required skills, resources, and opportunities in doing the behavior (Ajzen, 2006). In other words, When people believe they have more resources, their perceptions of control are high and hence their behavioral intentions increase. Generally, the more favorable the attitude and subjective norm, and the greater the perceived behavioral control, the stronger should be the individual's intention to perform a particular behavior (Ajzen, 2002). The TPB model posits that intention to perform a given behavior is the immediate antecedent of that behavior (Ajzen 2002). Behavioral intention refers to the amount of effort a person exerts to engage in behavior.

The present study applied TPB instead of TRA to predict repurchase intentions. This is because whether to purchase or not is not entirely under a person's volitional control. There are some

control factors that may affect customer's repurchase intentions such as time and money constraint and so on. Hence, it is deemed to be necessary to examine beyond the attitude and subjective norm construct in the TRA but to explore further the control factor that possibly influence customer's repurchase intentions.

2.4.Customer behavioral intentions

Oliver (1999) suggests that patronage intentions do not properly explain how deeply consumers are committed to continually repurchase preferred goods or services, because their variety seeking needs weaken the satisfaction – loyalty relationship. Given this implication ,a multi dimensional approach has been validated in the literature in order to fully understand the likelihood consumers remain loyal (Cronin et al, 2000 ;Sirdeshmukh ,Singh ,and Sabol ,2002 ; Zeithaml ,Berry ,and Parasuraman, 1996). The research by Zeithaml et al (1996) identifies five outcome dimensions: (1) loyalty to company, (2) propensity to switch, (3) willingness to pay more, (4) external response to a problem (negative word-of-mouth), and (5) internal response to a problem (complaints to employees). Other researchers also indicate that consumers' behavioral intentions should be manifested by willingness to perform a diverse set of behaviors that represent consumers' commitment to the relationship with the supplying firm (Cronin et al, 2000; Sirdeshmukh et al, 2002). Cronin et al (2000) focus primarily on the positive aspects of behavioral consequences (customer retention): repeat purchase and word-of-mouth intentions. In a similar fashion, Sirdeshmukh et al (2002) consider behavioral intentions as a multi dimensional construct consists of (1) repurchase intentions, (2) positive word-of- mouth intentions, and (3) allocating a higher share of the category wallet to a specific firm .The consensus among previous literature suggests that three major components have been validated as indicators of consumer behavioral intentions :repeat purchase intentions ,word-of-mouth intentions, and share-of-wallet.

2.5.Customer Equity and Repurchase intentions

Value is considered as a super ordinate goal of consumers, which regulates consumer behavior in the marketplace (Sirdeshmukh et al, 2002). Previous studies provide empirical evidence with respect to the positive impact of value equity on consumer behavioral intentions in various service settings including retail stores (Sweeney, Soutar, and Johnson, 1999), airlines (Sirdeshmukh et al, 2002), participation sports (Cronin et al., 2000), and spectator sports (Cronin et al., 2000; Kwon et al., 2007). When a firm delivers superior perceived as compared to competitive offerings (Parasuraman and Grewal, 2000), it leads to enhanced customer-satisfaction and higher repurchase intentions (Eggert and Ulaga, 2002). Brand equity is one of the most widely researched areas of marketing. A key feature of consumer-perceived brand equity is that of consumer-brand (personality) fit, which contributes to creation of a differential effect of brand-equity on consumer purchase behavior (Johnson et al., 2006). There is evidence in the literature that brand equity reinforces consumers' attitudinal and behavioral loyalty at the individual consumer level (Boone, Kochunny, and Wilkins, 1994; Chaudhuri and Holbrook, 2001; Cobb, Ruble, and Donthu, 1995; Keller, 2003; Rust et al, 2000). Brand equity can strengthen the intentions to repurchase a preferred product, influence positive word-of-mouth

intentions, and contribute to customer retention over time (Cobb et al, 1995; Johnson et al, 2006; Vogel et al, 2008). Relationship equity has become a visible construct in the marketing literature because of the introduction of loyalty programs, a type of marketing program that helps loyal consumers to connect with the firm by offering additional incentives. In relation to value and brand equity, the research by Vogel et al (2008) revealed that relationship equity has a positive effect on behavioral intentions, while the impact is weaker than those of value and brand equity. Existing favorable relationship-equity enables consumers to anticipate future favorable interactions with a brand (Crosby et al, 1990), and hence derive psychological benefits (Dwyer et al, 1987). Derivation of such benefits in turn leads consumers to continue or strengthen existing relationships (Crosby et al, 1990). Other studies conducted in the cellular phone and retail contexts find that simultaneous effects of brand equity, affective commitment (Johnson et al, 2006), value equity (Vogel et al, 2008), and relationship equity (Vogel et al, 2008) on behavioral intentions are positive and significant.

Kalleh Company is a private manufacturer and distributor of food product in Iran. It produces different categories of food product from dairy products to ice cream, meat and sauces. Now ,the company is faced with the challenge of increasing competition. There are some reason behind it. First, according to the high variation of products, it should compete in different food market like dairy and meat. It results to compete with many competitors with different product categories and different marketing strategies. Also there are some powerful governmental companies that make completion tougher for Kalleh. So in such a market, the customer purchasing behavior timely and not being behind the customer needs and the completion need to analyze the effect of customer equity on customers' repurchase intentions. Figure 1 shows the theoretical framework of this paper. The Rust's model (2001) serves as the main framework for the current study because each driver of that is comparable with existing marketing frameworks and can be assessed separately by a company's requirement. This mode reflects customer interests parsimoniously by introducing three key drivers that finally result in customer equity. According to the Rust et al framework, customers can justify their purchases and repurchases based on the benefits arising from the categories of value, brand, and relationship aspects with the products and services. In addition this model allows marketers to manage the drivers in order to maximize the firm profitability. By analyzing customer data, marketers are able to figure out which driver (value, brand, or relationship equity) they have to focus on. In the Rust's

model, existing marketing management concepts like brand management, price and quality management are all easily applicable. Many companies have already adopted value enhancing programs, brand equity, and relationship marketing strategies but have examined them separately (Rust et al, 2001). Customer equity combines all of them and applies them simultaneously. Marketers and practitioners do not have to design new marketing plans and collect additional data. Nearly all current customer data are usable in the Rust et al. customer equity framework. A major strength of Rust, Zeithaml, and Lemon's model and the main reason to use it in this study is its ability to relate a company's perceived marketing strategy and marketing investments to the customers' reactions to these investments and economic output generated by the related customer behavior. Thus, it helps improve the budget allocation of the marketing spending (Rust, Lemon, and Zeithaml 2004)
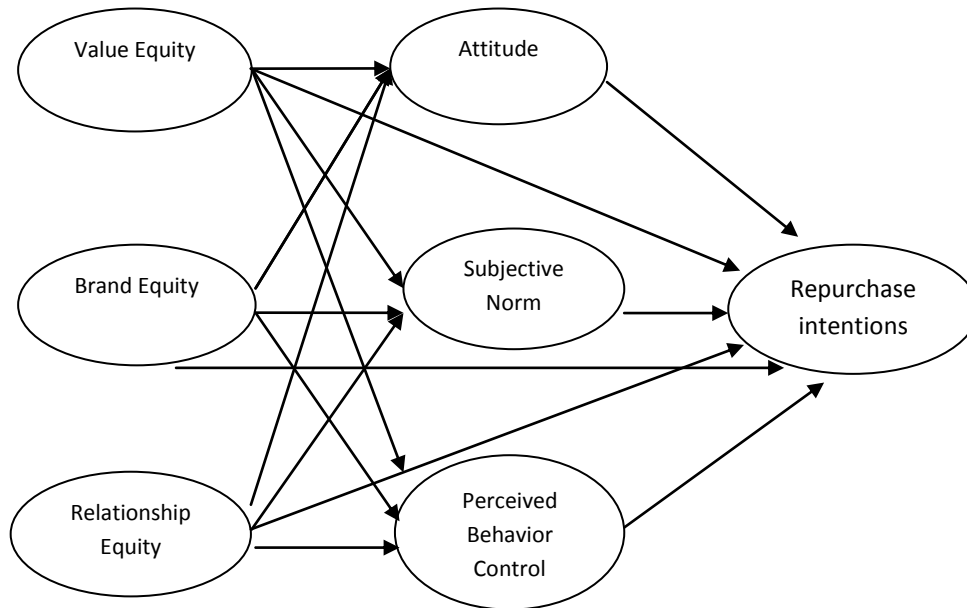
Figure 1: Research Framework

In the following the hypothesis are presented:

H1: Value equity has a positive effect on customers' attitude.

H2: Value equity has a positive effect on customers' subjective norms.

H3: Value equity has a positive effect on customers' perceived behavioral control.

H4: Brand equity has a positive effect on customers' attitude.

H5: Brand equity has a positive effect on customers' subjective norms.

H6: Brand equity has a positive effect on customers' perceived behavioral control.

H7: Relationship equity has a positive effect on customers' attitude.

H8: Relationship equity has a positive effect on customers' subjective norms.

H9: Relationship equity has a positive effect on customers' perceived behavioral control.

H10: customers' attitude has a positive effect on repurchase intentions.

H11: customers' subjective norms have a positive effect on repurchase intentions.

H12: customers' perceived behavioral control has a positive effect on repurchase intentions.

H13: Value equity has a positive effect on customers' repurchase intention**s.**

H14: Brand equity has a positive effect on customers' repurchase intention**s.**

H15: Relationship equity has a positive effect on customers' repurchase intentions.

3.Methodology

3.1. Research Population and Sample

This research, from the viewpoints of practical purposes and methods of data collection is a descriptive survey research. The objective of this study is to analyzing the effect of customer equity on repurchase intentions. A determination of sample size in terms of a ratio to the number of measured variables being analyzed (Cliff and Hamburger, 1967; Gorsuch, 1983; Hatcher, 1998; Nunally, 1978). Minimum recommendations for a satisfactory sample size when

constructing structural equation models range from between 100 and 150 (Anderson and Gerbing, 1988) to a minimum of 400 (Boomsma, 1983). Gorsuch (1983) and Hatcher (1998) suggested a minimum ratio of 5 subjects per measured variable. In recent research Gagne and Hancock (2006) reported that sample size recommendations in confirmatory factor analysis (CFA) have shifted away from observations per variable or per parameter toward consideration of model quality. Following the results of the reliability analysis and CFA, 33 items remained in the model. Thus, the minimum number of subjects in the sample should total no less than $n = 165$. For the purposes of this study, questionnaires were distributed to a randomly selected group of 200 customers of Fast food unit of Kalleh Company that are divided into three groups included fast foods, restaurants and coffee shops in Isfahan city. A total of 190 responses were received. Of these, ten (10) responses had to be discarded due to invalid or incomplete data entries. Thus the sample comprising of a total of 180 respondents was used for analysis.

3.2. Research Variables Measurement

Content validity of this questionnaire was approved by Isfahan University authorities and professors. Cronbach's alpha was used to determine the reliability of the test. For this purpose, an initial sample of 60 questionnaires was distributed. By using obtained data, Cronbach's alpha was calculated. Cronbach's alpha for all the questions related to the variables in the research analytical model was calculated as 0.923% which is acceptable. This study assessed the value, brand and relationship –related drivers of customer equity with items developed by Rust et al (2004), and Vogel et al (2008); however this study made some changes so that the items were appropriate for Fast Food Unit of Kalleh .Therefore the research model decomposes the value equity into price, and quality, the brand equity component into brand awareness, and attitude toward the brand, and relationship equity component into personnel, responsiveness, and special treatment. Five-items measure value equity, three- items measure brand equity; and nine-items measure relationship equity. The measures for attitude toward buying Kallehs' product (four items), subjective norms (four items); and Perceived behavior control (two items) were adapted from Ajzen (1991). This study focuses on repurchase intentions rather than behavior, because intention has wider implications and will often have a positive impact on an individual's actions (Ajzen and Driver, 1992; Pierre et al, 2005; Schlosser et al, 2006). Lastly, repurchase intentions were operationalized using two items were adapted from Zeithaml, Berry, and Parasuraman's (1996) behavioral intention battery. For the purpose of this study, All items were measured using a five-point Likert-type scale with anchors ranging from "strongly agree" to "strongly disagree".

4.findings

4.1. Analytical findings of the research conceptual model

In the first step, measurement models get fitted. Models' fit indexes are listed in Table 1:

Table 1: overall indexes of fit in measurement models

	CMIN/DF	RMR	GFI	AGFI	IFI	NFI	CFI
Value equity	1.914	0.010	0.992	0.971	0.996	0.993	0.996
Brand equity	1.644	0.021	0.965	0.911	0.971	0.930	0.970
Relationship equity	2.983	0.063	0.993	0.974	0.963	0.943	0.979
Attitude	1.423	0.016	0.996	0.978	0.999	.995	0.999
Social norms	1.459	0.031	0.985	0.926	0.994	0.980	0.994
Perceived behavioral control	1.363	0.079	0.992	0.975	0.998	0.977	0.999
Repurchase intentions	-	0.000	1.000	-	1.000	1.000	1.000

Measurement models have a good fit, in other words, overall indexes confirm that models are clearly supported by data.
4.2. The results of structural equation modeling analysis

After evaluating and verifying the measurement models in the first step, in the second step, to test hypotheses, structural equation model is fitted and analyzed. Overall indexes of model fitness are presented in Table 2.

Table 2: model fitness indexes

RMR	IFI	CFI	NFI	AGFI	GFI	RMSEA	CMIN/df	df	CMIN
0.009	0.979	0.979	0.999	0.951	0.998	0.020	1.9	17	55.912
Close to zero	**0.90>**	**0.90>**	**0.90>**	**0.90>**	**0.90>**	**0.08<**	**1> 3<**		**Reception area**

Results obtained from the information provided in Table 2 are as follow:
Amos output results in estimating the standard model indicates that path analysis model is an appropriate model. The normal Chi-square value is 1.9 which stands between two values of 1 and 3. RMSEA value is 0.020 which is appropriate, also the values of GFI, AGFI, NFI, CFI and IFI are all above 90%; and finally RMR value is close to zero. All the values of model fitness indexes are in the reception area and these indexes indicate that model has a goodness-of-fit which is

obtained by data and model is well supported by collected data. Hypotheses and regression coefficients as well as partial indexes values for each hypothesis are shown in table 3.

Table3: hypotheses testing results

Hypotheses	Sample size	Significance number	Corroboration coefficient	Critical ratio	Test result
Value equity → attitude	180	0.000	0.386	4.355	accepted
Value equity → Subjective norms	180	0.000	0.508	5.111	accepted
Value equity → perceived behavioral control	180	0.000	0.647	6.401	accepted
Brand equity → attitude	180	0.000	0.313	3.647	accepted
Brand equity → Subjective norms	180	0.615	0.048	0.503	Not accepted
Brand equity → perceived behavioral control	180	0.072	0.177	1.801	Not accepted
Relationship equity→ Attitude	180	0.019	0.204	2.354	accepted
Relationship equity → Subjective norms	180	0.027	0.216	2.212	accepted
Relationship equity → perceived behavioral control	180	0.087	0.170-	-1.709	Not accepted
Attitude → repurchase intentions	180	0.157	0.239	1.415	Not accepted
Subjective norms→ repurchase intentions	180	0.415	-01.20	-0.815	Not accepted
perceived behavioral control→ repurchase intentions	180	0.035	0.235	2.113	accepted
Value equity → repurchase intentions	180	0.088	0.233	1.704	Not accepted
Brand equity → repurchase intentions	180	0.984	-0.002	-0.021	Not accepted
Relationship equity → repurchase intentions	180	0.072	0.193	1.797	Not accepted

In the significance level of 0.05, if the table's significance number is smaller than 0.05, relationship between each pair of variables is confirmed

5. Discussion , conclusion and limitations

The current study empirically investigates the impact of the three dimensions of customer equity (value, brand and relationship equity) on customer repurchase intentions. The results show that of the fifteen hypotheses tested, seven of them were supported. As for repurchase intentions, brand equity and relationship equity had no significant influence, while value equity was the only factor found significant. Perceived behavioral control mediate the relationship between value equity as the driver of customer equity and repurchase intentions. In addition, The results indicate that the effects of value, brand and relationship equity on attitude are positive and significant, while subjective norms are influenced by value equity and relationship equity. The perceived behavioral control is influenced by just value equity. Attitude and subjective norms have no significant influence on repurchase intentions, while perceived behavioral control has positive effect on them. therefore, perceived opportunities and resources available play a role in influencing customers' repurchase intentions. The results of the study suggest that in comparing the influence of three customer equity drivers on repurchase intentions, value equity is the key factor which can significantly predict customer repurchase intentions. This finding is in agreement with Lemon, Rust, and Zeithaml (2001), who note that value is the keystone of the relationship of a customer with a firm. for many businesses like distribution companies, managers and marketers with better strategic insights to increase customer equity to yield higher consumer repurchase intentions this study provides the following Recommendations:

Value equity emerges as the strongest driver that effects repurchase intentions indirectly through perceived behavioral control. Thus, managers must formulate strategies that are strongly geared towards delivering consumer value. companies must meet the expectation of the customers which can be seen as an objective assessment of the utility the firm's products and services offer and constantly innovate to find new sources of consumer value. It is a customer's balancing of what is given up and what is received in return. the firm should emphasize its products' value equity drivers, including quality and price which may include attributes such as time costs, search costs, and effort (Zeithaml, 1988). In doing this way, managers have to be aware that, treating all customers similarly, has the potential to misrepresent the relationship between value equity and repurchase intentions. A firm could consider delivering to the customer different aspects of value, including quality service, quality product and price. Therefore, it is important that managers uncover the level of influence of various aspects of value on repurchase intentions for different customer segments in their business so that resources can be appropriately allocated, thus maximizing value equity. For example, in fast food services, value could vary by type of shopper those who seek low prices, those who are willing to pay higher prices for superior service. Thus, managers must choose from several possibilities to strengthen the value perception in the customer's mind, such as offering low prices, improving the quality of products. It would be wise to regularly (and adequately) train personnel at customer-service skills, specifically people skills so that they are perceived as friendly and approachable, and who can provide prompt service when required.

There are several limitations evidenced in this study. These limitations should be considered for future research and improvement. Firstly, the effect of moderators variables such as previous

experience on repurchase intentions was not intensively explored. Secondly, the measures of constructs are collected at the same point of time in this study. Therefore, individuals' intention to repurchase may change over time as an unremitting process due to greater experience for the time being. As a result, it is recommended to conduct a longitudinal research to examine the repurchase intentions at multiple points of time during decision adoption process. Thirdly, this research has a significant limitations shared by many studies of consumers' behavior in that it only measured behavioral intention, rather than actual behavior. This is not a serious limitation as there is substantial empirical support for the causal link between intention and behavior (Taylor and Todd, 1995; Venkatesh and Davis, 2000; Venkatesh and Morris, 2000).

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