Research Paper

Identification fficacy of Functional and Pleasure Attributes of the Product to Experience Customers and Creation of Brand Special Value in the Laptop Market (Case Study in Iran)

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Abstract

In the present research , some guestionnaires are used for field data collection. The main aim of this research is to review the effects of a product functional and enjoyable characteristics on customers experience and finally its effect on brand special value. By considering the research topic , a review of the effect of all important factors for a brand value success and customers experiences , is a very difficult and time consuming task , In this research , a lot of different studies and researches are reviewed and from them , many success key factors for brand special value , as functional factors including percieved easy use and enjoyable factors including aesthetics and amusement , are selected as research independent variables and their effect on brand special value and customers experiences are selected as this research dependent variables. After determining and approving related independent and dependent variables indices by the experts , the provided questionnaires are distributed between statistical sample and then the collected data are analyzed statistically , 366 questionnaires are distributed between laptop brand users who were students . After a review of the relationship between independent and dependent variables , the research hypothesizes are approved . The results show that , easy use , perceived usefulness , amusement and aesthetics factors have positive and direct effects on customers experience and brand special value.

Keywords: brand , functional characteristics, appreciative characteristics , customers experience , brand special value.

Introduction

In era development of increasing globalization, competitiveness is a key issue among policy makers at different levels (national, Industry and Enterprises) in different parts of the world. What in arena the competition in domestic markets and what in international markets, Business strategies are developed in order to companies are determined move way from their current competitive position to a new Stronger position.

Customers for itself popular brands are valorized and marketers also with awareness of this issue are strengthing this concept at different stages of localization brand (Aaker, 1991). Popular brands have symbolic and emotional value of the Consumers so far as these values in consumer preferences in choosing a particular brand Have great influence. Position successful the brand requires evaluation models that are capable specific characteristics of a brand Among other features that there are among other related brand names are separated and identified (Zajonc,1982). Efficiency in brand management, customer loyalty will follow.

It should be noted that, according to Lloyd, we live in an era that should thought today about a product or Service is quite different from our past thought. No matter what is critical of our opinion, it is important that the core Main product provided in such a way that the public customers satisfied, In his opinion the people for solve their problems, willing to buy his solutions, The idea is emphasize to this point that what kind of product or service should be provided To meet the needs of diverse clients. Thus today, organizations must increasingly experience offered to customers are noticed and examined and more than ever, comments, criticisms, suggestions a nd Customer complaints Listen and heed (Lovelock and Wright, 2003)

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Research hypotheses

First hypothesis: product characteristics affect to the customer experience.
The second hypothesis: the functional characteristics affect to the customer experience.
The third hypothesis: the joy characteristics affect the customer experience.
Hypothesis IV: The customer experience can impact on brand equity capital.

Theoretical Foundations of Research

Brand: a set of characteristics are that distinguish our products from other products; So branding as mutual advantage in view of supply and demand is considered (Pike 857,2009,2)

Product: Product is anything that would in order to attention, the ownership, use or consumption supplied to market that Providing request or a need, we define. Products are more than just tangible objects, and also Including services, events, people, places, organizations, ideas, or a combination of these elements are(Kotler, Armstrong, 2011,457)

Research Empirical Background

Edo Raj in Croatia in 2005, a study entitled "The impact on mix components marketing to the equity capital "Carried out. In this study, a sample size of 420, the price impact, extension of marketing activities, image Corporate and promotional prices on brand equity capital is investigated. Results from this study indicate that The price, extension marketing activities and Picture of Store has a positive effect on brand equity capital. (Raj, 2005)

Kim and Hwang's 2010 research on the study of the perceptions of the quality laptop of Utilitarianism and aesthetic were performed for the user, in this study with a sample size of 719 people affection Utilitarian and aesthetic value of users'

views on the quality of the laptop is investigated and Research results Shows that tendency to utilitarian in users of laptop have significant negative relationship with Their perceptions of laptop quality (Kim and Hwang, 2010)

Research Methodology:

In the present research, questionnaires are used for data collection and field study. The related topics of this research are reviewed by studying books , articles , Thesis and foreign journals , and its content reliability is approved through library study and internet search methods and questionnaires are used for data collection . In this research a verified 41 items questionnaire is used for data collection Which is scored by five point Likert scale . Data analysis is done in both descriptive and perceptive statistics level by SPSS software.

In descriptive statistics type , statistical indices as abundance , percent , mean , criterion deviation are used and in perceptive level because it is from qualitative kind , non – parametric statistics and Pearson correlative test and variance analysis are used.

Findings
Importance of Brand
Cutler are considered importance of brand of two aspects:

Customers: Brands are identified basis and original manufacturer of a product and real and legal consumers allows to respondent and responsibility of producers or suppliers. sometimes Customers may two product quite similar in basis of Branding method are valuation differently although, more complex and more crowded people living and with shortage time are encountered .Brand equity capital due to the easier decision buying and reduce the risk of buying, climbs, brand with presentation Signals of quality, shopping decision making easy. (Kotler and Keller, 2007, 378).

Economic Value of Brand: Customers when buying brands are performed two types of evaluation: a subjective evaluation of purchased case and other evaluation Non- subjective and material purchased case of brand economic value , Non-subjective assessment of the utility a product or service is on demand. This assessment is based on the customer's perception of the benefits in comparison with the costs are performed for the product or services. Elements of economic value brand are including Price and quality, comfort and convenience (access) while That brand equity capital is, subjective assessment and intangible brand and is something different of tangible the value and perceived physical By customer (Kotler and Keller, 2007,151).

Branding: Brands and Branding role as it has traditionally been considered, were constantly revised and redefined. Branding, add the power of a brand's to products and services. Branding process is all about creating distinctions. Branding is created mental structures in consumers' minds and help them to product information And services in such a way to have a clear decision to purchase and also cause the value of the company (Kotler and Keller, 2007, 275).

Brand Equity Capital: In 1989 Marketing scientific Association defines brand value: the additional value are created by the name in market through Better profit margins or market share for the product .This additional value by customers and

other channel members can be considered as financial asset and a set of relations and desirable behaviors (Yassin and his colleagues, 2007).

Sources creation of brand equity capital: From the perspective of the customer's brand equity capital occurs when the consumer was attained to a high level of awareness and familiarity with brand and had strong favorable unique imagery of it, in its own memory. If customers are considered brand just as a representative of a product or service category, reactions than those provided is similar to nameless the product.

Brand awareness: Brand awareness, is including brand performance based on two indicators recognition and recall brand the product the product. Brand recognition is the ability Consumer in confirmation previous exposure with brand is in qualifications where the sign or guidance on brand provided to it in its setting(Keller, 2008,53). Such a diagnostic power, has rooted in past experiences of the brand (Aaker, 1996)

Levels of products and services: product planners should review the products and services in Three levels. Any level, is created more value for customers. The most basic level is the central level, suggesting this question is that what the buyer actually buys?

When designing a product marketers first should major advantages or service that solved the problem and customers looking for them (Kotler, Armstrong, 2011,459).

Product classification: Products divided into two categories: consumable and industrial that here Consumable products are defined (Kotler, Armstrong, 2011,460).

Consumable: Consumable products, products and services are by final consumers for personal consumption are purchased. usually marketers are classified products and services more in terms of the buy method of consumers. Common products

Those products and services that customers are constantly buying them immediately and performed at least Compare and trying to do buy.

STORE PRODUCTS (comparative)

Products and services that are not frequently purchased, customers purchase these products in aspect of Beauty, quality, price and stylish and exactly comparisons do.

Special products

Services and Consumable products are those that have unique characteristics or are brand with unique identity that certain groups of buyers tend to buy these products carry out special purchase efforts. Samples These products are including cars or certain brands ,expensive imaging equipment, special clothing, and medical care And legal.

Unwanted Goods

Consumable products are that consumers either anything do not know about them or may know, but naturally did not think about their purchasing. Many new innovations until consumers through advertising about them were not informed, are unwanted (Crane, 2005,265).

Product Features

Product features are factors that can be considered as an important factor in customer satisfaction. Marketer is asked questions of Buyers about product features that can be enhanced satisfaction buyers by applying them and then check that the

addition which features can enhance the profitability of the product (Vargv and his colleagues, 2007).

Role of Functional benefits versus the pleasure advantages

For the few past decades, customer satisfaction is become an issue that companies are endeavored relation between products and their customers thereby managed, Due to disappointment them in this way, managers concluded that necessarily High levels satisfaction customer will not lead to higher levels of their loyalty (John and Sasser, 1995; Kynyng·ham and isolating, 2001; Rychhld, 1993).

The impact of technology on value customer: Generally, the success or failure new technologies, often depends on to behavior consume. Technologies has been succeeding and have some common features of the world. They are easily useable, with user have friendly relation and Find real value in consumers (Karjalytv and colleagues, 2003).

Technology on marketing is affected. The first because cost of technology is reduced in time and makes consumer technological products are assessed and valued Based on the aspects Such as service quality, and communications. Second, technology progress through the development of new products, is created value. Third, the technology can change the methods production of product (Crane, 2005: 84).

Direct impact product features, on customer experience: Schmidt (1998) and Jntayl and colleagues (2007) concluded that structure of customer experience is including pleasure and Functions characteristics. Recently, the technology acceptance model(TAM) With the addition of the "Pleasure" factor that is related to pleasure of the user When used, for the consumer is used. Technology Acceptance Model (Davis, 1989; Davis, Bugsy and Varshav, 1989). Often used to measurement the functional advantage(Bruner and Kumar, 2005; and his colleagues, 2006 Vikfield and vaiten, 2006)while aesthetics and amusement are placed in pleasure category.(Warshni and Veter ,2000,Wee ,2008 ,Wang and Hiu,2005,)

Ease use Perceived, usefulness perceived, experience customer: Done Studies have used two identification factors the Technology Acceptance Model(TAM)(Ease perceived use and usefulness

Perceived)in order to survey acceptance Laptops(The rest of his colleagues, 2006; Bruner and Kumar, 2005, Wakefield and Vaytn, 2006)

Rajvpal and colleagues(2001)had used of Technology Acceptance Model to measure the customer experience on the web The sites. Also Jntayl and colleagues (2007) had used of functional properties as an experience and They pointed to the similar conclusion with the concept of pragmatism. Practical concept with a kind customer experience are integrated.

Direct impact product features, on brand equity capital: Functional benefits and enjoyment, providing more opportunities to differentiate between brands in mind of customers(Keller, 2003) and increases association brand (Bndyksn, Bvkasa and Brat, 2004)

If the functional benefits and pleasure could be improved attitudes about brand from Customers perspective, these benefits can influence on the actions of their customers and maintain them and thereby it causes increase the brand equity capital (Mblr et al., 2009; Cheng and Qing 2006; Knknyk and Gartner 2007)

Mediating role customer experience on brand equity capital

Dimensions product is created the factors that can determine the customer experience. Actually , none of the functional characteristics and pleasure can not guaranteed Brand equity capital, But their interactions with customers is which especial value for products has guaranteed. In particular, the customer experience, to this cause ensures brand equity capital that the customer experience, probability Customer interaction increases (Sheng and Theo, 2012)

Analysis

First hypothesis: product characteristics affect on the customer experience.

There was significant correlation between the characteristics of the product and the customer experience, as Pearson correlation brand Sony From 0974, Asus to 0948, Lenovo to 0893 and other brands 0980 is And a significant degree of brand Sony, Asus, Lenovo and other brands is 0,000 times and is less than a=0.05 and is significant. Factor determining the Sony brand 950, Asus 0899, Lenovo 0797 and other brands are 0793. Therefore, can say with a 95% assurance between the product property and customer experience, there are significant relationship and statistically is acceptable.

According to Entered the regression model, with the promotion of a unit of Sony product features0573 percent enhanced customer experience, and Asus product features of 0478, the 0484 percentage of Lenovo brand product features and 0497 product features Other Brands are boosted.

The second hypothesis: the functional characteristics affect the customer experience.

between functional features and customer experience exists significant correlation, because Pearson correlation is Sony to 0959, 0905 to Asus, Lenovo to 0876 and other brands 0765 And a significant degree of brand Sony, Asus, Lenovo and other brands and is 0,000 times and is less than a=0.05 and is significant. The coefficient determination of brand Sony is 0920, Asus 0818, Lenovo 0767 and the other brands are 0585. Therefore, can say with a 95% assurence between the functionality features and customer experience, there is a significant relationship and statistically is acceptable.

According to entered the regression model, with the promotion of a unit functional feature of Sony, 1,475 percent customer experience enhanced and also a 1,053 percent The product feature Asus, Lenovo brand product features 1,152 percent and 1,328 percent functional features Other Brands are boosted.

The third hypothesis: the pleasure characteristics affect on the customer experience.

There was significant correlation between the characteristics of the product and the customer experience, as Pearson correlation brand Sony From 0975, to 0905 Asus, Lenovo 0765 and other brands is to 0876 And a significant degree of brand Sony, Asus, Lenovo And other brands is 0,000 times and is less than a=0.05 and is significant. Factor determining the Sony brand , 951, Asus 0815, Lenovo 0738 and the other brands are 0794. Therefore, can say with 95% assurance, there is a significant relationship between properties pleasure and the customer experience and statistically is acceptable.

According to entered the regression model, by promoting one feature pleasure Sony, 0833 percent enhanced customer experience and also 0737 percent characteristic of the customer experience Asus, 0752 features of Lenovo customer experience and 0688 the percentage of characteristic experience customer other brands enhanced.

Hypothesis IV: The customer experience can impact on brand equity capital.

There are Significant correlations the between characteristics of the customer experience and brand equity capital because Pearson correlation of Sony brand to 0849, Asus to 0670, Lenovo 0606 and other brands is to 0879 And a significant degree of brand Sony, Asus, Lenovo and other brands is 0,000 times and is less than a=0.05 and is significant. The coefficient of determination Sony brand is 0721, Asus 0449, Lenovo 0367 and the other brands are 0772. Therefore, can say with 95% confidence, there are a significant relationship between experience Customer and brand equity capital and statistically is acceptable. according to Entered the regression model, with Improving the customer experience a unit feature, Sony, 0665 percent of brand equity Sony is boosted and also 0467 percent brand equity capital, Asus, Lenovo 0330 and 0718 the percentage of brand equity, other brands will promote.

Conclusions

Aim of this study was determination relationship between functional and pleasure product features on the customer experience and brand equity capital. As The results showed from the perspective laptops users all components of functional characteristics and pleasure product had direct and significant, This means that whatever functional and fun features product was better, customers experience and Laptops brand equity capital studied have moved to the positive side. In general we can say that perceived ease of use, Perceived usefulness; Recreation, aesthetics, and the preservation and development it, cause to increase satisfaction customer, increase loyalty For efficient service And more personal and detailed market segmentation based on customer needs and obtain the desirable outcomes from data activities and receive services stable and efficient will be.

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