

Customer Hope and Its Impact on Improving the Consequences of Customer Relationship with the Brand: The Role of Customer Achievement

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Abstract— Hope is the perceived ability to produce paths to pleasant goals, along with the perceived motivation to use those paths to achieve the desired goal. The intensity of hope for an online purchase and the level of hope for achieving purchase-related results, such as satisfaction, trust, and commitment, are likely to depend on the customer achieving the goal. A goal can be defined as an object whose acquisition, ownership, and display are consciously anticipated (i.e., products, brands), or targeted for a positive outcome. This study was conducted to investigate the role of consumer hope in explaining the impact of perceived brand value on the consequences of customer relationship with the brand in relation to the Digikala online store. **Method:** The research method was descriptive survey. The standard questionnaire of Fazal-e-Hasan et al (2018) was used to measure the research variables. The research questionnaire was distributed among 385 people from the statistical population who are all customers of Digi Kala online store in Shiraz. Using Cronbach's alpha, the reliability of the questionnaire was estimated to be 0.884. To answer the questions and test the research hypotheses with Smart-PLS software, the method of structural equation analysis and path analysis using partial least squares (PLS) method was used. **Result:** The results showed that the perceived value of the brand in terms of quality, price, social and emotional has a significant effect on consumer hope of customers of Digi Kala online store. **Conclusion:** The results confirm the significant effect of consumer hope on customer satisfaction, trust and commitment of Digi Kala online store. The results also show that customer goal achievement modulates the impact of perceived value on customer satisfaction, trust and commitment of Digi Kala online store.

Keywords— Perceived brand value, consumer hope, perceived value, customer satisfaction, customer trust.

I. INTRODUCTION

In order to improve brand value and, consequently, revenue and profit growth, researchers and professionals alike need to better understand the factors that improve the relationship between consumers and online retailers. Customer perceived brand value is recognized as a very important and influential factor in consumer relationships with brands offered by online retailers. (Rosqvist and Hiselius, 2016). Between 2007 and 2012, global retail sales increased from \$ 236 billion to \$ 521 billion, which is estimated to reach \$ 1248.7 billion by 2017 (Verma et al., 2016). With the growth and accessibility of e-commerce platforms around the world, greater price

transparency, and faster delivery times, customers have become more curious about the value of this channel (Denegri-Knott, 2006; Nedergaard and Gyrð-Jones, 2013). Hence, researchers and professionals need to better understand the factors affecting the relationship between consumers and online retailers in order to increase brand value, and consequently, increase revenue and profit (Goswami, 2015; Kim et al., 2015). As multi-channel retail business models become more dependent on online sales, understanding the factors influencing online shopping and repurchase intentions becomes critical (Malhotra et al., 2017).

Perceived value is the difference between a customer's evaluation of all the benefits and costs of a service or product and even its alternatives. In other words, perceived value is the comparison of what the customer loses in the transaction; Versus what it achieves (Li et al., 2012). Today, the role of value is considered as a very important element for consumers and marketers, and this is because value is considered as one of the strongest forces in the market. The importance of perceived value has been considered in several works in recent years. Providing the best possible value to customers is undoubtedly important for service companies in today's competitive market. Companies that have the ability to provide valuable products and services to customers will gain a significant competitive advantage (Mortimer et al., 2016). Unfortunately, despite the importance of the issue, it can be seen that perceived values are not at the center of gravity of marketing efforts in understanding customer behavior. Organizations are sometimes unaware that perceived value is part of consumer behavior, due to the difficulty in measuring and examining the various dimensions of perceived customer value. Therefore, both managers and researchers should pay attention to how customers evaluate and emphasize a service provided. Perceived customer value is essential for organizations and in recent years has become the focus of marketing strategies. To date, most research has focused on the relationship between perceived brand value and loyalty outcomes, and various indicators of brand performance (Giovannis and Athanasopoulou, 2018). Fewer studies have been conducted on the mechanisms by which customer perceptions affect loyalty outcomes such as brand satisfaction,

brand trust, and brand commitment. Given the growing amount of time customers spend interacting with brands online in the hope that they will have a positive communication business, it is important to fill this gap.

The concept of hope is important when a customer makes an online purchase; Unlike in-store shopping, online shopping requires a level of hope that consumer goals (e.g., the product will have a defined performance) will be met (Raggio et al., 2014). In addition, the customer also needs to invest energy (e.g., information retrieval, analysis and comparison) and search for routes (secure transactions, installations, effective repayment policy) in order to overcome the risk associated with the purchase objectives (Chiu et al., 2014). Hope enables customers to deal with purchasing problems with the right mindset and action for a successful trading experience (Macinnis and De Mello, 2005), which is likely to increase brand satisfaction, trust and commitment. Increasing. The intensity of hope for online shopping and the level of hope for the consequences of shopping such as satisfaction, trust and commitment, most likely depend on the achievement of the target customer. Customers are more likely to achieve their goals because the achievement (achievement) of the goal is characterized by a benefit that is positively evaluated and encourages customers to buy the brand if they need to maximize that benefit. Simply put, goal achievement enables customers to infer a positive outcome from further brand interactions provided by an online retailer, and thus, brand repurchase. Customer psychology research has emphasized the moderating role of goal achievement in the relationship between emotional responses and comfort outcomes (Loock et al., 2013; Wong et al., 2017). Therefore, this study seeks to investigate the effect of perceived brand value with the mediating role of consumer hope on the consequences of customer communication in the online store of Digi Kala?

II. THEORETICAL FOUNDATIONS

2-1- Brand Value Perceived by the Customer

Perceived customer value is an essential element of a company's competitive strategy. This concept has received a lot of attention in the marketing literature in recent years. According to Cutler, customers are more interested in the quality, service and value they expect. All this creates competitive opportunities in the market. Many companies and industries are also rapidly improving the quality of their products, services and values. Researchers have defined customer perceived value as the result of a personal comparison between the overall benefits and the costs perceived by the customer. Zeithaml (1982) suggested that customer behavioral tendencies are an achievement of perceived value. When customers perceive a high level of value from their consumption experience, they want to express positive behavioral tendencies (Abdul-Ghani et al., 2011).

Marketing activities are based primarily on customer value. Perceived value in marketing is defined as the customer's assessment of the costs and benefits of purchasing a product or service. The results of previous research indicate that perceived value increases customer satisfaction and future

purchases. Perceived value is a factor that comes after perceived quality and perceived quality can be considered as a precondition variable for value. The importance of perceived value has been noted in several works in recent years. Providing the best possible value to customers is undoubtedly important for service companies in today's competitive market. Companies that have the ability to provide valuable service products to customers will gain significant competitive advantage. Therefore, both managers and researchers need to pay attention to how customers evaluate and emphasize a service. Perceived customer value is essential for organizations and therefore, in recent years, has become the focus of marketing strategies (Goldberg et al., 2013).

Strategy likens the brand to a kind of lens, making it easier and more accurate to understand the values of the organization. Today, the process of creating value has become one of the most important research topics in marketing. Although there are various definitions of value such as "the result of benefits and costs" and "the relationship between brand quality and price", value in marketing generally refers to the value perceived by the customer, which includes both economic and non-economic components. Based on this definition, it seems that value is done only by the customer. Perceived brand value is strongly influenced by brand identity and appropriate brand identity has a positive effect on perception of brand value. A brand with a strong identity meets the symbolic needs of customers more than their functional needs. Research shows that a brand with a stronger identity has more power to enhance the value perception process. The results of other research follow this claim. According to research, characteristics such as brand reputation and globality (which all go back to its identity) have a positive relationship with brand value and increase brand value (especially brand economic value) (Chang and Chen, 2009). The customer perceived value in this study includes four types of values: "quality", "price", "social" and "emotional", which are described below.

The value of "quality" perceived by the customer is defined as the benefit derived from the expected performance of a brand (Kim et al., 2004). Because the customer experiences the positive consequences of online shopping and understands that brand quality can improve his or her satisfaction (physical and psychological well-being), he or she is more likely to hope for a positive relationship between the brand and themselves. Therefore, based on this argument, we make the following hypothesis:

H1. Perceived value of the brand in terms of quality has a significant impact on consumer expectations of customers of Digi Kala online store.

Customer perceived value of "price" is defined as the profit derived from a product or brand due to a decrease in perceived short-term or long-term price, or a permanent permanent price (Sweeney & Soutar, 2001). In online shopping, multidimensional aspects of trust about the distributor or online retailer of the brand are formed when the consumer experiences the existence of functional value from the previous price in a particular brand. Trusting a particular online brand fosters a sense of security at the favorable price a

consumer expects and motivates online engagement. This motivation creates the desired options to achieve online shopping goals. Therefore, we make the second hypothesis:

H2. Perceived value of the brand in terms of price has a significant impact on the consumer hope of the online store Digi Kala.

The "social" value of the brand perceived by the customer is defined as the benefit derived from the product's ability to enhance social self-concept (Salonen et al., 2014). Online brands have tried to strengthen social interaction between and between consumers and sellers in order to increase the relationship between consumers and products. Consumers, on the other hand, are expected to buy the product in the hope of gaining social identity and social self. Based on this argument, we make the third hypothesis:

H3. The perceived value of the brand from a social point of view has a significant effect on the consumer hope of the customers of Digi Kala online store.

The "emotional" value perceived by the customer of the brand is defined as the benefit of the emotion that a product produces (Chang & Chen, 2014). The positive emotional state of the customer improves the perceived capacity to initiate and maintain the brand buying process until the positive consequences of the purchase are achieved. Route thinking, on the other hand, involves the production of potential pathways for communication consequences as well as a sense of trust in these pathways (Snyder, 2012). Therefore, we make the following hypothesis:

H4. The perceived value of the brand has an emotional impact on the consumer's expectations of the Digikala online store.

2-2- Customer Hope

Hope is the perceived ability to produce paths to pleasant goals, along with the perceived motivation to use those paths to achieve the desired goal. Hope clearly grows in infancy, childhood and adolescence. At the end of the first year of life, the stability of the object and the cause-and-effect schemas allow infants to have basic thoughts about goal-oriented passages. In general, seven concepts can be considered for hope, including positive expectations, future direction, purposefulness, activity, realism, goal setting and internal communication, and in the broadest sense of the word, psychological well-being (Salonen, et al., 2014).

Hope and hope is one of the characteristics of life that makes us seek a better tomorrow. Hope means success and a better future is a reason to live. When there is hope, there will be joy and happiness in life. In contrast, frustration puts a person in an inactive state where he or she cannot assess and decide on different situations. Despair makes one defenseless and trapped against stressors. And over time, that is likely to change. Disappointment causes a person to constantly evaluate their experiences in a negative and inaccurate way and to consider worrying consequences for their problems, and also his / her way of thinking is inflexible all or nothing that prevents him / her from solving the problem. Becomes individual (Snyder, 2012). The psychological mechanism of consumer hope may answer the question of when and how customer perceptions become more specific (from a customer

perspective) and performance implications (from a brand perspective) for both customers and the brand.

2-3- Consequences of Customer Hope

2-3-1- Overall customer satisfaction

Overall customer satisfaction is the process of evaluating and judging the customer from the last purchase position and his contact with the service / product manufacturer (Zhu et al., 2015). Customers' satisfaction with the brand is defined as their general emotional evaluation of a brand's products and services at any given time. In addition to the emotionality of satisfaction, researchers also consider it a cognitive process. Therefore, in general, customer satisfaction can be considered as a process of judgment, cognition and positive feeling of the customer towards the brand. Also, brand identity plays an important role in customer satisfaction; The more distinctive and credible the brand, the stronger and more attractive it will be to customers. Distinctive brand plays an important role in satisfying the uniqueness and uniqueness of customers. People tend to be different, and the more distinctive a brand is, the more emotional, attitudinal, and practical support it will receive from customers. A prestigious brand is one that not only has good quality, but more importantly, for ostentatious use. Is used. The more prestigious and well-known the brand, the more self-expression and customer satisfaction is created (Agnihotri et al., 2016). In the online context, the factors that determine the level of perceived benefits of a particular brand may include simplicity, perceived risk, product information, and positive emotions. Positive emotions can be driven by these perceptions of customers whose benefits exceed the perceived cost of purchasing them, leading to higher levels of satisfaction. In an online context where product brands are not tangible elements, the positive emotions of consumers affect their evaluation of the educational, effectiveness, and entertainment of online platforms. This assessment determines the quality of the consumer experience with the online brand and whether expectations have been met (Snell et al., 2013). Therefore, we make the following hypothesis:

H5. Consumer hope has a significant effect on customer satisfaction of Digi Kala online store.

2-3-2- Customer trust

Trust in the brand is the degree of ability and capacity of the brand to fulfill the promises and promises made. Customers want to understand the identities of brands that are more capable of fulfilling promises and building trust in them. From a customer perspective, brand trust is a psychological variable that leads to the attribution of a set of assumptions or assumptions about praise, perfection, and dignity to the brand by customers. In another study, brand praise and brand perfection were considered as two main dimensions to build customer trust in the brand (Schoorman et al., 2007). A brand with a strong identity is a safe place for customers; Because it reduces the uncertainty and risk of buying and consuming a product for them. The results of some research show that well-known brands are more likely to benefit from the higher trust of their customers. The reputation of the brand also greatly contributes to its identity. Research in the field of brand identity shows that a strong brand identity builds customer

trust (Redman et al., 2011). Brand reliability and integrity through features such as compatibility, competitiveness, in the field of online relationships between brands and consumers, the level of positive emotional reactions is also determined by the quality of interaction and communication with online platforms. If online retailers have the ability to increase communication in the quality and relevance of information and responsiveness, then consumers are more likely to experience positive emotions because they are aware of the benefits they may receive. This leads to a higher level of brand trust. Customers who experience higher levels of hope than online branding should also experience higher levels of trust (Delgado-Márquez et al., 2015). Based on this discussion, we make the following hypothesis:

H6. Consumer hope has a significant effect on the trust of customers of Digi Kala online store.

2-3-3- Customer commitment

Commitment to the company is one of the most important factors in consumer behavior in the ongoing company-consumer relationship. Dependence is often classified as part of the economic outlook for relationships; Because the consumer evaluates the costs and benefits of staying with a company; So when a customer is highly dependent on a service provider, he or she is interested in responding to certain policies, programs, and specific requests; Because doing otherwise can mean losing a valuable service provider or parts of the value received from the service provider (Buck, 2015). Commitment is the area in which the customer intends to invest and maintain the relationship. Researchers believe that commitment is an explicit or implicit obligation to maintain the relationship between the parties to the exchange. Many companies develop affiliate marketing activities in order to increase loyalty and commitment to their products and services. Researchers define commitment as the desire to maintain a relationship; In other words, commitment is defined as relational marketing, which causes both parties to move in the same and united way to achieve the desired goal; In fact, commitment is a psychological motivator of relationship continuity (Evanschitzky et al., 2006). Online retailers offer a variety of features through their online platforms to inform customers about possible benefits, accessibility and brand specifications. Some platforms also enable online customers to share their experiences with brands and start chatting with other customers who have used a particular brand. Therefore, online customers get the opportunity to acquire production knowledge from both online brands as well as other customers. This leads to a willingness of consumers to reciprocate the benefits of connecting with online brands. This mutually beneficial relationship is likely to lead to emotional commitment and encourage future action (Dipietro et al., 2008; Buch, 2015). The following hypothesis embodies this argument:

H7. Consumer hope has a significant impact on the commitment of customers of Digi Kala online store.

2-4- Achieving the Customer Goal

In one definition, the goal is the situation we want to have in the future. Choosing a goal is one of the necessities of life

that will be done unconsciously if not done consciously (Elliot & Murayama, 2008). One of the necessities of choosing a goal is that it will bring mental focus. Having a focused mind is one of the prerequisites for success. A focused mind has the power of thinking and creativity and is full of energy, so it can explore things and see the depths of them. The point in front of the focused mind is a disturbed mind. Goal is different from wish. To wish is to achieve something we do not have. But the goal is to reveal what we have but it is still unknown. Achieving a goal is a process in which quality becomes quantity (s) (Latham & Locke, 2006). There is increasing research focusing on the relationship between consumer hope and brand performance (Kim et al., 2012). However, it seems that more research is needed to identify the possibilities that facilitate the conversion of positive emotions such as hope for customer satisfaction, trust, and commitment.

Achieving the customer's goal as a social resource is likely to have a positive impact on the relationship between hope and satisfaction, commitment, and trust in online shopping. Psychological research has examined this moderating role of business and purpose in the study of welfare backgrounds. For example, research identifies goal acquisition as a key factor that reduces the negative impact of goal conflict on well-being (Kehr, 2003). In online shopping interactions, customer goal acquisition may be achieved through online platforms that facilitate the effectiveness and efficiency of customer tasks such as online branding. Higher levels of customer acquisition resulting from the purchase and use of a particular brand lead to a higher sense of achievement, which in turn leads to a higher level of intrinsic motivation. The will to hope component encourages the customer to take the desired action (such as buying or repurchasing) for their own sake, not for the sake of external reward. As a result, the customer is more likely to experience higher levels of satisfaction, trust and commitment. On the other hand, low-level, or no-level customers will have less sense of accomplishment, which in turn may lead to less hope or less hope. Lack of hope is likely to hinder the process of building customer satisfaction, trust and commitment to the brand. Hence, we make the following hypotheses:

H8. Achieving the customer goal modulates the effect of Customer hope on the customer satisfaction of Digi Kala online store.

H9. Achieving the customer goal modulates the effect of Customer hope on the trust of customers of Digi Kala online store.

H10. Achieving the customer's goal moderates the impact of Customer hope on the commitment of the customers of the Digikala online store.

2-5- Conceptual Model of Research

All research studies are based on a conceptual framework, which identifies the variables and the relationships between them. This conceptual framework is the model by which the researcher theorizes about the relationships between the factors identified in creating the important problem. This theory may not necessarily be the word of the researcher and

logically derives from the results of previous research on the issue.

Since any field and survey research requires a mind map and conceptual model that is drawn in the form of appropriate analytical tools, variables and relationships between them, accordingly, the theory is conceptually shown in Figure 1, which can be done with 10 hypotheses. The test is visible.

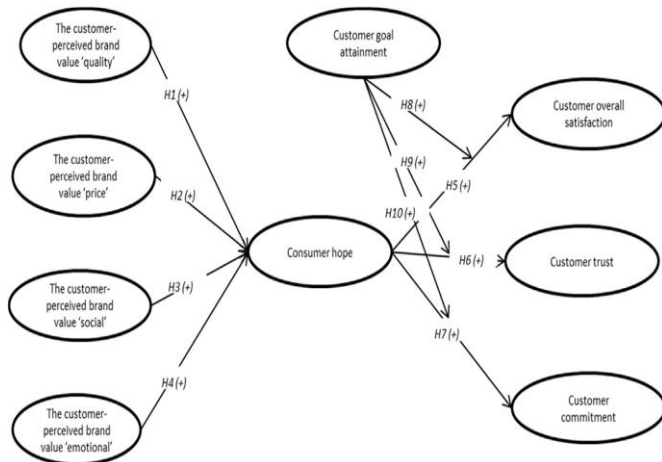


Figure 1: Conceptual model of research

III. RESEARCH METHODOLOGY

Methodologically, this research is a correlational research. The present study is a descriptive research based on how to obtain the required data and in terms of research classification according to their purpose. This research is applied in terms of type and descriptive-survey method.

In this research, in order to compile the basics, definitions and theoretical concepts, library resources including existing documents, books and scientific articles were used. Also, a standard questionnaire was used to collect the data needed to test the research hypotheses. Information about measuring research data was collected with valid questionnaires. All measurement scales were adapted from previous studies. All the items used in the present study are listed in Table 1 and were measured using a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree). Finally, demographic information was requested for gender, age, income, education, marital status, and occupation. The standard questionnaire of Fazal-e-Hasan et al. (2018) was used to measure the research data.

The questionnaire of this research was subjected to the judgment of several experts and professors of business management and marketing working in universities for the validity of the content. Those 30 questionnaires were distributed in the statistical community and at first it was not possible for the respondents to understand a number of questions and after several translations of the text and omitting a number of questions, the questionnaire had sufficient formal validity and finally the questionnaire agreed to Data collection tool was used.

The statistical population of the present study is all customers of Digi Kala online store in Shiraz. In the present study, since the exact number of statistical population is not

known, therefore, the statistical population of the research is unlimited and the relative estimation formula with a marginal error of 5% and a maximum variance of 50% is used to estimate the sample size. Therefore, the number of samples is estimated at 385 people.

TABLE 1: Criteria

Variables	Indicator
Perceived brand value-quality	The brand I bought online has consistent quality.
	The brand I bought online is well made.
	The brand I bought online will have stable performance.
Perceived brand value-price	The brand I bought online is reasonably priced.
	The brand I bought online offers value for money.
	The brand I bought online was affordable.
Perceived brand value-social	The brand I bought online helps me feel socially accepted.
	The brand I bought online will improve my perception.
	The brand I bought online will give me a sense of social status.
Perceived brand value-emotional	The brand I bought online is the brand I enjoy.
	The brand I bought online makes me want to use it.
	The brand that I bought online is a brand that I feel comfortable using.
Consumer hope	The brand I bought online is a brand that makes me feel good.
	I hope the brand I bought online will be useful to me.
	I hope the brand I bought online will help me pursue my goals.
Customer satisfaction	I hope the brand I bought online will lead to my success.
	The brand I bought online is ideal.
	This brand always returns the best value.
Customer trust	I am very satisfied with the online purchase of this brand.
	The brand I bought online makes me feel confident.
Customer commitment	The brand I bought online makes me feel valued.
	I want to go a step further and remain a customer of this brand.
	I feel loyal to this brand.
Customer goal attainment	Even if I find it harder to buy this brand, I will still try to buy it.
	I think I have achieved my goal by buying this brand online.
	I think shopping for this brand online makes me feel successful.
	I think buying this brand online will help me achieve my life goals.

IV. DATA ANALYSIS

In this research, structural equation modeling has been used with the help of partial least squares method and PLS software to test the hypotheses and accuracy of the model. PLS is a variance-based approach that requires fewer conditions than similar techniques to structural equations such as LISREL and AMOS. Its main advantage is that this type of modeling requires fewer samples than LISREL. It is also considered as a powerful method in situations where the number of samples and measurement items is limited and the distribution of variables can be uncertain. PLS modeling is done in two steps. In the first stage, the measurement model should be examined through validity and reliability analyzes and confirmatory factor analysis, and in the second stage, the structural model should be examined by estimating the path between variables and determining the model fit indices.

4-1- Step 1: Measurement Model

The measurement model test is related to checking the validity and reliability of measuring instruments.

4-1-1- Validity

To evaluate the convergent validity, AVE (average variance extracted) and CR (composite reliability) were used. The results of this criterion for the dimensions of the six research variables are shown in Table (1). Composite reliability higher than 0.7 and mean variance higher than 0.5 are two necessary conditions for convergent validity and correlation of structures. As can be seen from Table (2), all composite reliability values are higher than 0.7 and the values of mean variance are higher than 0.5, and this confirms that the convergent validity of the present questionnaire is acceptable.

In the divergent validity part, the difference between the indices of one structure and the indices of other structures in the model is compared. This is calculated by comparing the AVE root of each structure with the values of the correlation coefficients between the structures. To do this, a matrix must be formed in which the principal diameter values are the square matrix of the AVE coefficients of each structure and the lower values of the principal diameter are the correlation

coefficients between each structure and other structures. This matrix is shown in Table (3). As can be seen from Table (3), the AVE root of each structure is greater than the correlation coefficients of that structure with other structures, which indicates that the divergent validity of the structures is acceptable.

4-1-2- Reliability

In addition to Cronbach's alpha coefficient, which is presented in Table 4 and confirms the appropriate reliability of the questionnaire, the PLS method was used to evaluate the reliability of the questionnaire. The PLS method uses index reliability. The reliability of the index is also measured by measuring the factor loads by calculating the correlation value of the indices of a structure with that structure, which if this value is equal to or greater than 0.6, confirms that the reliability in the case for that is an acceptable measurement model. However, if the value of the factor load between a question and the relevant dimension is less than 0.6, that question can be removed from the model and subsequent analyzes. As can be seen in Figure (2), all values of factor loads between structures and questions are greater than 0.6, which shows a high correlation

TABLE 2: Results of mean variance extracted from research structures

Variable Criterion	Perceived brand value-quality	Perceived brand value-price	Perceived brand value-social	Perceived brand value-emotional	Consumer hope	Customer satisfaction	Customer trust	Customer commitment	Customer goal attainment
AVE	0.552	0.796	0.737	0.761	0.735	0.747	0.820	0.805	0.773
CR	0.844	0.865	0.837	0.882	0.890	0.715	0.900	0.932	0.912

TABLE 3: Comparison matrix of AVE root with correlation coefficients of structures (divergent validity)

	Perceived brand value-quality	Perceived brand value-price	Perceived brand value-social	Perceived brand value-emotional	Consumer hope	Customer satisfaction	Customer trust	Customer commitment	Customer goal attainment
Perceived brand value-quality	0.743								
Perceived brand value-price	0.417	0.692							
Perceived brand value-social	0.587	0.397	0.895						
Perceived brand value-emotional	0.528	0.369	0.417	0.872					
Consumer hope	0.369	0.378	0.581	0.418	0.857				
Customer satisfaction	0.274	0.412	0.532	0.269	0.318	0.864			
Customer trust	0.258	0.479	0.366	0.359	0.417	0.458	0.906		
Customer commitment	0.269	0.269	0.269	0.480	0.321	0.429	0.450	0.897	
Customer goal attainment	0.237	0.239	0.234	0.258	0.321	0.451	0.317	0.214	0.879

TABLE 4: Cronbach's alpha coefficient

Research structures	Perceived brand value-quality	Perceived brand value-price	Perceived brand value-social	Perceived brand value-emotional	Consumer hope	Customer satisfaction	Customer trust	Customer commitment	Customer goal attainment
Cronbach's alpha coefficients	0.846	0.811	0.866	0.854	0.852	0.823	0.901	0.829	0.885

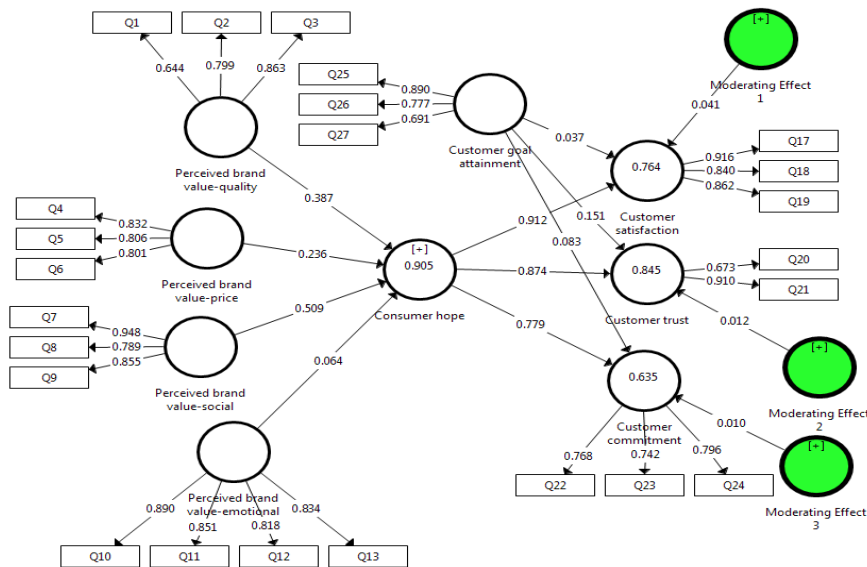


Figure 2: Software output - test model of the research (path coefficients and operating loads)

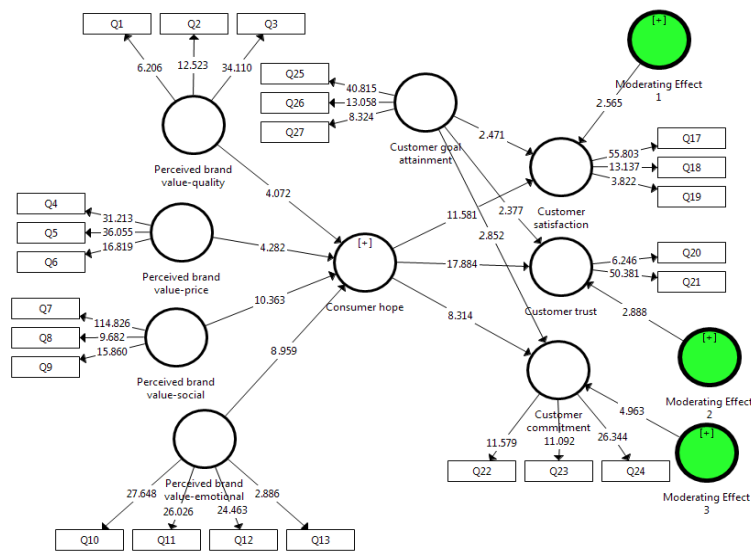


Figure 3: Software output - coefficients t

4-2- Second Stage: Structural Model and Testing of Hypotheses

Structural model test, which is related to testing research hypotheses and the effect of hidden variables on each other. To confirm the research hypotheses, the Bootstrapping command of Smart PLS software was used, which shows the output of t-coefficients (Figure 3). When the values of t in the range are more than +1.96 and less than -1.96, it indicates the significance of the relevant parameter and subsequently confirms the research hypotheses.

4-3- Quality Test of Measurement Model or Subscription Index

This index is calculated by the cross-validity subscription index. This index actually measures the ability of the path model to predict observable variables through the values of

their corresponding hidden variables. Since all values are positive, the model is of good quality.

TABLE 5: Quality test of measurement model or subscription index

Variables	1-sse/sso
Perceived brand value-quality	0.321
Perceived brand value-price	0.431
Perceived brand value-social	0.487
Perceived brand value-emotional	0.321
Consumer hope	0.528
Customer satisfaction	0.547
Customer trust	0.369
Customer commitment	0.627
Customer goal attainment	0.547

4-3-1- Fit or Fit PLS model

One of the main differences between LISREL and PLS is the inadequacy of the available indicators to fit the models

estimated using PLS. Although existing PLS algorithms report fit statistics, such as the normalized fit index of Bentler and Bount, they are based on the assumption that the estimated model parameters are observed to reduce the difference between covariance matrices and are reproduced. Assumption not in PLS. Of course, Tennen House et al. (2005) have introduced a general fit index to examine the fit of the model. The general fit criterion (GOF) can be obtained by calculating the geometric mean of the subscription mean and R2.

$$GOF = \sqrt{\text{average (Comunalitie)} * R2}$$

According to Tannhaus et al. (2005), the GOF index in the PLS model is a practical solution to this problem by examining the overall fit of the model and acts like the fit indices in methods based on covariance and can be used to assess the validity or quality of the PLS model in general. This index also acts like the fit indices of the LISREL model and is between zero and one, and values close to one indicate the appropriate quality of the model. Of course, it should be noted that this index, like the chi-square indices in LISREL models, does not examine the degree of fit of the theoretical model with the collected data. Rather, it examines the overall predictive power of the model and whether the tested model was successful in predicting endogenous latent variables.

The average value of the Common Values Index from the following forum is:

$$\text{Communality} = 1 / N * \sum \text{Communality}$$

The subscription amount is: 0.874

The value of R2 is also equal to 0.845. This value can be seen based on the output of path coefficients in standard mode. According to the GOF calculation formula we have:

$$GOF = \sqrt{0 / 874 * 0/845} = 0/859$$

TABLE 6: communality test

Variables	Communality
Perceived brand value-quality	0.801
Perceived brand value-price	0.841
Perceived brand value-social	0.886
Perceived brand value-emotional	0.921
Consumer hope	0.879
Customer satisfaction	0.902
Customer trust	0.854
Customer commitment	0.896
Customer goal attainment	0.883

The GOF index is between zero and one. Wetzels et al. (2005) introduced three values of 0.01, 0.25 and 0.35 as weak, medium and strong values for GOF, respectively. According to the value of 0.859, the research model has a strong desirability.

4-4- Answer to Research Hypotheses

According to the results obtained from the path coefficient and t-statistic, all research hypotheses were confirmed, and the results showed that the perceived value of the brand in terms of quality, price, social and emotional on the consumer hope of customers of Digi Kala online store has it. The results confirm the significant effect of consumer hope on customer satisfaction, trust and commitment of Digi Kala online store. The results also show that customer goal achievement modulates the effect of perceived value on customer satisfaction, trust and commitment of Digi Kala online store.

TABLE 7: Direct effects, t-statistic and the result of research hypotheses

Hypothesis	Standardized path coefficient β	Statistics T	Meaningful	No rejection or Reject
Perceived brand value-quality → Consumer hope	0.387	4.072	Sig<0.05	approved
Perceived brand value-price→ Consumer hope	0.236	4.282	Sig<0.05	approved
Perceived brand value-social→ Consumer hope	0.509	10.363	Sig<0.05	approved
Perceived brand value-emotional→ Consumer hope	0.064	8.959	Sig<0.05	approved
Consumer hope → Customer satisfaction	0.912	11.581	Sig<0.05	approved
Consumer hope → Customer trust	0.874	17.884	Sig<0.05	approved
Consumer hope → Customer commitment	0.779	8.314	Sig<0.05	approved
Consumer hope → Customer satisfaction given the moderating role of achieving the customer goal	0.912 + 0.041 = 0.953	2.565	Sig<0.05	approved
Consumer hope → Customer trust given the moderating role of achieving the customer goal	0.874 + 0.012 = 0.886	2.888	Sig<0.05	approved
Consumer hope → Customer commitment given the moderating role of achieving the customer goal	0.779 + 0.010 = 0.789	4.963	Sig<0.05	approved

V. CONCLUSIONS AND SUGGESTIONS

This study examined consumer hope in online retail and in particular tested a model of psychological mechanisms that facilitate positive consumer experiences in such a field. By assessing the role of consumer hope in communication exchanges, our knowledge of brand-customer relationship increases, and this leads to consequences for online retailers to achieve higher levels of brand loyalty. It was hypothesized that the value of the brand perceived by the customer (in terms of quality, price, social and emotional dimensions) will have a positive effect on consumer hope. It is argued that each of

these types of value increases customer confidence in the brand and the consequences of the purchase, and thus leads to higher levels of hope that such consequences will be achieved. Four relevant hypotheses were supported and the perceived value of the brand in terms of quality, price, and social and emotional dimensions had a positive effect on consumer hope. However, the fourth hypothesis (H4) had little effect on the perceived value of the brand due to the emotional dimension. In this regard, it seems that consumer hope is predicted by the perceived value of customers in relation to the consequences of quality, price and social brand, but not in the emotional dimension. Thus, perceptions of brand performance (ie,

quality) in terms of purchasing goals, perceptions of greater benefits than costs in terms of price, and perceptions of the extent to which the brand increases social self-concept, create hope in the customer. However, the amount of positive emotions generated by the brand in the customer leads to a small amount of hope. This is consistent with the concepts of hope as a cognitive state, under which hope consists of both representations and paths to achieving desirable goals; Thus, the dimensions of quality, sociality, and value for money seem to be more goal-oriented than emotional.

Three hypotheses about the consequences of consumer hope were all supported: hope positively predicted overall customer satisfaction, customer trust, and customer emotional commitment. As stated earlier, the equality theory claims that partners in an exchange seek to maintain an equivalent ratio of their inputs to the exchange of benefits received. Consumer hope may facilitate perceptions of quality by expecting that purchase objectives will be achieved, and thus, lead to overall satisfaction. Similarly, if parity is achieved or even expected, then customer confidence in brand reliability will increase, leading to trust in the brand offered by the online retailer. In addition, as previously explained under social exchange theory, in the hope of gaining an advantage from a brand, customers will feel reciprocated to that advantage, which leads to maintaining a valuable relationship with the brand, and thus, a commitment to it becomes. Therefore, promising customers express a range of positive outcomes with respect to the customer-brand relationship.

In addition, it was hypothesized that achieving the customer's goal would moderate the relationship between consumer hope and overall satisfaction, trust, and emotional commitment. Consumers who report that they have achieved their shopping goals are expected to have greater satisfaction, trust, and commitment than people who do not. It was observed that customer goal achievement modulates the relationship between consumer hope and satisfaction (H8) and customer trust (H9), and his commitment (H10). This is an interesting finding that shows that achieving a goal facilitates the association of hope with satisfaction and trust - arguably more "state-like and cognitive-centered" emotional responses - but with commitment - arguably more "characteristic-like" or at least sustainable responses. In this context, achieving or not achieving the goal may create an immediate emotional response that does not necessarily affect the longer-term effects of hope. Hopeful customers, in the face of hopeless or less hopeful customers, with a sense of confidence that the paths to achieving these goals will be effective, and therefore in the context of these findings, more consistent in their "feature-like" responses than "mode-like" responses. They will be themselves.

Globally, online shopping through retailers has grown significantly over the past two decades, due to technological advances, security platforms, and price transparency. While early research focused on stimuli and barriers such as trust and risk factors, purchase incentive frequency, or customer loyalty, this is the first study to examine consumer hopes for online brand consumption. It was suggested that consumer hope deserves more attention because it provides new insights

into customer perceptions and feelings about the implications of the customer-brand relationship for online shopping.

When a customer buys a brand online from a retailer, he hopes that the brand will meet his expectations; That is, it is appropriate, of good quality, and / or worth the money. These buying outcomes, overall satisfaction, trust and commitment to the brand are considered as purchase goals that the customer hopes to achieve. Hope is heightened in the online environment as the customer anticipates that the descriptions and images displayed on the retailer's website are true reflections of the brand. In contrast, when shopping in-store, the customer can easily determine the quality, fit and relevance of the brand. Our findings determine that consumer expectation positively predicts overall customer satisfaction, trust, and emotional commitment to brands purchased through online retailers. Simply put, the more the consumer hopes that the brand will provide value, the more satisfied, confident and committed he will be to the brand. Hence, retailers need to implement strategies to build consumer hope. Traditional stores facilitate consumer experience contact points, where consumers can touch, feel, try, and physically experience the product before shopping online. Doing so reduces risk and improves the sense of hope that the brand will be similar to the product shown. The implementation of the "Clean and Vector" facility, in which consumers can review brands purchased online and partner with retailers before consumption, also improves the customer's sense of hope. In addition, it is determined that the customer spends time and energy searching, evaluating, and comparing online brands and looking for ways to achieve online shopping goals. These routes may include retailers searching for transaction facilities, such as payment plans, price guarantees, or easy return methods. Such mechanisms will improve customer confidence in achieving their shopping goals, which in turn improves overall satisfaction and online shopping trust outcomes. Retailers should also implement such online trading schemes.

The following suggestions are provided:

- Offering products online with quality and sustainable performance.
- Offering products online with reasonable and affordable pricing for the buyer.
- Creating a sense of social acceptance in customers to buy products online.
- Creating a sense of social status in customers to buy products online.
- Creating a comfortable feeling about using products in customers to buy products online.
- Creating a sense of success in customers to buy products online.
- Achieving goals in customers to buy products online.

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