



# The Relationship Between Hedonic Value and Utilitarian Value with Behavioral Intentions and Customers Satisfaction in Gorgan Fast Foods

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## ABSTRACT

### Original Article:

This study examines the relationship between delightful and useful values with behavioral ideas and customers satisfaction in Gorgan fast foods. The research method is discretional, scaling – correlation. The volume of statistical universe in this research includes all customers in Gorgan fast foods. The statistical sample of study consist of 384 persons which are selected by kerjesi and Morgan table and the sampling method was simple coincidental. Using standard questionnaires were gathered the data research by library and field method. According to Kronbach method are confirmed stability of questionnaires and contextual method by fluency of tools. Also For analysis data was utilized structural equations model method by Lisler software. The results of a survey show that among all variables, there is a meaningful relation between delightful and useful values with behavioral ideas and customer satisfaction in Gorgan fast foods.

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## Introduction

Competition in markets and continuous changes environment, the organizations penetrate that as past cannot oppose to a developing economical system and flourish markets. so there is a special value for every customer and we should compete to get more portion from market. Today it is special to make customers engage and the making of a specific value, measuring satisfaction, and satisfactory identifies the growth of customers that makes the customers of organization are cooperate in organization and out of organization are its adherents. Hence the customers that have amenability and bring them efficiency are as capital for organization. Today because customers' satisfaction is as main category in successful organization, the making of constancy in customers is remarkable.

Fast food is as trade in which grows competition daily. In many countries are products fast foods as one of the life necessities. Lately In our country, making and spread of fast food are considered. Therefore in this competitive market, constancy and loyalty of customers which have many benefits for organization, is issue that should be considered by managers organizations. This issue is the purpose of study.

## 2.Statement of Research Problem

In the past decade, both marketing scholars and theorist interested in value structure. The literature of modern

management is divided in 3 parts. Economists are considering liquidate value and marketing assist to customer value. The above investigate concept of customer value. The customer value is a significant issue in retail strategy that identifies what they seek or constant what they get by seller ware. There are two complement methods for measuring and customer value. Former seeks cognition of value that is conceived by customers and so that this value is better and higher than conceived value that suggested by competitor. It is possible organization to success in market. The second method consist of the value that customer bring to organization. This method is used as a base. For success in markets, the perception of usable values of customers and its effect on customers' behavior are as a vital issue. Varying of usable values in modern markets and different parts of customers based different useful values, salesman should turn to different useful necessities and selection of products in different parts. Today we have seen many variations in values and culture customers. In past, customers usually were satisfied with products and or specific trade names and used them for their necessities in life. And if they aren't satisfied them, they can change them. While we use the products, delightful values, avocation, and excitation and so on aren't important. But in modern competitive world is being changed these values and expectation and for customers, there is delightful value in shopping of products. These values affects on behavior

customers and products and trade names. Whereas useful values consist of both delightful and helpful value, in selection of these values and their importance during shopping of products are individuals very different.

We examine the effect delightful values on behavior customers especially different groups in which were considered the variables such as delightful values that tend to useful values, new requirement customers, response to upgrade factors and preference of trade external names and effect of personal income and relation of these variables each other and their effect on behavior customers. The useful values are considered as important anticipators in behavior customer. For example Sheth examined that the choice of customers depend on multiple useful values such as practical, passion and luxe and symbolic value .

About behavior customers, other scholars distinguished useful values from delightful value. So that useful values are reasonable and are considered. There is a relationship between delightful values and final pleasure during avocation, romanticization, promenade, play. (Babin, 1994). The previous studies introduced delightful consumption as a part of behavior customer that related to fillings, the ability of fancier and passion aspects in products and shopping.

Many customers prefer the delightful purposes of shopping to useful purposes that can be observed in different parts. Today there is tendency among individuals that encourage them to modern life, symbolic expenses and products that have the famous, great, and modern and trade names. This is reason that the effect of delightful values on the choice of products and behavior customer are significant.

This study examines the relationship between delightful and useful values with behavioral ideas and customers satisfaction in Grogan fast foods.

**3.Literature Review**

- Fishbein M, Ajzen I (1975). introduced the research named the effects delightful and useful values on customer satisfaction and behavioral ideas in restaurant fast food of Ghazvin Azad university, the results show that delightful and useful values affects directly on customer satisfaction and delightful value against usable value doesn't affect directly on behavioral ideas. The delightful value is more effective than useful value on customer satisfaction and this is more effective than delightful value on behavioral ideas.

- Getty JM, Thompson KN (1994). examines in his thesis the relationship between brand and customer personality in Iran nutritional industries that identifies customer personality as agent of its identity affects on brand personality that is as brand identity in selection of customer usaeful brand .

- Grönroos C (1997)introduced the research named the effect the mixed ingredient of green marketing on how customers shop low consumption lamp in Rasht that was accomplished by cluster method and gathering of data with interview and questionnaire. The results show that there is a meaningful and positive relation between every one of mixed ingredient green marketing and shopping customers and also between everyone of mixed ingredients green marketing.

- Park C (2004) examined the mixed model phase marketing to determine the value and portion every one of effective variables in mixed marketing which are suitable

with ideas and marketing strategies firm. They considered criticisms that related to mixed different framework phase marketing. Using these criticisms by two content and process view, different methods mixed forming ingredients and design suggested systematic model with trade name and a distinct product line showed that the modern used method is suitable more with modern place of trade and marketing strategies firm.

- Hunt (2014) examined the research named the study of variables of delightful shopping value and useful shopping value and satisfaction and loyalty and street speech and portion of shopping baskets. The results show that satisfaction that related to current shopping cannot affect directly on street speech and portion of shopping baskets. But whereas loyalty is accomplished in long – term and during the time and depends on shopping experiences, is able affect directly on street speech and portion of shopping baskets.

- Grönroos C (1997) considered the study variables value delightful shopping and value useful shopping and the results showed that the growth of value delightful shopping in commutative retail general goods makes the competition commutative shops in this scope.

- Ladhari R (2009). identifies that the supposed value plays important role in make-decision shopping customers which shows that behavioral ideas are the valued supposed results. Therewith, the customers who think continuous consumption leads to high average value, tends to positive behavioral ideas.

**4.The Test of Research Theories**

In this part examines we the test of research theories by Lisrel software.

Table1the structural model research in standard

Table 2 the structural model research in meaningfulness

By maximum contingency model and in order to study fitting model based (-), comparative fitting index(CFI), fitting index (GFI), adjustment fitting index(AGFI), refrangible fitting index (NFI) irrefragable fitting index (NNFI) root median squares error approximation(RMSEA) is used model estimation.

**Table1:**the results of the research structural fitting model

result	value	Accepted feet	Fitting index
adapted	2.45	<3	
adapted	0.94	>0.9	comparative fitting index
adapted	0.98	>0.9	fitting index
adapted	0.95	>0.9	adjustment fitting index
adapted	0.97	>0.9	refrangible fitting index
adapted	0.97	>0.9	irrefragible fitting index
adapted	0.071	>0.08	root median squares error approximation

The results of fitting structural model Indexes research in Table 1 refer to fitting model, because the RMSEA scale is lesser than 0.08 and this can be structural accepted fitting model . Also the CFI, GFI, AGFI, NFI, NNFI scales are all upper than 0.9.

In the following table, the rout and meaningfulness factors set among variants research. Per four relations in 0.05 level (t>1.96 and t<-1.96) is meaningful. And 1 isn't a meaningful relation.

**Table 2:** The results of direct relation and meaningfulness factors model theories

Test conclusion	meaningfulness	Rout factor	sign	rout
adapted	9.62	0.49	HV--- ---CS	Delightful values--- customer satisfaction
adapted	6.94	0.33	UV--- -CS	Usable values-- customer satisfaction
adapted	0.37	0.02	HV --- -- BI	Delightful values--- behavioral ideas
adapted	6.64	0.31	UV --- - BI	Usable values-- behavioral ideas
adapted	8.92	0.53	CS --- - BI	customer satisfaction-- behavioral ideas

Also, Table 3, the direct and indirect relation among research variables in final model refers to the direct and indirect relation of variants each other.

**Table 3:** the scale of relation all variants in research main model

Final relation	Indirect relation	Direct relation	Kind of relation
0.49	-----	0.49	CS to HV
0.25	$0.49 \times 0.53 = 0.25$	-----	BI to HV
0.33	-----	0.33	CS to UV
0.48	$0.33 \times 0.53 = 0.17$	0.31	BI to UV
0.53	-----	0.53	BI to CS

**5. Conclusion and Suggestion**

**Theory 1:** there is a meaningful relationship between delightful values and customer satisfaction. According to Table 2, the rout factor among delightful values and customer satisfaction is 0/49. In this relationship, T statistic is 9/62 and this scale is upper than meaningful threshold, that is 1/96. Hence, there is a meaningful and positive relationship between delightful values and customer satisfaction. So the first theory is confirmed.

**Theory 2:** there is a meaningful relationship between useful values and customer satisfaction. According to Table 2, the rout factor among useful values and customer satisfaction is 0/33. In this relation, T statistic is 6/94 and this scale is upper than meaningful threshold, that is 1/96. According to above – noted, there is a meaningful and positive relationship between usable values and customer satisfaction. So the second theory is confirmed.

**Theory 3:** there is a meaningful relationship between delightful values and behavioral ideas. The fitting model shows that the rout factor among delightful values and behavioral ideas is 0/02. Whereas T statistic is 0/37 and this scale is lower than meaningful threshold that is 1/96. We can conclude, there isn't meaningful relationship between delightful values and behavioral ideas. So the third theory isn't confirmed.

**Theory 4:** there is a meaningful relationship between useful values and behavioral ideas. According to Table 2, the rout factor among useful values and behavioral ideas is 0/31. In this relation, T statistic is 6/64. Hence, there is a meaningful and positive relationship between useful values and behavioral ideas. So the fourth theory is confirmed.

**Theory 5:** there is a meaningful relationship between customer satisfaction and behavioral ideas. According to Table 2, the rout factor among customer satisfaction and behavioral ideas is 0/53. In this relationship, T statistic is 8/62 and this scale is upper than meaningful threshold, that is 1/96. Hence, there is a meaningful and positive relationship between customer satisfaction and behavioral ideas. So the fifth theory is confirmed.

**6. The Suggestions of Research**

In this part, using the results of analysis data by evaluation respondents and also accomplished studies about delightful and useful value on customer satisfaction and their behavioral ideas, we offer suggestions.

1. In useful products, if the experiment of shopping increases, practical, real and even partial information (information about objective cognition) about product have to insert in commercial, and if there isn't any experiment consumption, we should motivate individuals by valuable information such as ( more beautiful, the best ).
2. We should emphasize filling and motivation of customer about delightful products.
3. Since the value of useful shopping is logic, then the managers should purpose the products that logically are in high level.
4. The value of delightful shopping consists of entertainment, enjoyment, exciting that is due to experiment shopping. So the managers should purpose attractive place for customers in shopping center.
5. Whereas the value of useful shopping increases, then customer satisfaction increases too. So; by easy accessibility to products, the customer benefits increase (customer incomes without customer expenses) and value useful shopping increases too that leads to value useful shopping. The customer filling and enjoyments increases by more beautiful physical place, more beautiful packaging, and arrangement products in store, all lead to a value of delightful shopping.
6. If satisfaction and loyalty in street and portion from shopping basket affect on customer, so this satisfaction leads to loyalty and then continuous presence customers.

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