

Investigating the effect of customer motivation on the purchase intention with the mediating role of brand trust (Instagram users in Iraq)

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Abstract

The purpose of this study is to investigate the effect of customer motivation on shopping intention with the mediating role of brand trust (Instagram users in Iraq). The present study is applied in terms of purpose and descriptive in terms of survey method. The statistical population consisted of all Instagram users in Iraq. The statistical sample of the present study, due to the unknown number of the statistical population, was selected using the Morgan table of 384 people. The questionnaires were collected by sending them online to the target statistical population (Instagram users in Iraq). The instruments of this research include standard questionnaires of motivation of Lamo et al. Was the Balster Brand Trust Questionnaire (2003). In the last stage, after collecting the questionnaires and eliminating their shortcomings, the results of all data were extracted and analyzed using statistical analysis methods. Kolmogorov-Smirnov test was used to examine the natural distribution of variables and multiple regression test was used to test the research hypotheses in SPSSV25 software. The results of the research showed that between the motivation of sports goods customers with the intention to buy ($r=0.614$ and $P=0.000$) and between the motivation of sports goods customers with brand trust ($r=0.577$ and $P=0.000$) Instagram users in Iraq, there is a positive, direct and significant relationship ($P<0.05$). Also, the role of brand trust variable in the effect of sports goods customer motivation on purchase intention (Instagram users in Iraq) was confirmed ($P<0.05$).

Keywords: Motivation, Customer, Purchase intention, Brand, Brand trust, Instagram users.

1. Introduction

The ever-persistent question haunting many business managers today revolves around the perpetual concern: will today's customers also be tomorrow's customers? Despite claims regarding the correlation between brand trust levels among customers and customer loyalty, scant research has delved into the relationship between social media marketing of brands and customer trust and motivation for purchase (Arian et al., 2018). Evolving research trends indicate a shift in the empirical frameworks upon which research studies are founded, posing a challenge for marketing professionals tasked with enhancing brand loyalty. However, this shift also presents opportunities for researchers aiming to improve these relationships and gain a better understanding of them (Razmi et al., 2020). Arguably, the most crucial factor in marketing research is customer retention or the inclination towards repeat purchases. The cost of retaining loyal customers is lower than the cost of acquiring new ones. Hence, companies must evaluate the role of their brand signals in shaping customer loyalty to foster their market presence and expansion (Sadri et al., 2019). In today's world, customers perceive brand trust as an integral part of the product they are purchasing. Brand trust is a mindset consumers have towards a brand they consider trustworthy, capable of influencing consumer behavior and making their purchasing preferences and behaviors habitual and routine (Sadreinia et al., 2019). Consequently, customers are less likely to switch their purchasing behavior from a trusted brand to another. A trustworthy brand creates a cohesive image of the company and, through its utilization, ensures efficiency, growth, and cost reduction for the company's other products (Qotabi et al., 2019). The importance and impact of a brand are such that while initially desirability of

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a product and services define the brand in consumers' minds, with continued market presence, it is the brand that confirms the acceptance of the product and services (Rahimi et al., 2020). Thus, a trusted brand can outline the assured benefits of commercial companies and keep the products offered safe from negative competition and potential frauds (Shirakhodaei et al., 2017). These signals assist companies in continuously contemplating their commitment to delivering desirable products and establishing themselves in global markets, thus competing with market leaders. On the other hand, product expansion, globalization, and intense competition compel markets to distinguish their products from others and create value for their customers (Razmi et al., 2020). Given the imperative and significance of customer retention, companies, in pursuit of their strategic goals such as loyalty to their brand and, consequently, ensuring repeat purchases, need to identify the factors influencing customer values and ways to establish a long-term relationship with them. Additionally, they should be aware of the factors that impact customer motivation and exert control over them as much as possible.

2. Methodology

This study aimed to investigate the relationship between brand trust levels among customers and their loyalty to the brand using a descriptive approach, conducted in a survey format. The target population comprised all Instagram users in Iraq. A sample size of 384 participants was determined using the Morgan table due to the unknown exact size of the population. The questionnaires were distributed to the target population through online channels. The research utilized three standard questionnaires: The Customer Motivation Questionnaire by Lamo et al. (2004), consisting of six questions in a unidimensional format. Responses were measured on a five-point Likert scale ranging from "strongly disagree" to "strongly agree." The Purchase Intention Questionnaire by Durovazola (2004), assessing purchase intention with six questions rated on a five-point Likert scale, with scores ranging from 1 to 5, representing the least and most purchase intention, respectively. The Brand Trust Questionnaire by Ballster (2003), comprising eight closed-response items rated on a five-point Likert scale to evaluate brand trust. Data analysis was performed using SPSSV25 software. Descriptive statistics, including mean, standard deviation, frequency, percentages, and graphical representations, were employed to describe the demographic characteristics of the participants and research variables. Additionally, the Kolmogorov-Smirnov test was used to assess the normal distribution of variables, while multiple regression analysis was employed to test research hypotheses.

3. Data analyze

The correlation analysis results between customer motivation in sports products with purchase intention and brand trust for Instagram users in Iraq demonstrate a significant, positive, direct relationship. Specifically, customer motivation in sports products positively correlates with purchase intention ($r = 0.614$, $p < 0.05$) and brand trust ($r = 0.577$, $p < 0.05$). These findings indicate that customer motivation in sports products has the capability to predict over 17% of purchase intention and over 14% of brand trust. Moreover, the impact of customer motivation on purchase intention and brand trust is positive and direct, confirming the research hypotheses.

4. Discussion

This study investigated the impact of customer motivation and brand trust on purchasing sports goods among Instagram users in Iraq. The results of the analysis revealed a significant correlation between customer motivation and the intention to purchase sports goods, as well as brand trust. These findings align with previous research in this area, affirming the importance of customer motivation and brand trust in the purchasing process and the relationship between customers and businesses. Therefore, it can be argued that managing customer motivation and building brand trust are fundamental factors in improving the purchasing process and increasing customer loyalty. Further research in this domain and the implementation of appropriate strategies for managing customer motivation and enhancing brand trust could contribute to enhancing business performance and improving the customer buying experience.

5. References

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