
Determining the Moderator Role of Brand Image on Brand Innovativeness, Consumer Hope, Customer Satisfaction and Repurchase Intentions

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Bahman Huseynli¹, Sevar Mammadova²

Abstract:

Purpose: The aim of the study was to determine the effects of brand innovation on consumer hope, customer satisfaction, repurchase intention, and the moderator role of brand image on these effects. **Design/methodology/approach:** This study is a quantitative research. In the study, data were collected and analysed with quantitative methods. The expressions used in the preparation of the questions were obtained from the scales in the literature. The brands used in the research were the brands most mentioned by the participants as a result of the pre-test. The questionnaire was collected online, and 390 valid questionnaires were reached. In the research, the moderator role of brand image on consumer hope, brand innovativeness and repurchase intention was revealed through analyses and contributed to the literature. At the same time, since there are not many studies on the brand image, consumer hope, brand innovation and repurchase intention of Azerbaijani consumers, is thought that this research will shed light on the studies on the subject.

Findings: In this study 7 hypotheses were developed and tested. As a result of the research, it was found that brand innovativeness affects consumer hope, consumer hope affects customer satisfaction and repurchase intention, and customer satisfaction affects repurchase intention. **Practical implications:** The conditions prepared based on the literature on the moderator effect of brand image on the brand innovativeness, consumer hope, customer satisfaction and repurchase intentions, that contributed to the other important contributions of the research were supported as a result of the analysis.

Originality/value: There are not many studies in the literature on the moderator role of brand image on brand innovativeness, consumer hope, customer satisfaction and repurchase intention. As a result of the analysis made in this study, it has been revealed that the brand image has a moderator role on these variables. With this, there are many studies conducted in different countries, but there is no any study on consumers on the topic in Azerbaijan.

Keywords: Consumer hope, repurchase intentions, brand innovativeness, brand image, Azerbaijan.

JEL Code: M31, D12, L67.

Research type: Research article.

¹Azerbaijan State University of Economics (UNEC), Department of Economics and Business Administration, E-mail: bahman.huseynli@unec.edu.az;

²Azerbaijan State University of Economics (UNEC), Department of Economics and Business Administration, E-mail: sevar_mammadova@unec.edu.az;

1. Introduction

When the literature is examined, it is seen that there are many studies focusing on brand image, brand innovation, customer satisfaction, consumer hope and repurchase intention. Hsieh, Pan, and Setiono (2004) suggested that brand image can help consumers realize their needs and perceived satisfaction with a brand. Customers who have a positive image about a brand tend to have buying behaviour, so it is very important for a brand to establish a good brand image.

According to Andrews and Kim (2007), a brand can influence a customer's purchasing decision by introducing new innovative products with unique features compared to other brands. Also, some scholars believe that product innovation is an important factor influencing consumers when purchasing (Boyd and Charlotte, 1999; Shiau, 2014). From this point of view, it is revealed that brand image and brand innovativeness should be investigated. Basically, however, customer satisfaction emerges as a form of emotional and emotional responses that result from consumers' evaluations about a product, such as their likes or dislikes. It has been proven by Hu, Kandampully, and Juwaheer (2009) that customer satisfaction has a significant impact on brand image. Namely, a better company image is formed in the minds of more satisfied customers.

On the other hand, hope is an emotion frequently experienced in daily life. Research on the psychology of hope has indicated that hope requires individuals to use successful agency and pathways. For example, consumers hope that their purchase of a brand online will result in general satisfaction, which will subsequently lead to trust and loyalty. In other words, consumers may have many expectations from brands. One of them may be innovation and high customer satisfaction. From this point of view, it is important to examine the relationships between consumer hope, customer satisfaction and brand image.

In addition to all these, it is necessary to examine whether these relationships reveal themselves behaviourally or not. Repurchase intention is customer behaviour that responds positively to the quality of service received from a brand and intends to revisit or consume that brand's products. According to Prabowo, Astuti, and Respati (2019), customers generally intend to buy because of intent, with emotions that increase purchase intention. Considering all these, this study was carried out. The aim of this study is to examine the effects of brand innovation on consumer hope, customer satisfaction, and repurchase intention. However, it is to investigate and reveal the moderator role of brand image in these effects.

Further there are many studies conducted in different countries, there are no studies on consumers in Azerbaijan on the topic. From this point of view, the aim of this study is to fill this gap in the literature, albeit slightly. However, in this study, the cause-effect relationship between the variables and the moderator effect were analysed.

2. Literature Review

2.1 Brand Innovativeness

There are not many concepts in the behavioural sciences that are as directly related to consumer behaviour as innovation. The tendency of consumers to adopt new products such as ideas, goods or services can play an important role in theories of brand loyalty, decision making, preference and communication. Without such a trait as innovation, consumer behaviour would consist of a set of routine purchasing behaviours assigned to a static product line (Hirschman, 1980).

Brand innovativeness refers to the degree to which brands have an innovative reputation and are perceived by consumers to be able to offer new solutions. Brand innovation generates excitement about the innovator, increases brand loyalty, increases tolerance for occasional product failures, and serves as a signal for additional advantages over existing alternatives. In the literature, it has been shown that brand innovativeness has a positive effect on perceived product quality, hope for the purchase outcome, brand purchase intentions, and emotional responses to product design. However, brand innovation also enables brands to benefit from advertising flexibility.

Previous research shows that customers often purchase innovative brands to establish social identity, showing off their status and attaining other social goals (Perry-Smith and Mannucci, 2017). The results of another research suggest a potential moderating effect of product knowledge on the relationship between perceived brand innovativeness and customer hope. The study advances knowledge of how customers' perceptions of brand innovativeness are contingent on their emotions (hope), attitudes (customer satisfaction) and behaviours (brand repurchase intentions) (Fazal-e-Hasan, Ahmadi, Kelly, and Lings, 2019). Thus, in the light of this argument, we set the following hypothesis:

H₁: Brand innovativeness has a positive impact on consumer hope.

2.2 Consumer Hope

According to MacInnis and De Mello (2005), hope is a fundamental emotion for understanding basic human responses such as goal setting, investment, coping, change and decision-making regarding purchase. Hope is defined as a structure that includes the individual's willingness to follow the goals and the strategies to determine the ways to reach the goals (Feldman and Kubota 2015; Kato and Snyder 2005; Yavaş, Karatepe, and Babakus 2013). Also, as a positive emotion, hope can cause different behaviours; that is, the way to reach the goal may differ between individuals (Harpham 2004; Polak and McCullough 2006).

Indeed, consumers may have positive emotions such as hope and no action may be taken (Emmons, McCullough and Tsang, 2003) the behavioural component does not necessarily represent emotion (Fazal-e-Hasan *et al.*, 2014; Fredrickson, 2001; 2004). Previous studies have highlighted the role of hope in improving customer choices or self-regulation outcomes and ending maladaptive consumption practices. Thus, hope is conceptualized in a goal setting framework in which hopeful individuals determine what they want to achieve and how they will achieve it (Snyder, 2000).

According to Petty and Cacioppo (1986), changes in cognition-focused intentions (e.g., online repurchase intentions) may take place because of personal benefits and outcomes. Consumer hope—a positive emotional response—as a result of online information disclosure may create a sense of positivity and benefit within a consumer (Fazal-E-Hasan, Ahmadi, Mortimer, Lings, Kelly, and Kim, 2020). Therefore, the next hypotheses are:

H₂: Consumer hope has a positive impact on customer satisfaction.

H₃: Consumer hope has a positive impact on repurchase intentions.

2.3 Customer Satisfaction

Satisfaction is the result of the process of purchasing a product felt by consumers. Customer satisfaction is a very important factor in the success of a company. There are different definitions in the literature on customer satisfaction. Chen and Tsai (2007) defined customer satisfaction in two ways as satisfaction with specific transactions and general or general satisfaction.

According to Kotler, Philip, and Kevin Lane Keller (2016), customer satisfaction is a state in which customers feel happy or disappointed after comparing their perception of a product. Giving full attention to customer satisfaction has a positive effect on the company. When customers feel satisfied while shopping, consumers will build trust in the company and will be encouraged to buy again. Marketing activities aimed at meeting the needs of customers are an essential part of running a company's business. One of the activities that the company can implement is to provide a quality customer service. The better the service, the more satisfied customers feel, so the company can charge higher prices.

Previous studies have investigated the link between customer satisfaction and brand repurchase (Anderson and Sullivan 1993; Huang *et al.*, 2014; Napitupulu and Aditomo 2015); however, it is important to consider the impact that hope has on the online purchasing process. Customer satisfaction is impacted by not only the level of satisfaction with the product but also with the purchase and consumption processes (Heitmann *et al.*, 2007). Based on this argument we present the next hypothesis:

H₄: Customer satisfaction has a positive impact on repurchase intentions.

2.4 Repurchase Intention

Repurchase intention is very important to business practitioners as it is an indicator of business continuity, future revenue generation prospects, and therefore business profitability. Both business practitioners and academics have been interested in identifying the antecedents of customer repurchase intention (Chinomona and Sandada, 2013). Widjiono and Japrianto (2015) explain repurchase intention as more than one purchase action. It occurs as a consumer response after making a purchase and evaluating the performance of the company's products and services after the purchase. Based on this explanation, it can be concluded that repurchase intention is part of influencing consumers to purchase or consume regularly used goods or services. The dimensions and indicators of repurchase intention are defined by Kotler and Keller (2016) with four dimensions: transactional, referential, preferential, and exploratory interests. The higher the consumer's perception of the brand image, the higher the consumer's intention to repurchase the brand in the future (Chen and Hsieh, 2011).

In the face of competitive market conditions, businesses need to offer consumer value by engaging customers in long-term relationships to increase repurchase chances (Mai and Ness, 2006). Repurchase intention is a post-purchase behavioural intention that affects customer loyalty, complaint, and change intentions (Meng, Liang, and Yang, 2011). In the literature, there are studies in which customer satisfaction has a positive effect on repurchase intention (Izzudin and Novandari, 2018).

2.5 Brand Image

Brand image is described as “the perceptions and beliefs held by consumers, as reflected in the associations held in the consumer’s memory” (Kotler *et al.*, 2009). Brand image has a meaning associated by consumers with the brand (David 1991), which is retained in their minds (Dobni and Zinkhan 1990). Keller (1993) defined brand image as “perceptions about a brand as reflected by the brand associations held in the consumer’s memory.”

Pramudyo (2012), explained that the brand image has the potential to affect consumer perceptions and expectations about the goods or services offered and ultimately affect customer satisfaction. According to Adelina (2016) brand image is the result of the assessment of consumer perceptions of a brand that positive or negative. The better product is produced then the consumer's perception of the brand will be better and will affect the level of customer satisfaction.

Izzudin and Novandari (2018) showed in their study that brand image has a positive effect on customer satisfaction. Brand image plays an important role in consumer behaviour towards a product, therefore, in such competitive conditions, the company must pay attention to the brand image of its product in order to capture new

consumers and retain real consumers (Dunuwille and Pathmini, 2016). Many studies assure that brand images will increase customers' confidence in their product purchase intention (Harsono *et al.*, 2018; Surjaatmadja and Purnawan, 2018). Brand image can be positive or negative, depending on someone's perception on the brand. A brand can be said as successful when the buyers or the users perceive the presence of relevant, unique, and sustainable added value that fulfils their needs the most satisfactorily (Prabowo, Astuti, and Respati, 2019). Therefore, we advance the following hypotheses:

H₅: Brand image positively moderates the impact on between brand innovativeness and consumer hope.

H₆: Brand image positively moderates the impact on between consumer hope and customer satisfaction.

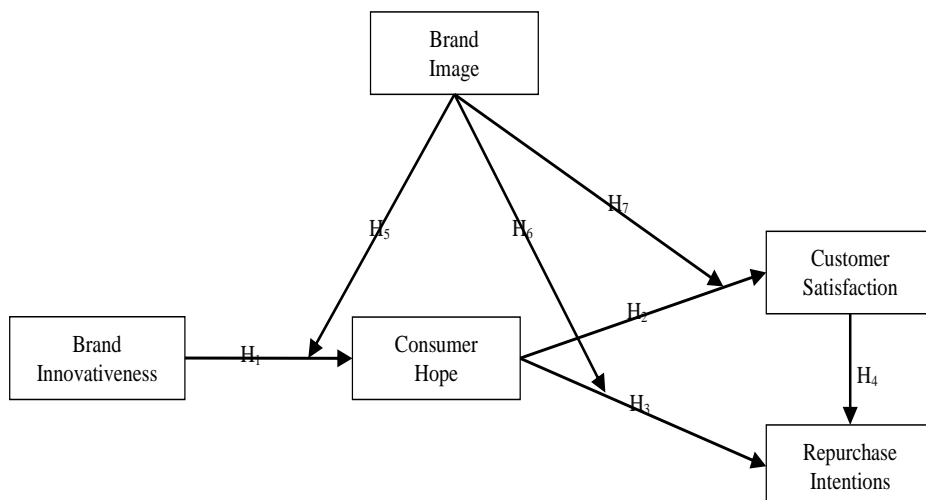
H₇: Brand image positively moderates the impact on between consumer hope and repurchase intentions.

3. Methodology

3.1 Purpose

The purpose of the study was to determine the effects of brand innovation on consumer hope, customer satisfaction, repurchase intention, and the moderator role of brand image on these effects. The methodology of the research was designed for this purpose. Within the scope of the study, a total of 5 variables and 7 hypotheses were developed among them. The model of the study is shown in Figure 1.

Figure 1. Research model



Source: Own study.

3.2 Design

A questionnaire-based method was used to statistically analyse the links between the factors in the research model. The population of the research consists of individual consumers over the age of 16 living in Azerbaijan, who have purchased “Zara” or “Koton” brand at least once. The data were collected from consumers who were bought any clothes from “Zara” or “Koton” brand. The reason for choosing these brands is that these brands are the most preferred fast clothing brands among 90 individual consumers before starting the research.

The survey selected based on a pre-test with 30 participants. The questions were made more understandable by taking into account the feedback obtained as a result of the pre-test. Shared to be answered later. The survey link was shared and distributed on all internet channels, including social media, where consumers could be reached. Data collection was done through online questionnaires and participants were asked to answer all questions. A total of 390 consumers participated in the survey and all surveys were included in the analysis.

3.3 Measures

In order to test the research model empirically, studies in the literature were used to measure variables and multi-item scales were used. A five-point Likert scale was used for all measurements (1=strongly disagree; 5=strongly agree).

Three-item scales were adapted from Snyder (1995) to measure consumer hope. We measured brand innovativeness with seven items were adapted from O’Cass and Carlson (2012) and customer satisfaction using the five items were adapted from De Wulf et al. (2001). Scales for consumer repurchase intentions with the 3 items were adapted from Eggert and Helm (2003). Finally, we measured as a moderating variable, brand image with three items were adapted from Seo and Park (2018). For each measurement scale, references, details for scale items are shown in Table 2.

3.4 Sample Profile and Data Collection

Among the survey participants, 231 people are male (59.2%), 322 are single (82.6%), 234 are undergraduate graduates (60%), 164 are between the ages of 22-26 (42.1%), 154 are private sector employees. (39.5), 133 people's monthly income is between 0-250 AZN (34.1%), 156 people are shopping once a month (40%), 180 people are individual consumers who have been shopping from these brands for 1-3 years. The socio-demographic characteristics of the participants are summarized in Table 1.

Table 1. Sample Profile (n=390)

| Demographic Variables | | Category | Frequency | Percentage |
|-----------------------|--|-------------------|-----------|------------|
| Gender | | Male | 159 | 40,8 |
| | | Female | 231 | 59,2 |
| Marital Status | | Single | 322 | 82,6 |
| | | Married | 68 | 17,4 |
| Education | | School graduate | 37 | 9,5 |
| | | Bachelor's degree | 234 | 60,0 |
| | | Master's degree | 111 | 28,5 |
| | | PhD degree | 8 | 2,1 |
| Age | | 17-21 | 129 | 33,1 |
| | | 22-26 | 164 | 42,1 |
| | | 27-31 | 64 | 16,4 |
| | | 32-36 | 22 | 5,6 |
| | | 37 and over | 11 | 2,8 |
| Sector | | Private sector | 154 | 39,5 |
| | | Public sector | 73 | 18,7 |
| | | Student | 114 | 29,2 |
| | | Owner | 15 | 3,8 |
| | | Non-working | 34 | 8,7 |
| Annual (AZN) Income | | 0-250 AZN | 133 | 34,1 |
| | | 251-500 AZN | 61 | 15,6 |
| | | 501-750 AZN | 55 | 14,1 |
| | | 751-1000 AZN | 43 | 11,0 |
| | | 1001-1250 AZN | 28 | 7,2 |
| | | 1251-1500 AZN | 24 | 6,2 |
| | | 1501-1750 AZN | 13 | 3,3 |
| | | 1751-2000 AZN | 6 | 1,5 |
| | | 2001 and over | 27 | 6,9 |
| Frequency | | Once a week | 28 | 7,2 |
| | | Once a month | 156 | 40,0 |
| | | Once in 3 months | 113 | 29,0 |
| | | Once in 6 months | 40 | 10,3 |
| | | Once a year | 53 | 13,6 |
| Duration | | Less than 1 year | 141 | 36,2 |
| | | 1-3 years | 180 | 46,2 |
| | | 4-6 years | 40 | 10,3 |
| | | More than 6 years | 29 | 7,4 |

Source: Own study.

3.5 Data Analysis Procedure

In this study all analyses were analysed with the SPSS 25.0. Simple regression was used as the analysis method to test the effect of brand innovativeness on consumer hope (H₁); consumer hope in customer satisfaction (H₂) and repurchase intentions (H₃); and finally, customer satisfaction with repurchase intentions (H₄). However, SPSS PROCESS was used to test how these effects resulted in the moderator effect of brand image (H₅, H₆, H₇).

The research model was tested using the PROCESS macro for SPSS developed by Hayes. PROCESS macro is one of the bootstrapping analysis methods developed by Hayes (2012; 2022) to analyse indirect effects. The conditional process method is a non-parametric method based on resampling with many modifications (for example, 5000 times).

After performing the regression analysis to test the cause-effect relationships among the variables, the effect of the moderator variable on the effects between these variables were tested. Process v4 proposed by Hayes (2022) was used to analyse the moderator effect of brand image on the relationship between variables. In this context, the analyses were carried out under the conditions specified in Table 2.

Table 2. Conditions for moderator analysis

| | Conditions |
|-------------|--|
| Condition 1 | The statistically significant relationship between the independent variable (brand innovativeness) and the dependent variable (consumer hope) changes as a result of including the moderating variable (brand image). |
| Condition 2 | The statistically significant relationship between the independent variable (consumer hope) and the dependent variable (customer satisfaction) changes as a result of including the moderating variable (brand image). |
| Condition 3 | The statistically significant relationship between the independent variable (consumer hope) and the dependent variable (repurchase intentions) changes as a result of including the moderating variable (brand image). |
| Condition 4 | The statistically significant relationship between the independent variable (customer satisfaction) and the dependent variable (repurchase intentions) changes as a result of including the moderating variable (brand image). |

Source: Own study.

4. Research Results and Discussion

4.1 Measurement of Validity and Reliability

The reliability of the constructs in the model was tested using Cronbach's alpha (Table 2) and composite reliability. Confirmatory factor analysis (CFA) was first performed to validate the measurement model (Table 2). All items showed high factor loadings and the variables remained the same as in the originals. For reliability analysis, the Cronbach Alpha coefficient was used to control the internal consistency of the scales (Malhotra, 2010; Hair *et al.*, 2010). Cronbach's Alpha coefficient ranges from zero to 1. Cronbach's alpha and composite reliability were found above the recommended level of 0.70 for all constructs (Hair *et al.*, 2010). AVEs of all constructs were found to be above the recommended 0.50 level (Fornell and Larcker, 1981), meaning that more than half of the variances observed in items were explained by hypothetical constructs (Chang *et al.*, 2009).

The fact that all factor loads of the items used to analyse the variables in the research model were greater than 0.70 confirms the convergent validity. Finally, all constructs in the model have sufficient reliability and convergent validity. According

to the literature, reliability and validity testing shows that the constructs are suitable for further analysis (Butcher, Sparks, and O'Callaghan, 2002). Variables, Items, Factor loads, Explained Total Variance, KMO and Cronbach Alpha values are shown in Table 3.

Table 3. Factor analysis

| Variables | Items | Factor load | Total Variance Explained | KMO | Cronbach Alpha |
|---|--|--|--------------------------|-------|----------------|
| Brand Innovativeness | <i>The brand I purchased online offered unique features for customers that are different from other existing online brands</i> | 0.737 | 69.6 | 0.778 | 0.853 |
| | <i>The brand I purchased online is highly innovative</i> | 0.757 | | | |
| | <i>The brand I purchased online has innovative features</i> | 0.738 | | | |
| | <i>High-quality innovations were introduced along with the brand I purchased online</i> | 0.767 | | | |
| | <i>Compared to similar products or services developed by other brands, the brand I purchased online offered unique features/attributes/benefits to the customers</i> | 0.829 | | | |
| | <i>The brand I purchased online introduced many completely new features to this class of products or services</i> | 0.875 | | | |
| | <i>Compared to similar brands developed by the same organisation, the brand I purchased online offered unique features/attributes/benefits</i> | 0.845 | | | |
| | Consumer Hope | <i>I hope that the brand I purchased online would benefit me</i> | | | |
| <i>When purchasing a brand online, I am hopeful that I shall achieve what I aim for</i> | | 0.667 | | | |
| <i>I hope the brand I purchased online meets my expectations</i> | | 0.697 | | | |
| Customer satisfaction | <i>It is a pleasure to have a purchasing relationship with the brand that I purchased online</i> | 0.832 | 59.1 | 0.775 | 0.767 |
| | <i>I have found the ideal brand that I purchased online</i> | 0.770 | | | |
| | <i>This brand always returns best value</i> | 0.755 | | | |
| | <i>I am very satisfied with my online purchase of this brand</i> | 0.766 | | | |
| Repurchase Intentions | <i>Next time I would buy this brand online again</i> | 0.662 | 67.2 | 0.689 | 0.755 |
| | <i>In the future, buying this brand online will fulfill my shopping requirements</i> | 0.705 | | | |
| | <i>In the foreseeable future, I will consider this brand as an option when purchasing a product or service online</i> | 0.705 | | | |
| Brand | <i>This airline is a leader in the industry.</i> | 0.719 | 61.1 | 0.640 | 0.671 |

| | | |
|--------------|--|-------|
| <i>Image</i> | <i>I have an impressive memory regarding this airline.</i> | 0.629 |
| | <i>This airline is customer-centered.</i> | 0.608 |

Source: Own study.

4.2 Hypotheses Analysis

Regression analysis is basically a method that enables to describe and interpret the relationship between dependent variable and independent variable or variables with mathematical models. The regression equations obtained as a result of the regression method are used not only to reveal the relationships between the variables, but also to make estimations. Linear regression method was used in this study. In a research where there is only one independent and one dependent variable, simple linear regression analysis is used when analysing the relationship between two variables.

In accordance with the purpose of the study, it was examined whether brand innovativeness had any effect on consumer hope. As a result of the analysis, it was seen that brand innovativeness positively affected consumer hope with a beta coefficient of 0.480 at the $p < 0.05$ significance level (H_1). The overall explanatory power of the model was 23%. Then, it was examined whether consumer hope had any effect on customer satisfaction, and it was seen that it had a positive effect with a beta coefficient of 0.569 at the $p < 0.05$ significance level (H_2). The overall explanatory power of the model was 32%.

After that, it was examined whether consumer hope had any effect on repurchase intentions and it was seen that it had a positive effect with a beta coefficient of 0.518 at the $p < 0.05$ significance level (H_3). The overall explanatory power of the model was 26%. Finally, it was examined whether customer satisfaction had any effect on repurchase intentions and it was observed that it had a positive effect with a beta coefficient of 0.673 at the $p < 0.05$ significance level (H_4). The overall explanatory power of the model was 45%. At the result, it was seen that the R^2 value and F values determined in the regression analysis were an acceptable ratio in social sciences and in the literature on the subject. R, R^2 , adjusted R^2 , B, Beta v p values for these variables are given in Table 4.

Table 4. Regression analyses of the variables

| Independent variable | Dependent variable | R | R^2 | Adj. R^2 | B | Beta | p |
|-----------------------|-----------------------|-------|-------|------------|-------|-------|-------|
| Brand innovativeness | Consumer hope | 0,480 | 0,231 | 0,229 | 0,508 | 0,480 | 0,000 |
| Consumer hope | Customer satisfaction | 0,569 | 0,324 | 0,332 | 0,570 | 0,569 | 0,000 |
| Consumer hope | Repurchase intentions | 0,518 | 0,269 | 0,267 | 0,523 | 0,518 | 0,000 |
| Customer satisfaction | Repurchase intentions | 0,673 | 0,453 | 0,452 | 0,677 | 0,673 | 0,000 |

Source: Own study.

The moderator variable is basically defined as the variable that affects the strength or direction of the relationship between the independent variable and the dependent variable (MacKinnon, Lockwood, Hoffman, West, and Sheets, 2002). In SPSS Process v4 by Andrew F. Hayes (Hayes, 2022), we have selected model 1 to test moderation for all of three cases. First, it was centralized by taking the standardized values of all variables. Then, in order to determine the interaction effect, the product of the independent variable and the moderator variable was obtained. Then, by applying two-step linear regression analysis, it was determined whether the moderator variable was significantly effective or not.

Based on the above conditions, when the analyses are interpreted, the model in both three cases indicates that zero doesn't lie between the lower limit of confidential interval (LLCI) and upper limit of confidential interval (ULCI) of "Int_1", which indicates brand image has a moderating effect on the relationships between brand innovativeness and consumer hope (H₅, Table 5); consumer hope and customer satisfaction (H₆, Table 6); consumer hope and repurchase intentions (H₇, Table 7).

Table 5. Moderation analysis output of the brand image on the relationship between brand innovativeness and consumer hope

| | R | R² | MSE | F | df1 | df2 | P |
|--|----------------------|----------------------|------------|----------|------------|--------------|-------------|
| Model Summary | 0,5587 | 0,3122 | 0,3808 | 58,3944 | 3,000 0 | 386,000 0 | 0,0000 |
| | | Coeff | se | t | p | LLCI | ULCI |
| | constant | 0,3265 | 0,532 | 0,6489 | 0,5168 | -0,6628 | 1,3159 |
| | Brand innovativeness | 0,7189 | 0,1539 | 4,6701 | 0,000 0 | 0,4162 | 1,0215 |
| Model | Brand image | ,5998 | 0,1450 | 4,1356 | 0,000 0 | 0,3146 | 0,8849 |
| | Int_1 | -0,0958 | 0,0421 | -2,2741 | 0,023 5 | -0,1786 | - 0,0130 |
| Product terms key: Int_1: Brand innovativeness x Brand image Y= Consumer hope; X= Brand innovativeness; M= Brand image | | | | | | | |
| | Brand Image | Effect | se | t | p | LLCI | ULCI |
| Conditional effect of X on Y at values of the moderator(s): | 3,0000 | 0,4315 | 0,0523 | 8,2424 | 0,000 0 | 0,3285 | 0,5344 |
| | 3,6667 | 0,3676 | 0,0492 | 7,4698 | 0,000 0 | 0,2708 | 0,4644 |
| | 4,3333 | 0,3037 | 0,0607 | 5,0064 | 0,000 0 | 0,1844 | 0,4230 |

Source: Own study.

Table 6. Moderation analysis output of the brand image on the relationship between consumer hope and customer satisfaction

| | R | R² | MSE | F | df1 | df2 | P |
|--|--------------------|----------------------|------------|----------|------------|-------------|-------------|
| Model Summary | 0,6115 | 0,3739 | 0,3466 | 76,8288 | 3,0000 | 386,0000 | 0,0000 |
| | | Coeff | se | t | p | LLCI | ULCI |
| | constant | -0,7567 | 0,4981 | -1,5191 | 0,1296 | -1,7360 | 0,2227 |
| | Consumer hope | 1,1467 | 0,1489 | 7,7016 | 0,0000 | 0,8539 | 1,4394 |
| Model | Brand image | 0,8210 | 0,1512 | 5,4297 | 0,0000 | 0,5237 | 1,1183 |
| | Int_1 | -0,1959 | 0,0412 | -4,7533 | 0,0000 | -0,2769 | -0,1149 |
| Product terms key: Int_1: Customer satisfaction x Brand image Y= Consumer hope; X= Customer satisfaction; M= Brand image | | | | | | | |
| | Brand Image | Effect | se | t | p | LLCI | ULCI |
| Conditional effect of X on Y at values of the moderator(s): | 3,0000 | 0,5590 | 0,0530 | 10,5416 | 0,0000 | 0,4547 | 0,6633 |
| | 3,6667 | 0,4284 | 0,0516 | 8,3032 | 0,0000 | 0,3270 | 0,5299 |
| | 4,3333 | 0,2978 | 0,0634 | 4,6963 | 0,0000 | 0,1731 | 0,4225 |

Source: Own study.

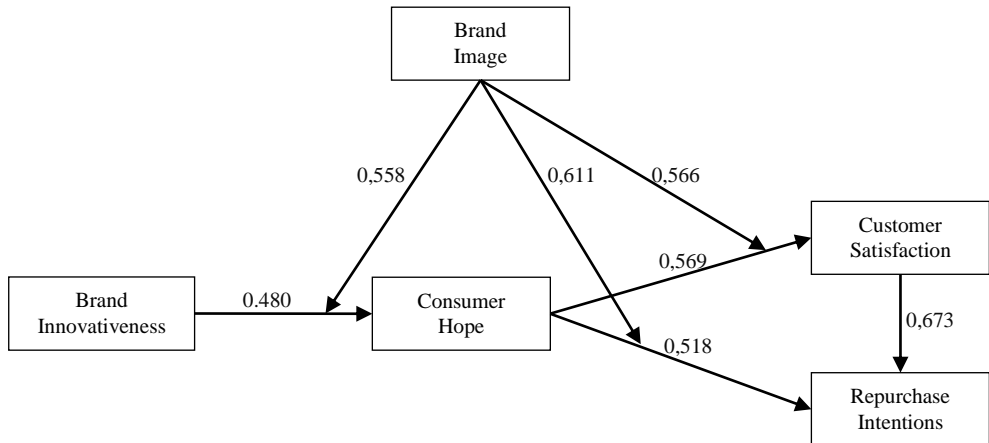
Table 7. Moderation analysis output of the brand image on the relationship between consumer hope and repurchase intentions

| | R | R² | MSE | F | df1 | df2 | P |
|--|--------------------|----------------------|------------|----------|------------|-------------|-------------|
| Model Summary | 0,5669 | 0,3213 | 0,3757 | 60,9210 | 3,0000 | 386,0000 | 0,0000 |
| | | Coeff | se | t | p | LLCI | ULCI |
| | constant | 0,1366 | 0,5039 | 0,2711 | 0,7865 | -0,8542 | 1,1274 |
| | Consumer hope | 0,7662 | 0,1413 | 5,4237 | 0,0000 | 0,4885 | 1,0440 |
| Model | Brand image | 0,6373 | 0,1558 | 4,0910 | 0,0000 | 0,3310 | 0,9436 |
| | Int_1 | -0,1129 | 0,0406 | -2,7814 | 0,0000 | -0,1927 | -0,0331 |
| Product terms key: Int_1: Repurchase intentions x Brand image Y= Consumer hope; X= Repurchase intentions; M= Brand image | | | | | | | |
| | Brand Image | Effect | se | t | p | LLCI | ULCI |
| Conditional effect of X on Y at values of the moderator(s): | 3,0000 | 0,4275 | 0,0497 | 8,6053 | 0,0000 | 0,3298 | 0,5252 |
| | 3,6667 | 0,3523 | 0,0511 | 6,8961 | 0,0000 | 0,2518 | 0,4527 |
| | 4,3333 | 0,2770 | 0,0649 | 4,2666 | 0,0000 | 0,1493 | 0,4046 |

Source: Own study.

As a result of the analysis of the hypotheses, the research model was as shown in Figure 2.

Figure 2. The Hypothesis Results on the Research Model Research model



Source: Own study.

A total of 7 hypotheses were tested as a result of the analyses made in line with the purpose and method of the research. All of the tested hypotheses were accepted (Table 8).

Table 8. The result of the hypotheses

| Hypothesis | Result |
|--|-----------|
| H ₁ : Brand innovativeness has a positive impact on consumer hope. | Supported |
| H ₂ : Consumer hope has a positive impact on customer satisfaction. | Supported |
| H ₃ : Consumer hope has a positive impact on repurchase intentions. | Supported |
| H ₄ : Customer satisfaction has a positive impact on repurchase intentions. | Supported |
| H ₅ : Brand image positively moderates the impact on between brand innovativeness and consumer hope. | Supported |
| H ₆ : Brand image positively moderates the impact on between consumer hope and customer satisfaction. | Supported |
| H ₇ : Brand image positively moderates the impact on between consumer hope and repurchase intentions. | Supported |

Source: Own study.

5. Conclusions, Proposals, Recommendations

5.1 Discussion

The purpose of the study was to determine the effects of brand innovation on consumer hope, customer satisfaction, repurchase intention, and the moderator role of brand image as a moderator of these effects. In this direction, 7 hypotheses were developed and tested.

As a result of the analysis for H₁ (Brand innovativeness has a positive impact on consumer hope), it was found that brand innovativeness affects consumer hope (0.480). The finding of a study by Fazal-e-Hasan *et al.* (2019) as follows: the results suggest a potential moderating effect of product knowledge on the relationship between perceived brand innovativeness and customer hope.

As a result of the analysis for H₂, it was found that consumer hope affects customer satisfaction (0.569), and H₃, it was found that consumer hope affects repurchase intention (0.518). In a study by Fazal-E-Hasan *et al.* (2020), it was found that consumer hope affects repurchase intention (0.876). According to the results of a study by Trivedi, Banerji and Yadav (2021), hope is a critical factor in generating repurchase intentions.

As a result of the analysis for H₄, it was found that customer satisfaction affects repurchase intention (0.673). According to the results of a study by Anderson and Sullivan (1993), authors find the elasticity of repurchase intentions with respect to satisfaction to be lower for firms that provide high satisfaction in terms of systematic variation across firms. Huang *et al.* (2014) with 274 people in Taiwan, customer satisfaction (0.733) have significant positive effects on repurchase intention. According to a study by Huarng and Yu (2019), all variables have significant positive effects on satisfaction, and at the same time, this effect has a significant positive effect on repurchase intention.

The first 4 hypotheses were made by simple linear regression analysis and then tested whether Brand innovativeness had a moderator effect on these hypotheses. At this stage, three hypotheses were tested. As a result of the analysis for H₅ (Brand image positively moderates the impact on between brand innovativeness and consumer hope), it was found that brand image has a moderator role (0.558) in the effect of brand innovativeness on consumer hope. As a result of the analysis for H₆ (Brand image positively moderates the impact on between consumer hope and customer satisfaction), it was found that brand image has a moderator role (0.611) in the effect of consumer hope on customer satisfaction.

As a result of the analysis for H₇ (Brand image positively moderates the impact on between consumer hope and repurchase intentions), it was found that brand image had a moderator role (0.566) in the effect of consumer hope on repurchase intention.

Since there are no studies on the moderator role of brand image on other variables in the literature, comparisons could not be made.

5.2 Implications

In total, four of the seven hypotheses forwarded are supported by these data. This research contributes to the literature several ways.

In terms of managerial implications, this study has some benefits. The positive effect of consumer hope on customer satisfaction is very important for brands. Because the brands that give importance to customer satisfaction to take this into account can provide a return in terms of marketing. However, it may also be beneficial for brands to have a strong influence on repurchase intention, which is the point of focus of brands and the exchange point of the consumer buying behaviour process, in a positive direction. Along with all this, brand managers should know that brand image has a positive moderator effect on all these variables. In other words, they can carry out marketing activities to strengthen the brand image. In this respect, an important contribution of this study is to help brand managers create an effective brand strategy to increase brand image.

Aspect of theoretical contributions, this research focuses empirically on brand innovativeness, consumer hope and satisfaction of the repurchase intention of brands' products. While there is no theoretical indication that these results will not extend to a topic, the generalizability of the findings might be limited to the number of brands and sample.

5.3 Future Research and Limitations

The generalizability of the sample is another limitation. The study was conducted on Azerbaijani consumers. However, the results of the study were compared with the results of studies conducted in different cultures. The study also contains several limitations that suggest potential avenues for future research. However, we believe the study triggers new opportunities for future research. In future research, it may be useful to analyse the brand image variable on domestic and international brands or in a few country samples and to investigate the asymmetric relationship empirically.

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