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INVESTIGATION OF THE EFFECTS OF ADVERTISING ON PATRONS EMOTIONAL RESPONSES, PERCEIVED VALUE, SATISFACTION AND BEHAVIORAL INTENTIONS

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Abstract

By aiming to examine the impact of advertising dimensions on emotional responses, perceived value, satisfaction and behavioral intentions of customers, this study has been carried out. The statistical population of this study comprised of customers a famous chain fast food restaurant in Tehran, who was selected by random cluster sampling. The collected data were then analyzed by using confirmatory factor analysis and structural equation modeling techniques. The results showed that dimension of familiarity with advertising leads to create a pleasant emotional response in customers and pleasant emotional responses affect perceived value. In addition, there is a meaningful relationship between hedonic and utilitarian values one the hand and customer satisfaction and behavioral intentions on the other. And customer satisfaction has a positive effect on behavioral intentions.

Keywords: Dimensions of advertising, Emotional responses, Perceived value, Behavioral intention, Fast food restaurants

Introduction

Today, advertising is considered as one of the means of communication with the client of organizations and organizations aim to have greater impacts on their customers without spending high costs. No professional marketer will be effective without advertising. It is unduly that, despite the relatively high costs of advertising, it is regarded as an investment not a cost. This effective means is not just about buying and selling, but it is considered to be one of the most important ways of conveying a message or introducing a goal. As the atmosphere of chain restaurants gets more competitive, advertising costs for practitioners in the field increase too; with increasing competition, increasing different effective methods of advertising will be critical for customer's behavior and fully understanding the impact of advertising on success of sales in chain restaurants (Hyun et al., 2011).

In addition, it is widely believed that the impact of emotional responses on the intensity of behavior is modified by customer's perceived value (Johns & Saks, 2005). Therefore, the emotional response is a factor that can modify customer's perceived values and that the behavior is mainly influenced by the perceived values (Schwartz & Clore, 1988; Zajonc, 1980). Customer's perception of service quality and product benefits is not limited to functional aspects (such as the physical characteristics of the product or service and after-sales service), but may include emotional- sentimental – cognitive components too (Brady et al., 2001). Today, marketers and all those who benefit somehow from fulfilling the needs of customers, seek to understand that the customer's perceived value comes from which of these two kinds of value: hedonic

value or utilitarian value. Perceived value is considered to be one of the most important concepts for understanding consumer's behavior (Jensen, 1996).

One of these issues that have attracted much attention in recent years is “consuming emotions”. Lots of researches have been conducted to investigate the role of emotional responses in the field of marketing and consumer's behavior. Emotional responses have attracted a lot of attention in the field of advertising, consumer decision making, retailing, customer satisfaction and behavioral intentions (Ladhari, 2007). The issue of emotional responses to advertising has been studied extensively in advertising researches (Johns & Saks, 2005). Although previous studies on the issue were agreed upon the fact that the emotional responses to advertising have a significant effect on consumer's behavioral intentions, but the issue according to which advertisement motivates emotional responses has not been expressed and the impact of emotional responses on customer's behavioral intentions has not been considered as well (Ladhari, 2007). Researches show that customer satisfaction and quality of services are among the variables that influence consumer behavioral intentions (Gonzalez et al., 2007).

Literature Review

Advertising is a key for chain restaurants to achieve success in sales and earn more profits and because customer's behavior is directly related to generating revenue and profitability in the industry, increasing the effectiveness of advertising on customer's behavioral function in a long term act leads to an increase in shareholder's value in existing brands in chain restaurants industry; therefore it is critical to assess what features of advertising have the most powerful effect on customer's behavior and emotional responses and consequently on the increased effectiveness of advertising (Hyun et al., 2011).George and Berry (1981, as cited in Mortimer, 2002) proposed the first management framework which suggests that the primary role of service advertising is to make services tangible in consumer's mind in order to reduce the risk of receiving services. There are major studies in marketing which claim that advertising leads to creating emotional responses and increasing customers' behavioral intention (Chang, 2006).

Although previous studies on the issue agreed upon the fact that the emotional responses to advertising has a significant effect on consumer's behavioral intentions, the issue according to which advertisement motivates emotional responses, has not been expressed and also the impact of emotional responses on customer's behavioral intentions has not been considered (Ladhari, 2007). Focusing on mental experiences of customers has highlighted the need to integrate cognitive and emotional concepts to explain customer's satisfaction and behavioral intentions. However, regarding the issue of emotional responses, when it affects customer's satisfaction and behavioral intentions, few researches have been done (Bigne et al., 2005).

Perceived value in consumer's behavior theory includes utilitarian value and hedonic value, which it seems that utilitarian value, is the product's ability to meet the functional or task value of a consumer; in contrast, hedonic value is the potential factor for enjoying a product category. These two values are reflected as two contradictory paradigms and both have a direct impact on consumer behavioral intentions (Chaudhuri & Holbrook, 2001).The most important issue is how perceived value leads to post-consumption responses such as customer's satisfaction and behavioral intentions (Ha & Jang, 2010).

Customer’s satisfaction is the pleasant or unpleasant feeling of a person which arises from a comparison of his mental performance with his expectations; it is in fact a person's judgment about the characteristics of a product/ service or about the very product/ service after consuming or while using it. The importance of satisfaction in the restaurant industry and the increasing absorption of consumers, impose a need to provide better services and satisfaction for consumers (Ladhari, 2007). Advertising is a combination of six dimensions which includes relevant news, brand reinforcement, entertainment, empathy, familiarity and confusion (Schlinger, 1979a). Recently, these six dimensions have widely accepted by academic researchers and advertising agencies (Chen & Wells, 1999; Strasheim et al., 2007).

Relevant news and emotional responses

The primary role of advertising is to create awareness about a product. One of the goals of advertising is to raise awareness and information, including information about new products, recommending new use of a product, informing about changes in market prices, explaining how to use a product, describe existing services, correcting false perception and eliminating rumors, reducing concerns and fears of consumers and creating a positive image for a company (Kotler & Keller, 2006).

Per Schlinger (1979b) relevant news shows that advertising provides proper information about a product. The primary role of advertising is to deliver proper information to a customer (Holbrook & O'Shaughnessy, 1984, Hyun et al., 2011) before he or she decides whether or not to consume a product or service (Anderson & Renault, 2006). This information influences the product selection and customers' behavioral intentions (Hyun et al., 2011; Schlinger, 1979a). Relevant news in advertising stimulates consumers' emotional responses (Stout & Leckenby, 1986).

When a customer acquires proper news about the product through advertising, he/she experiences a feeling of satisfaction and tends to have the product or service (Anderson & Renault, 2006). The communication model proposed by Holbrook and Batra (1987) also supports the relationship between relevant news and emotional responses. In this model, once consumers are exposed to the advertising, the information contained in the advertising provokes the emotional responses, leading them to create an attitude towards the brand. Thus, based on the theoretical and empirical background, the following hypothesis is proposed:

H1: Relevant news in advertising has a direct relationship with emotional responses.

Brand reinforcement and emotional response

Schlinger (1979b) describes brand reinforcement as the reinforcement of positive attitudes possessed by existing customers towards a brand. This means how customers think about a product or service and prefers lots of products while the product or service just satisfy one need of them. Companies, sometimes take in to account consumers' attitudes towards a brand while trying to make their advertising program (Momeni et al., 2013). Keller (1999), states that the aim of brand reinforcement is to strengthen current customers' favorable attitude towards a brand. Thus, a strong, unique and positive brand creates some associations in customers' minds. In many cases, advertising for brand reinforcement, leads to an increase in sales, dependency to a brand and brand loyalty of current customers (Joyce, 1967). When consumers think about advertising as a representative of their actual experiences, brand reinforcement could be accessible through advertising (Schlinger, 1979b). In contrast, if advertising failed to express customers' actual experiences of a brand, then advertising could not strengthen customers' positive attitudes towards the brand (Hyun et al., 2011). During the process of watching the advertising, emotional responses will be created as a reaction to the advertising (Stout & Leckenby, 1986), which is effective in turning customers' attitudes towards the brand (Aaker et al., 1986). Therefore, the following hypothesis is proposed:

H2: Brand reinforcement in advertising has a direct relationship with emotional responses.

Entertainment and emotional responses

Entertainment which is contained in advertising plays the most important role in attitudes towards advertising. A message must be accurate and funny to attract the attention of consumers', therefore being entertaining, is a key factor for a massage. Entertainment in advertising suggests that advertising is interesting, enjoyable and funny to watch (Schlinger, 1979b).In addition, an attractive advertisement will be clearly remembered and lasts longer in consumers' memories (Spotts et al., 1997). Every day, many consumers are exposed to hundreds of ads, and the vast majority of them are quickly forgotten. For this reason, the strategy of entertaining advertisement is an important tool for maximizing the effectiveness of ads (Madden & Weinberger, 1982). Advertising creates a positive sense in customers; this argument has been investigated theoretically by recent empirical studies.

Chang (2006), examined the ways in which entertaining advertising could bring about change in emotional states of consumers and then affect the behavioral intentions of them, and he concluded that entertaining advertisement positively increases the emotional states of consumers, such as rising acceptability of advertising, agreement with it and utility of brand. Consumers will remember entertaining advertisement clearly and for a long time (Hyun et al., 2011). Duncan and Nelson (1985) stated that entertaining radio advertising affects the emotional responses of consumers, such as advertising acceptance, product acceptance and their anger. Thus, the following hypothesis is proposed:

H3: Entertainment in advertising has a direct relationship with emotional responses.

Empathy and emotional responses

Abrams (1988) stated that empathy is created when the viewer feels an emotional relationship with a person, object or activity in advertising. However, when advertising shows an unrealistic event or a fantasy, it does not create empathy in the viewer (Schlinger, 1979b). When a consumer thinks of himself as a character in a commercial and feels an emotional involvement with what occurs in it, this process helps to create positive beliefs about the product or service in advertising (Stern, 1992). So, the viewer's empathy leads to emotional responses proper to advertising conditions (Murry & Dacin, 1996). Based on these facts, it is assumed that:

H4: Empathy in advertising has a direct relationship with emotional responses.

Familiarity and emotional responses

Advertisers repetitively apply repetitious advertising strategies in order to increase consumers' familiarity with and advertising competition (Tellis, 2004). Repetition is an important part of advertising, because it is one of the most effective ways to create product or service, establish credibility and brand recognition. One of the main objectives of advertising is to build credibility which can be increased through commercials. When a potential customer hears and sees a brand frequently and regularly, its credit increases. Repetitive advertising makes people familiar with product and services. Repetitive advertising expands the brand and increases sales (Momeni et al., 2013). It is widely accepted that there is a relationship between familiarity and positive emotional responses. Zajonc et al (1974) have examined the effect of repeated exposure to advertising and consumers' emotional responses. In an experiment they showed some pictures to consumers and then asked them about their level of familiarity and their emotional responses to the pictures; they concluded that consumer's level of familiarity with an image is meaningfully related to emotional responses. Consumers may be exposed for several months or even years to the same advertising, which it can be converted to a sense familiarity with advertising that will increase advertising effectiveness. This strategy leads to an increase in relationship between familiarity with advertising and positive emotional response (Hyun et al., 2011). Based on the above theoretical framework, the following hypothesis is proposed:

H5: Familiarity with advertising has a direct relationship with emotional responses.

Confusion and emotional responses

Schlinger, (1979b) describes confusion as the extent to which viewers feel it is difficult to understand the advertising. In many cases, commercials deliver oodles volumes of data with high complexity, which is difficult for viewers to understand advertiser's intention. Confusion in advertising makes a viewer confused. Consequently, it causes the viewer to try more to understand commercials, which then triggers a negative emotional response in the viewers (Ellsworth, 2003).Annoying advertisement affects viewers' attitudes towards advertisement. Annoying ad is a kind of advertisement that causes discomfort, inconvenience, unpleasantness or disturbance. Annoying atmosphere in advertisement always create negative attitudes towards advertising and in other words, leads to incorrect attitude towards the brand. There is some evidence indicates that annoying advertisement leads to less credibility of advertising and advertiser in viewers' attitudes (Aaker & Bruzzone, 1985). Therefore, it is suggested that:

H6: Confusion in advertising has a direct relationship with customer's emotional responses.

Emotional responses and perceived value

Emotional responses consist of a complex series of interactions between objective and subjective factors which are mediated by neural/hormonal systems which are created by the effect of emotional experiences such as feeling of pleasure or arousal (Bigne et al., 2005). In the psychology literature it is widely accepted that the emotional response consists of two dimensions: pleasure and arousal (Bigne et al., 2005; Mehrabian & Russell, 1974). Two main approaches have been proposed to identify emotional responses: The first approach sees emotions as the source of a relatively small number of basic emotional responses. For example, Izard (1977) states ten basic distinct emotional responses, including interest, pleasure, anger, contempt, disgust, shame, sadness, guilt, fear and surprise. Other scholars have considered other classifications similar to this one. The second approach argues that the states of emotional response exist in bipolar classes. This emotion model is known as P.A.D which indicates the three constituent dimensions of emotional responses which is

the abbreviations for these three words: pleasure, arousal and dominance. These bipolar classes include pleasure/displeasure, arousal/non-arousal, and dominance/submissiveness. Russell (1980) believed that the dominance/submissiveness dimension could be ignored. Pleasure refers to the extent to which a person feels good, happiness or enjoyment in an occasion and arousal is the extent to which a person feels arousal or excitement, alert, provocation, awareness or being active in a situation. The role of P.A model in consumer behavior is very valuable and numerous studies have shown that pleasure and arousal, affects attitudes and types of reactions, such as hedonic value and utilitarian value (Ladhari, 2007). Accordingly, the following hypotheses are put forward:

H7: Pleasant responses toward advertising have a direct relationship with utilitarian value.
H8: Pleasant responses toward advertising have a direct relationship with hedonic value.
H9: Arousal level increased by advertising has a direct relationship with utilitarian value.
H10: Arousal level increased by advertising has a direct relationship with hedonic value.

Perceived value and customer satisfaction

The concept of perceived value in the field of marketing is considered as one of the most important indicators of gaining competitive advantage and even it is regarded as the most important indicators of repurchase intention (Petrick, 2002). Zeithaml (1988) stated that the perceived value of consumers' overall assessment of a product's utility is according to perceptions which is received or paid. Perceived value shows the difference between received benefits and paid expenses (Lee & Cunningham, 2001; Wen et al., 2005). From the viewpoint of Babin and colleagues (1994) among the various dimensions of value, the most common values which have been used in the past marketing literature are utilitarian and hedonic values (Park, 2004; Voss et al., 2003), that the utilitarian aspect refers to economical, task oriental and practical dimensions of products or services. The utilitarian value is defined as a general assessment of the benefits and functional costs. Thus the utilitarian value has a greater participation in cognitive aspects of attitudes such as economic value of money and judgments about convenience and saving in time (Ha & Jang, 2010). And hedonic value is the experimental prospect that based on it consumers select goods and services because the emotion they create (Sweeney & Soutar, 2001). Accordingly, the following hypotheses are proposed:

H11: There is a direct relationship between utilitarian value and customer satisfaction.
H12: There is a direct relationship between hedonic value and customer satisfaction.

Perceived value and behavioral intentions

Hedonic value is reflected in emotional and affective aspects of shopping, such as entertainment and sensual arousal, and utilitarian value is reflected in economical and practical aspects of buying (Babin et al., 1994). Behavioral intentions signify repurchase intention, verbal advertising, Loyalty, complaining behavior and price sensitivity (Zeithaml et al., 1996). In many studies, positive verbal advertising, tendency to recommend and repurchase intention will be used to measure behavioral intentions (Ozdemir & Hewett, 2010; Theodorakis & Alexandris, 2008). The elements of behavioral intentions in this study include product or service re-use, mouth to mouth advertising, loyalty and recommendation to others. There is a great deal of evidence which indicates the direct and positive impact of values on behavioral intentions even when customer's satisfaction and quality are integrated in the structural model. Ha and Jang (2010) have investigated that both hedonic value and utilitarian value have positive effect on behavioral intentions of restaurant customers in a direct way and also through customer satisfaction. Studies show that utilitarian value and hedonic value have an impact on behavioral intentions (Lai & Chen, 2010). Likewise, this study assumes that:

H13: There is a direct relationship between utilitarian value and behavioral intentions.
H14: There is a direct relationship between hedonic value and behavioral intentions.

Customer satisfaction and behavioral intentions

Although there are various definitions regarding customer satisfaction in consumer behavior, researchers generally agree that a key element in customer satisfaction is the evaluation process (Back & Parks, 2003). Customer's satisfaction is a cumulative assessment of the experiences which customers have of companies over time, and it is a key indicator of past, present and future performance of companies (Galbreath, 2010). Based on the performance-oriented approach, customer's satisfaction arises from participation of cognitive judgment and emotional intentions during the usage (Carpenter et al.,

2005). Behavioral intentions appear from repurchase intention, word of mouth advertising, loyalty, complaint and price sensitivity (Zeithaml et al., 1996). When customers perceive a high level of value from their consuming experience, they tend to express positive behavioral intentions (Donovan & Rossiter, 1982). There are many studies that show customer satisfaction and service quality are among the variables which have the most influence on consumer's behavioral intentions (Gonzalez et al., 2007). Accordingly, the following is proposed:

H15: There is a direct relationship between customer satisfaction and behavioral intentions.

Figure1, the assumed appropriate relations are defined in this study. Based on experimental and theoretical background, this study has 15 hypotheses in total.

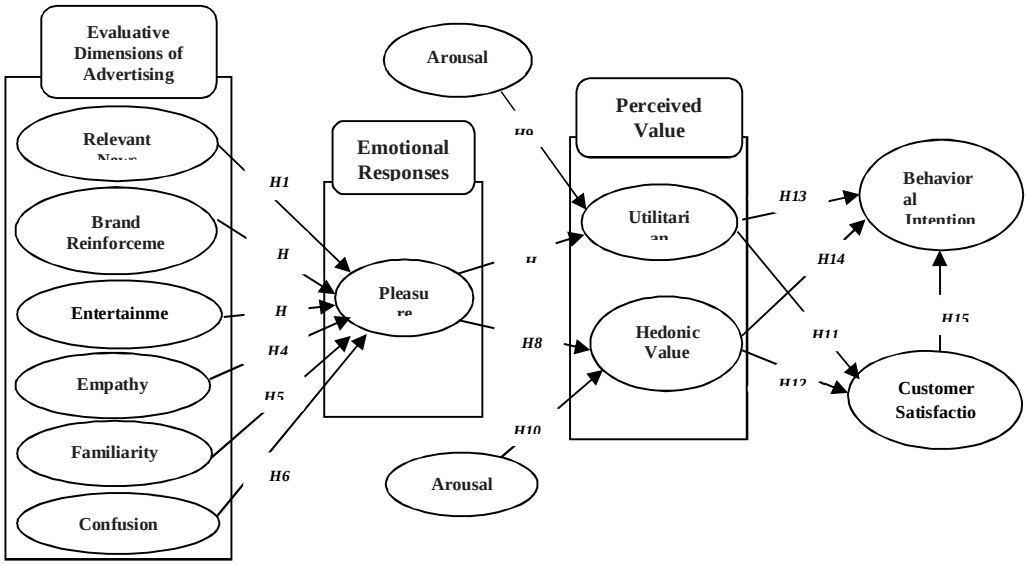

Figure 1. Proposed Conceptual Model

Methods

The statistical population of this study comprised of existing customers a famous chain fast food restaurant in Tehran city. That this choice has been done, according to several industry sectors, extensive advertising, a long history and having a lot of customers Tehran, so, because of this, variables of this research could have been assessed in this restaurant very well. In order to gain the purpose of this study, the data has been collected from five branches chain fast food restaurant in Tehran by using the random distribution of questionnaire among the customers. The reason of choosing this method was the compliance with the approach used in similar studies including: (Hyun et al., 2011; and Ryu et al., 2010). Also, the present study aims to achieve a minimal sample of 100 respondents according to a study of Mow and colleagues in 2010 that this number is appropriate for the multivariate statistical analysis. For the prevention from computational error, sample size of 386 people was considered that the profile of the sample is shown in table 1. As one can observe, due to the fact that most of the population now includes the generation associated with the explosion of the population (Population Explosion), most of the clients of this chain restaurant are young people.

Table 1. Demographic Details

Demographic variable	N	%
Gender		
Male	164	42.1
Female	215	55.1
Total	379	97.2
Age		
15-25	109	27.9
26-30	78	20.0
31-35	96	24.6
36-40	75	19.2
Above 41	28	7.2
Total	386	98.2
Marital Status		
Single	168	43.1
Marriage	206	52.9
Total	374	96
Education level		
High school	39	10.0
Diploma	53	13.6
Associate Degree	29	7.4
Bachelor	148	37.9
Masters degree	83	21.3
PhD	19	4.9
Total	371	95.1

The type of questionnaire used in this study is of closed type questions with clear answers are provided to the respondents, that consists of two parts including evaluative dimensions of advertising, emotional responses, perceived value, satisfaction and behavioral intentions in the first part, and demographic characteristics of the respondents in the second part. Table2 indicates each variable's number of indicators and the sources that were used as input in order to generate the indicators for measuring constructs in this research. The indicators were assessed on 5-pointLikert scale ranging. Just the indicators of emotional responses were assessed on 5-point semantic differential scale.

A structural equations modeling was employed by using LISREL in order to test the relationships between the constructs in this study. First, a confirmatory factor analysis (CFA) was carried out to identify whether the measurement variables reliably reflected the hypothesized latent variables. Second, a structural equation modeling (SEM) with latent variables was tested to determine the adequacy of the constructs of the model and test the hypotheses (see Table 2). Software package SPSS version 18 and LISREL version 8.54 were used for data analysis.

Table 2. Number of Indicator and Sources for Construct Measures

Construct	**Number of indicators**	**Source**
Evaluative dimensions of advertising	3	
Relevant news	3	Hyun et al., 2011;
Brand reinforcement	3	Schlinger, 1979a;
Entertainment	3	Stout & Rust, 1993
Empathy	2	
Familiarity	3	
Confusion		
Emotional responses		Ladhari, 2007;
Pleasure	3	Matila & Wirtz,
Arousal	5	2000; Mehrabian & Russell,1974

Perceived values Utilitarian value Hedonic value	 4 5	Ha & Jang , 2010; Park, 2004; Ryu et al, 2010; Hyun, 2009
Satisfaction	4	Ha & Jang, 2010; Ryu et al., 2010
Behavioral intentions	4	Ha & Jang , 2010; Ryu et al., 2010; Zeithaml et al., 1996

Results and Discussion

Validity and Reliability

The validity of the questionnaire was assessed by two aspects of content validity and construct validity. Questionnaires were given to the experts and professors of marketing in order to evaluate content validity; and by using collected data all parameters had content validity. To assess construct validity, face validity, convergent and discriminant methods were used. Standardized factor loadings and Average variance extracted (AVE) should be greater than 0.5 in order to confirm one of the standards of convergent validity (Fornell & Larcker, 1981). According to Table 3, the standardized factor loadings and average variance extracted for all constructs was greater than 0.6, therefore the questionnaire has convergent validity. Composite reliability for each construct should be 0.6 or higher (Bagozzi & Yi, 1988), which was calculated for each construct, thus the constructs show an acceptable level of Composite reliability (see Table 3).

Table 3. Factor Loadings, Cronbach's α, Combined Reliability and Average Variance Extracted

Construct		Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Relevant news	RN1 RN2 RN3	0.86 0.81 0.79	0.85	0.67	0.67
Brand reinforcement	BR1 BR2 BR3	0.66 0.82 0.79	0.84	0.80	0.58
Entertainment	S1 S2 S3	0.67 0.84 0.82	0.82	0.82	0.61
Empathy	E1 E2	0.84 0.81	0.78	0.81	0.68
Familiarity	F1 F2	0.86 0.72	0.72	0.77	0.63
Confusion	C1 C2 C3	0.89 0.77 0.65	0.86	0.81	0.58
Pleasure	P1 P2 P3	0.84 0.79 0.80	0.88	0.85	0.66
Arousal	A1 A2 A3 A4 A5	0.73 0.79 0.86 0.70 0.76	0.79	0.88	0.59
Utilitarian value	UV1 UV2 UV3 UV4	0.72 0.79 0.71 0.64	0.70	0.81	0.51
Hedonic value	HV1 HV2	0.68 0.80	0.73	0.88	0.59

	HV3 HV4 HV5	0.78 0.76 0.82			
Satisfaction	SAT1 SAT2 SAT3 SAT4	0.80 0.80 0.83 0.85	0.80	0.89	0.67
Behavioral intention	BI1 BI2 BI3 BI4	0.84 0.84 0.78 0.86	0.89	0.90	0.69

Also according to the average variance extracted values and Squared inter construct correlation(SIC) (see Table 4), it can be seen that the average variance extracted of constructs was greater than the squared inter constructs correlation, and the constructs are different from each other the questionnaire has divergent validity (Paswan, 2009). To evaluate reliability, the internal consistency reliability and Cronbach's alpha coefficient were used which was greater than 0.7 for all constructs (see Table 3).

Table 4. Squared Inter Construct Correlation

Construct	**SIC**										
Relevant news	0.078	0.14	0.16	0.15	0.064	0.084	0.073	0.036	0.04	0.044	0.096
Brand reinforcement	0.078	0.57	0.084	0.567	0.006	0.063	0.53	0.017	0.32	0.36	0.052
Entertainment	0.14	0.058	0.17	0.09	0.036	0.053	0.049	0.023	0.036	0.032	0.053
Empathy	0.16	0.084	0.17	0.096	0.030	0.062	0.0676	0.4	0.053	0.053	0.063
Familiarity	0.15	0.058	0.09	0.096	0.022	0.044	0.014	0.026	0.020	0.020	0.044
Confusion	0.006	0.006	0.026	0.029	0.023	0.014	0.014	0.012	0.012	0.017	0.006
Pleasure	0.084	0.063	0.053	0.063	0.044	0.014	0.045	0.10	0.16	0.19	0.25
Arousal	0.072	0.053	0.048	0.068	0.014	0.014	0.45	0.073	0.12	0.16	
Utilitarian value	0.036	0.016	0.022	0.04	0.026	0.012	0.10	0.072	0.096	0.12	0.16
Hedonic value	0.04	0.032	0.036	0.053	0.020	0.012	0.18	0.17	0.096	0.23	0.22
Satisfaction	0.044	0.036	0.032	0.053	0.020	0.017	0.19	0.18	0.012	0.23	0.22
Behavioral intention	0.096	0.053	0.053	0.062	0.064	0.006	0.25	0.23	0.16	0.22	0.027

Testing Model Fit

In the study, in order to check to what extent the selected markers are in the same way with each of the research structures, the model of the measure in the form of confirmatory factor analysis (CFA) has been used. The ratio of the chi-square value to degrees of freedom, root mean square error of approximation (RMSEA), normed fit index (NFI), non-normed fit index (NNFI), and the comparative fit index (CFI) were used to estimate the model fitness. The goodness of fit model for this research is shown in Table 5, and they are within the acceptable limits. Therefore, it can be suggested that the measurement model has a relatively good fit with the data collected. The fit statistics showed that the measurement model fit the data reasonably well. However, the chi-square for this model was significant. This statistic is sensitive to large sample size. In other words, the overall model is significant and admirable (Table 6).

Table 5. Indicators of Fit for Measurement Model

Indicator	The Minimum Amount Required	Values
Chi-square		1057.3
DF		713
Chi-square to degrees of freedom	3<	1.48
NFI	0.9≤	0.90
NNFI	0.9≤	0.95
GFI	0.9≤	0.90
IFI	0.9≤	0.96
CFI	0.9≤	0.96
RMR	0.08<	0.037
RMSEA	0.08<	0.035

Table 6. Indicators of Fit for Structural Model

Indicator	The Minimum Amount Required	Values
Chi-square		1189.47
DF		781
Chi-square to degrees of freedom	3<	1.52
NFI	0.9≤	0.90
NNFI	0.9≤	0.95
GFI	0.9≤	0.90
IFI	0.9≤	0.95
CFI	0.9≤	0.95
RMSEA	0.08<	0.037

Testing Research Hypotheses

A structural equation modeling (SEM) with latent variables was tested to determine the adequacy of the constructs of the model and test the hypotheses. Beginning prior research hypothesis correlation between the parameters studied is shown (see Table 7). Table8 shows path coefficients and t-values for the hypothesis which will be used to confirm or reject hypotheses.

Hypothesis 1 (which proposed a positive relationship between relevant news and pleasure) was not supported (path coefficient= 0.03, t= 0.57). Hypothesis 2 (which proposed that brand reinforcement positively influences pleasure) was not supported (path coefficient = 0.09, t = 1.62). Hypothesis 3 (which proposed a positive relationship between entertainment and pleasure) was not supported (path coefficient = -0.01, t = -0.11). Hypothesis 4 (which suggested a positive relationship between empathy and pleasure) was not supported (path coefficient = -0.04, t = -0.64). Hypothesis 5 (which suggested that familiarity positively influences Pleasure) was supported (path coefficient = 0.11, t = 2.24). Hypothesis 6 (which proposed that confusion positively influences pleasure) was not supported (path coefficient = 0.07, t = 1.82).

Hypothesis 7 (which proposed a positive relationship between pleasure and utilitarian value) was supported (path coefficient = 0.40, t = 2.49). Hypothesis 8 (which suggested that pleasure positively influences hedonic value) was supported (path coefficient = 0.51, t = 4.26). Hypothesis 9 (which proposed a positive relationship between arousal and utilitarian value) was not supported (path coefficient = -0.25, t = -1.71). Hypothesis 10 (which proposed a positive relationship between arousal and hedonic value) was not supported (path coefficient = 0.22, t = 1.89).

Hypothesis 11 (which suggested that utilitarian value positively influences customer satisfaction) was supported (path coefficient = 0.15, t = 3.32). Hypothesis 12 (which suggested that hedonic value positively influences customer satisfaction) was supported (path coefficient = 0.84, t = 12.10).

Hypothesis 13 (which suggested a positive relationship between utilitarian value and behavioral intention) was supported (path coefficient = 0.28, t = 2.26). Hypothesis 14 (which suggested a positive relationship between hedonic value and behavioral intention) was supported (path coefficient = 0.29, t = 12.10). Data analysis indicates that hedonic value has

a strong impact on customer satisfaction. It was revealed that hedonic value is a factor that strongly influences customer satisfaction. Finally, based on the results of the data analysis, it was found that Hypothesis 15 (which suggested a positive relationship between customer satisfaction and behavioral intention) was supported (path coefficient = 0.51, t = 3.78). With regard to the above, the structural study of this model in Figure 2 and fitting of this model is also displayed in Table 6.

Table 7. Structural Model Estimates or Correlation Matrixes

	Relevant news	Brand reinforcement	Entertainment	Empathy	Familiarity	Confusion	Pleasure	Arousal	Utilitarian value	Hedonic value	Satisfaction	Behavioral intention
Relevant news	1											
Brand reinforcement	0.28 t=6.74	1										
Entertainment	0.37 t=7.98	0.24 t=6.88	1									
Empathy	0.40 t=7.72	0.29 t=7.10	0.41 t=8.48	1								
Familiarity	0.39 t=7.15	0.24 t=5.80	0.30 t=6.80	0.31 t=6.14	1							
Confusion	0.08 t=1.98	0.08 t=2.42	0.16 t=4.50	0.17 t=3.73	0.15 t=3.09	1						
Pleasure	0.29 t=5.86	0.25 t=6.28	0.23 t=5.77	0.25 t=5.33	0.21 t=4.19	0.12 t=2.75	1					
Arousal	0.27 t=5.41	0.23 t=5.73	0.22 t=5.51	0.26 t=5.45	0.12 t=2.47	0.12 t=2.48	0.67 t=10.00	1				
Utilitarian value	0.19 t=4.40	0.13 t=4.09	0.15 t=4.43	0.20 t=4.76	0.16 t=3.56	0.11 t=2.81	0.32 t=6.73	0.27 t=5.78	1			
Hedonic value	0.20 t=5.09	0.18 t=5.60	0.19 t=5.81	0.23 t=5.78	0.14 t=3.61	0.11 t=2.43	0.42 t=8.60	0.41 t=8.07	0.31 t=7.27	1		
Satisfaction	0.21 t=5.15	0.19 t=5.86	0.18 t=5.59	0.23 t=5.85	0.14 t=3.33	0.13 t=3.15	0.44 t=9.25	0.43 t=8.68	0.35 8.09	0.48 9.71	1	
Behavioral intention	0.31 t=6.90	0.23 t=6.41	0.23 t=6.38	0.25 t=5.88	0.21 t=4.63	0.08 t=2.07	0.50 t=9.65	0.48 t=8.89	0.40 t=8.48	0.47 t=9.57	0.52 t=10.69	1

Table 8. Standardized Parameter Estimates for Structural Model

Hypothesized path	Path Coefficient	T- value	Standard Error	Result
H1: Relevant News →Pleasure	0.03	0.57	0.053	Not supported
H2: Brand Reinforcement → Pleasure	0.09	1.62	0.074	Not supported
H3:Entertainment → Pleasure	-0.01	-0.11	0.10	Not supported
H4: Empathy → Pleasure	-0.04	-0.64	0.073	Not supported
H5: Familiarity → Pleasure	0.11	2.24	0.049	Supported
H6: Confusion → Pleasure	0.07	1.82	0.040	Not supported
H7: Pleasure →Utilitarian Value	0.40	2.49	0.14	Supported
H8: Pleasure →Hedonic Value	0.51	4.26	0.09	Supported
H9: Arousal → Utilitarian Value	-0.25	-1.71	0.13	Not supported
H10: Arousal→ Hedonic Value	0.22	1.89	0.09	Not supported
H11: Utilitarian value→ satisfaction	0.15	3.32	0.04	Supported
H12: Hedonic Value → Satisfaction	0.84	12.10	0.07	Supported
H13: Utilitarian value → Behavioral Intentions	0.28	3.93	0.05	Supported
H14: Hedonic value → Behavioral Intentions	0.29	2.26	0.14	Supported
H15: Satisfaction→ Behavioral intention	0.51	3.78	0.15	Supported

According to the studies of Hyun and colleagues (2011), relevant news, entertainment, empathy and familiarity in advertising have positive and meaningful relationship with emotional responses, while brand reinforcement and confusion does not. Researchers assume that entertainment or funny advertising will attract customers' attention (Sternthal & Craig, 1973), and provokes their positive feeling and thus leads to positive emotional responses (Geuens & De Pelsmacker, 1998). So, chain restaurant marketers should look for expanding those advertisements which are relevant, exhilarating and funny. Emotional engagement helps to create positive beliefs about the advertised products or services; with creation of empathy the effectiveness of advertising increases (Abrams, 1988). Therefore, reflecting customer's daily eating experiences in advertising is important (Hyun et al., 2011). When customers experience a sense of familiarity with what is displayed in advertising, they tend to have a positive emotional response toward advertising (Hyun et al., 2011). Chang (2006) stated that entertaining advertisement increases positive emotions of consumer; accordingly chain restaurants sellers should not only seek to expand their advertising with relevant news and entertainment, but they also should try to increase customer's sense of familiarity with advertising. The results of this study show that the five dimensions of advertising (relevant news, brand reinforcement, entertainment, empathy and confusion) have no effect on emotional responses, while the dimension of familiarity with advertising creates a positive emotional response among customers. This indicates that fast food advertising package did not contain the required information about special product or services, factors which create positive attitude about the restaurant, entertainment and humor, emotions and feelings in line with customer's sensual moods and clear information, to cause customer's arousal and pleasant response. Also choosing the wrong strategies in advertising by type and time of doing them by restaurant is influential in this case.

Pleasant emotional response has a positive impact on perceived value and it is important to maintain customer's good feelings which are created by advertising. This process could be started by welcoming customers from the moment they enter the parking area and may be continued with providing entertainment at the climax moment of serving foods, for customers who are in the waiting list. Having uniformed personnel could promote customer's positive feeling, when they see an advertisement of a chain restaurant.

According to the studies of Jones and colleagues (2006), it was found that there is a direct relationship between perceived hedonic value, and intention of support and loyalty. Park (2004) also noted that there is a meaningful correlation between hedonic value and repurchasing from restaurant. Jones et al., (2006) showed that satisfaction from retail has a meaningful influence on oral advertising, loyalty, support intention and positive support expectation. The survey which was conducted by Bigne et al., (2008) showed that satisfaction has an impact on behavioral intentions (loyalty, word of mouth advertisement).Utilitarian value in compare with hedonic value had a greater influence on behavioral intentions, regarding the population of this study. However, hedonic value had a stronger impact on customer satisfaction in compare with utilitarian value. Therefore, increase in utilitarian aspects of customer's perceived value such as minimizing costs by eliminating unnecessary prices (Law et al., 2008), adding new dishes on the menu, reasonability of buying decision in terms

of it's used time, continuously improving of food quality (Lo & Lam, 2004), improving service delivery and providing enough food to relief customer's hunger (Ha & Jang, 2010; Park, 2004),conducting professional researches for opening a new branch (Soriano, 2002), also increase in hedonic aspects of Customer's perceived value such as creating a unique sense for restaurant in customer's view (Holbrook & Hirischman, 1982),improving the facilities and design of the restaurant (Kivela, 1997), providing an attractive environment, leads to customer satisfaction, their tendency to return, and recommending the restaurant to others.A closer look at the statistical community of the case study, the following reasons for this issue was given:

According to the demographic status of the community, the majority of the customers are young people that they care about the emotional and enjoyable time spent in a restaurant and they are looking for places that have a special design, the experience of enjoyable consumption and unique feature that these factors can cause the positive behavioral tendency in them which follow the goals of the marketers. The young customers of this chain restaurant were mostly looking for both of perceived values and because of the economic challenges including inflation, unemployment and the high cost of living in the city of Tehran, most of the attention goes to profit-seeking aspects of the experience of consuming than the pleasure-seeking aspect of it. So, naturally, the satisfaction, loyalty and coming back to a restaurant, mostly is in consistency with the profit-seeking value that they provide.

Conclusion

This study has conducted in a chain restaurant in Iran. Due to the unprecedented economic and political challenges of the country, such as inflation, global sanctions and the use of low-capacity of the market, these factors can affect the potential of effective use of commercial advertising and they can also affect the reviewing its effects on behavioral tendencies regarding their customers. In this study, to identify the emotional responses of individuals, only self-report scales by the questionnaires were used. In this method, the individuals in order to respond to questions, they do an exploration into your minds to exactly experience the thrill of discovery, in this process it may not be possible for people to experience the excitement, so it is recommended that a qualitative method should be used for measuring the comments of respondents. Due to the fact that, cultural, geographic and economic divisions influence the views and perceptions of people, doing an exploratory study in order to identify the dimensions of commercial advertising and the severity of its impact in other Asian countries is recommended. In this study, the emotional responses are considered in two dimensions, pleasure and arousal, other research can be done by taking the positive and negative emotions in the form of acts, to fully examine the after sale behaviors. Also, due to financial constraints, this study had to face the solely time period, cross-sectional data, because of the effectiveness of such events that may occur in the future and in order to understand the cause of events, conducting a longitudinal research is recommended. Also, due to the threat of competitive forces, a deeper understanding of effective factors on behavioral tendencies of clients for all stores is important that the insights gained from this research could be a solid base for managerial decisions.

Some limitations of this study should be mentioned. First, this study was conducted only within the restaurant industry and services, so it is recommended that further research be conducted to examine the relationship between variables in other sectors. Secondly, in this research, only the self-report scales were used to identify the emotional responses of individuals, through questionnaires. In this method, for answering the questions, people explore their mind to identify exactly the same experienced excitement, which in this process people may fail to recognize the experienced excitement. Regarding the fact that cultural, geographic and economic differences influence people's opinions and perceptions, conducting an exploratory study to identify advertising dimensions and the effects of its severity is recommended. In this study the emotional responses were considered in two dimensions of pleasure and arousal; by considering emotions in form of positive and negative, other researches could be conducted to study after-purchase behaviors.

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