Marketing and Management of Innovations ISSN 2227-6718 (on-line)
Issue 1, 2020 ISSN 2218-4511 (print)

http://doi.org/10.21272/mmi.2020.1-23 **JEL Classification: I10, J24, M30**

Tolga Yalcintekin,
Sakarya University, Turkey
Metin Saygili,
Ph.D., Sakarya University of Applied Sciences, Turkey

BRAND LOYALTY AT SMARTPHONES MARKET: LINKING BETWEEN BRAND PASSION, HEDONIC AND UTILITARIAN VALUES

Abstract. *This paper summarizes the arguments and counterarguments within the scientific discussion on the factors that influence consumers' brand loyalty to smartphone brands. The main aim of the study is to analyze the relationship between hedonic value, utilitarian value, brand passion, and brand loyalty based on consumers' loyalty at the smartphones market. Accordingly, the study focuses on brand loyalty as a consequence of brand passion and reveals it in a holistic framework as it emphasizes the direct relationship between the two variables. In this context, this study is different from others in literature in a way that it focuses on smartphones, which are at the upper ranks of the technological product category. The fact that this study only deals with mobile phones makes it different and essential as studies on electronic and technological products often focus on the general situation. Researchers used positivist research as a quantitative research design in this study, which deals with factors that influence brand loyalty to smartphone brands. The study universe involves 18-year-old and older consumers with a purchase capacity. In this context, the study sample comprises smartphone users at or over the age of 18. The conceptual model and associated hypotheses are tested with a sample of 330 consumers. Researchers collected the study data with a convenience sampling method with the help of an online survey. In the study, data were analyzed through structural equation modelling. The results demonstrate strong relationships between the two antecedents (hedonic value and utilitarian value) and brand passion and between brand passion and its consequence (brand loyalty). Study results indicate that hedonic value (β=0,506; p<0,001) and utilitarian value (β=0,202; p<0,001) have a positive influence on brand passion. Study results also show that brand passion (β=0,683; p<0,001) has a positive influence on brand loyalty. On the other hand, the study also reveals that brand passion mediates the relationship between hedonic and utilitarian value and brand loyalty. Study results point out that hedonic value, utilitarian value, and brand passion have a positive influence on the development of consumers' loyalty to smartphone brands.*

Keywords: Brand Loyalty, Brand Passion, Hedonic Value, Smartphone, Utilitarian Value.

Introduction. Smartphones are known as hi-tech mobile phones built on a mobile data processing platform with a more advanced processing capacity and connection than a telephone that has modern features. While smartphones were devices that combined the functions of a personal digital assistant and a telephone camera when they were first introduced into the market, they now involve many features and applications such as high definition screen, navigation, wifi, and media players (Mind Commerce, 2012: 21). Today, these devices with advanced capabilities are used in various fields. Therefore, smartphones and smartphone applications have become a subject of study for academicians and researchers because of their capabilities and features (Park and Chen, 2007; Okumus and Bilgihan,2013; Shen, 2015; Kervenoael et al., 2016). Moreover, subjects such as mobile library services (Song and Lee, 2012), access to health information (Kim and Zhang, 2014), information seeking (Al-Daihani, 2018), smartphone banking (Susanto et al., 2015) are other examples of studies that analyze the usage of mobile phones.

According to the 2019 Digital Report issued by Hootsuite and We Are Social, the number of mobile phone users around the world is over 5 billion, with a 100 million increase from 2018 to 2019. 98% of the Turkish population are mobile phone users in 2019, and 77% of them are smartphone users. According to the 2020 Digital report, the number of smartphone users in Turkey rose to 89%. The report showed that usage of other technological products such as computers, tablets, wearable technological accessories is quite low compared to the usage of mobile phones and particularly smart mobile phones (Kemp,2019; Kemp, 2020). Therefore, smartphones constitute a significant component of the technological product

Cite as: Yalcintekin, T., Saygili, M. (2020). Brand Loyalty at Smartphones Market: Linking Between Brand Passion, Hedonic and Utilitarian Values. Marketing *and Management of Innovations*, 1, 274-284. http://doi.org/10.21272/mmi.2020.1-23

category. The coverage of smartphone brands in this study stems from the fact that smart mobile phones are highly popular and relatively influential among the technological product category. In this context, this study tests a research model that shows the consumers' loyalty to smartphone brands in order to analyze the relationship between variables. Variables that the model analyses are hedonic and utilitarian value, brand passion, and brand loyalty that occurs consequently.

Considering the goals of the research, this study involves five parts, including the introduction. The second part of the study deals with the concepts of hedonic value, utilitarian value, brand passion, and brand loyalty. It presents an empirical model and hypotheses based on relevant literature. The third part involves a presentation of the research method. This part gives information about the sample, measurement, and data collection. The fourth part presents details of the hypotheses testing process according to structural equation modelling. This part also gives place to findings that researchers obtained and conclusions they derived from the analysis carried out in the context of this empirically designed study. The fifth part of the review ends with theoretical inferences and suggestions for future studies.

Literature Review. This part deals with the concept of brand passion and other concepts that have a relational structure on the model.

According to Sternberg's Theory of Triangular Love (1986: 119), the love triangle involves three components involving passion, which is considered to be one of the corners of the triangle with love. Other components that form this theory are intimacy and commitment. As passion signifies forces that drive romance, physical attraction, sexual consumption, and other relevant phenomena in love affairs, it also involves motivational and other stimulating forms that cause passion experience (Sternberg, 1986: 119). There is a rich emotional basis that resembles love in interpersonal affairs in the centre of all strong brand relationships. Emotions that arise from love range from love and affection to passion (Fournier, 1998: 364). According to Albert et al. (2013: 265), the number of aspects that brand love involves is controversial. However, it is quite common to deal with passion as a structural component that is regularly defined.

According to the marketing literature review, there have recently been numerous studies based on brand passion (Albert et al., 2013; Astakhova et al., 2017; Pourazad et al., 2019; Mukherjee, 2019; Hemsley-Brown, 2016; Swimberghe et al., 2014) and researchers have defined this concept in various contexts. Swimberghe et al. (2014: 2659) has defined «brand passion as a strong emotional connection to a brand that people value, find important, desire to own or use, incorporate into their identity, and invest resources in over a while». Bauer (2007: 2190) suggests that «in a consumption context, brand passion can be defined as a primarily affective, extremely positive attitude toward a specific brand that leads to emotional attachment and influences relevant behavioural factors».

According to Aaker (1991: 111), the value that includes a functional utility is a fundamental feature for brands in most product categories. However, brands that fail to produce value face the risk of losing their defence against their rivals. Babin et al. (1994: 644) developed a scale tor evaluating the shopping experience of consumers in two significant dimensions (utilitarian and hedonic value), which received the support of theoretical evidence. Kesari (2016: 23) emphasized the necessity of understanding utilitarian and hedonic values perceived by consumers. Thus, retailers should consider both shopping values while designing shop settings.

According to Babin et al., (1994), the hedonic aspect of shopping is dealt with less than utilitarian aspect. Hedonic value has a more subjective structure than utilitarian value. Therefore, hedonic value is a general evaluation of experiential utility and sacrifices, such as pleasure and escape (Overby and Lee, 2006: 1161). As Hirschman and Holbrook, 1982: 138) suggests, following aesthetic criteria is quite prevalent in cases where consumption task is defined as a search for a hedonic response. On the other hand, utilitarian value is a general evaluation of functional utilities and sacrifices that takes product, service, and price features (Overby and Lee, 2006: 1161, Ozturk et al., 2016: 107).

Huber et al. (2017), suggested that perceived utilitarian value and perceived hedonic value influence the passionate love of the brand. In their study, Huber et al. (2017) found that hedonic value influenced passionate brand love positively while there was no relationship between utilitarian value and passionate brand love. Bauer et al. (2007) found out in their study that hedonic value had a positive influence on brand passion. In this context, we might suggest that brand passion is positively related to both utilitarian value and hedonic value. Consistently, the following hypotheses result from these considerations:

H1: Hedonic value has a positive influence on brand passion.

H2: Utilitarian value has a positive influence on brand passion.

According to Kotler and Keller (2016: 78), those who succeed in marketing are the ones who attach importance to developing customer satisfaction and loyalty. Therefore, brand loyalty ensures demand security for the companies, helping them to predict this demand. At the same time, it also sets barriers to restrict the entry of other companies into the market (Kotler and Keller, 2012: 242).

According to Moorman, et al. (1992: 316), «commitment is enduring, and it reflects a positive valuation of a relationship». Carroll and Ahuvia (2006: 82) have defined brand loyalty as «the degree to which the consumer is committed to repurchasing the brand».

Hemsley-Brown and Alnawas (2016) suggested in their study that brand passion, brand affection, and self-brand connection were positively related to brand loyalty. Study results revealed that brand passion has the most potent influence on brand loyalty compared to the other two components. Pourazad et al. (2019) revealed in their study that brand passion had a positive influence on attitudinal brand loyalty to sportswear brands. Study results showed that the positive influence of brand passion on attitudinal brand loyalty was significant. Albert et al. (2013) suggested that brand passion was positively related to brand commitment, and the results of their study revealed that brand loyalty influenced the attitudinal component of brand loyalty. Therefore, the study posits the following hypothesis.

H3: Brand passion has a positive influence on brand loyalty.

Jones et al. (2006) supported the view that hedonic value and utilitarian value had a positive influence on brand loyalty with the study findings they obtained. Taking the conceptual framework and research model into consideration, they also suggested that brand passion would have a meditating influence. Therefore, researchers propose the following hypotheses.

H4: Brand passion mediates the link between hedonic value and brand loyalty.

H5: Brand passion mediates the link between utilitarian value and brand loyalty.

Methodology and Research Methods. The purpose of this study is to analyze the relationship between hedonic value, utilitarian value, brand passion, and brand loyalty based on consumers' loyalty to smartphone brands. In this context, researchers expected to reveal the mediating influence of brand passion in the relationship between hedonic and utilitarian values and brand loyalty.

Researchers measured all the variables in the question form (survey) with a 5-point-Likert scale (1: I strongly disagree, 2: I disagree, 3: I neither agree nor disagree, 4: I agree, 5: I strongly agree). They adapted the items in the scale from previous studies that were subjected to reliability and validity analysis. In this context, they adapted eleven items for hedonic value and four items for utilitarian value from Babin (1994). They adapted seven items from Albert (2009) for measuring brand passion and seven items from Carroll and Ahuvia (2006) for measuring brand loyalty. In this study, researchers tested a structural model by using AMOS 20 package.

According to the suggestions of Davis et al. (2009) and Edward et al. (2012), Researchers interviewed two academicians and two experts in order to evaluate external validity before passing onto the final study. Then, they carried out a pilot study with 25 mobile phone users to test the understandability of questions. They made several minor changes to make the items more understandable and clarify them as a result of the feedback obtained from the pretest. The following section presents the statements used for the measurement of hedonic value, utilitarian value, brand fashion, and brand loyalty variables analyzed within the context of the study. Figure 1 displays the research model.

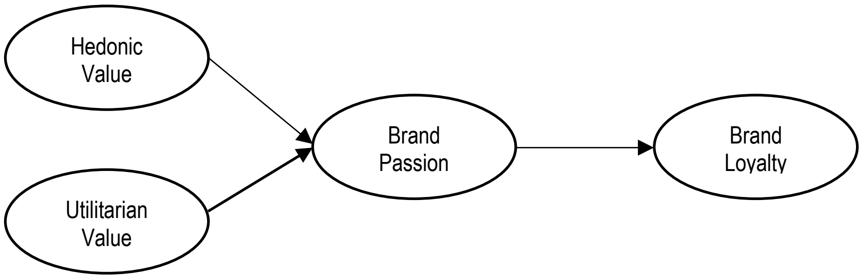

Figure 1. Research model

Source: developed by the authors

The study sample comprises consumers at or over the age of 18 who are mobile phone users. Researchers collected study data from 330 consumers with a convenience sampling method, which is one of the non-probability sampling methods. They used an online survey in the study as the data collection tool and adopted a quantitative research pattern.

The researchers published the online survey of the study on docs.google.com. They delivered the survey to 330 persons at or over the age of 18, who voluntarily consented to respond in consideration of the study goal. Researchers evaluated the responses of participants who met the criteria such as «answering control questions correctly», «not giving the same response to every question on the scale», and «answering every question on the survey» (Arslan, 2017). In this context, they eliminated 20 surveys that failed to meet these criteria. Then, they evaluated the surveys of 310 participants who followed the relevant rules and finally carried out the analysis.

The demographic features of consumers at or over the age of 18 who were mobile phone users are as follows. 57.1% are women, and 42.9% are men. 67.7% are single, and 32.3% are married. Findings on education level show that approximately 40% of participants have a bachelor's degree, and the number of participants who have an associate degree and master's degree is equal (12.9%). 30.3% are high school graduates, while 5.2% are primary school graduates. Consumers between the ages of 18 and 31 constitute approximately 75% of participants. The rate of participants at 32-39 age range is 14.8%, and about 10% of participants are over the age of 40. The monthly income of 40% of participants is 2000 TL or less, and the monthly income of 20% of participants is between 2001 and 3000 TL. The rate of participants whose monthly income is between 3001 and 4000 TL (13.5%) is almost equal to the rate of participants whose monthly income is between 4001 and 5000 TL (11.9%) while the rate of participants who earn between 5001 and 6000 TL is 6.5%. The rate of participants who earn more than 6001 TL a month is 8.1%. Findings on participants' professions show that 13.2% are workers, 41.1% of students, and 10.3% of teachers. The rates of healthcare professionals and academicians (2.6%) are equal, and freelancers constitute 7.7% of participants. 2.9% of participants are shop owners, 5.5% housewives, and 6.1% engineers. The study sample also involves software developers, soldiers, public accountants, bank employees, and architects.

Results. In this section, researchers adopted the two-stage model that Anderson and Gerbing (1998) suggested. They analyzed thirty-nine items and 4-factor covariance structure measurement model of the study in terms of structural validity and reliability, and then tested research hypotheses through the structural model.

Researchers analyzed the convergent validity and discriminant validity in order to test the validity and reliability of the model.

Before passing onto the structural model, they evaluated the measurement model in terms of fit indices, regression weight, and modification indices (MI). Thus, fit indices obtained as a result of CFA (Confirmatory Factor Analysis) of the measurement model are χ^2/df=4,420; GFI=0,671; AGFI=0,614; TLI=0,836; CFI=0,850; RMSEA=0,105. These results show that the model needs improvement. For this purpose, researchers evaluated modification Indices (MI) of the model, and Table 1 presents the variables that they removed from the analysis.

Table 1. Statements Removed as a Result of First Order CFA

Structure	Item	Reason for Removal
Hedonic Value	HV10. While shopping, I felt a sense of adventure.	Having high covariance value with other (multiple) statements
	HV11. This shopping trip was a very nice time out.	Having high covariance value with other (multiple) statements
Utilitarian Value	UV4. I was disappointed because I had to go to another store(s) to complete my shopping.	Low standardized regression (estimated) coefficient
Brand Passion	BP7. This brand reflects my sense of excellence.	Having high covariance value with other (multiple) statements
Brand Loyalty	BL1. If I buy a phone, I prefer this brand again.	Having high covariance value with other (multiple) statements
	BL2. Compared to other brands, I think I am more loyal to this phone brand.	Having high covariance value with other (multiple) statements

Source: developed by the authors

Researchers considered it suitable to remove statements in Table 1 from the analysis and test Structural Equation Model. Table 2 presents the Fit indices of the model after removing these statements from the analysis. Measurement model fit indices shown in Table 2 are acceptable, which indicates the fit between model and data (Doll et al., 1994; Mishra and Datta, 2011).

Table 2. Results on Measurement Model

Constructs	Loadings (λ)
Hedonic Value: AVE: 0,625 CR: 0,937 Cronbach's a: 0,938	
HV1. This shopping trip was truly a joy.	0,844
HV2.I continued to shop, not because I had to, but because I wanted to.	0,722
HV3. This shopping trip truly felt like an escape.	0,703
HV4. Compared to other things, I could have done; the time spent shopping was truly enjoyable	0,779
HV5.I enjoyed being immersed in exciting new products.	0,819
HV6.I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	0,880
HV7.I had a good time because I was able to act on the "spur of the moment."	0,856
HV8.I'm excited to find what I was looking for during shopping.	0,795
HV9. While shopping, I was able to forget my problems.	0,692
Utilitarian Value: AVE: 0,655 CR: 0,847 Cronbach's a: 0,828	
UV1. I accomplished just what I wanted to on this shopping trip.	0,734
UV2. I could buy what I really needed.	0,680
UV3. While shopping, I found just the item(s) I was looking for.	0,982
Brand Passion: AVE: 0,725 CR: 0,940 Cronbach's a: 0,945	
BP1. I take real pleasure in using this brand.	0,797
BP2. I am always happy to use this brand.	0,858

Continued Table 2

BP3. Discovering new products from this brand is a pure pleasure.	0,904
BP4. There is something almost «magical» about my relationship with this brand.	0,821
BP5. By buying this brand, I take pleasure	0,918
BP6. My relationship with this brand is very valuable to me.	0,804
Brand Loyalty: AVE: 0,785 CR: 0,948 Cronbach's a: 0,947	
BL3. If I am going to buy a phone, this is the only brand I will buy.	0,866
BL4. When I go shopping, I don't even notice competing brands.	0,806
BL5. If this particular brand of X was not available at the store, I would rather not buy at all if I have to choose another brand.	0,899
BL6. I'll 'do without' rather than buy another brand.	0,909
BL7. Even if another phone brand is on sale, I still buy the same phone brand.	0,944
χ2/df: 553,001/221 = 2,502 CFI: 0,95 GFI: 0,87 AGFI: 0.83 TLI: 0,94 RMSEA: 0,07	

Source: developed by the authors

Researchers tested the structural validity of scales with convergent validity and discriminant validity of structures. They evaluated the factor loads of each structure in order to examine convergent validity. They found that factor loads of all structures were 0.50, which indicated the evidence of convergent validity was above suggested value (Hair et al., 2010:710). It is also possible that there is convergent validity as an average variance value (AVE) found for all structures are above 0.50, which is the critical value (Fornell and Larcker, 1981). The fact that AVE values are above the suggested value 0.50 also shows that there is internal consistency (Berthon et al., 2005; Fornell and Larcker, 1981).

On the other hand, researchers also tested convergent validity by utilizing CR and AVE to examine the relationship between each statement and the factor or structure that it belongs to. Hair et al. (2010) stressed out that AVE value must be higher than 0.5 (AVE>0.5), and CR value must be higher than AVE (CR>AVE) for convergent validity. Analysis of these structures shows that CR values are higher than AVE values for each structure, and AVE values are higher than 0.5. Therefore, it is possible to state that structures have convergent validity.

Table 3 presents the correlations of structures. According to this table, the highest structure correlation of 0.46 is 0.85 below the suggested value. Accordingly, it is possible to state that the measurement model has discriminant validity (Kline, 1998:60). Moreover, the fact that the average variance (AVE) obtained for each structure is higher than the square of the correlation between each structure and other structures (Fornell and Larcker, 1981). Considering the values in Table 1 and Table 2, we might say that we provided discriminant validity.

Researchers tested the reliability of scales using Cronbach alpha and composite reliability (CR) statistics. Table 1 presents the reliability values. α and CR values for each structure are above the critical value 0.70 (Hair et al., 2010:710), which shows that all scales are reliable.

Table 3. Inter-Structural Correlations and Square of Correlations

Structures	(1)	(2)	(3)	(4)
1. Hedonic Value	**1,00**			
2. Utilitarian Value	,433*** *(,187*)*	**1,00**		
3. Brand Passion	,538*** *(,289*)*	,403*** *(,162*)*	**1,00**	
4. Brand Loyalty	,420*** *(,183*)*	,211*** *(,045*)*	,678*** *(,460*)*	**1,00**

Source: developed by the authors

After verification of the measurement model in terms of structural validity and reliability, researchers tested hypotheses with a structural equation model through Maximum Likelihood Estimation. Table 6 shows that fit indices statistics of the model are acceptable.

Table 2 presents the standardized estimations of the model (regression weights). Accordingly, the H1 hypothesis suggests that hedonic value influences brand passion. The structural model shows that hedonic value has a statistically significant influence on brand passion (β=0,506; p<0,001). H2 hypothesis suggests that utilitarian value influences brand passion. The structural model shows that utilitarian value has a statistically significant influence on brand passion (β=0,202; p<0,001). H3 hypothesis suggests that brand passion has a statistically significant influence on brand loyalty. Results show that brand passion has a statistically significant influence on brand loyalty (β=0,683; p<0,001). Accordingly, researchers accepted H1, H2, and H3 hypotheses according to the results of the hypotheses. Table 5 shows the results of the hypotheses.

Researchers calculated direct, indirect, and total influences in order to reveal all the influence of variables in the research model on brand loyalty. The influences that Table 4 presents stem from standardized structural coefficients.

Table 4. The Effects of Variables

Dependent Latent Variables	**Direct Effects**			**Indirect Effects**		**Total Effects**		
	Hedonic Value	Utilitarian Value	Brand Passion	Hedonic Value	Utilitarian Value	Hedonic Value	Utilitarian Value	Brand Passion
Brand Passion	,506**	,202**		,506**	202**	,506**	,202**	
Brand Loyalty			,683**	,346**	,138**	346**	,138**	,683**

Note: ** Coefficients are statistically significant at the level of p = 0.001.

Source: developed by the authors

Researchers used the «Bootstrap Method» in the analysis of direct, indirect, and total effects in Table 4 and their significance levels. As a Bootstrap method, «is a straightforward method to understand and use, which is far from intense mathematical formulas and has limited assumptions (Simon and Bruce, 1991) it yields reliable results in cases where known statistical methods and assumptions are insufficient» (Takma and Atil, 2006). Used in the analysis of mediating models, the Bootstrap method is taken as a part of the modern approach (Gurbuz, 2019). Analysis of the mediating model based on the contemporary approach focuses on calculating indirect effects and making inferences from the calculated values. Thus, the indirect effect is «the multiplication of the effect of estimation variable on mediating variable» and «the effect of mediating variable on the outcome variable». According to this, researchers consider that the mediating model is verified, and there is no need for another test if the indirect effect of the estimation variable is significant as a result of the Bootstrap test (Gurbuz, 2019: 55).

According to the findings that Table 4 presents, the effect of hedonic value on brand loyalty mediated by brand passion was β=.346; p<0,001. This result reveals that brand passion plays a mediating role in the relationship between hedonic value and brand loyalty. On the other hand, the effect of utilitarian value on brand loyalty mediated by brand passion was β=.138; p<0,001. Thus, paths in Table 4 that describe the indirect effects are statistically significant, which shows that indirect effects are significant. The fact that the indirect effects of estimation variables as a result of the Bootstrap test are significant also shows that the mediating model is verified.

Moreover, there is no need for another test (Gurbuz, 2019: 55). In this context, this result shows that brand passion plays a mediating role in the relationship between utilitarian value and brand loyalty. Table 5 presents the results of H4 and H5 hypotheses.

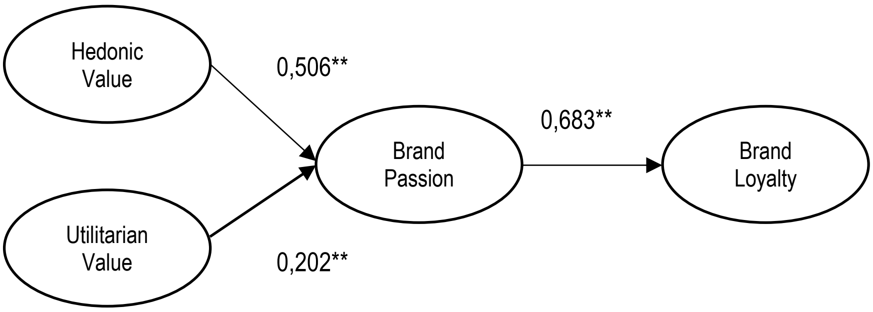

Figure 2. Results on Structural Equation Model

Note: ** p <0,001

Source: developed by the authors

Table 5 presents the results of the hypotheses.

Table 5. Hypothesis Test Results

Hipotezler	Std. Reg. Weights (β)	C.R.*	p	Results of Hypotheses
Hedonic Value → Brand Passion	0,506	8,515	***	H_1 Accepted
Utilitarian Value → Brand Passion	0,202	3,885	***	H_2 Accepted
Brand Passion → Brand Loyalty	0,683	12,061	***	H_3 Accepted
Hedonic Value → Brand Passion → Brand Loyalty	0,346	-	,001	H_4 Accepted
Utilitarian Value → Brand Passion → Brand Loyalty	0,138	-	,001	H_5 Accepted

Note: ***Coefficients are statistically significant at the level of p = 0,001.

Source: developed by the authors

Table 6 includes the fit indices of the structural equation model and R^2 values. Research model values on the table fit the suggested values (optimal) of model fit indices used commonly in the literature (Doll et al. 1994; Mishra and Datta, 2011).

Table 6. Structural Equation Model Fit Indices

Structural Equation Model	Fit Indices					
	χ^2/df	GFI	AGFI	TLI	CFI	RMSEA
	636,176/224 = 2,840	0,86	0,83	0,93	0,94	0,08
Recommended (Optimal) Values*	≤ 5	≥ 0,8	≥ 0,8	≥ 0,9	≥ 0,9	≤ 0,08
R^2 (Brand Passion) =0,30 ***R^2 (Brand Loyalty) =0,47***						

Source: developed by the authors

A review of R^2 value in Table 6 shows that brand passion variance is at 0.30 and brand loyalty at 0.47 levels.

Conclusion. Three essential theoretical contributions emerged as a result of this study that researchers carried out in order to analyze the mediating role of brand passion in the effect of shopping value (hedonic and utilitarian value) perceived by smartphone consumers on brand loyalty. The first is that this study is different from other studies in literature in the way that it focuses on smartphones, which are at the upper ranks of the technological product category. The fact that this study only deals with mobile phones makes it different and essential as studies on electronic and technological products often focus on the general situation. Considering the current marketing and brand literature, the second contribution is the analysis of hedonic and utilitarian values as antecedents of brand passion and the direct relationship between them. In this context, this is one of the pioneering studies that deal with the brand passion, brand loyalty, and value attributed to shopping together in the smartphone selection of consumers.

Moreover, the study reveals its focus on brand loyalty as a consequence of brand passion in a holistic framework as it emphasizes the direct relationship between the two variables. Finally, the third noteworthy contribution is the analysis of the mediating role that brand passion plays in the relationship between brand loyalty and both hedonic and utilitarian value in addition to the direct effects. Thus, the study reveals the probable mediating role that brand passion plays in establishing brand loyalty in terms of hedonic and utilitarian value attributed by consumers to smartphone preferences.

This study found that hedonic value attributed by smartphone consumers to shopping has a statistically significant influence on brand passion (β=0,506; p<0,001). Results obtained in this study overlap with the studies of Bauer (2007) and Huber (2017). On the other hand, the study also reveals that utilitarian value attributed by smartphone consumers to shopping has a statistically significant influence on brand passion (β=0,202; p<0,001). This result differs from the findings of Huber's (2007) study that reveals that there is no significant relationship between utilitarian value and brand passion.

Study results also show that brand passion has a positive influence on brand loyalty (β=0,683; p<0,001). Studies that Hemsley-Brown and Alnawas (2016), Pourazad et al., (2019) and Albert et al., (2013) carried out this finding. This study also reveals that brand passion mediates the relationship between hedonic value and brand loyalty (β=0,346; p=0,001). Again, researchers observed in this study that brand passion mediated the relationship between utilitarian value and brand loyalty (β=0,138; p=0,001).

This study has several limitations, in addition to its theoretical contributions. The study sample involves only Turkish smartphone users at or over the age of 18. It is not possible to generalize the study results as researchers selected the study sample with a convenience sampling method. Therefore, study results are valid only for the study sample. To conclude these results, it is essential to carry out a study on smartphone purchase preferences of consumers from different profiles. This study also evaluates the relationship between brand passion, hedonic value, utilitarian value, and brand loyalty based on smartphone brands. Future studies might select another technological product or product category for evaluation. Considering the variables used in this study, future studies must deal with different roles of different antecedents. On the other hand, it would be useful for both researchers and implementers to carry out studies based on socio-cultural variables that might influence brand loyalty and brand passion. As it has become an essential parameter for businesses to know the value components of consumers in establishing loyal customer group, it might be a remarkable aspect in structuring market components.

Author Contributions: T. Y., M. S. prepared the outline of the paper and both authors wrote abstract, T. Y.; developed theoretical background and literature review, M. S.; provided data and prepared methodology, M. S.; performed the analysis and visualization of results, T. Y. and M. S.; wrote discussion, T. Y., M. S. ; was responsible for references control.

References

Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press.

Albert, N., Merunka, D., & Valette-Florence, P. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research*, *66(7)*, 904–909. [Google Scholar] [CrossRef]

Anderson, J. C., & Gerbing, D. W. (1998). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103(3)*, 411–423. [Google Scholar]

Astakhova, M., Swimberghe, K. R., & Wooldridge, B. R. (2017). Actual and ideal-self congruence and dual brand passion. *Journal of Consumer Marketing*. [Google Scholar] [CrossRef]

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research, 20 (4),* 644–656. [Google Scholar] [CrossRef]

Bauer, H. H., Heinrich, D., & Martin, I. (2007, December). How to create high emotional consumer-brand relationships? The causalities of brand passion. In *2007 Australian & New Zealand Marketing Academy Conference Proceedings* (pp. 2189-2198). [Google Scholar] []

Berthon, P., Ewing, M. & Hah, L. L. (2005). Captivating company: dimensions of attractiveness in employer branding. *International Journal of Advertising*, *24(2),* 151-172. [Google Scholar] [CrossRef]

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, *17(2)*, 79-89. [Google Scholar] [CrossRef]

de Kervenoael, R.D., Schwob, A., Palmer, M. & Simmons, G. (2017). Smartphone chronic gaming consumption and positive coping practice. *Information Technology & People*, *30(2),* 503-519. [Google Scholar] [CrossRef]

Doll, W. J., Xia, W. & Torkzadeh, G. (1994). A confirmatory factor analysis of the end-user computing satisfaction instrument. *MIS Quarterly*, 453-461. [Google Scholar] [CrossRef]

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement errors. *Journal of Marketing Research*, *18(1)*, 39–50. [Google Scholar] [CrossRef]

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, *24(4)*, 343–373. [Google Scholar] [CrossRef]

Gurbuz, S. (2019). *Sosyal bilimlerde araci, duzenleyici ve durumsal etki analizleri*. Ankara: Seckin Yayincilik.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. & Tatham, R. L. (2010). *Multivariate data analysis*. New Jersey. Pearson Prentice Hall: Upper Saddle River.

Hemsley-Brown, J. & Alnawas, I. (2016). Service Quality and Brand Loyalty: The Mediation Effect of Brand Passion, Brand Affection, and Self-Brand Connection. *International Journal of Contemporary Hospitality Management*, *28 (12)*, 2771-2794. [Google Scholar] [CrossRef]

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods, and propositions. *Journal of marketing*, *46(3)*, 92-101. [Google Scholar] [CrossRef]

Huber, F., Meyer, F., & Schmid, D. A. (2015). Brand love in progress–the interdependence of brand love antecedents in consideration of relationship duration. *Journal of Product & Brand Management*. [Google Scholar] [CrossRef]

Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, *59(9),* 974–981. [Google Scholar] [CrossRef]

Kemp, S. (2019). Digital 2019: global internet use accelerates. Retrieved from https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates.

Kemp, S. (2020). Digital 2020: Turkey. Retrieved from https://datareportal.com/reports/digital-2020-turkey?rq=digital%202020%20turkey

Kesari, B. & Atulkar, S. (2016), Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services, 31*, 22–31. [Google Scholar] [CrossRef]

Kline, R. B. (1998). *Principles and practice of structural equation modeling*. NJ: The Gilford Press.

Kotler, P. & Keller, K. L. (2016). *A framework for marketing management* (6th Edition). Global Edition, Pearson Education.

Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th Edition). Pearson Education.

Mishra, P., & Datta, B. (2011). Perpetual asset management of customer-based brand equity-The PAM evaluator. *Current Research Journal of Social Sciences*, *3(1),* 34-43. [Google Scholar]

Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of marketing research*, *29(3)*, 314-328. [Google Scholar] [CrossRef]

Mukherjee, K. (2019). Social media marketing and customers' passion for brands. Marketing Intelligence & Planning. [Google Scholar] [CrossRef]

Okumus, B., & Bilgihan, A. (2014). Proposing a model to test smartphone users' intention to use smart applications when ordering food in restaurants. *Journal of Hospitality and Tourism Technology, 5(1),* 31-49. [Google Scholar] [CrossRef]

Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10-11), 1160-1166. [Google Scholar] [CrossRef]

Ozturk, A. B., Nusair, K., Okumus, F., & Hua, N. (2016). The role of utilitarian and hedonic values on users' continued usage intention in a mobile hotel booking environment. *International Journal of Hospitality Management*, *57*, 106–115. [Google Scholar] [CrossRef]

Pourazad, N., Stocchi, L., & Pare, V. (2019). The power of brand passion in sports apparel brands. *Journal of Product & Brand Management*. [Google Scholar] [CrossRef]

Simon, J. L., & Bruce, P. (1991). Resampling: A tool for everyday statistical work. *Chance, 4(1)*, 22-32. [Google Scholar] [CrossRef]

Smircich, P. (2012). *Smartphones: New user paradigms and behaviors.* Mind Commerce. Retrieved from https://www.academia.edu/26641405/Smartphones_New_User_Paradigms_and_Behaviors?auto=download

Sternberg, R. J. (1986). A triangular theory of love. *Psychological Review, 93 (2)*, 119. [Google Scholar]

Swimberghe, K. R., Astakhova, M., & Wooldridge, B. R. (2014). A new dualistic approach to brand passion: Harmonious and obsessive. *Journal of Business Research*, *67(12)*, 2657-2665. [Google Scholar] [CrossRef]

TAKMA, C., & Hulya, A. T. I. L. (2006). Bootstrap metodu ve uygulanisi uzerine bir calisma 2. Guven araliklari, hipotez testi ve regresyon analizinde Bootstrap metodu. *Ege Universitesi Ziraat Fakultesi Dergisi*, *43*(2), 63-72. [Google Scholar]

Толга Ялчантекін, *Університет Сакарії (Туреччина);*

Метін Сайгілі, *Ph.D., доцент, Університет прикладних наук Сакарья (Туреччина).*

Лояльність бренда на ринку смартфонів: взаємозалежність між відношенням до бренда, гедоністичними та утилітарними цінностями

У статті авторами систематизовано аргументи та контраргументи у рамках наукової дискусії щодо факторів впливу на лояльність споживачів до брендів смартфонів. Головною метою дослідження є аналіз взаємозв'язку між гедоністичними та утилітарними цінностями, відношенням та лояльністю до бренду на прикладі ринку смартфонів Туреччини. У статті наголошено на прямому взаємозв'язку між відношенням та лояльністю до бренда. Авторами зазначено, що особливістю даного дослідження є аналіз лояльності споживачів лише до брендів смартфонів вищих технологічних категорій, що відрізняє та придає більшого значення даній роботі, порівняно із попередніми. У роботі використано позитивістський підхід як кількісну схему проведення дослідження, для аналізу факторів, які впливають на лояльність до бренду на ринку смартфонів. Детерміновану вибірку даних сформовано з результатів опитування 330 користувачів смартфонів віком від 18-ти років. Вихідні данні для дослідження були зібрані на основі онлайн-опитування. Емпіричне дослідження проведено з використанням системи рівнянь структурного моделювання. Емпіричні результати дослідження свідчать про статистично значущий взаємозв'язок між відношенням до бренда, гедоністичними та утилітарними цінностями, а також між відношенням та лояльністю до бренда. Авторами встановлено, що гедоністична (β=0,506; p<0,001) та утилітарна цінності (β=0,202; p<0,001) мають позитивний статистично значущий вплив на віднощення до бренду, тоді як відношення до бренду (β=0,683; p<0,001) має позитивний статистично значущий вплив на лояльність до нього. Авторами зазначено, що відношення до бренда є описовим фактором взаємозв'язку між гедоністичною та утилітарною цінностями, а також лояльністю до бренда. Таким чином, гедоністична та утилітарна цінності, відношення до бренда позитивно впливають на підвищення лояльності споживачів до брендів смартфонів.

Ключові слова: лояльність до бренду, пристрасть до бренду, гедоністична цінність, смартфон, утилітарна цінність.

Manuscript received: 18.11.2019.