



Impact of Item Attribute and Expenditure on Buyers Pleasure: Moderating Role of Buyers Quality

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Abstract

This study seeks to assess the impact of item attribute and expenditure on consumer satisfaction and the mediating effect of buyer quality in the context of the convenience good of toothpaste. The main goal of this study is to understand how consumers perceive toothpaste quality in an urban setting. The methodology of this study is based on a positivism paradigm survey and a quantitative approach. It also uses inferential statistics as well as structural equation modeling. The participants are adults aged 17 and over who purchase toothpaste at Shoprite in Sagamu Ogun State, Nigeria. 110 respondents attended the mall for additional support. On the other hand, a purposeful sampling approach was used to make sure that the participants chosen are in line with the goals of the study. According to the study, the quality of the toothpaste that the consumer has bought is not necessarily the most important factor in their satisfaction with the toothpaste; compliance with standards is more likely to be based on the attributes of the product.

Keywords: consumer quality; buyer satisfaction; expenditure; and item attribute.

Keyword: Flour, plantain, Wheat

Introduction

It can be inferred that the satisfaction of the customer will be determined by the quality and cost of the products desired by the customer. This is supported by the findings of Bei and Chiao in 2001, Khan and Ahmed in 2012, and Sugiarti in 2013. Item attribute is a key factor in determining consumer pleasure, while expenditure can also be used as a source of profit and customer satisfaction, Jahanschahi 2011. Additionally, Ma and Ding in 2010 state that buyer quality delivery can meet buyer demand and make the buyer satisfied. Finally, Sugiarti states that better buyer quality as compared to competitors will make the buyer feel satisfied and drive them to be loyal.

A lot of research has been done over the last decade to figure out how item attribute affects buyer quality, how item attribute affects spending, how item attribute and buyer pleasure interact, and how buyer quality and buyer satisfaction interact. However, there is still limited research into the impact of convenience goods on urban life. For example, the concept model from Zeithaml from 1988 showed that there was no correlation between spending and item attribute, but the concept model from Bey and Chiao from 2001 showed that there was a correlation between expenditure and item attribute. This is backed up by the study from Jahanschahi from 2011, which found that consumer happiness was affected by spending, and the study from Hanzae & Yazd from 2010, which found the same thing had an impact on buyer quality. In Munisih (2015), it was demonstrated that the item attribute could influence the buyer's quality of service. However, Tu (2013) found that buyer quality had an impact on customer satisfaction. To further investigate the link between item attribute, spending, and customer satisfaction, the Structural Equation Model (SEM) with the Buyer Quality Moderator was developed. Nigerian toothpaste market is largely dominated by a few leading brands, such as: (1) Pepsodent;



(2) Close Up; (3) Oral-B; (4) Sensodyne; (5) Colgate; and (6) Other brands. The top brand index of the market for the period 2007 to 2013 shows that Sensodyne held the top spot, outperforming the other leading brands such as (1) Close Up, (2) Colgate; (3) Other brands, and (4) Other brands. Over the years, Sensodyne toothpaste's Top Brand Index has been on a declining trend, with the average rising and falling. In 2007, it was 75.7%, and in 2013, it was 71.6%. The average top brand index for the remaining toothpaste brands, such as Colgate, was 8.9% in 2007 and 9.1% in 2013, with a tendency to increase over time.

The top brand index for Close UP was 6.7% in 2007 and 6.6% in 2013, while the top brand index for additional toothpaste was 4.2% and had a tendency to increase from 4.4% in 2007 and 4.7% in 2013, respectively. Sensodyne experienced a decrease in its top brand index due to intense competition from competing toothpaste manufacturers and the development of new products. This study primarily focuses on Sensodyne buyers' perception of the product, as it is perceived as a convenience good in the urban community. The study also tries to explain why toothpaste prices are the way they are in order to make sure customers are happy and to show how buyer quality affects the price of the product.

Buyer Pleasure

Kotler and Keller define the term "pleasure" as a person's "feelings of satisfaction" or "feels of disappointment" that result from the comparison of how something works (or doesn't work) with what they expected to gain from it. While Jahanshahi (2011) asserts that "buyer pleasure is the result of a buyer's perception of the quality received in a transaction or relationship where quality equals perceived service attribute relative to expenditure and buyer acquisition costs" The study by Tu (2013), on the other hand, found that buyer pleasure is seen as a driver of repurchasing intent and behavior, resulting in an organization's future revenue and profit.

What is Customer Satisfaction?

Customer satisfaction is a measure of how satisfied a customer is with the quality of a product or service after receiving it against their expectations.. The level of satisfaction is determined by the performance of those goods or services against the customer's wants and desires.

What does a satisfied customer mean?

A satisfied customer is one who believes that the performance of their product or service is equivalent to that of another comparable product or service and this convinces them to purchase it again.

What would a frustrated customer say?

If a frustrated customer were to purchase a product or service and was not satisfied with it, it would discourage other customers from making the same purchase and the customer would switch to another brand. Buyer pleasure is defined by Kotler and Armstrong (2012) as "the extent to which perceived performance of a product meets or exceeds the expectations of the buyer."(Kotler, Keller and Nguyen,1998) define customer satisfaction as the willingness to recommend a product, level of loyalty, level of satisfaction and level of interest in repeat purchases.

Buyer Quality

Monroe (1990) defined buyer quality as "the difference between the quality attribute or benefit



buyers perceive in a product or service and the trade-off they perceive in paying for it." Naumann (1995) showed that buyer quality is created when buyers' expectations meet or exceed each of these three dimensions. Only when all three dimensions are in balance does buyer quality reach its highest level. Ma and Ding (2010) take a different approach, saying buyer quality is directly linked to the benefit of the product or service. On the other hand, Sugiarti (2006) said buyer quality is "an assessment of the benefits buyers perceive in connection with the investment they made in acquiring the product or service".

Buyer quality is measured by comparing the benefits and sacrifices made by the buyer. The sacrifice made by the buyer is in line with the exchange process, including transaction charges, and the risk of products offered by the company. From then on, the buyer will be disappointed when the products provided by the company do not meet their expectations as measured by the financial sacrifices made by them. On the other hand, the buyer will experience joy when the ratio quality meets or exceeds their expectations.

Another theory about consumer quality is that it is consumer perception of the quality and utility in relation to cost-saving measures of the toothpaste. Functional, emotional and social quality can be used to measure a buyer's quality. (Kotler & Keller (2012), Afiff & Astuti (2009), and Shoki (2012).

Item Attribute

An item can be anything that can be offered to a market for purchase, acquisition, use, or consumption to meet a specific need or want. Zeithaml (1988), defines an item's attribute as "the quality that determines whether or not it fulfils an explicit or implicit customer want."

Ehsani (2015) defines an attribute as "the buyer's perception of an item's overall attribute or superiority in relation to alternatives." Kotler (2012) and Armstrong (2012) define an attribute as "any quality that has an effect on whether or not an item fulfils a specific customer want."

It is essential to emphasize that the attribute of an item is not evaluated from the company's point of view, but rather from the point of view of the buyer. As a result, it raised two significant factors that influence an item's attribute: the expected and perceived item attribute. To put it another way, if the expected item attribute is met, then the buyer perceives the item attribute as good attribute and is satisfied with it. On the other hand, if the perceived attribute is not met, then the item attribute as perceived by the buyer is qualified as bad item attribute. Consequently, the qualification of bad and good item is dependent on the company's ability to meet the buyer's expectations. This implies that the company's capability to qualify both bad and good items must be met.

When it comes to toothpaste, an attribute is something that affects how well the product can meet the customer's needs, either explicitly or subconsciously. Garvin (1987), Kotler (2012), and Keller (2012) list some of the attributes that make up a product's attribute. These include performance, features, durability, compliance, serviceability, appearance, and perception.

Expenditure

From the consumer's point of view, "expenditure" is defined as "what is surrendered or forfeited in exchange for a good or service" (Zeithaml (1988)). Kotler (2012) defined expenditure as "the amount of money paid for an item or service; the amount of the quality of the item or service that



buyers surrender or forfeit in exchange for the convenience of having or using the item or service”, while Bei (2001) defined it as “the expenditure of the goods or services that are surrendered or forfeited to obtain a service or item” (Bei (2001).

Customers' perception of an expense, including the range of prices, can have a significant influence on their willingness to purchase an item. Buyers will be attentive to the prices of other buyers; no one desires to spend more than other buyers. The fairness of a cost will influence how customers perceive it, which in turn will influence their willingness to purchase.

In the case of toothpaste, an expenditure is the amount of money spent on the product; it is the quality of the toothpaste that is sacrificed in exchange for the possession or use of the product. An expenditure is a quantity that can be measured and is made up of a number of elements, such as its affordability, its fairness, its discounted cost, its competitive cost, and its suitability.

Methodology

This study was categorized as Explanatory Research according to the goals of the study. Hypothesis testing is the study of the relationship between different variables.

The individual analysis unit in this study was the structured interview with toothpaste customers. In addition to the survey, the questionnaires were also used to gather data.

The 49 items in the questionnaires were scored on a five-point Likert scale, with 1 being strongly disagreeing and 5 being strongly agreeing.

The data was processed by statistical tool AMOS. Structural equation modeling was used to analyze the data.

All of Ogun State's toothpaste purchasers made up the study's population. This study was conducted over a period of two months. The participants were observed at the mall where Sensodyne is sold. The 110 total responders decided on the sampling of the study. Each participant, adult and adolescent, had the same opportunity to meet the requirements of the study.

According to Hair (2010), the 110 respondents met the requirements for SEM analysis. This requires sample analysis units (SAMs) of 100 to 200.

The sampling methodology was developed over two months and was based on a simple random sample of Sango Ota mall patrons.

Conceptual Framework

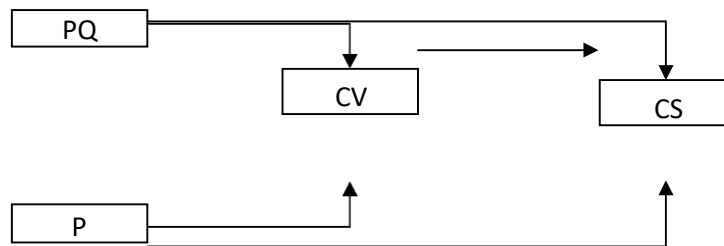
This conceptual framework builds on some of the results from previous studies. The relationship between item attributes and expenditure and buyer quality explains why consumers will perceive an item as higher quality when its item attribute is higher than its expenditure. This implies that item attributes and cost influence buyer quality. Hanzaee (2010), Yazd (2015), Munisih (2015) illustrate the link between item attribute, expenditure and buyer quality.

This theory is based on research from Bei and Chiao from 2001, Jahanshahi from 2011, Suwarni & Mayasari from 2011, Malik from 2012, Saidani & Arifin from 2012, Alfin from 2013, Basith from 2014, Yesenia & Siregar from 2014, Lonardo & Soelasih from 2014, and Ismail from 2014. Basically, if you



have a better understanding of how item attribute and spending affect customer satisfaction, then you'll have a better idea of how much enjoyment you'll get. The best way to think about it is that buyer quality will have a positive effect on how much pleasure you get. Hidayat & Tu from 2009, Sugiarti from 2013, and Mardicawati from 2013 are all good examples of this reviews.

Figure 1. The Conceptual Framework of the Research



Note:

PQ = Item Attribute; P = Expenditure; CV = Buyer Quality; CS = Buyer Pleasure

Research Hypothesis

H1: The item attribute and expenditure significantly influenced the quality of toothpaste buyer.

H2: Toothpaste buyer pleasure is affected by the item attribute and expendituresignificantly.

H3: Buyer quality has a significant effect towards toothpaste buyer pleasure.

H4: The item attribute and expenditure could influence buyer pleasure significantlythrough buyer quality.

Research Results

The research variables for this study are Item Attribute, Expenditure, Buyer Quality and Buyer Pleasure. The study consists of 49 Item Questionnaires which have been validated and tested for their reliability and validity. The results of the test indicated that the 49 Item Questionnaires were valid and reliable. This indicates that the respondents comprehend the Questionnaires and are consistent on the stated statement point. The quality of the loading factors is one of the indicators used to measure latent variables in the study.



The Quality of Factor Loadings Research Indicators

Standardized quality of Loading Factors

Item Attribute		Expenditure		Buyer Quality			
Performance	0,772*	Affordable Expenditure	0,786*	Function Quality		Loyalty	0,978*
Features	0,837*	Normal Expenditure	0,700*	Emotional Quality	0,871*	Expectations	0,852*
Reliability	0,901*	Discounts	0,710*	Social Quality	0,745*	Re-purchase Interest	0,983*
Conformity	0,918*	Competitor Expenditure	0,638*			Small Desire of Complaint	0,786*
Durability	0,774*	Suitability	0,612*			Recommendation Willingness	0,875*
Service	0,831*					Company's	0,869*
Aesthetic	0,837*	Perception Attribute					

0,834*Note: significant level of less than 0,0



The results show that each research indicators are able to reflect the measured variable, it could be seen from the factor loadings of each indicator which are over 0,5 and the probability quality for each indicator which do not exceed the error rate of 0,05.

The findings which are related to the perception of the measured variable showed that the item attribute is mirrored by the conformity of the item. At the same time, the item expenditure is reflected by a more affordable expenditure while the item quality is showed by the quality function of the toothpaste item and buyer pleasure is represented by the interest of the buyer to re-purchase the items repeatedly.

The evaluation criteria for goodness of fit showed that the X^2 count quality (Chi-Square) is 224,924 less than the X^2 table quality (Chi-Square) at 237,24 with the error rate of 0,05 and the degree of freedom by 203. The probability level of Structural Equation Modeling (SEM) model is 0,061, greater than 0,05. Referring to that, this comparison shows that the variation of the model indicates not much different from the facts of existing research so that it can be concluded that the SEM model is acceptable for further analysis, as seen in Figure 2.

Based on the findings above, it indicates that the item attribute and expenditure has a positive and significant impact on buyer quality. The item attribute and expenditure are able to affected buyer pleasure significantly and positively. Buyer quality also delivers a significant and positive effect towards buyer pleasure. This test results proved that buyer quality is a successful moderator for item attribute and expenditure in order to improve buyer pleasure, means that buyer quality is important to satisfy the expenditure when buyers feel that there is a match on item attribute and expenditure. Based on the path analysis, it is found that the most powerful track is in the influence of the expenditure and attribute with buyer pleasure. So, the findings of this study indicate that the toothpaste item attribute is important to increase the buyer pleasure.

Discussion

Item Attribute, Expenditure and Buyer Quality.

The results showed that the attribute and expenditure of the item encourage the increase of buyer quality, means that the attribute standards of toothpaste also the normal and the relatively low expenditure will increase the functional quality that ensures the maintenance and freshness of our tooth and mouth. In other words, there is a high correlation in between the item attribute and expenditure with the quality of the buyer, if the increased item attribute and expenditure is competing, it will create an increase in buyer quality.

There is a similarity in the research of Munisih and Soliha, (2015) with this study, which explains that the increase in the buyer quality requires an increase in the item attribute as well. The results of this study support the research of Hanzaee and Yard, (2010) which proves that expenditure has a positive effect on buyer quality. This means that the item attribute in accordance with the standard toothpaste item as a convenience item along with its reasonable expenditure is capable of creating a functional quality on the item.

Item Attribute, Expenditure and Buyer Pleasure.

This research found that the item attribute improvement and the competitive expenditure could increase buyer pleasure. Logical consequences when the buyer is satisfied with the reliable toothpaste that emphasizes a standardized attribute followed with an affordable expenditure can increase the buyer



pleasure, it appears in the interest of the buyers to re-purchase over and over again.

The result of this study is also similar to the research of Jahanshahi, (2011), and Senthilkumar, (2012) which proved that the attribute of the item can improve buyer pleasure. This is also supported by the study of Malik (2012) with Ehsani and Ehsani, (2015), they said that the expenditure can increase buyer pleasure. The comparisons with previous studies explain that item attribute and expenditure has a good level of generality to improve buyer pleasure.

Buyer Quality and Buyer Pleasure.

The results proved that buyer quality could boost buyer pleasure, this means that the toothpaste function to ensure our dental health and freshness in our mouth will increase the interest of buyers to buy again. Functional toothpaste items which are able to create oral health could make the buyers to re- purchase. Toothpaste is a daily necessity, the people who once bought a toothpaste item and felt the benefits of the item will later choose the same item with the same brand and even choose the same seller as well. Therefore, toothpaste item can be categorized as a convenience item. The link between buyer quality and buyer pleasure has proven a high impact; the better the buyer quality, the higher the buyer pleasure. The results of this study do not differ from the research of Sugiarti, (2013), even though it was conducted in a different location, it has proven that buyer quality can improve buyer pleasure in Nigeria.

The Role of Buyer Quality

The research found that item attribute and expenditure is able to boost buyer quality where it ultimately creates a buyer pleasure. The meaning behind that statement is that buyer is an important part of this discussion. The facts show that the attribute and expenditure of the item becomes an option to increase buyer pleasure. However, in Ogun State, item attribute increased buyer pleasure better than the expenditure. When the attribute and expenditure is in accordance with buyer expectations, the buyer will be satisfied without examining the quality of the item. This means that the functional quality of the toothpaste item is not enough to be a proper major consideration in satisfying the buyer of toothpaste item. While at the same time, it is precisely the attribute of the item itself that create a pleasure in advance. Why? The functional quality of a dental item still could not explain the quality of the item. This is because of the competition among toothpaste items, which the market or buyers are faced with various brands of toothpaste and even some outlet in Ogun State offer a cheaper expenditure.

Conclusion and Future Research

From this, we can pull out a conclusion that a better item attribute through the conformity of item and competitive expenditure through affordable expenditure can increase buyer quality. By considering the functional quality of the item, it will ensure the maintenance of healthy teeth and freshness of the mouth and increase buyer pleasure, so that buyers are interested in re-purchase. The important finding from this research is that the functional quality of toothpaste item is still not enough to be the proper major consideration in satisfying the buyers. However, it is precisely the attribute of the item that complies a standardization of a toothpaste which could create a pleasure.

Based on the observations above, toothpaste industry produces a daily necessity item which has a high level of competition. Therefore, the manufacturers need some efforts to improve the item competitiveness. Related to the design of structural equation modeling in this study, future researchers are advised to test the item competitiveness as the moderator of buyer quality towards buyer pleasure.



The research of Respati, (2010) explained that the power of item competitiveness can be measured by several indicators such as conformance to design specification, item performance, item durability, and item reliability.

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