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# Perceived Value, Personality and Behavioral Intention of Electronic Brands Customers in Kenya

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**Abstract-** *Electronic retail firms experience high customer turnover, frequent customer switching and complaint behavior which can be attributed to their focus on immediate brand sales with minimal focus on customers' individual personalities and value perception. The study examined the moderating effect of personality on the relationship between perceived value and behavioural intention of electronic brand customers. The specific objectives of the study were to establish the: effect of customer, logistic and relationship values on behavioral intention and the effect of customer personality on the relationship between customers perceive logistic and relationship value and behavioral intention of electronic brand customers. The study was guided by: theory of reasoned action, personality theory and customer value models. The study adopted explanatory research design while the target population was 32,567 customers from which a sample of 400 respondents was obtained using multi-stage sampling procedure. Data was collected using questionnaires and analyzed using hierarchical regression. The results revealed that customer perceived relationship value ( $\beta = .246$ ;  $p < .000$ ) has significant influence on behavioural intention of electronic brand customers, while perceived logistic value ( $\beta = .049$ ;  $p > .000$ ) does not. The findings also confirmed that customer personality has significant negative ( $\beta = -.053$ ;  $p < .000$ ) and positive ( $\beta = .046$ ;  $p < .000$ ) effect on the relationship between logistic and relationship values and behavioural intention of electronic brand customers. Therefore, relationship value significantly influence the behavioural intention of electronic brand customer, while perceived logistic value does not. In addition, personality partially moderates the relationship between perceived brand, logistic and relationship values and behavioural.*

**General Terms-** *Marketing, Brands, Electronics, Customers*

**Keywords-** *Perceived Value, Behavioural Intention, Relationship Value, Logistic Value, Customer Personality*

## 1. INTRODUCTION

Customer behavioural intentions is an important aspect in a competitive market because favourable behavioural intentions lead to firms' increasing their volume of sales, ensuring positive word of mouth, increasing customer referrals and loyalty (White & Yu, 2005[58]; Lobo, Maritz, & Mehta, 2007[32]). Various authors (Ha & Jang, 2010[22]; Chen & Dubinsky 2003[8]; Tsao & Chang, 2010[54]) have acknowledged customer perceived value as being important contributor of behavioural intentions. Kang, *et al.*, (2004[29]), Zeithaml, Berry and Parasuraman, (1996[62]) observed that understanding customer value perception can play an important role in determining organizations value delivery and by extension individual brands competitiveness and performance in the market. This is especially important in markets

that are competitive, volatile, and prone to innovative disruptions such as the consumer electronic markets. The electronic retail sector is characterized by increased level of competition because of easy entry and exit firm behaviour and increased diversity of brands. Thus most of the firms in the sector are focused on the immediate sales with no long term focus on customers' individual personalities and value perception which eventually affect the behavioural intention of their customers. Consequently the sector experiences high customer turnover, negative word of mouth, price intolerance, relatively decreasing volume of purchase per retail firm, frequent customer switching and complaint behavior. The sector is therefore unstable characterized by poor performance and high failure rates of firms. Therefore understanding the relationship between customers' perceived value and behavioural intention and the role of customer personalities in influencing perceived

customer value delivery and customer behavioural intention of electronic brand customers is important. This will help in ensuring the performance and the growth of the electronic sector as a whole. Several scholars have investigated the relationship between behavioural intentions with other variables such service, customer satisfaction, perceived value, loyalty, among others (Qin & Prybutok, 2009; Vijayadurai 2008; Zeithaml, *et al.*, 1996, Basaran & Ksoy, 2017[62]) and concluded that a positive relationship exists between these variables and behavioural intentions. But these studies largely ignored other emerging variables such as relationship value and social value which are equally important in influencing customer behavioural intention. Indeed Ehigie (2006) and Saha (2009) recommended that other factors that could affect customer behaviour intention should be investigated. Likewise Santonen, (2007) also observed the need to conduct an empirical investigation on the relationship between behavioural intentions and other relevant factors in order to effectively explain customers' behavioural intentions. A sizeable number of previous empirical work on behavioural intention were mostly conducted outside Africa, yet some studies have shown that unique contextual factors existing in different countries influence buying-habits and behaviour of customer (Jabnoun & Khalifa, 2005, Gilbert & Tsao, 2000). Furthermore researches conducted on the effect of personality on consumer buying behavior such as those of Tan, Foo, and Kwek (2004[51]), Ranjbarian and Kia (2010[44]), Mehmet (2012[34]), Johari and Hee (2013[28]); Sarker, *et al.*, (2013[47]), Murat (2011[36]); Shimai, and Otake, (2002[50]) employed some form of personality factor peculiar to his or her focus region and established a relationship either partial or full between those factors and consumer buying behaviour of those regions. Previous studies have been unable to provide a clear-cut assessment of whether personality as a single or general construct is a good predictor of customer behavior without any other relevant information about the consumers; in fact Mehmet (2012[34]), Kassarjian and Sheffet (1991[30]), Pervin, (1997[42]) and Plummer (2000[43]) criticized the idea of linking personality to all purchase decisions or buying behavior. They argued that it is wrong to generalize personality influence, because not all goods and services take cognizance of personality factors in patronage. Therefore it is evident that there are limited empirical studies on customer value perception, personality and behavioural intentions especially focusing on electronic brand customers. Therefore this study seeks to fill this research gaps by examining the moderating effect of customer personality on customer perceived value and behavioral intention of electronic brand

customers in Nairobi County. To achieve this purpose the study tested the following hypotheses:

**H<sub>01</sub>:** There is no relationship between perceived logistic value and behavioral intentions of electronic brands customers in Nairobi County.

**H<sub>02</sub>:** Customer perceived relationship value do not influence behavioral intentions of electronic brands customers in Nairobi County

**H<sub>03</sub>:** Customer perceived value does not influence behavioral intentions of electronic brands customers in Nairobi County.

**H<sub>04</sub>:** Customer personality has no moderating effect on perceived value and behavioural intentions of electronic brands customers in Nairobi County.

## 2. REVIEW OF LITERATURE

Customer behavioral intention is based on predicting customer behavior in the future (Molinari, Abratt & Dion, 2008[35]). According to Dawn and Thomas (2008) customer's behavioral intentions is consumers' behavioral predisposition assumed probably in the impending future that end in purchasing or not purchasing a brand or services. In their study Zeithaml, *et al.*, (1991[62]) suggested a multidimensional framework of assessing customer behavioural intentions that contain five key components: word-of-mouth (WOM) communications; recommendation to other consumers, spending more; re-purchase intentions (loyalty) and price sensitivity (willingness or unwillingness to pay premium prices). On the contrary, unfavorable behavioral intention end up in customers demonstrating greater likelihood of brand swapping, decreasing their capacity of business, engaging in negative word of mouth, and displaying unwillingness to pay premium prices. In most times customer behavioural intention is determined by how the customer perceives the value offered by the company (Lobo, Maritz, & Mehta, 2007[32])

### 2.1 Theoretical basis of the Study

The study was underpinned by the theory of reasoned action, value models and the Big Five personality Theory. The theory of reasoned action describes a person's voluntary behaviour (Fishbein & Ajzen, 1975[19]) as an action that a person is capable of and is aiming to accomplish (Bagozzi, 1992[2]). Thus the theory of reasoned action assumes that choices to act or not to act are the consequence of an evaluation of the likelihood of specific outcomes associated with the act along with the subjective value assigned to those outcomes (attitude). When the assessment produces a positive evaluation, a decision is made (usually) to act. The Theory of Reasoned Action (TRA) described that personal behavior is voluntary (Fishbein & Ajzen,

1975[19]), however, under some conditions, behaviors are more involuntary. Fishbein and Ajzen, (1975[19]) established that some personality traits have a moderating effect thus influence the relationship between attitude and behaviour. The five-factor theory of personality (Digman, 1990[13]) includes five diverse constructs into a conceptual model for examining personality. These five different elements are regularly mentioned as the Big five that consist of five elements that include: neuroticism, extroversion, agreeableness, openness, conscientiousness (Ewen, 1998[14]). Big five model claims that the manner in which people think, feel, and interact with others are related to a persons' dissimilarities in five personality traits of ; agreeableness, extraversion, conscientiousness, neuroticism, openness to new experiences (Goldberg, 1981, Costa & McRae, 1992[21]). The Big Five configuration is comprehensive in espousing the elements of personality, harmonizes the current personality depiction and offers a common model for personality examination in empirical research (Tett, Jackson & Rothstein, 1991[52])

## 2.2 Customer Perceived Value and Behavioral Intentions

The study considers the effect of customer perceived logistic and relationship value on behavioral intentions of customer. Logistics service value emphasizes on the connection between logistics service and customers value-addition (Yazdanparast, Manuj & Swartz 2010[59]). Parasuraman, Zeithaml and Berry (1996[40]) acknowledged that customer logistics-based variables include the following aspects: reliability, responsiveness, access, communication, credibility, security, competency, tangibles, knowing the customer. According to Bobbitt (2004[4]) customers desire a brand whose supposed logistic repayments offset the added (opportunity) cost; diminish the undesired customer time and stress; decrease the unnecessary repairs, sale and discarding cost; and increase quality and delivery actions and decrease non-value addition process and activities. Firms capitalize into relations with their clients to achieve some profits outside the exchange cycle of brands and services. Ulaga, (2003[55]) acknowledged that the elements of customer connection value include: service provision, personal relations, price, and procedure costs. On their part customers sustain a number of affiliation sacrifices to sustain the link with firms such as: cost of brands and services procured or cost of internal and external coordination. Company brands can be integrated with brand/service support, personalization, brand improvements to generate value for customers. Such value-added contributions

encourage customers to develop and sustain a relationship with the firm (O'Casey & Ngo, 2011; West, 2007[38]).

## 2.3 Moderating effect of Customer Personality

It's common that what a customer acquires is determined by individual events, hobbies and attitudes all which are in the domain of their personality (Bhasin, 2006; Chowdhury, 2007[3]). Thus this study looks at establishing the association between customer perceived value and behavioural intention is moderated by customer personality types based on the big five dimensions of extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. According to Roccas, *et al.*, (2002[45]) extravert persons trust in their capabilities in being inventive with brand use hence they would show a affirmative approach to brands, which results in enhancing beneficial connection between perceived customer value and behavioural intention (Devaraj, *et al.*, 2008[12]; Roccas, *et al.*, 2002[45]; Picazo-Vela, *et al.*, 2010[41]). Customers who have elevated neuroticism show apprehension when using retail network that needs dealing with service personnel and other consumers and relate the service or brand with undesirable experiences when appraising brands and that would result to a adverse consequence on the customer's behavioural intention. Persons with high tallies/scores on openness are: inquisitive, enthusiastic to entertain innovative concepts and eccentric values, prone to varying their thoughts as a result of new understandings or experiences and agreeable to attempting dissimilar processes, procedures and things (Devaraj, *et al.*, 2008[12]; Roccas, *et al.*, 2002[45]). Agreeable persons have a tendency to get along well with other persons and are likely to have trust and confidence in others more easily (Jacques, *et al.*, 2009[26]). Persons who are highly conscientious are expected to be careful in assessing approaches in which the usage of a brand or service permits them to be more effective and efficient in accomplishing high value. Therefore conscientiousness customer would amplify these characteristics and beliefs to enhance their behavioural intentions (Devaraj, *et al.*, 2008[45]).

## 3. METHODOLOGY

### 3.1 Research Design

The research study used explanatory (causal) research design as it sought to determine whether there is a cause and effect relationships between customer perceived value (independent variable); customer personality (moderating variable) and behavioural

intention (dependent variable) of electronic brand customers.

### 3.2 Target Population

The population of the study consisted of branded retail outlets of major electronic brands in Kenya specifically of: Huawei, Sony, Samsung Techno, LG, Infinix, Microsoft, Hotpoint, and Lenovo, while the unit of analysis/observation consisted of customers. The customer estimates are based on customer turnover as evidenced by successful sales transactions carried by the brands within the last six months. The choice of customers as unit of analysis/observation was based on the fact that they have the necessary information needed to test the study hypotheses.

### 3.3 Sampling Design

The study used multistage sampling to sample the study population by organizing the target population into mutually exclusive clusters consisting of electronic brand and retail outlets. The retail outlets consisted of Huawei (4), Samsung (5), Sony (5), Techno (5), LG (5), Infinix (4), HP (5), Hotpoint (3), and Lenovo (3). There after the study undertook a census survey of the total target major retail outlets as a sample since all electronic brand retail outlets specified in the target population were few (39 electronic brand outlets). Thereafter the study drew unit of analysis from the 39 retail outlets and since they had a large number of units that ran into thousands, the study used Taro Yamane formula to get the sample size. The formula consisted of:

$$n = \frac{N}{1 + N (e)^2}$$

Where;

n = the sample size,

N =the population size and

e = the margin of error.

$$n = \frac{32,567}{1} + 32,567 \times (0.05)^2 = 400$$

Thereafter the study allocated proportional percentage of the respondents as it was in the target population

### 3.4 Data Sources and Instrument

The study obtained data from primary sources using questionnaires distributed to electronic brand customers. The development of the questionnaire for collection of data for this study was based on the theory of planned behaviour (Fishbein & Ajzen, 1975[19]). The questionnaire used a five-point Likert-type scale measures of strongly agree to strongly disagree, with the neutral point being neither agree nor disagree. Questionnaire. Pre-testing of the questionnaire was done by administering forty (40) questionnaires to customers randomly drawn from the electronic retail outlets who were not part of the final

sample. The pilot study responses were analyzed using cronbach alpha with a set lower limit of acceptability of cronbach alpha of 0.7 and the results indicated that all of the study constructs were reliable, with Cronbach's Alpha being above the recommended threshold of 0.7.

### 3.5 Data Collection Procedure

The study systematically selected the second (2) customer entering each of the selected electronics retailer shops as a starting member. The systematic approach to selection of respondents for data collection was preferred because it ensured that the respondents selected were representative of the target population; it minimized bias as the selected respondents were evenly distributed. The researcher individually administered the questionnaire to each of the selected respondents at the retail shops. Preference of this mode of questionnaire administration was based on the fact that the researcher could clarify questions, ensure completion of questionnaire and it also ensures higher response rate and greater control of environment.

## 4. DATA ANALYSIS

In analyzing the study objectives, the study used regression to establish relationship between independent, moderating and dependent variables. The study hypotheses were tested using hierarchical Regression

## 5. RESULTS

Before conducting statistical evaluation data was checked in order to confirm that there were no missing data and there was no presence of outliers. Data was screened for missing values and the results indicated that the data presented a very small amount of missing data, with no items having a non-response of more than 5%. When examination of the outliers was carried out based on the standardized values of less than -4 or greater than +4, only a few outliers were identified in the data set of the study. These outliers were then recorded accurately and represented a valid element of the data set. Prior to undertaking multiple correlation and regression analysis between customer behavioural intentions, customer perceived value, and personality factor structure was examined with Principal Components Analysis (PCA) to detect configurations and their matches and dissimilarities. This aided in detecting clusters of constructs that were similar and ensured that the study data set items were brought down to a manageable level while retaining as much of the original information as possible. The outcome of the VARIMAX rotation showed that some of the indicators for customer

behavioural intention, perceived value and personality did not load on the expected factor; however only factors that exceeded the minimum significant level of 0.50 as recommended by Hair, black *et al* (2010) were extracted and used in subsequent correlation, regressing and moderation tests.

The correlation analysis was carried out to test the theoretical proposition regarding relationship among the variables. Pearson correlation coefficients were used to establish the relationships between predictor variables (logistic value relationship value and customer personality) and the dependent variable (customer behavioural intention) as shown on Table 1

**5.1 Correlation Analysis**

**Table 1 Correlation Analysis**

	CBI	PLV	PRV	P
<b>CBI</b>	1			
<b>PLV</b>	.183**	1		
<b>PRV</b>	.367**	.113	1	
<b>P</b>	.033**	.136*	.061	1

Dependent Variable: CBI- Customer Behavioural Intention; Predictor: PLV- Perceived Logistic Value; PRV- Perceived Relationship Value; P- Customer Personality

Results on Table 1 above show that bivariate-correlation coefficients indicate that there is significant correlation between customer perceived: logistic value ( $r^2 = .183$ ,  $P < 0.01$ ); relationship value ( $r^2 = .367$ ,  $p < 0.05$ ) and customer personality ( $r^2 = .033$ ,  $P < 0.001$ ) and customer behavioural intention. The implication of the study results is that there is significant relationship between perceived logistic value, relationship value, personality and behavioural intention of electronic brand customers

**5.2 Tests for Direct effect of Customer Perceived Value on Behavioral Intention**

The study used hierarchical regression to test for the direct effect of customer perceived value on behavioral intention of electronic brands customers. To determine the magnitude of the influence of customers' perceived value variables (logistic value and relationship value) on behavioural intention the study controlled the effect of age, gender, educational level and income on the relationship between customers' perceived value variables and behavioural intentions of electronic brand customers. In Model I, the control variables – age, gender, educational level and income were entered as independent variables and in Model II, customer perceived logistic value and relationship value were entered as independent variables. In both model I and II behavioural intention of customers was entered as dependent variable. The following hypotheses tests were tested:  $H_{01}$ : perceived logistic value and behavioral intentions of electronic brands customers in Nairobi County.  $H_{02}$ : Customer perceived relationship value does not influence behavioral intentions among electronic brands customers in Nairobi County.  $H_{03}$ : Customer perceived value does not influence behavioral intentions of electronic brands customers in Nairobi County. These tests were meant to ascertain the

validity of the claim of a relationship between perceived value and customer behavioural intention

**$H_{01}$ : There is no relationship between perceived logistic value and behavioral intentions of electronic brands customers.**

The analysis results displayed on Table 1 of Model II show that customer perceived logistic value is not statistically significant in predicting customer behavioural intention at 0.05% level. This is supported by the study analysis result indicating unstandardized coefficients ( $\beta = .030$ ;  $P > 0.05$ ) meaning that customer perceived brand logistic value does not influence customer behavioural intention. These findings led to the acceptance of the stated null hypothesis that there is no relationship between customer perceived logistic value and behavioral intentions of electronic brands customers in Nairobi County and rejection of the alternative hypothesis that there is a relationship between customer perceived logistic value and behavioral intention of electronic brands customers in Nairobi County. The implication of the study is that the behavioural intention of electronic brands customers is not influenced by their perception of the dimensions of logistic value such as: access to electronic brands, search, evaluation, transaction, possession and post-purchase of the electronic brands. This situation could be attributed to the fact that access and the other resultant dimensions associated with logistic value, is no longer as important as it was in the past because it has many pathways both physical and virtual hence electronic retailers have the ability to be accessible to everyone everywhere at a minimal sacrifice to the extent that it does not have any effect on behavioural intention of electronic brand customers

**H<sub>02</sub>: Perceived relationship value does not influence behavioral intentions of electronic brands customers**

The analysis results on Table 1 of Model II show that customer perceived relationship value is statistically significant in predicting customer behavioural intention at 0.05% level. This is supported by the regression coefficients ( $\beta = 0.242$ ;  $P < 0.05$ ) meaning that customer perceived brand relationship value influence customer behavioural intention. Arising from these findings the study rejected the stated null hypothesis and accepted the alternative hypothesis that there is relationship between perceived relationship value and behavioral intentions of electronic brands customers in Nairobi County. The implication of the study results is that customers' behavioural intention to purchase electronic brands is influenced by provision of correct and regular brand information, being served by skilled and knowledgeable staff, being offered favourable sales terms and being given efficient and cost effective after sales service.

**H<sub>03</sub>: Perceived value does not influence behavioral intentions of electronic brands customers.**

The findings of the analysis on model II shown on table 1 below indicate the relationship between perceived value and behavioural intention of electronic brand customers. The analysis generated an *F*-value (8, 292), 16.568;  $P < .000$  implying that the model was fit. The results indicated that model II predicted up to 31.8 % of variation in behavioural intention of electronic brand customers at 95% confidence interval ( $R^2 = 0.318$ ;  $P < .000$ ) meaning that customer perceived logistic value' and relationship value influence behavioural intention of electronic brand customers. These findings led to the rejection of the stated null hypothesis with 95% confidence level and acceptance of the alternative hypothesis that there is a relationship between customer perceived value and behavioral intention of electronic brands customers.

**Table 1 Regression Coefficients of Model I and II**

	Model I	Model II
(Constant)	3.249*	1.018*
Gender	.034	.009
Age bracket	.082*	.103*
Income bracket	-.055	-.081*
Level of education	.054	.046
PLV		.030
PRV		.242*
F	3.366	16.568
R2	.045	.318
Adjusted R2	.031	.299
$\Delta R^2$	.045	.274
Sig. F Change (P<0.05)	.010	.000
Note: * P<0.05		

Dependent Variable: Customer Behavioural Intention. Predictors: Perceived Logistic Value- PLV; Perceived Relationship Value PRV

**Test for moderating Effect of Customer Personality**

To test moderation of customer personality, the study examined the interaction effect between perceived value and customer personality and whether or not such effect is significant in predicting customer behavioural intention. In particular it focused on the nature of changes in the values of customer perceived values and behavioural intention as an interaction term was added in the model. This helped in checking if indeed such an interaction is significant and in explaining the variation in customer behavioural intention better than before. Hierarchical multiple regression was used to analyze the moderating effect of customer personality on the relationship between

perceived value and behavioural intention of electronic brand customers. The following steps were specifically followed in the analysis: firstly, perceived values and behavioural intention of customers were standardized to make interpretations easier and to avoid multicollinearity. Secondly the dummy codes and product terms for the perceived customer value, behavioral intention and personality were created. Thirdly; control variables (age, gender, income and educational level) (Model 1) were entered so as to control their effect on the relationship between perceived value (independent variable) and behavioural intention of customers (dependent variable). Fourthly; customer perceived value (logistic value and relationship value) and behavioural

intentions of customers variables were added (Model II). Fifthly the interaction effect of customer personality was included in the model (Model III) to establish whether the moderation effect of personality is influencing the perceived value variables. Finally the interaction term was added to establish the effect of individual variable on behavioural intention of customers and on whether complete, partial or no complete moderation occurred (IV). Model III consists of the results of the analysis of the interaction between customer personality and perceived value and behavioural intention of customers was done to establish the extent of moderating effect of customer personality on logistic value, relationship value and customer behavioural intention. The model III results indicate that the moderating effect of customer personality influence the relationship between customer perceived value and behavioural intention and predicted up to 32.8 % of variation in behavioural intention of electronic brand customers at 95% confidence interval ( $R^2 = 0.328$ ;  $P < .000$ ) implying that customer perceived logistic value and relationship value significantly influences behavioural intention of electronic brand customers. The study analysis generated F-value of (9, 292) 15.338;  $P < .000$  indicating that the model was fit. The results are consistent with the accepted model fit level of ( $P < 0.005$ ) as recommended by Hair, *et al.*, (2010).

**H03 Personality has no moderating effect on customer perceived value and customer behavioural intentions of electronic brands customers**

The analysis results of model III displayed on table 2 below show that when customer personality is introduced in the equation, the model yields additional explanatory power of the moderating variable ( $\Delta R^2 = .010$ ,  $P < .045$ ). The analysis results also shows unstandardized coefficient of ( $\beta = -0.091$ ;  $P < 0.045$ ), implying that customer personality influence the relationship between customer perceived value and behavioural intentions. These findings led to the rejection of the null hypothesis, and acceptance of the alternative hypothesis that customer personality has moderating effect on customer perceived value and customer behavioural intentions of electronic brands customers. In pursuit of better understanding of the study hypothesis the interaction term was added to the regression model to enhance the understanding of the relationships between perceived value, personality and behavioural intention of electronic brands customers and allowed more hypotheses to be formulated and tested:  $H_{04a}$ : Customer personality has no moderating effect on the relationship between perceived logistic value and behavioural intention of electronic brands

customers.  $H_{04b}$ : Customer personality has no moderating effect on the relationship between perceived relationship value and behavioural intention of electronic brands customers. Thus in Model IV, four interaction items were entered that included the interactions between the two customer perceived values (customer perceived logistic and relationship values) and customer personality which were then analyzed using hierarchical regression. The aim was to establish the extent of moderating effect of customer personality on customer perceived logistic value and relationship value on behavioural intention. The model IV results indicate that the moderating effect of customer personality influence the relationship between customer perceived value and behavioural intention and predicted up to 32.9% of variation in behavioural intention of electronic brand customers at 95% confidence interval ( $R^2 = 0.329$ ;  $P < .000$ ) implying that customer perceived logistic value and relationship value significantly influences behavioural intention of electronic brand customers. The study analysis generated F-value of (9, 292) 10.544;  $P < .000$  indicating that the model was fit and consistent with the accepted model fit level of ( $P < 0.005$ ) as recommended by Hair, *et al.*, (2010). The results also indicated a negative significant unstandardized coefficient ( $\beta = -0.119$ ;  $p < .000$ ) meaning that customer personality negatively influence the relationship between customer perceived logistic value, relationship value and behavioural intention of electronic brand customers.

**H<sub>06a</sub>: Personality has no moderating effect on the relationship between perceived logistic value and behavioural intention of electronic brands customers**

The results shown on table 2 Model IV below show that the interaction between customer personality, customer perceived logistic value and behavioural intention is significant as evidenced by unstandardized coefficient ( $\beta = -0.053$ ;  $p < 0.05$ ) implying that customer personality has potentially significant negative moderating effect on the relationship between perceived logistic value and behavioural intention of electronic brands customers. From the results of the interactions, on table 2 below it can be deduced that customer personality moderates the relationship between perceived logistic value and behavioural intention of electronic brand customers. Hence this led to the rejection of the null hypothesis, and acceptance of the alternative hypothesis that customer personality has a moderating effect on the relationship between perceived logistic value and behavioural intention of electronic brands customers.



Arising from the findings it can be concluded that the behavioural intention of electronic brand customers with individual personality traits of extroversion, introversion, agreeableness, disagreeableness, conscientiousness, openness to experiences and neuroticism are negatively influenced by their perception of logistic values such as customers' perceived brand access, search, evaluation, transaction, possession and post-purchase value of the brand. The implication of the study is that individual customers with different personality traits are influenced by different aspects of logistic values such as brand access, search, evaluation, transaction, possession and post-purchase value when deciding to purchase or not to purchase electronic brands. However, the presence of the cost of logistic value negatively influence their behavioural intention.

**H<sub>06c</sub>: Personality has no moderating effect on the relationship between perceived relationship value and behavioural intention of electronic brands customers**

The results shown on table 2 model IV below indicate that the interaction of customer personality and customers perceived relationship value and customer behavioural intention accounted for significantly more

variance than just customer perceived relationship value and customer behavioural intention by themselves ( $\Delta r^2=.002$ ,  $P<0.05$ ;  $\beta=.046$ ;  $P<0.05$ ). This meant that there is potentially significant moderation of the relationship between customer perceived relationship value and customer behavioural intention by customer personality. The interactions, shown on table 4.23 below provide evidence that customer personality moderates the relationship between perceived relationship value and behavioural intention of electronic brand customers. The results of the study led to the rejection of the null hypothesis, and acceptance of the alternative hypothesis that customer personality has a moderating effect on the relationship between perceived relationship value and behavioural intention of electronic brands customers. From the findings it can be inferred that customer personality, affect the nature and type of relationship nurtured by the retail outlets with their customers which may involve regular provision of correct brand information, being served by skilled and knowledgeable staff, being offered favourable sales terms and being given efficient, cost effective after sales service and personally knowing the customer which in turn influence the behavioural intention of electronic brand customers

**Table 3. Regression Coefficients of Model III and IV**

	Model I	Model II	Model III	Model IV
(Constant)	3.249*	1.018*	1.248*	0.427*
Gender	.034	.009	.015	.014
Age bracket	.082*	.103*	.098*	.096*
Income bracket	-.055	-.081*	-.082*	-.081*
Level of education	.054	.046	.041	.043
PLV		.030	.038	.049
PRV		.242*	.246*	.269*
P			-.091*	-.119*
P x CPLV				-.053*
P x CPRV				.046*
P x CPS				.008
F	3.366	16.568	15.338	10.544
R <sup>2</sup>	.045	.318	.328	.329
Adjusted R <sup>2</sup>	.031	.299	.306	.298
$\Delta R^2$	.045	.274	.010	.002
Sig. F Change (P<0.05)	.010	.000	.045	.006
Note: * P<0.05				

Dependent Variable: Customer Behavioural Intention.  
Predictors: Perceived Logistic Value- PLV; Perceived Relationship Value-PRV; Personality- P

**6. DISCUSSION**

Results revealed that customer perceived logistic value does not influence behavioral intention of electronic brands customers in Nairobi County as shown by

unstandardized coefficient path between customer perceived logistic value and behavioural intentions ( $\beta =.030, p>0.000$ ). However previous studies (Yazdanparast, Manuj & Swartz, 2010; Parasuraman, Zeithaml & Berry, 1996; Bobbitt, 2004; Sheth *et al*

,1991, Chen & Sai, 2008) have produced inconsistent results whereby several researchers suggest that customer logistic value affect customer behavioural intentions either directly, indirectly or both. More recent studies, however, showed that logistic value has a direct effect on purchasing intention of customers (Jiang, Yang, Jun, 2012; Mpinganjira, 2015). Experiential research by Liu, Zhao, Chau, Tang, (2015) showed that perceived logistic value has a positive effect on perceived value towards the behavioural intention of using mobile devices. The findings of the study also do not agree with the study done by Bobbitt (2004) that revealed that customers select a brand whose perceived logistic values are more than the extra prospective cost; reduce the undesired customer time and hassle; reduce the unnecessary maintenance, transaction and disposal cost; and improve quality and delivery performance and reduce non-value adding activities. The present study reveals that customer perceived relationship value positively influence behavioral intention of electronic brands customers as evidenced by the unstandardized coefficient path between perceived relationship value and behavioural intentions ( $\beta = .242, p < 0.000$ ). This implies that when electronic firms keep their customer updated on brand information, inspire them by having their employees acquire the necessary brand knowledge and information; making sure that promises made to customers are kept in a competent way, meeting customer needs beyond the sales terms, ensuring that their staff understand and deliver on customer needs and expectations, having personal relation with customers and giving them prompt after sale service influence the behavioral intention of customers. Previous studies have also found that customer perceived relationship value is a significant contributing factor to behavioural intentions (Ulaga, 2003; O’Cass & Ngo, 2011; West, 2007). The finding indicates that the greater the perceived relationship value, the more probable that the customer would repurchase the brand as it add to favourable behavioural intentions of customers. This is in line with the observations of O’Cass and Ngo, (2011) and West, (2007) that greater relationship value is a key element of customer retention and frequently result into unwavering and enduring relationships with firms. Therefore building strong relationship with customers is a key competitive strategy as the electronic sector in Kenya is experiencing intense competition. The results of the study indicated that when customer personality is introduced in the equation, between perceived value and behavioural intention of customers, the model yields additional explanatory power of the moderating variable meaning that customer personality explains

additional variance in customer behavioural intention ( $\Delta R^2 = .010, P < .004$ ). The analysis results also shows unstandardized coefficient of ( $\beta = -0.091; P < 0.004$ ), implying that customer personality influence the relationship between customer perceived value (logistic and relationship values) and behavioural intentions. The study results supports the findings of Kassarijn and Sheffet (in Arnould, Price, & Zinkhan, 2002) that revealed that personality traits only explain about 10 percent of the variation in consumers’ purchase. The study also fulfils the suggestions of Arnould, Price and Zinkhan (2002) that personality should be combined with other variable to improve the prediction of consumer behaviour. It also agrees with the findings of personality researchers such as Goldberg, (1981) and Costa & McRae, (1992) who established that the way customers deliberate, sense, and interrelate with customers, observe brands and makes the ultimate purchase decisions can be related to a person’s dissimilarities in personality. The study findings results indicated that the interaction between customer personality, customer perceived logistic value and behavioural intention is significant as evidenced by the predictive power of moderated variables ( $\Delta R^2 = .002, p < .000$ ) and significant unstandardized coefficient ( $\beta = -.053; p < .000$ ) implying that there is potentially negative significant moderation of the relationship between customer perceived logistic value and customer behavioural intention by customer personality. The study confirms the suggestions of Fishbein and Ajzen, (1975) theory of reasoned action that found some personality characteristics to have a moderating effect hence influence the relationship between customer attitude (customer perceived value) and behaviour behavioural intention. The findings of the study also adds and enriches existing research such as research by Zeithaml (1988) who argued that logistic value only indirectly affects the buying behaviour through perceived value. The findings of the study shows that the interaction of customer personality, customers perceived relationship value and customer behavioural intention accounted for more variance than just customer perceived relationship value and customer behavioural intention by themselves ( $\Delta R^2 = .002, P < .000$ ) and a positive significant unstandardized coefficient ( $\beta = .046; P < .000$ ). This meant that there is potentially significant moderation of the relationship between customer perceived relationship value and customer behavioural intention by customer personality. On the moderating effect of personality on customers perceived relationship value and customer behavioural intention, the study findings agree with the sentiments expressed by personality researchers such as Schiffman and Kanuk, (2008[48]); Sarker *et al*

(2013[47]); Tsao and Chang, (2010[54]); Luchs & Mooradian, (2012[33]) that it is normally more likely to assume personality to be associated with the manner in which customers make their selections and the brands they buy to reveal their connection with their personality. The study determined that customer relationship is mostly important in the interrelation between customers, staff and the firm as this affect the manner in which they act towards the brand. The study findings enriches the studies on individual customer perceived relationship value and customer behavioral intention as most previous studies (O’Cass & Ngo, 2011[38]; West, 2007[57]) have focused on business to business relationship value but not on individual customer relationship value derived from the organization and influenced by individual customer personality

## 7. CONCLUSION

The overall objective of study was to establish the moderating effect of customer personality on the relationship between perceived value and behavioural intention of electronic brand customers in Nairobi County, Kenya. The specific objectives of the study focused on the effect of perceived logistic value and, relationship value on behavioural intention of electronic brand customers. The study also sought to establish the moderating effect of personality on perceived value (perceived logistic value and relationship value) and behavioural intention of electronic brand customers. The research study used explanatory (causal) research design as it sought to identify causal links between personality, perceived value and behavioural intention of electronic brand customers. The population of the study were branded retail outlets of major electronic brands located in Nairobi County, Kenya specifically of: Huawei, Sony, Samsung Techno, LG, Infinix.20 Microsoft, Hotpoint, and Lenovo, while the unit of analysis consisted of customers drawn from these retail outlets. The study used primary data collected using questionnaires from the electronic retail outlets. The study hypotheses were tested by conducting hierarchical regression to investigate whether customer perceived value influence behavioural intention of electronic brand customers and whether customer personality moderates the relationship between perceived logistic value and relationship value and behavioural intention of electronic brand customers. The findings of the study revealed that customer perceived relationship value was significant whereas customer perceived logistic value was not significant. The study also established that customer personality influence the relationship between logistic value and

relationship value and behavioural intention. The study concluded that Perceived logistic value has no direct significant influence on the behavioural intention of electronic brands customers; however when personality is interacted with perceived value and behavioural intention of customer it becomes significant implying that the customer personality has potentially significant influence on the relationship between customers’ perceived logistic value and the behavioural intention of customers. This means that customers personality traits of extraversion, agreeableness, conscientiousness, neuroticism and openness to experience has varying influence on customer perception of logistic value. Thus it determines whether they will repeat the purchase of the brand, have positive word of mouth about the brand and make referrals. Customer perceived relationship value has a positive significant direct influence on their behavioural intention. This relationship is even further enhanced positively when customers’ personality is introduced as moderator into the relationship. This implies that customer personality traits of personality traits of extraversion, agreeableness, conscientiousness, neuroticism and openness to experience have a significant influence on how customer perceive relationship value such as: brand service support, delivery performance, personal interaction and process costs that appeal to customer’s positive experience. In the same way this has implication on the behavioural intention of electronic brand customers’ propensity to make recommendation of the brand to others, to make repeat purchase and to be loyal to the brand

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