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The Mediator Role of Brand Image in the Effect of After-Sales Services on Repurchase Intention: An Application for The White Goods and Furniture Industries

Satış Sonrası Hizmetlerin Tekrar Satın Alma Niyetine Etkisinde Marka İmajının Aracı Rolü: Beyaz Eşya ve Mobilya Sektörüne Yönelik Bir Uygulama

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Öz

Satış sonrası hizmetler, işletmelerin rekabet güçlerini artırarak, güçlü müşteri ilişkileri kurarak, müşteri memnuniyetini, sadakatini ve marka imajını geliştirerek, potansiyel müşterileri yeni ürünler satın almaya ikna ederek ve tüketicilerin yeniden satın alımlarını doğrudan etkileyerek rakiplerinden farklılaşmalarına yardımcı olmaktadır. Güçlü bir marka imajı, markayı rakiplerinden farklılaştırarak ve tüketicilerin satın alma davranışını olumlu yönde etkileyip tekrar satın alma davranışına yol açmaktadır. Bu çalışma, beyaz eşya ve mobilya sektörlerinde satış sonrası hizmetlerin yeniden satın alma niyeti üzerindeki etkisine marka imajının aracılık rolünün olup olmadığını araştırmaktadır. Bu amaçla 200 beyaz eşya ve 200 mobilya kullanıcısı 18 yaş üstü bireylerden anket formu aracılığıyla 400 veri toplanmıştır. Verilerin analizinde SPSS 25.0 programı kullanılmış, regresyon analizi ile aracılık analizi uygulanmıştır. Elde edilen bulgulara göre, marka imajının beyaz eşya kullanıcıları için satış sonrası hizmetler ile tekrar satın alma niyeti arasında kısmi, mobilya kullanıcıları için ise satış sonrası hizmetler ile tekrar satın alma niyeti arasında tam aracı etkiye sahip olduğu görülmüştür.

Anahtar Kelimeler: Satış Sonrası Hizmet, Marka İmajı, Tekrar Satın Alma Niyeti

Abstract

After-sales services help businesses differentiate themselves from their competitors by increasing their competitiveness, building strong customer relationships, improving customer satisfaction, loyalty and brand image, persuading potential customers to purchase new products and directly influencing customers' repurchases. A strong brand image differentiates the brand from its competitors and positively impacts consumers' purchasing behaviour, leading to repeat purchase behaviour. This study investigates whether brand image has a role in mediating the effect of after-sales services on repurchase intention in the white goods and furniture industries. For this goal, 400 data were collected from 200 white goods users and 200 furniture users via a survey form to individuals over the age of 18. The SPSS 25.0 software was used for data analysis, and mediator analysis was applied via Regression Analysis. According to the findings, brand image has a partial mediator effect between after-sales services and repurchase intention for white goods users and a full mediator effect between after-sales services and repurchase intention for furniture users.

Keywords: After Sales Service, Brand Image, Repurchase Intention

Introduction

Rapid change and technological development have improved the business's products and increased product alternatives for consumers. Several criteria in purchase behaviours have emerged as the variety of options has increased (Bengül, 2018: 240). After-sales services have become an indispensable factor for businesses (Ashfaq, 2019: 32) which is a strategic power to reveal customer needs and retain customers (Fazlzadeh, Bagherzadeh & Mohamadi, 2011: 7659) and differentiate businesses from their competitors (Pakdil, Işın & Genç, 2012: 1401).

The fact that it becomes more and more challenging to identify the different features of products that are similar to each other or have similar features has brought the concept of brand to the forefront for consumers and has caused it to become an important factor in product and service purchases (Çağlıyan, Şahin & Selek, 2018: 188).

Brands that have a positive image among consumers and are thought to have less perceived risk or higher perceived value (Onurlubaş & Altunışık, 2019: 285) have a positive effect on customers' purchasing behaviour and cause repeat purchase behaviour (Marangoz, 2006).

Repurchasing behaviour is a commitment consumers hear after purchasing products or services. It stems from their positive brand impressions (Arif, 2019: 348). This purchasing behaviour is an individual's willingness to make another purchase from the same business based on previous experiences (Kim, Galliers, Shin, Ryoo & Kim, 2012: 378).

This study aims to discover if the brand image moderates the effect of after-sales services on repurchase intention in the white goods and furniture industries. A survey was shared with 200 white goods and 200 furniture users over the age of 18 for this purpose. The SPSS Statistics 25.0 package software was applied to data analysis, including reliability, descriptive, correlation, and mediator analysis.

1. Conceptual Framework

1.1. After-Sales Services

Rapid technological change and development have improved businesses' products both qualitatively and quantitatively. So, the number of product alternatives available to customers has risen, as have the criteria consumers use to make product selections. Particularly for long-lasting consumer products, it has been shown that business after-sales services, product features, brand, and price significantly affect purchasing decisions (Bengül, 2018: 240). As a result, after-sales services have become essential for firms that use various strategies for improving customer satisfaction and loyalty and combine various marketing mix elements in this objective (Ashfaq, 2019: 32).

After-sales services are expressed as services supplied to the consumer throughout the life cycle of a product after its sale (Shokouhyar, Shokoohyar & Safari, 2020: 2; Balinado, Prasetyo, Young, Persada, Miraja & Perwira Redi, 2021: 1). These services include complementary services such as customer, product and technical support (Shokouhyar et al., 2020: 2). It is seen that after-sales services are also expressed in the literature as all actions that support product-centred operation and activities that must be provided to consumers in order to use a product without any problems during its lifetime (Rigopoulou, Chaniotakis, Lymperopoulos & Siomkos, 2008: 514; Shaharudin, Yusof, Elias & Mansor, 2010: 12).

After-sales services are a factor that differentiates businesses from their competitors (Pakdil et al., 2012: 1401) and contribute significantly to increasing the competitiveness of businesses (Shaharudin et al., 2010: 12; Balinado et al., 2021: 1-2). According to Fazlzadeh et al. (2011: 7659), after-sales services are a method for revealing customer needs and a strategy for customer retention. According to Rahman (2022: 25), after-sales services include ongoing interaction between the business and the customer throughout the post-purchase product lifecycle.

After-sales services are important factors that impact establishing good customer relations (Kurata & Nam, 2010: 136). They are critical in supporting marketing efforts in boosting long-term profitability (Saccani, Songini & Gaiardelli, 2006: 263). After-sales service quality is important in impacting consumers' purchase decisions (Nemati,

Khan & Iftikhar, 2010: 299). Businesses can boost customer satisfaction, loyalty, and company/brand image via strong after-sales services, persuade potential customers to purchase their new items, and directly affect consumer repurchasing (Murali, Pugazhendhi & Muralidharan, 2016: 70; Pakdil et al., 2012: 1401).

Bengül (2018: 240) states that after-sales services consist of sub-variables such as warranty, installation, technical training, maintenance and repair services, spare parts supply, authorised service networks, and customer complaints.

Warranty services; The manufacturer's warranty policies also play a vital role in attracting customer attention in the competitive market (Kurata & Nam, 2010: 136). Guarantees are commitments businesses make to customers that a good performance will be obtained from the purchased product or service (Aydin & Mermertaş, 2020: 847).

Installation and Technical Training Services; This service includes informing the consumers about the transportation system and product packaging of the products by the dealers and authorised services, conveying the product to the customer, installing the product, and training the customer on product use and safety of use (Çelik ve Bengül, 2008: 107; Bengül, 2018:240).

Maintenance/repair services and spare parts supply; Maintenance/repair services are the provisions of periodic maintenance provided by the authorised service networks of the enterprises, the repair of defective products, and the provision of spare parts for the products. Customers can easily obtain spare parts, meaning products' long-term and efficient use. For a quality maintenance/repair service, it is necessary to have an inventory of spare parts according to the amount of demand (Çelik & Bengül, 2008: 107; Bengül, 2018: 241).

Customer complaints; Customer complaints are expressed as a set of actions or actions resulting from customer dissatisfaction (Lam & Tang, 2003: 71). Businesses can solve their problems before they cause more significant problems and retain customers (Alabay, 2012: 143). With the effective complaint management techniques the businesses offer, appropriate solutions are obtained for the consumers' complaints. The customers who complain are converted into satisfied customers, and the businesses can retain them and maintain their market shares (Halstead, 2002: 1).

Authorised service networks; These are the independent enterprises that carry out maintenance and repair for the products belonging to the manufacturer company, according to the conditions determined on behalf of the manufacturer. (Çelik & Bengül, 2008: 108). The ability of the authorised services, which act as an intermediary in establishing contact with the customer, as well as maintenance-repair and delivery-installation services, have a positive effect on the success of the after-sales services (Özgüner & Kurtuldu, 2015: 571).

1.2. Brand Image

Brand image is the concept that expresses how consumers perceive a brand (Kurtoğlu & Sönmez, 2016: 1129; Kazim & Durmaz, 2020: 4845). According to Özdemir, Kayhan & Özer (2021: 121), brand image is a subjective and perceptual phenomenon formed logically or emotionally by consumers. Brand image is defined as a concept that emerges as a result of the positive or negative experiences of consumers toward a brand (Çağliyan et al., 2018: 188; Onurlubaş & Altunışık, 2019: 285).

The main function of brand image is to answer questions about how consumers choose between alternative brands (Ketut, 2018: 173). Brand image is known as a criterion that highlights the features of products or services that are different from competitors in a saturated market (Onurlubaş & Altunışık, 2019: 285) and has an impact on the evaluation of products for consumers (Torlak, Doğan & Özkara, 2014:150).

A successful brand image differentiates the brand from its competitors and increases consumers' probability of buying it (Hsieh, Pan & Setiono, 2004: 252). Given that the perceived risks of brands with a positive brand image are fewer or consumers' perceived values are higher, this positively impacts their purchasing behaviour and leads to repeat purchases. If the perception is negative, the current brand can be replaced with another brand closest to it and has a positive brand perception (Marangoz, 2006: 111).

1.3. Repurchase Intention

Repurchasing behaviour is loyalty that results from a consumer's positive impressions after purchasing a good or service. It is a success criterion for service-based organisations (Arif, 2019: 348). This buying behaviour is expressed as an individual's willingness to make another purchase from the same business based on previous experiences (Kim et al., 2012: 378).

Several factors influence repurchase behaviour. According to Meilatinova (2021: 3), factors such as customers' purchasing experience, the performance of retail businesses, product prices, product quality, customer service, delivery time and delivery on time, payment methods, and payment method security have an impact on this behaviour. According to Işık (2021: 19), repurchasing behaviour is affected by customer satisfaction, brand image, and brand loyalty.

According to Ketut (2018: 173), consumer satisfaction with previous purchases and consumption is a significant element in repeat purchasing behaviour. A satisfied customer is likely to buy again from the same brand and store (Arslan, 2020: 3390) because a high satisfaction level increases the probability of the customer returning (Çavuşgil & Ayhün, 2021: 2072). Therefore, customer satisfaction is a concept that positively affects business profitability and repurchasing behaviour (Arslan, 2020: 3390). Moreover, repeated purchases will occur thanks to satisfied individuals, and long-term benefits will be obtained for businesses (Safa & Von Solms, 2016: 2).

Another factor that influences repurchasing behaviour is brand image. Individuals with a positive brand image tend to display repurchasing behaviour (Wijayajaya & Astuti, 2018: 921). Repurchase intention is likely higher if price perception, experience, brand, and satisfaction match what customers pay and receive (Yasri, Susanto, Hoque & Gusti, 2020: 2).

2. Methodology

2.1. Research Purpose

In this study, the white goods and furniture sectors have been examined because the products in the white goods and furniture sectors are purchased infrequently and at high prices, the competition for the products in these sectors is high, and individuals are more selective for the products of these sectors.

The purpose of this study is to determine if the brand image has a mediator role in the effect of after-sales services in the white goods and furniture industries on repurchase intention, and the results are compared across these industries.

The study's data was obtained by sending out surveys to 400 people, 200 of whom were white goods users, and 200 of whom were furniture users over the age of 18. The ethics committee approval document for this study was obtained from Atatürk University Social and Human Sciences Ethics Committee (Permission Date: 22.04.2022, Number of Sessions: 8, Decision No: 122)

2.2. Hypotheses Development and Research Model

According to Gaiardelli, Cavalieri & Saccani (2008: 265), after-sales services positively affect businesses' future product sales. According to Saccani et al. (2006: 263), after-sales services have an essential role in strengthening loyalty and increasing profitability in the long run. Nemati et al. (2010: 299) state that the supplied quality after-sales service to the customer is an essential factor affecting the purchasing decision of the customers, and Pakdil et al. (2012: 1401) state that it can directly affect the repurchasing behaviour of customers. When the studies on the effect of after-sales services on purchasing behaviour are reviewed, Fazlzadeh et al. (2011), Ahmed & Sanatullah (2011), Aydin and Mermertaş (2020), Güllü & Tarhan (2021) reveal that after-sales services have a positive and significant effect on repurchase intentions.

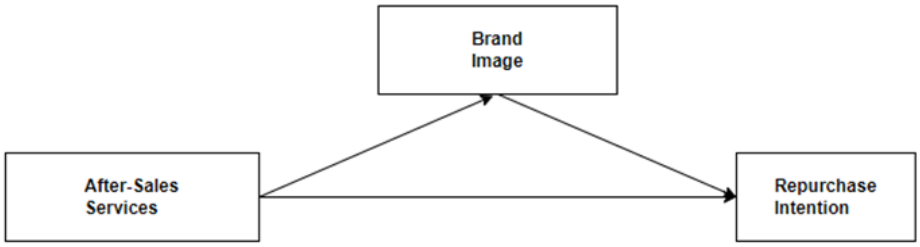
Jalilvand & Samiei (2012) state that the brand image will be improved by providing good quality after-sales services. According to Gaiardelli et al. (200: 2658), after-sales services are an investment centre that maintains the brand image and increases product sales in the long run. When the studies on the effect of after-sales services on the brand image are examined, Wu, Yeh & Hsiao (2011: 464) emphasised that service quality is effective on brand image. Sallam & Wahid (2015) state that quality services increase satisfaction, while increased satisfaction is

associated with a strong brand image and loyalty.

According to Wijayajaya & Astuti (2018: 921), the first evaluation criterion in purchasing decisions for customers is the brand. Individuals with positive brand perceptions are more likely to repurchase from the same businesses. Many studies show that brand image affects consumer purchase intention. Esch, Langner, Schmitt & Geus (2006) found that brand image is effective on current sales. Bhakuni, Rajput, Sharma & Bhakar (2021) found that brand image is effective on repurchase intention.

The research model was designed in accordance with the information mentioned above.

Figure 1: Research Model



The study model contains three variables, as seen in Figure 1: after-sales services, brand image, and repurchase intention.

The research hypotheses developed by considering the research model and the above information are as follows:

H_1: After-sales services in the white goods industries are effective on the white goods brand image.

H_2: After-sales services in the white goods industries are effective with the intention to repurchase the same brand.

H_3: White goods brand image is effective in repurchasing the same brand.

H_4: After-sales services in the furniture sector are effective on the furniture brand image.

H_5: After-sales services in the furniture industry are effective in furniture repurchase behaviour.

H_6: Furniture brand image is effective in repurchasing the same brand.

H_7: White goods brand image has a mediator role in the effect of after-sales services in the White goods industries on the repurchase intention of the same brand.

H_8: Furniture brand image has a mediator role in the effect of after-sales services in the furniture industries on the repurchase intention of the same brand.

2.3. Scales Used in the Study

In this study, the after-sales services scale of 22 items was adapted from Bengül (2018), the brand image scale of 8 items was adapted from Salinas & Pérez (2009), and the repurchase intention scale of 3 items was adapted from Turgut (2014).

3. Data Analysis and Findings

The SPSS Statistics 25.0 package program was applied to perform reliability, descriptive, correlation, and mediator analyses on the data. Table 1 shows the reliability analysis results.

Table 1: Reliability Analysis

White Goods			**Furniture Industry**		
Variables	N	Cronbach's Alpha	Variables	N	Cronbach's Alpha
After-Sales Services	22	0.957	After-Sales Services	22	0.960
Brand Image	8	0.926	Brand Image	8	0.924

Repurchase Intention.	3	0.925	Repurchase Intention.	3	0.928
Overall Reliability	33	0.970	Overall Reliability	33	0.969

According to Table 1, the general reliability of the questionnaire for white appliance users is 0.970, and the general reliability of the questionnaire for furniture users is 0.969. These values indicate a high level of overall reliability. When the variables' reliability is checked, it is discovered that the reliability of all variables is high.

3.1. Participants' Demographic Profiles

Table 2 shows the participants' demographic profiles as a frequency and percentage.

Table 2: Participants' Demographic Profiles

White Goods Industry				**Furniture Industry**			
D.Variables		**F.**	**%**	**D.Variables**		**F.**	**%**
Gender	Female	114	57.0	Gender	Female	106	53.0
	Male	86	43.0		Male	94	47.0
M.Status	Married	117	58.5	M.Status	Married	84	42.0
	Single	83	41.5		Single	116	58.0
Age	18-24	15	7.5	Age	18-24	30	15.0
	25-34	100	50.0		25-34	111	55.5
	35-44	48	24.0		35-44	36	18.0
	45-54	27	13.5		45-54	18	9.0
	55+	10	5.0		55+	5	2.5
Income	4250 TL and Less	41	20.5	Income	4250 TL and Less	50	25.0
	4251 -5750	21	10.5		4251 -5750 TL	36	18.0
	5751-7250 TL	62	31.0		5751-7250 TL	57	28.5
	7251-8750 TL	39	19.5		7251-8750 TL	24	12.0
	8751-10250 TL	16	8.0		8751-10250 TL	15	7.5
	10251 TL and Above	21	10.5		10251 TL and Above	18	9.0
E. Level	Primary school	2	1.0	E. Level	Primary school	3	1.5
	Middle School	8	4.0		Middle School	7	3.5
	High school	39	19.5		High school	34	17.0
	College degree	24	12.0		College degree	27	13.5
	Undergraduate	88	44.0		Undergraduate	83	41.5
	Mater's-PhD	39	19.5		Mater's-PhD	46	23.0
Job	Student	26	13.0	Job	Student	44	22.0
	Civil servant	103	51.5		Civil servant	78	39.0
	Private sector	31	15.5		Private sector	41	20.5

	Retired	1	.5		Retired	1	.5
	Housewife	26	13.0		Housewife	21	10.5
	Self-employment	9	4.5		Self-employment	10	5.0
	Other	4	2.0		Other	5	2.5

According to the information obtained from Table 3, it is seen that the participants for white goods are generally between the ages of 25-34, have bachelor's degrees, and have an income of 5751-7250 TL, married female civil servants. For the furniture sector, it is seen that the participants are generally between the ages of 25-34, have a bachelor's degree, and have an income of 5751 TL-7250 TL, single female civil servants.

Table 3 presents the white goods and furniture brands in the participants' homes.

Table 3: White goods and Furniture Brands Used by Participants

White Goods			**Furniture Industry**		
Brands	N	%	Brands	N	%
Arçelik	93	46.5	İstikbal Mobilya	90	45.0
Beko	85	42.5	Bellona Mobilya	73	36.5
Bosch	74	37.0	Ankara Mobilya	40	20.0
Samsung	58	29.0	Ikea	35	17.5
Vestel	49	24.5	Others (Doğtaş. Weltew. Çetmen. etc)	32	16.0
Profilo	47	23.5	Ayhan Park Mobilya	30	15.0
Altus	20	10.0	Enza Home	19	9.5
Siemens	14	7.0	Gündogdu Mobilya	16	8.0
Others (Uğur, Indesit, etc)	13	6.5	Kırkıncıoğlu Mobilya	15	7.5
			Serince Mobilya	14	7.0
			Mondi Mobilya	13	6.5
			Kelebek Mobilya	5	2.5

According to Table 3, Arçelik, Beko, and Bosch are the first three brands the participants use most as white goods. Istikbal, Bellona, and Ankara Furniture are used most in the top three furniture brands. Table 4 presents the Participants' favourite brands for white goods and the furniture industry.

Table 4: Favourite White Appliance and Furniture Brands

White Goods			**Furniture Industry**		
Brands	N	%	Brands	N	%
Bosch	56	28.0	İstikbal Mobilya	51	25.5
Arçelik	54	27.0	Bellona Mobilya	49	24.5
Beko	30	15.0	Ankara Mobilya	25	12.5
Samsung	20	10.0	Ikea	20	10.0
Profilo	13	6.5	Others	17	8.5

Siemens	13	6.5	Enza Home	9	4.5
Vestel	9	4.5	Ayhan Park Mobilya	7	3.5
Altus	4	2.0	Gündogdu Mobilya	7	3.5
Others	1	.5	Kelebek Mobilya	6	3.0
			Mondi Mobilya	4	2.0
			Kırkıncıoğlu Mobilya	3	1.5
			Serince Mobilya	2	1.0

According to Table 4, it is seen that the favourite white goods brands for the participants are Bosch and Arçelik. At the same time, Istikbal and Bellona Furniture are the favourite furniture brands.

3.2. Correlation Analysis of the Variables in the Research Model

The relationship between after-sales services, brand image, and repurchase intention was discovered using Pearson correlation analysis. The correlation results are shown in Table 5.

Table 5. Correlation Results For After-Sales Services, Brand Image, and Repurchase Intention Variables

White Goods				**Furniture Industry**			
Variables	ASS	BI	RI	Variables	ASS	BI	RI
ASS	1			ASS	1		
BI	0.719**	1		BI	0.797**	1	
RI	0.599**	0.739**	1	RI	0.623**	0.781**	1
Mean	3.6825	3.8100	3.9117	Mean	3.4141	3.5369	3.5317
S.D	0.80618	0.88264	1.02915	S.D	0.86253	0.91477	1.04883
Skewness	-0.947	-1.225	-1.084	Skewness	-0.693	-0.833	-0.834
Kurtosis	1.614	1.700	0.834	Kurtosis	0.304	0.344	0.177
*p<.001							
ASS= After-Sales Services. BI=Brand Image. RI= Repurchase Intention							

According to Table 5, it was seen that there is a strong, positive significant relationship between after-sales services and brand image (r= 0.719, p<.001). A moderate, positive, and significant relationship exists between after-sales Services and repurchase intention (r= 0.599, p<.001). A strong and positive significant relationship exists between brand image and repurchase intention (r=0.739, p<.001).

The overall mean of the white goods users' responses to the statements on the after-sales service is 3.68. On this scale, the statement " Shortly after purchasing the product, I received the product immediately." has the highest mean value with 4.01, and the statement " The warranty period given by the company is longer than the warranty period of other businesses." has the lowest mean value with 3.21. The overall mean of the furniture user's responses to the statements on the after-sales service is 3.41. On this scale, the statement " All the technical personnel gave me explanations regarding the use of the product." has the highest mean value with 3.67, and the statement " Even if the product has completed the warranty period, I believe the company will provide me with some convenience. " has the lowest mean value with 2.93.

The overall mean of the white goods users' responses to the statements on the brand image scale is 3.81. On the

customer satisfaction scale, the statement " The brand I use is very consolidated in the market." has the highest mean value with 4.04, and the statement " The competitors of the product of the brand I use are usually cheaper." has the lowest mean value with 3.17. The overall mean of the furniture user's responses to the statements on the brand image is 3.91. On this scale, the statement " The product of the brand I use is nice." has the highest mean value with 3.79. and the statement " The competitors of the product of the brand I use are usually cheaper." has the lowest mean value with 2.97.

The overall mean of the white goods users' responses to the statements on the repurchase scale is 3.91. On this scale, the statement " I plan to buy this brand in the future as well." has the highest mean value with 3.94, and the statement " I intend to purchase this brand in the future as well." has the lowest mean value with 3.89. The overall mean of the furniture user's responses to the statements on the after-sales service is 3.53. On this scale, the statement " I intend to purchase this brand in the future as well." has the highest mean value with 3.58, and the statement " I plan to buy this brand in the future as well. " has the lowest mean value with 3.50.

Furthermore, the kurtosis and skewness values are between the two criteria for normality. This means that the distribution of all variables is normal George and Mallery (2010).

3.3. Testing the Regression Model

Regression analysis was applied to evaluate the expected effects of the variables in the research model, and the findings are presented below. The ANOVA table in Table 6 shows whether the regression model is significant in predicting the dependent variable for the white goods and furniture sectors.

Table 6: Testing the Regression Model

	White Goods		**Furniture Industry**	
Causal Steps	**Anova**		**Anova**	
	F	**p**	**F**	**p**
Step 1 Independent V: After Sales Services Dependent V: Repurchase Intention	110.871	0.000	125.853	0.000
Step 2 Independent V: After Sales Services Dependent V: Brand Image	212.233	0.000	344.833	0.000
Step 3 Independent V: Brand Image Dependent V: Repurchase Intention	238.039	0.000	310.136	0.000
Step 4 Independent V1: After Sales Services Independent V2: Brand Image Dependent V: Repurchase Intention	123.050	0.000	154.286	0.000

According to Table 6, it is seen that the model is significant with F values and p-values ($p<0.00$). In other words, it can be stated that independent variables are meaningful predictors of dependent variables.

3.3.1. The Mediator Role of Brand Image in the Effect of After-Sales Services on White Goods and Furniture Repurchase Intention

A four-step regression analysis established by Baron and Kenny was used to see if brand image plays a mediator role in the effect of after-sales services on repurchase intention for white goods and furniture users.

Table 7 shows the results of the 4-step regression analysis for white goods.

Table 7: The Effect of After-Sales Services on White Goods Repurchase Intention: The Moderator Role of Brand Image

Causal Steps	Unstd. B	Std. Beta	F	R^2	P
Step 1 Independent V: After Sales Services Dependent V: Repurchase Intention	0.765	0.599	110.871	0.359	0.000
Step 2 Independent V: After Sales Services Dependent V: Brand Image	0.787	0.719	212.233	0.517	0.000
Step 3 Independent V: Brand Image Dependent V: Repurchase Intention	0.862	0.739	238.039	0.546	0.000
Step 4 Independent V1: After Sales Services	0.179	0.140	123.050	0.555	0.042
Independent V2: Brand Image Dependent V: Repurchase Intention	0.744	0.638			0.000

In the first step, it was observed that after-sales services in white goods firms positively affect the intention to repurchase the same brand (ß=0.599, $p<0.05$). Therefore, the H_2 hypothesis was accepted. In the second step, it is seen that after-sales services in white goods industries have a positive effect on the white goods brand image (ß=0.719, $p<0.05$). Therefore, the H_1 hypothesis was accepted. In the third stage, it is seen that the white goods brand image has a positive effect on the same brand repurchase intention (ß=0.739, $p<0.05$). Therefore, the H_3 hypothesis was accepted. In the fourth step, multiple regression analysis was performed to see if after-sales services and brand image variables are effective on repurchase intention. The analysis shows that white goods brand image and after-sales services in white goods have a positive effect on the same brand repurchase intention (ß=0.140, 0.042<0.05), (ß=0.638, $p<0.05$). However, when the brand image is added to the model, it is seen that the effect of after-sales services on repurchase intention decreases (ß=0.599, $p<0.05$), (ß=0.140, 0.042<0.05). According to these findings, white goods brand image partially mediates the effect of after-sales services in white goods on the same brand repurchase intention. Therefore, the H_7 hypothesis was accepted.

Table 8 shows the results of the 4-step regression analysis for furniture industries.

Table 8: The Effect of After-Sales Services on Furniture Repurchase Intention: The Moderator Role of Brand Image

Causal Steps	Unstd. B	Stad. Beta	F	R^2	P
Step 1 Independent V: After Sales Services Dependent V: Repurchase Intention	0.758	0.623	125.853	0.389	0.000
Step 2 Independent V: After Sales Services	0.845	0.797	344.833	0.635	0.000

Dependent V: Brand Image					
Step 3 Independent V: Brand Image Dependent V: Repurchase Intention	0.896	0.781	310.136	0.608	0.000
Step 4 Independent V1: After Sales Services	0.002	0.002	154.286	0.610	0.979
Independent V2: Brand Image Dependent V: Repurchase Intention	0.894	0.780			0.000

In the first step, it was observed that after-sales services in furniture firms positively affect the intention to repurchase the same brand (ß=0.623, p<0.05). Therefore, the H_5 hypothesis was accepted. In the second step, it is seen that after-sales services in furniture industries have a positive effect on the furniture brand image (ß=0.797, p<0.05). Therefore, the H_4 hypothesis was accepted. In the third stage, it is seen that furniture brand image has a positive effect on the same brand repurchase intention (ß=0.781, p<0.05). Therefore, the H_6 hypothesis was accepted. In the fourth step, multiple regression analysis was performed to see if after-sales services and brand image variables are effective on repurchase intention. The analysis shows that furniture brand image has a positive effect on repurchase intention (ß=0.780, 0.00<0.05), but after-sales services in the furniture industry have no effect on repurchase intention (ß=0.002, 979 > 0.05). According to these findings, furniture brand image has a full mediator effect on the effect of after-sales services on repurchase intention. Therefore, the H_8 hypothesis was accepted for the furniture industry.

4. Conclusion

The study's aim is to determine whether the brand image has a mediator role in the effect of after-sales services on repurchase intention for white goods and furniture. users. Data were obtained by applying a questionnaire to 18-year-old individuals for this purpose.

Considering the means of the responses given to the statements on the scales, it is clear that white goods and furniture users are satisfied with the after-sales services. For the participants, the white goods and furniture companies they use are brands that have a strong position in the market, that they like, that is their first preference, and that they plan to buy in the future.

The white goods and furniture companies used by the participants are the brands that have a strong position in the market, are the first choice, and are considered to be purchased again. So, it can be stated that the participants' impressions of the white goods and furniture brands they have used are strong, and they are more likely to purchase products from this brand in their white goods purchases. It can be stated that the warranty service terms for white goods and furniture users are shorter than those of competing companies, that the belief that companies would assist after the product warranty expires is weak, and that it is not inexpensive compared to competitors.

With the conducted mediator analyses, it is seen that the brand image has a partial mediator role in the effect of after-sales services on repurchase intention for the white appliance's users, and the brand image has a full mediator role in the effect of after-sales services on repurchase intention for the furniture users. It has been reached for white appliance users and furniture users by the regression analysis that after-sales services affect brand image and repurchase intention, and brand image affects repurchase intention.

In light of the above, the following suggestions can be made in the research;

It is considered that people more extensively search for white goods and furniture products due to their price and features and that multiple factors are effective in their purchases. Among these factors, it is seen that after-sales services such as warranty period and scope, authorised service networks, assembly maintenance and repair, spare parts, customer relations, and technical support have an important place. In addition, after-sales services can give

these sectors strategic importance in gaining a competitive advantage, differentiating from their competitors, and creating a brand image. Therefore, companies operating in these sectors should have a stronger brand image than rival companies. In this, the expectations of the consumers should be analysed well. Companies in these sectors should be aware that a solid brand image will have an impact on brand loyalty and repurchase intention. In this case, it will be reflected in their sales and increase their profitability.

Nowadays, it is seen that individuals use the internet and social media platforms for purposes such as searching for products and seeing user evaluations for the product before purchasing. Şikayetvar. com is one of the most visited sites to search for brands. This website has included these two sectors among the most complained sectors in recent years. Positive evaluations of after-sales services for products on this website and similar platforms will strengthen the image of white goods and furniture brands and increase their sales. However, it is possible to lose reputation and sales when users in these sectors share their negative after-sales service experiences. Therefore, companies operating in the white goods and furniture sectors should have effective customer relationship management and complaint management to have stronger customer relations and fix any possible undesired situations. White goods and furniture companies should be aware that their brand image is damaged due to negative word-of-mouth communication or negative internet and social media sharing of customers whose complaints are not considered and lost for any reason. In addition, companies should remember that customers whose complaints are considered will be more loyal and will be able to purchase again. Sharing positive messages between their groups or positive posts on social media platforms strengthens companies' brand image.

The most important limitation of this study is that the study was conducted with surveys conducted in Erzurum province. In future studies, similar studies can be carried out in different regions, and the study can be compared with the results obtained from this study. In the study, mediator analysis was performed using Baron and Kenny's 4-stage causal steps method. In future studies, mediator analysis can be made with structural equation modelling or Hayes Modelling.

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