

การกำหนดความภักดีต่อตราสินค้าของผลิตภัณฑ์ข้าวไรซ์เบอร์รี่ในจังหวัดยโสธร ประเทศไทย: บทบาทการเป็นตัวแปรก้ำกึ่งของการรับรู้คุณภาพ

DETERMINING THE BRAND LOYALTY OF RICEBERRY PRODUCT IN YASOTHON OF THAILAND: MODERATING ROLE OF PERCEIVED QUALITY

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ความภักดีต่อตราสินค้าคือความรู้สึกเชิงบวกของลูกค้าที่มีต่อตราสินค้าหรือผลิตภัณฑ์ และการซื้อซ้ำและใช้ซ้ำของลูกค้า กล่าวอีกนัยหนึ่ง เรียกว่าการเสพติดผลิตภัณฑ์ ปัจจัยที่เกี่ยวข้องมากมายทำให้เกิดความภักดีต่อแบรนด์ จุดประสงค์หลักของการศึกษานี้คือเพื่อค้นหาปัจจัยต่าง ๆ ที่เป็นตัวกำหนดความภักดีในตราสินค้าของข้าวไรซ์เบอร์รี่ในจังหวัดยโสธร ประเทศไทย ภายใต้การกำกับของการรับรู้ถึงคุณภาพและคุณค่า การศึกษานี้เป็นการศึกษาเชิงปริมาณและข้อมูลเป็นแบบภาคตัดขวาง รวบรวมข้อมูลจากอุตสาหกรรมข้าวในจังหวัดยโสธรด้วยแบบสอบถามโดยใช้อีเมลของพนักงาน หลังจากการรวบรวมข้อมูล เครื่องมือทางสถิติถูกนำไปใช้กับมัน ผลการศึกษพบว่า ความพึงพอใจของลูกค้า การรับรู้ถึงคุณภาพ คุณค่า และการเก็บรักษา มีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อความภักดีในตราสินค้าของข้าวไรซ์เบอร์รี่ นอกจากนี้ การรับรู้ถึงคุณภาพและคุณค่ายังเป็นตัวกำกับความสัมพันธ์ระหว่างความพึงพอใจของลูกค้า การเก็บรักษา และความภักดีในตราสินค้าของข้าวไรซ์เบอร์รี่ การศึกษานี้แนะนำให้ผู้จัดการบริษัทผลิตภัณฑ์ของข้าวไรซ์เบอร์รี่ให้ความสำคัญกับ

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ปัจจัยต่าง ๆ เช่น ความพึงพอใจของลูกค้า การรับรู้ถึงคุณภาพ คุณค่า และการเก็บรักษา เพื่อเพิ่มความภักดีต่อแบรนด์ของข้าวไรซ์เบอร์รี่

คำสำคัญ: ความภักดีต่อตราสินค้า ความพึงพอใจของลูกค้า การรับรู้คุณภาพและคุณค่า การเก็บรักษา ข้าวไรซ์เบอร์รี่

Abstract

Brand loyalty is the positive feeling of the customer towards brand or product and customer repurchase and reuses it. In other words, it is called product addiction. Many related factors produce brand loyalty. The main aim of this study is to find out the different determinants of brand loyalty of Riceberry in Yasothon, Thailand with the moderation of perceived quality and value. Data is collected from the Rice industry in Yasothon, Thailand. Data is collected via the questionnaire by using e-mails of employees. The study is quantitative in nature and data is cross-sectional. After the collection of data, a statistical tool is applied to it. Results revealed that customer satisfaction, perceived quality, and value and preserves have a positive significant impact on brand loyalty of Riceberry. Moreover, perceived quality and value moderates the relation between customer satisfaction, preserves, and brand loyalty of Riceberry. This study suggested to managers of product companies of Riceberry that they have to focus on determinants like (customer satisfaction, perceived quality, and value and preserves) for increasing the brand loyalty of Riceberry.

Keywords: Brand Loyalty, Customer Satisfaction, Perceived Quality and Value, Perseveres, Riceberry

Introduction

This study was conducted to find out the factors or determinants that build the brand loyalty of Riceberry in Thailand. Brand loyalty is simply the positive feeling of the customer towards the brand. Brand loyalty means the customer is loyal to the brand and repurchase and reuse it again and again. Brand loyalty is something, due to which customers repurchase one product again and again or from only one company not because of that, the company is in monopoly, but due to the reason that customer trust on it (Jatinyananda, Nurittamont, & Phayaphrom, 2021). Brand loyalty sometimes acts as a competitive advantage for companies. Brand loyalty determines customer behavior patterns. Brand loyalty is simply called the addiction towards product and service, individual reuse this product or service until some competitors' action or change in the environment (Atkinson & Brander Brown, 2001).

Riceberry is the registered type of rice from Thailand. This dark purple-colored rice is grown from the cross bread of Jao Hom Nin (JHN) and Khoa Dawk Mali. It is also called the Thai black

jasmine rice. The Rice Industry of Thailand contributes in the large to the GDP and give employment to many people. Thai rice market significantly covers the large portion of the economy of Thailand. Thai industry is considered the largest producer and exporter of rice in the world. Thai rice market produced rice is considered the best rice in the world. But with all these positives things, rice production and growth of the rice market dropped gradually in Thailand due to which export of rice to another country is also low (Melnick et al., 2020). This decrease in growth is depicted in Figure 1.

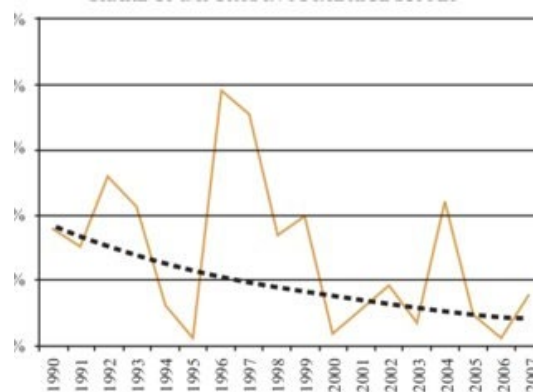


Figure 1 Rice Industry Outlook (2020)

Moreover, with all these challenges, Thailand's rice production in 2019-20 is forecast to drop to 18 million tones. One main reason to lower the growth and production of rice is, the government of Thailand restricted or banned the production of rice in many areas of Thailand. Many other factors include environmental and climate issues which reduce the production of rice in Thailand. One main reason is that the Chinese market declared that Thai exporters export low-quality rice. All these challenges are faced by the Thai rice market and Thai exporter (Altaf, Hameed, Nadeem, & Arfan, 2019).

Literature proved that brand loyalty is an important tool for increasing the performance of companies to increase customers' trust, production, and exports of products and brands. Previous studies also argued that brand loyalty builds by a different tool like the quality of the product, Good word of mouth, trusted customer, loyal consumers, and the most important value-added to the product. Various studies discussed earlier also argued that brand loyalty is a positive factor that decreases the challenges and negative vibes at the workplace and increases the positive outcome at the workplace (An, 2019; Banker, Konstans, & Mashruwala, 2000). This study also wants to analyze the determinants that build the brand loyalty of Riceberry products. Figure 2 showed the theoretical framework that includes some determinants like (customer satisfaction, preserves) as independent variables, product perceived quality as moderator, and brand loyalty of Riceberry as the dependent variable.

This study has a vital contribution in prior literature by finding the determinants (customer satisfaction, preserves, and perceived quality and value) of brand loyalty of Riceberry in Yasothon; Thailand (Tallon, Queiroz, Coltman, & Sharma, 2019). Various studies

are conducted on the brand loyalty of products and brands but these studies not included the brand of Riceberry in Yasothon; Thailand, many prior studies conducted on the Riceberry in Yasothon; Thailand but not cover the brand loyalty of Riceberry product and also not find out the determinants (customer satisfaction, preserves, and perceived quality and value) of brand loyalty related to Riceberry (Nadeem, Alvi, & Iqbal, 2018). That's why this study has a vital contribution to previous literature. Due to the vital contribution of this study in previous literature, this study has a theoretical contribution by studying the determinants (customer satisfaction, preserves, and perceived quality and value) of brand loyalty of Riceberry in Yasothon; Thailand. This study has many practical contributions like that exporter and production focused on the quality of Riceberry that Riceberry not mixed with the low-quality chines rice. For overcoming the legislation of bad quality, Thai rice market policymakers or exporter should focus on the brand loyalty of Riceberry products with increasing its determinants. Policymakers of rice markets increase the brand loyalty of Riceberry products by focusing on its determinants.

Literature Review

According to the brand is an important subject that creates a positive image in the eyes of customers to make itself different from the competitors. Brand loyalty can be determined as to when a person purchases a product of a brand preferring it on the other brands is considered as loyal for the brand (Hiranrithikorn, Jermisittiparsert, & Joemsittiprasert, 2019). Loyalty can also be measured by some qualitative means like word of mouth of the customer about its brands, trust, and satisfaction of the buyer and by the attitude of the customer toward the quality and price of the purchased item. If the product is available in the product the customer will keep it, buy. It will keep repeating the purchase for the same as long as available in the market (Gaspar, Wizner, Morrison, & Dewa, 2020). Customers of modern times are more aware of the brands. Customers' first analyze the brand on the price, quality, and characteristics than make a purchase. If a brand able to satisfy this kind of customer on than consumers will remain loyal to their specific brand even if the others are offering the same on the lower prices. If businesses want to compete with rivals and intended to make more profit than brand loyalty is the key. There exist a lot of brands in the market but every brand cannot get many customers as loyal (Yousefi et al., 2019). Like all the other brands' food businesses also offer the brands to the consumers. A recent study is being conducted on the brand loyalty on Rice berry purple rice of Yasothon, Thailand. The objective of the study is to determine the brand loyalty of rice berry in Yasothon, Thailand with a moderating role of brand loyalty.

Customer Satisfaction, Brand Loyalty and Perceived Quality and Value

It can be determined as the degree to which customers are happy with the purchase they have made. It can also be defined as satisfaction is to meet the expectations

of the customer with the product. To keep the customer satisfied businesses, need to know the wants and needs of the customer. They should be aware of customer actions and preferences. Customer satisfaction is the upper-level competitive advantage for the companies because the objective of any business is to make a profit and customer satisfaction gives them regular buyers for products. It is the feeling of the consumer after the use of products or services. Satisfaction cannot be measured before the use of the product. The use of products tells that product has met the expectations or not (Tolstykh, Kretova, Logun, Popikov, & Kuznetsov, 2020). In the words of satisfaction is defined as “the summary psychological state resulting when the emotion surrounding disconfirmed expectation is coupled with prior feelings about the customer experience”.

Most of the previous studies have indicated that satisfaction is the key to make a customer loyal (Leecharoen, 2019; Wangchan & Worapishet, 2019; Sangperm & Pungpho, 2020). Loyalty means earning a customer for a long time by meeting the expectations. 20% of the loyal customers contribute 80% of the profit while the remaining 80% contributes only 20% in the profit. In another study published in journal of social research has also given the same results. A researcher of the marketing and branding has also suggested that brand loyalty determine that you are meeting customer satisfaction (Gaspar et al., 2020). In research, it is determined that the repurchase and consumption of products lead to two benefits. The first repurchase contributes toward profit and secondly, a satisfied customer is free of cost marketer of the brand. The next most important thing for the customer is the perceived quality and value of the product for the customer. Perception of the customer determines the satisfaction if quality perceived by the customer meets the actual performance than the customer will be happy and the product will be value able. Each product creates value for the customer. If the product is meeting the requirements and fulfilling the need of customers it can increase brand loyalty (Huber, Jenkins, Li, & Nathanielsz, 2020). The current study is examining the brand loyalty of Riceberry in Yasothon, Thailand. From the above literature hypothesis for the current study can be formulated as:

H1: Customer Satisfaction significantly impacts the Brand Loyalty of Riceberry.

H2: Perceived quality and value moderate the relationship between customer satisfaction and brand loyalty of Riceberry

Perseveres, Brand Loyalty and Perceived Quality and Value

Preservers are the persons who maintain the things in their original condition. There are many things need to be stored for future consumption. Starting from food other materials like wood and metals items also need to preserve against damage or decay. Most of the items are used throughout the year but their production is seasonal like crops and many other items. These item needs to preserve for a long time. Business stores the items to make it available to the customer at the time of need, this is value creation for a customer (Gaspar et al., 2020). All the users are not able to store the items for the whole year. It is the

responsibility of the businesses to buy and make them available when required. Customer is always considered as king. Once a customer requires a product and business is unable to offer, the customer cannot wait for more time and buy from others. He/she will be satisfied and may go to this brand next for their offering at the time of need. The literature on the supply and availability of the goods indicates that customers become annoyed when businesses unable to provide the requirement. Customer is also always concerned about quality and value. Value creation can change the satisfaction level of customers. Riceberry is a product that has the storage capacity and use to use throughout the year. It is stored in a large quantity and exported to other countries. Preserving Riceberry meets the needs of the customer (Seibt, Schubert, Zickfeld, & Fiske, 2017). It gives them satisfaction where they can found it every time. Quality also matters a lot when buying this product. From the discussion we can formulate the following hypothesis:

H3: Perseveres significantly impacts the Brand loyalty of Riceberry.

H4: Perceived quality and value, moderate the relationship between Perseveres and brand loyalty of Riceberry.

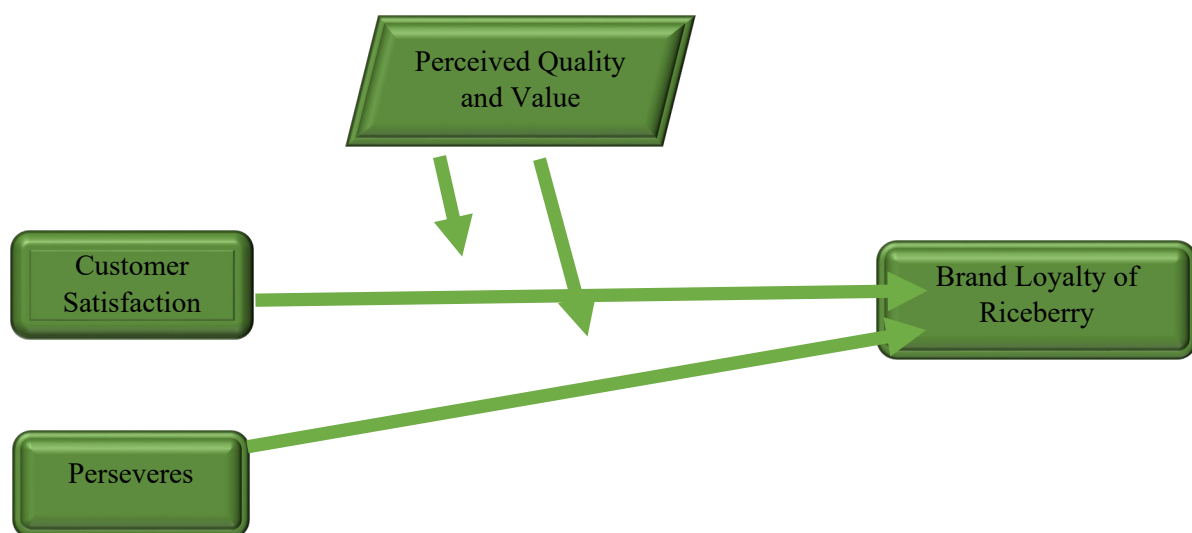


Figure 2 The theoretical framework of the study shows the relationship between Customer Satisfaction, Perseveres, Perceived Quality and Value, Brand Loyalty of Riceberry

Research Methodology

Quantitative methodology is applied. Study is being conducted on the agricultural and manufacturing sectors. Employees working in rice industry of Yasothon, Thailand is taken as a sample of the study. Research is being conducted to determine the brand loyalty of rice berry products taking the moderating role of brand quality and value. While sampling for the research a convenient sampling was used which is also known as snowball sampling. It a suitable and technique for this type of study because the population of the study was very wide. Questionnaire was adapted. Items were taken from the previous researches and the

questionnaire was constructed after little modification of the items. Questionnaire was developed on the 7-scale Likert scale to collect the data from the respondents. An online survey method was used. The questionnaire was sent to people through emails. They were given enough time to respond. Responses were collected back on the excel sheet. Statement of purpose attached to the questionnaire to ensure the respondents that data will not be shared with anyone and will be used only for the research purpose. Received responses were 217 only 200 were used for the data analysis. Incomplete and wrongly filled responses were dropped from the study. For the described population, a sample of 200 is considered as fit. Data were arranged in a single file for analysis.

Research Result

Firstly, check the reliability and validity of data by measurement model assessment through PLS. Figure 3 represents the value of factor loading, alpha, Composite reliability, and average variance extracted. These all values are analyzed for checking the reliability and value of cross loadings for validity.

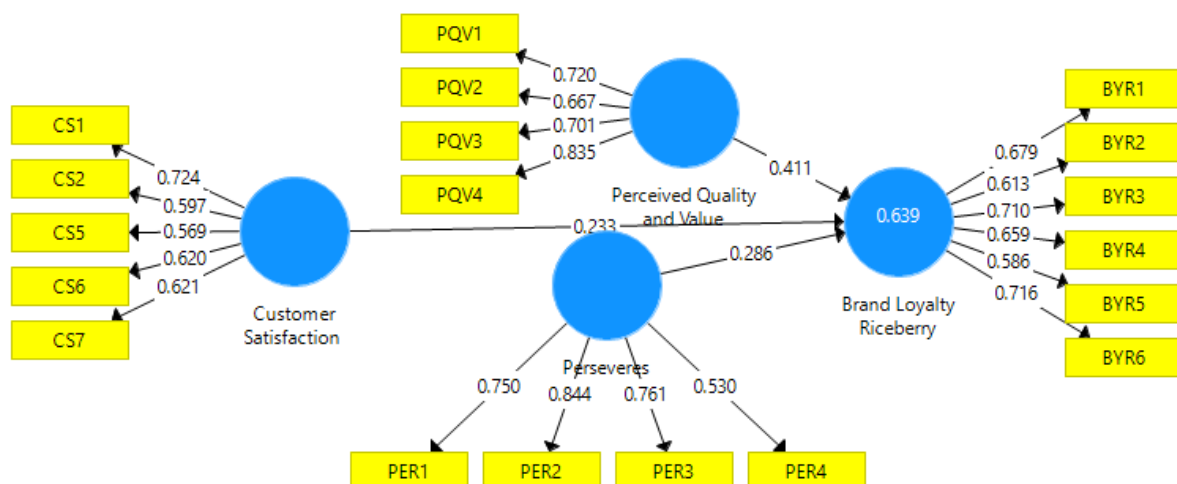


Figure 3 Measurement Model

Table 1 Factor Loadings

	Brand Loyalty Riceberry	Customer Satisfaction	Perceived Quality and Value	Perseveres
BYR1	0.679			
BYR2	0.613			
BYR3	0.71			
BYR4	0.659			
BYR5	0.586			
BYR6	0.716			

Table 1 Factor Loadings (Cont.)

	Brand Loyalty Riceberry	Customer Satisfaction	Perceived Quality and Value	Perseveres
CS1		0.724		
CS2		0.597		
CS5		0.569		
CS6		0.62		
CS7		0.621		
PER1			0.75	
PER2			0.844	
PER3			0.761	
PER4			0.53	
PQV1				0.72
PQV2				0.667
PQV3				0.701
PQV4				0.835

Table 2 Reliability and Convergent Validity

	Alpha	rho_A	CR	(AVE)
Brand Loyalty Riceberry	0.744	0.752	0.823	0.538
Customer Satisfaction	0.724	0.736	0.764	0.595
Perceived Quality and Value	0.718	0.737	0.822	0.538
Perseveres	0.793	0.799	0.817	0.534

Table 3 Cross-Loadings

	Brand Loyalty Riceberry	Customer Satisfaction	Perceived Quality and Value	Perseveres
BYR1	0.679	0.537	0.514	0.584
BYR2	0.613	0.286	0.336	0.434
BYR3	0.71	0.395	0.448	0.396
BYR4	0.659	0.359	0.452	0.36
BYR5	0.586	0.416	0.413	0.435
BYR6	0.716	0.505	0.582	0.509
CS1	0.544	0.724	0.562	0.551
CS2	0.402	0.597	0.341	0.447
CS5	0.279	0.569	0.207	0.28
CS6	0.39	0.62	0.251	0.408
CS7	0.344	0.621	0.154	0.435

Table 3 Cross-Loadings (Cont.)

	Brand Loyalty Riceberry	Customer Satisfaction	Perceived Quality and Value	Perseveres
PER1	0.5	0.527	0.443	0.75
PER2	0.538	0.577	0.478	0.844
PER3	0.489	0.491	0.484	0.761
PER4	0.486	0.409	0.34	0.53
PQV1	0.611	0.42	0.72	0.517
PQV2	0.35	0.247	0.667	0.344
PQV3	0.439	0.327	0.701	0.406
PQV4	0.594	0.479	0.835	0.467

The direct effect between the brand loyalty determinants and brand loyalty of Riceberry is shown in Figure 4 and Table 5. T and beta values proved that customer satisfaction, preserves, and perceived quality and value have a positive significant impact on the brand loyalty of Riceberry.

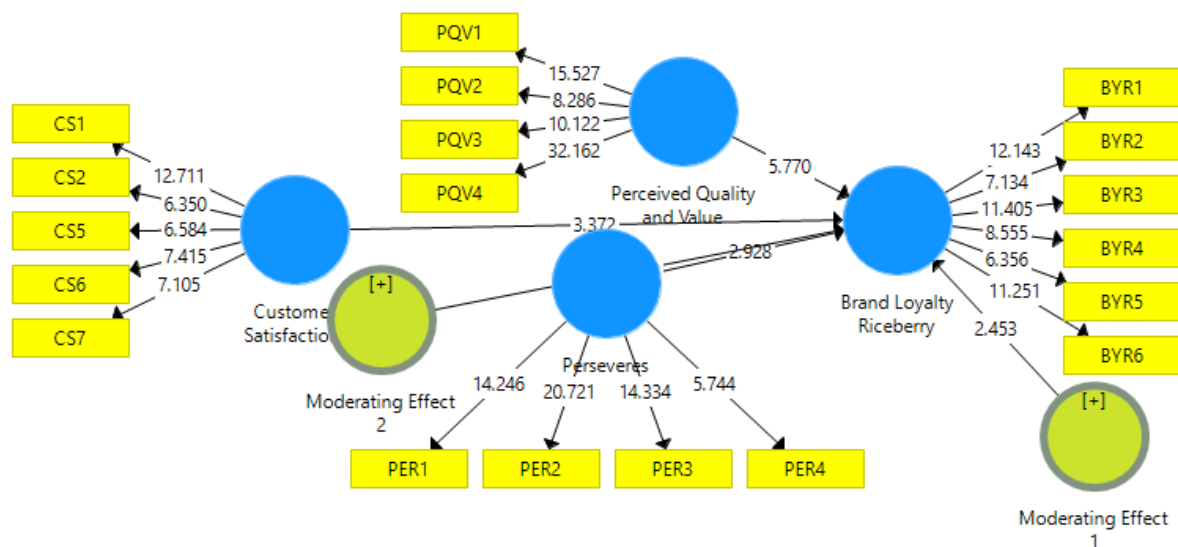

Figure 4. Structural Model

Table 4. Direct Effect Results

	Original Sample	Sample Mean	Standard Deviation	t Statistics	P Values
Customer Satisfaction - > Brand Loyalty Riceberry	0.27	0.285	0.08	3.372	0.001
Moderating Effect 1 - > Brand Loyalty Riceberry	0.194	0.164	0.079	2.453	0.015

Table 4. Direct Effect Results (Cont.)

	Original Sample	Sample Mean	Standard Deviation	t Statistics	P Values
Moderating Effect 2 - > Brand Loyalty Riceberry	0.064	0.057	0.089	2.718	0.006
Perceived Quality and Value - > Brand Loyalty Riceberry	0.445	0.438	0.077	5.77	0
Perseveres -> Brand Loyalty Riceberry	0.26	0.257	0.089	2.928	0.004

Figure 4 represents the moderation effect of perceived quality and value in between the brand loyalty determinants and brand loyalty of Riceberry. T value of perceived quality in between the customer satisfaction and brand loyalty of Riceberry is 2.453. And in between preserves and brand loyalty of Riceberry is 2.718. Values are portrayed in Table 4. T values showed that moderation is present in between the brand loyalty determinants and brand loyalty of Riceberry. Brand loyalty determinants like customer satisfaction, preserves, and perceived quality and value affect 63.6% brand loyalty of Riceberry. This collective effect is portrayed in Figure 3.

Discussion and Conclusion

The key purpose of this research is to discover the different determinants of brand loyalty of Riceberry in Yasothon, Thailand with the moderation of perceived quality and value. Brand loyalty is the positive feeling of the customer towards brand or product and customer repurchase and reuses it. In other words, it is called product addiction. Many connected features produce brand loyalty. Results revealed that customer satisfaction has a positive significant impact on the brand loyalty of Riceberry. As it's proved an increase in customer satisfaction also increases the brand loyalty of the product. Customers are satisfied with products then they are loyal to products. Customer satisfaction from a brand, product, or company increases the loyalty of it. How immensely customers are satisfied with the product, its loyalty is increased respectively (Wessler & Hansen, 2017). Preserves that are added to products for increasing their shelf life also increase the brand loyalty of the product. It also proved from this study that preserves that add in Riceberry product has a positive significant impact on the brand loyalty of Riceberry in Yasothon, Thailand.

Like customer satisfaction and preserves, perceived quality and value also act as the determinants of brand loyalty of Riceberry. Perceived quality and value have a positive significant impact on brand loyalty. Increase in the perceived quality and value of product increase its brand loyalty (Bufquin, DiPietro, Orlowski, & Partlow, 2017). It also proved from

this study that perceived quality and value moderates the relation between determinates and brand loyalty of Riceberry in Yasothon, Thailand.

Implications

This present study satisfied the gap by finding the determinants of brand determinants (customer satisfaction, preserves, and perceived quality and value) of brand loyalty of Riceberry in Yasothon, Thailand. So, this study has many practical implications like exporter and production focused on the quality of Riceberry that Riceberry not mixed with the low-quality chines rice. For overcoming the legislation of bad quality, Thai rice market policymakers or exporter should focus on the brand loyalty of Riceberry products with increasing its determinants. This study recommended to Policymakers of rice markets that for increasing the brand loyalty of Riceberry products they should focus on its determinants. They can build brand loyalty of Riceberry product by Deliver on quality and value, talk to clients and focus on customer experience and service.

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