

# Attitudinal Components and Repurchase Intention With the Mediating Role of Personality Traits: Case of Bangladeshi Mobile Handset Users

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## ABSTRACT

The purpose of this paper is to investigate the impact of cognitive and affective attitude on repurchase intention of mobile handsets of Bangladeshi consumers with the mediating role of innovativeness, materialism, and self-uniqueness. The researchers collected survey data using simple random sampling method from selected areas of Barisal division. Total number of respondents of the study is 264. The results of this study showed that cognitive and affective components of attitude have a significant impact on repurchase intentions of mobile handsets in Bangladesh which is partially and fully mediated by innovativeness and self-uniqueness. However, materialism has no mediation on the impact of cognitive and affective attitude on purchase intention. The study also shows that innovativeness has negative influence on repurchase intention, but self-uniqueness and materialism has significant positive influence.

## KEYWORDS

Affective Attitude, Bangladesh, Cognitive Attitude, Innovativeness, Materialism, Mobile Handset, Repurchase intentions, Self-Uniqueness

## INTRODUCTION

The mobile phone industry is a very innovative segment within the ICT sector and the smartphone is becoming the standard configuration among the different types of mobile devices. Technical change and new product proliferation have made this industry extremely dynamic (Cecere et al, 2014; Martins et al, 2019). Global sales of smartphones to consumers totalled 349 million units in Q1 2016, a 3.9% rise over the same period in 2015. Moreover, smartphone sales represented 78% of total mobile phone sales in Q1 2016 (Gartner, 2016). The pioneers of Smartphone manufacturers such as Palm Inc, Nokia and blackberry have lost their business to the firms (i.e. Apple, Samsung) who offer more technologically advanced and customer oriented offerings to the customers. However, those big players in mobile handset market are now facing tough challenges in various markets from emerging competitors. Both Samsung and Apple are losing their market shares to smaller players such as Huawei, Xiaomi and Micromax. For instance, in China, Xiaomi has surpassed Samsung phone market within four years. (Ha, 2016). Therefore, it has become a great challenge for the

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mobile handset manufacturers to ensure repeat purchasing of their product to defend their market share and stay ahead of competition. Bangladesh performs close to the regional averages across metrics of mobile market development, despite having lower income than neighbouring countries. In 2015, mobile technologies and services generated 6.2% of GDP in Bangladesh, a contribution that amounted to around \$13 billion of economic value. The mobile industry also generates more than 760,000 jobs and made a significant contribution to public funding of more than \$2 billion in 2015. This economic contribution comes from the direct impact of the mobile ecosystem as well as the indirect impact and the increase in productivity brought about using mobile technologies (GSMA, 2019). Since 2005, full liberalization of the mobile phone sector including the launching of a mobile phone service by a state-owned mobile firm and a strong rival as well as the emergence of an effective regulator brought stiff competition in the sector (Yusuf et al, 2010). The total number of active mobile phone subscribers has reached into 147 million at the end of January, 2018 (BTRC, 2019). The competitive landscape of mobile handset market in Bangladesh has showed rapid ups and downs in previous years. During the period between 2008 and 2012, international brands were losing their business to local brands, Symphony and Walton, which gathered momentum with their over 50% market share. The local brands served customers with low-cost smartphones priced at between Tk3,000 and Tk6,000. In recent years, particularly over the last two years, most international brands made a comeback with their quality products, strong Research and Development (R&D) strategy and after-sale services. There are hardly any districts where international brands have not opened up their showrooms to reach out their products to smartphone users (Husain, 2017). The above mentioned information showed that mobile handset market is a big and potential market in Bangladesh but the market has not got proper attention from the academic researchers

Consumer attitude evaluation is a significant issue in the field of consumer behavior and a vital component for developing any successful marketing program. The attitude construct occupies a central role in theories and research regarding consumer behavior (Ajzen, 2008). Few concepts in the marketing literature have proliferated like the concept of attitude. (Argyriou & Melewar, 2011). Kotler et al. (1996) stated that attitude directly influence decision making. Attitude research often describes cognitive and affective components of an attitude in relation to an overall evaluation. (Berg et al. 2006). Prior studies have showed that cognitive and affective attitudinal components have significant influence on formation of loyalty where repeat purchasing is in central importance (Touzani and Temessek, 2009; Back and Parks, 2003; Silva and Alwi, 2006).

Recent advances in personality psychology can help to predict consumer response by analyzing their personality traits. Traditionally, researchers were interested in understanding how individuals differ, and so they put a great deal of effort into discovering how to measure, map, and define personality traits (Howel, 2014). Numerous research works have been conducted to identify and analyze the role of specific personality traits in consumer behavior. A group of customers has been segmented as innovative customers who like to adopt new product quickly, experience uncertain purchase situations and purchase technological products more than other customers (Schreier and Prögl, 2008, Schiffman and Kanuk, 2003, Rogers 1995, Lassar et al. 2005, Wang et al. 2008). The effect of materialism on consumer behavior has been investigated in various contexts and proven as a significant determinant of purchase intention by previous researchers (Herstein et al. 1994, Richins and Dowson 1992, Fitzmaurice, 2008, Joung, 2013). Another significant personality trait which is strongly related with purchase intention is self-uniqueness or need for uniqueness (Knight and Kim, 2007 ; Bertrandias and Goldsmith 2006). Therefore, these inner psychological traits are vital to understand different customer groups and predict their repeat purchase behavior for developing appropriate strategies in mobile handset industry.

The strong competition among the mobile phone manufacturers have made the mobile phone manufacturers face a great challenge to ensure whether the customers will repeat their purchase within the same brand or not when it is time for customers to replace their mobile phone (Seduram, 2016). Several studies have been conducted on various contexts to identify and analyze factors which

play a significant role to determine the repurchase intentions of mobile handsets (Isaid and Faisal, 2015 ;Ebrahim et al, 2016; Ahmed and Moosavi, 2013; Seduram et al, 2016). However, these studies do not cover explicitly the influence of cognitive and affective attitudinal influence on repurchase intentions of Mobile handsets. Furthermore, the role of inherent personality traits such as Innovatism, Materialism and self-uniqueness which are significant in consumer behavior discipline has also been overlooked in this context. Still now, no studies has been done on the impact of Cognitive and affective attitude on repurchase intention with the mediating role of Innovatism, Materialism and Self-uniqueness. Therefore, the purpose of this study is to analyze the impact of cognitive and affective attitude on repurchase intention with the direct and mediating impact of Materialism, Innovatism and Self-Uniqueness of Bangladeshi Mobile handset users by answering the following research questions:

RQ 1: Do cognitive attitude and Affective attitude influence the mobile handset repurchase decision of Bangladeshi consumers? RQ 2: Do Innovatism, Self-Uniqueness and Materialism influence the Mobile handset repurchase decisions of Bangladeshi consumers? RQ 3: Do Innovatism, Self-Uniqueness and Materialism play a mediation role between the impact of cognitive attitude on repurchase intention of mobile handset users in Bangladesh? RQ 4: Do Innovatism, Self-Uniqueness and Materialism play a mediation role between the impact of Affective attitude on repurchase intention of mobile handset users in Bangladesh?

The rest of the article is laid out as follows: After the introductory section, the researcher presents literature review relating to attitudinal components, relevant personality traits of the study, and repeat purchase behavior. Research methodology is discussed next, followed the presentation of research findings. The final part includes discussions and managerial implications of the study.

## **LITERATURE REVIEW**

### **Cognitive Attitude, Affective Attitude and Purchase Intention**

Cognitive attitudes referred to an individual's specific belief related to the object (Bagozzi and Burnkrant, 1979) and consisted of the evaluation, judgment, reception, or perception of the thought based on values (Chaiken and Stangor, 1987). . Schiffman&Kanuk (2004) suggested that cognitive component (beliefs) consists of a person's cognition, that is, the knowledge and perceptions of the features of an attitude object that the person acquired from direct experience with the attitude object and information from various sources. Riquelme (2001) showed that consumers have a relatively good predictive power of a product they have chosen.

The perspective of economic focused on the cognitive responses and cognitive attitudes would affect consumers' shopping behavior (Shih et al, 2013; Rahim et al.,2016) The cognitive dimension plays a significant role in the evaluation of utilitarian products (Hirschman 1980). Evaluation of cognitive factors has major role in the purchase decision of smartphones (Singh, 2018 ; Kaushal and Kumar, 2016) .

Back and Parks (2003) have showed that customer satisfaction can have a significant impact with the mediating impact of cognitive attitudinal variables on loyalty where repeat purchase is a precondition. Dick and Basu (1994) stated that cognitive antecedents can make the customers to visit to the same seller. Isaid & Faisal (2015), Bojei & Hoo (2010) and Tran (2018) identified several cognitive components that can influence repurchase behavior of mobile handset customers. Therefore, we can propose the following hypothesis:

H1: Cognitive attitude has significant influence on repeat purchase behavior of Bangladeshi mobile handset users

Oliver (1997) stated that affective loyalty is directed toward the likableness of brands and is associated with dimensions of pleasure. Christ Fill (2005) pointed out that Affective attitude concerned

with Consumer feelings, sentiments, mood, and emotions about a product. Schiffman&Kanuk (2004) suggest that an affective component (feelings) represents the consumer's emotions and feelings regarding the attitude object, which are considered evaluations (the extent to which the individual rates the attitude object as 'favorable' or "unfavorable" "Good" or "Bad");

In the last two decades, a growing number of scholars acknowledged the importance of considering the emotional or affective aspects of consumer behavior (Edell and Burke, 1989). Jacoby and Chestnut (1978) stated that affection influenced buying behaviours to a great extent. This liking or attitudinal orientation constituted "preferences" when a customer was making a choice (Zajonc and Markus, 1982; Olson and Zanna, 1993).. Previous studies have showed that affective attitudinal components can significantly influence on repeat purchase of same brand's mobile handset ((Li, 2010, Isaid and Faisal, 2015). Ahmed and Moosavi (2013) showed that affective attitude toward the same brand has an significant impact on Swedish consumer's repeat purchase of mobile handset. Therefore we posit the following hypothesis:

H2: Affective attitude has significant influence on repeat purchase behavior of Bangladeshi mobile handset users

### **Innovatism**

There exist several explanations for consumer innovativeness. Innovativeness can be referred to as the degree to willingly increase the chance to try new products or services. (Hirunyawipada and Paswan, 2006). Saaksjarvi(2003) defined consumer innovativeness as the tendency for consumers to have extensive technical knowledge and willingness to understand technological innovations in the market. Dobre et al (2009) stated that innovators tend to be: opinion leaders, risk takers, more likely to obtain information from mass media than through word of mouth, open to new ideas and change, relatively young.

Asrael (1992) stated that Innovativeness is correlated with consumer's attitudes and consumption acts. Im et al. (2003) showed that the relationship between consumer innovativeness and the new technological application adoption behavior is positively related.Dobre et al. (2009) stated that the private or public nature of consumption is correlated with innovativeness. Researchers have discovered that consumer innovativeness strongly affects consumer's likelihood to purchase brand extensions (Pattersen, 2007). Several studies showed that consumer innovativeness shaped buying decision to a greater degree than such factors as price consciousness, value consciousness, and perceived price variation (Flavian and Guerra, 2006).Therefore; we can propose the following hypothesis:

H3: Innovatism has negative influence on repeat purchase behavior of Bangladeshi mobile handset users.

### **Materialism**

Larsen et al (1999) mentioned that materialism refers to label a person who values material objects highly. It also refers to cultures in which the majority of the people in the society value material object highly. . Shrum et al. (2013, p. 1180) define materialism as the extent to which individuals attempt to engage in the construction and maintenance of the self through the acquisition and use of products, services and experiences. Individuals who value materialism pursue material possessions and the accumulation of income and wealth (Richins and Dawson, 1992 & Lee and Ahn, 2016).Goldberg et al. (2003) found that youths who were materialistic tended to shop more, have more knowledge about products and services and are most responsive to advertising and promotional efforts. They can thus be early adopters, trendsetters, and opinion leaders among their peers. Highly materialistic consumers define themselves by acquiring possessions. They value buying and showing off their belongingness. (Schiffman&Kanuk,, 2004). Kamal et al (2013) found positive relationships between

materialism and purchase intention toward luxury fashion goods. Therefore, the following hypothesis has been proposed:

H4: Materialism has significant influence on repeat purchase behavior of Bangladeshi mobile handset users.

### **Self -Uniqueness**

The central tenet of uniqueness theory is that everyone has a need to be moderately dissimilar to others (Lynn and Hariss, 1997). The stronger an individual's need for uniqueness, the more dissimilar to others he or she wants to be, and the more sensitive he or she is to similarity information (Snyder, 1992). One way to differentiate the self from others is by possessing unique consumer products (Fromkin, 1971). Researchers have concluded that consumers' with a high need for uniqueness tended to adopt new products or brands more quickly than those with a low need for uniqueness (Amaldoss and Jain, 2005 ;Zimmer et al., 1999). Customers may also pursue self-uniqueness by shopping at small, less frequented stores or by customizing commonly owned products (Lynn and Hariss, 1997). Snyder and Fromkin (1977) found it is logical to speculate that different people exhibit varying degrees of need for uniqueness in similar circumstances and this can have a significant impact on their purchase decisions. Kao (2013) showed that the consumers who have high need for uniqueness have a greater tendency for brand switching. However, Ross et al. (2014) showed that consumers who have a need for uniqueness purchase brand extensions. Both brand extension purchase and brand switching tendency reflect the significant role of need for uniqueness on repeat purchase behavior. Therefore, the following hypothesis has been proposed:

H5: Self uniqueness has a significant influence on repeat purchase behavior of Bangladeshi mobile handset users.

The aim of the study is also to investigate the mediating impact of Innovatism, materialism and self-uniqueness between the direct impact of cognitive and affective attitude on repeat purchase of mobile handset users in Bangladesh. Therefore, the following hypotheses have been developed:

H6: Innovatism, Materialism and Self uniqueness mediate between the impact of cognitive attitude and repeat purchase of mobile handset users in Bangladesh.

H7: Innovatism, Materialism and Self uniqueness mediate between the impact of affective attitude and repeat purchase of mobile handset users in Bangladesh.

Based on the research questions and hypothesis of the study, the following conceptual framework has been developed.

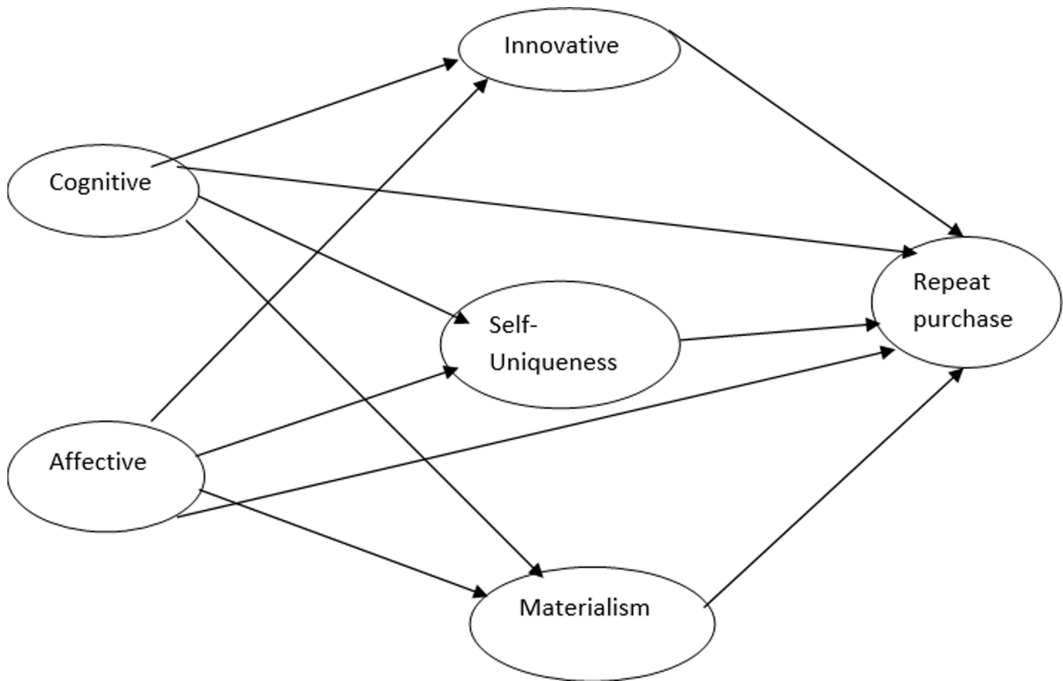
### **Methodology**

The following sections describe the surveyed sample and the questionnaire used to collect data.

#### ***Selection of Sample***

For this study, the personal interview survey was conducted. Considering the nature of the present study, the researcher decided to use the structured interview schedules. These schedules were developed for collecting the primary information regarding customer's cognitive attitude, affective attitude, repeat purchase intention, Innovatism, Materialism and Self-Uniqueness about purchasing cell phone. The southern area of Bangladesh was chosen as the study area and customers of mobile handsets of southern Bangladesh were regarded as study population. The respondents of the study were selected from Barisal city, Patuakhali city area, Khulna divisional city area, Patuakhali science and technology

Figure 1. Conceptual framework



university, Khulna university, and from Khulna university of engineering and technology. Simple random sampling method was used for selecting the number of users from Population. A total number of 300 customers were selected as sample for interviewing. From 300 users, 264 contacted filled in the questionnaire. Therefore, 264 solved questionnaires were selected for analysis.

### *Measures of The Study*

A structured questionnaire has been used to collect data regarding the direct and indirect impact of cognitive attitude, affective attitude, Innovatism, materialism and self-uniqueness on repeat purchase intention of mobile handsets. The questionnaire consists of three sub sections as explained below. Section one contains questions regarding demographic data such as age, Education level, address, contact number and email id. Section Two consists of statements which measure the respondent's Cognitive, Affective and Repeat purchase intentions toward the company of their current cell phone. Section three focuses on measuring three personality traits: Innovatism, Materialism and Self-Uniqueness of respondents.

### *Operationalization of Constructs*

To measure the constructs, items have been generated by literature review from prior studies. To measure repeat purchase intentions of mobile handsets items have been taken and adapted from Goh et al (2016). To measure cognitive and affective attitudes toward current mobile handsets items have been developed and adapted from Berg et al (2005) .

To measure Innovatism, Self-uniqueness and materialism the researcher has adopted deductive approach and theoretical definitions have been developed by reviewing past literatures regarding the traits under the study. The definitions are then used as a guide to develop the items (Schwab, 1980). Then a pre-test of the questionnaire has been conducted on 25 subjects. Few business professors

**Table 1. Reliability and measurement validity analysis**

Construct	Number of items	Cronbach's Alpha	Composite reliability	Average Variance Extracted
Cognitive Attitude	3	0.715	0.803945927	0.672451
Affective attitude	3	0.777	0.7954364	0.661289
Repeat purchase intentions	3	0.725	0.829809585	0.709189
Innovatism	2	0.774	0.844065006	0.730213
Materialism	2	0.770	0.885098844	0.793881
Self-Uniqueness	2	0.666	0.653065345	0.581323

served as judges to evaluate the content/ face validity of the items. Then coefficient of alpha values has been determined for every constructs to test the internal consistency of the measures.

Table 1 shows the constructs and reliability statistics. The reliability of all of the constructs is high. The Cronbach alphas and composite reliability indexes of all the constructs except self-Uniqueness are above the acceptable levels of .70(Nunally, 1978; Nunally and Bernstein, 1994).The Cronbach alpha and Composite Reliability of Self-Uniqueness is above 0.60 which is satisfactory.

To verify the discriminant validity and convergent validity of the variables, confirmatory factor analyses (CFA) was conducted. The measurement models showed a good fit between the model and the data. Although the chi square was significant, the CFI was above .90, the GFI was above .90, the RMR was lower than .09 and the RMSEA was approximately .07 ( $\chi^2 = 84.929$ ,  $df = 39$ ,  $RMR = 0.076$ ,  $GFI = 0.952$ ,  $CFI = 0.948$ ,  $RMSEA = 0.067$ ). The significance of the  $t$ -values for each path coefficient of the CFA model was evaluated to ensure convergent validity (Fornell and Lacker, 1981); the construct's estimated average variance extracted (AVE) was above .50 and The composite reliability (CR) was above .70 confirming the convergent validity. According to Fornell and Lacker (1981), for a construct to demonstrate discriminant validity, all of the construct AVE estimates should be larger than the corresponding squared interconstruct correlation estimates. All of the constructs passed this requirement and thus convergent validity was confirmed.

## Data Analysis and Findings

### *Structural Model Assessment and Hypothesis Testing*

Structural equation modelling (SEM) with AMOS 23.0 was used to test the structural model and support the hypothesis. Goodness-of-fit indices revealed that the values were significant, the RMR was 0.034, GFI was 0.991, AGFI was 0.901, RMSEA was 0.67 and CFI was 0.974. All of these indices confirmed the acceptability of the model.

The results of H1, H2, H3, H4, and H5 testing are summarized in Table 3. The hypothesized relationships of direct paths were significant. The results show that Cognitive attitude, Affective attitude, Innovatism, Self-Uniqueness and Materialism have significant impact on Repeat purchase intention of mobile handsets. All the variables show positive significant impact on dependent variable except Innovatism. Innovatism shows negative significant effect on Repeat purchase intention which indicates that innovative customers are less likely to make repurchase of mobile handsets. Therefore, Hypotheses 1, Hypotheses 2, Hypotheses 3, Hypotheses 4 and hypotheses 5 are supported.

We performed bootstrapping to analyze the mediation impact of Innovatism, Self-Uniqueness and Materialism between Cognitive attitude to Repeat purchase intention and Affective attitude to Repeat purchase intention. Then, we analyze the mediation impact by applying the four steps of Baron & Kenny approach (1986). The results from Bootstrapping show that the impact of Cognitive

**Table 2. Demographic profile of the respondents**

Variable	Frequency	Percent
<b>Educational qualification</b>		
Bellow SSC	16	6.1
SSC	4	1.5
HSC	27	10.2
Honors	197	74.6
Masters	20	7.6
Total	264	100.0
<b>Age</b>		
20-30	174	65.9
31-40	40	15.2
Above 40	50	18.9
<b>Marital status</b>		
Married	97	36.7
Unmarried	167	63.3
Total	264	100.0

**Table 3.**

Direct Path	Estimates	Significance value	Comment
Cognitive attitude → Repeat purchase intention	0.267	0.00	H1 is accepted
Affective → Repeat purchase intention attitude	0.269	0.00	H2 is accepted
Innovatism → Repeat purchase intention	-0.230	0.002	H3 is accepted
Materialism → Repeat purchase intention	0.232	0.00	H4 is accepted
Self-Uniqueness → Repeat purchase intention	0.185	0.005	H5 is accepted

and Affective attitude on Repeat purchase intention is significantly mediated by Self-Uniqueness. However, the bootstrapping method shows that the impact of Cognitive and Affective attitude on Repeat purchase intention is not significantly mediated by Innovatism and Materialism. Subsequently, Baron and Kenny approach was followed to test the mediating effects of Innovatism, Materialism and Self-Uniqueness between cognitive to Repeat purchase and Affective to Repeat purchase intention. Baron Kenny approach provides a different result. The mediating impact of Materialism was insignificant and the mediating impact of Self-Uniqueness was partial. However, Innovatism has shown a partial mediation on the impact of Cognitive to repeat purchase and Affective to Repeat purchase intention. Thus, the mediation analysis shows that H6 and H7 are not fully supported rather partially supported.

Our study aims to investigate four research questions by conducting field survey on mobile handset users of southern area of Bangladesh on the impact of attitudinal components on repurchase intentions with the mediating role of Innovatism, materialism and self-uniqueness that is crucial to know for

**Table 4. Mediation analysis using bootstrapping**

Indirect Path	Indirect Path coefficients	Significance level	Comment
Cognitive to Innovatism to Repeat purchase	-0.014	0.231>0.05 level	Mediation is insignificant
Cognitive Self-Uniqueness Repeat purchase	0.042	0.006<0.05 level	Mediation is Significant
Cognitive Materialism Repeat purchase	0.030	0.122> 0.05 level	Mediation is insignificant
Affective Innovatism Repeat purchase	-0.014	0.271> 0.05 level	Mediation is insignificant
Affective Self-Uniqueness Repeat purchase	0.025	0.021<0.05 Level	Mediation is Significant
Affective Materialism Repeat purchase	0.018	0.353>0.05 Level	Mediation is insignificant

**Table 5. Mediation analysis using Baron Kenny approach**

Mediating Path	Direct Effect without Mediator Variables with Significance level	Direct Effect of Independent Variable on Mediator Variable with significance	Direct Effect of Independent and mediating Variable with significance	Comment
Cognitive Innovatism → Repeat purchase	0.267 (Sig. 0.00)	0.219 (Sig. 0.00)	0.297 (sig. 0.00)	Partial Mediation
Cognitive Self-Uniqueness → Repeat purchase	0.267 (Sig. 0.00)	0.199 (Sig 0.002)	0.229 (Sig.0.001)	Partial Mediation
Cognitive Materialism → Repeat purchase	0.267 (Sig. 0.00)	0.131 (sig. 0.125)		No Mediation
Affective Innovatism Repeat purchase	0.269 (Sig 0.00)	0.20 (Sig 0.00)	0.288 (Sig 0.00)	Partial Mediation
Affective Self-Uniqueness Repeat purchase	0.269 (Sig 0.00)	0.139 (sig 0.027)	0.236 (Sig 0.00)	Partial Mediation
Affective Materialism Repeat purchase	0.269 (Sig 0.00)	0.075 (sig 0.346)		No Mediation

mobile handset manufacturers to develop marketing strategies which can defend market share from tough competition . The research questions are: RQ 1: Do cognitive attitude and Affective attitude influence the mobile handset repurchase intention of Bangladeshi consumers? RQ 2: Do Innovatism, Self-Uniqueness and Materialism influence the Mobile handset repurchase intentions of Bangladeshi consumers? RQ 3: Do Innovatism, Self-Uniqueness and Materialism play a mediation role between the impact of cognitive attitude on repurchase intention of mobile handset users in Bangladesh? RQ

4: Do Innovatism, Self-Uniqueness and Materialism play a mediation role between the impact of Affective attitude on repurchase intention of mobile handset users in Bangladesh?

Our results suggest that the answer to Research question 1 is completely yes because cognitive attitude and affective attitude have significant positive influence on repurchase intentions of mobile handsets in Bangladesh. The findings is consistent with prior studies (Goh et al, 2016, Isaid and Faisal, 2015) where it was showed that both products related evaluations and emotional response toward mobile handsets have significant influence on repurchase intentions. The answer to Research question 2 is yes because Innovatism, materialism and self uniqueness have showed significant influence on repurchase intention of mobile handsets. The impact of Innovatism on repurchase intention is significantly negative which confirms the hypothesized relationship. As innovative customers always prefer new, sophisticated, technologically advanced products and are early adopters of new products so they do not prefer to purchase the mobile handsets from the same company. The impact of materialism on repurchase intention of mobile handsets is significantly positive. The materialistic consumers try to show their belongingness and value their possessions. Thus, a probable reason of their repurchase may be their tendencies to shop more. The results have showed that self-uniqueness has significant positive impact on repurchase intention that is somewhat inconsistent with the prior studies. As Kao (2013) showed that the consumers who have high need for uniqueness have a greater tendency for brand switching. However, there is another possibility that the consumers who have high self uniqueness may purchase brand extensions of their present mobile handset's firm. Another reason may be many parts of southern Bangladesh are not well penetrated by renowned mobile handset manufacturers and the firms have not established their servicing centres adequately like capital city Dhaka. Hence, consumers purchase the handsets which are convenient for them to purchase and repair. The answer to research question 3 is partially yes. Self-uniqueness showed significant mediating relationship between cognitive attitude to repeat purchase intention and Innovatism showed partial mediation between cognitive attitude and repeat purchase intention. However, Materialism showed no significant mediating relationship between cognitive attitude and repeat purchase intention. Therefore, the impact of cognitive attitudinal evaluations on repeat purchase intentions is somewhat mediated by consumer's personality traits. The answer to research question 3 is partially yes. Self-uniqueness showed significant mediating relationship between cognitive attitude to repeat purchase intention and Innovatism showed partial mediation between cognitive attitude and repeat purchase intention. However, Materialism showed no significant mediating relationship between cognitive attitude and repeat purchase intention. Therefore, the impact of cognitive attitudinal evaluations on repeat purchase intentions is somewhat mediated by consumer's personality traits. The answer to research question 4 is also partially yes. The impact of affective attitude on repurchase intention of mobile handsets is fully mediated by self uniqueness and partially mediated by Innovatism. However, materialism has no significant mediating impact between affective attitudes and repurchase intentions of mobile handsets.

We discuss implications of these results in next section.

## Discussions and Managerial Implications

The study shows that cognitive and affective attitude toward mobile handsets have a significant impact on Repeat purchase intention which is an important determinant of loyalty. It indicates that firms should emphasize on product quality and product feature related matters to positively influence cognitive attitude toward mobile handsets. The firms should utilize suitable loyalty programs ie. Club membership program and promotional programs to create emotional attachment and bonding with the customer.

Innovatism has the expected negative impact on Repeat purchase intention toward the same brand. Innovative customers should be considered separate target segments because they may switch the brand even though they are satisfied. Hence, to introduce new mobile handset models or brands this segment can be used but to retain this segment innovations are must. Products with innovative features and new brands should be introduced to maintain this segment. Moreover, Innovatism characteristics

partially mediates the relationship between affective and cognitive attitudinal components on purchase intentions of mobile handsets. Therefore, to create a better impact of cognitive and affective attitude on purchase intentions of mobile handsets of innovative customer segments the mobile handset manufacturers should develop unique marketing strategies.

Other two personality traits which are self-uniqueness and materialism have significant positive impact on Repeat purchase intention. Perhaps, to become distinct and unique from others in society consumers repurchase mobile handset from a specific firm. The mediation analysis shows that Self-uniqueness significantly mediates the relationship between Cognitive to Repeat purchase intention and affective to Repeat purchase intentions. Therefore, to increase the cognitive and affective attitude on repeat purchase intentions the companies should persuade customers that the product will make them self-unique.

Materialism, another significant personality trait, shows no significant mediation between cognitive to repeat purchase intention and affective to Repeat purchase intentions. It implies that materialistic consumer segment repurchase a mobile handset and the repurchase intention does not depend on whether there is cognitive or affective attitude toward the brand or not.

### ***Future Research Directions and Limitations***

The research is limited to a specific target market within a specific country so generalization of the result is not possible without subsequent research works. The research should be conducted on some other contexts to increase the suitability of the study. The researchers only collect consumer response on a single popular electronic consumer product which is another significant limitation of the study. Hence, research can be conducted on the same issue based on other electronic consumer products. There are many personality traits in consumer behavior discipline but the researcher has taken only three traits (Innovativeness, materialism and self-uniqueness) as mediating variables. Future researches should take other personality traits as mediating variables such as dogmatism, ethnocentrism etc. Moreover, some other factors like inattentiveness may influence through direct or indirect way toward repurchase of the same mobile handset brands. The sample size of the study is just around 270 which is another limitation of this study. Another study with a large sample size can enhance the generalization of the findings. The study utilizes cognitive and affective component as the independent variable of the study; further studies can use personality traits as independent variables and attitudinal components as mediating variables which can provide some unique findings.

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