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CONSUMERS' LOYALTY TOWARD DARK CHOCOLATE

Abstract

The purpose of this paper is to research how to improve loyalty to the dark chocolate brand Dorina through interaction created in the model composed of constructs such as brand image, brand impact, brand satisfaction and brand value. The data for this research have been gathered by an online survey. The total of 448 questionnaires have been collected in the territory of Bosnia and Herzegovina (B&H). The respondents to the survey were consumers of dark chocolate Dorina. The results indicate that consumer satisfaction is the most important factor for the brand loyalty on the dark chocolate market, followed by the impact and value, while the brand image does not significantly affect the loyalty of the consumers. Furthermore, the results indicate that the brand image significantly affects the customer satisfaction. A limitation of this research is that only one country has been taken as a sample, which could lead to generalization of results. New functions of chocolate, such as a health function, provide a new segment of food industry analysed in this paper. Companies should pay attention to the improvement of their brand image in order to affect consumer satisfaction which is the most important prerequisite for the creation of loyalty among the consumers. The developed model has provided instructions for the dark chocolate

manufacturers on how to improve loyalty of consumers and how to influence the very purchase.

Keywords: dark chocolate Dorina, brand model, brand loyalty, structural equation model

1.   INTRODUCTION

There is an increased attention to the importance of healthy nutrition nowadays. Food industry introduces the products with significant impact on human health, emphasizing that through marketing. In order to be a healthy one, chocolate should contain as much cocoa as possible, so the dark chocolate contains over 70% of cocoa. The research has shown that dark chocolate stimulates heart functioning, reduces blood pressure and the level of bad cholesterol (Pereira, et al, 2014). Large chocolate manufacturers build brand products on the dark chocolate basis whilst emphasizing its positive effects on human health. It is very important to research a positive effect of certain chocolate brands to health, as well as the effects of dark chocolate to a brand. Therefore the purpose of this paper is to prove how constructs of the dark chocolate brand affect consumers' loyalty.

Brand affect, brand image and loyalty are central aspects of brand management (Chaudhuri and Holbrook, 2001). The consumers who accept a brand are ready to pay more for products or services of that particular brand (Wood, 2000). Therefore, brand loyalty generates significant advantages for companies, such as incoming barriers to competitors, better ability to respond to competitive threats, higher sales and revenues, and reduced sensibility of users to marketing efforts of competitors (Matzler, et al 2008). Accordingly, the companies strive to create brands and to use them as the basis for the establishment of long-term relationship with buyers (Malar, et al, 2011) in order to affect the creation of loyal consumers. Care for health presents an essential segment in a brand creation. The companies are trying to establish competitive advantages through healthy products and recognizable brand.

A brand is an instrument for establishment of partnership with buyers, therefore, there is a need for understanding of this notion. Wirtz and Mattila (2003), suggest that the consumers obtain information about brands from various sources. Personal experience of a consumer with a product has the largest impact on the development of the brand. If such an experience is positive and if the product exceeds the expected value, the consumer will share the satisfaction with others. If such satisfaction is related to a consumer's health then it would also contribute to the strengthening of a brand. The influence of other buyers on the opinion of the consumers should not be neglected here since various factors determine a brand. Therefore, the answer to why a certain product or brand is more accepted and appreciated by buyers as oppose to other products should be found, as well as how certain factors affect loyalty of the buyers.

Creation and maintenance of a brand is the key in today's competitive marketing environment while the market value of the brand is a result of the investment by the companies into brand activities (Seetharaman, et al, 2001). This study is focused on the research of a brand in this case, dark chocolate. Five brand dimensions shall be used to determine their correlation and which one of them has the biggest impact on consumers' loyalty. Unlike other researches, the focus of this research is to show how brand affect and brand image influence the consumers' perception of dark chocolate, what is the satisfaction of consumers like, whether they provide higher value and how all of this may influence the loyalty when it comes to purchase of these chocolates.

The following text shall first cover the theoretical basis of the observed brand dimensions, then it will develop a conceptual model of previous researches and finally, research hypotheses shall be set. After that, the methodological research concept will be established and the sample of the research defined. Research hypotheses and validity of the research concept will be examined by the results of the research. Then the discussion of the research results will follow. The final part of the paper provides limitations of the study, sets guidelines for further research and gives the most important conclusions.

2.   LITERATURE REVIEW AND HYPOTHESES

Creation of a strong product brand requires development of recognizable product image. In this way, the product distances itself from the competition (Grubor and Milovanov, 2017). With the introduction of dark chocolate, the manufacturers attempt to create a brand which will convince the consumers that the consumption of this product will improve their health. This is the way to acquaint the target consumers with the main advantages of dark chocolate.

In order to measure the affect it is necessary to evaluate how users perceive the image of such chocolate, how it affects their perception of value and pleasure. Such data are used to develop marketing strategies aiming at creation of loyal consumers. However, it is difficult to assess what it is that influences consumers' loyalty since everything is relative and may influence the acceptance of a brand. The consumers are not affected only by other consumers, but also by vendors who estimate the importance of a brand and use that as a basis to form marketing strategies for the strengthening of a particular brand with the help of managers who implement such strategies (Yasin, et al, 2007).

The idea of this study is a development of a conceptual model for the understanding of relations between consumers and a brand, and the manner in which certain brand dimensions affect the loyalty of the consumers in the case of dark chocolate brands Dorina. The building of the relations with consumers improves acceptance of a brand, influences their attitudes and behaviour towards that brand. It is important to identify which factors affect relationships between

consumers and a brand, and what has the largest impact on the loyalty to a brand, in this case, the dark chocolate.

The following dimensions have been used in the test of the conceptual model: brand affect, brand image, brand satisfaction, and perceived brand value and loyalty of consumers. The following presumptions have been used during the creation of the conceptual model, the constructs - brand affect and brand image have been set as independent, while the constructs - brand satisfaction, the perception of the brand value and brand loyalty have been set as dependent ones. Based on that, the research model, presented in Figure 1, has been created. Apart from the research of the conceptual model, it will also be researched which dimension has the biggest impact on the occurrence of loyalty, in the case of dark chocolate brand Dorina.
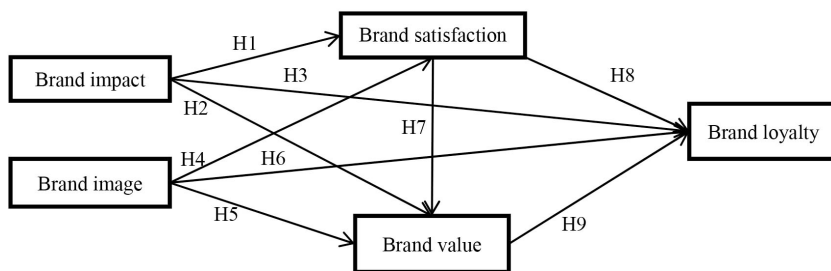

Figure 1 Research framework

Source: Research authors

2.1.   Brand impact

In the context of branding, brand impact is seen as a certain category of consumers' association with the brand (Matzler, et al, 2008). The affect refers to a psychological reaction which evokes certain feelings within consumers. Such feelings can both be positive and negative. They are directed to the brand name, logo or slogan and display whether a consumer accepts that brand or not. Chaudhuri and Holbrook (2001), defined brand impact claim potential of a brand to cause a positive emotional reaction of the consumers while using that brand. These authors state that the impact is a positive reaction, but, the impact could also be a negative reaction which results in non-acceptance of the particular brand by the consumers. The positive impact will cause a good impression and feeling for that brand, which improves the value of that brand; the negative impact causes dissatisfaction and decrease of its value. All the companies strive to have their brands evoke positive emotions within the consumers, that is, to have them be satisfied with such a brand, which would improve their perception of the brand. Mishra Kumar, et al. (2016), state that the positive brand impacts has an influence on the satisfaction of consumers, while the negative one on the dissatisfaction. By

strengthening of the brand impact, companies may improve their own value, as well as the brand value itself (Buil, et al, 2013). Taking that into consideration, the companies have to invest in the strengthening of the brand impact and thereby increase the brand value (Bahadir, et al, 2008). Brand impact is considered an important factor for the brand loyalty (Matzler, et al, 2008). Chaudhuri and Holbrook (2001), suggest that brand impact has a powerful influence on the attitudes of the consumers and their loyalty. In addition, Dick and Basu (1994) say that brand loyalty is affected by the positive emotional mood of the consumers. Consumers who have been affected positively will sooner become loyal to the brand. In reference to this, the following hypotheses are set in the research:

H1: Brand impact has a significant positive effect on brand satisfaction.

H2: Brand impact has a significant positive effect on brand value.

H3: Brand impact has a significant positive effect on brand loyalty.

2.2.   Brand image

Brand image can be defined as a perceptual subjective phenomenon which is reflected through buyers' feelings for the products, based on their memories (Keller, 1998). Creation of brand image facilitates companies to improve the brand competitiveness on the market. Bian and Moutinho (2011) state that brand image refers to the association of that brand within the memories of the consumers. Brand image plays an important role in purchase intention. The more favourable image, the more positive attitude of the consumers towards the brand product and its attributes is (Aghekyan-Simonian, et al, 2012). Cho and Flore (2015), state that brand image has three dimensions, specifically: cognitive association - mystery, emotional association - intimacy and sensory association – sensuality. Cognitive association reflects the beliefs of consumers, their thoughts, and assessments related. Emotional associations include subjective feelings of consumers. Sensory associations are those related to consumers' senses (Schmitt, 2011). The brand image serves as a marketing instrument for consumers' retention and for initiation of their loyalty (Sweeney and Swait, 2008). Wang and Yang (2010) proved that brand image affected the relationship between brand credibility and the intended purchase. Chao, et al. (2015), think that brand image is an important factor which affects the consumers' satisfaction. Faircloth, et al. (2001) determined in their research that brand value could be increased directly or indirectly through brand image. In addition, Juntunen, et al. (2009) proved that brand image positively affected the brand value. Johnson, et al. (2001), considers that brand image is a type of consumers' attitude leading to their loyalty. Strengthening of the brand image will increase the brand value in the consumers' eyes. The more attractive the brand image, the better consumers' association with the brand is (Islam and Rahman, 2016), and the brand image would have a higher

value for the consumer. In reference to this, the following hypotheses have been established in this research:

Hypothesis 4: Brand image has a significant positive effect on brand satisfaction.

Hypothesis 5: Brand image has a significant positive effect on brand value.

Hypothesis 6: Brand image has a significant positive effect on brand loyalty.

2.3.   Brand satisfaction

Making the consumers satisfied has become one of the most important priorities in marketing management (Moliner-Velázquez, et al., 2015). Satisfaction is defined as the evaluation of a product or service and the experience that the consumer had with that product or service (Puška, et al, 2015). Brand satisfaction is of vital importance for the preservation of the brand value and refers to retaining of the buyers. If products meet expectations of the buyers, they will be satisfied. If the product meets consumers' expectations, they will be satisfied with the brand and thus the brand itself is being strengthened. Brand satisfaction is positive relation towards the brand which results in the selection of that brand by the buyer. Cronin, et al. (2000) proved that an important relationship existed between the satisfaction and the value. If the perceived value is high, the satisfaction becomes high as well (Erciş, et al, 2012). Where there is no satisfied consumer, there is no loyal consumer either (Puška, et al, 2016). Brand satisfaction is a prerequisite for the intention for further purchase, so the satisfaction of the buyers affects the loyalty once the value and image of such brand are taken into consideration (Lai, et al, 2009). In reference to this, the following hypotheses are established in this research:

Hypothesis 7. Brand satisfaction has a significant positive effect on brand value.

Hypothesis 8. Brand satisfaction has a significant positive effect on brand loyalty.

2.4.   Brand value

Brand contributes to the sustainable competitiveness of the company and brand value is the basis of what the manufacturers gain from the exchange (Kotler and Keller, 2012). Brand value is defined as a measure of financial power, the ability for creation of demand and potential for generating revenues (Melo and Galan, 2011). Perceived brand value includes pre-purchase behaviour, where a buyer gives more significance to a certain brand, and the purchasing phase when he or she selects the brand. There are two approaches in determining the brand value: one-dimensional and multi-dimensional approach (Leroi-Werelds, et al., 2014). The first approach simplifies the understanding of the brand value and observes that as a compromise between the quality and the price, that is, which benefits the consumer will get from the product for a certain price (Giovanis and

Athanasopoulou, 2017). However, this approach includes only the price of the product, but not other motives for consumption, since the benefits and sacrifices have no continuity due to variations in purchases (Gumerus, 2013). Another approach in observation of brand value is based on the understanding of multiple dimensions which affect that value. In reference to this, Sheth, et al. (1991) suggested that the value of the brand had five dimensions: social, emotional, functional, conditional and epistemic. Following this approach, the specification of those dimensions was done as well as the introduction of the new ones. Sheth, et al. (1991) state that the brand value is a primary drive for the consumers' choice and serves as the predictor of the consumers' intention to remain loyal to that product (Pan, et al, 2012). Therefore, it could be said that consumers accept a perceived value offered by a brand in a positive way and that this could result in loyalty towards the brand. In reference to that, the following hypothesis is set:

Hypothesis 9: Perceived brand value has a significant positive effect on the brand loyalty.

2.5.   Brand loyalty

Consumers buy and use brands they believe in and those they are satisfied with, while they don't purchase or use the brands they do not trust and those which have no certain value to them. In this way, the confidence towards the brand is being created and this leads to loyalty. Brand loyalty may be defined as a positive feeling towards the brand and dedication to purchasing such brand in the future, regardless of the activities of the competition or changes in the environment (Lazarevic, 2012). Brand loyalty among the buyers could be measured by their positive attitudes towards such products, satisfaction with the brand, confidence in the brand and continuous purchasing of the brand, irrespective to the change of its price (Zohaib, 2014). Purchasing loyalty goes beyond repeated purchasing and refers to a real dedication to a certain brand (Back and Parks, 2003). The basis of loyalty is a repeated purchasing of a certain brand regardless of the existence of other brands which offer a product of similar characteristics with a lower price, but under condition that the brand is accessible to the consumer. If the consumer has strong aspirations towards the brand, the consumer will continue to purchase such brand under all circumstances, but if there is no strong aspiration the consumers will purchase other products as well, and their loyalty to a certain brand shall decrease. It is considered that brand loyalty has two dimensions: consumers' attitudes and behavior (Giovanis and Athanasopoulou, 2017). The attitude dimension refers to the readiness of consumers to purchase certain brand irrespective of obstacles in purchasing even under higher price, while the behaviour refers to repeated purchasing of that brand (Lazarevic, 2012). Bandyopadhyay and Martell (2007) consider that attitude dimension in loyalty initiates behavioural dimensions and provide a long-term relationship between the buyer and the brand. It is necessary to research which factors affect the creation of loyalty of the consumers which buy a certain

brand, regardless of all the challenges of the competition and why they don't buy other products, although those are available under lower prices and higher quality, and they remain loyal to a certain brand (Zohaib, 2014).

This research should demonstrate that brand impact, brand image, brand satisfaction and brand value have an impact on the brand loyalty (Figure 1). The focus of this study is the research on how the brand impact and brand image influence the satisfaction, the value and the brand loyalty by using the example of the dark chocolate brand.

3.   METHODOLOGY

3.1.   Sample and procedures

The data for this study have been gathered from the consumers of food products, primarily chocolate, in B&H. B&H market offers different brands of dark chocolate but there is no favoured original brand of home manufacturers (Puška, et al, 2018). Consequently, the aim of this research was to study dark chocolate of "Dorina" brand produced by Kraš. The reason for this lies in the fact that this chocolate is available to all consumers with the affordable price. The research was carried out in the period from April to July 2018, by the use of the online survey questionnaire. Due to the peculiarity of the research, which was aimed at the consumers of dark chocolate "Dorina", the first stage was to find consumers who use this brand. 15 consumers of dark chocolate "Dorina" were found as a result of the cooperation with the distributors of this brand in B&H. The questionnaire was first sent to them and they were asked to forward the link of this questionnaire to the other consumers of this brand. Besides this, we used various methods to forward this questionnaire via facebook page of the distributors and vendors of this brand and, finally, consumers of this brand were asked to fill in the questionnaire. 2010 respondents accessed the questionnaire while 448 respondents filled it out, which provides a response rate of 22.29%. The collected data have been checked for partiality (bias) using the respondents' answers from previously collected data in April and May, and the later data in June and July based on demographic characteristics of the respondents. The survey carried out in June and July 2018, indicated that there were no significant differences among the respondents. The data on demographic characteristics which include gender, employment status, incomes, education level, the number of household members and the age of the respondents are provided in Table 1.

Since this study used a questionnaire, its preparation was performed as follows. First, the papers related to brand research, which also used a questionnaire as an instrument, were collected. Afterwards, the most used brand constructs were selected and the questions referring to those constructs were collected from those papers. Selected questions were adapted to the needs of this study and the questionnaire was prepared. The questionnaire was reviewed by four experts in this field and they gave proposals for modification of the

questionnaire. Modified Questionnaire was sent to a group of 15 respondents to test the questionnaire and provide information on possible ambiguities in case of terminology, meanings and questions. Afterwards, the questionnaire was sent to the respondents.

Table 1

Demographic characteristics of respondents

Demographic characteristics			Frequency	Percentage
Gender:	1.	male	262	58.5
	2.	female	186	41.5
Employment status:	1.	student	288	64.3
	2.	employed	102	22.8
	3.	unemployed	55	12.2
	4.	pensioner	3	0.7
Incomes in EUR:	1.	up to 250	54	12.0
	2.	251-500	141	31.5
	3.	501-750	115	25.7
	4.	751-1000	63	14.1
	5.	over 1001	75	16.7
Education level:	1.	elementary	13	2.9
	2.	high school	282	62.9
	3.	college	59	13.2
	4.	university	94	21.0
Number of household members:	1.	1-2	50	11.2
	2.	3	114	25.4
	3.	4	201	44.9
	4.	5-6	75	16.7
	5.	7 and more	8	1.8
Age of respondent:	1.	to 24	331	73.9
	2.	25-35	59	13.2
	3.	36-45	34	7.6
	4.	46-55	17	3.8
	5.	56 and more	7	1.6

Source: Research results

Non-response bias has been tested in two ways. First, there was a discussion with consumers which had not filled out a questionnaire, i.e. with those who had declined to participate in the research. There were 55 of such respondents and they specified reasons for not completing the questionnaire. They specified the following reasons: lack of time, lack of interest in research and non-consummation of dark chocolate Dorina. The only justified reason for failing to complete the questionnaire was the last one, because those respondents could not have provided adequate responses to the questions.

3.2.   Measures

Measuring of the brand constructs was carried out by the Likert scale with five degrees of compliance or noncompliance which ranged from "Strongly disagree" to "Strongly agree". This study used five constructs for brand measurement: brand impact, brand image, brand satisfaction, brand value and brand loyalty.

The intention behind the use of the brand impact was to detect an influence of dark chocolate Dorina on consumers. This construct was measured by adapted statements as used in the studies of Chaudhuri and Holbrook (2001), Matzler, et al. (2008) and Mishra, et al. (2016). Brand image constructs were used to analyze how consumers experience the image of dark chocolate Dorina. Brand image was measured by adapted statements as used in the studies of Cho and Fiore (2015), Lien, et al. (2015) and Matzler, et al. (2008). Brand satisfaction construct was used for the analysis of consumer's satisfaction with dark chocolate Dorina. This construct was examined by the adapted statements as used in the studies of Kuikka and Laukkanen (2012), Krystallis and Chrysochou (2014) and Nyadzayo and Khajehzadeh (2016). Brand value construct was used to determine the value of dark chocolate Dorina to the consumers. This construct was examined by the adapted statements used in the studies of Kuikka and Laukkanen (2012), Giovanis, and Athanasopoulou (2017) and Nyadzayo and Khajehzadeh (2016). Brand loyalty construct was used to determine the loyalty of the consumers to dark chocolate Dorina. This construct was measured by the adapted statements as used in the research conducted by Kuikka and Laukkanen (2012), Giovanis, and Athanasopoulou (2017) and Krystallis and Chrysochou (2014). All of the statements used in this study are provided in Table 2.

4.   RESULTS

For the examination of set hypotheses and research models this study has used the Confirmatory Factor Analysis (CFA) and the Structural Equation Model (SEM) prepared by the program Lisrel 8.8. The program tool SPSS 20 was used for the examination of reliability of the measuring scale through Cronbach's Alpha indicators and the correlation of constructs through correlation analysis.

4.1.   Scale validity and reliability

The statements used for each brand construct were tested and confirmed by the CFA. Table 2 shows the results of the CFA analysis and Cronbach's Alpha indicators. CFA analysis was used for measuring of unidimensionality. The results of the CFA analysis showed that: CFI = 0.97 which is higher than critical value 0.9 (Hu and Bentler, 1999), GFI = 0.91 which is higher than critical value 0.9 (Hair, et al. 1998), and value NFI = 0.97 also higher than critical value 0.9 (Hu and Bentler, 1999), RMSEA = 0.069 which is below critical value 0.08

(Hair, et al. 1998), p-value is below 0.05 which confirms unidimensionality of the constructs. Results of the CFA indicate that total results of the established model suggest acceptable unidimensionality and convergent validity of measures since model paths exceeded 0.5 (Bagozzi, et al., 1991; Hoskisson, et al., 1993).

Table 2

Scale validity and reliability for brand construct

Scale	Item	Loading	CR	CA
Brand impact	I feel happy when I eat dark chocolate Dorina	0.93	0.86	0.90
	I feel good when I eat dark chocolate Dorina	0.85		
	Dark chocolate Dorina gives me pleasure	0.84		
Brand image	Quality of dark chocolate Dorina is better of regular chocolate	0.76	0.71	0.72
	I rely on this dark chocolate Dorina	0.71		
	Dark chocolates Dorina are more attractive	0.54		
Brand satisfaction	Dark chocolate Dorina has consistent quality	0.86	0.79	0.83
	Dark chocolate Dorina satisfies with taste	0.81		
	I am pleased with this dark chocolate Dorina	0.68		
	The best ingredients are used for dark chocolate Dorina	0.61		
Brand value	Dark chocolate Dorina justifies its price	0.83	0.82	0.83
	Quality of dark chocolate Dorina justifies its price	0.81		
	I get an excellent chocolate in relation to price	0.66		
	My satisfaction is great in relation to the dark chocolate Dorina price	0.66		
Brand loyalty	I recommend dark chocolate Dorina to my friends	0.80	0.82	0.84
	Dark chocolates Dorina are my first choice at purchasing	0.76		
	I say only the best about the dark chocolate Dorina	0.74		
	I am loyal to purchasing dark chocolate Dorina	0.70		

Source: Research results

Internal consistency of measurement scales was measured by the Cronbach's Alpha (CA) indicators. Cronbach's Alpha values range from 0.72-0.90 for all values and all of them are higher than the critical value (over 0.7) (Puška, et al, 2016). Based on the above, it may be concluded that theoretical constructs are acceptable and that there is a reliable measurement scale. Besides this, the indicator proves that the statements present the constructs in an adequate manner and none of the statements should be omitted from the analysis.

Composite reliability (CR) values are 0.71-0.86, whereby the condition of convergent validity has been met (Han, et al, 2015) because in the case when

all the constructs exceed critical value (over 0.7) it is considered that reliability of all the constructs is good. The highest value of the CR coefficient is for brand impact construct (CR = 0.86), while the lowest value is for brand image construct (CR = 0.71).

The results of the descriptive analysis (Table 3) show that the respondents mostly agreed with statements within the brand image construct (Mean = 3.37), while they least agreed with statements within the brand loyalty construct (Mean = 2.95). The lowest dispersion in respondents' answers was within the brand satisfaction construct (SD = 0.93), while the highest dispersion in answers was within the brand loyalty construct (SD = 1.05).

Table 3

Descriptive, correlation and average variance extracted

Construct	Mean	S.D.	AVE	A	B	C	D	E
A. Brand impact	3.21	1.02	0.68	**0.824**				
B. Brand image	3.37	1.04	0.46	0.507*	**0.682**			
C. Brand satisfaction	3.36	0.93	0.49	0.556*	0.579*	**0.699**		
D. Brand value	3.04	1.01	0.53	0.514*	0.516*	0.540*	**0.726**	
E. Brand loyalty	2.95	1.05	0.53	0.503*	0.560*	0.556*	0.610*	**0.729**

Note: *Significance at 0.01 level; SD refers to standard deviation; AVE average-variance-extracted; the square root of the average-variance-extracted is typed in bold italics along the diagonal

Average Variance Extracted (AVE) was used for the assessment of discriminatory value of all the constructs. AVE value was 0.46-0.68, which indicates acceptable discriminatory validity (Tsai and Wang, 2017), i.e. adequate reliability and validity of the constructs. Square root value of AVE was used to meet the requirements of discriminatory validity of the construction of the structural model. It is necessary that AVE square root is higher than the correlation between the observed construct and other constructs. As it can be seen from the results, all values of square roots of AVE are higher than the correlation values, meaning this condition has been met.

Values obtained by the application of the correlation analysis indicate that there is a positive and significant connection (p < 0.01) between the constructs used in this model. The most connected constructs are brand value and brand loyalty (r = 0.610), while the least connected constructs are brand impact and brand loyalty (r = 0.503). Based on all the performed analyses, it can be concluded that the data collected in this study have been adequate, thus could be used for the examination of the research model.

4.2.   Structural relationships

The results of the Structural Equation Models (SEM) are given in Table 4. As CFA indicated earlier, the model is considered acceptable and reliable. Out of the nine established hypotheses of this model, only hypothesis 6 was rejected and it showed that brand image has no significant positive effect on brand loyalty. SEM results showed that independent construct, brand impact, has significant positive effects on brand satisfaction (H1, t-test = 2.55, $p < 0.05$), brand value (H2, t-test = 2.39, $p < 0.05$) and brand loyalty (H3, t-test = 4.16, $p < 0.01$). The other independent construct, brand image, has significant positive effect on brand satisfaction (H4, t-test = 8.34, $p < 0.01$) and brand value (H5, t-test = 2.99, $p < 0.01$) while it does not have significant positive effect on brand loyalty (H6, t-test = 0.70, $p > 0.05$). The construct, brand satisfaction, has significant positive effect on brand value (H7, t-test = 3.78, $p < 0.01$) and on brand loyalty (H8, t-test = 4.65, $p < 0.01$), while the construct, brand value, has significant positive effect on brand loyalty (H9, t-test = 2.54, $p < 0.05$).

Table 4

The results of the structural model

Hypothesis	Path Estimates	t-value	.sig	Results
H1. Brand impact → Brand satisfaction	0.16	2.55	$p < 0.05$	Supported
H2. Brand impact → Brand value	0.15	2.39	$p < 0.05$	Supported
H3. Brand impact → Brand loyalty	0.24	4.16	$p < 0.01$	Supported
H4. Brand image → Brand satisfaction	0.67	8.34	$p < 0.01$	Supported
H5. Brand image → Brand value	0.31	2.99	$p < 0.01$	Supported
H6. Brand image → Brand loyalty	0.07	0.70	$p > 0.05$	Rejected
H7. Brand satisfaction → Brand value	0.37	3.78	$p < 0.01$	Supported
H8. Brand satisfaction → Brand loyalty	0.44	4.65	$p < 0.01$	Supported
H9. Brand value → Brand loyalty	0.17	2.54	$p < 0.05$	Supported

Source: Research results

In order to test this model, there was an attempt to experiment with other paths between the established constructs. Thus, it was attempted to make only one of the constructs independent and this was the brand impact; but the results showed that this model was rejected because the brand image construct is also important. Besides this, the model with adjusted model paths was tested as well. So for one model, the path was corrected to make the brand value affect brand satisfaction, but this model showed that even brand impact has no significant positive effect on brand satisfaction. In that way it was demonstrated that this model is the best one to connect the established constructs in this study.

5.   DISCUSSION OF THE RESULTS

The conducted study suggested a multidimensional brand model with the accent on cultivating loyalty among the consumers. The model used in this study utilized five constructs, two independent and three dependent ones. The independent constructs are brand impact and brand image while dependent ones are brand satisfaction, brand value, and brand loyalty. This study improved the brand theory on the value of a brand among the consumers of dark chocolate. The results obtained provided a series of important implications for both theory and practice when it comes to comprehension of the brand.

The results show that only the brand image does not have a significant impact on loyalty. Brand image is important because dark chocolate affects personal feelings of consumers to buy it. However, the reason for this may be that Kraš should enhance image with dark chocolate. It is necessary to intensify propaganda activities in order to better accept this chocolate with consumers.

Research results demonstrate that in order to understand loyalty to dark chocolate Dorina, while observing the independent constructs, brand impact has more important role than brand image, as it had been proved in the study by Kabadayi and Koçak Alan (2012). The results of this study showed that brand loyalty was not significantly affected by brand image. However, Park and Kim (2016) had previously proved that both of those constructs affected brand loyalty, brand image having a larger influence than brand impact. While observing dependent constructs, brand satisfaction has a bigger role in creation of loyal buyers of dark chocolate Dorina than brand value. These results had also been obtained earlier in the papers of Kuikka and Laukkanen (2012) which had proved behavioural dimensions of the brand loyalty, while in attitudinal dimension of the brand loyalty, brand value construct had been more important than brand satisfaction. Such results were also obtained in the study of Pappu and Quester (2016).

The comparison of all the constructs used in this model showed that brand satisfaction construct had the biggest influence on the loyalty of consumers of dark chocolate Dorina. Giovanis and Athanasopoulou (2017) demonstrated that brand satisfaction had a bigger effect on loyalty than the brand value, which was also confirmed by authors Pappu and Quester (2016), and Dib, and Al-Msallam (2015) in their previous studies. However, Rehman, et al. (2014) and Taleghani, et al. (2011) demonstrated in their papers that brand trust had a bigger effect on brand loyalty than brand satisfaction.

Apart from the research of the role of the four constructs in loyalty, the effect of the three constructs on brand value was also examined, and it was proved that brand satisfaction had the biggest effect on brand value, rather than brand trust and brand impact. This model proved that brand image had a bigger effect on brand satisfaction than the brand impact. Results demonstrated that in order to have loyal consumers, it is necessary for them to be satisfied. In order to

be satisfied, they have to taste these chocolates first, which is mostly affected by brand image.

What the research model showed is that the best path towards creation of a loyal consumer of dark chocolate Dorina is to utilize brand image to create a satisfied brand consumer who will then become a loyal consumer, since it had been proved that brand image had the biggest influence on brand satisfaction and the satisfaction had it on loyalty. In order to pay more for dark chocolate compared to other chocolates, first of all, the consumer has to be pleased with such chocolate.

The reason for the creation of this model for comprehension of the dark chocolate brand should be sought in the fact that chocolate is consumed as a dessert, while dark chocolate offers to consumers the feeling of security and trust due to its positive effect on health. Therefore, the examination of all the effects on brand value was performed i.e. the reasons why consumers pay more money for dark chocolate rather than for other types of chocolate and why they repeatedly buy this type of chocolate. The results demonstrated the ways the manufacturers of dark chocolate should affect the consumers' loyalty and which constructs should be utilized to do so. They should primarily encourage the new consumers to buy these chocolates and then use the quality and other characteristics to satisfy consumers and make them buy this product again.

The research has an impact on the development of the theory and practice of brand loyalty. A good understanding of loyalty helps to understand customers. Understanding customers realize the advantages over other producers. Using these advantages improve the operation of an enterprise.

6.   CONCLUSION AND LIMITATIONS

The advantage of the used model is that the examination of the impact of two independent brands constructs on the dependent constructs of dark chocolate brand was examined, which makes this paper unique. The manner in which the consumers accept this brand was researched, as well as which constructs are the most important for cultivation of loyalty among consumers of dark chocolate Dorina. The obtained results provide starting basis for further analysis of the dark chocolate brand in future papers.

The survey for this study was carried out in the territory of B&H and it included the consumers of dark chocolate Dorina. Analyses demonstrated that the statements within constructs were mutually well connected and that those statements reflected those constructs. Performed SEM analysis showed that brand image had no significant effect on brand loyalty, while other hypotheses were confirmed. Results of this research show that the brand satisfaction construct is the most important for the creation of the brand loyalty while the brand image is the most important for brand value.

The results obtained will help marketing managers to improve the brand of dark chocolate in order to create even more loyal customers. They need to create satisfied customers with a brand image that will be more loyal.

The main shortcoming of this research is that the survey did not include more constructs, which would have provided a clearer picture in understanding of the dark chocolate brand. Limitation of the study the fact that the research is conducted on a no representative sample. In future research need to used representative sample, in order to confirm these results. At the same time, the addition of more constructs would have made the research more difficult because the respondents would have had more questions to answer. Therefore, it is necessary to balance the size of the questionnaire in order to have the research include the most important constructs. Besides this, the shortcoming of this research is that it was carried out in the territory of one country, and young people and students prevail in this research.

Future research should include non-consumers of dark chocolate and determine why they do not buy dark chocolate Dorina, and why the consumers buy such chocolate. Also, future research should be testing this model on other brands of dark chocolate. It is necessary to determine if purchasing of dark chocolate is determined by the consumers' care for their health or there are some additional factors which should also be researched.

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LOJALNOST POTROŠAČA PREMA TAMNOJ ČOKOLADI

Sažetak

Svrha ovog rada je istražiti kako utjecati na odanost marke crne čokolade Dorina kroz interakciju stvorenu u modelu sastavljenom od konstrukata kao što su imidž robne marke, utjecaj marke, zadovoljstvo robne marke i vrijednost marke. Podaci za ovo istraživanje prikupljeni su putem internetske ankete. Ukupno je prikupljeno 448 upitnika na području Bosne i Hercegovine (BiH). Ispitanici ankete bili su potrošači tamne čokolade Dorina. Rezultati pokazuju da je zadovoljstvo potrošača najvažniji čimbenik za lojalnost marke na tržištu crne čokolade, nakon čega slijedi utjecaj i vrijednost, dok imidž marke ne utječe značajno na lojalnost potrošača. Nadalje, pokazalo se da imidž marke značajno utječe na zadovoljstvo kupaca. Nedostatak ovog istraživanja da je samo jedna zemlja uzeta kao uzorak, što bi moglo dovesti do generalizacije rezultata. Nove funkcije čokolade, kao što je zdravstvena funkcija, pružaju nov segment prehrambene industrije analiziran u ovom radu. Tvrtke bi trebale obratiti pozornost na poboljšanje imidža marke kako bi utjecale na zadovoljstvo potrošača, što je najvažniji preduvjet za stvaranje lojalnosti među potrošačima. Razvijeni model je proizvođačima tamne čokolade dao upute kako poboljšati lojalnost potrošača i kako utjecati na samu kupnju.

Ključne riječi: tamna čokolada Dorina, model marke, lojalnost marki, model strukturnih jednadžbi.

JEL klasifikacija: C38, C51, M31, M37.