

Factors and elements influencing brand loyalty: A case study in customers of Khazar gaz in Mazandaran

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ABSTRACT: Brand is one of the important concepts and is valuable asset for tread. So, marketer consider powerful brand as a competitive advantage, and brand loyalty is challengeable issue for firm's managers. The aim of this project is an investigation to some factors that influence on brand loyalty of Khazar Gaz cooker at Mazandaran provenience. These factors are divided on 5 categories that are: quality, availability, advertising, brand awareness and brand image. Statistical society is people who bought Khazar Gaz during last year. Sample was figure 282 and questioner was distributed among them. Data was analyzed by Spirman correlation. Results indicated that all of factors have significant relationship with brand loyalty in which brand awareness impact more than others.

Key words: brand loyalty, quality, availability, advertising, brand awareness, brand image

INTRODUCTION

Today's, organizations aim is not only sell their products or services, but also make relationship to customers that lead to customer loyalty in happen during the process that consist introduce products to customer, knowing it, and then selecting it. If there process was customers, knowing it, and then selecting it. If this process was passed successfully, customer will be loyal to brands (Taj zade naming et al, 2009)

Customer loyalty is a situation on which a customer is receives similar product and services during the time. That all of them present by several firms. Loyalty is a degree of commitment that a customer buys an special brand of product or services. Brand loyalty is final goal of marketing (Hamidzade and Ghamkhari,2009).

The aim of this article is an investigation of some factors that impact on customer loyalty for cooker. Customer loyalty is a critical and fundamental issue for marketing, and identifying these factors help to managers that attract and keep customers. At next section, theoretical approach will presented then, statistical results will indicated, and finally results and discussion will state.

Research theoretical framework

Customer loyalty is an action by customer because of a special brand, services, stores or some parts of products or even special action. Jacoby and Kyner stated that loyalty is behavioral response that lead to purchase and happen among different kind of brand. It is psychological evaluation. There is not obvious definition about brand loyalty, but it was emerged by 3 concepts:

Loyalty is temporary approach that sometimes makes relationship to brand.

Loyalty is on the basis of obvious behavior that is update from the perviose purchase.

It is purchase that is under the influence of products characteristics.

Most of researchers and markets believed that loyalty should change to commitment (Osli Shojae,2010) American marketers assistants define loyalty as follow: Brand loyalty is equal to a situation on which a customer buy a product during the time, Aker belived brand loyalty is chance that maybe change on one brand to another (Moisescu,2005).

Liver explain brand loyalty as follow: Brand loyalty is powerful commitment to buy new product or services. According to Aker's theory brand loyalty is usually behavior concepts. In facts brand loyalty can define by positive approach and people purchase intentions (Quester,2003).

Powerful brand lead to brand awareness and it cause to increase loyalty. So, retailers boost their volume of production and their supports. It make brand awareness (Kucuk,2008).

Different researchers mentioned different factors that impact on brand loyalty, but articles investigate 5 factors that are: -quality - easy use – Advertising - brand awareness - brand image(Deng et al, 2010; Bayraktar et al,2012).

We explain all of them as follow: Production quality is an essential criteria at purchase behavior and investigate products and services in huge spans. Impact of financial matters on quality was investigated several times, but researchers mentioned that customers significantly evaluate production quality, and often it depend on external criteria. So, production quality depend on customer understand, production performance, production durable, and other dimensions. Production quality evaluation needs to systematic evolution (Maeyer and Estelamia, 2011).

Easy use is capability of gain products at the appropriate time. Totally this criteria depend on production distribution and its market share. If marketers distribute production correctly and widely, customer purchase in in different and several times. Correct distribution is an important precondition for brand loyalty(Radder and Huang, 2008).

Advertising is one of the important instrument for promote the level of identification. There is question that is advertising impact on organizational performance or customer view? There is ambiguous about advertising. It is a kind of cost. If advertising lasted for long times, it is not cost (Park and jang,2011).

Brand awareness reflects that that customer can identify one brand among several. Brand awareness is kind of value for brand, because customer remembers it. Customers are related to brand knowledge and finally lead to advantage. Brand awareness impact on customer decisions (Huang and Sarigoll,2012).

Martineau (2000) identify brand image as way in which there is objective image for customer. James et al (1998) also define brand image as body of attitude that is on the basis of people's attitude. In brief, brand image is customer understand about brand (Wu et al, 2012). Fig 1 indicate research conceptual model

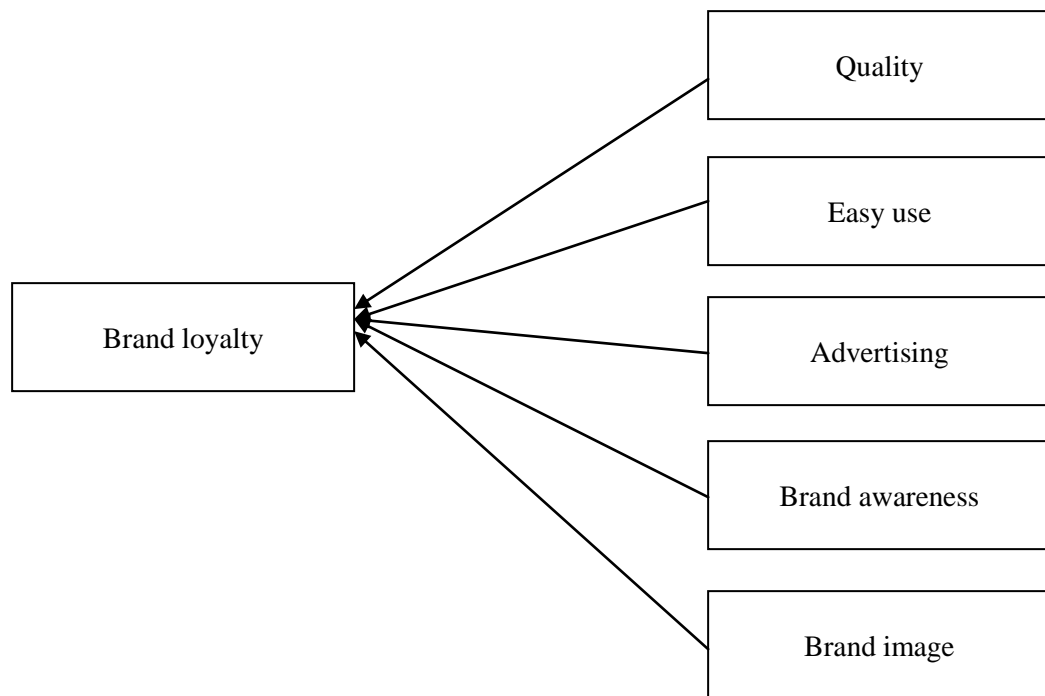


Figure1. research conceptual model (Deng et al, 2010; Bayraktar et al, 2012)

Research hypothesis are

There is significant relationship between quality and brand loyalty.

There is significant relationship between easy use and brand loyalty.

There is significant relationship between advertising and brand loyalty.

There is significant relationship between brand awareness and brand loyalty.

There is significant relationship between brand image and brand loyalty.

Statistical societies of this project are people who had been bought cooker during the last year sample are 282 that were selected by chance and complete research questioners.

RESULTS

At first, we evaluated date by normality test that is not normal. So, we used Spirman correlation for analyzing.

1- There is significant relationship between quality and brand loyalty.

Table 1. The correlation rate between quality and loyalty

| Result | Sig | R ² | Correlation rate | n |
|----------|-----|----------------|------------------|-----|
| accepted | 0.0 | 0.292 | 0.541 | 282 |

Correlation rate between quality and loyalty is 54/1% that said direct. Relationship between 2 criteria. On the other hand, R² is equal to 0/222 that indicate that quality can prognosticate loyalty by 29/ 2%.

There is significant relationship between easy use and brand loyalty.

Table 2. The correlation rate between easy use and loyalty

| Result | Sig | R ² | Correlation rate | n |
|----------|-----|----------------|------------------|-----|
| accepted | 0.0 | 0.169 | 0.412 | 282 |

Correlation rate between easy use and loyalty is 41/2%. That indicate direct relationship between these 2 criteria.

There is significant relationship between advertising and brand loyalty.

Table 3. The correlation rate between advertising and loyalty

| Result | Sig | R ² | Correlation rate | n |
|----------|-----|----------------|------------------|-----|
| accepted | 0.0 | 0.187 | 0.433 | 282 |

Correlation rate between advertising and loyalty is 43/3% that shows direct relationship between advertising and loyalty/ that is accepted.

There is significant relationship between brand awareness and brand loyalty.

Table 4. The correlation rate between brand awareness and loyalty

| Result | Sig | R ² | Correlation rate | n |
|----------|-----|----------------|------------------|-----|
| accepted | 0.0 | 0.363 | 0.603 | 282 |

Correlation rate between brand awareness and loyalty is 60/3% that means direct relationship between awareness and loyalty

There is significant relationship between brand image and brand loyalty.

Table 5. The correlation rate between brand image and loyalty

| Result | Sig | R ² | Correlation rate | n |
|----------|-----|----------------|------------------|-----|
| accepted | 0.0 | 0.269 | 0.519 | 282 |

Correlation rate between brand image and loyalty is 51/9% that indicate direct relationship between them. It was accepted too.

DISCUSSIONS

According to the first hypothesis, quality can prognosticate 29.2% of loyalty. In other words, the quality of Khazar Gaz can determine 29.2% of customer loyalty, because there is direct relationship between theses 2

criteria, it can be stated that quality increase will lead to customer loyalty increase. There are similar results at Nam et al (2011), Deng et al (2010), and Bayraktar et al (2012). They investigated the impact of quality on loyalty, and found a direct relationship between them. According to second and third hypotheses, they are accepted, but advertising correlation rate is more than easy use. It means that, Khazar Gaz advertising has significant impact on customer loyalty that is more than easy use. There are similar results at other studies.

Fourth hypothesis was accepted too. It means that brand awareness has significant and direct impact on brand loyalty. The rate of correlation shows that brand awareness can prognosticate 63.3% of customer loyalty for Khazar Gaz. Brand awareness indicates products advantage or how it can work. Statistics shows that increase at brand awareness will be purchase Khazar Gaz.

The correlation rate between brand image and customer loyalty equal to 0.519 which means brand image and customer loyalty has significant and direct relationship. Brand image consists of brand's advertising slogan, sound or other related things that make project the brand for customer.

It can be concluded that, brand awareness is the most important factor, because it has the most impact at brand loyalty. In other words, if customer gives more information about Khazar Gaz, and find its advantage in comparison to competitors will be loyal to this brand. Brand image, production quality, easy use, and advertising are also have significant impact on brand loyalty, respectively.

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