

A SURVEY ON THE RELATIONSHIP BETWEEN BRAND EQUITY OF ETKA STORE AND CUSTOMER SATISFACTION

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Abstract

The relationship between brand equity of Etki Store and customer satisfaction has been examined in this study. In this study, the main question proposed as what type of relationship exists between Brand equity of Etki Store and customer satisfaction?; hence, 385 questionnaires were distributed using random sampling among the Employees and their Families within one of the Units in Tehran, so that 358 questionnaires were analyzed using SPSS software. The results showed that the correlation extent between these two variables at 0.01 significance level is equal to 0.646. according to the positive correlation, the first main hypothesis was confirmed. Hence, it can be concluded that a significant correlation exists between two main variables. In a plain language, the more Brand equity of Etki Store increases, the customer satisfaction increases as well. Descriptive statistics indicate that Prioritization of customer satisfaction, respectively, include measures of customer support, ethics and relationships, the actual quality of the product and the cost and environment. Prioritizing the dimensions of brand equity, respectively, include measures of brand awareness, perceived quality, brand loyalty and brand association. Meanwhile, all the secondary hypotheses, relying on the results from findings, were confirmed. Findings from the Demographic characteristics of research are in a relationship with customer satisfaction and Brand equity. The results from regression tables report value of R^2 equal to 0.380, meant that linear regression of brand awareness, perceived quality, brand loyalty and brand association justifies just 38% of overall changes of customer satisfaction, and the remained contribute to the other variables.

Keywords: brand awareness, perceived quality, brand loyalty, brand association, Brand equity

Introduction

Without doubt, armed forces are considered symbols of authority and the most important aspects of a nation. The main performance of each country relies on security, stability and tranquility. Hence, Countries that have committed troops with faith, can state their strength and combat readiness. Notably, Ideality factor is considered the most important driving force in the army. Yet, besides the material factor can then be referred, such factors as labor expertise,

quality of work life and personal life of army forces. One of the important entities which act in line with improving life quality of armed forces mentioned Eteka chain stores. These stores offered consumer goods, further committed to the responsibility for providing part of the needs of the armed forces' families. Yet, this chain store committed to improving the Morale among officers in armed forces, because settling tranquility and security plays an important role.

According to the interviews provided and asking the view of authorities, experts and employees, the extent of families' and employees' satisfaction in armed forces from the performance of Eteka store is not estimated in high level. If this is verified, it is obvious that this would have an inverse effect on morale, performance and effectiveness of armed forces. One of the important criteria at Eteka store working area which can affect the satisfaction is the very notion of brand. According to Professor Philip Kotler, brand is the permanent commitment of a vendor to provide a set of features, benefits and special services to Purchasers.

In this study, one of the pillars of brand "brand equity" has been considered. Hence, the main problem in this study is low customer satisfaction from Eteka chain store so that the problem can be stated in this way "is there a significant relationship between Eteka store customer satisfaction and brand equity?"

Hence, this paper aims to evaluate the impact of brand equity in Eteka store on customer satisfaction, if necessary to provide applied approaches to improve customer satisfaction (armed forces' families of employees).

Literature review

Customer Satisfaction: Customer satisfaction is undoubtedly one of the most strategic issues in recent decades. Now regarding global economy, customers tend to make the company survival, companies can no longer be indifferent to the expectations and demands of customers, they must consider all activities and their abilities to customer satisfaction, because the only customers are the only source of return on investment. Hence, the first principle in today's business world mentioned creation of customer-oriented values (Hill, 2006, pp. 11). Customer-orientation has been recognized as the fundamental infrastructure within modern marketing management theories. Indeed, a huge effort has been made to enhance Performance management tools and deploy customer-oriented attitude by authors, experts and managers within commercial organizations, which this shows that customer satisfaction is the most important factor to determine the success of organization in business and profitability (Krdnayyj, 2003, 6). An organization can be implied as customer-oriented organization which can gain customer satisfaction with providing accurate, rapid and without waste of time for customers (Karimian, 2003, pp. 3). Managers in manufacturing and services enterprises in all sectors: state, cooperative and private sector gradually realize that not only product quality, distinguishing them from others, but also changing the focus of attention from market orientation customer-orientation. Many of them not only have their attention focused on the consumer market but also have viewed to retain existing customers as a cheaper, easier, and probably more profitable and more attractive strategy (Hrvtyz, 1380: 11). In a highly competitive environment, lack of customer-orientation and lack of drawing attention to the demands and expectations of customers, cause death and destruction appear within organization.

Most markets are highly competitive and Organizations needed to continue their survival to produce high quality goods and services leading to customer satisfaction and therefore loyalty (Hosseini et al. 2003, 49). achieving customer satisfaction is the major aim of companies. Customer satisfaction is the very feeling or attitude of customer to the product or service. Customer satisfaction is the result of marketing activity that acts as a bridge between different stages of the consumer buying behavior. If customers are satisfied by the service or products,

they will repeat their purchase. Satisfied customer probably talk to other people about their favorite business so the results of these negotiations are a positive word of mouth advertising for the company or organization, entity, or vice versa (Krdnayyj, 1382: 6). Customer satisfaction is of utmost importance, reported by the Consumer Association of America, because to acquire a new customer is five times more expensive than customer retention (Hill, 2009: 15). In relation to the concept of customer satisfaction, various definitions of customer satisfaction by marketing theorists are presented. Cutler, defines, customer satisfaction as the degree to which the actual performance of a company meet customer expectations. According to Cutler if the company meets customer expectations, customer satisfaction and dissatisfaction would come to realize. In a simple definition, we can say that customer satisfaction is a feeling or attitude of customers towards the product or service (Krdnayyj, 2003: 6). Jamal & Nasser define customer satisfaction as a feeling or attitude of a customer towards a product or service. The two researchers argue, customer satisfaction is the main result of marketing activities that acts as a communication between the various stages of the consumer buying behavior. For example, if customers are satisfied with a particular service, they likely will repeat their purchase. Satisfied customers are also likely to speak with others about their experiences and as a result of word of mouth advertising (verbal - verbal) are positively engaged. In contrast, dissatisfied customers are likely to cut their relationship with the company and are involved in negative word of mouth advertising. In addition, behaviors such as repeated purchase and word of mouth advertising directly affect a company's survival and profitability (Jamal and Naser, 2002: 147). Blanchard and Galloway say: customer satisfaction as the result of customer's perception during a transaction or relationship is a value so that the price is equal to the ratio of quality of services to price and costs of customer (Halol, 1996, pp. 28).

Customer satisfaction is the definition accepted by many scholars:

Customer satisfaction is a result of comparisons between expected performance with actual perceived performance and fees paid (Bereli et al, 2004, 256). Overall customer satisfaction is the feeling and perception of customers received from supplier or even exceeds it (Hill, 2006: 16). Research indicates the significance of many organizations to improve customer service to their employees poorly.

Having the necessary level of motivation in employees, measured only by top management commitment towards customer satisfaction and having specific goals and providing rewards for employees rise (ibid.: 32). Awareness of customer satisfaction by large companies and institutions, research is conducted. Peterborough software company in order to measure customer satisfaction has considered the following ten criteria: Product, product improvement issues, legal issues and maintenance, customer support, software problems, installation support, consulting, management, customer education, public (ibid.: 285). AT Group: standards of this institute in the field of electrical gear, tools for measuring equipment for water disinfectant and telescopic security systems are activities: safety, quality, on time delivery, technical support, relationships, documentation, monetary value, response to change price, after sale services, response to requests, project management, project beginning, quality assurance, controlling account and the wide range of services. Milliken Industrials Limited company: This company got to the criteria quality, cost, delivery, innovation, ethics and relationships, environment and customer support into customer satisfaction research infrastructure (ibid.: 321). ABC Company: This Company used the following ten criteria in their research. Timely delivery, quality of goods, learning how to operate the product, quickly responding to questions and problems, technical support services by enterprise centers, technical support in place by the company, the services related to sales, the company's ability to innovate, and price leadership (Hill, 2009: 181). Servqual model (1980) proposed by three professors, Parasuraman, Zeithaml and Berry in order to measure the customers' perception towards quality of services.

the following five dimensions of service quality, were introduced. 1 - Sensibles, including physical facilities, equipment and appearance of personnel. 2 - Reliability: Ability to perform the promised service accurately. 3 - Responsiveness: The willingness to help customers and provide prompt services. 4 - Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence. 5 - Empathy: includes Empathy and specific attention to customers that the company provides (Hill, 2006: 323). The model used in this study, in fact, considers the combination of the above models and the opinions of experts and circumstances governing Eteka stores, consisting of five dimensions: actual quality of the product, the environment, ethics, and relationships, costs, support. Brand equity: there are varied definitions, including definitions outlined as follows for brand:

Brand is permanent commitment of a vendor to provide a set of features, benefits and special services to buyers (Cutler, 2006: 56).

Oliver quoted by Stephen King, says, a good is produced at factory, but, brand is an object bought by customer. Brands include any design, sound, shape, color or a combination of these, that will be used to distinguish products and services assigned to manufacturer or seller and the products and services assigned to competitors, (Cutler, 2004: 114). Marketing Association of America in 1960 defines it: a name, sign, symbol, or design or a combination of them intended to identify the goods and services offered by one seller or group of sellers and to distinguish the brands from the products of competitors. One of six brand meanings is value. Brand, tells a story about the company's values (Kotler, 2008: 356). Crosno and colleagues (2009) state brand equity derives from associated components such as brand, brand awareness, perceived quality, brand loyalty, ownership of other assets. David Aaker (1991) presents the five components for brand equity that include brand awareness, brand loyalty, perceived quality, brand associations as well as private property. Farquhar (1989) states that brand equity are the added value that a brand gives to a product.

Keller (1998) knows brand equity associated to a distinctive brand of knowledge (awareness, perceptions or associations) on consumer responses. According to David Aaker, brand equity has been brought in four pillars:

Brand awareness refers to how aware customers and potential customers are of your business and its products.

Perceived Quality: Boulding et al.(1993) defines this criterion as customer's awareness from the high quality products rather than other products. In other words, customer's perception from the overall quality or high quality of service implied as perceived quality. Zeithmal & Bitner (1996) state that perceived quality is not the real quality of product, but is the consumer's evaluation on product.

Brand Loyalty: In view of Marketing Association of America, brand loyalty is an advantage at which a customer rather than buying a product from multiple suppliers, buys it from a supplier.

Brand Associations: in view of Crosno and colleagues (2009), this measure reflects the depth mental associates and consumer attitudes about the brand. In view of David Aaker, associations are anything linked in memory to a brand. Brand associations are anything linked to the mind and can include consumer mentality, product features, and consumption cases, associations related to organizations, symbols and brand personality. Clearly defined Variables, easily measured variables, extensive use of model in research studies and high-frequency use of questionnaire in different countries, are the most important strengths of the Aaker model.

Research objective

According to the fact that the independent and dependant variables include brand equity and customer satisfaction, this paper aims to examine the relationship between brand equity of Eteka store and customer satisfaction.

Research variables

Independent variable in this study is the very brand equity which includes brand awareness, brand loyalty, perceived quality, and brand associations. Further, dependant variable includes customer satisfaction which includes the actual quality of the product, the environment, ethics and relationships, and customer support, costs.

Research hypotheses

According to the objectives and expected results regarding the model proposed in the area of customer satisfaction and brand equity, the first hypothesis includes “there is a relationship between dimensions of brand equity for Eteka store and customer satisfaction”; further, secondary hypotheses include:

- 1- there is a relationship between brand association of Eteka store and customer satisfaction
- 2- There is a relationship between brand awareness of Eteka store and customer satisfaction
- 3- There is a relationship between brand loyalty of Eteka store and customer satisfaction
- 4- There is a relationship between perceived quality of Eteka store and customer satisfaction
- 5- There is a relationship between real quality of product Eteka store and brand equity
- 6- There is a relationship between environment of Eteka store and brand equity
- 7- There is a relationship between ethics and relationship governing employees of Eteka store and brand equity
- 8- There is a relationship between ethics and relationship governing employees of Eteka store and brand equity
- 9- There is a relationship between costs of Eteka store and brand equity
- 10- There is a relationship between customer support of Eteka store and brand equity

Research methodology

The present paper in terms of objective is an applied type of research, mentioned survey type of research in terms of time of data collection; further, this paper reported as a field study in terms of data collection methods. Central research models grounded on brand equity include Professor David Aaker brand equity model, and grounded on life satisfaction include a model proposed by research, designed based on library studies and experts' views. In this regards, a questionnaire consisting of two grounds using Qualitative ordinal Likert scale of five options (totally disagree, somewhat disagree, neither disagree nor agree, moderately agree, strongly agree) so as to evaluate the existing situation was designed. Yet, the final scale to analyze data is the very distance scale. It should be noted that the questionnaire provided with 29 questions and 9 dimensions including 5 dimensions about customer satisfaction and 4 dimensions about brand equity. To obtain validity, the experts' views were asked. Hence, the research measurement tools reported with content validity, from face validity. Indeed, Cronbach Alpha Method is one of the most funcemntal methods to calculate Reliability in Statistical Processor for Social Science (SPSS). Hence, this method has been used to achieve reliability, and then the questionnaire was confirmed by 36 individuals of statistical population, and the Cronbach's alpha coefficient acquired 0.866. According to a rule of thumb, as coefficient obtained is less than 0.9 and more than 0.8, it can deduce that reliability of structures used in questionnaire range from excellent to good. Statistical population consists of employees and their families in one branch of armed forces across Tehran of whom a sample via random sampling method has been chosen. The sample size obtained using the expression shown below:

$$d = 0.05$$

$$t = 1.96$$

$$p = 0.5$$

$$q = 0.5$$

$$n = \frac{t^2 pq}{d^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = \frac{0.9604}{0.0025} = 384$$

According to the formula above, sample size taken 384 individuals where 384 questionnaires were distributed among employees and their families in armed forces so that finally 358 questionnaires provided for researchers for final analysis. Finally, data collection was analyzed through questionnaire using SPSS software.

Research findings

To analyze data, firstly descriptive statistics were examined, thus demographic characteristics of statistical population have been shown in table 1.

Table 1. Characteristics and features of statistical samples

%	No	Definition		%	No	Definition	
43	156	Under Diploma and Diploma	Education	17	55	Females	Gender
9	28	Associate Degree		83	297	Male	
32	114	Bachelor		75	270	Married	Marital status
16	57	Master's degree or higher		25	82	Single	
25	88	1 child	Number of children	80	289	Employed	Activity status
17	60	2 child		20	57	unEmployed	
2	8	3 child		51	181	Younger than 30 years old	Age
3	10	4 child		35	117	31-40 years old	
53	192	Missing data		14	42	Elder than 41 years old	
69	250	Chamran	Name of branch	46	122	1-10 years	The amount of work experience
31	108	Other branches		39	104	11-20 years	
				15	39	21-30 years	

Table 2 indicates that among dimensions of customer satisfaction, the criterion customer support (19.8848) has the highest mean, and ethics (19.0588) is prioritized as the second rank, and the criteria real quality of product, environment, cost have the highest mean. Among the dimensions of brand equity, the brand awareness (22.0114) as well as the criteria perceived quality, brand loyalty, brand association have the highest mean.

Table 2. Descriptive statistics of research variables

Dimensions	Domain	Minimum	Maximum	Mean	Standard deviation	Variance
Dependant variable(customer satisfaction)	117	29	146	94/9328	19/61099	384/591
Real quality of	27	3	30	18/8739	6/35144	40/341

product						
Environment	25	4	29	18/8291	4/66958	21/805
Ethics and relationships	24	6	30	19/0588	5/24826	27/544
Cost	24	6	30	18/7893	4/81231	23/158
Customer support	23	6	29	19/4888	4/54677	20/673
Dependant variable (brand equity)	100	20	120	67/4775	19/47688	379/349
Brand association	26	4	30	15/3820	6/18268	38/225
Brand loyalty	24	6	30	15/4382	5/11271	26/140
Brand awareness	24	6	30	22/0114	8/42155	70/923
Perceived quality	27	3	30	15/8635	6/53236	42/672

According to the fact that the scale used in this study is from distance/distance type, to test research hypotheses and measure correlation existing among variables, Pearson's correlation test using SPSS 16 software was used. Table 3 indicates the correlation coefficient existing between dimensions of customer satisfaction and brand equity in terms of Pearson's correlation coefficient. According to the results from table, there is a positive significant relationship between most of the dimensions of customer satisfaction and brand equity.

Table 3. the results of Pearson's correlation coefficients among the secondary research variables

Dimensions	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Actual quality (1)	1										
Environment (2)	.632**	1									
Ethics and relationships (3)	.265**	.409**	1								
Cost (4)	.554**	.416**	.209**	1							
Customer support (5)	.667**	.657**	.267**	.561**	1						
Brand association (6)	.495**	.236**	.104	.566**	.432**	1					
Brand loyalty (7)	.496**	.333**	.194**	.518**	.472**	.623**	1				
Brand awareness (8)	.171**	.204**	.048	.261**	.261**	.146**	.074	1			
Perceived quality (9)	.592**	.209**	.086	.568**	.417**	.721**	.556**	.112*	1		
Customer satisfaction (10)	.843**	.817**	.571**	.720**	.824**	.490**	.535**	.246**	.529**	1	
Brand equity (11)	.620**	.407**	.167**	.642**	.594**	.810**	.704**	.557**	.788**	.646**	1

** . The relationship is significant at 0.01 levels

*. The relationship is not significant at 0.05 levels

To evaluate the correlation among the demographic characteristics (independent variable), and dimensions of customer satisfaction (dependent variable), Spearman correlation coefficient is used. According to table 4, the value of correlation coefficients for dimensions of customer satisfaction and demographic characteristics has been shown. The results show, there exists a correlation between the variable of customer satisfaction and age as well as Experience level of respondents.

Table 4. the value of correlation coefficient between dimensions of customer satisfaction and demographic characteristics

		Marital status	age	Experience level
Environment	Spearman correlation coefficients	-.135*	.156**	.152*
	Significance level	.011	.004	.013
	Number	353	339	265
Customer support	Spearman correlation coefficients	----	.150**	.142*
	Significance level	----	.006	.021
	Number	----	338	264
Customer satisfaction	Spearman correlation coefficients	----	.123*	.134*
	Significance level	----	.024	.029
	Number	----	339	265

The relationship is significant at 0.01 levels.

The relationship is significant at 0.05 levels.

To measure the correlation between demographic characteristics (independent variable) and dimensions of brand equity (dependent variable), Spearman correlation coefficient is used. According to table 5, the correlation coefficient between dimensions of brand equity and demographic characteristics has been shown. The results state that there is a correlation between two criteria brand association and perceived quality and gender.

Table 5. the value of correlation coefficient between dimensions of brand equity and respondents' demographic characteristics

		Gender
Brand association	-.120*	
	.025	
	351	
Perceived quality	-.127*	
	.020	
	332	

The results from simple linear regression, independent and dependent variables using Enter Method shown as follows. According to table 6, value of Multiple R has been reported 0.617, thus there exists a strong correlation between dependent and independent variables. Adjusted R Square has been reported 0.373, meant that dimensions of brand equity (brand association, brand loyalty, brand awareness and perceived quality) only define 38% of the whole variance of dependent variable (customer satisfaction), and remained are influenced of the variables outside the model.

Table 6. A summary of statistics on Model fit

Standard error	Adjusted	Determinati	Multiple	Mo
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	determination coefficient	on coefficient	correlation coefficient	del
12.94458	.373	.380	.617 ^a	1

Table 7 indicates the variance analysis. In this table, the source of changes in dependant variable (customer satisfaction) in regression and residual sources has been shown and the sums of squares, freedom degree and mean of squares have been shown for each source.

Table 7. The results of variance analysis

Model		Sum of squares	Freedom degree	Mean of squares	Fisher statistic	Significance level
1	Regression	33518.534	4	8379.634	50.009	.000 ^a
	Residual	54625.254	326	167.562		
	Total	88143.789	330			

According to table 8, the result about the coefficients of regression effect have been proposed in two forms Standardized Coefficients and unStandardized Coefficients. The coefficients are about the estimated regression model where the model is as follows:

Customer satisfaction= 51/869 + 0/646 (brand equity)

Standardized Coefficients to determine to what extent each independent variable contributes in defining the changes in dependant variable is used. The estimated regression model is as follows based on the Standardized Coefficients:

Customer satisfaction = 0/646 (brand equity)

Table 8. the result about the coefficients of regression effect.

Model	unStandardized Coefficients		Standardized Coefficients	t-value	Significance level
	B	Standard error	Beta		
Constant value	51.869	2.827		18.351	.000
Brand equity	.641	.040	.646	15.924	.000

The results of freidman test used to compare means of several dependant populations have been shown in table 9.

Table 9. descriptive statistics of freidman test

	Mean	Standard deviation	Minimum	Maximum	%		
					25 th	50 th	75 th
Actual quality	19.7402	5.34270	6.00	30.00	18.0000	21.0000	24.0000
Environment	19.4834	3.89509	6.00	29.00	17.0000	20.0000	22.0000
Ethics and	19.3051	5.08837	6.00	30.00	15.0000	18.0000	24.0000
cost	19.0151	4.79928	6.00	30.00	16.0000	19.0000	23.0000
Customer support	20.1541	3.77277	9.00	29.00	18.0000	20.0000	23.0000
Brand association	15.6647	6.20649	5.00	30.00	11.0000	15.0000	21.0000
Brand loyalty	15.6798	5.09606	6.00	30.00	12.0000	16.0000	18.0000
Brand awareness	22.1873	8.45817	6.00	30.00	18.0000	24.0000	30.0000

Perceived quality	15.8882	6.49122	3.00	30.00	9.0000	18.0000	21.0000
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Table 10 shows the mean of scores for each of independent and dependant variables using Freidman test. As shown, there is not a great difference in dimensions of variable customer satisfaction, but there exists a great difference in dimensions of variable brand equity, especially the difference in dimension of brand awareness is more clear.

Table 10. the results of Friedman ANOVA for dimensions of customer satisfaction and brand equity

Variable	Dimensions	Mean of scores	Variable	Dimensions	Mean of scores
Customer satisfaction	Actual quality	5.95	Brand equity	Brand association	3.62
	Environment	5.41		Brand loyalty	3.42
	Ethics and relationships	5.23		Brand awareness	3.75
	Cost	5.36		Perceived quality	
	Customer support	5.91			

Table 11 shows the number of rows given a value to each of 9 secondary vairalbes is equal to 331. In this table, the value of test statistics, freedom degree and significance level have been shown; further, the results from Chi-square test showed that the results from Chi-square test was significant and this analysis can be true.

Table 11. the results from Chi-square test

No	331
Chi-square	455.488
Freedom degree	8
Asymp.sig	.000

Conclusion

According to the first research hypothesis grounded on the relationship between dimensions of brand equity of Eteka store and customer satisfaction, the results from findings showed that the correlation between these two variables is 0.646 at 0.01 significance level. According to the positive correlation, the first research variables was confirmed. Hence, it can conclude that a direct significant relationship exists between two variables. In other words, the more brand equity increases, the customer satisfaction further increases. Descriptive statistics of research indicate that among the dimensions of customer satisfaction, customer support(19.488), ethics and relationships(19.0588) have the highest mean, respectively; further, the criteria actual quality of product, environment, cost has the highest mean, respectively. Among dimensions of brand equity, the brand awareness(22.0114) and perceived quality, brand loyalty, brand association has the highest mean, respectively.

According to the information shown in table 3, observations about the secondary research hypotheses confirm all the secondary hypotheses. Findings from the research demographic characteristics with dimensions of customer satisfaction and brand equity include the factors as following:

There is an inverse correlation between the variable environment and marital status of respondents. In other words, the single respondents estimate the environment of Eteka stores more positive. Further, there exists a direct correlation between environment and experience level of respondents. In other words, to what extent the experience level of respondents is higher, the environment of Eteka stores would be more positive.

There exists a direct correlation between environment and age of respondents. In other words, the more adult respondents are, the environment of Eteka stores would be more positive.

There exists a positive correlation between customer support and age of respondents. In other words, the more adult respondents are, the extent of customer support in Eteka stores would be more positive.

there exists a direct correlation between customer support and experience level of respondents. In other words, to what extent the experience level of respondents is higher, the customer support in Eteka stores would be more positive. In general, there exists a direct correlation between customer satisfaction and experience level of respondents. In other words, to what extent the experience level of respondents is higher, the customer satisfaction in Eteka stores would be more positive.

There exists a direct correlation between customer satisfaction and age of respondents. In other words, the more adult respondents are, the customer satisfaction from Eteka stores would be more positive.

There exists an inverse correlation between brand association and gender of participants. In other words, female respondents have more association about brand Eteka.

There exists an inverse correlation between perceived quality and gender of participants. In other words, female respondents have more perceive quality about brand Eteka.

The results from the regression tables report the value of adjusted determination coefficient equal to 0.373. This means that the linear regression of brand association, brand loyalty, brand awareness and perceived quality justify 38% of the changes of customer satisfaction and the remained are contributed to variables.

Suggestions

According to the analyses from the research, the factors as following can be considered as the applied suggestions:

Given the significant relationship between the dimensions of brand equity of Eteka store and customer satisfaction, it is obvious that the authorities have to apply more effective actions to provide Eteka brand across the population. The results of analyese showed that Eteka store of the dimensions of customer satisfaction, customer support, ethics and relationships have highest value, where there needs to more efforts about the criteria of actual quality of product, environment and cost.

Among the dimensions of brand equity, the brand awareness has the highest score, but brand association has the lowest score. To improve brand association, advertisements can be used. According to the negative correlation between environment and marital status, it is necessary to provide more proper environment for families. According to the positive correlation between the environment and age of respondents, it is necessary to provide proper environment to meet the young generation needs.

Given the positive correlation between the customer support and age of respondents, it is necessary to carry out actions to support young customers.

Given the positive correlation between customer satisfaction and age of respondents, it is necessary to carry out actions to increase customer satisfaction.

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