

BRAND LOYALTY, BRAND IMAGE FITNESS, FINAL BRAND IMAGE RELATIONSHIP WITH ATTITUDE TOWARD BRAND AT TABAROK AND DELPAZIR COMPANIES IN AHVAZ CITY

Akram Mazloomi¹

Department of Management, Germe Branch, Islamic Azad University, Germe, Iran

Sadraddin Sattari

Department of Management, Ardabil Branch, Islamic Azad University, Ardabil, Iran

Habib Ebrahimpour

Department of Management, Mohaghegh Ardabili University, Ardabil, Iran

Abstract

The aim of this study is to examine the relationship between final brand image, brand image fitness, brand loyalty and attitude toward brand development. The population for this study consisted of Consumers of Tabarok and Delpazir Companies in Ahvaz City. Cochran Formula used in the sampling process and a sample of 385 subjects was determined. Sampling was done randomly. Data gathered directly by questionnaire that 346 person back our questionnaire. The questionnaire is in two parts. The first part is personal identifications and general questions, which included three questions. In order to analyze the data resulted from collected questionnaires deductive and descriptive statistical methods are used, and to display some statistical data we used column diagram and in deductive level to test the hypothesis of the research we used Pearson correlation coefficients. Findings show that there is a coefficient relationship between brand loyalty, brand image fitness, final brand image and attitude toward brand at Tabarok and Delpazir companies in Ahvaz City.

Keywords: *brand loyalty, brand image fitness, final brand image and attitude toward brand*

1- Introduction

In recent years, the world has been globalized because of worldwide investment, production and marketing, advances in telecommunication technologies and increases in world travel. These dramatic developments are shaping the global landscape. In terms of marketing, these developments are expanding the range of information available to consumers, changing the ways they think about products, impacting the choices they make, and changing the ways firms compete (Ural and Kucukaslan, 2011).

¹ Correspondence author

In psychology, an attitude is an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). Prominent psychologist Gordon Allport once described attitudes "the most distinctive and indispensable concept in contemporary social psychology." Attitude can be formed from a person's past and present (Allport, 1935). Key topics in the study of attitudes include attitude measurement, attitude change, consumer behavior, and attitude-behavior relationships (Lynn et al, 2012; Elizabeth et al, 2014).

An attitude is an evaluation of an attitude object, ranging from extremely negative to extremely positive. Most contemporary perspectives on attitudes also permit that people can also be conflicted or ambivalent toward an object by simultaneously holding both positive and negative attitudes toward the same object. This has led to some discussion of whether individual can hold multiple attitudes toward the same object (Wood, 2000).

An attitude can be as a positive or negative evaluation of people, objects, events, activities, and ideas. It could be concrete, abstract or just about anything in your environment, but there is a debate about precise definitions. Eagly and Chaiken, for example, define an attitude as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor." (Eagly and Shelly, 1998) Though it is sometimes common to define an attitude as affect toward an object, affect (i.e., discrete emotions or overall arousal) is generally understood to be distinct from attitude as a measure of favorability (Ajzen, 2001) Attitude may influence the attention to attitude objects, the use of categories for encoding information and the interpretation, judgment and recall of attitude-relevant information (Vogel et al, 2014). These influences tend to be more powerful for strong attitudes which are easily accessible and based an elaborate knowledge structure ((Vogel et al, 2014). Attitudes may guide attention and encoding automatically, even if the individual is pursuing unrelated goals.

Each attitude is the result of several beliefs. Often, belief and attitude are used as a single concept and interchangeably. Based on expectancy value theory of Fishbein, attitudes are roles of beliefs; in fact, one can consider beliefs as the causes of attitudes. Overall, attitude is defined as a person's positive or negative feeling about an act. An attitude shows relative sustainable evaluations, feelings and tendencies toward a product or thinking. They are attitudes that make people to be interested or hate something and go toward it or refuse it. Regarding such definitions, customers' attitudes toward products with halal brand are ideal. As a result, they will be encouraged toward them or vice versa (Kordnaei, Askaripoor, Bakhshizadeh, 2013).

Managers assume they can exploit the equity of a well-known brand when entering new markets, capitalizing on recognition, goodwill, and any positive associations. Case studies abound of successful brand extensions. For example, Bic, with its ballpoint pen origin, successfully extended into disposable lighters and razors; Caterpillar, successfully extended from heavy machinery into shoes, clothing and handbags. However, caution needs exercising. For example Bic's extension into perfume was unsuccessful as it moved too far from its core values (Keller 2000).

Given the importance of brand extensions, a better understanding of this topic is needed. Researchers have predominantly investigated brand extensions amongst tangible goods by contrast few have investigated the service sectors (Ruyter and Wetzels 2000).

2- Methodology

Methodologically, this research is of survey type and from research goal point of view which is aims to examine the relationship between final brand image, brand image fitness, brand loyalty and attitude toward brand development.

The population for this study consisted of Consumers of Tabarok and Delpazir company in Ahvaz City. Cochran Formula used in the sampling process and a sample of 385 subjects was determined. Sampling was done randomly. Data gathered directly by questionnaire that 346 person back our questionnaire.

The questionnaire is in two parts. The first part is personal identifications and general questions, which included three questions. The second part contains 27 specific questions to answer according to Likert scale (very high 5, high 4, 3 medium, low and very low 2 1) has been used. The value of Cronbach's alpha was calculated. Table 1 shows the Cronbach's alpha for variables.

Table 1: Cronbach's alpha results

Variables	Alfa
Primary brand image	.811
brand loyalty	.886
brand image fitness	.811
attitude toward brand development	.886
final brand image	.824
Total	.819

In order to analyze the data resulted from collected questionnaires deductive and descriptive statistical methods are used, and to display some statistical data we used column diagram and in deductive level to test the hypothesis of the research we used Pearson correlation coefficients. The analysis has performed with SPSS.

3- Findings

Sixty six percent are male and thirty four percent are female. The responder's degree is 4 percent PHD, 33 percent MA, 65 percent BA. It means that the most of the responder have university degree. (Table 1)

Table2- Responders degree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	216	65	65	68
	MA	115	33	33	98.3
	PhD	15	4	4	100.0
	Total	346	100.0	100.0	

Table 3 shows age of the responders. According to table 4, from the precedence point of view about 14.7 percent of responders have upper than 41 years old, and 75.4 percent have between 31-40, 9.8 percent 20-30. It shows that people with more age are upper than 30 years old.

Table 3- Age of the responders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	34	9.8	9.8	9.8
	31-40	261	75.4	75.4	85.2
	Upper 41	51	14.7	14.7	100.0

	Total	346	100	100.0	
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4- Results

In this paper we have three main hypotheses. The statistical way of analysis of hypotheses is two ways, H_1 is acceptance of hypothesis and H_0 is rejecting of hypothesis. In other words, it means that H_1 has positive meaning and H_0 has negative meaning.

The hypothesis1: there is a relationship between brand loyalty and attitude toward brand.

H_0 : there is not relationship between brand loyalty and attitude toward brand.

H_1 : there is relationship between brand loyalty and attitude toward brand.

Table 4 show the Results of Correlation coefficient between brand loyalty and attitude toward brand

Table 4: Results of Correlation coefficient between variables

Correlation coefficient			
n	p	r	brand loyalty and attitude toward brand
346	0.000	0.483	

According to Table 4, the correlation between brand loyalty and attitude toward brand in the $p \leq 0.01$ has been significant, so there is a coefficient relationship between brand loyalty and attitude toward brand at Tabarok and Delpazir companies in Ahvaz City. We can reject H_0 and accepted H_1 hypothesis with 95% confidence.

The hypothesis2: there is a relationship between brand image fitness and attitude toward brand.

H_0 : there is not relationship between brand image fitness and attitude toward brand.

H_1 : there is relationship between brand image fitness and attitude toward brand.

Table 5: Results of Correlation coefficient between variables

Correlation coefficient			
n	p	r	brand image fitness and attitude toward brand
346	0.000	0.744	

According to Table 4, the correlation between brand image fitness and attitude toward brand in the $p \leq 0.01$ has been significant, so there is a coefficient relationship between fitness brand image fitness and attitude toward brand at Tabarok and Delpazir companies in Ahvaz City. We can reject H_0 and accepted H_1 hypothesis with 95% confidence.

The hypothesis3: there is a relationship between final brand image and attitude toward brand.

H_0 : there is not relationship between final brand image and attitude toward brand.

H_1 : there is relationship between final brand image and attitude toward brand.

Table 6: Results of Correlation coefficient between variables

Correlation coefficient			
n	p	r	final brand image and attitude toward brand
346	0.000	0.580	

According to Table 4, the correlation between final brand image and attitude toward brand in the $p \leq 0.01$ has been significant, so there is a coefficient relationship between brand final brand image and attitude toward brand at Tabarok and Delpazir companies in Ahvaz City. We can reject H_0 and accepted H_1 hypothesis with 95% confidence.

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