Investigating the Factors Affecting Consumer Affiliation to Brand

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Abstract

Since consumers are the turning point of all marketing activities. Successful marketing begins with the understanding of why and how consumers behave. In today's competitive world, most companies emphasize customer preservation as the key to success. The present study is, in terms of purpose, of applied research type, because the findings of the research can be used to solve executive issues. In other words, after performing statistical tests and discussing and concluding, we can examine the factors affecting brand equity. This research is also causally causal due to the nature and research approach because it seeks to investigate the impact between variables. The data gathering method is also a descriptive and correlational research and qualitative data type. The statistical population of this research is Samsung mobile phone customers in Tehran. The most important methods for data collection are this Research is library studies and field studies.

Keywords: brand, affective affiliation

Introduction

In a highly competitive environment where goods and services alone are not enough to attract a new market or even maintain markets and customers, it is believed that the emotional and emotional side of the brand is a key distinction in the final selection of the product and the price that present consumers To be paid, will be. And the main emphasis is on the development and promotion of branded products that meet the consumer's emotional needs.

Brand affective affinities, as a concept that outlines the strength and strength of the links that are established between the consumer with the brand, are crucial because they must influence the behaviors that promote the profitability and value of the consumer's lifecycle. Recently, a gap has emerged in consumer satisfaction studies, and the shift in corporate patterns to pursuing brand loyalty has become more important as a strategic business goal. In fact, marketing concepts that have emphasized this issue until now do not recognize it anymore, but today, only happy and happy customers and customers with a sense of belonging and heartfelt affiliation to organizations are capitalized. Profitability and long life.
Moving attention from consumer satisfaction to loyalty is a significant change in the strategy of many companies because business organizations have a beneficial impact on having a loyal customer. Therefore, it is essential for companies to become aware of the role of their business symbols in building loyalty to customers in order to grow and expand in the market, and to look at what aspects of the trade marks will strengthen this loyalty to the trade marks. Recent marketing studies support the application of the theory of affiliation in marketing (Pattardan and Balosabramanian, 2011). Forneyer (1998) and Forneyer and Powell Sen (2007) presented empirical evidence that business relationships behave in a manner similar to human relations. The main findings of these studies show that consumers are likely to have sentimental links in business relationships. (Alba, 20014, p. 120)

Since consumers are the turning point of all marketing activities Successful marketing begins with an understanding of how and how consumers behave. In today’s competitive world, most companies emphasize customer preservation as the key to success. In marketing, the most important strategy is to maintain current customers and attract new customers. Both the customer and the organization benefit from the brand. When consumers experience a once-in-time use of a brand, they are more comfortable with it, and the desire to use that product rises. Trademarks are information about the quality of goods, performance, and other aspects of the product and cause the customer to bear less risk. The brand names their owners, and they are also part of their wealth. By recognizing consumer needs and finding ways to satisfy them through innovation, maintaining and enhancing quality, and most importantly, having loyal customers who can maintain profitability and maintain their survival in a competitive market, the concept of brand one The psychological structure consists of integrated information related to the brand of the product or brand name of the company (2012, Schmitt). Customer loyalty is described as the repetition of customer visits or the repetition of shopping behavior, while it involves emotional commitment or an expression of a favorable attitude towards the provider's services. (Atilgan, 2015 pp. 237-248)

Many companies in most industries are studying, evaluating and implementing loyalty strategies and programs aimed at developing strong relationships with their customers. Sometimes a particular brand is something more than a service symbol or product, a special person's reminder, a long thought, or a special situation. In this case, the brand is important. Because the supranational culture and supermarket economy has made it a special thing. Big brands are unipolar, meaning the target market is left to the company and eliminates the rest of the competition. If a company considers a brand name only as a noun, it will not understand the profound application that a brand can have in marketing. Depending on the type of consumer interaction, a brand may act as a sign of information. (Arthur Rooney and others, 2013, pp. 48-55)

Identifying specific factors affecting the youth section and patterns of their purchase is a very important issue for behavioral researchers. Familiarity with customer loyalty helps companies achieve their goals, but do loyal
customers know enough about the brands they use? There are many brands in the business world today, but there are certain brands that have become popular with young people due to their high cost. The purpose of this research is to investigate the emotional affiliations of consumers with the brand. (Adrian, 2003, p.14)

The necessity of doing research

Emotional affinity refers to the severity of the links that occur between the personality of the individual and the brand. In relation to affiliation theory, this link is illustrated through a graphical presentation or mental presentation that includes thoughts and feelings about the brand and its relationships with personality. Nowadays, the identity of the brand is the same as the capital for the organization and its products. So, promotion of brand in many cases becomes an organization's strategy. The brand is a visual representation of the products on the market. Brand people are looking for quality with specific features that make it special or unique (Aaker, 2013, pp.347-357)

Branding is a very sensitive category and it is not easy to gain the chance of loyalty in the customer and the feelings of a brand in others are easily degraded. The necessity and position of the customer's perspective in branding is so important that the widespread psychological discussion is taught. For example, one of the most effective psychological practices in knowing the customer's perspective is to ask them to create a combination of images and words to express their ideas about a brand. The purpose of expressing the perceptions and views of the people about the brand is the need to use the vocabulary of linguistics from the point of view of anthropology or psychoanalysis, and this point out the importance of the perceptions and views of the customers that we want to understand. Here are the only associations that brand creates in their minds (Aaker, 2012, p. 40)

The success of branding through export development adds to the international credibility of countries and in the future will result in the revenue from the assignment of the brand to outsourcing to companies outside the direct supply chain (Aaker, and others, 2013, pp. 27-40)

Branding is a brand assurance concept that is characterized by features in marketing strategy and extends the concept of a company's path to strategic planning and marketing (Wang &Mirez, 2006). Brands can lead to the creation of new ideas for company products and services. An offensive brand is created by an organization to support its customers (Lockin, 1993). If a brand organization is considered to be just one name, it will not understand the profound use that a brand can have in marketing. Brand image affects customer perceptions of the quality of products and services, and the credibility of the organization is effective on customer perception and loyalty (Miroisi, 2009). The brand is part of the operational and emotional characteristics that the customer attributes to a product or service and is a tool for helping customers make decisions and make purchases.

Exterior background review

In a similar foreign research called the role of attachment to customer relationships, the name implies the role of attachment to customer relationships, the brand name and its relation to other marketing components such as
trust, satisfaction, commitment and loyalty. For this purpose, 193 questionnaires were collected from citizens in Tunisia. The results indicate that attachment to the creation of customer-brand relationships has been affected and as an input, it is important to establish a customer’s commitment to the brand name. Attachment also has a strong and positive relationship with trust, while the results indicate that there is no relation to the other two components, namely, satisfaction and loyalty.

Another similar foreign research is such a name: the relationship between brand experience, brand personality, and empirical customer value. Assumptions were made to measure the correlation between these variables. In this study, an experimental study was conducted with 270 Taiwanese customers. The data were analyzed using Amos 17. Experimental results revealed that brand experience has a positive impact on customer value. Brand personality has a positive effect on the value of customer experience and brand experience has a positive effect on brand personality.

Another external research titled Emotional affection for brand and brand: The relative importance of the actual and the most ideal, with the argument that creating an emotional attachment to the branding brand in today's marketing world, is a method for this issue. Matching brand identity with consumer "self". The key question that is posed is that brand personality must fit with the actual person himself or with his ideal? Accordingly, two experimental studies were conducted on 167 brands that were evaluated by 1399 and 980 consumers. According to the research findings, their real homogeneity showed a greater effect on brand affinity. Conflict with product, self-esteem and self-awareness increases the effect of self-actualization, but reduces the effect of self-harmonization on emotional dependence.

Another research is similar to the name: when is the brand worth noticing? Empirical study of the role of dependency, experience and identity within brand-customer relationships. The main question of this treatise is when and why the brand is considered by the consumer. For this purpose, the first part of the dissertation is related to brand affiliation prognosticators, and in the second part conceptualized a model based on the brand identity based social model and finally the relationship between them was tested. For this purpose, questionnaires were prepared from 614 people and 468 English speakers in different classes of product from machine to mobile phone and guitar and.... The hypotheses were then tested using statistical methods such as analysis of variance and structural equation modeling. The results show that consumers who are more affiliated with the brand are those who place particular importance on their assets. It was also found that social identity plays a decisive role in brand awareness. How consumers use the brand as their social identity affects their assessment of rebounding. Another important point is that consumers may feel brand-specific, but this feeling may be fleeting, so brand affiliation alone will not succeed.

Another research, using the Clare model, examines the impact of corporate environmental affairs on brand equity and brand image through the strength and utility of brand environmental affinities.

The findings of this study showed that environmental permeability and the utility of brand environmental affinities as well as brand
equity have a positive effect. Two important moderators have also been identified that influence the impact of environmental communication on brand value through the power of brand environmental affiliations, which include: perceived synergy between brand and corporate social activity and perceived credibility.

- Another research done in some way with the subject of this research has been done by Fung Su and Kurdish King in 2010. The model used in this research is the theoretical framework of the "Service Branding Model". The results of this research showed that the service experience for hotel customers is the most important factor affecting the brand, which means the brand has the most impact on brand equity. The impact of awareness on brand equity was also confirmed.

- In a study titled Brand Attitudes and Brand Attitudes, the researchers initially sought an understanding of the measurement of attachment and, in the next discussion, sought communications. To develop the scale, they initially carried out the initial research work, and in the majority of the questionnaire among 180 students Distribution of marketing and exploratory factor analysis. For other scales, a questionnaire was developed and distributed among 140 students and approved for analysis. Finally, a final questionnaire was distributed among 2000 European consumers in banking services and based on the modeling of structural equation analysis. The preliminary results of this research were a measure of brand attachment development that indicated that attachment involves two other components, the brand-to-brand association and brand prominence. The results also show that the value of the brand's attachment is directly related to the attitudes of consumers in predicting factors such as consumer intentions for dealing with problem behaviors, real behaviors, purchasing share, and share of needs. Another important conclusion is that although consumer attitudes can take on the share of the customer's mind, brand affection also captures the share of the customer's mind and the share of the customer's heart.

- Another research entitled "What Brand Experiences Means to Affect Emotional Loyalty?" There have been. The authors of this research have identified a multi-dimensional brand experience and built a scale for brand experience that includes four dimensions: sensory, emotional, mental and behavioral. Researchers tested reliability and validity in 6 studies and showed that other brand criteria such as brand evaluation, brand engagement, brand affiliation, customer satisfaction, and brand identity are different. In addition, it was found that brand experience affects consumer satisfaction and loyalty.

- One of the other researches on the research brand research has been to examine the tendency of Indian consumers to compare to American brands compared to Indian brands. The study was conducted on 411 Indian students. And based on its findings, the unique need to have a positive effect on the trend towards American products is the perceived quality of products and the emotional value of American brands. While this work is negative for local brands. Sensory value is an important factor affecting the intention to buy American brands as well as local brands. In this research, the brand was considered to be Levi's. And for
the brand, due to the lack of a brand, a brand was not considered.

-Other researches that are similar to the subject matter of the research are: the influence of perceived organizational interests on satisfaction, trust, oral advertising, and the intention to return to luxury hotels. To do this research, a web-based questionnaire was filled up by guests of a 5-star hotel that had an unpleasant experience at the hotel. The results of the analyzes using structural equation modeling showed that distributive justice has a more effective effect on customer satisfaction in comparison with other types of justice, and interactive justice has an effect on oral advertising and the intention to revisit it. Also, the role of trust mediation between two variables of satisfaction and oral advertising / intention to return is significant and significant.

Research Methodology

The research method is a systematic way of finding the answer to a question or solution of a problem. The basis of any science is the method of knowing it, and the validity and validity of the laws of each science are based on a methodology in which science is used. The research methodology is a set of valid (reliable) and systematic rules, tools, and methods to investigate the facts, discover the unknowns and find solutions to problems. The purpose of the research method is to determine whether the researcher determines which method or method he will take to answer possible questions more accurately and easily. The research methodology depends on the goals and nature of the subject as well as the resources and resources.

The statistical population refers to the total number of people who, in the specific directions related to the research point of view, have common traits and are subject to the desired results of the research. The researcher should identify the framework of the statistical community prior to the commencement of the research, in order to ascertain its own assignment and can easily introduce it to others. The statistical community is also referred to as the target community (Zoliaustin, 2001, p. 45). In other words, the statistical society consists of all individuals, events or things that the researcher wants to investigate, so that they are at least in one of the desired attributes (Sekran, 1380, p. 296). To conduct the research, it is necessary first of all that the statistical society be identified and identified. Society consists of all real or hypothetical members who are interested in generalizing the findings of the research. The statistical population of this research is Samsung mobile phone customers in Tehran.

Factor Analysis of Research Variables

As we know, structural equation modeling has two main applications: a confirmatory factor analysis or measurement model, and another structural equation that examines the relationship between the given variables and examines the hypotheses, and will be discussed in the next section. In this the results of the confirmatory factor analysis of each of the research variables are presented separately by LISREL software for each variable. Factor analysis in lisrel is used to measure structural validity. If the value of all factor loads, as well as AVE for each factor greater than 0.5, indicates that there is a convergent validity, and so if the amount of AVE of each construct in LISREL is
greater than the correlation between the structures, it indicates that there is an oddity of validity. In an analytic factor analysis, the researcher knows what the next question is. That is, there is a conceptual model confirmation factor analysis for each of the concepts or research variables. In examining each of the models, the basic question is whether these measurement models are appropriate? In other words, does research data match the conceptual model or not? In addition to the above, the fitting indicators of the model described in the following section should also be appropriate.

Good fit of the model

In general, there are two types of indicators for testing the fit of the model:

1. Indicators of goodness
2. Bad indicators

Good indicators such as PNFI, NNFI, NFI, etc., the better they are, the better. The proposed value for such indicators is 0.9. Also, bad indicators include \( \frac{fd}{2\chi} \), RMSEA, which is less than their size, the better fit model. The limit of \( \frac{fd}{2\chi} \) is less than 3 (according to some researchers 3) and the RMSEA is 0.1 (some researchers believe 0.08).

To answer the fit model question, good and bad indicators should be considered together (\( \frac{fd}{2\chi}, \text{RMSEA, AGFI, GFI, NFI and CFI} \)). It should be noted that bad indicators are a priority for good indicators (bad indicators are more important).

All of these indicators are discussed below.

Chi-square index (2 \( \chi \)): which represents the Chi-square statistic for the model. In fact, this indicator shows the difference between the model and the data and is a criterion for the model's bad. Therefore, the lower the rate, the lower the difference between the variance-covariance matrix of the sample and the variance-covariance matrix derived from the model and the badness of the model. It should be noted, however, that the rate of this index is influenced by the number of samples taken. Indeed, if the sample size exceeds 200, this index tends to increase significantly. Therefore, modeling the model's fitness with this index is usually reliable in samples between 100 and 200. It is also better to interpret this index in light of the degree of freedom.

Degree of Liberty (df): This index shows the degree of freedom of the model and should not be less than zero.

At this point, we are looking to see if the model has the capability to run. And can we come up with a unique answer? The answer is unique, the answer is the same, constant and definite. For this purpose, we calculate the degree of freedom of the model. If the degree of freedom of the model is greater than or equal to zero, the model can function. The formula for calculating the degree of freedom in the structural equation model:

\[
Df = n(n+1)/2 - [\text{paths + errors + all factor loads}]\ n: \text{number of questions}
\]

The Chi-square ratio of freedom (): One of the best indicators of the goodness of the fitting model is the examination of the ratio of the Chi-2 ratio to the degree of freedom. There is, of course, no standard for this index. But many thinkers are of the opinion that this index should be less than 3. Ultimately, the fittest
should be determined by the researcher's diagnosis based on the type of research.

P-Value Index: This index is another measure to measure the suitability of the model. Some thinkers believe it should be less than 0.05, while some emphasize this.

RMSEA: This index is based on model errors and, like the chi-square index, is a measure of the model's badness. Some thinkers are of the opinion that this index should be less than 0.08, and some others are less than 0.1.

Goodness-of-Fit Index (GFI): This index is a benchmark for measuring the goodness of a model and a value above 0.9, indicating the suitability of the extracted model with respect to the data.

Adjusted GFI Index (AGFI): This indicator is in fact the matched GFI index with respect to degree of freedom (df), and another benchmark for goodness of the model. If the index is higher than 0.9, then it is indicative of the suitability of the extraction model according to the data.

Normed Fit Index Index (NFI): This index is another indicator to measure the goodness of the model obtained with respect to data. If the index is higher than 0.9, then this suggests the suitability of the extraction model (Schumacker& Lomax, 2004).

The figure below shows the LaserLaser model for performing factor analysis in the standard estimation mode.
Figure 2. Measurement of dependent variables in standard estimation

Model factor loads in the standard estimation mode show the impact of each of the variables or items in explaining and explaining the variance of the variables or main factors. In other words, factor load represents the correlation between each observer variable (Question Questionnaire) and the variable (factors). According to the above figure, we can see the factor loads of each research question. As it is seen, the value of all factor loads is greater than 0.5, and the calculation of AVE is more than 0.5, which shows that there is a convergent validity, as well as the amount of AVE of each construct in LISREL. There is a correlation between the structures that shows the model’s individuality validity and also the fitting indices of the model are also appropriate.

Also, the model of measurement in the case of estimating the coefficients t is below, which shows that the relationships between all the variables with the relevant questions and the significance of the model are significant. Because the value of the test, which is greater than 1.96 or smaller than 1.96, indicates the significance of the relationship.
two-variable method (each time only one independent variable with a dependent variable is considered). Hence, in this research, structural equation modeling and especially path analysis have been used to confirm or disprove assumptions. A path analysis (structural model) is a technique that shows the relationships between research variables (independent, intermediary, and affiliated) simultaneously. The purpose of path analysis is to identify the causality (impact) between the variables of the conceptual model of the research in the following, the structural equation model is presented in the standard estimation mode:

Conclusion
An effective research is made up of several parts. So that these components are integrated in order to create a successful research. Literature and research background in order to understand the relationship between research components and models and based on the type of research, the instruments of measurement and analysis of the collected data are selected and the best and most suitable tool is chosen. Using the appropriate method for analyzing information plays a very important role in the analysis and conclusion. In this chapter, the information that was obtained by analyzing the data obtained in Chapter IV has been interpreted and concluded, and ultimately providing suggestions for increasing consumer affinity for the brand, which affects brand loyalty variables, willingness to pay an additional amount to buy the brand and their willingness to publish positive oral words about the brand, it will provide suggestions for future research and the expression of research constraints. Of course, this hypothesis has been confirmed in research and assumptions. As the researchers showed, "the brand's consumer experience" had a direct, positive, and meaningful effect on their "emotional affiliation with the brand".

As indicated, and similar research shows that there is a relationship between experience and affective affinity. So that the emotional brand is an exceptional experience for consumers. The present research and similar researches showed that consumption is the provider of an experience, and therefore, a range of emotional reactions such as feelings, enthusiasm, emotions, and so on. Researches conducted by Khayri et al. (1392) with the name of Affiliate Affiliation of Brand to Brand, Raiseifard et al. (2013) In a research on the effect of brand experience on brand credibility, in a research by Soltani et al. (2013) To investigate the effect of brand experience, brand image, perceived brand equity, brand satisfaction, brand equity, brand trust and brand loyalty on dependence on In 2013, Kong conducted a research on the impact of Brand Efficiency on customer value in Taiwan. In 2011, Brooks and colleagues conducted a study entitled "The impact of brand experience on consumer satisfaction and loyalty." Other research showed that the hypothesis of Brand affects their brand affinity.

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