

Revista de la Universidad del Zulia



Fundada en 1947
por el Dr. Jesús Enrique Lossada

Ciencias

Sociales y

Arte

Año 8 N° 22
Septiembre - Diciembre 2017
Tercera Época
Maracaibo - Venezuela

The relationship between brand reliability and behavioral inclinations, concerning the mediation role of perceptual consequences of Brand (Case study: Adidas store in Tehran)

*Behrouz Eskandarpour**

ABSTRACT

Concerning the sensitive competitive condition in the world, each store in order to achieve its superior aims, namely, fundraising and increasing business efficiency alongside all problems and official disciplines (official provisions, note office), needs to possess hardworking, energetic, considerate, and liable personnel for attracting and retaining customers. This research was done in Adidas store of Tehran, with the purpose of investigating the relationship between brand reliability and behavioral inclinations, concerning the mediation role of perceptual consequences of Brand. This study is a practical one and data collection method was descriptive and survey based. The statistical community consisted of whole customers of Adidas store in Tehran. To examine research hypothesis a sample of 400 customers were selected randomly. For data collection regarding literature of research, library method was used (studying books and articles) and for hypothesis testing standard questionnaire was used based on 5- point Likert scale. Reliability of questionnaire was confirmed by experts and respective professors'

*Department of Management, Payame Noor University (PNU), Tehran, Irán.

point of view. Reliability coefficient based on Cronbach's alpha was calculated (0.921). For data analysis, confirmatory factor analysis and structural equation modeling were used. The results of study showed that, brand reliability has a positive impact on customer satisfaction, loyalty and commitment, and continuous commitment of customers. Also, customer satisfaction, loyalty and commitment have a positive impact on inclinations to oral advertising, and it was observed that, when customer satisfaction, loyalty and commitment are high, customers' tendency for changing store will decrease.

KEY WORDS: Brand; behavioral inclinations; perceptual consequence of brand; Adidas store.

La relación entre la confiabilidad de la marca y las inclinaciones conductuales, con respecto al rol de mediación de las consecuencias perceptivas de la marca. Caso de estudio: Tienda Adidas en Teherán

RESUMEN

Con respecto a la delicada condición competitiva en el mundo, cada tienda, con la finalidad de lograr sus objetivos superiores, a saber: la recaudación de fondos y el aumento de la eficiencia comercial junto con todos los problemas y disciplinas oficiales (disposiciones oficiales, oficina de notas), necesita poseer un personal trabajador, enérgico, considerado y responsable para atraer y retener clientes. Esta investigación se realizó en la tienda Adidas de Teherán, con el propósito de investigar la relación entre la confiabilidad de la marca y las inclinaciones conductuales, con respecto al rol de mediación de las consecuencias perceptivas de la marca. Este estudio posee un método de recolección de datos, descriptivo y basado en encuestas. La comunidad estadística consistió en todos los clientes de la tienda Adidas en Teherán. Para examinar la hipótesis de investigación, se seleccionó aleatoriamente una muestra de 400 clientes. Para la recolección de datos con respecto a la literatura de investigación, se utilizó el método bibliográfico (estudiando libros y artículos) y para la prueba de hipótesis se utilizó un cuestionario

estándar basado en la escala Likert de 5 puntos. La confiabilidad del cuestionario fue confirmada por los expertos y el punto de vista de varios profesores. Se calculó el coeficiente de fiabilidad basado en el alfa de Cronbach (0,921). Para el análisis de datos, se usaron el análisis de factor confirmatorio y el modelo de ecuación estructural. Los resultados del estudio mostraron que la confiabilidad de la marca tiene un impacto positivo en la satisfacción del cliente, la lealtad y el compromiso, y el compromiso continuo de los clientes. Además, la satisfacción del cliente, la lealtad y el compromiso tienen un impacto positivo en las inclinaciones a la publicidad oral, y fue observado que, cuando la satisfacción del cliente, la lealtad y el compromiso son altos, la tendencia de los clientes a cambiar de tienda disminuirá.

PALABRAS CLAVE: marca; inclinaciones conductuales; consecuencias perceptivas de la marca; tienda Adidas.

Introduction

In recent years, stores have faced many challenges and the most important of these challenges were, expanding the scope of competition between them and increasing the level of knowledge and awareness among customers. The intense competition among stores of Iran is due to the increasing number of private stores, and conversion of some state stores to private ones but as it seems, stores try to find a systematic approach to understand their customers' needs and avoid the tendency of customers to change their stores. In fact, stores providing the situation for customer loyalty, increase transportation costs for customers. In the meantime, one of the factors affecting customer loyalty, is brand reliability in stores (Dehdashti, et. al., 2010).

Regarding brand, some studies have been done in Iran, but there aren't enough researches on brand reliability and behavioral inclinations. Conducted researches in the field of brand in Iran, were concentrated on brand equity, brand loyalty, brand awareness, and some similar subjects. In the next part, some similar researches with the same topic will be considered. Balochi et al (2015) have investigated the impact of brand trust and identity on brand annunciation among mobile phone users (students) in Semnan University. The results showed that, brand trust has a significant and positive impact on brand identity and annunciation. On the other hand, brand annunciation positively and directly is affected by brand identity (Balouchi, 2015). Ebrahimpur Azbari et al (2015) have examined the impact of experimental marketing on brand commitment with mediation role of trust and brand loyalty among visitors in advertising campaign of Kale Company in free zone of Anzali. Results of study showed that, experimental marketing is effective on customer brand interest, brand loyalty and customer trust,

and leads to customer commitment (Ebrahimpour, 2015). Mousavi and Kenare Fard (2014) have investigated the effect of social media on brand community characteristics, methods of value creation, trust and brand loyalty (Case Study: Comparison of Apple's mobile phone (iPhone), and Samsung (Galaxy) between Apple and Samsung mobile phone users in Shiraz (Mousavi, 2014). Brand trust is effective on Brand-related behaviors, including purchase behavior, observational brand loyalty, and perception of brand value, brand commitment, referrals or brand appraisal (Delgado-Ballester, 2003; Elliott, 2007). In 2011, Becerra and Korgaonkar have investigated the impact of brand trust in online communities. They found that, online brand trust increases the intention of online brand purchase (Becerra, et. al., 2011). Costin (2011) also in a study he has confirmed the positive and significant impact of experimental marketing, emotional-commercial name and brand trust on brand loyalty of Hyundai motorcycle production (Kustini, 2011). In this study, we're going to examine the research variables (brand trust, behavioral inclinations and perceptual consequences).

Reliability, is defined as believing the company's willingness to keep its promises (credibility). The reliability of a brand is formed as a result of years of activity and communication with customers, customer satisfaction and keep their words, and providing goods and services with higher quality or at last desirable quality that was the result of ability and expertise of company. This reliability is crystallized during time, and through repetitive interactions between customer and company (Dehdashti, et. al., 2010). Believing the fact that, company is able to keep its promises (Sweeney, et. al., 2008). Trust means a brand is willing to offer something that was promised, while expertise means that company is able to offer it. The brand credibility is defined as believability of product information within a brand, and it's essential that, customers understand the brand has the ability and capacity (expertise) and willingness (reliability) for continues deliver of what it has promised (Erdem, et. al., 2004). Several related literature (eg, psychology, organizational behavior, sociology and marketing) show that, willingness to change brands and oral advice to buy, has some background that arise from social exchange theory. Willingness to change brands and oral advice to buy are stated as hypothesis according to two motivations:

1. A hypothesis based on previous experiences that investigates the advantages that customer receives from relationship.
2. And a future-oriented hypothesis that considers other resources for the maintenance of relationship.

Tendency to change brand is defined as the tendency to cut the relationship with company, and transmission of activities and business to other companies. Customer displacement is an important issue in which

profitable business models are dependent on long-term relationships with customers. Workflow management and customer displacement are top priorities for many organizations. It is accepted that, gaining new customers in marketing is much more expensive than establishing a broader and deeper relationship with existing customers (Sweeney, et. al., 2008).

Oral advertisement to buy, is the information that will be published by consumer or other individuals except from the main sponsor. In fact some information about a product, price or discount and its promotion can be shared by friends, colleagues or acquaintances (Farzaneh, 2010). Customer satisfaction is the most important factor affecting oral recommendations, then use of relationship based marketing, customer loyalty and company's image, are other factors affecting positive oral recommendations (Morgan, et. al., 1994).

Higher customer satisfaction, reflects more positive experiences with a company. One of these positive results refers to the share of this experience with other customers, recommending the company that provides exceptional service and applying extra effort to use an excellent company among competing companies. Satisfied customer tends to loyalty and showing supportive behavior and goal, thus customer satisfaction maintains the customers. Prerequisite for the survival of customer is customer satisfaction but customer satisfaction can not necessarily cause to survival (Chen, 2006).

The obtained practical results showed that, the relationship between satisfaction and loyalty begins with product and each product has a brand and it reaches to the peak by brand. Customer satisfaction and loyalty studies are focused more on brand than product. Usually a customer judges a product to be aware of its benefits and satisfaction that was committed. With gaining experience, the customer may focus on one brand. New customers, choose the product that best fit their needs and make them satisfied emotionally, mentally and symbolically. With gaining experience, customers apply a range of brands based on value and price, while customers with very high experience remain loyal to a brand (Torres-Moraga, et. al., 2008).

Commitment, is an attitude and a mental state that represents desire, needs and requirements for the continuation of activities in an organization. Meanwhile, desire means ones interest or inner desire to continue activities in an organization, and need means that the person forces to continue serving because of the investment in an organization. The requirement means the faith, responsibility and trust of a person in an organization that requires their staying. From another perspective, commitment is a sense of attachment and belonging to an organization (Majidi, 1999). Islamic culture considers commitment as adherence to the principles or philosophy or contracts which they committed and are loyal. Motahari (1368), considers commitment as adherence to the principles and contracts that a person committed them and from his point of view "a committed person has committed to be faithful to his covenant and makes effort to his objectives".

Commitment as a complex and specified phenomenon is multi-dimensional but we have concentrated on the fields that are more appropriate and relevant to customer (Commitment to loyalty and continues commitment). These two dimensions are related to each other according to the basic concept of desire to maintaining a relationship.

Emotive commitment dependent on commitment to loyalty, is a positive emotional commitment that reflects psychological dependence toward a partner (Sweeney, et. al., 2008). Accordingly, a person who is highly committed, is self-identified in organization, is involved in company partnership and enjoys from membership (emotional commitment).

Continuous commitment refers to a power based on obligation which commits the consumer to producer because of need, and consumers can't stop their relationship due to economic, social or mental costs. This type of commitment is also described as "computational commitment" that reflects tendency to stay because of the economic costs of leaving the organization (Dehdashti, et. al., 2010).

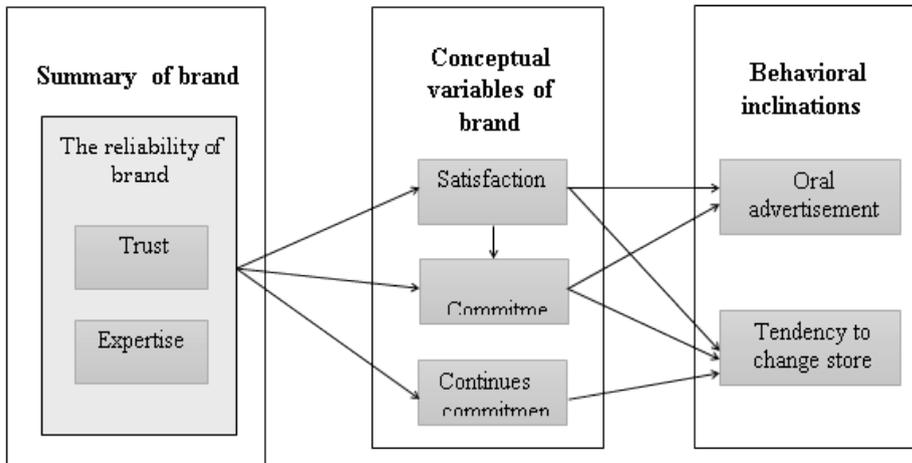


FIGURE 1. A conceptual model of research (Sweeney, et. al., 2008).

- Brand reliability has a positive and significant impact on customer satisfaction.
- Brand reliability has a positive and significant impact on customer loyalty and commitment.
- Brand reliability has a positive and significant impact on continuous commitment of customers.

- Customer satisfaction has a positive and significant impact on customer loyalty and commitment.
- Customer satisfaction has a positive and significant impact on oral advertisement.
- Customer satisfaction has a positive and significant impact on the willingness to change the store.
- Commitment and customer loyalty has a positive and significant impact on oral advertisement.
- Commitment and customer loyalty has a positive and significant impact on willingness to change the store.
- Continuous commitment of customers has a positive and significant impact on willingness to change the store.

1. Methodology

The aim of study was determining the causal relationships between reliability of brand and behavioral inclinations according to mediation role of conceptual variables of brand. Also the results of this study can be used practically, so the present study is a practical one and data collection was descriptive and correlational. In this study, to determine the sample size, simple random sampling method was used from an unlimited population and to determine the sample volume, Morgan table was used. The sample consisted of 440 customers of Adidas store in Tehran. In the analytical model of research, brand reliability is independent variable, conceptual variables of brand are as mediator variables and behavioral inclinations are dependent variables. The main tool for collecting data is researcher made questionnaire. Intended comparison for all the variables, were done by 5-point Likert scale. In order to assess the reliability of questionnaire the prototype that contains 40 questionnaire was pre-tested, then according to obtained data from questionnaire, reliability coefficient based on Cronbach's alpha was calculated (0.921). Since the obtained Cronbach's alpha for all variables and the overall questionnaire is more than 0.7, it has an appropriate reliability. The findings of this research have acquired with confirmatory factor analysis approach in LISREL software, and with investigation of structural model in study that should be presented in detail in the following. In factor analysis, at first we should make sure that existing data can be used for data analysis. In other words, is the number of desired data (sample size and the relationship between variables) suitable for factor analysis or not? For this purpose Bartlett's test and KMO index were used. When value of KMO index is close to 1, respective data (sample size) are suitable for factor analysis and otherwise (generally less than 0.6) results of factor analysis are not suitable

for the respective data. Moreover when the level of significance (sig) in Bartlett's test is less than 5 percent, factor analysis is appropriate to identify the structure (factor model). In the present study, we have examined the above conditions, and the results are presented in the table below.

Table 1. Results of Bartlett test and KMO index

Value of KMO index	0.915
Statistics of Bartlett test	9011.746
Degrees of freedom	990
Sig	0.000

Table 2. Suitability of Fitness Index

Fitness index	SRMR	RMSEA	GFI	AGFI	NFI	NNFI	IFI
Acceptable values	<0. 05	<0. 05	>0. 9	>0. 9	>0. 9	>0. 9	0 - 1
Calculated values	0. 014	0. 027	0. 93	0. 94	0. 92	0. 91	0. 92
Result	Confirmed						

Table 3. The results of research hypothesis

Hypothesis	Title	Standard value	Significant level	Result
1	Brand reliability has a positive and significant impact on customer satisfaction.	0.87	7.97	Confirmed
2	Brand reliability has a positive and significant impact on customer loyalty and commitment.	0.76	4.16	Confirmed
3	Brand reliability has a positive and significant impact on continuous commitment of customers.	0.76	7.73	Confirmed
4	Customer satisfaction has a positive and significant impact on customer loyalty and commitment.	0.000-	0.000-	Confirmed
5	Customer satisfaction has a positive and significant impact on oral advertisement.	0.54	4.80	Confirmed
6	Customer satisfaction has a positive and significant impact on the willingness to change the store.	0.42-	3.46-	Confirmed
7	Commitment and customer loyalty has a positive and significant impact on oral advertisement.	0.48	4.77	Confirmed
8	Commitment and customer loyalty has a positive and significant impact on willingness to change the store.	0.35-	3.54-	Confirmed
9	Continuous commitment of customers has a positive and significant impact on willingness to change the store.	0.09	0.83	Rejected

Conclusion and Recommendations

One of the features of present era is the existence of turbulent markets and tough competition in it. Meanwhile, firms and business units to achieve the main objectives of their formation (survival and growth), are faced with many challenges. According to market characteristics, customers and their behaviors are considered important by business units. Firms are trying to use marketing techniques to attract new customers and to maintain the existing ones. One of the important actions is branding. The use of this strategy is important because with commitment and loyalty to a brand, customers will support the company in any situation. The culmination of this strategy is when your customer considers himself as part of a large family of this brand. It has led to marketing researches go beyond and customer shouldn't be considered just a buyer or consumer, but they will be supporter of brand, company and its product. In the present study, the impact of brand trust on behavioral inclinations were examined with mediation role of perceptual consequences of brand. According to results, brand reliability has a positive and significant impact on customers' satisfaction, loyalty and continues commitment. Customer satisfaction doesn't have a significant impact on customer loyalty and commitment. Customer satisfaction has a significant impact on oral advertisement and willingness to change the store. Commitment and customer loyalty has a significant impact on oral advertisement and willingness to change the store. And finally continuous commitment doesn't have a significant impact on willingness to change the store. According to research findings, practical recommendations are offered for decision-making and application of results:

1. Store managers should strive to promise in cases that they have the ability and desire to do them, and for increasing motivation in customers, and with offering better services, they provide grounds for customer satisfaction and attraction of more customers (first hypothesis).
2. In today's competitive and dynamic environment of organizations, managers should change their point of view and shouldn't limit themselves to the requirements and constraints of job. But they must take some necessary steps to have extra behavioral roles and they should institutionalize this positive atmosphere in the stores, and it can be useful for the encouragement of sellers to such activities. So it can be said that, with instilling a sense of confidence and expertise in customers, customer loyalty and continuous commitment will be increased (second and third hypothesis).
3. It is recommended to consider special compensation for sellers who willingly devote their time to help their colleagues.
4. Sellers should be trained to perform tasks that are not necessary but they can provide a good image of organization, and customer

satisfaction should be considered as an important resource for store advertisement. In this research it was stated that, satisfied customers try oral advertisements and they are reluctant to change the respective store (fifth and sixth hypothesis).

5. Store managers try through delegation of authority and responsibilities, participation of sellers in policy making, get ideas from sellers about methods and how they work, and they will support them. This will motivate and create a sense of responsibility in customers and will increase commitment and loyalty between them to promote oral advertisement, and customers will be reluctant to change the store (seventh and eighth hypothesis).
6. The store managers promote awareness of their performance against the assigned tasks and provide a basis for comparison of their performance with organization expectations.
7. It is recommended that, through monthly formal and informal meetings results of their performance being available for them.
8. Store managers can have an important role by empowering sellers, hiring competent people and establishing a system of meritocracy, creation of job security for sellers, participation of sellers in decision-making and with helping sellers to promote and increase brand reliability.

To compare findings of this study with previous researches, in general it can be said that, there isn't any research with this title and it can be considered innovative aspect of research. Trust in brand means consumer tends to use the brand based on brand capability, which is determined according to his previous performances. So this trust is very important, and positive results were obtained from both internal and external researches in different fields. For example according to the results of studies by Ebrahimpour Azbari et al (2015), Balouchi et al (2015), Mousavi & Kenare Fard (2014), Delgado-Ballester et al (2003), Elliott (2007) Kustini (2011) that were referred in literature review, brand trust has positive results for organization that can strengthen the results of this research. This study had some limitations for researchers, including measurement tools. There wasn't any standardized and tested questionnaire to measure variables of study. This research tool is a researcher made questionnaire that was used after validation test. In this study the level of brand trust and its impact on behavioral inclinations were evaluated only in Adidas store of Tehran. To increase the generalizability of findings of research, it is recommended that, such researches to be done in other stores and other companies. Only the results of such researches and comparing organizations from different dimensions of brand trust, behavioral inclinations and perceptual consequences of brand can lead us to

more comprehensive understanding. It is suggested that future researchers try to answer the following questions along with the present study in other organizations: 1) investigation of this subject in similar organizations and introduction of further indices to measure, 2) The Role of Trust in the brand to achieve profitability and financial purposes.

References

- Balouchi, H., Hossein Gholipour, T., Maleki Minbash Razgah, M. & Siahsarani Kia Kajuri, MA. (2015). Investigating the impact of brand trust and identity on brand announcement, exploring. *Journal of Business Management*, Vol. VII, Issue 14, pp. 80-59.
- Becerra, E. P. & Korgaonkar, P.K. (2011). Effects of trust beliefs on consumers' online intentions. *European Journal of Marketing*. 45 (6): 936-962.
- Chen, S. C. (2006). "Modeling store loyalty: Perceived value in market orientation practice", *Journal of Service Marketing*, 20 (2), pp. 188-198.
- Dehdashti, Sh., Taghavifard, Z. & Rostami, N. (2010). A model for measuring the impact of brand reliability of banks on customer loyalty, *Journal of Management Sciences*, Issue 20, pp 69-88.
- Delgado-Ballester, E. Munuera-Aleman, J.L. & Yague-Guillen, M.J. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*. 45 (1): 35-76.
- Ebrahimpour Azbari, M., Akbari, & M. Rafiei Rashtabadi, F. (2015). The role of experiential marketing in commitment to brand with mediation role of brand trust and loyalty, *Business management*, Volume 7, Number 4, pp. 804-783.
- Elliott, R. and Yannopoulou, N. (2007). The nature of trust in brands: a psychosocial model. *European Journal of Marketing*. 41(9/10): 988-998.
- Erdem, T. & Swait, J. (2004). "Brand credibility, brand consideration and choice", *Journal of Consumer Research*, 31(3), pp. 191-198.
- Farzaneh, S. (2010). Investigating the effect of brand reliability on customers' loyalty in banking industry of Iran, MA thesis University of Tehran Science and Research.
- Kustini, N. I. (2011). Experiential marketing, emotional branding, and brand trust and their effect on loyalty on Honda motorcycle product, *Journal of Economics, Business, and Accountancy| Ventura*, 14(1): 19- 28.
- Majidi, A. (1999). Investigating the effect of displacement on job satisfaction and organizational commitment, management MA thesis, Tarbiat Modarres University of Tehran.
- Morgan, R. M and Hunt, S. D, (1994).The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (3), pp. 20-38
- Mousavi, AR. (2014). The impact of social media on brand community characteristics, methods of value creation, trust and brand loyalty (Case study: comparison of Apple (iPhone) and Samsung (Galaxy) cellphones), *Marketing Management magazine*, Issue 25, pp. 26-50.

Sweeney, J. & Swait, J. (2008). "The effect of brand credibility on customer loyalty", *Journal of Retailing and Consumer Services*, 15 (1), pp. 179-193.

Torres-Moraga, E., Vasquez- Parragu, A. Z. & Zamora-Gonzales, J. (2008). "Customer satisfaction and loyalty: Start with the product, culminate with the brand", *Journal of Consumer Marketing*, 25 (5), pp.302-313.