

International Journal of Business and MarketingJournal homepage: www.ijobm.com

Investigation of effective factors on brand loyalty in the customers of the mobile phone in the city of Bandar-e Anzali

Elham Hedayat Sokachae 1*, Mohammadreza Babaei 2

¹Phd Student of Marketing Management, Islamic Azad University, Qazvin Branch

²Department of industrial management, college of Management and Accounting, Yadegar - e- ImamKhomeini(RAH) Branch, Islamic Azad University, Tehran, Iran

ARTICLE HISTORY:

Received 30 May 2014

Received in revised form

25 Sep 2014

Accepted 10 Nov 2014

Keywords:

Experience of the brand, trust in brand, cellphone, brand satisfaction, loyalty to the brand

One of the most valuable assets of any company is its trademark and logo. The more value of the name and brand of the company in the minds of consumers is the more interest a company can acquire from consumers. On the other hand, the most important factor in maintaining and growing a brand is developing loyalty in the attitudes, beliefs and behavior of our customers. Based on mentioned factors, the purpose of the present study is investigating the factors affecting loyalty to the brand in the customers of the mobile phone in the city of Anzali. The present study is applied one in terms of objective and is descriptive, correlational, in terms of research method. One hundred ninety six subjects of this study were randomly selected from the customers of cell phone shops in the city of Anzali. The standard questionnaire was used to collect the required data. Cronbach's alpha was used to calculate the reliability of this questionnaire ($r=.886$) which shows the high reliability of this instrument. SPSS 19 was used to analyze the collected data. The collected data were analyzed with Kolmogorov-Smirnov test, Pearson Correlation; a simple linear regression and Friedman's test ranking. The findings of the study showed that all the hypothesis of the study was confirmed.

Introduction

Nowadays, the main capital of most companies is their brands. In the past decades and equipment. However, nowadays, economists and managers concluded that the real value of a company is out of the company, i.e. in the minds of potential customers. Price of a product

product measures its value, but the brand of a product introduces it and clarifies its superior aspects. Brands can communicate with their customers. When a consumer looks for his/her special favorite brand in daily life to meet his/her needs, he/she looks for a brand which satisfies him/her (Veioutsou, 2009), and this is the relationship between the brand and the customers which is called loyalty of our customers is for the brand. This is a vital important issue for research in brand management. The brands that set their goals and identity and show their friendly names are able to provide their customers with rich and beneficial communication and not only dominate upon their minds, but some dominate upon some part of their daily life. Moreover, the loyalty of customer has the competitive aspect in the brands market, especially in manufacturing markets the loyal customers can guarantee the companies' life or cause its destruction. Marking with emphasis on loyalty establishment help Nowadays, the main capital of most companies is their brands. In the past decades, and equipment. However, nowadays, economists and managers concluded that the real value of a company is out of the company, i.e. in the minds of potential customers. Price of a product measures its value, but the brand of a product introduces it and clarifies its superior aspects. Brands can communicate with their customers. When a consumer looks for his/her special favorite brand in daily life to meet his/her needs, he/she looks for a brand which satisfies him/her (Veioutsou, 2009), and this is the relationship between the brand and the customers which is called loyalty of our customers is for the brand. This is a vital important issue for research in brand management. The brands that set their goals and identity and show their friendly names are able to provide their customers with rich and beneficial communication and not only dominate upon their minds, but some dominate upon some part of their daily life. Moreover, the loyalty of customer has the competitive aspect in the brands market, especially in manufacturing markets the loyal customers can guarantee the companies' life or cause its destruction. Marking with emphasis on loyalty establishment help companies to stabilizes their strategies for future and competes with global and big companies in world markets effectively. Therefore, the main objective of all organizations and corporations is to make the customer loyal to their brands. In fact, making the customer having specific feeling toward the brands causes positive results for the company and the organization and increases the stocks of each customer (Huber, 2009).

The loyalty to the trademarks as one of the main marketing structures is the most important element and the core of the value of trademark. If customers were in different to commercial name, and trademark, in fact, they buy the products based on the prices and facilities and pay no attention to the trademarks. In this case, the particular value of the trademark is possibly very low. However, if the customers continue to buy particular trademark and if competitors provide better products with better qualities, price, or more appropriate facilities, it has considerable value of the brand. Loyalty to the

brand plays significant role in creating long-term benefit for the company, because customers loyal to the brand need less promoting activities than other clients do. They respectably and gladly will pay more for benefits and the quality of their favorite brand. On the other hand, organizations can take a larger share of the market with the help of customers' loyalty to brand; because the customers frequently buy the brand and do not pay attention to the contemporary factors, they stand against competing in the market and keep on buying the previous brand (Yoo, 2008). Customers' loyalty is one of the vital important goals of marketing management and based on the today's situation it is difficult to reach to this destination (Moghaddam and colleagues, 2011). Based on the above-mentioned points, the researcher formulated the following question and answered it:

How is prioritizing the influential factors in the customers' loyalty towards cell phone brands in the city of Bandar-e Anzali?

1- Literature review and hypotheses developme

Many studies have been done on the evaluation of effective indexes of loyalty to the brands in the world. The variables in these studies and key factors are explained below. In marketing the notion of experience in different fields such as buying, products, selling, consuming, consumers have been investigated and discussed. Consumers nowadays no longer buy products and services in order to fulfill a functional need but instead purchase the emotional experience around it (Zarantonello & Schmitt, 2010) Brand experience is the internal (cognitive, affection and emotional) reaction of customers and his/her behavioral reaction to the brand. These motives include designing, packaging, and brand identity. Brand experience can be either positive or negative and can influence the customers' satisfaction and loyalty to the brand (Zarantonello & Schmitt, 2010). Brand experience has attracted a lot of attention in the marketing practice. With consumers seeking not only functional benefits of a brand but also emotional experience, brand experience theory needs to provide answers on how brand experience can be measured and how it affects consumer behavior. Brand experience is a new concept which provides better evaluation based on behavioral, cognitive (intellectual), sensory and emotional elements.

The brand experience model of Brakus et al. (2009) provides practical and meaningful information about brand experience. The information is about positive and negative effects on customers' loyalty and his/her attitudes toward brand. On the one hand, it proves that brand experience positively affects consumer satisfaction and loyalty. On the other hand, it provides an empirically validated brand experience scale based on the dimensions sensory, affective, intellectual and behavioral. The scale is meaningful in academic research, but even more important "as marketers engage in projects

to understand and improve the experience their brand provides for their customers, they can use the scale for assessment, planning, and tracking purposes.” (Brakus, et al. 2009). Customers’ experience has direct impact on external behavior and the concept of trademark. There is a relationship between emotional loyalty of consumers and their financial value to the brand.

The loyalty is considered as the developing of a company and it has been yet a controversial issue. Affective branding gives the customers a chance to satisfy their needs from brand point of view. Zajonc proposed a model called experience method, which showed the shopping as an experience. Therefore, provides an experience than encompasses affective response like of spectral emotions, enthusiasm, emotion (Huang, 2008). In defining the experience of the brand, it can be said that it is an individual experience to help understand the general meaning of the brand and has a significant impact on loyalty satisfaction. The experience of the brand strengthens the sense of the experience of the customer and makes it possible to be loyal to the brand completely. The importance of understanding the experience of the brand creates innovation and makes it easy to innovate and facilitate the development regarding the customers, which subsequently leads to the creation of long-term for growth and profit the car manufacturer. The consumer's experience and reveals consumer's emotion on national car brand consumption. Results have shown that if consumers were given the opportunity to choose, they will switch to foreign car brand that has better quality. The brand experience can affect the customers’ mind and influence their attitudes as well (Mohd Nadzri & Musa, 2014).

2.1 The experience of the brand

The reliance on the brand helps providers and dealers by providing confidential information about their potentialities and shares their information to help each other (Verbeke et al, 2006). Manufacturers' brands deliver four benefits to retailers: financial, manufacturer support, meeting customers' expectations and brand equity. Financial benefits and customer expectations have a stronger effect on retailer satisfaction with the brand compared to manufacturer support and brand equity. Retailer satisfaction with the brand is an antecedent to the retailer assessment of brand performance as well as trust and commitment of the brand. An alternative model shows that brand equity influences retailer commitment to the brand and that financial benefits affect retailer performance assessment of the brand.

Reliance is a feeling or an idea that has a reactive agent on behalf of the Company with its business partners. Reliance is a practical role within the duration of the commercial relationship, which lies in relative power of the parties and the cooperation between them. It seems that the reliance is somewhere that written agreement is found. Based on the study by Ring, the reliance is found more on investment and if the interests of the parties made, this reliance emerges. . More balance in the structure of reliance and security has positive impact on both sides on the level of independence and reliance on

each other. , but reliance on the dealer is important when goods management have been applied and is affected by planning which aims at increasing benefit and consumer satisfaction as well (Amini & Associates, 2013). The concept of reliance means the ability to accept of the quality in a person or a product easily. The reliance is a psychological condition and when one party relies on another one, it is made. According to the commitment-trust theory of Morgan et al (1994), reliance is a key factor to keep a stable relationship with the brand. While disciplinary differences exist, trust is a very complex construct with multiple meanings and dimensions. Delimiting the scope of trust is difficult and can be frustrating as the construct essentially is linked with other constructs such as opportunism, uncertainty and power. All definitions of trust suggest that trust involves one party having **trust** in or relying on another party to fulfill its obligations (Anderson and Narus, 1990; Moorman et al.,1993;Morgan and Hunt, 1994; Nicholson et al.,2001; O'Malley and Tynan, 1997). Trust has been conceptualized in many ways. Many studies have conceptualized trust as a one-dimensional construct (Anderson and Weitz, 1989; Morgan and Hunt, 1994; Jap, 1999; Garbarino and Johnson, 1999).

2.2 Trust in Brand

The trust of the customer to the brand is a psychological concept, which leads to a set of assumptions or speculation in relation to accountability, honesty and generosity. A brand with a strong identity is a safe place for the customers, because it reduces the risk and lack of **trust** in their buying and consuming a product (Elliott & Yannopoulou, 2007). The studies have shown that more prominent brands meet more trust of customers (Walsh et al, 2009). Many studies have showed that strong identity of brand leads to the trust of customers in the brands. Trust in brands forms because of different variables such as company advertising, face to face advertizing, consuming the products, and customer's satisfaction (Simoes, 2005).

2.3 Brand satisfaction

The satisfaction of customers leads to significant consequences such as in outcomes such as cooperation, long-term customer loyalty to the company, willingness and commitment to the company (Dehdashti and et al, 2013). Sichtmann (2007) showed that most of those buyers who are satisfied that have established relationship with the brand for a long time , and satisfaction, trust and commitment to causes long-term relationship between the buyer and provider (Sichtmann, 2007). Satisfaction is an effective and customers analyze the performance after buying or consuming the product for second time and compare the results. The controversies lead to the resistance if there is any (Bamani Moghaddam et al, 2012):

- Positive resistance means if performance is higher than expectation, it increases the satisfaction.
- Negative resistance means if performance is much lower than the expectation, it reduces satisfaction and causes dissatisfaction.

Josanzo et al (2007) believes that satisfaction makes an effective and positive situation, which is the result of the evaluation of all aspects of the work in relation with others. Morgan (2000) suggested that satisfaction is used as a prediction for future buying and the probability of recurrence is high and the probability of acceptance of the competitors' brands by these satisfied customers is very low (Espejel,2008). The chance that a satisfied customer by a product or a brand again is supposed to be greater than a chance that dissatisfied buyer will buy the same product or brand again. Satisfaction is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Satisfied customer tends to the loyalty to show supportive behavior and purpose, thus the satisfaction leads to the customer maintenance. The necessary condition for customer's maintenance is satisfaction, but the satisfaction does not necessarily leads to customers' maintenance (Chen et al, 2006).

2.4 Brand Loyalty

Oliver (1997) defined loyalty to the brand as a created deep commitment to a brand for repurchasing or using the product or service in the future despite the similar names and trademarks to that class of the product. In fact, brand loyalty, results to commitment for readmission. According to Tilus, the influence of brand loyalty is higher than other variables (Gil et al, 2007). Atilgan (2005) confirmed these findings and stated that loyalty is the only factor that directly affects brand equity. According to Dchnratvny and McDonald (1994) the aim of naming is to facilitate the task of companies to acquire and retain loyal consumers with affordable costs and to achieve and return on investment as soon as possible. Brand loyalty reflects the functional utility of products and services. Aaker (1991) defined brand loyalty as consumers' attachment to the brand, Also Dntvm Yu (2001) claimed loyalty to the brand, the brand name refers to the tendency of being faithful to the desire of consumers to buy the brand and can be demonstrated as a first choice. Consumers are loyal to a particular brand committed. This commitment will lead to permanent purchase products when using these products is the brand (Lee et al, 2009). Loyal consumers are willing to pay more for brand products that are unique because they perceive values of the one brand name to be more than any other. When consumers are loyal to a particular brand lose their attachment, they immediately become willing to a better brand. The reason for buying products with familiar brand is to save time and reduce risk of wrong perception. Brand loyalty is one of the main advantages of creating a positive image and brand equity is a manifestation of it.

Research by Kim and colleagues (2008) found that brand loyalty is greatly influenced by the personality of the brand (Kim et al, 2008). Loyalty is achieved through a more favorable attitude towards a brand in comparison to other trademarks and the repetition of purchasing behavior. The Maintenance of customer's deep commitment to continually re-purchase or re-election a brand and its products and services are faithful in the future; Brand loyalty is primarily related to purchases of customers. However, the repurchase may only indicate the immediate satisfaction of their customers. Loyalty to the brand is the company's ultimate goal of the company. Priority or preference to buy a particular brand of a product display customer loyalty to the brand name. Customers have found that brand to their original sound design and composition of the product, the quality levels are offered at affordable prices. The customer's perception is the basis for new purchases repeated. Customers in the beginning, especially in product testing to trademark the purchase and satisfaction and continue to repeat purchase the same brand or brands are likely.

Kim and colleagues in a 2014 did a study entitled "The effect of brand and marketing mix of satisfaction, trust and loyalty of customers". This case study of researchers was about small and big productive companies. The main objective of this study was to evaluate the impact of combined marketing and brand loyalty, customer's satisfaction and brand trust. Results of the study showed significant correlation between satisfaction and trust, satisfaction, loyalty and trust and loyalty (Kim et al, 2014). Chino mina and colleagues in 2013, a study entitled "The Effect of Brand service quality, customer satisfaction and brand trust, brand loyalty in the retail industry." Researchers' study was on the retail industry in South Africa. The effect of service quality on customer satisfaction of brand, brand satisfaction and brand trust, brand satisfaction to brand preferred by the customers was positively significant and hypothesis confirmed. But, the impact of service quality on trust in their brand, and trust in the brand preferred by the customer to prove they did not confirm the hypothesis of interest (Chinomona et al, 2013). Dehghani Soltani and his colleagues in 2014 carried a study entitled "Evaluation of factors affecting consumers' attitude towards the brand development". Results indicated that the experience of the brand, brand image, perceived brand relevance, brand satisfaction, brand equity, brand trust and brand loyalty, brand development significantly affects the assessment of consumer attitudes. Tabatabai Nasab and his colleagues in 2014 carried out a study under the name of "justice-based model to describe design and brand loyalty in a business bank branches in Yazd city".

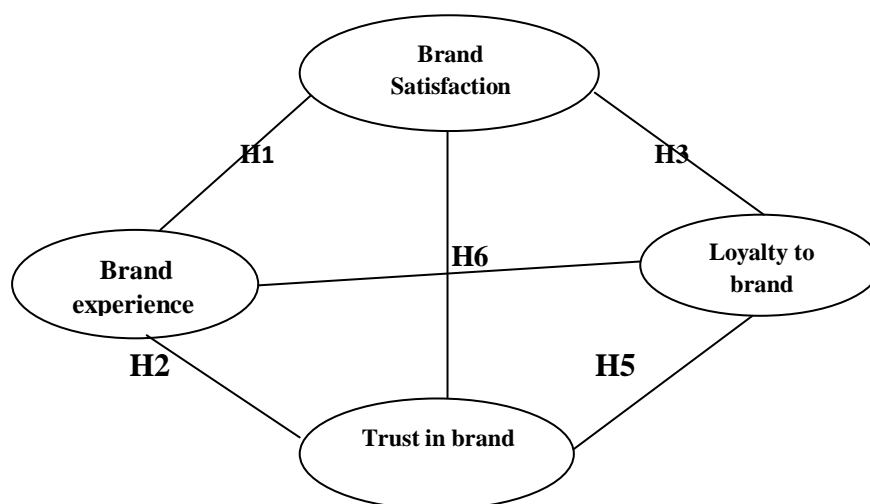
Hypotheses:

- 1) brand experience has a significant and positive impact on the satisfaction of customers' mobile phones brand in the city of Anzali.

- 2) Brand experience significant and positive impact on the brand trust of the brand in the customer's mobile phones Anzali city.
- 3) Brand satisfaction has a significant and positive impact on brand loyalty of mobile phones customers' in Anzali city.
- 4) Brand satisfaction of their significant impact on their trust of mobile phone customers' .in Anzali city.
- 5) Trust in brand has a positive and significant impact on brand loyalty in mobile phones customers Anzali city.
- 6) Brand experience a significant and positive impact on brand loyalty in their customers' mobile phones Anzali city.

Purposed framework

this model is a conceptual model based on theoretical relationships among a number of factors that have been identified as an important research issue. The theoretical framework underpinning the whole study is based on a logical network, and the processed contains a description of relations between variables that seek to implement processes such as interviews, observations and background check are identified (Sakaran, 2014). According to the model presented in this study, experience variable was considered as the independent variable, the variable of brand satisfaction and brand trust as an intervening variable and brand loyalty as the dependent and final variable in this study were examined. The research model is shown in the figure below:



Methodology

The purpose of the survey was applied, and according to the method used it was a descriptive research and the relationship between variables was the correlational. To gather information on the theoretical and literature, the library study and articles were used, and a questionnaire was implemented for data collection. For data analysis the SPSS software version 19 was used. The population of this study was consisted of cell phone stores in the Anzali city. Samples in this research were mobile store customers. It should be mentioned that HTC, Nokia, Sony and Huawei phone brands were investigated in this study. The sampling method in this study was cluster sampling. This means that the mobile phone stores in Anzali were divided into five regions (North, South, East, West and Centre) and each for a class of division of brands. One out of the five department stores was randomly chosen as a selected cluster. Then, each store was selected randomly for one of the brands. To determine the sample size in this study, the following formula was used according to (Momeni and Ghayoumi, 2013).

$$n = \frac{\frac{Z_{\alpha/2}^2 * P * (1-P)}{\epsilon^2}}$$

Since P is an unknown parameter, we put 0.5 in formula on the basis of its amount. Alpha level of interest in this study was 5% and 7 hundredths was of accuracy in this study. The sample size is equal to:

$$n = \frac{(1.96)^2 * (0.5) * (0.5)}{(0.07)^2} = 196$$

To collect data for this study, a questionnaire with 22 questions was used. Four basic items for demographic variables (gender, education, age, and brand) and 17 items to measure the independent variables and the dependent mediator were used. Five scales Likert questionnaire was designed. Because the probability of returning questionnaires sent, 237 questionnaires were distributed. A total of 209 questionnaires were returned. Since the total number of sample study was 209, the same number of questionnaire was used for data analysis. To be able to measure results in a better words, Measurement should be valid and reliable. In this study, we used Cronbach's Alpha reasonable consistency between the questions being measured. In Table 1 the results of the questionnaire, Cronbach's alpha for each of the variables, and the entire pre-test questionnaires that were 40 was presented. To examine the content validity of the questionnaire was confirmed by experts and scholar. In several meetings the desired reforms on the structure and content of the questionnaire was applied.

Table 1: Questionnaire reliability coefficients of variables

Variables	No. of questions	Chronbach alph
-----------	------------------	----------------

Brand experiences	5	0.913
Trust in brand	4	0.899
Satisfaction with brand	4	0.907
Loyalty to brand	4	0.713
Total questions	17	0.886

Result

To assess the demographics of the sample, four questions were posed. Results showed that information from 156 respondents, most of whom were male and the age of about 6/44% of the samples between 40 and 49 years of age. Demographic information in Table 2 is inserted.

Table 2: Demographic characteristics of the sample

Variables	Level	Percent	variable	level	percent
Gender	Male	54.2	Age	Less than 25	41.2
	Female	45.8		26-30	27.9
Education	diploma	21		31-35	20.8
	Post diploma	17		More than 36	10.1
	Bachelor	52.8	Brand	HTC	22
	MA	8.8		Sony Ericsson	36.4
Total sample: 196				HUAWEI	24.4
				NOKIA	17.3

Using the Kolmogorov-Smirnov

Kolmogorov-Smirnov test methods for determining the consistency of simple nonparametric statistical distribution of selected experimental data (the Azar and Momeni, 385).

This test is used to evaluate claims about the distribution of a quantitative variable used (Momeni and Ghayoumi, 2013). Since significance level of variables is greater than 5% so the data distribution of all variables is normal. Other information about this case on the table (3) are given below:

Table 3: Test results of the Kolmogorov - Smirnov for variables

Index	No of Questions	Kolmogorov – Smirnov Test	Level of sig
Experience	196	0/936	0/07
Trust	196	1/126	0/065
Satisfaction	196	0/901	0/391
Loyalty	196	0/942	0/054

Pearson correlation and linear regression results for the research hypotheses,

Following are the results of correlation and simple linear regression six research hypotheses that are

Model		Standardized Coefficients		Standard Coefficient	T	Sig Level
		Betha	Sd	Betha		
1	Fixed	2/9	0/242	0/313	11/975	0/000
	Brand Experiences	0/272	0/059		4/589	0/000

presented.

The following hypothesis:

H0: Brand experience has positive and significant impact on mobile phones customers' satisfaction, among in Anzali city.

H1: Brand experience has a significant and positive impact on mobile phones customer satisfaction in the city of Anzali.

Pearson correlation coefficient of 0.000 and significant level of 0.313 have been obtained. We can say that experience has a positive and significant impact on customer satisfaction, brand mobile phones.

Table (4): A correlation between positive affect and satisfaction with the brand experience Brand

Table (5): regression coefficients are positive affect and satisfaction with their experience.

Independent variables	coefficient	Trust in brand
Brand Experience	Pearson	0/313
	Sig level	0/000

The slope is interpreted to be a rise in a unified brand experience of customers, their satisfaction increases up to 0.272 units

Second hypothesis:

H0: brand experience does not impact positively and significantly on mobile phone customer's **trust** in Anzali city.

H1: Brand experience has significant and positive impact a on mobile phones customer's trust in brand Anzali city.

Pearson correlation coefficients of 0.232 with the significant level of 0.001 have been obtained because the significance level is less 0.05, it can be said that the experiences are positive and significant impact on customer **confidence** in the brand in the mobile phone.

Table 6: Correlation coefficient between brand experience and brand trust

Independent Variables	coefficient	Trust in brand
Brand experiences	Pearson Coefficient	0/232
	Sig level	0/001

The last column of table (7) indicate that both coefficients (ie, intercept and slope) are significant, The slope is interpreted to be the rise of a single brand experience with clients, the trust in the brand increases 176/0 units.

Table 7: Regression coefficients and trust in the brand experience.

model		Standardized coefficient		Standard coefficient		Sig level
		betha	SD	betha		
1	Fixed	3/569	0/216	0/232	16/513	0/000
	Brand experience	0/176	0/053		3/325	0/001

The third hypothesis:

H0: Satisfaction with brand does not have significant and positive **impact** on brand loyalty in customers of mobile phones in Anzali city.

H1: Satisfaction with brand has significant and positive **impact** on brand loyalty in customers of mobile phones in Anzali city.

Pearson correlation coefficient of 0.500 with significant level of 0.000 has been obtained and since the significance level is lower than the 0.05, we can say that satisfaction with brand in its customers of mobile phones has a significant and positive impact on the loyalty of customers to the brand.

Table 8: Correlation coefficient between brand satisfaction and brand loyalty

Independent Variable	coefficient	Trust in brand
Brand satisfaction	Pearson	0/500
	Sig level	0/000

The last column of Table 9 indicates that both factors (ie, intercept and slope) are significant, . This is interpreted as the slope increases with a unique brand of customer satisfaction, brand loyalty increases 397/0 unit.

Table 9: regression coefficients satisfaction and brand loyalty Brand

model		Standardized coefficient		Standardized coefficient	t	Sig level
		betha	sd			
1	fixed	2/658	0/200	0/500	13/279	0/000
	Brand satisfaction	0/397	0/049		8/038	0/000

Fourth Hypothesis:

H0: satisfaction is positive and significant impact on customer trust in the brand in the mobile phone does not Anzali city.

H1: satisfaction is significant and positive impact on their trust in Anzali city's mobile phone customers.

Pearson 0.184 significant level 0.010 the has been obtained. Since the significance level is less than 05/0, it can be said that satisfaction with brand has positive impact on trusted brand among customers of in mobile phones.

Table 10: A correlation between satisfaction and brand trust and brand

Independent var	Coefficient	
Brand satisfaction	Pearson	0/184
	Sig level	0/010

The last column of the table (11) indicates that both factors (ie, intercept and slope) are significant. It is interpreted that as a single slope to the satisfaction of their customers, their satisfaction increases 16/0 unit.

Table 11: Regression coefficients and brand satisfaction to brand trust

model		Standardized coeffecients		Standardized coeffecients	t	Sig level
		Betha	sd			
1	fixed	3/636	0/249	0/184	14/597	0/000
	Brand satisfaction	0/160	0/062		2/602	0/010

The fifth hypothesis:

H0: trust in brand does not have positive impact on brand loyalty is significant in customers of mobile phones Anzali city.

H1: trust in brand has positive impact on brand loyalty is significant in customers of mobile phones Anzali city.

Pearson 0. 474 with the significant level of 0.000 has been obtained, And since the significance level is less than 0.05 it can be said that Trust in brand have a significant impact on brand loyalty in customers of mobile phones.

Table 12: Correlation coefficients between brand trust and brand loyalty

Indep variables	Coeffecients	Satisfaction in brand
Trust in brand	PEARSON CORRELATION	/474
	Sig level	0/000

the last column of the table (13) indicates that both factors (ie, intercept and slope) are significant. This is interpreted as the slope increases with a unique brand of customer satisfaction, brand loyalty increases 0.432 units.

Table 13: Regression of trust in the brand and brand loyalty

model		Standardized coefficients		Standardized coefficients	T	Sig level
		Betha	Sd			
1	fixed	2/397	0/249	0/474	9/629	0/000
	Trust in brand	0/432	0/058		7/489	0/000

The sixth hypothesis:

H0: experience to brand does not have significant and positive impact on brand loyalty in customers of mobile phones in Anzali city.

H1: experience to brand has significant and positive impact on brand loyalty in customers of mobile phones in Anzali city.

Pearson 0. 518 with the significant level of 0.000 has been obtained, and since the significance level is less than 0.05 it can be said that experience to brand have a significant impact on brand loyalty in customers of mobile phones.

Table 14: Correlation coefficients between brand experience and brand loyalty

Independent variables	Coefficient	Brand loyalty
Brand experience	Pearson	0/518
	Sig level	0/000

The last column of the table (15) indicates that both factors (ie, intercept and slope) are significant. This is interpreted as the slope increases with a unique brand of customer experience to a brand, loyalty increases 0.358 units.

Table 15: Regression brand experience and brand loyalty

model		Standardized coefficients		Standardized coefficients	t	Sig level
		betha	sd			
1	fixed	2/81	0/173	0/518	16/202	0/000
	Brand experience	0/358	0/042		8/430	0/000

Ranking Factors affecting loyalty of customers using Friedman

Friedman test was used to check the same priority (ranking) of the independent variables (Momeni and Ghayoumi, 2014). At this stage Friedman test was used in order to rank the factors affecting their customer's loyalty. Ranking in the respective components there must be at least one difference between

the mean ratings of different existing dimensions. Hypotheses and the results are summarized below in Tables (7) and (8) was shown.

Null hypothesis: there are not significant differences between the dimensions of the factors influencing the loyalty of customers to the brand.

Hypothesis 1: there are significant differences among dimensions of the important factors affecting loyalty of customers.

Table 16: Ranking of factors affecting their customers loyalty

Effective in brand loyalty	mean	Rank
Trust in brand	2/27	1
Brand experience	1/91	2
Brand satisfaction	1/83	3

Given the significance level calculated for the test, is smaller than 0.05, therefore resulting zero hypothesis is rejected with 95% trust. Therefore, there is at least one difference between the average ratings of the factors affecting their clients accepted loyalty. . In other words, there is a significant difference between above dimensions. Therefore, The rating of this dimension is approved

Table 17: Friedman test statistic

No.	196
K2	25/785
Degree of freedom	2
Sig level	0/000

0/913	KMO test		Service quality of SERVQUAL questionnaire
16701/650	χ^2	Bartlett's test	
406	Free degree		
0/000	Sig		

0/938	KMO test		Customer satisfaction questionnaire
8640/914	χ^2	Bartlett's test	
136	Sig		
0/000	Free degree		

Conclusions:

The findings indicate that with respect to the assumptions listed below, a significant positive relationship between all the variables according to each hypothesis and all hypotheses are confirmed.

- Experience has positive and significant impacts on satisfaction with brand among customers of mobile phones Anzali city. Based on the analysis of the coefficient of determination so it can be said that 9.3 percent of brand satisfaction changes by changing their experience of brand.

Based on the analysis of the coefficient of determination it can be said that 9.3 percent of changes in satisfaction with the brand can be explained by the variable brand experience. The result of this hypothesis is consistent with the results of Chino minoa (2013), Shin and colleagues (2011), Park and Date (2009) and Peasant Soltani et al (2014).

Experience with brand has positive and significant impact on the trust in Anzali city's mobile phone customers. Based on the analysis of the coefficient of determination it can be said that 4.9 percent of changes in Trust in brand can be explained by the variable of brand experience. The result of this hypothesis is consistent with the results of Lee and Jung (2014), Chino minoa (2013), Shin and colleagues (2011), Park and Date (2009)

- Satisfaction has positive and significant impact on brand loyalty in customers of mobile phones in Anzali city. Based on the analysis of the coefficient determination it can be said that 24.6 percent of the change in trust can be explained by the variable of brand satisfaction. The result of this hypothesis is

consistent with the results of Kim et al (2014), Chino minao (2013), Shin and colleagues (2011), Haghighi and colleagues (2013), Dehdashti S H et al (2013), Moghadam and colleagues (2012), Heydarzadeh et al (2012), Samadi and Zia'i (2011).

- Satisfaction has positive and significant impact on customer's trust in the brand in Anzali city. Based on the analysis of the coefficient determination it can be said of the 9.2 percent change Trust brand can be explained by the variable.brand satisfaction. The result of this hypothesis is consistent the results of Kim et al (2014), Park and Date (2009), Maghadam and colleagues (2012).
- Trust in brand has significant positive impact on brand loyalty in customers of mobile phones in Anzali city. Based on the analysis of the coefficient determination it can be said that 22% of the changes in brand loyalty can be explained by the variable trust in brand. Making the score of the hypothesis) is consistent with the results of the study by Kim and colleagues (2014), Chynvmvna (2013), S-hyn and colleagues (2011), a true and colleagues (2013), F, et al (2013), Syed Jvady and colleagues (2011), Dehdashti SH et al (1389) and Samadi and Zia'i (2011).
- Experience has positive and significant impact on brand loyalty in customers of mobile phones in Anzali city. Based on the analysis of the coefficient of determination it can be said: Said 26.4 percent of the changes in brand loyalty can be explained by the variables brand experience. The result of this hypothesis is consistent the results of Shin and colleagues (2011), Soltani Dehghan et al (2014), Tabatabai Nasab et al (2014).
- Considering the results of the research hypotheses it can be suggested that because the buyers do not have direct access to contact with manufacturers of mobile phone, the mobile phone retailers must act to give positive experience to the purchaser. For example, when buying a good deal of product in the store, and using a high quality product, with a reasonable price, consumers have come to expect the after-purchase services. And finally, establishing long-term customer's management systems to maintain relationships can create positive view on the part of consumer. Establishing an emotional connection with the brand may make customer satisfy with their company to provide the desired product. Consumers often purchase a brand and make the connection with a brand that is consistent with their personality. So the product shall be advertised so that it distinguishes their brands clients from ordinary buyers. For example, buyers of Sony Experia brand are usually much higher in people who are emotionally and financially able to enjoy above average population. Firms can fit their brand advertisements so that they can influence and gather their brand consumers together. It is also recommended to identify producing factors that can contribute to the formation of such relationships. For example, they can show more effort in designing product, packaging, attractiveness, and good quality accessories in their product as in the case of some famous brands such as Samsung mobile

phones have been observed, they present a small gift when you sell a product if the price is relatively lower in situations of introducing new products and special promotions can trigger the formation of brand loyalty. For long-term success in a Brand, variables such as brand trust, brand satisfaction and brand loyalty play an important role in purchase behavior. The creation of this type of relationship between the consumer and the brand would create sustainable value and therefore their effects are manifested in the future.

Therefore, the managers are abundantly recommends that in addition to brand recognition criteria, the use of the brand criteria. To be more successful marketing managers must be familiar with new concepts, and issues of the day in market. They should pay more attention to pursuing strategic and tactical initiatives to protect and promote their brands. For this purpose, they can strive to guarantee consumer's satisfaction and **trusts** in brand and foster a sense of emotional attachment to the brand. For companies that are selling successfully communicate with customers has always been at the forefront. In these relationships, they try to be fair, reliable and useful to look. These are a good value in today's modern era, is highly regarded by informed consumers, Therefore, managers should be careful that any initiative that even a slight fragrance of fraud are being accept- Everything that can be considered as a breach of consumer trust and interdependence refuse to admit that their customers are.

Offers management and application management

Due to the special status of brands in corporate assets, the perspective of managers in Iranian companies to invest in the brand change, they should continue to invest more in this area.

Valuation Institute and ratings must be established by the competent authorities. To help company's measure brand equity in various industries, companies and institutions on stock pricing.

The Council of Higher should ascribed determining brand value so that divestiture and IPO pricing in the company to be divested, to make managers pay more attention to brand value, protect and enhance them.

References:

- Adel A., Momeni, M., (1385), "Statistics and Its Applications in Management, Volume II Statistical Analysis", Fourteenth Edition, Tehran, SAMT.
- Amini, M. d T, Ahmadinejad, M., Rezai, M. (2012). "Strategic supplier relationships and brand value creation through", Strategic Management Studies, 5, 111-129.

moghadam B. M., Heydarzadeh, K., Mehrzad, H. (2012). "The importance of brand equity in access to loyal customers for machinery manufacturers of food and drink industry", *Journal of Management Studies*, 88, 23-38.

Bakhshande H., Sultan M. A., (2010). "The Internet and the Web site's brand identity and its impact on trust and customer loyalty", *Journal of Business Research*, 53, 225-256.

Haghighi, M., Hussein M. H., Ahadi A. H., Erin A., Drykndh Ali, (2013). "The effect of relationship marketing tactics to MTN customers in terms of customer loyalty", *Journal - The New Marketing Research*, 2, 62-44.

Dehdashti, S. Z., Javanmard, M. T., Rostami, N (2011). "A model for assessing the impact of brand credibility banks commitment to customer loyalty", *Journal of Management Science*, 5, 69-88.

Dehdashti S. Z., Jafarzadeh M., Kenari, A., (2012). "social identity perspective of the brand and its impact on the development of brand loyalty (Case Study: Dairy producer of a tie)", *Quarterly Journal of Modern Marketing Research*, 2, 2, 87-106

Soltani M. D, Mohammadi E., Pvrashrf Y., Sayehmiriri k., Abadi, E. (2013). "Structural equation modeling approach to explain the effect of experience, trust and brand loyalty on brand equity", *Journal of Marketing Management*, 21, 117-101.

Sarmad, Z, Bazargan, A. (2013). "Research methods in the behavioral sciences", the twenty-fourth edition, Tehran, publishing ads.

Skaran, O., translators: Saeb, M., Shirazi, M. (2012). *Methods of Research in Management*, Eighth Edition, Public Administration Training Centre.

Seyed jevadoldin R, Amini, A., Amini, Z., (2011). "Evaluating the impact of industrial customers 'brand loyalty'", *Outlook Business Management*, 3, 57-73.

Samadi, N., farsizadeh, H., (2010). "Effects of relationship marketing tactics, apparel shopping behavior using a structural equation model", *Journal of Business Research*, 53, 203-223.

Tabatabai N., Monfared, M, Kojkav, A. R., Soroush Mohanad Abadi, A. R., Hakaki, M., "justice-based model to describe design and brand loyalty in Yazd city commercial bank branches", *Outlook Business Administration*, 2014, No. 13, 44-29.

Azizi, S., Jamali Kapak, S., Rezaie, M. (2013). "Investigating the relationship between brand equity and customer with a consistent brand personality", *Journal - The New Marketing Research*, 2, 63-81.

Atilgan E., Safak A., Serkan A. (2005), "Determinants of the brand equity", *marketing intek kifence & planning*, 23, 3, 237-248.

Brakus J.J, Schmitt B.H, Zarantonello, L. (2009) "Brand experience: What is it? How is it measured? Does it affect loyalty?", *Journal of Marketing*, 73, 52–68.

Chen Shu-Ching et al, (2006). "Modeling store loyalty: perceived value in market orientation practice", *Journal of Services Marketing*, 20, 3, 188-198.

Chinomona, R., (2013). "The Influence Of Brand Experience On Brand Satisfaction, Trust And Attachment In South Africa ", *International Business & Economics Research Journal* , 12 , 1303 – 1316.

Chinomona R , Mahlango D. , Pooe D., (2013)" Brand Service Quality, Satisfaction, Trust and Preference as Predictors of Consumer Brand Loyalty in the Retailing Industry " , *Mediterranean Journal of Social Sciences*, 14 , 181 – 190.

Elliott R Yannopoulou N, (2007)."The nature of trust in brands: a psychosocial model", *European Journal of Marketing*, 41, 10 988-998.

Espejel joul, (2008)." Consumer satisfaction", *British Food Journal*, 110, 9, 865-881.

Gil R, Bravo E, Fraj Andre´s, E Mart´y´nez S, (2007) "Family as a source of consumer-based brand equity", *Journal of Product & Brand Management*, 16, 3, 188–199.

Gil, R. BravoE. Fraj Andres and E. Martinez Salinas, (2007) “Family as a source of consumer-based brand equity”, *Journal of Product & Brand Management*, 16, 188–199.

Gurviez P, Korchia M, (2002)"Proposition d’une ´chelle de mesure multidimensionnelle de la confiance dans la marque", *Recherche et Applications en Marketing*, 17, 3, 41-59.

Hoyt J, Huq F, (2000). "From arms-length to collaborative relationships in the supply chain. International", *Journal of Physical Distribution & Logistics Management*, 30, 9, 750-64.

Huang H. P, (2008), "The adoption of emotional branding dimensions: psychological effects of brand story, brand association, brand uniqueness and brand experience", *MSc International Business Strategic Marketing Maastricht, University of Maastricht*.

Huber, F., Vogel, J., & Meyer, F. (2009)."When Brands Get Branded", *Journal of Business Research*, 9,127-130.

Kim k., Kim Y., Lee Min K., Youn M. (2014). "The effects of co-brand marketing mix strategies on customer satisfaction, trust and loyalty for medium and small traders and manufacturers", *Marketing & Trade*, 10, 1 – 11.

Kim, K. H., Kim, K. S., Kim, D. Y., Kim, J. H., & Kang, S. H, (2008)."Brand equity in hospital marketing", *Journal of Business Research*, 61, 75-82.

Krishnan H. S, (1996). "Characteristics of memory associations: a consumer-based brand equity perspective", *International Journal of Research in Marketing*, 13, 389–405.

Lee, Y.K & Back, K.J and Kim, J. Y, (2009). "Family restaurant brand personality and its impact on consumer’s emotion, satisfaction, and brand loyalty", *Journal of hospitality & Tourism Research*, 33, 305-328.

- Mohd, N., Wan, N., Musa R. (2014). "Focus Group Method an Aid to Explore Brand Experience and Contextual Factors", *Procedia - Social and Behavioral Sciences*, 130, 439-446.
- Sahin A., Zehir C., Kitapeci H. (2011). " The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands " , *Procedia Social and Behavioral Sciences*, 24 , 1288 – 1301.
- Sichtmann, C. (2007)."An analysis of antecedents and consequences of trust in a corporate brand", *Eur J Mark*, 41, 999-1015.
- Simoes C, Dibb S, Fisk PR, (2005)."Managing corporate identity: an internal perspective", *J Acad Mark Sci*, 33, 2, 153–168.
- Veiotou, C. (2009). "Brand as Relationship Facilitators in Consumer Markets". *Journal of Marketing Theory*,9,127-130.
- Verbeke W, Bagozzi R. P, Farris P, (2006). "The role of key account programs, trust, and brand strength on resource allocation in the channel of distribution", *European Journal of Marketing*, 40, 6, 502-532.
- Walsh G, Mitchell V-W, JacksonPR, Beatty SE, (2009). "Examining the antecedents and consequences of corporate reputation: a customer perspective", *Br J Manage*, 20, 2, 187–203.
- Yoo, B. (2009) "Cross- national invariance of the effect of personal collectivistic orientation on brand loyalty", *Journal of Internet Research*, 16, 40-54.
- Zarantonello L & Schmitt B.H, (2010)."Using the brand experience scale to profile consumers and predict consumer behavior", *Journal of Brand Management*, 17, 532-540