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Effect of Brand factors on customer loyalty with the mediating role of brand equity

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Abstract

This study aimed to evaluate the effect of the brand factors on brand loyalty with the mediating role of brand equity Free Institute of Educational Services nyayesh in Shiraz was 2014 years.A questionnaire to collect data Washburn and Planck (2013) designed and developed for this purpose was used. The population of 220 questionnaires that the candidates institution of Institute of Educational Services nyayesh in Shiraz in 2014 years, were distributed.The research method was descriptive and correlational. To answer questions and check hypotheses by SPSS software LISREl bivariate regression and structural equation model was used.The results show that the brand association, brand awareness, perceived quality of the brand, creating brand loyalty and brand values to create brand equity for the institution, purchase educational products brand and encourage volunteers to re-use is an educational product.

Keywords: brand equity, brand association, brand awareness, perceived quality of the brand, brand loyalty.

1. Introduction

In recent years the business has been a lot of changes and developments in the world Among the changes to change the attitude of companies towards tangible assets, intangible assets noted The process value of an intangible asset held is of great importance for companies. Given the intangible asset will contribute to more accurate assessments of the performance of organizations have in the short and long term.

They must capitalize on the strategic priorities of the organization are considered Because in fact investing in brand value that is added to a product or service brings. The high value of the brand has been trusted brand that makes the customer more The customer is now more cost to purchase the product or service. But he said branding for services, from branding to consumer goods. In fact, especially the intangible nature of services and the inseparability between production and consumption requires a different approach for creating a strong service brand. (Rooney, 2007)

By definition, Lazar (1995) prioritize consumer brand equity of a brand compared to other names and trademarks in a class of products. The reasons of reputation, brand equity, brand equity and important strategic role in achieving competitive advantage and strategic management decisions.

Brand equity, value that a brand adds to a product. Different studies showed that the real value, not in the product or service, But there is value in the minds of potential customers and the brandThe real value is in the minds of customers (Kapferer & Keller, 2008).

Brand equity value that the brand adds to a product (Gil et al, 2007). In general brand equity, consumer perceptions of all the advantages and superior A brand compared to other rival brand is associated. Positive brand equity and customer-based, in turn, Can have more income, more Yayyn costs and higher profits lead directly effects the appropriate decisions about the organization's ability to increase prices, the effectiveness of marketing communications and business development have success. (Keller, 2003). In addition to maintaining its market share, they can ask for more money and in return for your brand. Brand equity increases the efficiency of marketing programs and customer loyalty to the brand, promotional activities would reduce spending And through brand extensions, provides a platform for its growth and development (Aker, 1991). A strong brand is the company's most valuable asset because it makes the organization can further margin channels and other advantages to achieve better cooperation (Oslan, 2008).

A powerful brand when purchasing goods and services increase customer confidence and helps them to better understand the intangible factors means it can be said anymore that a powerful brand, an important asset for the company's (Chen & Chang, 2008). If the brand value is high, especially in the light of its existence the company can reduce the cost of marketing Because customers are loyal to it because the buyer also add to its range of products to trust. And this factor can compete against the prices of products and makes the defense companies Organizations that require less promotion efforts because they are willing to pay more to take advantage of their favorite brand quality (Clottey et al, 2008).

Organizations and companies to have a strong brand must continuously identify new demands and needs And to respond effectively to force them to achieve customer satisfaction and to survive. Only when an organization can survive That can be accurate and comprehensive understanding of customer needs and desires of their partner (customer) satisfy customer behavior study shows the importance of (Moon & Minor, 1998).

Period, post-industrial business anymore, there is the need of marketing. And schools, institutes and training centers as well as the need for modern marketing to outdo the competition in today's competitive world. Obtain benefits contest is essential for any organization. There is competition in every place and education services in this case is no exception. Educational institutions to survive and gain the competitive advantage of marketing tools should be used. (Identity and Brown, 2003). These institutions for years Utilizes a distinctive marketing methods have continued to exist. While a considerable amount of capital in these institutions is displaced And a considerable amount of ads can be seen from these firms. Marketing and advertising practices and the past few years several bodies intact The former is done in the same way. Brand equity is one of the most popular marketing concepts that have been investigated during the past decade. Despite the importance and unique features and marketing services, the role of brand marketing theme that has been partially addressed. So check out this research in Institute of Educational Services nyayesh in Shiraz can be extremely rewarding show.

Another point that should be noted is that some, brand loyalty, brand equity is considered the ultimate goal. However, still brand loyalty regardless of its relation to other aspects of brand equity (Perceived quality, awareness and brand association) is not checked. However, although loyalty may be affected by other aspects of brand equity increase, but loyalty can be created independently of its other dimensions. For example, a person for personal reasons to be loyal to a brand with poor quality and, in turn, have no interest in a brand with high quality. Thus, many researchers believe that the drawdown brand loyalty and brand equity is input, However, the structure of brand loyalty, brand equity differs from other dimensions. Order brand and brand loyalty are subject to the operation of its experience, While other aspects of brand equity, the brands that have not been used yet also created (Moisescu, 2005).

Considering the value and importance of factors are associated with brand equity and customer loyalty to the brand, in this study, is The impact of brand on brand loyalty with the mediating role of brand equity at the Institute of Educational Services nyayesh in Shiraz in 2014 monthly free to be investigated. So far, there have been studies on brand equity, however unfortunately, a comprehensive study to evaluate the impact of factors on customer loyalty to the brand brand brand equity there has been mediating role. So to address this gap in the present study is to evaluate the effect of trying to brand On customer loyalty to the brand and brand equity in order to increase understanding of the role of mediation services and training institutions In the case of the brand and the impact that can have on brand equity and customer loyalty to the brand, was fruitful.

2. Theoretical Foundations

2.1 brand loyalty

The first brand assets, brand loyalty is that many of the conceptual framework of brand equity has been set aside. However, here there are at least two reasons that the inclusion of brand loyalty in terms of brand equity concept confirms. First, brand equity for a company to significantly brand loyalty is achieved. For buying and selling brand in brand valuation, Brand loyalty is one of the key factors that must be considered. As a base of loyal customers can flow from sales for the brand to have. A loyal customer due to some unique value to the products of the brand sees that there are alternatives, May be more money they pay for it. Second, consider loyalty As a result assets to create programs to increase loyalty will And this is leading to increased brand equity (Aaker, 1996).

Brand loyalty status that indicates the possibility of joining a rival brand is the customer, especially when the price of the brand or product characteristics change. This variable is defined by criteria such as their tendency to repeat purchase, recommend the brand to others, commitment to the brand, and so on used. Brand loyalty can be as the amount that the customer has a positive attitude towards a brand, The degree of his commitment to the brand and intend to continue buying in the future shall be defined. In fact, brand loyalty creates an obligation to repurchase Nmayd. According to Tlys effect of brand loyalty is higher than other variables (Gil et al, 2007).

But the definition also exists in the view of loyal allegiance to the Premier's strong commitment to repurchase a product or a service in the future thereof, So that the brand or product and marketing efforts with the existence of potential competitors, the buyers (kim et al, 2003). Brand loyalty can be as the amount that the customer has a positive attitude towards a brand, He said the level of commitment to the brand and purchase intention of continuing in the future be defined. Loyalty to the brand directly affected by the satisfaction or dissatisfaction of the brand that has been collected over time and are influenced by the quality of the product (kim et al, 2003).

Brand equity:

Brand equity is defined in different ways for different purposes. This concept from the perspective of the manufacturer, retailer or customer is discussed. . However, producers and retailers functions tend strategy, brand equity, financial concept defined more investment to show interest. (Cobb-Walgren & Ruble, 1995). In 1989, Association defines brand equity of marketing that added value due to better profit margins name in the market through market share for the product is created. The value added by customers and other channel members can be considered as a financial asset and a set of relationships and behaviors are desirable (Yasin et al, 2007).

According to the above definition a brand value of the brand is the result of savvy consumers are affected by many factors. Therefore, increasing the value of a brand include increasing Perception consumers of the quality of merchandise is consumed (Graham et al.1994).

Brand equity arises exclusively from customer loyalty and it can be defined as follows: The effect of different brand recognition on customer response to the brand's Marketing activities. Consumers have rated prestigious name This means that customers loyal to its name indicates that a significant number of

customers even if the Substitute goods at a lower price at launch will be commercial, requested for the same name (Kotler, 2003).

According to Gale (2007) brand equity, product adds value to a brand. In general brand equity, consumer perceptions of all is that a brand advantage compared to other rival brands as well. One advantage of the ability to raise equity companies reduce costs and increase profits. It also helps companies to increase prices and may be effective marketing communications And the likely positive impact on improving the brand to other product classes and is able to reduce the cost of advertising and sales. In other words, high equity further differentiation, Higher and better respond to consumer brand knowledge to create. (Gill et al, 2007). Thus the first hypothesis in this case it is suggested that:

First hypothesis: brand equity has a significant impact on brand loyalty.

2.2 brand awareness

Brand awareness is one of the main sections hierarchy famous models the effect of advertising and an important goal for the director of marketing communications activities And they use this concept as a means to measure the effectiveness of their marketing activities and advertising. When a client with a large number brand that is consistent with his standards It seems unlikely to be met to search for information about unfamiliar opponents tried to do tradenames And a major function will be to increase the perceived quality of products or services by consumers. Results show that people tend to buy are familiar name, Because they are more comfortable with familiar names. There is the assumption that the brand which is renowned for reliable and quality probably is justified. Often a better known brand names unknown is selected. It is important that a brand awareness in this regard should primarily be entered considerations person(Must have one of brand names is to be assessed for purchase). For a single unknown brand usually has little chance of Order (Simon et al, 1993).

Brand awareness can be a consumer's ability to identify or recall of a brand in a product category was defined For example, to remember a name like Coca-Cola amount of recalling specific name, symbol and slogan and brand character, brand recognition and ... The variables are measured. Acre model states that brand awareness on brand equity can be made by the following factors to be effective: (Aaker, 1991)

1) Anchor for other associations that could be of interest. 2) establish a linkage familiar 3) a sign for the sustainability or commitment to take into consideration. Keller (2003) states that familiarity with the brand, have played an important role in the purchasing decisions of consumers and the advantages of learning, attention and bring choice (Gil et al, 2007). The role of brand awareness in brand equity depends on the level of knowledge that is obtained. At the level of higher consciousness, the possibility of considering the brand and the impact on consumer's purchase decisions Because it can sign and associations for the unique, strong and unique brand recall (Benett & Rundle, 2001).

Brand awareness is the first after the chlorine refers to the power to influence brand in the memory. (Asch et al, 2006). Klrbyan that the positive image of the brand and brand awareness significant impact on brand marketing activities related to the product Pat and Mat Satis referring to different aspects of brand awareness with one of the brand association, and makes clear That people can more information about a product By remembering the brand even if they are not able to get a full picture of the product, Produce (Kim & Kang, 2008). The role of brand awareness in brand equity depends on the level of knowledge that is obtained. At the level of higher consciousness, the possibility of taking the brand and greater impact on consumer purchasing decisions. (Prasad & Dew, 2000). Thus the first hypothesis in this case it is suggested that:

First hypothesis: brand awareness on brand equity has a significant impact.

First hypothesis: brand awareness has a significant impact on brand loyalty.

2-3-brand associations

According acres of brand awareness and brand association is a close relationship. Brand associations in memory of his relationship with a brand is defined. Everything associated with their brand associations in memory (Aaker, 1991). Consistency and brand association may be all forms and features related to the

product or aspects independent of the product itself (Chen, 2001). For example, the association importance in gaining competitive advantage by name (Ryu et al., 2001) have been considered and analyzed. The categories related to associations, brand consistent in studies (Chen, 2001) Associations product and organizational associations are two categories of the brand association Arjatryn classes. Adjustments associations and represents a basis for making shopping for brand loyalty and is also the creator of value for the company and its customers.

If the brand association, by definition, product features, shared interests, applications, users, lifestyle, product class, competitors and country. These factors play an important role in the evaluation of the product or service and the customer's choice For the customer to develop a set of mental image of a brand is to be positive or negative, will help. Brand associations, thoughts and ideas that will be shaped by the people in mind And is associated with a specific product or service. Brand association to anything that is associated with the brand recognition refers. This property is used to create a positive attitude. (Tocquer & Kimpakorn, 2010). According to Aaker brand associations can be effective on brand equity are the 5 ways: 1) Help the processing of data 2) differentiation / positioning 3) The reason to buy brand 4) motivation and positive emotions 5) Open (Aaker, 1991). Thus the first hypothesis in this case it is suggested that:

First hypothesis: associations of the brand has a significant impact on brand equity.

First hypothesis: associations of the brand has a significant impact on brand loyalty.

2.4 The perceived quality

Perceived quality, real quality product but a subjective evaluation of the product and the customer as the customer's perception of the overall quality of the product or service is defined. Indicators such as brand performance, Behavior of employees, utility applications and quality of service, etc. The variables are assessed. Perceived quality is the customer's perception of the overall quality or superiority of a product or service to the customer's desire to replace it (Simon et al, 1993).

Atilgan et al (2007) perceived quality as consumer perceptions of the overall quality or superiority of a product or service is defined relative to other options. Quality perceived a need for quality customer-centric competition, and today most companies have turned as a strategic weapon. Means the difference between perceived quality of the brand to the customer about the importance of brand And ultimately customer preference or advantage to choose to buy the product or service is good. Perceived quality can not be precisely determined because based on what is important to each customer individually, are formed. In 2004 acres perceived quality of the brand gather to appreciate and value by offering the customer to buy a particular brand defines (Aaker,1991).

Acres perceived quality of overall quality or superior customer to understand the product or service According to the target defined in comparison with other options He states that in his heart perceived quality can vary from 5 through the brand equity to be effective: (1) The reason to buy the brand (2) differentiation or positioning (3) overpaid Price (4) interest distribution channel members to use products with higher perceived quality (5) brand development (Aaker, 1991). Because of increasing customer perceived quality is also increasing brand equity. Reception quality consumer loyalty to a brand associated with the assessment and is also a great impact on the consumer is in the purchase (Gil et al, 2007). Thus the first hypothesis in this case it is suggested that:

First hypothesis: Perceived quality has a significant impact on brand equity.

First hypothesis: Perceived quality has a significant impact on brand loyalty.

2.5 The conceptual model

In this study to examine the assumptions of the conceptual model in Figure 1 has been used. This model of Washbern & Plenk Research (2013) extracted the study sought to Institute of Educational Services nyayesh in Shiraz.

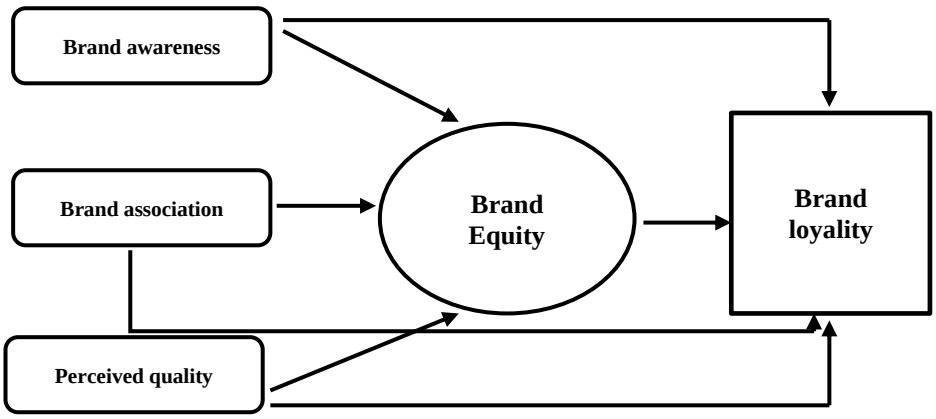


Figure 1: Conceptual Model Research (Source: Washbern & Plenk, 2013)

3. Research Methodology

The methodology of this survey is solidarity. On the basis of how to obtain the required data And In terms of research, according to them, is described in Descriptive research. This research is descriptive method as applied terms.

In this study, to develop principles, definitions and theoretical concepts of library resources including documents, books and scientific articles used to collect the required data were used to test hypotheses. To measure the variables of the questionnaire by Washbern & Plenk (2013) designed and developed was used.

The population in this study consisted of 220 volunteers Institute of Educational Services nyayesh in Shiraz in 2014 For example, studies that were analyzed.

The survey questionnaire for content validity judged by several experts and professors working in university business management And after doing some terms and approval from the teachers to ensure higher and more acceptable to the Validity of about 30 questionnaires were distributed in the population and number of questions for respondents could not understand at first And after several mental translation of the text and removed a number of questions, the questionnaire was sufficient validity and eventually agreed questionnaire was used as data collection tool.

In this study, Cronbach's alpha coefficient was used to estimate the reliability of the test-retest method, which was estimated at 0/922, the high rate of 0/7 and is at an acceptable level. As well as to estimate the reliability based on half board (Split Half) alpha for the first part to the second part of 0/874 and 0/793 respectively. So we can conclude this questionnaire is to conduct research of reliability.

4. Results

4.1 Hypothesis testing using bivariate regression test In this study, to estimate the variables of bivariate regression is used and then paid to the interpretation of the relationship. Because the assumption of cause and effect is unilateral and causal impact test, so should be used. Regression test results are shown in Table 1:

Table 1: bivariate regression

hypothesis	Durbin-Watson	R^2	F statistic	P-Value	Factor B
Brand equity on brand loyalty	2/334	0/336	9/972	0/000	0/60

The effect of brand awareness on brand equity	1/764	0/201	18/384	0/000	0/448
Brand awareness to brand loyalty	2/263	0/206	18/952	0/000	0/536
The impact of brand associations on brand equity	1/389	0/228	21/517	0/000	0/509
Brand associations on brand loyalty	1/993	0/206	16/412	0/000	0/589
Perceived quality of the brand on brand equity	1/761	0/142	12/099	0/000	0/482
Perceived quality of the brand on brand loyalty	1/703	0/378	10/611	0/000	0/44

4.2 Hypothesis testing using structured linear relationship

After determining the measurement models to assess conceptual model as well as ensuring the presence or absence of a causal relationship between variables And fit the observed data with conceptual models, hypotheses were tested using structural equation modeling. The results of tests are reflected in Figure 2.

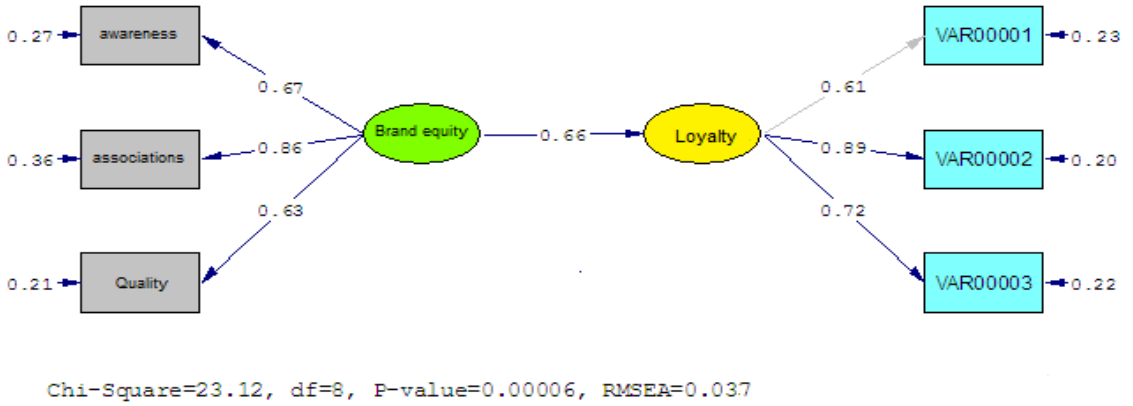


Figure 2: Measure the overall model results and assumptions in standard mode

Figure 2 Structural Equation Modeling research on state standardized coefficients indicate estimates. All variables covert and overt turn this model into two categories. Observed variables (rectangles) or viewed To be measured directly by the researcher, while the latent variables (Oval) has been observed to be directly measured or not, but based on inferred relationships or correlations between variables are measured. Latent variables represent some theoretical constructs such abstract concepts that are not visible directly and through other observed variables and observed. . Latent variables in turn to two types of receptors and endogenous or exogenous variables or variable flow are divided. Each variable in the system as a variable structural equation model can be both endogenous and exogenous variables to be considered. Endogenous variable is a variable that is influenced by other variables in the model In contrast, variable exogenous variable that has no impact of other variables in the model, but does not receive its determinants. In this model, loyalty variable (dependent) and brand equity (independent) is. In

this chart numbers or coefficients are divided into two categories. The first, called the equations of the relations between latent variables (oval) and observed variables (rectangles), respectively. . The equations called factor loadings say. A second set of structural equations that are hidden relationships between latent variables and assumptions used for the test. The so-called path coefficients are known.
Based on the factor loadings, an index that have the highest load factor, a greater share in the corresponding variable is measured And indices that have a smaller coefficient plays a smaller share in measuring the corresponding structures.

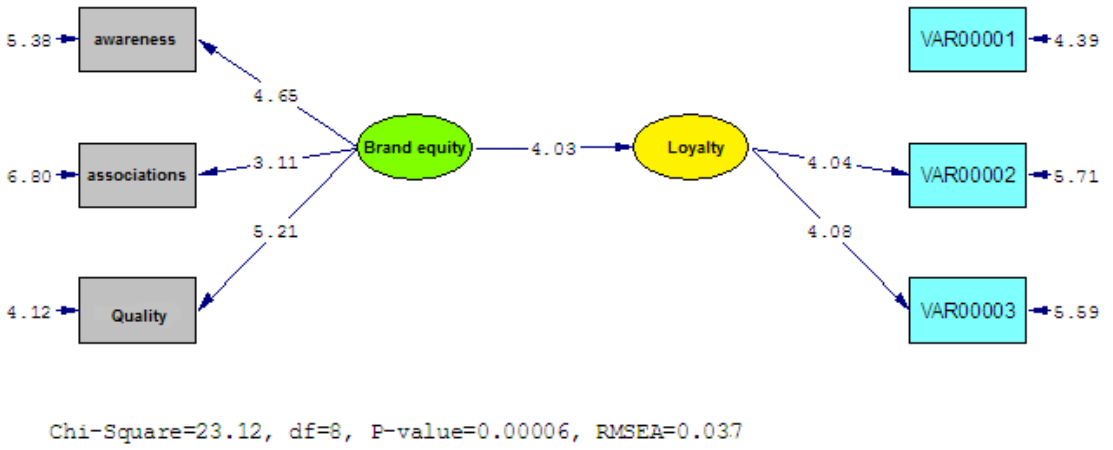


Figure 3: measure the overall model results in significant assumptions

Figure 3. SEM research on the significance of the coefficients (t-value) shows. In fact, all the equations of the model (load factor) and structural equation using the statistic t, the test. According to this model, the path and factor loadings are significant in standard mode at 95%.If the value is outside the range of -1/96 to +1/96 is, model in significance, shows that all factor loadings are significant at the 95% confidence level. T calculated values for each factor loadings of each marker with its own structure or latent variable is above 1/96. The alignment can be validated questionnaire to measure concepts revealed at this stage. The results of the above graph shows what has been achieved by the questionnaire intended to measure them has been realized by this tool. The relationship between structures or hidden variables is invoked. To show how these values should be consistent with the existing reality in the model fitting indicators to be studied.

4.3 interpreted medals

Structural equation modeling presented in Table 2. The interpretation is:

Table 2: interpretation of a structural equation model

Index	Estimates of the original model	Limit
(Chi-square, the degrees of freedom)	2.890	Less than 3
GFI (fit)	0.91	Higher than 0/9
RMSE (root mean square error of estimation)	0.037	Less than 0/09
CFI (induced fit)	0.94	Higher than 0/9

NFI (fitness softened)	0.96	Higher than 0/9
NNFI (fitness softened)	0.93	Higher than 0/9
IFI (increasing fitness)	0.95	Higher than 0/9

In general, working with LISREL program, each of the indices obtained for model alone because there is no certainty fitness model In some resources to chi-square proportion to the degree of his release, on 3 levels acceptable In this study, the model calculated value is 2.89. GFI measure represents a measure of the relative amount of variance and covariance is that the model is explained. This criterion varies between zero and one that is increasingly closer to the number, the greater goodness of fit with the observed data. GFI amount reported for the model is 0.94. Root mean square difference between the waste matrix elements observed in the sample and matrix elements estimates Assuming the model is desired or anticipated. To check if a particular model compared with other models may, in terms of how good explanation data set of observed acts of Nrmshdh fitness index (NFI), Nrmnshdh index fitness (NNFI), increasing fitness index (IFI) and the comparative fit index (CFI) is used. 9.0 The values of these indices Suggests suitable fitting design model compared with other models is possible. Finally, to see how the model will combine fitness and savings The square root of the variance estimation error of approximation RMSEA powerful indicator is used. Stock RMSEA, the root mean square is approximate. In this study, the research model (0.037), respectively.
As the fitness parameters in the model and Table 2 shows, The data of this study was to investigate the factor structure and theoretical foundation, and these indicate a good fit with the structural alignment of theoretical questions.

4.4 reviews Frzyh¬Hay Research
First hypothesis: a significant effect on brand loyalty brand equity
The values F and significance level (sig <0/05) shows the significant impact of brand equity on brand loyalty. Weight factor beta also shows that the amount of brand equity has a significant impact on brand loyalty 0/06. According to the results of structural equation modeling hypothesis to be accepted.
The second hypothesis: brand awareness on brand equity has a significant impact
The values F and significance level (sig <0/05) indicates that there is a significant effect of brand awareness on brand equity. Weight factor beta also shows that brand awareness factor has a significant impact on the 0/45 on brand equity. According to the results of structural equation modeling hypothesis to be accepted.
The third hypothesis: brand awareness has a significant impact on brand loyalty
The values F and significance level (sig <0/05) shows that brand awareness factor has a significant impact on brand loyalty. Weight factor beta also shows that brand awareness factor of 0/53 has a significant effect on brand loyalty. According to the results of structural equation modeling hypothesis to be accepted.
The fourth hypothesis: brand associations on brand equity is significant.
The values F and significance level (sig <0/05) indicates that a brand association has a significant impact on brand equity. Weight factor beta also shows that the 0/51 operating brand association has a significant effect on the brand equity. According to the results of structural equation modeling hypothesis to be accepted.
Fifth hypothesis: significant brand associations on brand loyalty.
The values F and significance level (sig <0/05) shows that there were significant effects of brand associations on brand loyalty. Weight factor beta also shows that a brand association has a significant

impact on brand loyalty of 0/589. According to the results of structural equation modeling hypothesis to be accepted.

Sixth hypothesis: perceived quality of the brand's significant brand equity.

The values F and significance level (sig <0/05) suggests that the perceived quality of the brand has a significant impact on brand equity. Weight factor beta also shows that the perceived quality of the brand has a significant impact on brand equity 0/48. According to the results of structural equation modeling hypothesis to be accepted.

The seventh hypothesis: significant brand loyalty, perceived quality of the brand.

The values F and significance level (sig <0/05) suggests that the perceived quality of the brand factor has a significant impact on brand loyalty. Weight factor beta also shows that the perceived quality of the brand to the operating 0/44 has a significant effect on brand loyalty.

5. Conclusion

In the current international economic system and economic equations interact with each other more than ever, companies active in the supply of commercial importance is increasing. Every day they are trying to increase their share in commercial markets and continued their goods and services to provide better quality and quantity. Trademarks for companies to operate as a picture or a birth certificateWhich shall be to identify, appeal, quality and delivering it to the attention symbol distinct and competing with others. One of the most famous and most important marketing concepts that are widely discussed by scholars and experts in marketing, Brand equity is one of the important reasons for this reputation, strategic role and importance of brand equity in management decisions and create competitive advantage for organizations and their customers are.

In this study, based on data from questionnaires were collected and analyzed can be said In general brand equity direct and positive impact on the loyalty and as you can see Mediating role in brand awareness, brand equity impact on loyalty to the brand, Brand equity is the role of mediator in Tasyrtday brand on brand loyalty. As well as brand equity mediating role in influencing perceived quality of the brand on brand loyalty.

Brand equity marginal utility or added value that a product by brand creates. One of the main reasons for the importance of the concept of its strategic role in gaining competitive advantage, competition in the market, this advantage is obtained. Brand equity as an asset for the company's business is the cash flow increases. Loyalty to a product that is a positive attitude that is created through repeated use because it is the mental processes that can be expressed. In other words, repeat purchase voluntary reaction but simply a result of psychological factors, and feeling is normal.

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