

**GLOBAL JOURNAL OF ADVANCED ENGINEERING TECHNOLOGIES AND SCIENCES****INVESTIGATION ON BRAND INFLUENCE ON BRAND LOYALTY BY CONSIDERATION TO MEDIATOR ROLE OF CUSTOMER SATISFACTION AND RELIABILITY TO BRAND**

Hossein Moslehi

DOI: 10.5281/zenodo.2563008

---

**ABSTRACT**

Nowadays market is accommodated on super competitive era, in the world which powerful international brands are entered to various producing. Well-known international companies should also consider assessing current position and how consumers perceive it, should make their position more stable and progress their customer knowledge about their brand. Target of this research is making brand position influence on brand loyalty base on mediator role of customer satisfaction and brand reliability between Melli Bank of Amol. In addition, it is practical and in this research questionnaire has been used by field and library method. The volume of research has been chosen by Morgan sample volume and statistical society was infinitive, thereby base on Morgan formula volume of sample is 384 people and method of choosing sample is simple non-random available. SPSS is used for analyzing data, although result are showed brand validity has positive effect on brand reliability, while its effect on loyal treatment is not approved and influence of brand reliability on brand loyalty is denied. Influence of customer satisfaction on brand loyalty and its treatment is approved and ultimately positive influence of loyal attitude on loyal treatment is approved.

**Keywords:** customer, position, influence, loyalty, satisfaction.

---

**INTRODUCTION**

Today, with competitive markets and continuous changes in the environment, organizations have realized that human beings, like the past, are not facing to a growing economic system and growing markets, so each customer has its special value and they combat to each other for achieving more share of market. At now making customer liable has special position and progressing customer and effective relation with him cause to make customer as colleague in organization and make him advocator out of each other, therefore someone who has belong feeling and also has long time benefit are as invest for organizations so cognition and predicting customer needs for business enterprise include high amount of consideration and customer has special key role in existence of organization. In today's competitive and challenging environment, organizations are more than ever focusing on building sustainable and profitable relationships with customers. With today competitive atmosphere, preserving and survival of customers loyalty is major concern in each industry. Today customer loyalty is success key of each business.

**PROBLEM EXPRESSION**

Today business world is placed on super competitive era, in era which strong international brands are entered into various production fields and survival of huge companies has threatened by rivals. For encountering this case, huge international companies as should assess current position and perceive consumers about its position, they should consider to preserve and forfeit their pose between consumers (Mohammadian et al, 2010).

Brand management is key factor for acquiring competitive advantage to rivals (King et al, 2010). Relationship brand theory is clarifying that name of brand is business communication between producer and consumer (Chang and Chiang, 2006; Fornneese, 1998). Smith and Bringulfsoon (2001) claimed that business brand is crucial factor that certain goods and services of seller and make it different from others, thereby brands are part of necessary marketing tool for communication between company and its rivals (Bak et al, 2010).

Success of brand needs to stable link with customer by creating favorite, strong and unique concepts of brand in customer mind. Today business name has special stage and has strong link to customer, profitability and remarkable result for company. Therefore identifying features of brand to clients and its role in creating and consolidation of customer loyalty which cause to existence of brand in international market, is the case which companies encounter with that and it is while some companies do not understand obvious meaning of competition in this new competitive market and do not have direct orientation in market so that has negative influence in international market (Javadin et al, 2010).

Concepts of favorite, strong and unique brand create attitude to brand. It may happen that consumers suggest brand as human and probably use brand and goods which are stimulating them; because of it marketing expert are looking for alternatives to find how can near to consumers and want to find solution for making longtime communication with them ( Gaverz and Skroumenz, 2005). Brands are crucial power of companies, they make market share, customer loyalty, empower channel, indicate profit edge with higher amount of potential and protect from company against of competitive attacks. For these key strategic reasons, almost all marketing activities in making new products to advertisements for retail are consisted on creating strong brands ( Aker and Javahimstaler, 2012).

At today market profitability and growing of organizations has direct relation with customer satisfaction. One of the most important implications for attracting customer is measuring his satisfaction from using goods and services. Total satisfaction of customer is assessment process and his judgment from last purchase position and his contact with producer of product or service. Customer satisfaction is defined as sense evaluating of them from products or services of a brand at the moment. Validity of brand diminish the perception risk because it increases consumer trust about product. Validity of course decrease information cost because consumers may use of valid brand as the informative source of saving cost for collecting information or information process ( Ardel and Sweet, 204).

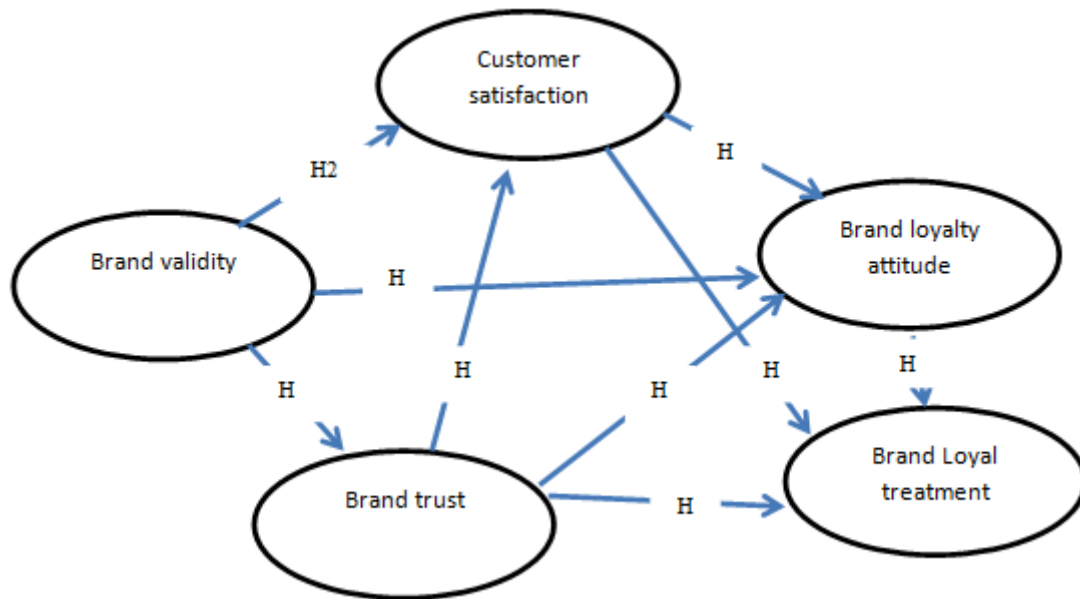
Trust to brand causes to loyalty or liability because trust makes relations which are valuable (Morgan and Hunt, 1994). Loyalty and liability are making continue and maintenance process of important relation or value which created by trust. On the other hand, trust and liability should merge to each other, because trust is important in exchange of relationship and also liability is fundamental for this valuable relationship (Mormen et al, 1993). Therefor it suggested that trust to brand will help to purchase process both attitude and purchase loyalty. Loyalty can achieved by higher function to purchase expect as buyer has astounding feeling about purchase process and recognize that purchase super expect.

Loyalty has long term effect on profitability, because loyal customers need les promotion activities. By consideration to these factors importance, many investigations have done on validity of brand name on customer satisfaction and trust to brand, loyalty and attitude. This study is worked on investigation on brand influence on brand loyalty with consideration of mediator to customer satisfaction and trust to brand.

### **Hypothesis**

Main hypothesis of this research is investigation on effective factors on treatment and loyalty attitude to brand and sub-hypothesis contain:

- Brand validity has effect on brand trust
- Brand validity has effect on customer satisfaction
- Brand trust has effect on customer satisfaction
- Brand validity has effect on satisfaction attitude
- Brand trust has effect on loyal treatment of brand
- Brand trust has effect on brand loyal attitude
- Customer satisfaction has effect on brand loyal attitude
- Customer satisfactionhas effect on loyal treatment of brand
- Brand loyal attitude has effect on brand loyal treatment.

**Conceptual model****LITERACY REVIEW**

Brand of product base on consumers is an important component of product and determining brand increases value of brand. Considerable number of costumers even if subrogated products introduced in market they might be demand these products and do not accept subrogation products (Esmaeilpour, 2005, p188).

Stephen king believes that product is a thing that produce in factory and brand is the thing that customer purchase. Product can imitate by rivals but brand is exclusive (Kim et al, 2003, p335). Paul Feldwick think brand is thinking collections which are associated on customer mind (Miller and Muir, 2005, p16).

Brand because of including detail and various aspects are under special complex cases. Some of managers do not care about this crucial factor and pass it easily that this is human who give life to brands not organizations. You cannot find brand in your factory or studio or even in your balance sheet, despite you should just find it into customer, supplier, stuff and other beneficiaries mind whom have possession feeling and know it on their own and tell it is my desirable brand (Miller and Muir, 2005).

Many of brands converting to myth or unique material during the time and accommodate either in heart of consumers and their mind. Superior brands can motivate feelings and thrill of consumers. It is expected from superior brands to attract consumer trust and also more than other brands be creative and meanwhile they have less problem in concession time. One of the optimums of client in choosing a product is valid and identity maker brand. Possession and using of products which are linked to high quality and price attribute customer to wealthy stage of society (Soltanhosseini et al, 2011).

It is reasoning that relationship between a consumer and brand also related to cohesion of him with brand (Moorad, 2017), theories around brand consumer is still under developing (Alvarez and Farney, 2016).

Houang (2017) in his investigation “influences of brand experience on brand loyalty with mediator role of love and trust to brand”, investigated on mediator role in brand love and business trust on business experience and loyal relationship of brand. Totally 237 questionnaire distributed between people around 18 to 30 on phones and data analyzed by minor partial squares. Sense experience has validity of name of brand for customers while thinking experience has no influence on brand validity.

**METHODOLOGY**

In this research because we need to second hand source for literacy review and first hand source in main part of research we have to use library and field method.

Questionnaires have completed by direct contact with members of sample. Methodology for completing questionnaire was direct contact to ego and explains the content then questions were answered by them. In this part for gathering data and information and also analyzing them has used from questionnaires which have answered by consumers of Pakshoo company in Tehran.

Reliability is one of technical tools for measuring which shows how much measuring tools in identical situation parade identical results. Confidence trade range include from zero (lack of relationship) to positive one (existence of complete relationship). Reliability index shows that how much measuring tool is stable. There are many ways for calculating reliability index which are mentioned below (Khaki, 2009).

Cronbach Alpha Method is used for measuring interior cohesion of measuring tool which is calculating different features. In this research Cronbach Alpha number is 0.95 which base on consideration to proximity to number one shows that this research has high amount of reliability.

Questionnaire credit (Cronbach Alpha):

**Case Processing Summary**

		N	%
Cases	Valid	384	100.0
	Excluded <sup>a</sup>	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.956	15

**Testing research hypothesis**

**Hypothesis number one:** influence of brand credit on brand trust

Brand trust				dependence prediction brand credit
Sig	Beta	R <sup>2</sup>	R	
0.00	066.	0.45	0.66	

As it is mentioned in table credit index of brand can predict 45 per cent the trust of brand and also cohesion of these two indexes is 0.66.

**Hypothesis number two :**influence of trust and credit of brand on customer

Customer satisfaction				dependence prediction اعتبار برند اعتماد برند
Sig	Beta	R <sup>2</sup>	R	
0.00	0.29	0.63	0.79	
0.00	0.62			

As it is mentioned in the table indexes brand credit and brand trust can predict customer satisfaction 63 percent together and also amount of two indexes role of trust and credit in prediction of customer satisfaction are 62 and 29 per cent.

**Hypothesis number three:** influence of trust, credit and customer satisfaction of brand on loyal attitude of brand

Loyal attitude of brand				dependence prediction Brand credit Brand trust Customer satisfaction
Sig	Beta	R <sup>2</sup>	R	
0.251	0.04	0.71	0.84	
0.00	0.23			
0.00	0.62			

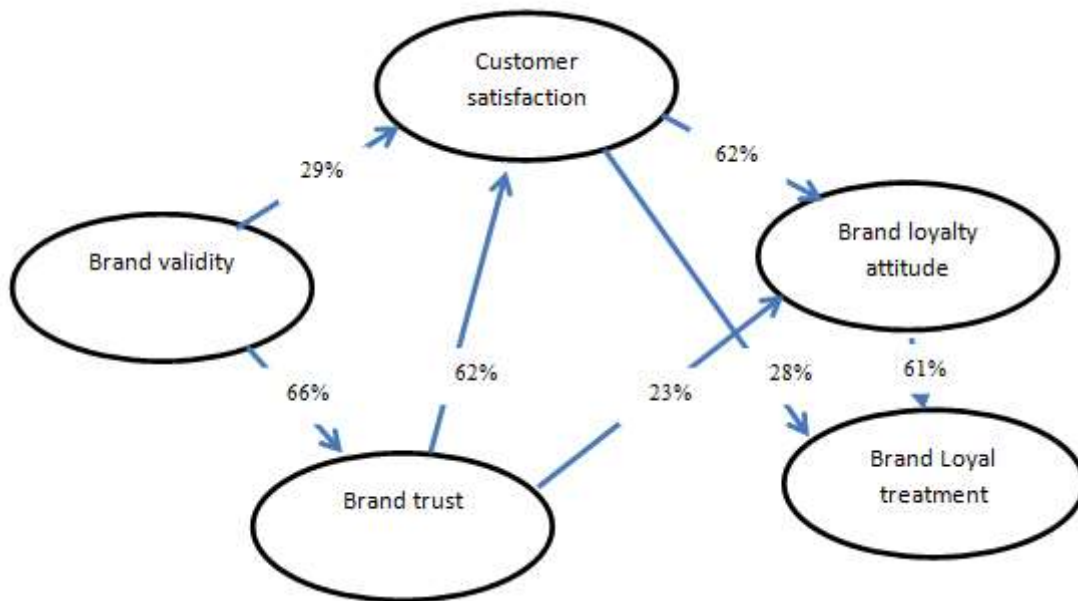
As it is mentioned in table, indexes of trust, credit and satisfaction can predict “brand loyalty index” to amount of 71 per cent and in this case role of each mentioned indexes is 23%, 62%. Also brand trust index with sig= 0.25 indicates low amount of influence of this index on prediction of brand loyalty attitude, nevertheless it is ignored.

**Hypothesis number four:** influence of brand trust, customer satisfaction and loyalty attitude of brand on loyalty of brand

Brand loyalty				dependence prediction
Sig	Beta	R <sup>2</sup>	R	
0.00	0.61	0.81	0.9	Brand loyalty attitude
0.13	0.6			Brand trust
0.00	0.28			Customer satisfaction

As it is mentioned in the table, three indexes of brand loyalty, brand trust and customer satisfaction can predict brand loyalty index 81 per cent and indexes role in prediction is 61%, 6% and 28%. Also for brand trust index sig= 0.13 which indicates low amount of influence on brand loyalty and it is ignored.

Base on mentioned results conceptual model is changed to:



**DISCUSSION AND RESULTS**

Base on regression achieved results, it is indicated that early hypotheses and conceptual model should change to:

- Base on sig=0.25 for brand credit index influence on brand loyalty attitude, this index ignore from model; in fact brand credit index has not impressive effect on brand loyalty attitude.
- Base on sig=0.13 for brand trust index influence on brand loyalty treatment, this index ignore from model; in fact brand trust index has not impressive effect on brand loyalty treatment.

**Hypothesis number one:** brand credit has effect on brand trust.

Results have approved brand credit has effect on brand trust, also research has done by Heydarzade et al (2011) which were done on investigation on brand credit on customer loyalty in banking industry of Iran have resulted that relation between brand credit which is defined by brand reliability and expertise as independent variety meet satisfaction, liability to loyalty and ongoing liability as independent variety.

**Hypothesis number two:** brand credit effect on customer satisfaction

Results which are achieved in this research meet research result of Parichehr and Saeidnia (2011) which indicated that brand credit has direct effect on loyal liability, permanent liability and customer satisfaction. Although results meet Heydarzade et al (2011) which was investigated on brand credit on customer loyalty in banking industry of Iran and understood that brand credit has direct effect on customer satisfaction.

**Hypothesis number three:** trust has effect on customer satisfaction

Results indicate that brand trust has impressive effect on customer satisfaction. Results of this research meet Key Farzandy (2012) which indicated that there is significant effect between brand trust and customer satisfaction.

**Hypothesis number four:** brand credit effect on brand loyalty attitude

**Hypothesis number five:** brand trust effect on brand loyalty treatment

**Hypothesis number six:** trust to brand effect on brand loyalty attitude

Results meet research result of Farhadi (2014) which indicated that brand trust has the most influence on making loyalty for bran. Also it meets results of Rahimnia, Lotfi (2015) which searched about investigation on creating and developing loyalty to brand and indicated that brand experience, service quality and brand communication with mediator role to brand has positive effect on brand loyalty. It also meet Zahir et al (2011) who investigated on brand communication and service quality for developing brand loyalty because of brand trust in automobile industry in turkey and understood that brand communication has positive effect on brand trust, furthermore brand trust accommodate with brand loyalty.

**Hypothesis number seven:** customer satisfaction effect on brand loyalty attitude

Results of this research meet Key Farzandy (2012) which indicated positive effect of customer satisfaction on brand loyalty, also Parichehr and Saeidnia (2011) indicated that customer satisfaction has direct effect on brand loyal liability.

**Hypothesis number eight:** customer satisfaction effect on brand loyalty treatment.

Results of this research is met by Kiani et al (2012) which indicated that there is positive relation between brand trust name and customer loyalty and also there is positive relationbetween customer satisfaction and customer loyalty thereby customer who perceive high amount satisfaction has more amount of motivation to product and ultimately has long term loyalty and is more beneficiary for company.

**Hypothesis number nine:** brand loyalty attitude effect on brand loyalty treatment.

Results were achieved by Sehhat and Shahi (2016) indicated that efficiency of brand pose and aspects of brand on Sina insurance customers though brand attitude has effect on customers of Sina insurance company. Thereby it is parallel with consideration on research results of Baghbani et al (2015) which indicated that brand loyalty attitude has significant effect on brand loyalty in banking industry of Iran.

## REFERENCES

- [1] Aaker, D. (1996). "Measuring Brand Equity Across Products and Markets", California Management Review, 38,102–20.
- [2] Aaker, D.A.,1991, Managing Brand Equity, The Free Press, New York, NY.
- [3] Aaker, J. (1997), " Dimensions of brand personality". Journal of Marketing Research, Vol 34, pp347-356.
- [4] Agnihotri, R., Dingus, R., Hu, M.Y., Krush, M.T., 2016. Social media: influencing customer satisfaction in B2B sales. Ind. Mark. Manag. 53, 172–180.
- [5] Ajzen, I. (2001). Nature and operation of attitudes. *Annual review of psychology*, 52(1), 27-58.
- [6] Alvarez, C. and Fournier, S. (2016), "Consumers' relationships with brands", *Current Opinion in Psychology*, Vol. 10, pp. 129-135
- [7] Ambler, T. (1997). How much of brand equity is explained by trust? *Management Decision*, 35(4), 283-292.
- [8] Anholt, S. (2011). Beyond the Nation Brand: The Role of Image and Identity in International Relations. In A. Pike (Ed.). *Brands and branding geographies* (pp. 289-301).U.K: Edward Elgar Publishing.

- [9] Anisimova, T.A. (2007), "The effects of corporate brand attributes on attitudinal and behavioural consumer loyalty". *The Journal of Consumer Marketing*, Vol 24, No 7, pp 395-405.
- [10] Baek, T.H., Kim, J. and Yu, J.H. (2010), "The differential roles of brand credibility and brand prestige in consumer brand choice", *Psychology & Marketing*, Vol. 27 No.7, pp. 662-678.
- [11] Bai, B., Law, R., Wen, I., (2008), the impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors, *International Journal of Hospitality Management*, 27, 391-402
- [12] Bakewell, C., & Mitchell, V.-W. (2006). Male versus female consumer decision making styles. *Journal of Business Research*, 59(12), 1297-1300.
- [13] Ball, D., Coelho, P.S., & Machás, A. (2004). The role of communication and trust in explaining customer loyalty: An extension to the ecsi model. *European Journal of Marketing*, 38(9/10), 1272-1293.
- [14] Batra, R., Ahuvia, A. and Bagozzi, R.P. (2012), "Brand love", *Journal of Marketing*, Vol. 76 No. 2, pp. 1-16.
- [15] Becerra, E. P. & Korgaonkar, P.K. (2011). Effects of trust beliefs on consumers' online intentions. *European Journal of Marketing*, 45 (6): 936962
- [16] Belaid, S. and Behi, A.T. (2011), "The role of attachment in building consumer-brand relationships: an empirical investigation in the utilitarian consumption context", *Journal of Product & Brand Management*, Vol. 20 No. 1, pp. 37-47.
- [17] Belk, R. (1988). Possessions and Self. *The Journal of Consumer Research* 15(2), 139-168.
- [18] Bendixen, Mike; Kala, A. Bukasa and Russell Abbratt, "Brand equity in the business-to-market" *Industrial Marketing Management*, Vol 33, 2003, PP371-380.
- [19] Bergami, M., & Bagozzi, R. P. (2000). Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. *British Journal of Social Psychology*, 39(4), 555-577
- [20] Berger, J., & Heath, C. (2007). Where consumers diverge from others: Identity signaling and product domains. *Journal of Consumer Research*, 34(2), 121-134.
- [21] Bloemer, J., De Ruyter, K., & Wetzels, M. (1999). Linking perceived service quality and service loyalty: a multi-dimensional perspective. *European Journal of Marketing*, 33(11/12), 1082-1106.
- [22] Botschen, G., Combe, I. and Thelen, E., 2013. Brand-Driven Leadership for Change Management in Retailing. *European Retail Research*, 12(2), pp.1-18.
- [23] Bowen, J.T., & Chen, S.-L. (2001). The relationship between customer loyalty and customer satisfaction. *International journal of contemporary hospitality management*, 13(5), 213-217.
- [24] 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(3), 52-68.
- [25] Chang, P.L. and Chieng, M.H. (2006), "Building consumer-brand relationship: A cross-cultural experiential view", *Psychology and Marketing*, Vol.23 No.11, pp.927-959.
- [26] Chaudhuri, A. & Holbrook, M. (2002). Product class effects on brand commitment and brand outcomes: the role of brand trust and brand affect. *Journal of Brand Management*. 10 (1): 3358.
- [27] Chen, Ching-Fu and Myagmarsuren, Odonchimeg (2012). "Brand equity, relationship quality, relationship value, and customer loyalty: Evidence from the telecommunications services", *Total Quality Management and Business Excellence*, 22(9), 957-97.
- [28] Chernev, A., Hamilton, R. and Gal, D. (2011), "Competing for consumer identity: Limits to self-expression and the perils of lifestyle branding", *Journal of Marketing*, Vol. 75, No. 3, pp. 66-82.
- [29] Das, G. (2014). Impacts of retail brand personality and self-congruity on store loyalty: the moderating role of gender. *Journal of Retailing and Consumer Services*, 21(2), 130-138.
- [30] Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2001). Brand trust in the context of consumer loyalty. *European Journal of marketing*, 35(11/12), 1238-1258.
- [31] Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *The Journal of Marketing*, 35-51.
- [32] Eakuru, N., & Mat, N. K. N. (2008). The application of structural equation modeling (SEM) in determining the antecedents of customer loyalty in banks in South Thailand. *The Business Review Cambridge*, 10(2), 129-139.
- [33] ElBedweihy, A., Jayawardhena, C., & Elsharnouby, M. (2013). *The Missing Link between Self-Definitional Principles and Resilience to Negative Information: The Role of Consumer-Brand Identification*. Paper presented at the European Marketing Academy 42th Annual Conference, Istanbul

- [34] Elliott, R. and Yannopoulou, N. (2007). The nature of trust in brands: a psychosocial model. *European Journal of Marketing*, 41(9/10)
- [35] Erdem, Tulin & Joffre Swait (2004) « Brand credibility, brand consideration, and choice» *Journal of Consumer Research*, 31.
- [36] Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1), 168-180.
- [37] Farquhar, P. H., 1989, Managing brand equity, *Marketing Research*, 1(1), pp.24–33. Simon, Carol J and Sullivan maru w, 1993, " The measurement and determinants of brand equity: A financial approach", *Marketing Science*, Vol 12, pp. 28-52.
- [38] Flavian ' , Carlos ; Guinali ' u , Miguel (2006) , "Consumer trust, perceived security and privacy policy Three basic elements of loyalty to a web site" , *Industrial*
- [39] Fournier, S. (1998), "Consumers and their brands: developing relationship theory in consumer research", *Journal of Consumer Research*, Vol. 24 No. 4, pp. 343-353.
- [40] Fung, K. K., King, C., Sparks, B., & Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development. *International journal of hospitality management*, 34, 31-41.
- [41] Govers, P.C.M., Schoormans, J.P.L. (2005). "Product personality and its influence on consumer preference " .*Journal of Consumer Marketing*, 22(4): 189– 197.
- [42] Grohmann, B. (2009). Gender dimensions of brand personality. *Journal of marketing research*, 46(1), 105-119.
- [43] Ha, H.-Y., & Janda, S. (2014). Brand personality and its outcomes in the Chinese automobile industry. *Asia Pacific Business Review*, 20(2), 216-230.
- [44] Hammerl, M., Dorner, F., Foscht, T. and Brandstätter, M. (2016), "Attribution of symbolic brand meaning: The interplay of consumers, brands and reference groups", *Journal of Consumer Marketing*, Vol. 33 No. 1, pp. 32-40.
- [45] Härtel, C. E., & Russell-Bennett, R. (2010). Heart versus mind: The functions of emotional and cognitive loyalty. *Australasian Marketing Journal (AMJ)*, 18(1), 1-7.
- [46] He, H., Li, Y., Harris, L., (2012), Social identity perspective on brand loyalty. *Journal of Business Research* 65, pp648–657.
- [47] Ho Huy Tuu, Svein Ottar Olsen, Pham Thi Thuy Linh, 2011, The moderator effects of perceived risk, objective knowledge and certainty in the satisfaction-loyalty relationship " *Journal of Consumer Marketing* 363–375
- [48] Hong, I. Cho, H. (2011). "The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust" *International Journal of Information Management*, Vol 31
- [49] Huang, C. (2017) "The impacts of brand experiences on brand loyalty: mediators of brand love and trust", *Management Decision*, Vol. 55 Issue: 5, pp.915-934, <https://doi.org/10.1108/MD-10-2015-0465>
- [50] Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *Journal of Marketing Research*, 1-9.
- [51] Janahi , Mohamed Abdunaser. Almubarak, Muneer .(2017). "The impact of customer service quality on customer satisfaction in Islamic banking", *Journal of Islamic Marketing*, <https://doi.org/10.1108/JIMA-07-2015-0049>.
- [52] Kang, J., Tang, L., & Lee, J. Y. (2013). Self-congruity and functional congruity in brand loyalty. *Journal of Hospitality & Tourism Research*, 1096348012471377
- [53] Keh, H.T., Xie, Y., (2009), Corporate reputation and customer behavioral intentions: the roles of trust, identification and commitment. *Industrial Marketing Management*, 38, pp. 732-742.
- [54] Keller, K. L. (1999). "Managing brands for the long run: Brand reinforcement and revitalization
- [55] Kim, Hong – Bumm, Woo Gonkim and Jeong A.A., 2003, "The effect of consumer brand equity on firms' financial performance", *Journal of Consumer Marketing*, Vol 20, pp335 – 351.
- [56] King, C. (2010), "“One size doesn't fit all”: Tourism and hospitality employees' response to internal brand management", *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 4, pp. 517-534.
- [57] Kotler, P., Keller, K.L., Brady, M, Goodman, M. and Hansen, T., 2016. *Marketing management*. 3rd ed. Harlow, England: Pearson.



- [58] Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D.-J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955-964.
- [59] Kuenzel, S., & Halliday, S. V. (2008). Investigating antecedents and consequences of brand identification. *Journal of Product & Brand Management*, 17(5), 293-304.
- [60] Kumar, R.S., Dash, S. and Purwar, P.C. (2013), "The nature and antecedents of brand equity and its dimensions", *Marketing Intelligence and Planning*, Vol. 31 No. 2, pp. 141-159.
- [61] Lam, S.K., Ahearne, M., Schillewaert, N., (2011), A multinational examination of the symbolic-instrumental framework of consumer-brand identification. *Journal of International Business Studies* 43, pp.306-331.
- [62] Lassar, W., Mittal, B. & Sharma, A., "Measuring customer-based brand equity", *Journal of Customer Marketing*, Vol. 12 No. 4, 1995, pp.11-19
- [63] Lin Y.H. (2015). "Innovative Brand Experience's Influence on Brand Equity and Brand Satisfaction". *Journal of Business Research*, (68), 11: 2254-2259
- [64] Louis, D., & Lombart, C. (2010). Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of Product & Brand Management* 19(2), 114-130.
- [65] Malär, L., Krohmer, H., Hoyer, W.D. and Nyffenegger, B. (2011), "Emotional brand attachment and brand personality: the relative importance of the actual and the ideal self", *Journal of Marketing*, Vol. 75 No. 4, pp. 35-5
- [66] Malik saifolah, 2012, customer satisfaction, perceived service quality & mediating role of perceived value "international journal of marketing studies
- [67] Mandhachitara, R. Poolthong, Y. (2011). "A model of customer loyalty and corporate social responsibility" *Journal of Services Marketing* 25/2. pp.122-133.
- [68] Massari, P., & Passiante, G. (2006). Customer satisfaction and loyalty in a digital environment: An empirical test. *Journal of Consumer Marketing*, 23(7), 445-457.
- [69] Mattingly, B.A. and Lewandowski, G.W. (2013), "The power of one: Benefits of individual self-expansion", *The Journal of Positive Psychology*, Vol. 8 No. 1, pp. 12-22.
- [70] Molinillo Japutra, S. Nguyen, B. Steve Chen, C. (2017) "Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty", *Marketing Intelligence & Planning*, Vol. 35 Issue: 2, pp.166-179, <https://doi.org/10.1108/MIP-04-2016-0064>
- [71] Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in market research relationships. *the Journal of Marketing*, 81-101.
- [72] Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *the Journal of Marketing*, 20-38.
- [73] Mosahab, R., Mahamad, O., & Ramayah, T. (2010). Service quality, customer satisfaction and loyalty: A test of mediation. *International business research*, 3(4), p72.
- [74] Mrad, M. (2017) "Brand addiction conceptual development", *Qualitative Market Research: An International Journal*, <https://doi.org/10.1108/QMR-06-2016-0050>
- [75] Myer, C.H. "Managing brand equity: A look at the impact of attribute", *Journal of Product and Brand Management*, Vol 12, 2003, No1, pp.39-51.
- [76] Nam, J., Ekinçi, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.
- [77] Nandan, S., 2005. An exploration of the brand identity-brand image linkage: A communications perspective. *Journal of Brand Management*, 12(4), pp.264-278.
- [78] Nikhashemi, S.R. Valaei, N. (2017). "The chain of effects from brand personality and functional congruity to stages of brand loyalty: the moderating role of gender", *Asia Pacific Journal of Marketing and Logistics*.
- [79] Nunkoo, Robin. Teeroovengadum, Viraiyan. Thomas, Peta Leonard, Llewellyn (2017). "Integrating service quality as a second-order factor in a customer satisfaction and loyalty model", *International Journal of Contemporary Hospitality Management*, <https://doi.org/10.1108/IJCHM-11-2016-0610>
- [80] Oliver, R. L. (1997), *Satisfaction: A Behavioral Perspective on the consumer*, McGraw-Hill, New York, P. 17.
- [81] Oliver, R. L. (1999). Whence consumer loyalty? *the Journal of Marketing*, 33-44.
- [82] Park, C.S., Srinivasan, V. (1994). "A Survey-Based Method for Measuring and Understanding Brand Equity and its Extendibility", *Journal of Marketing Research*, 31, 271-88.

- [83] Reichheld, F. P., & Sasser, W. E. (1990). Zero defections: Quality comes to services. *Harvard business review*, 68(5), 105-111.
- [84] Rio, A., Vazquez, R. and Iglesias, V., 2005, "The effects of brand associations on consumer response", *Journal of consumer marketing*, Vol. 1.18. No 5, PP: 410- 425.
- [85] Rose, S., Hair, N. and Clark, M. (2011), "Online customer experience: A review of the business-to-consumer online purchase context", *International Journal of Management Reviews*, Vol. 13 No. 1, pp. 24-39.
- [86] Roy, D. and Banerjee, S., 2014. Identification and measurement of brand identity and image gap: a quantitative approach. *Journal of Product & Brand Management*, 23(3), pp.207-219.
- [87] Rubio, Natalia., Nieves, Villasenor., Javier Oubina(2014), Consumer identification with store brands: Differences between consumers according to their brand loyalty, *BRQ Business Research Quarterly*, NO.13, pp.1-16.
- [88] Sahin, A., Zehir, C., & Kitapçı, 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
- [89] Schiffman, L., O'Cass, A., Paladino, A., & Carlson, J. (2013). *Consumer behaviour*: Pearson Higher Education AU
- [90] Schmitt, B., Brakus, J.J. and Zarantonello, L. (2015), "From experiential psychology to consumer experience", *Journal of Consumer Psychology*, Vol. 25 No. 1, pp. 166-171.
- [91] Shocker, A. D., Srivastava, R.K and Rueckert, R. W., 1994, "Challenges and opportunities facing brand management: An Introduction to Special Issue", *Journal of Marketing Research*, 31(may), pp. 149-158.
- [92] Smith, M.D. and Brynjolfsson, E. (2001), "Consumer decision making at an internet shopbot: Brand still matters", *The Journal of Industrial Economics*, Vol. 49 No. 4, pp. 541-558.
- [93] So, K. K. F., King, C., Sparks, B., & Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development. *International Journal of Hospitality Management*, 34, 31-41 .
- [94] Stokburger-Sauer, N., Ratneshwar, S. and Sen, S., (2012), "Drivers of consumer-brand identification", *International Journal of Research in Marketing*, Vol. 29, 406-418.
- [95] Tajfel, H., & Turner, J. C. (1985). The social identity theory of intergroup behavior. In S. Worchel, & W. G. Austin (Eds.), *Psychology of intergroup relations* (pp. 7e24). Chicago: IL: Nelson-Hall.
- [96] Tuškej, Urška., Urša, Golob., Klement, Podnar(2013), The role of consumer-brand identification in building brand relationships, *Journal of Business Research* 66, p 53.
- [97] Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China" *International Journal of Information Management* 289-30
- [98] Urška Tuškej , U. G. a. K. P. (2013). The role of consumer-brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53-59.
- [99] Wheeler, A., 2006. *Designing brand identity: A complete guide to creating, building, and maintaining strong brands*. 2nd ed. Hoboken, New Jersey: John Wiley. [1] Wills, B. (2009). The business case for environmental sustainability (Green): Achieving rapid returns from the practical integration of lean & green. *Business Case for Environmental Sustainability*.
- [100] Yaobin Lu, Kwok Kee Wei, Zhaohua Deng, Jinlong Zhang ,2011,
- [101] Yoo, B, Doutho, N, "Developing and valuing a consumer based overall brand equity sale for Americans and Koreans: An extension of Askers and Kellers conceptualization", paper Presented at 1997 AMA Summer Educators, Chicago.
- [102] Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274-284.
- [103] Zehir.C. Sahin,A. Kitapci,H.Ozsahin.A.(2011) "The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands". *Procedia Social and Behavioral Sciences*, Vol 24, pp 1218-1231.
- [104] Zeithaml, V. A. (1988). "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence". *Journal of Marketing*, Vol 52.