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Investigating the Relationship between Brand and Customer Loyalty in Store Product Marketing ETKA Chain in Tehran

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Abstract

Brand equity is one of the assets that preserve both the value of the company and the loyalty of customers. The brand is the promise that the manufacturer gives to the consumer and obliges the company to be honest about the products and services it offers. The main purpose of this article is to investigate the relationship between brand and organizational loyalty in the marketing of ETKA Chain Store Products in Tehran.
The purpose of this research is applied and developmental in terms of purpose and in terms of data type is descriptive or non-experimental and correlation in terms of how it is implemented.
The research tool was a researcher-made questionnaire, which was asked in 306 people (sample size) selected from the statistical population (1500) (by Cochran formula).
Based on testing the main and sub-hypotheses of research, analysis of variance and fitting the research regression model, the main research hypothesis is confirmed. This means that there is a significant relationship between corporate culture and marketing.

Key Words: Brand, Customer Loyalty, Marketing, Reliance Chain Stores, Tehran

Introduction

In today's competitive world where commodities are not physically different from one another, a reputable brand can create a significant competitive advantage. In this case, if we can make the most of brand reputation, we can leverage our customers and their behavior Long-Term Profit Today, Citizenship and Loyalty Behavior is the Key to Business Success With increased customer loyalty generated by producer and consumer interaction, market share and profitability of the enterprise are increasing (Cutler & Armstrong, 2006). The market and customer's behavior is understood with the app developing appropriate strategies for brand recognition, increasing their loyalty rates and, consequently, creating long-term benefits for the enterprise (Conway and Swift, 2000). It seems to be one of the factors affecting citizenship behavior in hard product marketing (Dukakis and Kitchen, 2004). Brand Name Credentials and Its Benefits That This Study Attempts to Investigate the Relationship between Brand Name and Citizenship Behavior in Product Marketing Overall, it can be said that despite decades of research to understand brand credibility, Citizen behavior that leads to customer loyalty and thus greater market

share More research is needed(Samadyan Moghaddam, 2011).

In recent years, research has been conducted on understanding the factors that influence brand name and citizenship behavior and ultimately customer loyalty satisfaction to gain greater market share. In most cases, citizenship behavior is critical to the success of business organizations (Yau et al., 2000). This is because attracting new customers is an expensive thesis to retain existing customers, and most research has been suggested by many writers to maintain loyal customers while recognizing their behavior, such as brand name and competence, as a competitive asset (Tusi, 1993). Marketing researchers focus on the critical role of the individual between customer and seller in effective customer satisfaction, they emphasize the creation of favorable attitudes to brand and brand and reinforce the link between customers and brand. If the result of citizenship behavior makes them loyal then the business has achieved the key to business success. Because of a 5% increase in customer loyalty as a result of their optimal behavior, profits increase from 25% to 856%, which is called the loyalty cost rate. The result of customer behavior at the outset is that it first makes a test purchase of the product with a distinctive trademark, and after satisfying it continues to repeat and continue to purchase the same brand name or trademark. Therefore, this research is about the relationship between brand and organizational loyalty in the marketing of ETKA Chain Store Products in Tehran.

Research methodology

The purpose of this research is applied and developmental, and data type is descriptive or non-experimental and correlation. Based on the model (Wang & Feng, 2009; Bernfeld, 2010), Table 1 can be presented for the model and the research variables.

Table 1. Components, dimensions of variables and questions related to research components
Components Variables Dimensions Question Number Source

Components	Variables Dimensions	Question Number	Source
Corporate culture	team work	1 to 5	Wang and Feng
	Flexibility	6 to 20	Wang and Feng
	obligation	21-28	Wang and Feng
	Consequentialism	34 to 36	Wang and Feng
	Innovation	37 to 43	Wang and Feng
	the trust	44 to 53	Wang and Feng
Relationship Marketing	Relationship Marketing	29 to 33	Arthur et al

The main hypothesis of this study is: The main hypothesis: There is a significant relationship between corporate culture and marketing related to Saipa Company.

Therefore, to test the main research hypothesis, the sub-hypotheses are designed as follows:

First sub-hypothesis: There is a meaningful relationship between trust and marketing.
Second sub-hypothesis: There is a meaningful relationship between commitment and marketing.
Third sub-hypothesis: There is a significant relationship between teamwork and marketing.
Fourth hypothesis: There is a meaningful relationship between innovation and related marketing.
Fifth sub-hypothesis: There is a significant relationship between flexibility and marketing.
Sixth sub-hypothesis: There is a significant relationship between conclusions and marketing
The statistical population of this study is all employees of Saipa Company subsidiaries based in Tehran (1500 people). The sample size of the research is 306 people based on simple random sampling based on Cochran formula. In the first step, to check the reliability of the questionnaire, 30 questionnaires were distributed. The reliability and validity of the questionnaire for pilot value was 88%. This indicates high reliability of the questionnaire, which is 91.4 % in sample size (306).

Also, according to Kolmogorov-Smirnov test for all variables at error level less than 5% p-value greater than 0.5 and have high normality. This means that the data of this variable are in the normal state and we can use parametric tests and regression tests.

Findings

Testing the main research hypothesis:

According to the Pearson correlation coefficient test and the significance level of this test for the main hypothesis of the research which is less than 5%, it can be said that between the corporate culture variable and the marketing related to 100% probability, there is a significant relationship with the intensity of 0.74.

Testing the first sub-hypothesis:

According to the Pearson correlation coefficient test and the significance level of this test which is less than 5%, it can be said that there is a strong and meaningful relationship between trust and marketing related variables (0.397). Table No. 2 illustrates this situation.

Table 2. Pearson correlation coefficient test for meaningful expression

	confidence		
Relationship Marketing	.397 ** Pearson's correlation coefficient	.000 level of significance	306 Frequency

Source: Research Findings

Whether or not there is a meaningful relationship between the trust variable and the marketing relationship.

Testing the second sub-hypothesis:

According to the Pearson correlation coefficient test and the significance level of

this test which is less than 5%, it can be said that there is a strong and meaningful relationship between commitment variable and related marketing (0.752.).

Testing the third sub-hypothesis:

According to the Pearson correlation coefficient test and the significance level of this test which is less than 5%, it can be said that there is a strong and meaningful relationship between the karmic variable and the related marketing (0. 762).

Testing the fourth sub-hypothesis:

According to the Pearson correlation coefficient test and the significance level of this test which is less than 5%, it can be said that there is a strong and meaningful relationship between innovation and marketing related variables (0.482.).

Testing the fifth sub-hypothesis:

According to the Pearson correlation coefficient test and the significance level of this test which is less than 5%, it can be said that there is a strong and meaningful relationship between flexibility and related marketing variables (0.518).

Testing the sixth sub-hypothesis:

According to the Pearson correlation coefficient test and the significance level of this test which is less than 5%, it can be said that there is a strong and meaningful relationship between the outcome variable and the related marketing (0.520).

Analysis of variance

In the analysis of variance, the value of F indicates whether the research regression model is a suitable model. Given the value of f in the table above which is 93.209, it is significant at the error level of less than 5%. That is, the independent variables have high explanatory power and are able to well explain the variation of the dependent variable variance.

Table 3. Analysis of variance

Analysis of variance					
Model	**sums of squares**	**degree of freedom**	**mean of squares**	**F**	**level of significance**
Regression	217.353	6	36.225	93.209	.000
Remaining	116.206	299	.389		
Total	333.559	305			

Source: Research Finding

Regression analysis of research model:

To use linear regression, the data need to be normal. Since the data for all of our variables is in the normal state, we are therefore allowed to use regression for the data. The following table shows that after estimating the general model of research based on the relationship between corporate culture and related marketing, the correlation between the two independent and dependent variables is very good and strong, considering the multivariate correlation coefficient (R = .807). . On the other hand, considering the model coefficient of

determination (.652), the independent variable plays a high role in explaining the variance of the dependent variable. In other words, the model can fit the data well. In the table above, the adjusted coefficient is .645, indicating that the independent variable explaining the dimensions of participatory culture is 64.5% of the dependent variable marketing related variables.

Table 4. Summary model

Summary model				
Model	**R**	**squared correlation coefficient**	**adjusted standard deviation**	**error coefficient of estimation**
1	.807[a]	.652	.645	.62342

Source: Research Findings

So considering the results of regression analysis and analysis of variance and Pearson's correlation coefficient, H0 proposition assumes no meaningful relationship between dimensions of cooperative culture and behavioral marketing behavior, and rejects H1 hypothesis of meaningful research on relationship between dimensions of participatory culture and behavior. Relational marketing is accepted.

Table 5 also presents the results of the research model estimation based on the variables and components of the associated marketing and corporate culture. With the help of the table above the error level below the percent, we observe that at the same time, only the relationship between teamwork dimension, commitment and outcome, and the marketing variable is significant, and the relationship between other dimensions of participatory culture and the marketing variable. Relationship is meaningless. The magnitude of all three types of separation, quasi-separation and zero correlation for teamwork is related to the marketing variable more than commitment dimension and commitment dimension more than consequentialism dimension.

Also, according to the table below, the width of the source for all variables is .226. Below we see the regression model equation or the variable change marketing equation that has a significant relationship with each dimension of participatory culture.

Relationship Marketing = -.226 + 584 (Teamwork) - .226 + .478 (Commitment) - .226 + .190 (Conclusionism)

Discussion and conclusion

Based on the main and sub-hypotheses of the research, analysis of variance and fitting the research regression model can be presented the following results.

1- There is a significant relationship between trust and related marketing.

2- There is a significant relationship between commitment and marketed marketing.

3. There is a significant relationship between teamwork and affiliate marketing.

4. There is a significant relationship between innovation and related marketing.
5. There is a significant relationship between flexibility and related marketing.
6. There is a significant relationship between the resultant and the related marketing.
7. There is a significant relationship between corporate culture and related marketing. (Main research hypothesis)

Therefore, based on the above mentioned results the following suggestions can be made:

1. Based on the research hypothesis confirmed, it can be said that with the intensification of competition among companies in finding customers for their products and services as well as increasing customer power in today's competitive world, Saipa must not only seek to attract new customers but also retain And keeping in mind previous customers and building strong relationships with them should also be considered. Therefore, to achieve this goal, it needs to identify its corporate culture with more customers.
2. According to the first hypothesis, it can be said that Saipa's senior executives can increase the trust (which is positively and significantly related to marketing) between internal and external customers by: , Setting short-term goals, scheduling, challenging employee-reward tasks, a positive work environment, regular training and feedback, interacting with managers, balancing work-life balance and equity and justice.
3. Based on the acceptance of the second hypothesis, it can be stated that the top managers of the company try to seek the opinions of the employees on different issues of the organization. The company must be customer-centric, and in practice show that it is concerned about delivering the right quality of service to its customers and strives for it. Act honestly in your communication with your organizations and business partners.
4. Based on the acceptance of the third hypothesis, it can be stated that Saipa's senior executives need to take the following steps to enhance empathy (which is positively and meaningfully related to marketing): Purposefulness, order and hard work
5. Based on the acceptance of the fourth hypothesis, it can be stated that the senior executives of Saipa Company should take the following steps to increase innovation (which is positively and significantly related to marketing): Establish flexibility and modify the performance appraisal system, delegate Authority, information, setting goals and expectations, encouraging risk-taking, creating the right atmosphere and stability and policy in creativity
6. Based on the acceptance of the fifth hypothesis, it can be said to improve flexibility through decentralization and adoption of flexible structures, promoting a culture of transformation and modernization, focusing on group activities and a culture of participation, delegating authority to organizational personnel, relying on training as a tool. Importantly, training and training personnel in various skills, investing in modern and modern hardware technologies, using flexible production systems to adapt to changes in composition and type of orders, employing flexible production support

systems to adapt customization systems, A production system Virtualization, the use of appropriate standards and protocols for inter-organizational information exchange, the use of modern information and communication systems and technology to facilitate timely communication between partner organizations, integrating distributed components including customers, suppliers, and partners in virtual organizations.

7. Based on the acceptance of the sixth hypothesis, it can be stated that according to the results of the data analysis, the following suggestions can be given priority in order to enhance the conclusions and tendency towards relationship marketing. These results are agreed with Gibbins and Bo (2002); Harrison, (2000); ogg et al., (1998); Kotler and Gray (2001); Macmillan et al., (2005); Man and Speece, (2000); Shine, (2000); Wiley (2004); Man and Speece (2000)'s research findings

Since Saipa Company is a semi-private company and profit making is the main objective of Saipa Company, Saipa Managers should:

- Each year, they should clearly state the extent of the benefits and benefits that the company should achieve.
- Managers should consider appropriate rewards by encouraging employees to achieve the stated few goals for each unit.
- Managers should also keep in mind the motto of the internal staff, in which the company achieves a higher priority over the process and methods of work.
- Managers of the company are suggested to be punished for poorer results than the stated few goals.

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