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INVESTIGATING IDENTIFICATION EFFECTS OF SPECIAL BRANDS (SAMSUNG MOBILE PHONE) ON EXPANDING AND BRAND PREFERRING IN IRAN MARKET

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ABSTRACT

This paper relies on investigating the effects of identifying one brand in Iran Market for expanding especial brand such as Samsung and the mobile phones constructed by this company and preferring clients based on these primary cognitions. As nowadays with expanding volume of advertisements we can see verity types of brands and as a significant principle in marketing this general frame can be an aim. This research method has been examined exactly as a scientific logic with evaluating target market in Shiraz, one of a full sale city of communication tools. After offering general frame of research for testing the represented assumptions, a questionnaire constituted of 19 questions was designed and distributed in statistical society of research constituted of 200 holders of Samsung mobile phone which was simply chosen randomly. The research method on view point of the aim was applicable and as the research method was descriptive-correlation which with using of questionnaire tool the required data has been gathered. Gathering data was analyzed by using statistical technique of structural equations in LISREL, software environment. The attained results from data analysis showed that the brand self-similarity was the most effective element on identifying brand which lead to a meaningful relation with expanding and preferring the brand.

Keywords: *Identifying the Brand, Congruence of the Brand, Expanding the Brand, Preferring the Brand*

INTRODUCTION

One of discussed and considered subjects in the field of brand making by the researchers is the relationship between Brand and Consumer; so, the management of consumers' brand has become one of the most important subjects in brand management discussions; the consumers choose the brands and products not only for their productivity values but also for symbolic productivity. Brands have deep meanings and have key roles in making personal sense or the personality of consumer. The surveys to recognize brand identify two same cases between consumer and brand; one for basis of brand images (values and personality) which return to identifying of brand and the other for the external shape of brand (symbol and appearance) which is an example of brand for consumer (Escalas and Bettman, 2003). The key element for forming strong relationship between consumers and companies is accomplished based on identifying the sense in which the consumers with related companies identify and supply their needs. However, a few numbers of surveys in sense models and empirical examinations were accounted in their brand identification (Tildesley and Coote, 2009). Namelessness, these surveys from consumers brand identification (CBI) express images like organizational identification (OI), for example, they replace "organization" word with commercial name, which may one of mainly problems that exists in the field of marketing in effectiveness of surveys is cognitive confirming and ignoring value and moral aspects of brand identification. Nevertheless the OL scale has many deficiencies: first, it does not expressed some unique aspects of brand in relation to consumers and, second, the OL scale is invalid and is not able to reflect multidimensional nature of brand which was expressed in an origin definition of social incompetence by Tajfel (1981). Therefore, we need a precise process of CBI via a true and explicit understanding which expresses the relationship quality of structures (Stage, 2011). Identifying and appointing BI (Brand identity) points the strong mental connection or unity sense to a brand. People are identified by brands which reflect, strengthen, and increase their identities. In this case, identifying and

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appointing the identity of a selected structure is deeper and most effective. It is unlikely that people are identified with things they don't like. Assumption is that cognition is interpreted as a function of understanding the attractiveness of existence identity (the thing that is explicit, center and resistant) accompanying external image. For example: opinions and beliefs of a person on others' thinking about existence (Douglas and Ahearne, 2010). On this purpose, this paper has focused upon the examination of cognition effectiveness of special brand (Samsung mobile phones) on expanding and preferring brand in Iran Mark.

Theoretical Principles of Research

Brand Identification

We can use Brand Identification a sense of unity between consumers and brands. This definition is compatible with the definitions related to identity acceptance in relevant literature to organizational behavior in which the senses of identity acceptance is as follows: oneness or a person dependency to related organization; as Lam's definition (2010) brand identification is psychological status of consumers from understanding, sense and evaluating its dependency with a brand (Stokburger-Sauer *et al.*, 2012).

Brand Self-similarity

The sense of self is defined "a set of thinks and senses of people in relation to themselves as a thing or subject in relation to others in one explicit frame of social reference". The previous researchers' literature such as (Levy, 1959), (Markus and Wurf, 1987); (Sheth *et al.*, 1991); (Asker, 1997); (Kapferer, 1998) and (Denies *et al.*, 2002), has been shown that consumers purchase products and brands based on symbolic values and also their functions significances. The name of Brand gets the symbolic values connected to one brand or a product from the realized symbolic values to the consumption agency, the consumers of these products and brands. Hence, brand image can guarantee consumers' support from preferring and expanding brand and the intention of purchasing. Sirgy *et al.*, (1985, 1986) defined the self-similarity as: "when the name of brand is accordance with its image of consumers". But the problem hides in self-similarity which it cannot distribute these analysis to all products categorizations (Longfei *et al.*, 2010). The sense of self is person realization of abilities, limitations, external and features such as the personality of person. Considering to this theory, people act in a way maintain or increase self-sense. The relationship between image of self and image of product can has been a remarkable effectiveness in evaluating the products of consumers and the behavior of purchase (Timothy, 1996). So, the first hypothesis is as follows:

Hypothesis 1: the brand self-similarity has a meaningful effect on brand identification.

Brand Distinctiveness

People always want to distinct from others in society. Incentive for surveying and tool approach which can be identifiable in creating brand by consumer has been defined in alternative courses of distinct (Baker and Zeid, 2012). The brand distinct in Bhattacharya and Sen (2003) and Preser *et al.*, (2009) researches has been studies. The brands would be more identified with images or the identities separating them from competitors. Of course, the base of this distinct doesn't image undesirable and negative. Officially, the distinct has been unified as unique understanding of identity and has been seemed as a promoter of brand identification. So, the hypothesis (2) can be a definition of brand in relation to its competitors as follows:

Hypothesis 2: the brand distinctiveness has a meaningful effect on brand identification.

Brand Extension

Brand extension is one of the most important marketing strategies which authorize markets to use a positive brand in relation to main brand as a power for representing an expanded product. A tension in consumer behavior may have been transferred from a main brand to an expanded brand of a new expanded product which it make possible success for expanding a higher brand and if the new brand is used completely for new product, the expenses and risks would be decreased (NhatHanh *et al.*, 2012). Echambadi *et al.*, researches (2006) has shown that interrelationship between the quality of main brands is an effective element in evaluating brand extension. Maeo and Kerishnal (2006) have examined two procedure of brand extension; so, the associating of primal brand and understanding proportion between

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new product and or previous product be able to support the view of consumer and in brand identification it can have a result as following hypothesis (Chang and Yang, 2013). So, hypothesis 3 can be written as follows:

Hypothesis (3): brand identification has a meaningful effect of brand expanding.

Brand Preferring

Aker (1996), Keller (2003), Kaofere (2008), and De Chernatony (2006), all have agreed on brand preferring in their discussions via different ways of brand equity, brand knowledge, brand awareness, brand association, and service branding. However, none of these researchers has put the brand preferring in the center of strategic discussions. Several researchers such as Beery (2000), Kler (2003), De Chernatony (2003), and Grace (2005) have discovered that brand awareness, brand images, and consumers' features are prerequisites of consumers' brand preferring (Alarmo and Rowley, 2011). In generally, the consumers who have found higher value from one brand are most interest in purchasing it. So, the following hypothesis has suggested:

Hypothesis 4: Brand identification has a meaningful effect on brand preferring.

Sense model of research

Conceptual Model of Research

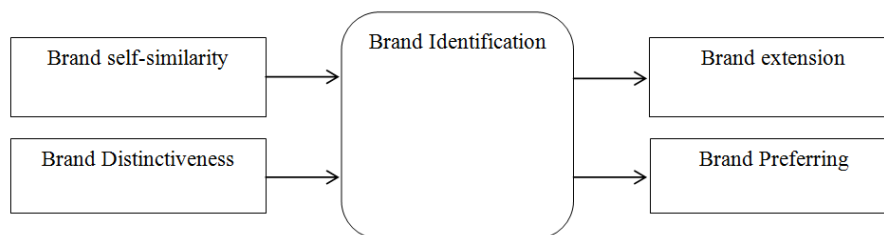


Figure 1: Conceptual model of research (Stokburger-Sauer et al., 2012; Buil et al., 2013)

MATERIALS AND METHODS

Research Methodology

This research in view of applied aim and based on method, is a coloration research and also in view of data gathering is descriptive research based on surveying mode. In this paper we use consumers to achieve aims of paper and for doing this; we attempt to choose a product group which is a part of remarkable needs for consumers. Because the statistical society is consumer, so; we should choose a product that public people be its consumers. In these base holders of Samsung mobile telephone in Shiraz City was selected. In current research we use from sampling randomly and with using Kokaran Sampling Formula, the sample capacity has been evaluated 200 persons. The tools for gathering data are via laboratorial surveys and questionnaire. The questionnaire is included 19 questions which all questions have been valued based on 5 likret-options (full agree, agree, partial, opponent, full opponent). For translating mentioned questions in questionnaire and in order to assuring from context currency, we have used the view of professors and scholars in this field. In other hand, the currency of questionnaire structure has been examined with using operational-confirmation analysis by help of leaser. Durability of a questionnaire was examined by Cronbakh Alfa Coefficient and by Spss software. The durability of examination (test) from all questions was computed 0.922 which its measure is acceptable in higher than 0.7. It is shown in table 1.

Table 1: The results for durability of research variables

Variable	Number of question	Alpha	References
Consumer-Brand Identification	5	0.085	Stokburger-Sauer et al., (2012)
Brand-Self Similarity	5	0.865	Stokburger-Sauer et al., (2012)
Brand Distinctiveness	3	0.837	Stokburger-Sauer et al., (2012)
Brand Extension	3	0.882	Buil et al., (2013)
Brand Preference	3	0.536	Buil et al., (2013)
Alpha all	19	0.922	

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Descriptive Statistics of Research

In this paper, Statistical society constitute of 200 persons of respondents based on sex, 130 women (65%) and 70 men (35%) which 70 (37.5%) persons of them were married and 125 (62.5%) persons single. Based on education, 63 persons were holder of associate's degree (31.5%), 100 persons (50%) bachelor's degree and 37 persons (18.5%) master's degree. And also 83 respondents were in range of 23-35 years old (48%). Table 2 represented demography features in examining case.

Table 2: Demography features of the examining case

Variable	Frequency	Percent	Variable	Frequency	Percent
Gender	female	130	Marital status	Single	125
	male	70		Married	75
Education	Associates Degree	63	Age	Under25 years	83
	Bachelor's degree	100		23-35 years	96
	Educational, MA	37		36-45 years	20
			46-55 years	1	0.5%

Data Analysis Method

In this paper, for testing hypothesis and appointing the effect of latent variables from structural equations modeling (SEM), the lisrel software was used. For examining the final validity and the power of designed model, we use from lisrel embedding indexes. Generally, there are several embedding features for evaluating the operational- confirmation analyzing model that in this paper also we use from indexes exist in table 3.

Table 3: Examination of model embedding

Indexes	Authorized amount	Reported amount
RMSEA, 2 nd root for evaluating error variance	Between zero and	0.88
NFI	High than 0.9	0.95
NNFI	High than 0.9	0.96
IFI	High than 0.9	0.96
CFL	High than 0.5-0.8	0.96

The questionnaire and testing the research hypothesis the modeling methods of structural equations was used. Table 4 represented frequency and correlative central indexes.

Table 4: Average, standard division, and variables correlation

Variable	Mean	Standard deviation	1	2	3	4	5
1. Consumer-Brand Identification	17.47	3.125	1				
2. Brand Extension	11.12	2.196	0.47	1			
3. Brand Preference	9.99	2.721	0.65	0.30	1		
4. Brand-Self Similarity	17.50	3.190	0.85	0.40	0.55	1	
5. Brand Distinctiveness	9.10	2.507	0.85	0.40	0.55	0.76	1

As seen in table 4, the results of structural equations has been shown in meaningful status, the higher average is related to self-similarity variable and lower average to brand distinctiveness. Also brand self-

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similarity variable has higher frequency and brand extension had lower standard division. Also the correlation coefficient of all variables is meaningful in 0.01. Final result of sampling the structural equations has been represented in meaningful figures in table 2. Based on the sample of meaningful figures, all meaningful numbers related to sample parameter are high than 1.96. In result, all hypothesis of research have been confirmed.

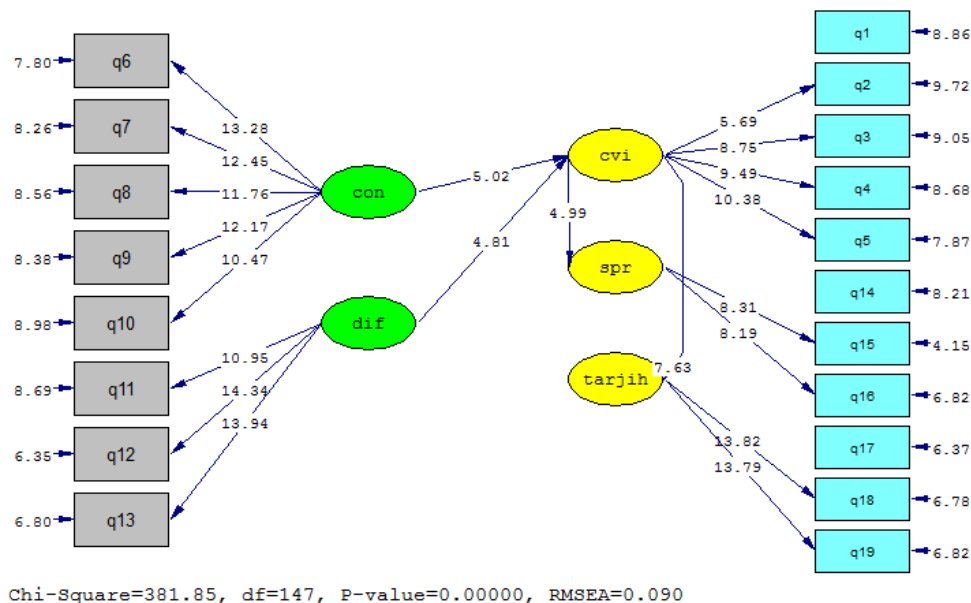


Figure 2: The results of structural equations in meaningful status

Hypothesis Testing

Considering to the model of structural equations by lisrel in the case the amount of t for one direction coefficient is high than 1.96, it can be expressed that direction coefficient is meaningful in 5% level and the null hypothesis is declined and the research hypothesis is accepted; so, in this paper concerning to t coefficients, we would be examined all hypothesis.

1st hypothesis of research expressed that brands self-similarity has a meaningful relation with brand identification. Considering to results, it is revealed that the relationship between latent variable of brand identification and brand self-similarity is 49% which is an appropriate correlation. Statistical amount of t is 5.02 which have been shown the correlation which is meaningful in 95% confidently. The researches of Levy (1959) and Sirgy (1985) are the same as the result of this hypothesis.

Second hypothesis of this paper expresses that there is a meaningful relationship between brand distinctiveness and brand identification. Considering to results, it is discovered that the relationship between latent variable of brand identification and brand distinctiveness is 47% which is appropriate correlation. Statistical amount of t is 4.81 which show the correlation with 95% confidently is meaningful. Pezoo *et al.*, (2009) is the same of hypothesis of this paper.

Hypothesis 3 of this paper expresses that there is meaningful relationship between brand identification and brand extension. Considering to results, it is identified that the relationship between latent variable of brand identification and brand extension is 0.47% which is an appropriate correlation. Statistical amount of t is 4.99 which show that the correlation with 95% confidently is meaningful.

Hypothesis 4 of this paper expresses that there is meaningful relationship between brand identification and brand preferring. Considering to results, it is identified that the relationship between latent variable of brand identification and brand preferring is 0.65% which is an appropriate correlation. Statistical amount of t is 7.63 which show that the correlation with 95% confidently is meaningful.

Table 5 represented the results summary produced by testing hypothesis accompanying meaningful numbers and their direction coefficient in general sample.

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Table 5: Results summary produced by testing hypothesis

Research hypothesis	Direction	Direction coefficient	Meaningful numbers	Result
H1: the brand self-similarity has a meaningful effect on brand identification.	con→cvi	0.49	5.02	Yes
H2: the brand distinctiveness has a meaningful effect on brand identification.	dif→cvi	0.47	4.81	Yes
H3: brand identification has a meaningful effect of brand expanding.	cvi→spr	0.47	4.99	Yes
H4: Brand identification has a meaningful effect on brand preferring.	cvi→tarjih	0.65	7.63	Yes

Concluding and Applied Suggestions

Considering to the results produced by the analysis of research model direction, in relation to Samsung mobile phone summarized in table 3, we can generally conclude that the brand identification is able to distinct one brand from its competitors. In other hand, brand self-similarity also is one of most important element in the quality of effectiveness of brand identification on views, costumer senses for brand purchasing and can help the management process of brand in order to certifying the localized strategies in target markets. So, the marketers can identify market sections via obtaining related information to views and mental preparations of costumer and use them following with creating appropriate withdraws from its brand in which directly or indirectly effects on purchasing behavior of costumers for increasing the market share, creating localization policies, evaluating advertisement programs and beside supplying attractive advertisement and conducting its future products.

Research Limitations

This paper as other literature is not without any problem; the discussion about increasing brand identification variables is such as research limitations that in this paper only some elements were examined. And because brand is not known in Iran, designed questionnaire was not known for some respondents which this ambiguity was solved with necessary descriptions.

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