

Measurement of the Country of Origin of the Brand of Branding and Brand Loyalty

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Abstract:

The brand of the most valuable assets and the brand is one of the most important assets of any corporate. The purpose of the research is to evaluate the country's origin of the brand of Bert Maizo and brand loyalty. The results of the study showed the image of the country has a positive impact on brand loyalty and loyalty.

Keywords:

Brand, Brand Special Value, Picture

1. Expressing the Research Problem

In recent years, the business environment in the world has witnessed many changes and developments. Among these changes, we can mention the change in companies' attitudes from tangible to intangible assets. Therefore, the process of valuing intangible assets is very important for companies. Considering intangible assets helps us to have a more accurate assessment of the performance of organizations in the short and long term. Brand is one of the intangible assets of any company that creates high value for the company. Brands provide the organization with a powerful and valuable tool for protecting assets and rights, influencing consumer behavior, and sales volume, and providing security for the organization's sustainable revenues in the future. Most of the value of any company is in its intangible assets and about 70% of intangible assets are related to its brand. Also, by intensifying competition in business and rapid technological changes, as well as increasing the power and choice of customers, success will be those companies that will be able to better understand and identify the expectations and values desired by customers and respond to them in a desirable way (Wang Volo, 2007). Also, one of the most valuable assets of any company is the brand equity. Companies that have a high position in the minds of consumers in terms of brand equity, can easily be considered more profitable among other companies in their own industry (Hosseini et al. 2009). Brand equity as a key indicator of a brand's success rate. It is believed that brand monitoring is an important

and sensitive step in brand management. Also, the origin of the brand name is another variable that affects the customer perception of the brands of that particular country as the country in which the product was produced. For a variety of reasons, one country's brands are available to consumers in other countries. In such cases, international marketers need to have a good understanding of the sources of brand equity. Due to the importance and preference of domestic products for patriotism, support for national production in order to pay attention to the young and creative workforce in the production of Iranian cars, preventing the uncontrolled entry of foreign cars into the country, as well as preventing foreign currency out of the country. Can create value for the country politically and economically. We examine the impact of the country of origin of the brand on the formation of brand equity resulting in brand trust in the automotive industry.

2. Importance and Necessity of Research

The importance and necessity of conducting research goes back to the importance of trademarks (brands) in companies' marketing strategies and its role in attracting, retaining and supporting customers. Trademarks play an important strategic role in gaining competitive advantage and strategic management decisions of companies (Simon and Salon and Development). The competitive arena and the influx of global brands into the domestic market, paying attention to the concept of the brand and its special value for the domestic company in order to gain a greater share of the influential market. Unfortunately, despite more than 30 years of continuous work to enrich the brand knowledge in Europe and the United States, this concept has not received much attention in Iran.

Lack of brand knowledge and proper brand management in Iran will not result in the increasing growth of foreign brands among adolescents and young people and the isolation of domestic products (Shams et al. 2008). Brands are also at the heart of marketing and business strategy, and the value of a strong brand or brands is one of the key factors in the success of a business (Martin Sen et al. 2003). One of the most popular and important marketing concepts that is widely discussed today by researchers and marketing experts is the brand equity in decisions and creating a competitive advantage for organizations and their customers (Atleigan 2007).

3. Hypotheses

- The mental image of the country of origin of the brand has a positive effect on brand distinction.
- The mental image of the country of origin of the brand has a positive effect on brand loyalty.

4. Research Purposes

- Measuring the impact of the mental image of the country of origin of the brand on brand distinction
- Measuring the impact of the mental image of the country of origin of brand brand loyalty

5. A Review of Research History

Taghipour et al.[1], studied Risk analysis in the management of urban construction projects from the perspective of the employer and the contractor.

Taghipour et al.[2], studied The Evaluation of the Relationship between Occupational Accidents and Usage of Personal Protective Equipment in an Auto Making Unit.

Taghipour et al.[3], studied Necessity Analysis and Optimization of Implementing Projects with The Integration Approach of Risk Management and Value Engineering.

Taghipour et al.[4], studied Implementation of Software-Efficient DES Algorithm.

Taghipour et al.[5], studied Risk assessment and analysis of the state DAM construction projects using FMEA technique.

Taghipour et al.[6], studied Assessment of the Relationship Between Knowledge Managment Implementation and Managers Skills.

Taghipour et al.[7], studied Evaluation of the effective variables of the value engineering in services(Qazvin Post Center Case Study).

Khalilpour et al.[8], studied The Impact of Accountants Ethical Approaches on the Disclosure Quality of Corporate Social Responsibility Information an Islamic in Iran.

Taghipour et al.[9], studied Evaluating CCPM method versus CPM in multiple petrochemical projects.

Taghipour et al.[10], studied Evalation of Tourist Attractions in Borujerd County with Emphasis on Development of New Markets by Using Topsis Model.

Taghipour et al.[11], studied A Survey of BPL Technology and Feasibility of Its Application in Iran (Gilan Province).

Khodakhah Jeddi et al.[12], studied The Analysis of Effect Colour Psychology on Environmental Graphic in Childeren Ward at Medical Centers.

Taghipour & Moosavi.[13], studied A look at Gas Turbine Vibration Condition Monitoring in Region 3 of Gas Transmission Operation.

Habibi Machiani et al.[14], studied THE RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY AND BRAND OF COMPANIES

Taghvaei yazdi et al.[15], studied The Impact of Intellectual Capital on Organizational Entrepreneurship (Case Study: Mazandaran Science and Technology Park).

Azarian et al.[16], studied The Effect of Implementing Total Quality Management on Job Satisfaction (Including Case-Study).

Baghipour sarami et al.[17], studied Modeling of Nurses' shift Work schedules According to Ergonomics: A case study in Imam sajjad (As) Hospital of Ramsar.

Ghadamzan Jalali et al.[18], studied Explain the Relationship Between Intellectual Capital, Organizational Learning and Employee Performance of Parsian Bank Branches in Gilan province.

Taghipour et al.[19], studied Analysing the Effects of Phisical Conditions of the Workplace on Employees Productivity.

Mohammadi et al.[20], studied Investigating the role and impact of using ICT tools on evaluating the performance of service organizations.

Rahmani et al.[21], studied Providing Health, Safety and Environmental Management (HSE) program in Metal Mining Industry (Including Case study).

Taghipour et al.[22], studied Implementation of Software-Efficient DES Algorithm.

Taghipour et al.[23], studied Insurance Performance Evaluation Using Bsc-Ahp Combined Technique.

Taghipour and Azarian.[24], studied The Impact of Extensive Quality Management on Human Relations (Case Study: Education).

Taghipour et al.[25], studied The Impact of Working Capital Management on the Performance of Firms Listed in Tehran Stock Exchange (TSE).

Asadifard et al.[26], studied A Multi-Objective Mathematical Model for Vehicle Routing Problem Considering the Time Window and Economic and Environmental Objectives Using the Metaheuristic Algorithm Based on Pareto Archive.

Torabi et al.[27], studied Implementation of hierarchy production planning model and its theoretical comparison with manufacturing resources planning.

Habibi Machiyani et al.[28], studied Using Business Intelligence to Provide a Model for Smartening the Management of Iranian Chain Stores.

Abbasi & Taghipour,[29], studied An Ant Colony Algorithm for Solving Bi-Criteria Network Flow Problems in Dynamic Networks.

Taghvaei yazdi et al.[30], studied The Relationship between Implementation Principles of Implementation with Organizational Accelerations, Ethical Leadership and Empowerment of Managers (Case study: Employees of national banks in Sari, District 1).

Jalili et al.[31], studied Utopia is considered to be the physical form of an ideal human society where the goals are met.

6. Research Community and Sample

The statistical population includes the people of Rasht city. Due to the unlimited population, the Cochran's formula with an error rate of 6% was used, and finally 282 questionnaires were examined.

7. Research Methods

This research is applied in terms of purpose and descriptive-inferential research method. In order to collect data, first library studies and then distribution of questionnaires. And because of the use of the present research questionnaire is a demonstration Data analysis was performed using SPSS 16 statistical software and Valizrl. At the descriptive level, statistics such as mean, standard deviation and elongation, but at the inferential level, Pearson correlation coefficient tests were used. Structural equation modeling based on LISREL software has also been used to determine the extent and strength of the effect of independent variables. Using LISREL software, the data are analyzed through structural equations.

Hypothesis 1: The mental image of the country of origin of the brand has a positive effect on brand distinction.

Table 1. *The mental impact of the country of origin on brand differentiation.*

Brand differentiation				
Test result	The significance level	T test	Impact factor	
Confirmation	0/02	2/96	0/17	Mental image of the country of origin

The results of Table 1 show that the direct effect of the image of the country of origin on brand distinction (0.17) according to the T-statistic of 2.96 which is between 2.58 and 3.29 at a significant level of 0.01 is positive and significant. Given the positive impact factor, it can be said that the two variables work in the same direction. That is, by increasing the value of a variable, the value of another variable increases, and vice versa.

Hypothesis 2: The mental image of the country of origin of the brand has a positive effect on brand loyalty.

Table 2. *The mental impact of the country of origin on brand loyalty.*

Loyalty				
Test result	The significance level	T test	Impact factor	
Mental image of the country of origin	0/22	3/72	0/003	Confirmation

The results of Table 2 show that the direct effect of the image of the country on brand loyalty (0.22) is positive and significant according to the T-statistic of 3.72 greater than 3.29 at a significant level of 0.001. Given the positive impact factor, it can be said that the changes of the two variables act in the same direction. That is, by increasing the value of one variable, the values of the other variable increase, and vice versa.

8. Test Results of Research Hypotheses

Hypothesis 1: The direct effect of the image of the country of origin on brand differentiation (0.17) according to T-statistic 2.96 which is greater than 1.96. Therefore, the hypothesis is significant and confirmed. One unit increase in the image of the brand country causes a 17% increase in brand differentiation.

Hypothesis 2: The direct effect of the image of the country of origin on brand loyalty (0.22) is greater than 1.96 according to the T-statistic of 3.72. Therefore, the hypothesis is meaningful and confirmed. One unit of increase in the image of the country of origin of the brand causes a 22% increase in brand loyalty.

9. Conclusions

The image that consumers have of a country is one of the factors that are considered in their purchasing decision. The findings highlight the following two points:

First: the image of the country of origin of the brand has a positive effect on the specific value of the brand. This indicates the importance of the mental image of the country of origin of the brand from the customers' point of view.

Second: The mental image of the country of origin of the brand has a positive effect on brand loyalty.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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