

Studying the prioritization of factors related to consumers loyalty to SAMSUNG trademark in KERMAN

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ABSTRACT

Maintaining, recognizing and increasing the consumers loyalty is one of one of the greatest challenges of companies that want to maintain and improve their competitive place in market. Therefore, companies spend a lot of money to do marketing researches and find the most applicable approaches to increase consumer's loyalty to their special trademark.

The aim of this research thesis is to recognize and prioritize the factors that effect on consumers loyalty to Samsung audiovisual products in Kerman.

In this research, the evaluations have been done on two different dimensions: 1.Factors related to demographic characteristics of society and 2.The results of some library and field study on issues such as, commercial and progressive plans, place of that trade name in market, consumers satisfaction of function and services of that trademarks products, wholesalers and retailers, consumers attitude toward products prices, and special features of that trademark. The statistical sample of this study consists of 210 people that are infinite consumers of Samsung products in Kerman and have been selected based on simple random sampling method. Two kinds of questionnaires have been used for data gathering: 1.a questionnaire of factors related to consumers loyalty and 2.a questionnaire of the level of consumers loyalty.

The results show that, there is a significant relation between level of consumer's loyalty and factors that effect on consumers loyalty (other than age, education and income).

Indeed the results of this research would be a suitable guideline for making applicable marketing plans and distributing them in other parts of country.

KEYWORDS: trademark, consumer's satisfaction, consumer's loyalty, level of loyalty to trademark.

INTRODUCTION

Marketing has been defined as the art of attracting and maintaining the most worthwhile consumers. (Foroozandeh, 2010.89).

In the past, marketers did their best in order to find new and different consumers, but in the last three decades ,promotion and development of marketing strategies in one hand, and today's challenging economic world, besides hard competition that exist between economic agencies, on the other hand ,cause the development of business world. Nowadays, finding a new consumer is not a big chance for a company anymore, but it is important to keep and maintaining the consumers and try to make them to a capital or in the other word a virtual shareholder of the company.

In today's business world, marketers find out that maintaining the loyalty of their present consumers is much more economical than finding new consumers. (Foroozandeh, 2010.726) .

Creating some special factors in order to maintain the loyalty of consumers is one of the main concerns of companies, because in trade markets having loyal and constant consumers is one of the main elements of being successful. In fact these loyal and constant consumers buy the companies products more and are proper tools for marketing advertisements. because consumers expectations are increasing permanently, companies should go beyond just satisfying their primary needs, and focus more on creating loyalty through providing a long-term, mutual, and beneficial relationship. In fact consumers are in direct relation with those who offer services to them .These relations can be both simple and direct or complicated and conceptual. Indeed consumers loyalty is a new and recent factor in marketing trades and can reflect the positive images of companies in global market and consequently play the main role in attracting new consumers. (Shahin and Teymoori, 2008.8).

Although in the past, the most focus of companies was on manufacturing goods and its related activities such as creating new technologies or reducing the cost price of the productions, but at least in developed countries the main focus of companies, is on attracting and maintaining consumers, especially the most

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worthwhile of them, because they find out that consumers are key factors for companies success .so for companies that tend to improve and maintain their place in competitive markets ,maintaining the consumers loyalty is one of their main challenges and they spend a lot of money in order to achieve new and applicable methods to reach this goal. So special and vast marketing researches should be done based on types of goods, place and time geography of consumers market, in order to find factors that have impact on consumers loyalty and also develop applicable methods to increase it.

Because consumers loyalty is a key factor in development of a company, so it is crucial for managers and marketers to know the methods and principles of it .If not, it would be possible that companies select irrelevant factors to evaluate level of consumers loyalty and therefore would not be able to find a significant relation between these factors and consumers loyalty, consequently they would made mistake in planning strategies for maintaining consumers loyalty and recognizing their real behavior.(Shahin and Teymoori).

Thesis statement

In shopping, the most important issue in the process of consumers decision making, is their habit to buy a special trademarks productions repeatedly, and actually this is what marketing experts call consumers loyalty to a special brand or trademark. So for companies that tend to improve and maintain their place in competitive markets , keeping the consumers loyalty is one of their main challenges and they spend a lot in order to achieve new and applicable methods to reach this goal .specially because high competition exist in the market and quality and quantity of goods are very close to each other, so consumers have different choices to choose from and it is the task of companies to offer goods and services in a way that attract consumers and cause them become permanent ones.(ragmani,2008.3).

For marketers, perhaps no factor is as important as the factor of buying habitually the same trademark. In behavioral literature of consumers, this is known as loyalty to a special trademark and it means that consumers want to show their loyalty to that special trademark by permanently buying its products. In the other word, loyalty to a special trademark is in fact the pleasing attitude toward that trademark that consumers want to show by permanently buying its products. (sobhani,2006.38).

Unfortunately, the focus of attention in most marketing theories and methods is on attracting new consumers not to maintaining the present ones. In past, it was used to focus more on selling rather than creating stable relations .It means that instead of focusing on having relationship with consumers, they pay more attention to selling. Therefore, today, most of the companies find out the importance of satisfying and maintaining their consumers. The results of a research show that, if companies decrease number of their missed consumers up to 5 percent, they would have 25 to 85 percent growth in their profitability. Unfortunately, the accounting systems of companies cannot understand and show the importance of having loyal consumers. (foroozandeh,2010,84-85).

One of the best classifications of loyalty to a trademark and its different levels has been done by David Aker. Aker considers 5 different levels for loyalty to a trademark and based on these levels, consumers divided to 5 different groups.

1. In first level, trademark is not important for consumers and they just focus on the prices and buy the most suitable one.
2. In second level, consumers are not fully satisfied and they do not change their opinion about trademark yet, but it is possible that they become stimulated by productions of other producers and change their usual trademark.
3. In third level, consumers are satisfying with present trademark because of the possible expenses of changing it (because they have no time and money, or some special services and benefits that present trademark has).
4. In forth level, consumers really like that trademark and because of the experience they have and its high quality, they have some emotional affiliation with it. The main cause of this affiliation is the long-term connection of consumers with brand.
5. In fifth level, consumers are sensible, and feel pride because of using this brand, indeed they can express their personality by using this brand. The importance of having these kinds of consumers is to recommend the brand to others.

Therefore, each market consists of all 5 groups of consumers. The most loyal consumers have a stable buying pattern, but disloyal consumers have a random pattern of buying. Obviously in such markets that consumers are loyal to a special brand, it would be difficult for other brands to increase their market share and entering a new brand in such markets is hard too. (Aker et al,2007).

Now, the importance of paying more attention to change, promote and develop the consumers attitude towards a special trademark becomes more clear. Companies should evaluate consumers attitude towards their brand carefully and find out the reasons for their consumers behavior, because it would have a great impact on further marketing activities of companies.

Both in consumers marketing and industrial marketing, the issue of consumers loyalty is important but for different reasons, because if producers and sellers be aware of important factors that effect on consumers loyalty, they would be able to supply consumers needs more better and also can make better marketing plans. Being aware of these factors that are effective and controllable, would help the producers to attract parts of market that are not loyal to their brand. On the other hand, by exact identification of loyal consumers behaviors, producers would be able to increase both consumer loyalty and consumers satisfaction, so they become more eager to buy that brands products.

Therefore, most of producers and manufacturers, specially the popular ones, doing marketing researches repeatedly and evaluate level of consumers loyalty to their brand. Doing such researches is very helpful for planning strategic marketing programs. Hence, the main questions that present research tries to answer to, includes: 1.what are the most important factors that effect consumers loyalty to Samsung trademark? 2. To what extent do these factors effect? And what is the priority of them?

It is clear that finding answers to these questions, need a scientific research.

Importance and necessity of study

Consumers loyalty is one of the most important issues in both consumers marketing and industrial marketing. Because if producers and sellers be aware of important factors that effect on consumers loyalty, they would be able to supply consumers needs more better, and also can make better marketing plans. Being aware of those factors that are effective and controllable, would help the producers to attract parts of market that are not loyal to their brand. On the other hand, by exact identification of loyal consumers behaviors, producers would be able to increase both consumer loyalty and consumers satisfaction, so they become more eager to buy that brands products.

Therefore ,doing a research on consumers needs ,interests ,attitudes ,expectations and imaginations of Samsung audio-visual trademark in intended geographical market, and evaluating the effect of these factors on level of consumers loyalty is very important , because by using the results of this study ,we can improve selling and after sale services network and offer methods and techniques that increase both consumers satisfaction and sales level. This issue, becomes more important in today's trade market, because in market there are similar audio-visual goods with different trademarks that have similar functions too, so decision- making become difficult for consumers .

So doing this research is very essential because, it is a channel for planning marketing activities in order to make loyal consumers become more loyal and disloyal ones become loyal to Samsung brand in Kerman.

Functional definition of words

1. Consumers loyalty to trademark

In this study, level of consumers loyalty means having continuity in buying productions of this trademark, recommending this trademark to others, do not care about rising the prices, having long term obligation to use this brand products, being eager to buy this trademark products and never want to change it, and not paying attention to advertising and marketing activities of other trademarks. Evaluation of these factors has been done on Likert scale based on the results of related questionnaires.

2. Factors that effect on consumers loyalty

In this study, the most important factors include:

- *Demographic characteristics (age, education, income)
- *promotional strategies (advertising)
- *image of that trademark in market
- *consumers satisfaction (good services and its function)
- *selling and distributing channels
- *consumers attitude towards prices
- *special and unique features of that trademarks productions

The effect of aforementioned factors have been evaluated on Likert scale based on the results of related questionnaires.

RESEARCH METHODOLOGY

In methodology, this study considers as a kind of descriptive analytic one with practical results. Data gathering has been done through the results of some field study.

Data gathering

For data gathering 2 kinds of questionnaire have been used .The first one has been designed for evaluation of consumers loyalty by 22 indicator, And the second one has been designed for evaluation ,recognition and

prioritization of factors that effect on consumers loyalty ,with 45 indicator and 7 item. These questionnaires had been distributed after determining their stability and justifiability.

Statistical sample and sample volume

Statistical sample includes all consumers of 7 branches of Samsung audio visual products in Kerman. Because of the large number of consumers, only 210 consumer have been selected randomly from these 7 branches. (for each branch 30 consumer).the questionnaires had been distributed among them and had been gathered after a week.

Data analysis

Two different statistical methods have been used for data analysis: 1.descriptive statistics, which includes drawing tables, charts and distribution indicators. 2. Deductive statistics, that includes Spearman and Pierson correlation factors and digression of Kolmogrov, Smirnov and also minor correlation. The significant level in these evaluations is 0.05 and also SPSS software has been used.

Theoretical framework

Consumers loyalty is the first and main variable of this study (a dependant variable), and it would only be possible when the consumers feel this trademark can supply all their needs, in a way that other companies begin to deal with that company. (Shahin and Teymoori ,2008.44).

Companies should go beyond consumers expectations, in order to have more loyal consumers , otherwise it would be possible that other companies products attract them. Dissatisfaction of some consumers of products quality and services would have a great impact on other consumers attitude. (Elahi and Heydari ,2008.167).

A dependant variable is a kind of variable that defines by some independent variables such as, demographic characteristics, promotional strategies, image of trademark in market, consumer satisfaction, selling an distributing channels, consumers attitude towards prices, and special features of that trademarks productions.

There is a close relationship between consumers satisfaction and quality of products and services, because quality of products and services have direct impact on consumers satisfaction. (Rashidi , 2008.34).

There is a close relationship between quality of services and products, consumers satisfaction and companies profitability. More and better quality brings more consumers satisfaction. (Foroozandeh, 2010.93).

Quality includes all features of a good or service that relate to the ability of that good or service to supply needs of consumers. If companies want to stay leading and maintaining their profitability, they should apply strategies of overall quality management. Indeed, overall quality, is the key concept of creating advantage for consumers and make them be more satisfied. (Foroozandeh, 2010.96).

Studies show that, providing consumers satisfaction, bring consumers loyalty and faith gradually. Simon, a management theorist, believes that when a company attract a new consumer, the first step is to satisfy him, because it can be the beginning of a long term relation between consumer and company. (Shahin and Teymoori, 2008.86).

Consumers satisfaction depends on mental function of products and consumers expectations.

Nowadays, the main goal of companies is consumers satisfaction, because it can bring consumers loyalty in future and therefore, consumer oriented companies consider consumer satisfaction as both marketing goal and marketing tool..(foroozandeh, 2010:96).

Selling and distributing channels are companies or persons that try to deliver goods or services to their final or industrial consumers. The key factor in definition of marketing channel or distributing channel is transference of ownership and controlling products, and not just physical transportation of products. (Ismaeli Poor,2009:258).

Place of store and easy access to the products is one of the important factors for consumers selection and consumers loyalty. (Elahi and Heydari,2008:157).

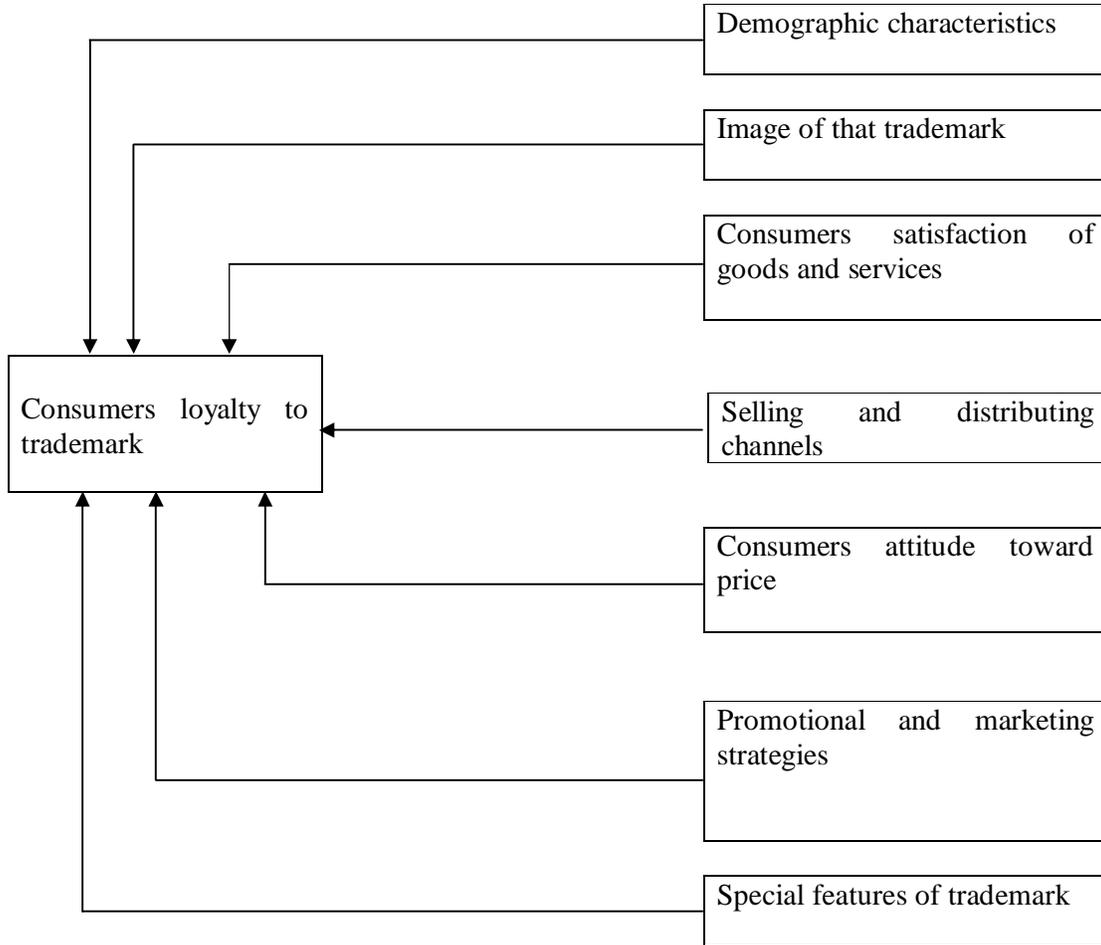
One of the main tasks of markets is to preserve consumer, and relation marketing is its solution. Marketers can consider some financial and social rewards or prizes for their productions, or have structural relations with their consumers. (foroozandeh, 2010:96).

Sellers use motivating selling tools in order to attract new consumers, give reward to loyal ones and, increase sales level. (foroozandeh,2010:79).

In past, price was the main factor that has effect on consumers selection. Even now, in poor countries, price is an important factor for low income groups and for special goods. In recent decades, although consumers paying attention to factors other than price, but price is still one of the main segments of market share and companies profitability. (Katler, Persian trans, 2010:534).

Model of consumers loyalty

This is a combined model that has been designed based on recent studies and published articles about consumers loyalty. Based on these evaluations, 7 main factors have been considered for this study.



Hypothesis

I. Hypothesis related to demography factors:

- A. First hypothesis: there is a relation between consumers age and level of their loyalty to Samsung audio visual products.
- B. Second hypothesis: there is a relation between consumers education and level of their loyalty to Samsung audio visual products.
- C. Third hypothesis: there is a relation between consumers income and level of their loyalty to Samsung audio visual products.

II. Hypothesis related to other factors:

- A. First hypothesis: there is a relation between the image of Samsung audio visual brand and level of consumers loyalty.
- B. Second hypothesis: there is a relation between consumers satisfaction of services and level of their loyalty to Samsung audio visual brand.
- C. Third hypothesis: there is a relation between consumers satisfaction of products function and level of their loyalty to Samsung audio visual brand.
- D. Fourth hypothesis: there is relation between selling and distributing channels, and level of consumers loyalty to Samsung audio visual brand.
- E. Fifth hypothesis: there is a relation between consumers attitudes toward prices and level of their loyalty to Samsung audio visual brand.
- F. Sixth hypothesis: there is a relation between promotional and marketing strategies, and level of consumers loyalty to Samsung audio visual brand.
- G. Seventh hypothesis: there is a relation between special features of products and level of consumers loyalty to Samsung audio visual brand.

Analysis of hypothesis

Hypothesis related to demographic factors:

Hypothesis I.A: there is significant relation between age and level of consumer's loyalty to Samsung brand.

H₀: There is no significant relation between age and level of consumer's loyalty to Samsung audio visual brand.

H₁: There is a significant relation between age and level of consumer's loyalty to Samsung audio visual brand.

Single variance analysis method has been used to evaluate consumer's loyalty to Samsung brand in different age groups. The results are as follows:

Table 1. Results of single variance analysis of relationship between age and consumers loyalty to Samsung brand (*means significant level of 0.05 and **means significant level of 0.01)

Age group	Average	Variance	F(3,207)	p-value
20-35	3.84	0.47	0.489	0.690
35-45	3.85	0.41		
45-55	3.86	0.36		
More than 55	3.97	0.49		

Results show that there is no significant relation between different age groups and consumers loyalty, therefore there is no relation between these two variants. ($P = 0.0690$, $F(3,207) = 0.0489$).

Hypothesis I.B: there is significant relation between education and consumers loyalty to Samsung brand.

H₀: There is no significant relation between education and level of consumer's loyalty to Samsung brand.

H₁: There is a significant relation between education and level of consumer's loyalty to Samsung brand.

Single variance analysis method has been used to evaluate the relationship between education and consumers loyalty to Samsung brand. The results are as follows:

Table 2. Results of single variance analysis between education and consumers loyalty to Samsung brand. (*means significant level of 0.05 and **means significant level of 0.01).

Consumer education	Average	Variance	F(2,208)	p-value
Higher diploma and lower	3.49	0.42	1.731	0.180
Bachelor of art and higher	3.83	0.42		
Technical and empirical technician	3.79	0.34		

Results show that, there is no is no significant relation between different educational degree and consumers loyalty, therefore there is no relation between these two variants. ($P = 0.180$, $F(2,208) = 1.731$).

Hypothesis I.C: there is a significant relation between Consumers income and level of their loyalty to Samsung brand.

H₀: There is no significant relation between consumer's income and level of their loyalty to Samsung brand.

H₁: There is a significant relation between consumer's income and level of their loyalty to Samsung brand.

Single variance analysis method has been used to evaluate the relationship between consumer's income and level of their loyalty to Samsung brand. The results are as follows:

Table 3. Results of single variance analysis between consumer's income and level of their loyalty to Samsung brand. (*means significant level of 0.05 and **means significant level of 0.01).

Income level	Average	Variance	F(2,208)	p-value
Less than 10million Rials	3.98	0.44	7.490	0.001**
Between 10-30million Rials	3.79	0.23		
More than 30million Rials	3.67	3.67		

Results show that there is a significant relation between consumer's income and level of their loyalty. So there is significant relation between these two variants. ($F(2,208)$, $P < 0.001$). consumers with 10million Rials income per a month are the most loyal ones and those with more than 30million Rials income per a month are the less loyal consumers.

So, there is an inverted relation between consumer's income and level of their loyalty to Samsungbrand.

Hypothesis related to other factors

Hypothesis II.A: There is a significant relation between promotional and marketing strategies and level of consumer's loyalty to Samsung brand.

H0: There is no significant relation between promotional and marketing strategies and level of consumer's loyalty.

H1: There is a significant relation between promotional and marketing strategies and level of consumer's loyalty.

Pierson and Spearman correlation factors have been used to evaluate the relation between promotional and marketing strategies and level of consumer's loyalty.

Table4. Results of Pierson and Spearman correlation factors on evaluation of the relation between promotional and marketing strategies and level of consumer's loyalty. (*means significant level of 0.05 and **means significant level of 0.01).

variable	loyalty						Existence of relation	Kind of relation
	correlation							
Promotional strategies	Pearson			Spearman			yes	direct
	Correlation factor	p-value	number	Correlation factor	p-value	number		
	0.232	<0.0001**	210	0.238	<0.0001**	210		

Results show that, there is a direct and significant relation between promotional and marketing strategies and level of consumer's loyalty. ($P < 0.001$, $r = 0.238, 0.232$).

Hypothesis II.B: there is a significant relation between image of Samsung brand and level of consumer's loyalty.

H0: There is no significant relation between image of Samsung brand and level of consumer's loyalty.

H1: There is a significant relation between image of Samsung brand and level of consumer's loyalty.

Pierson and Spearman correlation factors have been used to evaluate the relation between image of Samsung brand and level of consumer's loyalty.

Table5. Results of Pierson and Spearman correlation factors on evaluation of the relation between image of Samsung brand and level of consumer's loyalty. (*means significant level of 0.05 and **means significant level of 0.01).

variable	loyalty						Existence of relation	Kind of relation
	correlation							
Image of Samsung brand	Pearson			Spearman			yes	Direct
	Correlation factor	p-value	number	Correlation factor	p-value	number		
	0.669	<0.0001**	210	0.681	<0.0001**	210		

Results show that there is a direct and significant relation between image of Samsung brand and consumers loyalty. ($P < 0.001$, $r = 0.669, 0.681$).

Hypothesis II.C: there is a significant relation between consumer's satisfaction of products function and level of their loyalty.

H0: There is no significant relation between consumer's satisfaction of products function and level of their loyalty.

H1: There is a significant relation between consumer's satisfaction of products function and level of their loyalty.

Pearson and Spearman correlation factors have been used to evaluate the relation between consumer's satisfaction of products function and level of their loyalty.

Table 6. Results of Pierson and Spearman correlation factors on evaluation of the relation between consumer's satisfaction of products function and level of their loyalty. (*means significant level of 0.05 and **means significant level of 0.01).

variable	loyalty						Existence of relation	Kind of relation
	correlation							
	Pearson			Spearman				
Satisfaction of products function	Correlation factor	p-value	number	Correlation factor	p-value	number	yes	direct
	0.597	<0.0001**	210	0.593	<0.0001**	210		

Results show that, there is a direct and significant relation between consumer's satisfaction of products function and level of their loyalty. ($P < 0.001$, $r = 0.597, 0.593$).

Hypothesis II.D: There is a significant relation between consumer's satisfaction of services and level of their loyalty.

H0: There is no significant relation between consumer's satisfaction of services and level of their loyalty

H1: There is a significant relation between consumer's satisfaction of services and level of their loyalty.

Pierson and Spearman correlation factors have been used to evaluate the relation between consumer's satisfaction of services and level of their loyalty.

Table 7. Results of Pierson and Spearman correlation factors on evaluation of the relation between consumer's satisfaction of services and level of their loyalty. (*means significant level of 0.05 and **means significant level of 0.01).

variable	loyalty						Existence of relation	Kind of relation
	correlation							
	pearson			spearman				
Satisfaction of services	Correlation factor	p-value	number	Correlation factor	p-value	number	yes	direct
	0.748	<0.0001**	210	0.766	<0.0001**	210		

Results show that there is a direct and significant relation between consumer's satisfaction of services and level of their loyalty. ($P < 0.001$, $r = 0.766, 0.748$).

Hypothesis II.E : There is significant relation between selling and distributing channels, and consumers loyalty to Samsung brand.

H0: There is no significant relation between selling and distributing channels, and consumer's loyalty to Samsung brand.

H1: There is a significant relation between selling and distributing channels, and consumer's loyalty to Samsung brand.

Pierson and Spearman correlation factors have been used to evaluate the relation between selling and distributing channels, and consumer's loyalty to Samsung brand.

Table 8. Results of Pierson and Spearman correlation factors on evaluation of the relation between selling and distributing channels, and consumer's loyalty to Samsung brand. (*means significant level of 0.05 and **means significant level of 0.01).

variable	loyalty						Existence of relation	Kind of relation
	correlation							
	Pearson			Spearman				
Selling and distributing channels	Correlation factor	p-value	number	Correlation factor	p-value	number	yes	direct
	0.675	<0.0001**	210	0.654	<0.0001**	210		

Results show that, there is a direct and significant relation between selling and distributing channels, and consumers loyalty to Samsung brand. ($P < 0.001$, $r = 0.654, 0.675$).

Hypothesis II.F: There is significant relation between consumer’s attitudes toward prices and level of their loyalty.

H0: There is no significant relation between consumer’s attitudes toward prices and level of their loyalty.

H1: There is a significant relation between consumer’s attitudes toward prices and level of their loyalty.

Pierson and Spearman correlation factors have been used to evaluate the relation between consumer’s attitudes toward prices and level of their loyalty.

Table 9.Results of Pierson and Spearman correlation factors on evaluation of the relation between consumers attitudes toward prices and level of their loyalty.

(*means significant level of 0.05 and **means significant level of 0.01).

variable	loyalty						Existence of relation	Kind of relation
	correlation							
	pearson			spearman				
Consumers attitudes toward prices	Correlation factor	p-value	number	Correlation factor	p-value	number	yes	direct
	0.595	<0.0001**	210	0.571	<0.0001**	210		

Results show that there is a direct and significant level between consumers attitudes toward prices and level of their loyalty. (P<0.001, r =0.595, 0.571).

Hypothesis II.G: There is significant relation between special features of products and level of consumers loyalty.

H0: There is no significant relation between special features of products and level of consumer’s loyalty.

H1: There is a significant relation between special features of products and level of consumer’s loyalty.

Pierson and Spearman correlation factors have been used to evaluate the relation between special features of products and level of consumers loyalty.

Table 10.Results of Pierson and Spearman correlation factors on evaluation of the relation between special features of products and level of consumers loyalty.

(*means significant level of 0.05 and **means significant level of 0.01).

variable	loyalty						Existence of relation	Kind of relation
	correlation							
	Pearson			Spearman				
Special features of products	Correlation factor	p-value	number	Correlation factor	p-value	number	yes	direct
	0.321	<0.0001**	210	0.406	<0.0001**	210		

Results show that there is a direct and significant relation between special features of products and level of consumers loyalty. (P<0.001, r = 0.321, 0.406).

Hypothesis: The effective factors can increase consumers loyalty to a trademark.

Stepwise method of multiple regression has been used to evaluate the linear relation between predictor variables (factors related to loyalty) and intended variable (consumers loyalty to trademark). Correlation of predictor variables and intended variable has been evaluated by Pearson method, before using multiple regression, in order to evaluate the significant relation of regression in the next step. Simultaneous regression model has been used to evaluate the relation between factors related to loyalty (promotional and marketing strategies, image of trademark, consumer satisfaction of good and services, selling and distributing channels, consumers attitudes toward prices, and special features of trademark) and level of consumers loyalty and also to predict the possible level of loyalty through these related factors.

Table11. variance analysis of the relationship between predictor variables and intended variable.

Model	Squares total	Freedom degree	Squares average	F statistics	P-value
Regression	25.77	6	4.29		
Remainder	10.86	203	0.05	80.29	<0.001**
Total	36.63	209			

Results show that regression model is significant. (P<0.001).

Table12. Results of simultaneous regression of factors related to consumers loyalty and level of consumers loyalty to trademark. (*means significant level of 0.05 and **means significant level of 0.01).

Predicator factors	Not standardized factor		Standardized B factor	t	P	R	R2	R2(adj)
	B Factor	Standard error						
constant	0.258	0.187		1.379	0.169	0.839	0.704	0.695
Related factors:								
*services	0.261	0.062	0.279	4.194	<0.001			
*consumers attitudes	0.181	0.038	0.222	4.706	<0.001			
*image of trademark	0.245	0.050	0.273	4.890	<0.001			
*selling channels	0.198	0.049	0.231	4.058	<0.001			
*brands features	0.115	0.036	0.148	3.208	<0.001			
*advertising strategies	0.077	0.036	0.100	2.138	0.034			

Results show that consumer satisfaction of services has a positive and rising effect on consumers loyalty, ($P < 0.001$, Beta = 0.279). Consumers attitudes toward prices has a positive and rising effect on consumers loyalty, ($P < 0.001$, Beta = 0.222). Image of trademark has a positive and rising effect on consumers loyalty, ($P < 0.001$, Beta = 0.273). Selling and distributing channels have positive and rising effect on consumers loyalty, ($P < 0.001$, Beta = 0.231). Special features of trademark have a positive and rising effect on consumers loyalty, ($P < 0.001$, Beta = 0.148). Promotional and marketing strategies have a positive and rising effect on consumers loyalty, ($P < 0.001$, Beta = 0.100). But products function has no effect on consumers loyalty, so it has been omitted from this model. Therefore based on R2 results, it is possible to predicate 70 percent of consumers loyalty through these related factors.

RESULTS OF DATA ANALYSIS

1. Hypothesis related to demographic factors:

Hypothesis I.A: single variance analysis has been used to evaluate this hypothesis. Results show that there is no significant relation between different age groups and level of consumers loyalty. Therefore, there is no relation between these two variables. ($F(3,207) = 0.489$; $P = 0.690$).

Hypothesis I.B: single variance analysis has been used to evaluate this hypothesis. Results show that there is no significant relation between education and level of consumers loyalty. Therefore, there is no relation between these two variables. ($F(2,208) = 1.731$; $P = 0.180$).

Hypothesis I.C: single variance analysis has been used to evaluate this hypothesis. Results show that there is no significant relation between income and level of consumers loyalty. Therefore, there is no relation between these two variables. ($F(2,208) = 7.490$; $P < 0.001$).

Consumers with 10million Rials income per a month are the most loyal ones and those with more than 3omillion Rials income per a month are the less loyal consumers.

So, there is an inverted relation between consumers income and level of their loyalty to Samsung brand.

2. Hypothesis related to other factors:

Pierson and Spearman correlation factors have been used to evaluate the relation between related factors (promotional and marketing strategies, image of trademark, consumers satisfaction of goods and services, selling and distributing channels, consumers attitudes toward prices, special features of trademark) and level of consumers loyalty to Samsung brand. Results are as follows:

Variables	Loyalty Correlation						Existence of relation	Kind of relation
	Pearson			Spearman				
	Correlation factor	p-value	number	Correlation factor	p-value	number		
Promotional and marketing strategies	0.232	<0.0001	210	0.238	<0.0001	210	Yes	Direct
Image of trademark	0.669	<0.0001	210	0.681	<0.0001	210	Yes	Direct
Consumers satisfaction of products function	0.597	<0.0001	210	0.593	<0.0001	210	Yes	Direct
Consumers satisfaction of services	0.748	<0.0001	210	0.766	<0.0001	210	Yes	Direct
Selling and distributing channels	0.675	<0.0001	210	0.654	<0.0001	210	Yes	Direct
Consumers attitudes toward prices	0.595	<0.0001	210	0.571	<0.0001	210	Yes	Direct
Special features of trademark	0.321	<0.0001	210	0.406	<0.0001	210	Yes	Direct

DISCUSSION

Results of these evaluations show that there is a significant relation between related factors (rather than age, education, income) and level of consumers royalty to Samsung brand. Michel Porter believes that, "it is a kind of worthless proud that some companies think that in comparison with other companies, they can offer better goods and services for their consumers in long time, especially in today's trade market that all changes in information and capitals are very fast". Therefore, having a complete understanding of motivating factors that

have effect on consumers loyalty, is the main and first step for planning and developing strategies. (Fakhr Abadi and Asadi, 2010 .40).

1. Based on the results of evaluating the relation between age group and consumers loyalty to Samsung brand, it is clear that there is no significant relation between these two variables, also, there is no significant difference in loyalty of different age groups, therefore , age group is not an effective factor in consumers loyalty to Samsung audio visual brand. But it is an important factor for other industries like clothing and nutritious producers. For example, youth and middle-aged person are more loyal to a cloth brand, than old-aged ones. Perhaps, one of its main reasons is that aim of such trademarks (like Puma, Adidas) is to attract a special age group .But it is not true about Samsung trademark and maybe this is one of the main factor of their independency (having no relation and correlation).

2. Based on the results of evaluating the relation between education and consumers loyalty to Samsung brand, it is clear that there is no significant relation between these two variables.

3. Results show that, there is a significant relation between consumers income and level of their loyalty to Samsung brand. So these two variables are related to each other.

4. Results show that, there is a significant relation between promotional and marketing strategies, and level of consumers loyalty. If selling and distributing channels make advertising and marketing plans in market, it would have a great effect on increasing the level of consumers loyalty to Samsung brand. By studying the content of promotional strategies, we can see 3 main factor:

- a. considering rewards for consumers in order to buy one of that trademarks products.
- b. having chance of payment by installment and considering discount for their products.
- c. having organized promotional programs like game of chance.

A deep analysis of these strategies and recent field studies, confirm the results of this research. Most of consumers believe that considering some special advantages or rewards for buying a product (like giving a free good to them), would be a motivating and economical suggestion. Especially, because most of these rewards are from old and former products (because of entering new products with higher technology), or the price of that reward has no significant difference with its similar counterpart by different brand. Therefore it would be a completely economical business. Also most of the consumers believed that winning a prize such as, a trip to world cup games, would be their main goal to buy a special trademark products.

Having promotional strategies like price discounts, rewards or prizes and other exciting plans, , motivate consumers to buy again and again from that trademark(consumers loyalty), so it has great benefits for market, while reducing these promotional strategies, causes reduction in sale level. Therefore, it is important to apply those strategies that are compatible with market growth. (Katler,2008, 116) .

5. Results show that, there is significant relation between image of that trademark and level of consumers loyalty. All components of trademark image such as, consumers attitudes toward company reputation, company creativity and innovation, having mental confidence of functional quality of products and services quality, mental priorities for selecting a special brand among other brands or having a positive attitude toward a special brand, compatibility of that trade mark products with variable and up-to-date needs of consumers, warranty and guarantee of products, veracity of company advertising, considering mental benefits for selecting that brand products, decreasing the risk of buying and using that brands products, have great effect on consumers loyalty.

In one of his articles, Gronros states that the main factor in determining the level of consumers satisfaction and consumer loyalty to a trademark is the image of trademark that they have in their mind. (Chitty,2007. pp564-565). Based on another article, this image is the result of a process which includes processing data that perceived directly from company or other media and agents, and then based on this data, image of that trademark evolves in consumers mind. In long term, this image will have a great effect on level of consumers loyalty. (NDUBISI,2006,pp48).

6. Results show that, there is significant relation between consumers satisfaction of products function and level of their loyalty to Samsung brand. It is clear that satisfaction bring loyalty and maintaining it. Consumers satisfaction of products function including (technical aspect of products): compatibility of physical function of product with consumers need, certainty of product main function, developmental ability of products, products lifetime and functional life of products, physical aspects of products, being repairable, instructional documents of products, easiness of products function, and all of these factors have great effect on maintaining consumers loyalty. Results of this study confirm this issue too. Therefore, there is a significant relation between consumers satisfaction of products function and level of their loyalty. Economical units with high functional quality are always leading because, supplying more functional quality, provides companies the ability to increase their selling price. Also, such companies, have consumers long term loyalty, and positive and desirable attitudes of consumers toward their products.(2010,320).

7. Results show that there is a significant relation between consumers satisfaction of services and level of their loyalty to trademark.

Quality of these services is usually the key factor of marketing strategies, in order to create a competitive difference and increasing consumers loyalty. Companies and different departments try to differentiate their consumers and themselves by supplying better services. (Zitamel and Parasuraman 2008,13).

Evidences of published studies show that, having a positive understanding of services quality is the main determining factor of consumers behavior. Also there is several academic studies that have been evaluated the relationship between services quality and special behavioral goals. Researchers, find out that there is a positive and significant relationship between consumers attitudes toward services quality and their tendency to recommend that trademark to others. Bolding and his coworkers (1993), find out that, there is positive relation between services quality, having tendency to buy again from that trademark products, and having tendency to recommend that trademark to others. (Zitamel and parasuraman 2008,71).

Results of studies, on the effect of services quality show that this factor, have many financial benefits and bring more loyalty and profitability for company. Trying to offer better services, bring more consumers satisfaction, and increasing consumers satisfaction have a great effect on consumers behaviors. Therefore, consumers will be eager to buy again and again and this means a positive increasing in selling and consumption. (Bolton & Drew, 1998).

Strategies for creating consumers loyalty, should be simple and applicable. They should have no exception, ambiguity or condition. But these strategies need to be supported by supplying appropriate services, otherwise they would have face with failure. These strategies should apply in a suitable place, because if other companies do the same ,not only a success is achieve, but also the company face with increase of expenses.(katler, trans: heidarzadeh and radfar,2007,153).

8. Results show that, there is significant relation between level of consumers loyalty and selling and distributing channels. Therefore, it is clear that if consumers have easy access to Samsung audio visual stores and all of its products, (products involves the new ones that have been advertised by internal and external medias or internet, and consumers know that these products have been entered to market), it would has a great effect on attracting consumers and increasing the level of their loyalty. Also, duration of this accessibility, employees skill and behavior in attracting consumers and help them choosing the best, different informational strategies (such as, brochures, catalogs, possibility of having field studies on different functions of products), and especially physical condition of store and distributing channels have important effect on consumers loyalty.

Results of studies show that, giving enough information to consumers about special functions of products and decreasing their confusion by store employees, help consumers to make comparative comparison between this brand and other ones, and finally help them to select their intended products, will make consumers more eager to buy this trademarks products again and again.(Bloomer,2009,pp330).

Distributing channels are so important because, not only they effect on fixed price and other expenses, but also they can create demand for consumers. Companies can attract more consumers and maintaining loyalty of their present consumers, by offering better and cheaper products through a more efficient distributing channel. Companies loose their consumers, mostly because of their inability to provide and offer their products on time. The reason is clear, when consumers can not have access to the products because of producers inability, so they buy another brands products instead. (Ismaelpoor ,2009,277).

All companies should evaluating and updating their strategies for distributing the products, continuously. Distributing channels should become wider and more variable, because this can provide more easy access to market and therefore, bring consumers loyalty. (katler, trans: Heydarzadeh and radfar:2008,138).

9. Results show that, there is a significant relation between consumers attitudes toward prices and level of their loyalty to trademark. Therefore, price in compatible with products and services quality are two main factors for improving consumers loyalty. This factor brings two questions in mind, that are:

1. Do the consumers satisfied with the quality of the products that they pay for?
2. Do the consumers think that they pay a sensible amount for the quality that they received?

Consumers always do their further shopping decisions by creating a kind of coordination between quality and price of products. The results of similar studies show that, price is the main factor that determines level of consumers loyalty. (Chitty,2007,pp569-570).

Consumers are satisfied when they buy a product with appropriate price, or when they pay more for better quality, and therefore become loyal to that trademark. Companies that have the ability to make distinction between cheap and expensive goods, can selling their products more expensive than others. This process needs high attention to consumers and understanding their needs. (katler,2008, 106).

10. Results show that, there is a significant relation between special features of products and level of consumers loyalty. By having a deep look on these special features, we understand that there is a close relation between beliefs and consumption pattern of society. Because, when consumers want to buy goods, paying special attention to the effects that it would have on environment, and whether that producer considers the social

and human responsibilities for that product or not,(using less pollution making materials for production process or using producing processes that have lower effect on environment). It is clear that evaluation of this relation have been a sensible result.

People believe that, companies use each opportunity in order to increase their profitability, but their observance of human, moral and legal rights is minimum. If people think so, therefore companies are obliged to improve their products and services standards. Companies that doing industrial activities ,become more similar to each other, so the only way for consumers to realize better, is paying special attention to its social characteristics. People always like to buy from a company that is consumer sponsor. The result is that, companies profitability depends on society health, therefore, companies should have active participation in society health. Social marketing, evaluate the effect of marketing on public welfare. In this kinds of marketing, companies should make distinction between making someone satisfied, providing welfare for someone and providing welfare for society.(kilter, trans: heydarzadeh and radfar, 2008,174-175).

Prioritization of factors related to consumers loyalty to a trademark

Based on B results prioritization of these factors are as follow:

Related factors	B factor
1.consumers satisfaction of services	0.279
2.consumers attitudes toward prices	0.273
3.the image of that trademark	0.222
4.selling and distributing channels	0.231
5.special features of that trademark	0.148
6.promotional and marketing strategies	0.100

Suggestions for further studies in future:

1. it is clear that consumer is the most important capital of each company and they try to offer the best services to their consumers, therefore, companies should be aware of consumers mental, social characteristics and their usage in order to maintaining consumers loyalty.
2. evaluating level of consumers loyalty is part of systematic marketing researches that have been done by Iran commercial companies at least once a year in different cities and provinces of Iran.
3. Possibility of studying and improving localized models, in order to evaluate level of consumer satisfaction and loyalty to different products of different trademarks.
4. having more complete and independent research studies on each related factors to level of loyalty in this article.

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