

Brand Loyalty in Sportswear in Iran

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Abstract

This paper reports the results of brand loyalty and brand personality of 345 accepted questionnaires from 370 answered questionnaire by tourist in Kish Island that is the most tourism city in Iran so that can be expand the research to all over the Iran. This paper explores brand loyalty and brand personality behavior on sportswear and examines key brand loyalty factors include of brand name, product quality, price, style, store environment, promotion, and service quality and too another part of research is about brand personality dimensions that identified as Big Fives in terms of (D. A. Aaker, 1997), such as Sincerity, Excitement ,Competence, Sophistication and Ruggedness for 8 kind of sportswear brands such as Adidas, Nike, Puma, Reebok, Fila, Levi's, Umbro, Sauconey.

Key words: Customer satisfaction, customer loyalty, communication, trust, brand loyalty, hard-core loyalty, brand switching, ECSI Model

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1. Introduction

“Nowadays, sportswear becomes a common and popular category as it gives young people a more relaxed lifestyle and greater versatility and comfort.

In the west, brand loyalty is recognized as an asset and consumers are willing to pay more for a brand (Wernerfelt, 1991). It is important for marketers to acquire more knowledge in brand loyalty.” (Lau, Chang, Moon, & Liu, winter 2006).

“Brand loyalty is an important concept in understanding consumer behavior (Day 1969), furthermore, four categories of consumers can be distinguished according to

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brand loyalty: hard-core loyal consumers, brand switchers, new users, and non-users (Evans, 1996)“(Lau, Chang, Moon, & Liu, winter 2006).

The aim of this research is to distinguish brand loyal consumers in the Kish-Island for sportswear market on eight brands.

In this paper, the respondents were classified in terms of their level of loyalty and their perception and interest for every of these eight brands and to distinguish consumers by different factors and Dimensions of brand loyalty.

2. Literature Review

2.1. Brand Loyalty:

According to the study conducted by (Oliver, 1999) ,the brand loyalty was classified into four parts: cognitive loyalty, affective loyalty, conation loyalty and action loyalty. (Day 1969)added two indicators, action and affection for brand loyalty and divided brand loyalty into true brand loyalty and spurious brand loyalty. The spurious brand loyalty consumers may make repeated purchases only because the brand they purchase is the only one choice in the stores. On the other hand, true brand loyalty consumers should show both psychological and affective commitments in addition to repurchase consistency” (Lin, 2010).

2.1.1. Factors of Brand Loyalty: (Lau, Chang, Moon, & Liu, winter 2006).

- Brand Name
- Product Quality
- Price
- Style
- Store Environment
- Promotion
- Service Quality

2.1.1.1. Brand Name:

“There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names. Hard-core loyal consumers trust their favorite brand names and consistently repurchase these brands.

Those prestigious brand names and their images attract consumers to purchase the brand(D. A. Aaker, 1996)”, (Lau, Chang, Moon, & Liu, winter 2006).

2.1.1.2. *Product Quality:*

“Consumers may repeat purchase the single brand or switch around several brands due to the tangible quality of the product sold.

Components of product quality:

- Cutting or fitting
- Material
- Color
- Function
- Size
- Performance “(Lau, Chang, Moon, & Liu, winter 2006).

2.1.1.3. *Price:*

Price is probably the most important consideration for the average consumers. Price serves as the stronger loyalty driver. If the perceived value of the product are greater than cost, consumers will purchase that product (Lau, Chang, Moon, & Liu, winter 2006).

2.1.1.4. *Style:*

Style is a visual appearance; consumers’ judgment depends on the consumers’ level of fashion consciousness. Consumers tend to prefer those items that they can wear on different occasions or for different social situation (Lau, Chang, Moon, & Liu, winter 2006).

2.1.1.5. *Store Environment:*

Retail stores are relatively closed environments. Positive attributes of the store ,which include store location ,store layout, and in-store stimuli , affect brand loyalty to some extent (Lau, Chang, Moon, & Liu, winter 2006).

The slow musical selections are as good motivational factor for increasing volume of purchase.

2.1.1.6. *Promotion:*

Promotion is a component in marketing mix which is a kind of communication with consumers. It includes the use of advertising, sales promotion, personal selling and publicity (Lau, Chang, Moon, & Liu, winter 2006).

Professional advertisement can increase brand loyalty and prevent of customer switching.

2.1.1.7. Service Quality

Service quality is a kind of personal selling, and involves direct interaction between a salesperson and a potential buyer. The impact of sales person-customer relationships will generally result in long-term orientation of consumers towards the store or brand (Lau, Chang, Moon, & Liu, winter 2006).

2.1.2. History of Brand loyalty:

(Jacoby, 1973) first defined brand loyalty as having six necessary conditions. These are that brand loyalty is:

- (1) The biased (i.e. nonrandom);
- (2) Behavioral response (i.e. purchase);
- (3) expressed over time;
- (4) By some decision-making unit;
- (5) With respect to one or more alternative brands out of a set of such brands; and
- (6) Is a function of psychological process.

The key differentiation between repeat buying behavior and brand loyalty is the sixth requirement – psychological processes.

Much of the research on brand loyalty has been developed from the marketer's view and focused on the value of customer loyalty to the firm and how loyalty should be managed. Less work has been done on the consumer side asking why and how consumers become loyal and remain loyal to brands (Schultz, 2000)“ (Schoenbachler, Gordon, & Aurand, 2004).

2.1.3. Repurchase and Brand Loyalty:

“In early researches, researchers usually took the act of repurchase as the method of measure brand loyalty. But in recent studies, some researchers indicate that to measure

brand loyalty the best way is to measure by affective loyalty (Bennett, 2000)” (Lin, 2010).

Brand loyalty has been described as a behavioral response and as a function of psychological processes (Jacoby, 1973).“That is, brand loyalty is a function of both behavior and attitudes. Repurchase is not sufficient evidence of brand loyalty; the purchasing practice should be intentional.

Brand loyalty includes some degree of commitment toward the quality of a brand that is a function of both positive attitudes and repetitive purchases.

Generally, more than one brand is offered of the same product within a given product category, and a buyer has to choose one of these brands at the moment of purchase” (Tepeci, 1999).

2.1.3.1. Hard-Core Loyal Customers:

“A consumer repeatedly purchases a particular brand regardless the premium price of that brand has charged, is considered as hard-core loyal consumers (Evans, 1996). Price variations for consumers’ favorite brand may only affect their purchase quantity but not their brand choice decision. They stick with the brand rather than switch. Thus, these loyal consumers do not need frequent advertising or price promotions to remind them(Yim 1999)” (Lau, Chang, Moon, & Liu, winter 2006).

2.1.3.2. Brand Switchers:

“Brand switchers refer to consumers who use two or more brands when a single brand does not satisfy all their needs(Evans, 1996). Brand switching may occur in case of new product introduction and dissatisfaction on usual brand. Consumers can find a substitute brand that can fulfill their needs. Some marketers will target on brand switchers because they think that brand switchers have higher market potential (Schiffman, 2000)“ (Lau, Chang, Moon, & Liu, winter 2006).

2.1.4. The Model of Brand Loyalty:

As shown in Figure 1, (Dick, 1994)classified loyalty into:

1. True loyalty.
2. Spurious loyalty.
3. Latent loyalty.
4. No loyalty.

5.

Table **Error! No text of specified style in document.** Model of Loyalty

		Repeat Purchase Possibility	
		High	Low
Related Attitude	High	True Loyalty	Latent Loyalty
	Low	Spurious Loyalty	No Loyalty

Source:(Dick, 1994)

2.1.5. Building Brand loyalty:

“Marketers today are focusing efforts on building true loyalty through customer relationship management (CRM), loyalty marketing, and relationship marketing – all popular marketing management topics today. These programs, like the simple coupon and discount, tend to work toward buying loyalty rather than winning or earning it. The most popular technique today is the loyalty card or program” (Schoenbachler, Gordon, & Aurand, 2004).

2.1.6. Customer Loyalty:

Indicated that “based on a 20-80 principle, the top 20% of customers may create 80% of profit for a company.” Thus, the longer relationship between a company and its customers may create more profit and benefit for the company. Studies have shown that small reductions in customer defections can produce significant increase in profits because:

- Loyal customers buy more products.
- Loyal customers are less-price sensitive and pay less attention to competitors’ advertising. Servicing existing customers, who are familiar with the firm’s offerings and processes, is cheaper. Loyal customers spread positive word-of-mouth and refer other customers (Reichheld, 1990)” (Lin, 2010).

2.1.7. Importance of brand loyalty:

“Loyalty Effect, explains the advantages of brand loyalty as follows:

Continues profit. The advantages of customer loyalty are long-term and cumulative.

The longer a customer remains loyal, the more profit a business can get from that single customer.

Reduces marketing cost. Businesses have to invest money to attract new customers, such as advertising. For loyal customers, these costs are eliminated or minimized.

Increases per-customer revenue growth. Customer spending tends to increase over time. For example, a customer who repeatedly stays at the same hotel becomes more familiar with the hotel's full product line, such as gift shops and banquet rooms. And that customer will be likely to sample other product lines of the company, thus helping the company achieve a larger share of customers.

Decreases operating cost. For a loyal customer, the front desk clerk does not need to spend time entering data into the computer instead she/he retrieves the loyal customer's existent data. Loyal customers' familiarity with the company's products makes them less dependent on its employees for information and service, thus decreasing servicing cost.

Increases referrals. Satisfied customers recommend the business to friends and others. Referrals are a vital source of new customers, and customers who show up on the strength of a personal recommendation tend to stay longer.

Increases price premiums. Brand loyal customers pay more for a brand because they perceive some unique value in the brand that no other alternative can provide, and they are less likely to be lured away by a discount of a few dollars. Many people will pay more to stay in a hotel they know than to take a chance on a less expensive competitor.

Provides competitive advantage. As consumers become loyal to a brand, they become less sensitive to a price increase. The company can maintain a price differentiation over the competition because of the product's ability to satisfy their needs' (Tepeci, 1999).

2.1.8. Common Behaviors:

“Loyal customers show common behaviors as below:

- making repeat purchases,
- trying other product lines of the company,

- showing resistance to the pull of the competition,
- giving referrals,
- Providing publicity, and serving on advisory boards” (J.T. Bowen & Shoemaker, 1998).

2.1.9. Some factors that create brand loyalty:

Awareness:

The first step toward loyalty begins with the customer's becoming aware of the product (D. A. Aaker, 1991).

In this stage customer will aware of products or service, but power of relationship between customers and brand is weak.

Reputation

High quality products and services, moderate price, suitable access to products and good promotion is some factors that increase brand's reputation.

Having a good reputation increases a firm's sales, attracts more customers because of word-of-mouth activity, and cuts customer departures (Rogerson, 1983).

For a firm expanding its product line, a well-known brand can facilitate user acceptance of the new product (Aaker, 1991).

Image

In order save our customers loyal to our brand, we have to build and increase positive image in their mind. The brand image can play an important role in customer's buying purchase behavior.

A strong brand image is important to brand owners because the brand name distinguishes a product from the competitors' products. The image includes colors, symbols, words, and slogans that convey a clear, consistent message and not simply the name (Berry, Lefkowitz, & Claek, 1988) .

The consumer may perceive that one brand is more desirable than its competitor's solely because of the difference in image (Schiffman& Kanuk, 1991).

Perceived quality A brand should represent a credible guarantee of quality to the consumers (D. A. Aaker, 1991).

Innovation

“Innovation allows the brand to remain up-to-date and demonstrates an unceasing attentiveness to the changes in customer taste. To keep pace with changes in the marketplace companies should meet and exceed customer needs and wants. Studies show that successful new brands are typically more distinctive, novel and superior in comparison to established brands(Nowlis, 1996)” (Tepeci, 1999).

Brand extension

Carrying the brand into new categories that fit well with its concept and image will help companies increase customer brand loyalty (D. A. Aaker, 1991).

“When the brand's associations and perceived quality can provide a point of differentiation and advantage for brand extension, the extension will be successful.

However, there is a risk that an extension may damage the core brand by weakening its associations or its perceived quality. If customers want to buy a new product, they will prefer a familiar brand. They already know the brand and have the same performance expectations with the new product” (Tepeci, 1999).

Satisfaction

Customers are satisfied when they feel that specifications of products are fit to their expectations. Satisfaction increases customer retention and then builds customer loyalty. Satisfied customers are not equal with customer loyalty. In order to build and increase loyalty we should have extremely satisfied customers.

Customer background

Customer background characteristics may also contribute to brand loyalty (M. S. Morgan & Dev, 1994).

“The higher household income, the less switching is expected because customers can exercise their preferences independently from monetary considerations. For instance, customers with more income can afford to repeat purchase of familiar lodging brands despite limited availability and wide price variation.

As previously stated, the reasons for being brand loyal (e.g. brand image) may be different for each customer. Some firms offer trial discounts to attract new customers, whereas others offer loyalty programs to retain their current customers. The next section discusses in detail how loyalty programs have an impact on brand loyalty” (Tepeci, 1999).

2.1.10. Communication, trust, and loyalty:

“(R. a. H. Morgan, S, 1994) proposed that communication was an antecedent of trust, along with shared values and lack of opportunistic behavior. By communication, in this paper it has been referred to written communications such as personalized letters, direct mail, Website interactions, other machine-mediated interactions, and e-mail, as well as in-person communication with service personnel before, during, and after service transactions. In the excommunications, “good” is defined as helpful, positive, timely, useful, easy, and pleasant. The service provider, in short, provides information in such a way that the customer personally benefits with a minimum of effort necessary to decode the communication and determine its utility. Such communication is often personalized or delivered in a person-to-person format” (Ball, Coelho, & Macha’s, 2004).

3. Research and Data Analysis

This research is divided into two parts; the first part refers to Brand Personality and the second part refers to Brand Loyalty. Both parts explain the results and finding.

3.1.1. Hypotheses:

The current study was a preliminary investigation in the brand loyalty in Iran Market. The main aim is to find out the different perceptions on the brand loyalty factors between hard-core loyal consumers and brand switchers. Based on what it has been mentioned in literature review and conceptual model, seven hypotheses were developed for brand loyalty:

- “ H1: Hard-core loyal consumers and brand switchers have different perceptions towards brand name.
- “ H2: Hard-core loyal consumers and brand switchers have different perceptions towards product quality.
- “ H3: Hard-core loyal consumers and brand switchers have different perceptions towards price.
- “ H4: Hard-core loyal consumers and brand switchers have different perceptions towards style.
- “ H5: hard-core loyal consumers and brand switchers have different perceptions towards store environment.
- “ H6: Hard-core loyal consumers and brand switchers have different perceptions towards promotion.

“ H7: Hard-core loyal consumers and brand switchers have different perceptions towards Service quality.

3.1.2. Sampling and data collection:

A self-report questionnaire was distributed at Sharif University of Technology in Kish Island that the students are from all over the Iran. A total 58 responses were returned from 70 questionnaires. Consequently, 345 usable responses were used for further data analysis

A pilot study was conducted with publishing 70 questionnaires and at the end collecting 58 of them and the place that the pilot test was conducted was Sharif University of Technology in Kish Island that the student are from all over the Iran. The brands that were asked about in the questionnaires were Adidas, Nike, Puma, Reebok, Fila, Levi's, Umbro and Sauconey that are all the brand that exist or people may know in Iran. According to the respondents, factors that affecting brand loyalty included brand name, product quality, price, style, store environment, promotion, and service quality. The reliability of the pilot test or the Cornbach's Alpha was 0.878. After pretest questionnaire survey, on the basis of the experiences with the pretest, the questionnaire was modified.

Table **Error! No text of specified style in document.**-1 Pilot Reliability of Loyalty

Reliability Statistics	
Cronbach's Alpha	N of Items
.878	26

A self-administered questionnaire was directly distributed in 370 copies and collected 345 numbers of them at the end and the cornbach's Alpha was 0.884 as a total project for brand loyalty.

The questionnaires were distributed in restaurants and shopping malls of Kish Island that have a lot of tourist from all over the Iran, through probability sampling method, Random sampling and the research was descriptive analysis.

Table **Error! No text of specified style in document.**-2 Reliability of Loyalty

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	26

3.1.3. Questionnaire:

The final questionnaire was developed and modified based on the pilot test. It includes two parts for brand loyalty and the statements are shown in table below:

Research instrument									
Questions	Scale								
<p><i>"Screening question</i> Have you purchased any sportswear during the past year? <i>Brand loyalty (D. A. Aaker, 1996)</i> Which brand of sportswear in the following list do you prefer most?</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td>Adidas</td> <td>Nike</td> <td>Puma</td> <td>Reebok</td> <td>Fila</td> <td>Levi's</td> <td>Umbro</td> <td>Saucony</td> </tr> </table> <p>Please list the brands of 5 items of sportswear you purchased lately. <i>Factors of brand loyalty</i> Please indicate your level of agreement with the statements that best describe your feeling toward your favorite brand by circling the number (Note: 1=Strongly disagree; 5=Strongly agree). Brand name (foster, 2000)&(D. A. Aaker, 1996)&(chestnut, 1978)</p>	Adidas	Nike	Puma	Reebok	Fila	Levi's	Umbro	Saucony	<p>Close-ended</p> <p>Close-ended</p> <p>Open-ended</p>
Adidas	Nike	Puma	Reebok	Fila	Levi's	Umbro	Saucony		
<p>a) The brand is reputable b) The prestigious brand name and image attract me to purchase from the brand. c) The brand name is selected regardless of price. d) The brand reflects my own personality.</p>	<p>Five-point Likert</p>								
<p>Product quality (Frings, 2005)&(Garvin, 1988)&(Scorpio, 2000) a) The size measurement of the sportswear fits me very much. b) The materials used by the brand of sportswear are comfortable. c) The brand has sufficient color choice of sportswear I need. d) Sportswear of the brand has good functional quality (e.g. breathable,, waterproof, odor-resistant, light weight). e) Sportswear of the brand is durable.</p>	<p>Five-point Likert</p>								
<p>Price (foster, 2000) a) The increased price would not hinder my purchase intention. b) The brand provides good value for money.</p>	<p>Five-point Likert</p>								
<p>Style (Littrell, 1995)&(May, 1971) a) The brand of sportswear provides wide variety of styles for me to choose. b) Styles of the brand of sportswear are suitable for me. c) Styles of the brand of sportswear have distinctive features. d) Styles of the brand of sportswear are trendy and fashionable.</p>	<p>Five-point Likert</p>								
<p>Store environment (Evans, 1996)&(Mliliman, 1982) a) The brand has good store locations and easy to access. b) The brand has sufficient outlets.</p>	<p>Five-point Likert</p>								

<p>c) The interior display of the brand is attractive. d) Color and music inside the stores are attractive and comfortable. Promotions (Evans, 1996)&(May, 1971)&(Maloney, 1999)</p>	<p>Five-point Likert</p>
<p>a) Advertisements of the brand are attractive. b) Advertisements of the brand attract me to purchase more frequently. c) Window displays of the stores are attractive. Service quality (Mittal, 1996) a) Salespersons of the stores are well-trained and knowledgeable. b) Salespersons of the stores are willing to help me. c) Salespersons of the stores are friendly and courteous. d) Salespersons of the stores have neat appearance.”(Lau, et al., winter 2006).</p>	

In the questionnaire, a screening question was asked to find out the respondents who had purchased sportswear during the past year. To find out whether respondents were really loyal to their favorite brands they were asked to name some products that they use from that brand. For analyzing the loyalty factors five-point Likert scale questions were developed to indicate respondents’ degree of agreement on each of the statement (1 = strongly disagree; 5 = strongly agree).

3.1.4. Factors of Brand Loyalty

In this part, respondents were asked to evaluate the importance of the factors of brand loyalty towards their favorite brands. The statements of the seven factors were adapted from previous research: brand name, product quality, price, style, store environment, promotion, and service quality. The data were analyzed using frequency, regression test, coronation test, ANOVA test, Post Hoc Tests, Tukey HSD test and Scheffe test.

3.1.5. Result and Discussion

As it is shown in the table below almost 94% of the respondents had the experience of using sportswear in past year and only 6% of them didn’t use any. The most frequent brands were Adidas as a first brand and then Nike and Puma, Reebok, Fila, Levi’s and Sauconey had the next records.

Table **Error! No text of specified style in document.**-3 General Information

Experience				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	324	93.9	93.9	93.9
Valid No	21	6.1	6.1	100.0
Total	345	100.0	100.0	

Table **Error! No text of specified style in document.**-4 List of Sportswear Brands

List of Sportswear Brands				
	Frequency	Percent	Valid Percent	Cumulative Percent
Adidas	124	35.9	36.2	36.2
Nike	112	32.5	32.7	68.8
Puma	51	14.8	14.9	83.7
Valid Reebok	35	10.1	10.2	93.9
Fila	12	3.5	3.5	97.4
Levi's	6	1.7	1.7	99.1
Sauconey	3	.9	.9	100.0
Total	343	99.4	100.0	
7.00	1	.3		
Missing System	1	.3		
Total	2	.6		
Total	345	100.0		

3.1.5.1. Factors of Brand Loyalty

In the following part, the difference of each factor of brand loyalty between hard core loyal consumers and brand switchers were examined by using descriptive analysis by using regression for each construct or brand loyalty factor. Then, correlation was used to find the relationship between factors.

3.1.5.2. Regression:

To analyze which variable is related to the construct and which variable is not the regression test was used. As it can be seen in the table the dependent variable is brand name and other constructs was used as an independent variables one by one, these constructs are Quality, Price, Style, Store Environment, Promotion & Service Quality. In the regression tables the unrelated variables are excluded from the table and for all

remaining variables, the Sig for the all are 000 which is below 5% that's why they are all accepted and if they were higher than 5% they would have been omitted.

3.1.5.2.1. Brand Quality:

Table Error! No text of specified style in document.-5 Brand Quality Variables

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Material are comfortable	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Functional quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Size fits me	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Name

There were five variable for Brand Quality:

- a) The size measurement of sportswear fits me very much.
- b) The materials used by the brand of sportswear are comfortable.
- c) The brand has sufficient color choice of sportswear I need.
- d) Sportswear of brand has good functional quality.
- e) Sportswear of brand is durable.

From these variables b and e are excluded so they don't have any regression with the construct.

Table **Error! No text of specified style in document.**-6 Brand Quality Excluded Variables

Excluded Variables					
Model	Beta In	t	Sig.	Partial Correlation	Co-linearity Statistics
					Tolerance
Size fits me	.143 ^a	2.649	.008	.142	.828
Sufficient color choice	.169 ^a	3.328	.001	.177	.929
Functional quality	.248 ^a	4.726	.000	.248	.839
Durable	.183 ^a	3.358	.001	.179	.801
Size fits me	.125 ^b	2.375	.018	.128	.824
Sufficient color choice	.120 ^b	2.357	.019	.127	.878
Durable	.086 ^b	1.431	.153	.077	.637
Sufficient color choice	.091 ^c	1.699	.090	.092	.791
Durable	.077 ^c	1.284	.200	.070	.634

- a. Predictors in the Model: (Constant), Material are comfortable
 b. Predictors in the Model: (Constant), Material are comfortable, Functional quality
 c. Predictors in the Model: (Constant), Material are comfortable, Functional quality, Size fits me
 d. Dependent Variable: Brand Name

3.1.5.2.2. Brand Price:

Table **Error! No text of specified style in document.**-7 Brand Price Variables

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Money Value	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

- a. Dependent Variable: Brand Name

There were two variable for the Brand Price:

- The increased brand price would not hinder my purchase intention.
- The brand provides good value for money.

As to the table only b is acceptable as a variable which has regression with Brand Price.

Table **Error! No text of specified style in document.**-8 Brand Price Excluded Variables

Excluded Variables

Model	Beta In	t	Sig.	Partial Correlation	Co-linearity Statistics
					Tolerance
Price increasing & Intention	.109 ^a	1.830	.068	.099	.727

a. Predictors in the Model: (Constant), Money Value

b. Dependent Variable: Brand Name

3.1.5.2.3. *Brand Style:*

Table **Error! No text of specified style in document.**-9 Brand Style Variables

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Styles are suitable	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Wide variety of styles	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Styles have distinctive features	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Name

Brand Style has four variables:

- a) The brand of sportswear provides wide variety of styles for me to choose.
- b) Styles of brand of sportswear are suitable for me.
- c) Styles of brand of sportswear have distinctive feature.
- d) Styles of brand of sportswear are trendy and fashionable.

From all these variables the last one was excluded from the variables which have regression with the Brand Name.

Table Error! No text of specified style in document.-10 Brand Style Excluded Variables

Excluded Variables

Model	Beta In	t	Sig.	Partial Correlation	Col-linearity Statistics
					Tolerance
Wide variety of styles	.260 ^a	5.081	.000	.265	.921
1 Styles have distinctive features	.179 ^a	3.283	.001	.175	.847
Styles are trendy and fashionable	.154 ^a	2.674	.008	.143	.764
2 Styles have distinctive features	.129 ^b	2.392	.017	.129	.812
Styles are trendy and fashionable	.121 ^b	2.158	.032	.116	.753
3 Styles are trendy and fashionable	.104 ^c	1.841	.067	.099	.737

a. Predictors in the Model: (Constant), Styles are suitable

b. Predictors in the Model: (Constant), Styles are suitable, Wide variety of styles

c. Predictors in the Model: (Constant), Styles are suitable, Wide variety of styles, Styles have distinctive features

d. Dependent Variable: Brand Name

3.1.5.2.4. Store Environment:

Table Error! No text of specified style in document.-11 Store Environment Variables

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Good Store location and easy to access	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Name

From all:

- a) The brand has good store location and easy to access.
- b) The brand has sufficient outlets.
- c) The interior display of brand is attractive.

d) Color and music inside the stores are attractive and comfortable.

Only the first one was accepted as related one and other all three ones were omitted.

Table Error! No text of specified style in document.-12 Store Environment Excluded Variables

Excluded Variables

Model	Beta In	t	Sig.	Partial Correlation	Co-linearity Statistics
					Tolerance
Sufficient outlets	.025 ^a	.383	.702	.021	.659
1 Attractive interior display	.077 ^a	1.274	.203	.069	.762
Attractive and Comfortable Color and Music inside the store	.042 ^a	.745	.457	.040	.864

a. Predictors in the Model: (Constant), Good Store location and easy to access

b. Dependent Variable: Brand Name

3.1.5.2.5. Brand Promotion:

Table Error! No text of specified style in document.-13 Brand Promotion Variables

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Ads attract to purchase	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Attractive Window Display	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Name

As to the table, from three variables of:

- a) Advertisements of brand are attractive.
- b) Advertisements of brand attract me to purchase more frequently.
- c) Window displays of brand are attractive.

The first one was omitted.

Table **Error! No text of specified style in document.**-14 Brand Promotion Excluded Variables

Excluded Variables ^c

Model	Beta In	t	Sig.	Partial Correlation	Co-linearity Statistics
					Tolerance
Attractive Advertisements	.162 ^a	2.346	.020	.126	.556
Attractive Window Display	.160 ^a	2.587	.010	.139	.690
Attractive Advertisements	.123 ^b	1.729	.085	.093	.517

a. Predictors in the Model: (Constant), Ads attract to purchase

b. Predictors in the Model: (Constant), Ads attract to purchase, Attractive Window Display

c. Dependent Variable: Brand Name

3.1.5.2.6. *Service Quality:*

Table **Error! No text of specified style in document.**-15 Service Quality Variables

Variables Entered/Removed ^a

Model	Variables Entered	Variables Removed	Method
1	Well-trained and Knowledgeable Salespersons	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Friendly and Courteous Salespersons	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Brand Name

Service Quality has also four variables:

- a) Salespersons of the stores are well-trained and knowledgeable.
- b) Salespersons of the stores are willing to help me.
- c) Salespersons of the stores are friendly and courteous.
- d) Salespersons of the stores have neat appearance.

That half of them was excluded from the table; these are number b and d.

Table Error! No text of specified style in document.-16 Service Quality Executive Variables

Excluded Variables

Model	Beta In	t	Sig.	Partial Correlation	Co-linearity Statistics
					Tolerance
Salespersons willing to help	-.004 ^a	-.065	.949	-.003	.621
Friendly and Courteous Salespersons	.142 ^a	2.264	.024	.122	.699
Salespersons have Neat appearance	.038 ^a	.638	.524	.035	.764
Salespersons willing to help	-.086 ^b	-1.166	.245	-.063	.504
Salespersons have Neat appearance	-.011 ^b	-.172	.864	-.009	.668

a. Predictors in the Model: (Constant), Well-trained and Knowledgeable Salespersons

b. Predictors in the Model: (Constant), Well-trained and Knowledgeable Salespersons, Friendly and Courteous Salespersons

c. Dependent Variable: Brand Name

Figure below shows the relationship between variables and constructs also the relationship and Brand Name and other constructs. What is clear is that the relationship that is found is the same.

PLS software was used, in order to make this relationships clear to understand. The result of PLS software can be seen below in two figure, first figure shows the relationship between dependent and independent variables, as it is mentioned in an explanation of regression brand name is considered as an independent variable and other brand loyalty factors are considered as dependents.

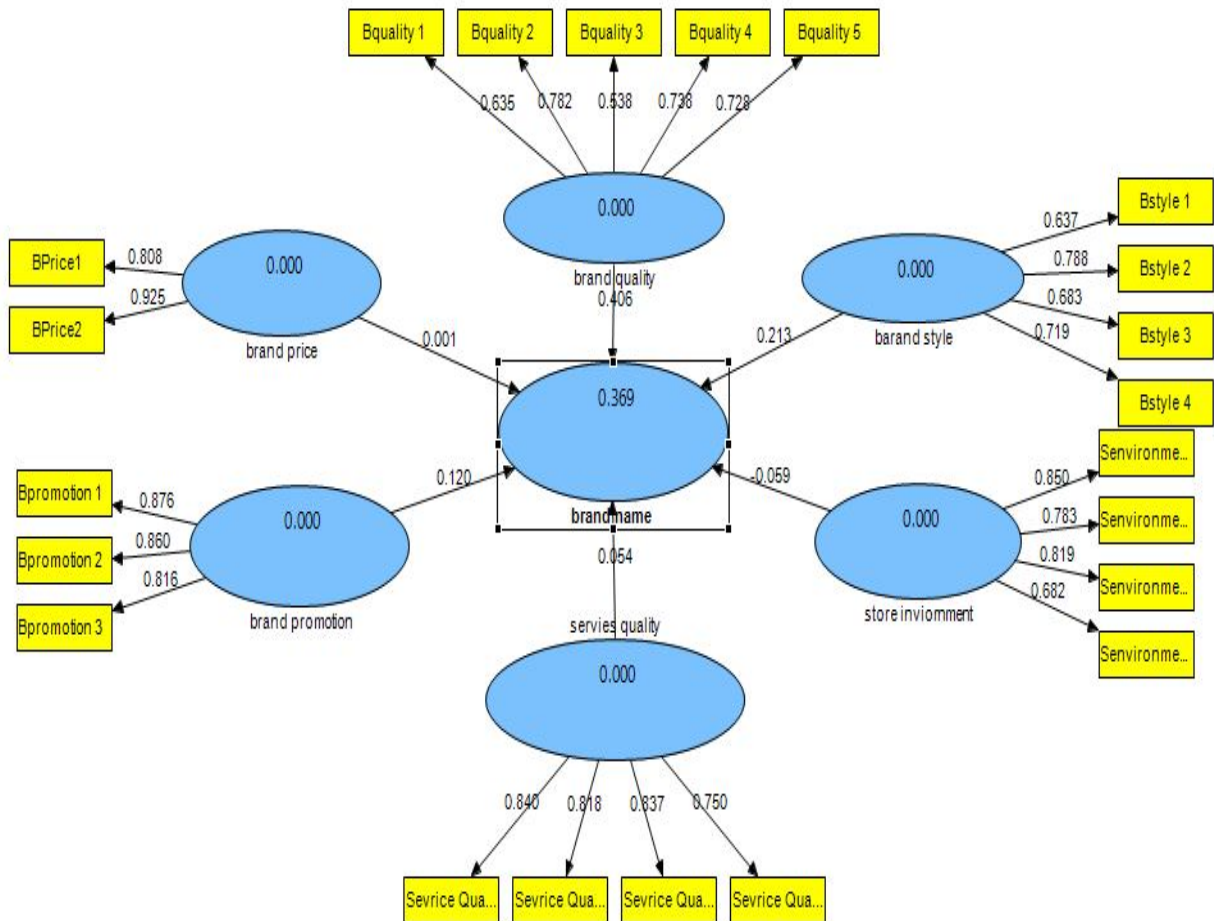


Figure Error! No text of specified style in document.-1 Variables Relationships

Figure bellow shows the boots tramping which shows the R square values, those that are more than 1.9 have relationship with the construct and below the 1.9 doesn't have.

R is the square root of R-Squared and is the correlation between the observed and predicted values of dependent variable.

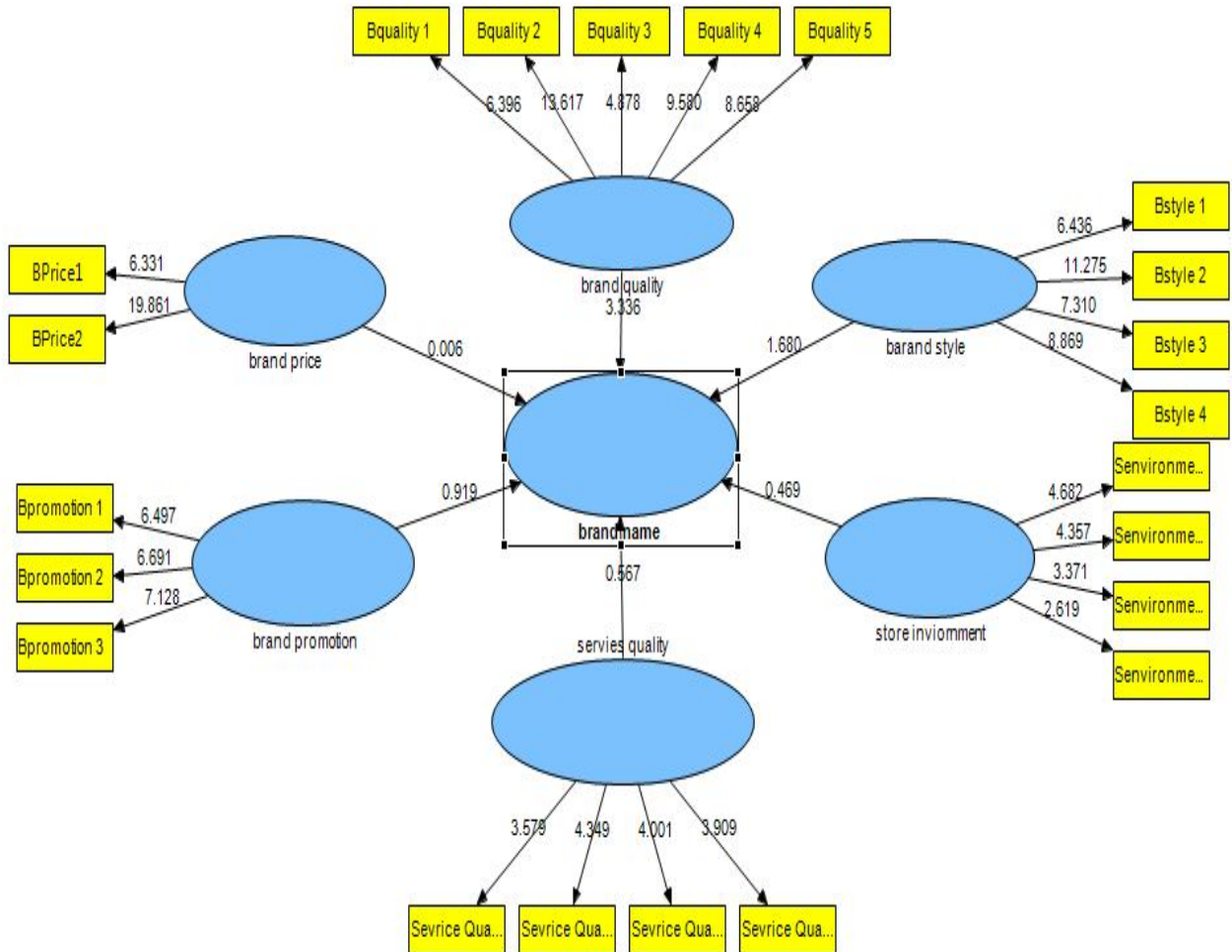


Figure Error! No text of specified style in document.-2 boots tramping

3.1.5.3. Correlations

Table below shows that the correlations between constructs are meaningful or they are coincidental. If the correlation tests are not meaningful the sample might be greater size.

There are two kinds of correlation test. In the first one if the sig. is equal or smaller than 0.05 the correlation between the constructs is meaningful and in the second one if the sig. is equal or smaller than 0.01 the correlation between constructs is meaningful.

In this test the construct is denoted for both kinds.

Table **Error! No text of specified style in document.** Correlations

Correlations

		Brand Name	Brand Quality	Brand Price	Brand Style	Store Environment	Brand Promotion	Service Quality
Brand Name	Pearson Correlation	1	.474**	.331**	.442**	.203**	.322**	.225**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	344	344	344	344	344	344	344
Brand Quality	Pearson Correlation		1	.494**	.559**	.247**	.281**	.298**
	Sig. (2-tailed)			.000	.000	.000	.000	.000
	N		344	344	344	344	344	344
Brand Price	Pearson Correlation			1	.493**	.279**	.284**	.229**
	Sig. (2-tailed)				.000	.000	.000	.000
	N			344	344	344	344	344
Brand Style	Pearson Correlation				1	.343**	.410**	.310**
	Sig. (2-tailed)					.000	.000	.000
	N				344	344	344	344
Store Environment	Pearson Correlation					1	.547**	.466**
	Sig. (2-tailed)						.000	.000
	N					344	344	344
Brand Promotion	Pearson Correlation						1	.366**
	Sig. (2-tailed)							.000
	N						344	344
Service Quality	Pearson Correlation							1
	Sig. (2-tailed)							
	N							344

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the test show that most of the construct have correlation with each other by sig. as 0.01 except constructs as bellow:

Brand name construct has the highest correlation with brand quality.

Brand quality construct has the highest correlation with brand style.

Brand price construct has the highest correlation with brand quality.

Brand style construct has the highest correlation with brand quality.

Store environment construct has the highest correlation with brand promotion.

Brand promotion construct has the highest correlation with store environment.

Service quality construct has the highest correlation with store environment.

4. Conclusion

“Customer loyalty is viewed as the strength of the relationship between an individual’s relative attitude and their repeat patronage. In the market which becomes more and more competitive and market segments gets smaller and smaller, it is getting more difficult to keep old customers and find out new ones. For decades now building brand loyalty has been propounded as the panacea for all organizations to combat the increasing competition in the market place. (Kotler, 2005)

This research shows, Adidas and Nike have the highest users in Iran and there is a significant competition between these two brands in the market.

Considering the brand loyalty factors, according to ANOVA testing, in brand name, brand quality, brand promotion’s significance is above 5% so those hypotheses are rejected. Also brand price, brand style, store environment and service quality’s significant was less than 5% that shows hard-core loyal consumers and brand switchers have different perceptions towards these factors. On the other hand, brand price, brand style, store environment and service quality have significant impact on making consumers loyal to these sportswear brands.

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