Review Article: Love to Brand, Brand Loyalty and Oral Advertising

Seyed Majid Khademi 1, Amir Akhavanfar 2*

1Department of Management, Aliabad Katoul Branch, Islamic Azad University, Alibad Katoul, Iran
2Assistant Professor of Payam noor University of Iran

*Corresponding Author: Amir Akhavanfar

ABSTRACT: Brands are crucial for the service sector. Because of the intangible nature of services qualitative evaluation to customers makes it difficult to assess. Selection and implementation of appropriate strategies and brand developed consider as the ultimate success of service organization such as banks. If a customer comes to believe that there are significant differences between brands and this will lead to an important part of the information on purchasing decisions, his relying will increase on making decision based on the brand. The purpose of this study was to analyze the articles in love with the brand, brand loyalty and oral advertising. Love to brand, brand loyalty and oral advertising are the variables that most studies have pointed out their value on customers.

INTRODUCTION

In a very competitive market, where goods and services are not enough only to attract a new market or markets and keeping existing customers, it is believed that the emotional aspects of products would be distinction key in the final selection of the product and the price that consumers are willing to pay (Gubeh, 2001). On the other hand, attention to customer needs and customer satisfaction has been on the agenda of organizations for many years in the developed countries. Organizations in these countries know the basis of their continuation life depends on customer satisfaction and they have done the essential actions in order to satisfy. Such actions can be developed based on a customer-oriented strategy, involving customers in the manufacturing process and slogans such as the customer's mission. Transfer attention to the study consumer satisfaction and loyalty, is an important change in strategy for many companies because firms have realized the beneficial effect of having a loyal customer. Therefore, it is essential for companies to be aware of the role of trade marks in customer loyalty to grow and expand its market presence and examine what aspects of trademarks are causes of strengthening the loyalty to trademarks (Khayeri et al., 2013).

If the bank can have emotional attachments to their customers, it will be successful in creating true loyalty. With increasing their love and loyalty to their customers, marketing costs will reduce, areas of respond to competitive threats due to customer loyalty will improve, the oral advertising of clients will rise and new customers will attract to company. Therefore, identifying the factors that lead to love the brand in customers can help to Parsian Bank to develop appropriate marketing plan with clients to strengthen the factors that can lead to greater love than to suffer the Bank and thereby, they benefit of customer loyalty and oral advertising customers and ultimately increase their bank income. Therefore, the purpose of present study was study and analysis of research in the field of love to brand, brand loyalty and oral advertising.

Brand

Today, the main asset of many businesses is their brands. For decades, the company value was measured on the property, then, tangible assets, factories and equipment. However, recently come to the conclusion that the real value of a company is out of its place, in the minds of potential buyers (Kapferer, 2006). Different definitions of brand have been proposed and there are different approaches and definitions. David Aaker's emphasizes on distinction in brand definition. He knows the brand as symbol which is subjective with a large number of assets and liabilities and its objective is to identify and differentiate products (Aaker, 1991).

America's Marketing Association defines a brand as a name, term, symbol or design, or a combination of them. Its purpose is to identify products or services of one seller or group of sellers and also, to distinguish products or services
of one seller or group of sellers and to differentiate its products from other competitors. A brand is a product or service that adds dimension to your products and services to create products and services that are needed for a distinguishing it from other products and services. This distinction can have reasonably or tangible or non-tangible and emotional function (Dehdashti-shahrokhi et al., 2012). Brand is consider as one of the most important communication tools in a set of customer relationship management and is valuable for customers in two reasons: first, it reduces the risk of consumer; second, it saves the cost of the decision (Sweeney & Swait, 2008.).

Love to brand

Recent decades have been witnessed a progressive research about interest in love that starts with Rubin research (1973). He defined love as potential motivation in individual to the other features including the ability to think, feel, and behave in certain ways toward other people. Consumers love includes the following characteristics: (1) excitement for the brand, (2) brand connection, (3) positive assessment of brand, (4) positive emotions in response to brand, (5) clarify the love of the brand. Recent research in the field of marketing showed the special attention to the importance of emotions in the relationship between the consumer and the brand. In the last decade, marketing research has reviewed and approved the concept of love that such feelings may be the consumer's point of view, even when it comes to love a situation or a brand. Based on the relationship pattern and this notion that consumers can attribute human characteristics to brands, the scientific community has begun to emphasize on the significance of the concept of love and attachments (Albert et al., 2008). McQueen et al. (1993) described the emotional development between brands and consumers with a view to explain the dependence that can be committed. Chaudhuri (2006) emphasized on the importance of feeling path that link needs to emotions such as attachment and commitment to results. Dependence reflects emotional and strong emotional bond that can be defined as strong emotionally and mentally relationship, and sustainable interaction between consumers and brands that display belonging, friends and familiarity. Research has shown that if companies do not have emotional attachments to consumers, may fail in real loyalty. Emotional dependence shows psychological state of mind that the strong emotionally and cognitively bond communicate person which brand are seen as an extension of personality (Khayyeri et al., 2013). Park et al. (2010) believed that if consumers are more willing to brand, will show more tendency to use their personal resources (e.g. money, time, etc.) to maintain a lasting relationship with their brand. These researchers in their study demonstrated the influence of attachment to brand on consumer buying behavior.

Brand loyalty

Anisimova (2007) believes that, in an era of rapid technological progress and the homogenization of products, available options is declining to organizations to attract customers. On the other hand, in the face of fierce competition, organizations recognized a need for added value strategy. The intangibles values such as company reputation and rising skills influence the reaction of customers to the company's brand. In fact, considerable amounts of organizations effort spend on strategic positioning in relation to the various customer groups. Brand loyalty has long been considered as one of the main structure in marketing. If, customers are indifferent towards them, in fact, according to the features, price and facilities related to product and almost indifferent to brand, they buy it. In this case, it is probably too low brand equity. But if, it can be provided better features, price or appropriate facilities for customers, that brand has considerable value (Aaker, 1991). Maintain customer loyalty and attract it, is considered essential for continued business. So, companies should seek different management strategies to improve its customer loyalty. Today, the corporate executives should avoid the tendency of customers to competitors, more than ever, they must seek to understand the wants and needs of customers. So, they can better meet their needs and have established long-term relationships with them (Ranjbarian et al., 2009).

Oliver (1999) described brand loyalty to created brand's deep commitment to repurchase or use of preferred the product or service, that are continually repeated in the future as regular purchases unlike position impact and marketing efforts, which may cause a change in the behavior. Customer loyalty is to provide strategic asset that, if properly managed this has the potential to create value in several ways. All of these routes of creating value will be as a result of customer loyalty. These four ways of creating value include: reducing marketing costs, customer loyalty reduce marketing cost in a business. It is clear that customer retention is cheaper than acquiring new customers. New customers are not motivated to change their brand. A common mistake is to grow the company marketers try to attract new customers and existing customers will be overlooked. Competitive advantage: loyalty provides economies of scale that this support advertising, research activity and development.

Brand loyalty presents the trading leverage to the companies, as well. Attract new customers: brand awareness can be the result of customer loyalty. Friends and colleagues of the users are aware of their brand name by looking at the product. The large number of loyal customers implies that a particular brand is accepted and successful. Opportunity to respond to competitive threats: satisfied and loyal customers will not be in search of new products. They have little tendency to change when new products are placed at risk. So, if competitors develop and improve our products, loyal customers, allow companies to promote their products and also act to thwart competitors (Aaker, 1991).
**Oral advertising**

Word of oral advertising first was used by "William White," about 40 years ago during a marketing classic study published in Fortune magazine. Although, the study of social networks is discussed in detail in sociology, but in recent years, it has been of interest to marketing researchers because revealing its significant effect on consumer behavior (Moven, 1996). Cox (1967) has reminded from oral advertising as simple form which is not more talk about products. Oral advertising term is used to describe oral communication (whether positive or negative) between groups such as product providers, independent experts, families and friends, real and potential clients. Although, all of these groups may be involved in oral advertising but further researches has been focused on real and potential clients (Ennew et al., 2000). Ardent (1967) defined oral advertising as: the relationship between the recipient and the donor the message that the recipient receives about the brand, product or service information from a non-commercial channels. This definition has two particular point and pause. First, this definition includes oral contact and facing the recipient and the message which looks need to adapt and update at issues such as electronic communications (chat rooms and interview). Today, Internet has been grown as an important source of people advice and complaints (Stokes, 2002). For this reason, letters, faxes and e-mail message can also be opportunities for oral advertising. Therefore, it may not face talks and negotiations. Second, the message recipients demonstrate that has not link with the good or service in. By considering the above points, oral advertising can be defined such: any communication between people about the products and services so that the recipient considers the message sender impartial and neutral. Oral ads can be described in terms of three terms, "direction", "capacity" and "volume", as well.

"Direction" means the entry of oral advertising in the decision process or process of the buying result. "Capacity" can be positive or negative and the "volume", it also depends on the number of people who have received the message. Entrance the oral advertising is more accomplished in decision process when the technical characteristics of the product when the product easily evaluates and consumers are advised to seek their input sources to reduce their own risk. Oral ads results have different features. It seems that the negative results can be greater of intensity and size than its positive effects. The dissatisfaction problem is compounded with the fact that this problem may be hiding from the manufacturer. The frequency of reported complaints show poor the real limit of customer dissatisfaction and likelihood of negative advertising communication. This issue becomes more complex negotiations by the emotional context. Customers prefer to show bad news in a negative environment and good experiences in positive environment. However, buyers transfer the likelihood of bad news more than good news without necessarily producing warnings about problems related to their complaints (Stokes & Lomax, 2002). Oral advertising or has been dubbed as the "street marketing market" is still regarded as an important element for marketers. Previous studies suggest that oral advertising can be a significant influence on consumer buying behavior and their satisfaction with the products and services. In addition, consumers tend to gain more trust to information that gathered from the personal sources (Bush et al., 2005). According to "Reyes" and "Riz" what others are saying about your brand is much stronger than what you are saying about it. It is an interesting fact that popularity is the most effective than ads (Reyes and Riz, 2002).

**CONCLUSION**

Several studies were performed about love to brand, brand loyalty and oral advertising including the study of Khayeri et al (2013). They concluded that the experiences and attitudes of consumers have impact on developing emotional attachment to brand. They were found no significant effect between knowledge and consumer satisfaction with their emotional attachment to brand. Also, the results showed that consumers, who are found to have an emotional attachment, show higher levels of loyalty, spread more the word of mouth about brand and are willing to pay higher prices to brand. Moreover, Bahreini-zadeh and Ziaii (2012) concluded that the involvement of consumer products has direct and significant effect and also, had indirect effect through trust and attachment to brand on brand's loyalty and oral advertising. Also, the impact of consumers' risk aversion on loyalty and oral advertising of brand perform only through the mediating role of dependence and trust in brand leaders. Also, Dehdashti-shahrokhi et al (2012) conducted research on investigating the view of social identity and its impact on the development of brand loyalty. The findings suggested a positive and significant effect of brand identity on brand loyalty. A brand with strong identity by origin of the formation of long-term relationships between customer and has to be followed company loyalty. Loyalty, awareness and quality had impact on brand special value and brand awareness consider as the factors affecting customer loyalty to the brand (Regilani-nia, 2010, quoted by Ahmadian, 2012).

Albert and Merunka (2013) concluded that identity had a positive and significant effect on love to brand and brand commitment, brand trust had positive and significant effect on love to brand and brand commitment, love to brand had a significant and positive effect on brand commitment, love to brand had a significant and positive effect on oral advertising and are willing to pay higher prices, brand commitment had significant and positive effect on oral advertising and are willing to pay higher prices. Also, Unal and Adın (2013) found that brand image and social mentality have a positive impact on love to brand, but variety seeking had not positive impact on love to brand. Seeking diversity had a negative impact on brand loyalty. Also, the results showed that love to brand had a positive impact on brand loyalty and oral advertising. Smile and Spinli (2012) in their study focused on the effects of love to brand, brand
personality and brand image on advertising. Their results demonstrated that love to brand and brand image had positive and significant effect on word of mouth advertising, brand image had a significant and positive effect on love to brand, brand passion (dimension of brand personality) had positive and significant effect on word of mouth advertising and brand image. Also, brand passion had not positive and significant effect on love to brand (quoting Halilovic, 2013).

Balid and Bahi (2011) expressed that devotion and love to brand increase consumer security and creates this sense that this brand attempts for the welfare of consumers and thus, increase consumer confidence and commitment. The researchers examined attachment to the brand in a product category that was purely functional (car battery) and concluded that the formation of attachment is completely independent of product categories and it is not necessarily the brand entail the emotional burden. In this study, it was confirmed the impact of devotion and love to brand on brand satisfaction, commitment to the brand and the brand trust (according to Reimann, 2012).

In general, we can say that brands are concise and useful tool to simplify the selection process and purchase their product or service to the customer and make easier and faster the data processing and information, and thereby, create value for customers.

REFERENCES

Bahreini-zadeh M, Ziaii AR, 2012. The Effect of risk aversion and the level of product involving of customers on loyalty and their oral propaganda from names and commercial trademarks: the mediating role of attachment and trust to commercial brand, Journal of modern marketing research. 4: 105-121.
Halilovic D, 2013. Crazy little thing called brand love! Exploring the influence of brand love on brand equity.