

The Effect of Production Quality Dimension on Customers Loyalty towards the Brand

M. Rasoli and A. Jafari

Faculty of Management, Islamic Azad University, Bonab Branch, Bonab, Iran

*Corresponding author's Email: jafari.ali.iau@gmail.com

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ABSTRACT: The main aim of this study was to evaluate the dimensions of production quality in customers' loyalty toward the brand; thus, the production quality dimensions model has been tested in the stated community. The statistical community of the study is consisted of all L.G gas- cooler vendors of Tabriz city which 200 people were evaluated from this statistical community. The real trend of the study is an applied research and its time horizon is single- section and standard questionnaire has been used to gather data in this regard. the dimensions of quality in this research including: production performance, reliability, durability, aesthetic easiness and brand value; the obtained results after completing spearman correlative coefficient by SPSS software in the study representing that the product quality is effective in the customers loyalty.

Key words: Loyalty on brand, Product performance, Product reliability, Aesthetic, Brand value.

INTRODUCTION

In a competitive market, achieving and getting an ideal rankings in consumers mind play key role toward company loyalty and logo establishment as well (Simon & Sullivan, 1993); because in terms of customers strategies, loyalty has its own impact on each organization strategically. Loyalty is a positive term which is related to companies, people and productions in most cases (Abbasnezhad et al, 2007). Ager has defined loyalty as a status that changes due to price and its specifocatomps and a customer never goes towards other brand (Lasar, 1995). Challenges such as global intense competence, a continuous increase of customers expectations and companies struggles in providing customers needs effective and risky feelings of losing customers and bankruptcy led the process of loyalty has been significantly important topic these days (Moon & Minor, 2007). As mentioned before, it can be stated that loyalty towards the brand directly come from the satisfaction or dissatisfaction of customers and product quality which have been assessed in this study. The satisfied customers are company's profits sources and those companies which cannot satisfy their customers, would not be survive in the market competence (Rusta et al, 2006). When customer are honor of their products, the volume of purchases will be increased and recommend their friends and families to buy the same brand or product. In the other hand, when these customers state their dissatisfaction from a company's from a company's products practically it is indicating that they would decide to stop their purchases from that company; thus, brand loyalty is completely affected by customers satisfaction; As mentioned above, one of the most essential factors on brand loyalty is the product quality which we are seeking to answer to this question whether product quality dimensions has direct influence on customers loyalty toward brand or no?

Conceptual model of the research

Research conceptual model is a system consisting of concepts, hypotheses and indices which select and collect required data to facilitate hypothesis test (Khaki, 2003). This study is based on some variables that make brand loyalty in terms of customers. The most important variable of the study is the brand loyalty which is considered as an independent variable. The independent variable is the independent product quality. The quality dimensions in the study, as shown in Figure 1, including performance reliability, durability, easiness, aesthetic and brand value.

Brand loyalty: the degree which a customer has a positive attitude towards the brand recommending it to others and friends to purchase the same brand and suggesting positive statements about that brand. This can be measured by a five - options range questionnaire (Bredi and Kronin, 2001).

Performance: The degree which appropriate services are devoted to that brand; the number of product features, personnel ability in clashing to problems and given correct data to customers have been measured by a five- options questionnaire in this regard (Moon and minor, 2007).



Reliability: It shows the fixed performance of a product; the product may achieve its own functions in a periodical cycle without any deficiencies that has been measured by a five options questionnaire (Gertsbakh, 1977).

Durability: It indicates the lifelong of a product and its durability and stability that has been measured by a five- options questionnaire (Moon and Minor, 2007).

Easiness: It represents the speed of product delivery providing information and services that is measured by a five- options questionnaire (Gang and James, 2004).

Aesthetic: It shows how a product seems to be and this is calculated by a five options questionnaire (Gertsbakh, 1977).

Brand Value: indicate the whole perception consumer from brand value than other choices and in fact it can make a positive attitude for vendors of the same brand towards potential customers that is being measured by a five- options questionnaire (Wood, 2000).

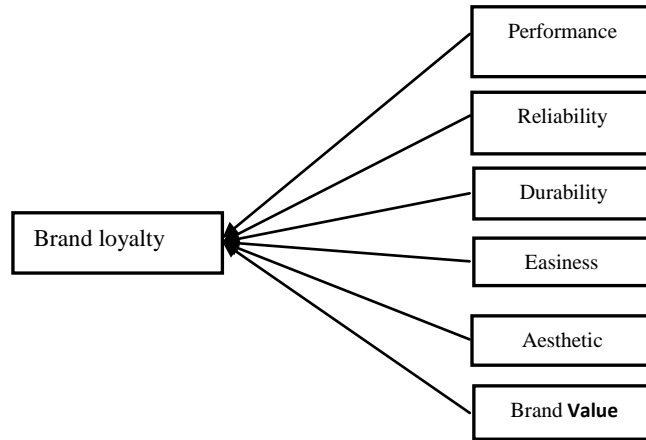


Figure 1. The conceptual model of product quality (Moon and Minor, 2007).

MATERIAL AND METHODS

This research is an applied case and based on analysis - descriptive method. In this study six hypotheses have been assessed as following: product performance, product aesthetic, brand value, product reliability, product durability, product easiness; the statistical community of the study include all L.G gas- cooler vendors in Tabriz city. The sampling method is a simple randomly method to collect data and 196 samples were selected in this regard. The data collection tool of the relation study was a standard questionnaire; this questionnaire is included 16 questions which are based on linker five-options method including "completely disagree" to "completely agree", options. These questions have been divided into 7 categories. Each question has been applied to measure one of the study's variable features. Data analysis method: in this research two statistical methods have been applied to measure the direct effect of the related factors: "Spearman's Rank correlation coefficient."

RESULTS

The results of Table 1 show that there is a direct significant effect on brand loyalty and the correlation coefficient is 0.627 representing that this significance is very intense and positive.

Table 1. The correlation coefficient of both product performance and brand loyalty variables

		Brand Loyalty	Performance
Brand Loyalty	Pearson Correlation	1	0.627**
	Sig.	0	0.000
	N	200	200
Performance	Pearson Correlation	0.627**	1
	Sig.	0.000	0
	N	200	200

The results of Table 2 indicate that product reliability has a direct significant effect on customers' loyalty and the correlation coefficient is 0.867 representing that this significance is very intense and positive.

Table 2. The correlation coefficient of both brand loyalty and reliability

		Brand loyalty	Reliability
Brand loyalty	Pearson Correlation	1	0.867**
	Sig.	0	0.000
	N	200	200
Reliability	Pearson Correlation	0.867**	1
	Sig.	0.000	0
	N	200	200

The result of Table 3 shows that the product durability has a direct significant effect on customers' loyalty and the correlation coefficient is 0.445 indicating that this significance is positive but not intense.

Table 3. The correlation coefficient of both brand loyalty and durability

		Brand loyalty	Durability
Brand loyalty	Pearson Correlation	1	0.445**
	Sig.	0	0.000
	N	200	200
Durability	Pearson Correlation	0.445**	1
	Sig.	0.000	0
	N	200	200

The results of Table 4 show that the product easiness has a direct significant effect on customers' loyalty and the correlation coefficient is 0.404 representing that this significance is positive but not intense.

Table 4. The correlation coefficient of both product easiness and brand loyalty

		Brand loyalty	Easiness
Brand loyalty	Pearson Correlation	1	0.404**
	Sig.	0	0.000
	N	200	200
Easiness	Pearson Correlation	0.404**	1
	Sig.	0.000	0
	N	200	200

The results of Table 5 indicate that product aesthetic has a direct significant effect on customers' loyalty and the correlation coefficient is 0.895 indicating that this significance is positive and intense.

Table 5. The correlation coefficient of both product aesthetic and brand loyalty

		Brand loyalty	Brand value
Brand loyalty	Pearson Correlation	1	0.8965**
	Sig.	0	0.000
	N	200	200
Aesthetics	Pearson Correlation	0.9965**	1
	Sig.	0.000	0
	N	200	200

The results of Table 6 show that the product value has a direct significant effect on customers' loyalty and the correlation coefficient is 0.961 showing that this significance is very intense and positive.

Table 6. The correlation coefficient of both brand value and brand loyalty

		Brand loyalty	Brand value
Brand loyalty	Pearson Correlation	1	0.961**
	Sig.	0	0.000
	N	200	200
Brand value	Pearson Correlation	0.961**	1
	Sig.	0.000	0
	N	200	200

CONCLUSION

Based on designed hypotheses and mentioned tables, the findings of the study are as follows:

1. There is a significant relationship between product performance and customer loyalty and it is positive and very intense; In other words, how the product performance is before, the customers' loyalty will be increased. To access to this important point, the key features of customers should be recognized and recovered;
2. In this regard, the human resources should be also healed to find pros and cons of educational terms in the field of expanding practical partnership in an organization; this makes to give high quality services to all customers.
3. There is a significant relationship between the product reliability and customers' loyalty and it is very intense and positive; In other words, how the product reliability is high, the customers' reliability will be high, too. To get to this kind of thinking way, there should be provided some logically recommendations and hire skillful and experienced personnel to apply the process efficiently. There is a significant relationship between the product durability and customers' loyalty and it is just positive but no vigorous. To make an intense relationship, skillful and experienced expertise's are required to increase the survival of the product than other productions.
4. There is a significant relationship between the product easiness and customers' loyalty and it is positive but no intense; To make high intensity of the relationship, people under the high – responsibility can be granted as high- efficient factors to give the best services in this regard; of course, applying information systems can be fruitful to organize all related affairs.
5. There is a significant relationship between the product aesthetic and customers loyalty and it is very intense and positive; in other words, how aesthetic is high, the customers loyalty will be high, too. In order to reach to this point, the product appearance and attraction should be provided in a better way and this can be designed just by skillful designers.
6. There is a significant relationship between the product brand value and customers loyalty and it is very intense and positive; In other words, how the brand value is high, the customers' loyalty will be high, too. To get to this point, advertisement can play a key role to aware people brand perception.

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