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## Impact of Electronic Brand on Persuading Customers to Buy Electrometrically

Maryam Jafari\*<sup>1</sup>, Tooraj Sadeghi<sup>2</sup>, Seyed Abbas Mir Ibrahim Esfahani<sup>2</sup>

<sup>1</sup>Master of Business Administration (Marketing Orientation), Department of Business Management, Neyshabur Branch, Islamic Azad University, Neyshabur, Iran

<sup>2</sup>Associate, Prof, Dr, Department of Business Management, Neyshabur Branch, Islamic Azad University, Neyshabur, Iran

\*Corresponding Author E-mail: [jafari.maryam.2011@gmail.com](mailto:jafari.maryam.2011@gmail.com)

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### ABSTRACT

In recent years by increasing role of the Internet in the trading and selling of goods, therefore, Internet brand has become one of the most important issues. Today, brands have become a symbol of international capitalism. Hence, the aim of this study was determining effect of electronic brand on encouraging customers to buy online. The aim of this study was determining impact of electronic brand on persuading customers to buy online. This research is practical and inductive. The sample of this research was in Islamic Azad University of Khorasan Razavi Province and cluster sample was used. In addition, the sample was included 380 persons and also a survey was used in order to collect data. Following, Cronbach's Alpha and t-test were used to test the reliability and hypotheses respectively. Moreover, Friedman test was used in order to rating variables. Results - indicated that all four factors are defined in electronic brand which contains the mental image, satisfaction, and loyalty, multimedia capability had a significant impact on persuading customers to buy online. Eventually, mental image and multimedia capability were the most and least important respectively.

**Key words:** Brand, Electronic brand, Online Shopping, Mental Image, Loyalty.

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### Introduction

Rapid advance of the Internet create opportunities which were seen rarely in the world's economy. Environment of internet-based allows to customer searching for information and purchase goods and services through direct contact with the electronic shop (Hasan Zadeh, 2012). Therefore, owners should be tend to increase require people to buy online foremost. In many markets, brand has essential role in technology,

service and manufacturing businesses. One of the way to achieve this principle is using of proper website. Web Site can be like vehicle which transform mind of customer from brand awareness to favorite brand and then Loyalty (Javanmard and Soltan Zadeh, 2009). Recently, by increasing role of the internet in the trading and selling of goods, electronic brand has become one of the most important issues in

marketing field. Name, is important element for sale. A powerful name makes it easier. We know about importance of naming traditional trading, however, few people realize the importance of e-commerce. Naming in electronic branding is more important than traditional marketing. Because, Internet users make permanent communication among by group, news or online meetings and Customer in traditional market can communicate with five or six people. In contrast, customers on the net can communicate with a lot of people (Farhang, 2006). As result of importance of online shopping for customers and vendors, therefore, identify the factors affecting online shopping is necessary. One of the strongest factors on online shopping is electronic brand (Hoseini and Parsaei Manesh, 2011). A key issue in the field of brand and branding is electronic brand which is also a new method for creating signage the organization and basic features of modern e-commerce.

### **Literature review**

Latifi and Kashani (2010) investigated relation between two factors of experience of electronic purchase and level knowledge of customers on trust of customers. The results indicate that experience of electronic purchase had impact on trust of customers and if we have more experience of electronic purchase has more impact on trust of customers. Walczuch and Lundgren (2004) identified prerequisite of trust which have psychologically originated and divided into five components: Personality, Perception, Attitudes, Experience and Knowledge. Didier and Robertson (2007) also, in the same study concluded that, Internal factors Like Attitude, Habits and Perceptions

has impact on tendency of people to buy online. Therefore, positive attitude of consumers on online shopping can provide survival and profitability of online sellers in competitive market. Similarity, Ming Tan (2011), had a research on financial services industry and trust to brand in the online market. According to the study, people must customize the feature of trust to brand and customer experience in online shopping. They must decrease risk of understand by customers on brand management and consumer information processing.

### **Objectives of research**

In according to main objective of this study was examining the impact of brand electronic on persuaded to buy online As result of depending electronic shopping to some features like multimedia capability, appearance, satisfaction, loyalty and quality of electronic brand. Thus, the main objective of the research as follow:

- 1 - Study on relationship between appearance and interest to buy online
- 2 - Study on relationship exists between multimedia capability and persuading customers to buy online
- 3 - Study on relationship between loyalty and satisfaction of customers on persuading customers to buy online
- 4 - Study on relationship between mental images on persuading customers to buy online

### **Electronic Branding**

Brand is described as a process in order to make value and this process by propose to customer. When customers are increasing their trust and gain experience about a brand. Companies have opportunity to start relation and strengthen their brands and make it difficult for their competitor for more

imitate. A company with a strong history of the brand, more control over the balance of power among competitors and customers will have a greater share of the market. Electronic branding is a symbol of company's name which shows integrity, commitment to quality, accuracy of the company (Bashiry and Yousefi, 2012).

**Goals and Objective**

Generally, goals of an electronic brand can be summarized as following:

- 1 - Create a direct relationship between customer and brand owners and interact with customers.
- 2 - In order to have a better brand and thus better sales and greater brand loyalty.
- 3 - Strengthening traditional brand and aid to new electronic brand.
- 4 - Easy for delivering goods to the customer, especially in the case of digital goods and services (Hasan Zadeh, 2012).

**Electronic brand Value**

Historically, the lifetime value of a brand as an important tool for marketing has passed approximately 120 years. The concept of brand value has been studied widely by researches and it can be said that brand has a special worth which is given to a product and services. Following, we can mention three approaches about worth of brand:

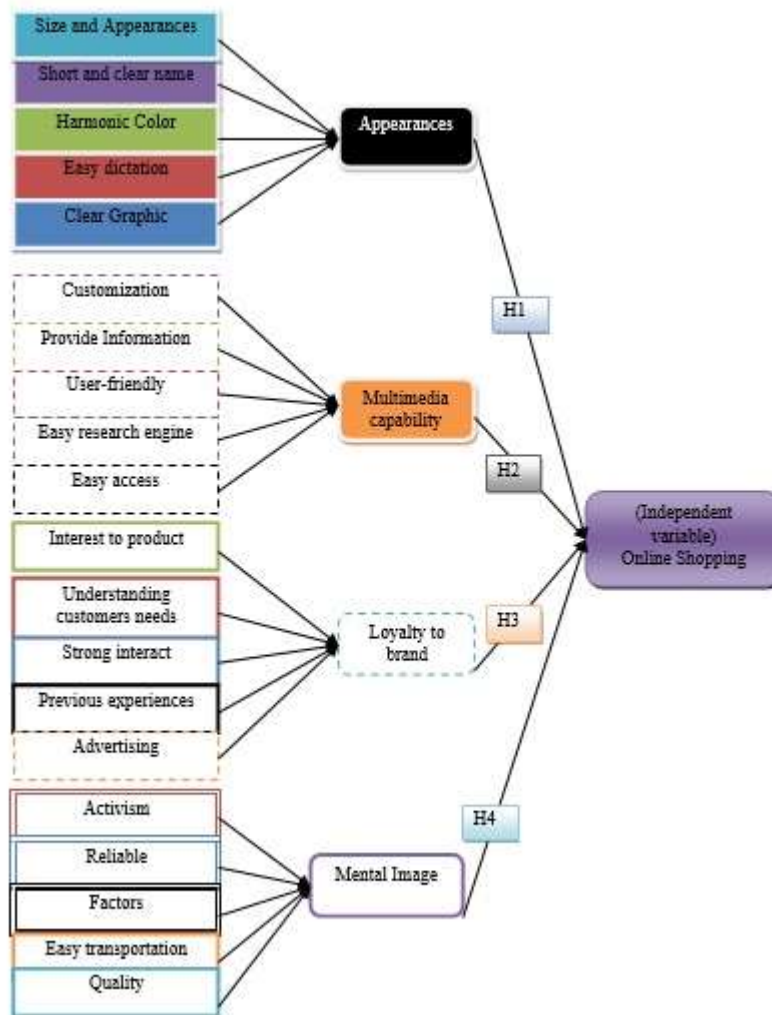
- 1 - Customer's approach or perception of customers: In this perspective, brand value is added value which is given by thoughts and Behavior of customers.
- 2 - Finance approach (based on market): In general, it can be mentioned to price or value of brand which is based on Asset's value.
- 3 - Combined approach: This Approach is creating by combining first and second approaches (Mohammadian and et al, 2012).

**Electronic VS traditional brand**

These days, by using of electronic gadgets and Internet infrastructure can electronic brand can be good competitor of traditional brand (Bashiry and Yousefi, 2012).

**Table 1.** Electronic VS traditional brand

Benchmark Comparison	Electronic Brand	Traditional Brand
Product	Intangible	Tangible
Price	Before You Buy	After viewing product
Propaganda	Emphasizing the benefits of the product	Emphasis on features of the Product
Promotions Activity	Improve brand loyalty	Increase sales in the short Term
Supply Management	Network development Distribution and sales	The importance of logistics and supply chain
Information Communications	Online and 24-hour Virtual	Presence and with delay Physical



**Hypotheses**

H1: Significant relationship exists between electronic brand and persuading customers to buy online.

H2: Significant relationship exists between appearance and persuading customers to buy online.

H3: Significant relationship exists between Multimedia capability and persuading customers to buy online.

H4: Significant relationship exists between royalty and satisfaction of customers and persuading customers to buy online.

H5: Significant relationship exists between mental media and persuading customers to

buy online.

**Materials and Methods**

**Study area**

This research is practical and inductive. The sample of this research was in Islamic Azad University of Khorasan Razavi Province and cluster sample was used. In addition, the sample was included 380 persons and also a survey was used in order to collect data. Following, Cronbach’s Alpha and t-test were used to test the reliability and hypotheses respectively. Moreover, Friedman test was used in order to rating variables. Results indicated that all four factors are defined in electronic brand which contains the mental image, satisfaction, and loyalty, multimedia

capability had a significant impact on persuading customers to buy online.

### Data analyzing

Kolmogorov–Smirnov test was used in order to test for normality of the distribution of the variables. T-test was used to compare the means of two variables. Finally Friedman test

was used in order to prioritize and determine the importance of each factor of electronic brand affecting on online shopping. We use Kolmogorov-Smirnov, in order to measure normality of test:

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**Table 2.** Result of Kolmogorov-Smirnov test

Factor	Sig	error
Appearances	0.835	0.05
Multimedia capability	0.505	0.05
Satisfaction and loyalty	0.616	0.05
Mental Image	0.4	0.05
Quality	0.359	0.05

As all the significance levels are greater than 0.05 therefore the variables have normal distribution. Results of t-test in Table 3 shows that the significance levels are less than 0.05 therefore the tests are significant and the mean of variables are greater than 3.

Thus, Table 4 shows the highest priority features and variable image. There are many physical and electronic, low Priority to encourage customers to buy online.

**Table 3.** Results of T- student

Factor	Average	Lower limit	Upper limit	Sig	Results
Appearances	4.0539	4.0223	4.0854	0.000	Accept
Multimedia capability	4.0696	4.0363	4.1029	0.000	Accept
Satisfaction and Loyalty	4.3378	4.3098	4.3657	0.000	Accept
Mental Image	4.3430	4.3165	4.3695	0.000	Accept
Encouraging to use e-shopping	4.2010	4.1861	4.2160	0.000	Accept

**Table 4.** Results of Friedman test

Rank (Priority)	Average category	The question
1	3.01	Does mental image of electronic brand effect on encouraging of customers to buy online?
2	2.97	Does satisfaction and loyalty of electronic brand effect on encouraging of customers to buy online?
3	2.03	Does multimedia capability effect on encouraging customers to buy online?
4	1.99	Does appearances effect on encouraging customers to buy online?

Groups	Variables			
	The most important		The least important	
Women	Satisfaction and loyalty	Mental image	Multimedia capability and appearances	
Men	Mental image	Satisfaction and loyalty	Multimedia capability	Appearances
Associated Degree	Mental image	Satisfaction and loyalty	Multimedia capability	Appearances
Bachelor	Mental image	Satisfaction and loyalty	Appearances	Multimedia capability
Master	Satisfaction and loyalty	Mental image	Multimedia capability	Appearances
18-22 years old	Mental image	Satisfaction and loyalty	Multimedia capability	Appearances
22-26 years old	Satisfaction and loyalty	Mental image	Appearances	Multimedia capability
26-30 years old	Mental image	Satisfaction and loyalty	Multimedia capability	Appearances
Above 30 years old	Satisfaction and loyalty	Mental image	Appearances	Multimedia capability

**Conclusion and discussion**

Based on the results of the first hypothesis, Features and appearances are effective on encouraging customers to buy online. This means that from the perspective of the students, the features and appearances which consists of five elements (logos geometric shape and size, frequency and harmonic colors, short and meaningful brand, simple spellings and easy to remember, clear graphics) are effective on online shopping of customers. The result of the Javanmard and Soltan zadeh (1983) concluded that size and color have significant effects on consumers' attitudes about brand. Following, the results are consistent with the results of Sable and Ackay (2011), Sable and Ackay and Dalgin (2012) about the impact of color on purchase decisions of customers'.Based on the results of the following hypothesis, multimedia capability which consists of five components (custom Building, providing full information to the customer, being attractive and user

friendly, simple and easy search engine, friendly atmosphere and others) can encourage to online shopping. According to Schmit (2001) also extensive and transparent access to information as well as the attractiveness and user friendliness is very important to encourage customers to buy online. Researches' results of Jin, 2003 also are consistent with results of our research. According to their research, build a website with is custom content and communication and provide information on the dominant culture can be successful for the brand. Based on the results of the third hypothesis, satisfaction and loyalty to electronic brand which consists of five components (favorite product, understanding emotional needs of customers, create a strong connection and respect to the customers, past experience and advertising) are essential to encourage and increase desire of customers to buy online. Saeed Nia and Jamaly Nezhad's research also indicate that interest and also advertising



which based on enjoyable features of product has fundamental impact on loyalty to brand. However, research of Bashiry and Yousefi (2012) also explained that a deep emotional connection with customers and understand the behavior of customers influences customer satisfaction. Following, results of the fourth hypothesis the electronic image of the brand which includes five dimensions (reliability, competence and knowledge of supply Manufacturer and suppliers, agents, service, speed and ease of transportation and quality) are effective to increase desire of customers to online shopping. Furthermore, according to the Vazifeh doost and et al (2012), if we have better quality of services, it will increase customer satisfaction and this creates a positive perception and attitude of the brand in the minds of customers.

### Suggestions

- 1 - Given variety of services to customers, including consideration of common question - in the web site, contact to the customers online and offline customer can decline gap of tangible goods or services.
- 2 - By creating representatives and branches in variety cities increase the speed and ease of transportation of goods and services.
- 3 - Increase knowledge and expertise of employees and suppliers improve quality of products and services.
- 4 - By offering rewards and more emotional connection can raise company's satisfaction and loyalty of the customers.

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