



# Modernize the logo of the brand loyalty of customers (Case study: Iran Khodro)

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### ABSTRACT

The purpose of this study was to identify the effect of the new logo of the brand loyalty of the customer (in the case of vehicles), respectively. Descriptive study - an analysis of the survey is. The study population consisted of all car owners who have bought a car from Iran Since the total population of over 100 thousand people are The 384 samples were selected according to Morgan. Since there is no standard questionnaire for this study Therefore, a number of questions from the Latin sources and questionnaires were developed with the guidance counselor. Then, using descriptive and inferential statistics and SPSS software to analyze the collected data. Analysis of the data shows That All research hypotheses are confirmed And Iran is the new logo of the car and there is a significant relationship between customer loyalty.

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### Introduction

Logos indicate ethnicity, nationality and all goals of an organization. Customer focus and more tangible to look at this more sensitive than other commercial symbols such as the name of a company. It is natural that companies have tried The Able to provide a correct design, attractive colors and good viewing angle to introduce your logo (Rene Trasorras et.al, 2009). Today, the logo change is a principle of And Always raises questions in the mind The Have to do more research experts on a special logos change and its impact on the operations of the cast. This can change the colors, size, and may even develop a logo (Funk, 2006). If companies make their decisions in the importance of customer satisfaction, To be successful. In addition to economic issues, as we know our customers are looking for good character, good value and quality accommodation. The main pillars of good character in the chosen commodity. Personality is what the customer actually purchases because it can boast It is with pride (Sharyn, 2001).

What will convince the customer that the product is considered And trust person. This perception may be due to the personality of the customer to spread to others (Ranjbarian, 1385). But the quality is what attracted the attention of producers And The result is a combination of knowledge, experience and technology to achieve it. (Ranjbarian, Previous). Now find the three main components of a product to extend a company's brand logo. As was mentioned that the logo represents a company's goals, structure and basic concepts of general products company. The logo should be such personality The To be respected customer And Can change the logo, the main character is maintained. And We are proud that the customer can create. In addition to the logo, something that experts can be considered from the perspective of the customer. These values can be seen in the Iranian vehicles. So that most limousines clients Iran Khodro and Saipa, Iran's greatest understanding of corporate logos shown. In a survey study was conducted in a way that respects Iran Khodro brand among Iranians than other automotive companies in Iran This fact shows that the brand value. (Jennifer, 2000)

The logo can also be very useful and effective quality Due to its customers in order to view assessed. Once the logo design is still in its infancy, the use of appropriate colors, right angles, and above all style and new logo design can be very important. But If your company logo is one of the most important factors that influence the implementation of explanation, The question of culture, psychology and anthropology are also suggested. Because its products beyond the borders of Iran Khodro company logo which can be regarded as a symbol of the Iranian car show. Symbol consisting of Iranian origin, economic status of the scheme is even gentility Iran. As we know, the Iran Khodro Company already has a horse chariots were made And The horse's head was turned to a referendum. If we need to change horses in three components symbolizes strength, speed and decency to express.

If you want examples of why the change in logo and brand management is changing the logo to know more Need to change some of the background to the logo. Nokia company directors to act as one of the new strategies for market presence And Have announced that they intend their slogan is that "Nokia Sans" to "Nokia Pure" change. The Nokia Sans font it was written in a way that is consistent with its vision and most users are accustomed to it. Also, the blue color of the logo is written Karfth Nokia leads users to immediately see the color and special fonts, logos Nokia Remembering that in mind. It's Bavrhstnd the old font old and younger need a logo font is felt. The company is also the director admits that the main reason for this change is to diversify the customer's perspective.

Garmin, the most famous manufacturer of equipment navigation and positioning satellite tracking GPS, also changed its logo. The logo change with changes in the company's official website, the company opened a sales office in Chicago, United States occurred. Marketing manager for the company's largest customers are tired of changing the logo of their previous logo But Based on feedback received or did not welcome the new logo.

The Canadian company that manufactures alcoholic beverages is Varsvn want to change the logo arising And Satisfaction surveys and a former logo provided by the evaluated product. The logo of the company in terms of profitability and is measured in terms of customer reviews. The company's profitability was satisfactory The logo change was felt. So the manager decided to change its logo Previously demonstrated why a logo to logo design was a romantic view of a naked woman hanging from a bar, nightclub emerged. The survey was conducted again After four years of satisfied customers and profitability of the company was 20.45 times.

"LOGO" is a very important factor in shaping the visual relationship between customers and the company is, so it wants attention. The main reason for this lack of research addressing the issue of changing the logo on Iran And This study is innovative because it is of paramount importance as well.

### Literature review and background research

#### The concept of brand

The concept of brand Brand is a set of functional and emotional values The stakeholders, promises a unique experience. Functional values are less than the value of emotional stability, A good performance with stakeholder expectations serve as the product is concerned, While emotional values indicate a source of sustainable competitive advantage are (Hawkins and others, 2006).

Names and trademarks and other intangible assets are Due to the delicate nature of their brand may be part of a company by its management team and other stakeholders to be interpreted differently. If not, what determines that any of the directors of that company's brand, It is likely that different parts of the organization, are moving in different directions Because they have different views than the corporate brand, System performance may be reduced. In the past, management, brand solely focused on customers. The action was based on the assumption that the efficiency of production processes can be managed in a way that ensures the ability to brand function Brand managers responsible for planning and coordinating the activities related to the brand. A useful role in providing advertising messages about a brand promise has been moved. The team consists of senior executives, It is also important to look at the contents of a brand within the organization's internal culture. Many items are product and company formation. Brand can be created problems when marketing decisions. (Kotler, 1999).

#### - Complexity of Commerce logo

Once finished, the beauty and diversity of This is the next step That How much is a logo can have a positive questions? The logo is of questionable positive uncertainties That How can stir the curiosity of consumers.

#### - Getting familiar with the brand logo

lose communication between the consumer and the logo is the result of a process known as psychology and sociology That Technology should be used in marketing Unfortunately, most brands have not succeeded in establishing the relationship This type of behavior is a clear public statements Unfortunately, authorities do not care about marketing it. Because of the close relationship between a brand and consumer loyalty to the brand mark. What is interesting is that this loyalty and attitude should not cross First the client must feel that he remains faithful to its logo

#### - Commercial Fitness logo

Expressive of the brand name, logo, brand awareness in addition to helping the association to establish the optimal effective. Select a product category or service marks and logos in addition

to the key features and benefits that make the class too. Logo meanings, even in the absence of enabling consumer marketing activities, inference about the features and benefits it provides. Logo with a link between the cultural and historical factors that led to the establishment of a close relationship between sales and the product demand is created.

#### - logo Attitude

Consumers who have a good attitude and powerful logo of the trade With the consent of the price premium paid to obtain business logo And may seek additional distribution channels. All aspects of the business logo of consumer response to advertising and sales promotion effective. Positive consumers' willingness to do business logo, will require fewer ads. Favorable consumer reaction to the logo, business development activities, pricing, distribution, advertising and promotion is effective promoting.

#### - Brand Attitude

Attitude towards the brand is perceived by consumers. Increase brand awareness in specific applications, pricing, distribution ad promotion of the activities or commercial. The higher the customer's perception of his attitude and encompass all aspects of the brand, the consumer response is more sensitive to price increases.

#### - Brand

A mixture of brand name, term, symbol, design or combination of these items that identify the goods are goods other opponents.

#### - Customer Loyalty

Loyalty is associated with the following three elements: Customers who bought the operation is repeated behavioral elements, Attitudinal component of commitment and assure the customer that the customer is And Element is available with many options to choose and purchase is done. Due to the significant brand loyalty is repeat purchase behavior, mental processes. In other words, repeated purchasing is not merely the result of a voluntary response, mental, emotional, and is the norm.

#### - Logo (brand)

The researcher believes that the history of the symbol, which is a signal containing visual identity, has been used as a tool for communication.

#### - Literature (Foreign Studies)

Maller et al in 2006 in their study of visual and intuitive as say a company logo That Change the size of the logo and the different designs and different colors Can lead to an attractive logo and tend to buy from companies to customers. Ewing, Michael (2009) in their study as the rejuvenation of the old brands That According to the customer in any organization plays a major role And use as an important factor for organizations is So the customer is very important. Alshbyl (2007) in their study of the relationship between consumer perception of the brand and logo of Texas City logo on checks.

Millau, Montesung Chang, Kalyvng Moon in 2006 between loyalists and fanatics who are constantly using different brands of tests conducted And Believed that the name, logo and propagation models are key factors for a logo that can be removed are: Customers fanatical customers who are constantly changing their The results of the group as the sportswear brand loyalty among 280 university students in Hong Kong from 18 to 24-year age range of customers in terms of brand loyalty, which is divided into two floors. Fanatics and brand loyal customers who will change periodically. Results show The Name, logo and propagation models are key factors that can help to separate the two groups. Model name and logo fanatics will have the greatest effect on customer loyalty. Logo while promoting the

greatest effect on those who continually change their logo, they will. Layoatal in 2006 showed that the model name and logo are detrimental effect on customer loyalty and advertising fanatic changers logo has the greatest effect on

- Literature(Internal Studies)

Vazifeh Doost Hossein in 1385 in a research study, brand development strategy of the mental status of a service firm, Came to the conclusion That The brand development strategy of a brand that offers a service to introduce new services And The effect of the position of the brand in customers' minds is subjective.

Amirshahi Mir in 1386.In a research study of subjective consumer perceptions of brand on consumer response among mobile users in Tehran Came to the conclusion That Between "warranty" and "advice" between the users 'personal identity' consumers on the one hand, and "pay more" and "general acceptance" brand name on the other hand, there is a positive relationship. The findings also indicate that between social identity and consumer acceptance of brand extension, there is a negative relationship.

Ranjbarian B. In 1385 a research on the impact of extending the brand into new products in the food industry in Tehran argues that Choose a brand name for a new product can gain more market share in the success of the product and influences.

**Materials and Methods**

**Methods**

Is study was a descriptive - analytical survey is. The data include all vehicle owners who have purchased a car from Iran. Since a very large population study that was used to obtain samples from Morgan. Because the sample size of over 100 thousand, the sample was considered as Morgan 384. Since there is no standard questionnaire for this study, using the Supervisor of several Latin sources were used to develop the questionnaire. Cronbach's alpha was used to check the validity of the questionnaire and the results are shown in the following table:

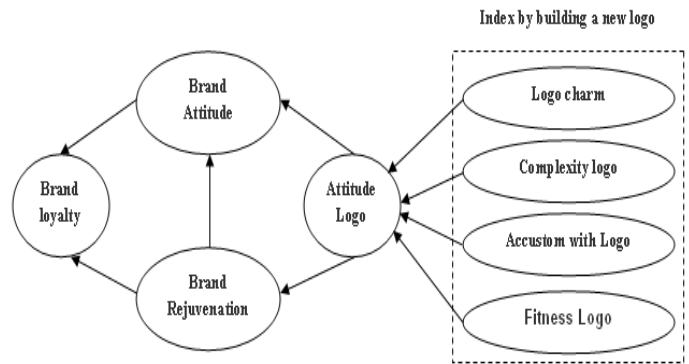
**Table 1. Alpha results**

Variable	Questio	H1	H2	H3	H4	H5	H6	H7
Number	384	38	38	384	384	384	38	384
Alpha	72.1	65.	68.	84.	71.	69.0	79.	74.0
number of questions	41	6	6	5	6	4	4	10

According to Table 1 of Cronbach's alpha reliability for over 72 percent of the questionnaire is acceptable. To analyze the data collected by spss software is used.

**Hypothesis**

- New commercial attractiveness of a company logo Effective On consumers' attitudes
- The complexity of a company's logo, brand new Effective On consumers' attitudes
- Getting familiar with a company's logo, brand new Effective. On consumers' attitudes
- Fit a new business logo company believes customers Effective. On consumers' attitudes
- Attitude toward rejuvenating the brand new logo of a company is a corporation.
- View the new logo of a brand is an attitude.
- Brand rejuvenation is the attitude to take.
- Brand rejuvenation Effective the Customer Loyalty.
- View brand Effective. The Customer Loyalty.



**H1- New commercial attractiveness of a company logo Effective On consumers' attitudes**

Analysis of the data shows that 59/81% of respondents expressed a high or very high That Commercial attractiveness of a company's logo can affect consumers' attitudes to be effective. The 58/21 percent of respondents in the commercial attractiveness of a company logo on the customers view in too low and too little to do. Can say with 95% confidence, the proportion of those in the community as an effective factor in the high and very high level range (0.62 and 0.58) is located. As a result, significant differences exist between the factors mentioned in the first hypothesis. Means that the influence of the third factor (size of logo) and the lowest fifth factor (beautiful logo) is accounted for. It can be stated that the attractiveness of a business logo can be effective on customer attitudes. The result of the research hypothesis (Mahler et al, 2011) are consistent.

**H2- The complexity of a company's logo, brand new Effective On consumers' attitudes**

Analysis of the data shows that 51/91% of respondents believe that a company can brand logo complexity, high and very high levels of customer attitudes to be effective. The 29/73% of respondents complexity of a company's brand logo on the customers view in too low and too little to do. Can say with 95% confidence, the proportion of those in the community as an effective factor in the high and very high level range (0.54 and 0.50) is located. As a result, significant differences between agents are discussed in the second hypothesis. Means that the influence of the sixth and the fifth lowest it has been given. The result of this hypothesis is the result of research Alshbyl (2007) is consistent. He stated that the relationship between brand logos change and the power of curiosity, skepticism and savvy customers there. The logo could be complicating the mind to attract more customers.

**H3- Getting familiar with a company's logo, brand new Effective. On consumers' attitudes**

Analysis of the data shows that 57/76% of respondents believe that getting familiar with a company logo, business customers a very effective approach. The 19/32% of respondents believe that business accustom with a company logo on the customer's attitude is much less effective. Can say with 95% confidenc, the proportion of those in the community as an effective factor in the high and very high level range (0.60 and 0.59) is located. Finally, significant differences between agents are discued in the third hypothesis. Means that the influence of the third and the fifth lowest it has been given. The results of the investigation of this hypothesis (Mimi, Tsvn Chang, Leo Moon, Sun and Liu, 2006) is consistent. Results showed that the name, model and advertising are key factors that can separate the two customer groups. Name and model fanatics loyal customers are the greatest effect on And Advertise greatest impact on

customers who are constantly has to change. The quality of the brand is understood by both customer groups.

**H4 - Fit a new business logo company believes customers Effective. On consumers' attitudes**

With a firm belief that customers can fit brand logo on consumer attitudes to be effective. Analysis of the data shows that 58/16% of respondents expressed high or very high, the proportion of a company's business logo with customer beliefs can influence consumers' attitudes to be effective. The 29/08% of respondents stated that the proportion of low and very low business logo with a firm belief that our customers can be effective on customer attitudes. Can say with 95% confidence That Than those in the high and very high levels of this factor is considered in the interval (0.60 and 0.56) is located. As a result, significant differences between agents are discussed in the fourth hypothesis The fourth factor that most influenced the mean (logo are acceptable) and the lowest operating six (strong permeability logos) are accounted for. The results of the investigation of this hypothesis (Live al, 2006) are consistent. He states that the name and logo of the models has an impact on customer loyalty. Other promotions on behalf of clients who are often most affected by that change. Some companies, such as sports clothing companies are trying to among your customers, increase loyalty. Brand loyalty is the ultimate goal of marketing.

**H5 - Attitude toward rejuvenating the brand new logo of a company is a corporation.**

Analysis of the data shows that 59.51% of respondents stated that too much and too often, the attitude of the new logo is a brand rejuvenation. If the 19.92 low and very low percent of respondents believe that the new logo is rejuvenating. Can say with 95% confidence, the proportion of those in the community as an effective factor in the high and very high level range (0.62 and 0.58) is located. As a result, significant differences between agents are discussed in the fifth hypothesis. Mean that the influence of the second and the fourth factor is lowest. The results of the investigation of this hypothesis (Ranjbarian, 1385) is consistent. She believes that choosing a good brand for a new product can affect the success of the product and gain more market share.

**H6 - View the new logo of a brand is an attitude.**

Analysis of the data shows that 56.84% of respondents in the high and very high Believes that the new logo of a company is the brand. The 26.17 percent of respondents in low and very low Believes that the new logo of a company is the brand. Can say with 95% confidence, the proportion of those in the community as an effective factor in the high and very high level range (0.59 and 0.55) is located. As a result, significant differences between agents are discussed in the sixth hypothesis.

**H7 - Brand rejuvenation is the attitude to take.**

Analysis of the data shows that 59/82% of respondents Too much and too often believe that Renovation of the brand is the brand. If the 24/72 percent of respondents Low and very low on the belief that Renovation of the brand is the brand. We can say with 95% confidence, the proportion of those in the community as an effective factor in the high and very high level range (0/62 and 0/58) is located. As a result, significant differences between agents are discussed in the seventh hypothesis. Also the factor that most influenced the And The fifth factor accounted for the least impact. The results of this study are consistent with results in 1388 work good friend. He says That The brand development strategy of a brand that represents service And This is the introduction of new services and the impact on the mental status of a brand brand in the minds of customers.

**Demographic results**

Pv is calculated according to the first hypothesis, less than 0.50 We conclude that The null hypothesis is rejected. That is a significant difference between responses in the two groups of men and women there. The other hypothesis than the calculated Pv 0.50 Significant differences between the responses in different age groups as well. In case of further assumptions the calculated Pv 0.50, the null hypothesis is confirmed Except for the hypothesis that a significant difference between the responses in seven different levels of education. In addition The third hypothesis also significant differences between the responses of different jobs there.

**Conclusions and recommendations**

**Conclusions**

The results of this study comes from the fact that the modernization of the logo or the logo of a significant customer attitudes. However, this point is still underdeveloped and developing countries is a good place.

Also on Mhddvdythay the researcher is faced with the following points can be noted:

- 1 - Lack of cooperation by some authorities in the field of library resources effectively
- 2 - The lack of accurate and comprehensive resource about the logo and its related processes.
- 3 - There is no information about the changes in Iran Khodro logo

**Recommendations**

1. Every company has a better strategy to promote better aspects of a logo will be reviewed and analyzed. Marketers must be able to identify Wide range of marketing decisions that create value for a logo to be.
2. The value of a logo, a major goal of the assessment is mixed Marketing. Who want to discover the Worth logo as a measure of consumer behavior differ in their use of marketing mix activities. The major contribution of this research is to develop a marketing management efforts.

Marketers need to change the logo on the long-term marketing decisions are made. The marketing decision should be assessed and the results can be worth Logo symptoms of supporting marketing decisions.

Marketing activities to strengthen the value of the product should be the logo. Main characteristics of a product or service and is composed of tangible and intangible benefits Until Consumers' needs and wants are met as well. Reaction of consumers is based on understanding the characteristics, advantages, and also the overall preference and their attitude towards a product or service Consumer perceptions of product quality and market share of the consumer's purchase price of the product is effective.

Marketing activities related to the cost must be taken in order to strengthen the logo. Based on the price that consumers are willing to pay the price as well as terms that can be added, to have more freedom. The advertising is very effective in reducing price sensitivity.

Complete understanding of consumer marketing communications activities should be taken to strengthen the logo. Consumers should note that in relation to the ability to collect, process and content of messages and responses to them are different. Consumers are more likely to have a strong message and Communications logo This will encourage their loyalty.

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