



Investigating the Relationship between Brand's Special Value and Mobile Services Characteristics, (Case Study: Mobile Phone in Bukan City)

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ABSTRACT

Objective: This current research has done to investigate the Relationship between Brand's Special Value and Mobile Services Characteristics, users of Mobile Services in Bukan City. **Methodology:** Statistical population in this research is included users of Mobile Services in Bukan City that 384 people were selected as sample size by using Cochran Formula and by using the method of simple random sampling was used. For data gathering by using the questionnaire was used. The questionnaires used in this research were standard and mobile services characteristics and brand's special value questionnaires were designed. **Results:** Data with statistical programs in two levels of descriptive and inferential statistics were analyzed by using structural equation modeling. Questionnaires' stability was accounted by Cronbach alpha coefficient and a mobile services characteristics and brand's special value questionnaires are 0.847 and 0.813 respectively. **Conclusion:** All hypotheses in the level of 0.95 confidences were confirmed and the results showed that Mobile Services Characteristics on Brand's Special Value has been effected. Gained delight on Brand's Special Value is in first rank and usability is in the second rank has been located.

1. Introduction

The life of any organization depends on effective use of

In recent years, progress in information and communication technologies, especially mobile phones' rapid compatibility, had led to the introduction of mobile phones' new functions and its services. Today, the increase in mobile devices user's numbers indicates existence of abundant new opportunities for the government to improve services and decrease expenses or functionality increase through mobile services provision (Lee & Co, 2006). The possibility of providing services through mobile device and especially mobile phones has changed its common functions. Therefore, determining the acceptance rate of this task from users is of great importance. To this end, the factors that affect mobile services acceptance from users, must be identified and the significance of each one determined. This research aims, after identifying the factors that affect mobile services acceptance from users, to confirm each one, and show the efficiency rate of them on brand's special value from users.

1.1 Research problem

Mobile services technology has increasingly become interesting due to provision flexibility, internet accessibility, and transforming electronic trade into mobile trade. Mobile trade has distinct characteristics that present the values to the users that electronic trade do not possess, such as ability of use and delight of recognition.

Existing marketing studies have entered the lives of more number of people by mobile services technology. There is a significant number of studies that have investigated problems related mobile trade from different perspectives, including mobile trade research and hypothesis, wireless networks' infrastructures, firmware trade, wireless user infrastructure, and mobile trade practical applications. Despite the extraordinary interest in mobile trade and brand's special value. there were a limited number of studies that investigated specifically mobile trade user's behavior from brand's special value

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perspective. A significant exception is the work of Sabahi (2012), who investigates the challenges and strategies with attention to branding and mobile's practical applications and a research regarding the relationship between special features of mobile software and brands success. A previous research showed that branding is broadly and formally acknowledged and is important for adding value to products/services, and in its own way to affect users behavior and organizational profit. However, branding in mobile services presented new questions and challenges, due to mobiles services' various experiences which is created as a result of mobile services' unique characteristics. As a result, the authors point to the necessity of research in mobile services key characteristic field, make creating distinct services possible through increasing understood value by a brand's special value perspective consumers, are considered price and users purchase intention key facilitator as a brand's special value.

Therefore, purposes of this research, is investigating the relationship between mobile trade key characteristics, main components of brand's special value, and mobile trade users' behavior to answer the following research questions. What are mobile trade's key characteristics that have significant effect on mobile trade brand's special value and consumers purchase intention expansion, and how they apply this effect?

Added value services of mobiles services are digital services that are added to mobile services networks apart from audio services. Such as short messages services, games, entertainment and web surfing, practical software, functions for achieving specific goals. Among all of the practical applications of mobile trade, mobile added value services are acknowledge as having a extraordinarily promising future in telecommunication market, because customers value, just like vital needs and regulations, immediate needs and decisions, need of entertainment, and need of efficiency, can be met with these services. As a result, mobile added value services, is selected as an illustrative experimental environment.

1.2 Research Objectives:

1.2.1 Main Objective:

To Identification relationship between Mobile Services Characteristics and Brand's Special Value

1.2.2 Minor Objectives:

To Identification relationship between ability of use and Brand's Special Value

To Identification relationship between Gained delight and Brand's Special Value

1.3 Research Hypotheses:

1.3.1 Main Hypothesis:

There is significant relationship between Mobile Services Characteristics and Brand's Special Value

1.3.2 Minor Hypotheses:

There is significant relationship between ability of use and Brand's Special Value

There is significant relationship between Gained delight and Brand's Special Value

1.4 Literature Review

Giyah Chin and Ekhlesi (2014), entitles "providing a model for measuring brand's special value in services field: testing and applying in a virtual university" stated that today brand has found a special stature in business across the world including service providing companies and has great importance. Also brands special value is a powerful tool in competitive marketing; thus, its management and measurement is important. In this paper we attempt to find effective different aspects in service companies and institutes brand special value. And we attempt to present important aspects of electronic and virtual education services on a higher education level as a comprehensive model, by considering the different aspects that are between products and services as well as considering te different aspects of service businesses on service spectrum then we test and apply the model in a virtual university. Data collecting was done through questionnaire distribution among Mehralborz university students, professors, and employers of 1031 individuals and 300 answer sheets were received. Sampling was done randomly sample mass (280) computation was obtained based on Cochran formula. To ensure questionnaires stability, we used Cronbach alpha method and model test was done by structural equation method. The results of the model showed that, in customers' characteristics aspect, only their experiences and their psychological characteristics, in brand awareness aspect only marketing activities and in brands image aspect only symbolic characteristics and service perspective, as well as Mehralborz university characteristics as a service provider, affect Mehralborz services brand special image.

Soleymani and Talebi (2013) in a research entitled "evaluating the effect of advertisement and price upgrade on brand's special value" stated that communication has a significant role in establishing value for various brands in marketing and with the communication growth between companies and their customers their power and value increases. Among all of the communication tools, advertisements and promotional activities have key roles. Purpose of this article is investigating how these advertisements and price upgrade affects Eqtesad Novin Bank brand's special value and its different aspects such as understood quality, brand association, loyalty to brand and finally brand awareness. Results of the investigation shows that the advertising activities and also upgrades related to price had positive relationship with, and effect on brand's positive image in banks.

Layne and Lee (2001) in a research, by considering that mobile phones have significant effects on different aspects of life, he refers to his purpose of identifying this capable tool in various parts of the library by counting its available services. Also, in this research by identifying this communication tool's capabilities in service of library services we attempt to introduce the ground for widespread application of these capabilities.

Wang (2012) in a research titled Expansion and Experimental Credit states that the purpose of this expansion and experimental credit study is a research model that illustrates the relationships between mobile services key characteristics and major factors of brand's special value.

King and Grace (2010) were one of the researchers that investigated brand's special value based on employees. These researchers evaluated the brand's special value based on employees through evaluating employees satisfaction level, employees loyalty to brand, brand's civil behavior and employees oral advertisement of brand. In the presented model in the research components such as knowledge propagation, feedback from workers, commitment to brand and role clarity affect brand's special value that is based on employees.

Cammings (2009) conducted a joint research titled "Using mobile pocket devices: effects and consequences for library services". Purpose of the research was a survey to better understand the nature of mobile phone's hand calculations usage by academic library users in determining that whether there are any significant demands for using library services via these small screened devices. Findings show that increasing use of mobile phone handheld devices such as PDAs and potential demands of users for using libraries' lists, gave prepared the ground for using this technology. Almost 58.4 percent of the open respondents of the research, searched libraries' lists using small screens such as PDAs. Finally, He concludes that: mobile phone and small screened devices users will be important factors in the progress of library services. Libraries and information services authorities must continue to create quality services for every user and mobile phone components for user groups, as this groups becomes more and more important.

Due to the newness of intra-organizational branding and brand's special value concepts based on employees, few experimental researches have been conducted in this context, which a summary of their results will be provided. Kimpakorn and Tocquer (2010) in a research investigated effective factors on employee's commitment to the brand of the organization or the company that they work for. These researchers researched Thailand's Ceremonial hotel employees and reached the conclusion that employees knowledge regarding the organization's brand and their understanding of brand's advantages has a direct effect on employees commitment to brand.

First comprehensive project in intra-organization branding field and its effect on employees perspective and behavior, and finally on the quality of the relationship between customers and organization's brand was conducted by Burmann et al. (2009). These researchers researched 14 brands in different fields and concluded that an efficient and functional intro-organization branding process which includes inner brand communication, human resources management by focusing on leadership and brand based on brand, causes an increase in employees commitment to brand (change of perspective) and then brand's civil behavior (change in behavior) on their side which in the end leads to the augmentation of the relationship between customers and organization's brand.

Gill and Lei (2009) investigated the effect of trademark's special value based on consumers opinions in three products and found out that these three factors do not directly cause an increase in trademark's special value and only loyalty to trademark directly causes an increase in trademark's special value.

In the investigations that Atilgan (2005) conducted, he reached the conclusion that that the four factors of awareness, association, understood quality and loyalty to trademark affect trademark's special value and these factors affect each other as well. But only loyalty to trademark directly affects trademark's special value.

Aker (1991) stated the factors affecting trademark's special value based on consumers opinions that included awareness of the trademark, association of the trademark, understood quality, loyalty to brand the relationship of trademark with properties.

2. Materials and methods

2.1 Research conceptual model

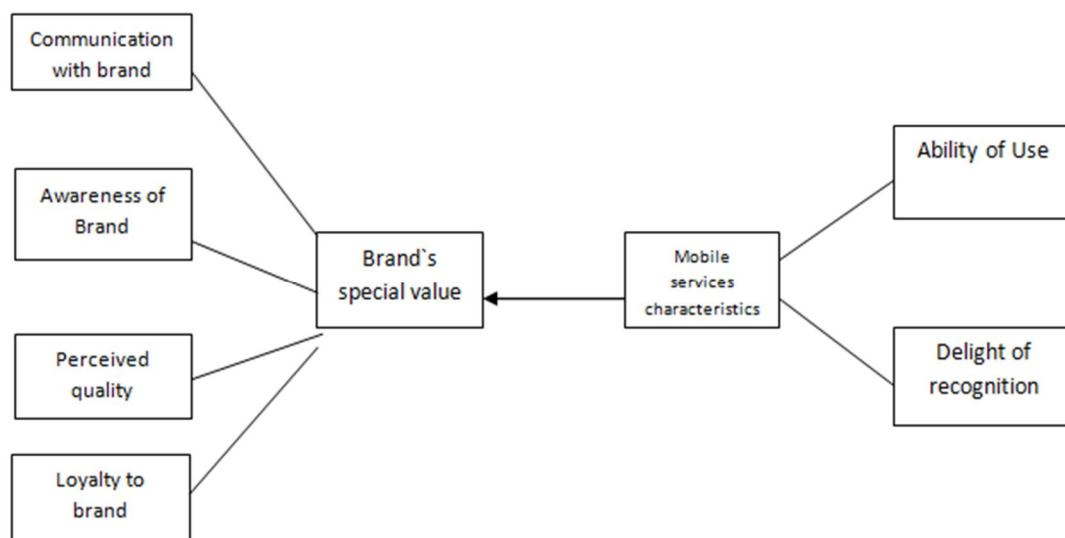


Figure 1. Research conceptual model

2.2 Research Methodology:

This research according to the purpose is Applied Research and according to method is Descriptive - Correlational Research. Due to the data collecting time, it is a one point research. Questionnaire method was used in this research.

2.3 Statistical population, statistical sample, and sampling method

All of the mobile phone users in city of Bukan comprise the statistical population of the research that 384 individuals were selected as statistical sample using Cochran Formula.

Since the number of our intended population was very large, data was collected from 384 of mobile phones mobile services users in city of Bukan by using simple random sampling.

3. Discussion and results

3.1 Research hypotheses testing:

3.1.1 Main Hypothesis:

There is significant relationship between Mobile Services Characteristics and Brand's Special Value

There is not significant relationship between Mobile Services Characteristics and Brand's Special Value

$\rho = 0 : H_0$

There is significant relationship between Mobile Services Characteristics and Brand's Special Value

$\rho \neq 0 : H_1$

Table 1. result of Pierson correlation coefficient test between mobile services characteristics and brand's special value

	Brand's special value	
	Pearson's correlation	0.832
	Significance level	0.000
	Number	384
Mobile services characteristics		

Considering the results of the above table, as significant level is less than (0.05), the result is that H_0 hypothesis is rejected and H_1 hypothesis (research hypothesis) of existence of a relationship mobile services characteristics and brand's special value is accepted, as it can be seen. In the level of 0.95, there is positive and significant relationship between Mobile Services Characteristics and Brand's Special Value and correlation coefficient is equal to 0.832.

3.1.2 First Minor Hypothesis

There is significant relationship between ability of use and Brand's Special Value.

There is not significant relationship between ability of use and Brand's Special Value

$\rho = 0 : H_0$

There is significant relationship between ability of use and Brand's Special Value

$\rho \neq 0 : H_1$

Table 2. Result of Pierson correlation coefficient test between ability of use and Brand's Special Value

	Brand's special value	
	Pearson's correlation	0.644
	Significance level	0.000
	Number	384
Ability of Use		

Considering the results of the above table, as significant level is less than (0.05), the result is that H_0 hypothesis is rejected and H_1 hypothesis (research hypothesis) of existence of a relationship between ability of use and Brand's Special Value is accepted, as it can be seen. In the level of 0.95 there is positive and significant relationship between ability of use and Brand's Special Value and correlation coefficient is equal to 0.644.

3.1.3 Second Minor Hypothesis

There is significant relationship between Gained delight and Brand's Special Value

There is significant relationship between Gained delight and Brand's Special Value

$\rho = 0 : H_0$

There is significant relationship between Gained delight and Brand's Special Value

$$\rho \neq 0 : H_1$$

Table 3. Result of Pierson correlation coefficient test between Gained delight and Brand's Special Value

	Brand's special value	
	Pearson's correlation	0.781
	Significance level	0.000
	Number	384

Considering the results of the above table, as significant level is less than (0.05), the result is that H_0 hypothesis is rejected and H_1 hypothesis (research hypothesis) of existence of a relationship between Gained delight and Brand's Special Value is accepted, as it can be seen. In the level of 0.95, there is positive and significant relationship between Gained delight and Brand's Special Value and correlation coefficient is equal to 0.78.

3.2 Research findings:

3.2.1 Status of Mobile Services Characteristics of users of Mobile Services in Bukan City

According to research findings, users of Mobile Services in Bukan City had been located in suitable status in variable of Mobile Services Characteristics and its dimensions. These organizations have mean of 3.271 and standard deviation of 0.678 in mobile services features and T test confirmed the significance of the research findings. In terms of the dimensions of mobile services features, usability (with mean of 3.569 and standard deviation of 0.788) had the most favorable status and in first rank, Gained delight (with mean of 3.126 and standard deviation of 0.751) in the second rank has been located.

3.2.2 Status of Brand's Special Value of users of Mobile Services in Bukan City

According to research findings, users of Mobile Services in Bukan City had been located in suitable status in variable of Brand's Special Value and its dimensions. These companies in Brand's Special Value have mean of 3.185 and standard deviation of 0.734 and T test has been confirmed the significance of the research findings. In terms of dimensions, Communication with brand (with mean of 3.185 and standard deviation of 0.734) had the most favorable status and in first rank, perceived quality (with mean of 3.191 and standard deviation of 0.765) in second rank, Loyalty to brand (with mean of 3.172 and standard deviation of 1.026) in third rank, awareness of Brand (with mean of 3.139 and standard deviation of 0.852) in the fourth rank has been located.

3.3 Conclusions based on research hypotheses:

3.3.1 Main Hypothesis:

There is significant relationship between Mobile Services Characteristics and Brand's Special Value

Main hypothesis results indicate the significance of the correlation between mobile services features and brand's special value. Path analysis results by LISERL software showed that, mobile services features and brand's special value (with factor loading of 0.84 and significance number of 12.83) was confirmed. It has effect coefficient of 0.832. The obtained results in this hypothesis are agreed with the results of research Wang (2012).

3.4 Conclusions based on research Minor hypotheses:

3.4.1 First Minor Hypothesis

There is significant relationship between ability of use and Brand's Special Value.

The first Minor hypothesis results indicate the significance of the correlation between ability of use and brand's special value. Path analysis results by LISERL software showed that, the ability of use and brand's special value (with factor loading of 0.59 and significance number of 6.14) was confirmed. It has an effect coefficient of 0.644. The obtained results in this hypothesis are agreed with the results of research Wang (2012).

3.4.2 Second Minor Hypothesis

There is significant relationship between Gained delight and Brand's Special Value

The second Minor hypothesis results indicate the significance of the correlation between Gained delight and brand's special value. Path analysis results by LISERL software showed that, the Gained delight and brand's special value (with factor loading of 0.78 and significance number of 10.21) was confirmed. It has an effect coefficient of 0.781. The obtained results in this hypothesis are agreed with the results of research Wang (2012).

4. Conclusion

In the present research all the relationships were confirmed using Pierson correlation coefficient. In other hand, Mobile Services Characteristics with (effect coefficient of 0.84) on brand's special value had been affected. Gained delight with (effect coefficient of 0.78) on brand's special value in the first rank and ability of use with (effect coefficient of 0.59) on brand's special value in the second and last rank have been located. This research experimentally studied the relationship between the two features of mobile trade value (usability and its delights) and four key factors of brand's value (loyalty to brand, understood quality, awareness of brand, and brand's communication). The research findings, in comparison to other related researches, can provide professional mobile services with the outlook of brand's special value expansion (mobile service providers) and by focusing their efforts on mobile trade key features, while designing and providing mobile services is when a stable competitive advantage is created to support long term success prosperity. Although the issue that are related to both mobile trade and brand's special value receive special consideration from academics and doctors, the studies that specifically investigate the mobile services users' behavior in respect to brand's special value are rare and few. Among the limited studies, studies that present a mutual relationship/perspective (for instance mobile advertisements and mobile social networks), although they emphasize the importance of issues related to brand's special value in terms of mobile services, they only employ marginal efforts to investigate these issues by considering unique features of similar services.

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