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Designing A Model of the Dimensions of the Telecommunications Corporate Brand with Product Features in Mobile Phones.

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Abstract

Today, corporate brand dimensions are very important as a key concept for brand development and success in the market of Iraqi mobile phone companies. This research aims to design a model of corporate brand dimensions and related product features in mobile phone companies. According to its goals, the present research is of the developmental research type and in terms of the process of doing the work, it is of the exploratory type. The method of data collection in this research is both field and library methods. The current research method is qualitative. The qualitative approach in this research is inductive, and it is done using the Glazer-type foundation data method. Semi-structured interviews were used to collect data in the qualitative part of this research. Based on the results after performing three stages of open coding, selective coding, and theoretical coding, a total of 5 categories, 26 concepts, and 71 final codes were obtained, which showed that effective brand dimensions include corporate brand dimensions, product features, purchase decision, brand loyalty and environmental factors" in connection with the development of brand dimensions with product features have the role of an effective factor on the purchase decision and loyalty of mobile phone customers. In the end, the conceptual model and the corresponding theory are presented.

Keywords: Corporate Brand Dimensions, Product Features, Mobile Phone.

Introduction

Today, brand management is an important and growing field of marketing management, and this importance lies in the fact that brand management has become a popular discipline in the scientific community (Seyed Javadin et al, 1998). Currently, the growing trend of technology development and its mutual effects on the competitive market make organizations more aware of the needs of their consumers and customers. In addition, several studies have argued that brand dimensions have favorable outcomes such as improving perceived value and building brand loyalty. When customers attribute positive personality traits to a brand. (hayes & et all, 2007 'Lin, 2010 'Kuenzel & Halliday, 2010). Successful branding strategies create a distinctive brand position by differentiating the target brand from other competitors and increasing brand performance in the marketplace (Sinclair & Seward, 1998). This shows that there is no applied study on this concept in Iraq. Therefore, this study aims to increase the marketing knowledge related to the brand concept in Iraq, while studying the impact of brand dimensions (perceived price, perceived service, perceived quality, customer trust, and value) on a collective and individual basis in customer satisfaction. (Mamoun & et all, 2010). In addition, this article researches the famous brands of mobile phone companies in Iraq to understand the effect of brand dimensions collectively and individually on customer satisfaction through a field study on the users of that brand, which leads to an advantage It becomes competitive in the market. Determine who is responsible. Identify mobile phone operators as an integral part of human life today. The brand is a short

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verbal or formal expression of a consumer's experience with an organization and its products. A consumer's experience of a product is usually shaped by its interaction with attributes. The distinctive technical and functional features of this product packaging are expressed with a price that shows the quality and distinctiveness of these features in meeting consumer needs (Torres & Tribo, 2011). This competitive environment in the communications industry is observable not only in advanced countries but also in Iraq. In the early days of the telecommunications industry, it was a government monopoly. However, over time, with privatization and the entry of new mobile operators in Iraq (Zaki, 2017), this monopolistic market has moved towards a competitive market. Currently, the Iraqi mobile industry is made up of eight operators (Zain, AsiaCell, Omnia, Korek, Itisaluna, Al-Khatem, Awaar, and Al-Wataniya) (Amani, 2015). These changes have increased the competition among operators and the ever-increasing variety of services provided by them, so the managers of these companies, while trying to maintain current customers and gain new customers, gradually focus their marketing strategies on attracting customers from other operators (Hamzah, 2013).

Here is one of the reasons for the research problem at the level of the country of Iraq and the province of Karbala, and it offers solutions to the researched mobile phone companies that will enable them to develop their country to face the competition and provide the best services to consumers. providers and mobile phone users and ensure the loyalty of their customers (Maan,2017). In the same way, Iraq suffers from a lack of mobile telecommunication infrastructure and does not enjoy high development due to the lack of expansion of the range of communications due to the deterioration of economic, political, and technological factors (Saadoun, 2015). Also, in the environment of Iraqi business organizations, they suffer from weak organizational performance, especially Iraqi mobile phone companies, and the lack of awareness of their importance in rapid change (Naji, 2017). Cellular communication companies in Iraq such as Zain Iraq, AsiaCell, Korek, and Omnia were selected as examples of active mobile companies in Karbala. They have been unsuccessful in marketing phone services and understanding the needs of mobile users in Karbala.

One of the main reasons for the decline in the provision of mobile phone services by telecommunication companies is the weakness of the Internet in Iraq, we rely on the same mechanisms to provide services, that is, relying on the wireless mechanism, while the whole world is moving towards optical cable service, which The most modern service in the world is turned. The Iraqi Communications Quality Assessment Organization stated: "This problem is not the only problem, but many problems are the responsibility of the Ministry of Communications, which has not developed its infrastructure and does not rely on modern technologies to provide services." Identifying factors affecting them leads to conclusions and identifying effective suggestions. This research seeks to remove the obstacles between the company and the customers regarding the services provided and to meet their needs and desires. Currently, business organizations, especially mobile telecommunication companies in Iraq, are facing many problems due to intense competition, some of which are related to performance quality or threats (Internet companies). Therefore, these companies face fundamental challenges that weaken their ability to meet the needs and demands of customers. Therefore, telecommunication companies have a crucial need to understand the reality of their work. This, in turn, involves identifying and clarifying the design of the relationship between brand dimensions and product features as an independent variable in deciding to purchase and remain loyal to the brand of mobile companies in Iraq. These issues have turned into the main problem of current research, which Iraqi mobile companies can use to solve the problems raised, using a related brand and product feature marketing model. What model can they use?

Theoretical Foundations and Background

Brand Dimensions

The emergence of a trademark can be traced back to the word "brand" in English, which is derived from

"brands" in Old Norse, meaning red-hot iron (heat), which is used in blacksmithing or ironing. Ancient craftsmen more than 2700 years ago showed their desire to prove the origin and creative source of their handicrafts and the quality of their origin by marking them with a sign. (Hawally, 2010). Brand personality refers to a set of human characteristics attributed to a brand. This model was introduced by Jennifer Aaker. Creating differentiation in competition is one of the most important factors in branding. Generating consumer preference towards a brand and aligning their expectations and perceptions of the brand with the services and products provided by the brand is crucial (Roy et al., 2016). In this regard, attention to brand personality and its different personality traits is important (Faraz Sadegh et al., 2019). Therefore, brand personality, as one of the important dimensions of a brand, is related to other variables of the brand dimensions of mobile phone companies and can help in creating a strong and distinct brand image, attracting new customers, and retaining previous ones (Khanzadi, 2014). Brand personality is one of the very important dimensions of a brand that plays a crucial role in creating a brand image and differences from competitors. In mobile phone companies, brand personality is also very important and is related to other variables of the brand dimensions of these companies (Khodami and Esanloo, 2016).

Like brand honesty, brand excitement, brand competence, brand perfection, and brand violence are also very important. Studies show that brand credibility - brand reputation - brand advertising can be influential factors in the decision to choose a mobile phone operator brand. Nowadays, almost all products are branded and all companies are trying to develop and maintain their brand reputation. A brand is a sign that remains in the minds and hearts of consumers, which creates a special sense of meaning and feeling. Therefore, the brand is more than a logo, name, symbol, trademark, or label attached to a product (Bambang&et al,2013). Brand dimensions (Aaker & et al, 2000), in this research, include brand honesty, brand excitement, brand competence, brand complexity, brand violence, product features, and customer loyalty to the brand.

Brand Integrity

The brand is considered one of the most important assets of the company, because it is an identity, just as every person should have his own identity, every company should also have its own identity, which is the brand, because it is the key to differentiate between companies. (Zein al-Abidin Rahmani, 2012). Brand honesty includes following the principles of truthfulness and honesty in communication and interactions between the brand and its audience. This includes the following: honesty in providing information, honesty in advertising, honesty in pricing, and honesty in after-sales service, (Peter & Kiriri&et al, 2019). Therefore, brand honesty, as one of the main principles in marketing, must be observed in all aspects of the brand's interaction with its audience. Oftentimes, honest brands are seen as such because they follow ethical practices, their commitment to society, or consumer concerns. Honest brands often implement clear consumer policies to avoid ambiguity (Ling et al, 2014). An example is the Amazon brand: Amazon is a company known worldwide for e-commerce and cloud computing. And one of the trusted brands of customers, because of the honesty that Amazon tries to convey to its customers, this company proves its honest goals by providing exceptional product access, shipping, and return policies (Tojari & et al, 2014).

Brand Excitement

Brand emotion, in which feelings toward a brand include emotional and emotional responses and customer reactions to a brand. Brand emotions are also related to social flows that are created under the influence of a brand. (Illouz, 2009)) These are brands that offer an experience to their customers that they will never forget. They want to encourage their customers to come with them on a journey that leads them to discover new things and are often good at creating a lot of hype about a product or service. Some of the characteristics associated with an exciting personality are: bold, imaginative, up-to-date, trendy, spirited, and playful (Riza Casidy& et al, 2009). Brand excitement refers to the emotional and

emotional experiences customers experience with their mobile phone brand. Types of mobile phone company brand excitement include technology-related excitement, entertainment-related excitement, and security-related excitement: mobile phone brands can arouse customer excitement and confidence by providing features to maintain customer security, such as privacy protection and providing information encryption. (Fatiha, 2017). Therefore, mobile phone brands can establish a very good relationship with their customers and gain their trust and loyalty by providing a variety of emotional experiences. Emotion has a powerful effect on reasoning and reduces belief fixation in ways that are still unknown and have not been systematically investigated. In the research (Lai & FuChen& et al, 2011), the effect of positive and negative emotions on satisfaction has also been examined. To achieve a better understanding of emotions, we must focus on its three main elements. These three components are mental experience, physiological reaction, and behavioral reaction (Haydarzadeh, 2011).

Brand Competency

Brand competency refers to the level of success of a brand in the market. Three criteria of brand awareness, brand image, and brand loyalty have been introduced as evaluative indicators of brand performance (Merrilees & Wong, 2008). Most researchers believe that three fundamental components play a role in forming competencies, namely knowledge, control, and attitude. According to researchers, if an individual has the necessary knowledge and skills in a particular area, brand competency or "brand-ability" means the trustworthiness and value of a brand. For a mobile phone company, brand competency is also essential as one of the most critical factors in attracting and retaining customers. Some of the competencies of the mobile phone company's brand include quality, value, customer sentiment, credibility, customer motivation, and brand competency related to customer motivation to use the company's products and services. This includes the excitement, trust, sense of belonging and commitment of the customer to the brand.

Therefore, the brand competence of the mobile phone company is highly important in attracting and retaining customers, considering factors such as quality, value, customer sentiment, credibility, and customer motivation (Lair et al., 2005). Descriptive competency models outline the necessary competencies for highly successful or exemplary performance in a job, work group, teamwork, department, unit of an organization, or social function (Dubois & Rothwell, 2004).

Brand Complexity

Brands stand out in terms of sophistication, luxury, and appeal. These are premium brands that target a smart and status-conscious audience. (Rapoport & Hawkes, 1970). Complexity, as a telecommunications provider, presents brand complexities for mobile phone companies. Some of the complications of the mobile phone brand are:

1. Variety of services: Mobile telecommunication has increased the complexity of its brand by providing various services such as mobile phones, internet, television, landline, etc. This is even though each of these services has different components such as different plans, different devices, etc. (Zenker & Petersen, 2014).
2. Wide coverage: Due to operating in a dynamic and wide market, mobile telecommunications must provide wide coverage throughout the country and even in some other countries. This causes the mobile telecommunications brand to face complications in managing coverage as well as communicating with international customers. (Keller, 2002, Anholt, 2003).
3. Advanced technologies: With the changes in technology, mobile telecommunication must update its services and this means complexity for the mobile telecommunication brand (Bettman& et al, 1998)). The brand must be able to face technological changes and update its services.
4. Intense competition: the mobile phone market is accompanied by intense competition, and to attract

and retain customers, the mobile phone brand must try to compete with other brands (Mohammed Mehdi and Mahbubeh, 2019). This competition makes the mobile telecommunications brand complex and requires careful planning and appropriate strategies. (Cox & et al, 2001). Therefore, the complexity of the mobile telecommunication brand due to the variety of services, wide-coverage, technological changes, intense competition, and legal and regulatory environment is very important and should be managed with appropriate strategies.

Brand Roughness

Brand roughness refers to the existence of problems and issues in the relationship between the brand and its customers or society. These issues can include problems with product or service quality, ineffective communication with customers, ambiguity in marketing strategy and sales process, customer dissatisfaction, complaints, and even legal issues (Austin et al., 2003). Brand personality, like human personality, is not simply the result of a single dimension, but rather the combination of their different magnitudes. For example, one cannot classify a person simply as "neurotic" or "agreeable". On their own, personality dimensions do not define the individual's personality (Geuens et al., 2009). Instead, the personality of each person is the result of a combination of different dimensions of the Big Five model. Perception of a brand's personality often involves more than one dimension (Siguaw et al., 1999). An example of a brand is Jeep, known for its unique and rugged style. Jeeps are masculine and rugged and are often associated with freedom, adventure, and a strong focus on the outdoors. Customers who choose these cars are often looking for adventure.

Product Features

Mobile services, such as SMS services, mobile data and information services, and impersonal payments, have great potential to serve customers in wireless environments. The rapid expansion of mobile devices such as mobile phones, laptops, and other laptops has led to the growth of these services at a stunning speed (Amin Jali, 2013). Product features refer to the practical (functional and functional) and enjoyable (fun and happy) features of the product's benefits. Product features Paying attention to various aspects of customers' needs and requirements is the main motivation for introducing new products or services to companies. The variety of competition rules in the business world has given the process of introducing a new product to the market special importance. (Keller & et al, 2012). Important features that can be effective in mobile phone operators in the customer's decision to choose it include performance-price-trademark-after-sales service. Product features and attention to various aspects of customers' needs are the main motivation for introducing new products or services to companies. The variety of competition laws in the business world has emphasized the importance of the process of introducing a new product to the market (Keller & et al, 2012). Among the important features that are effective in the customer's decision to choose mobile phone operators are performance-price-brand. Commercial and after-sales service.

Customer Loyalty to the Brand

Creating customer loyalty is the most important goal of relational marketing activities (liver., 1997). Customer loyalty to the brand means a strong and stable relationship between the customer and the brand, which leads to repeat purchases and maintains the relationship between the brand and the customers. (Hayes., 2008), customer loyalty to the brand can increase sales, reduce marketing and advertising costs, and increase profitability. To increase customer loyalty to the brand, efforts should be made to improve the quality of products and services, communicate effectively with customers, provide a positive shopping experience, provide a reasonable and competitive price, and create appropriate recognition and recognition of the brand (Chu, S, & Keh, 2009).) and (Bowen, 2003). Therefore, sellers must maintain loyal customers who are involved in the long-term profit of business organizations (Tseng, 2007).

Intention to Buy

Today, mobile phone companies have come to believe that they can only earn long-term profits through repeat purchases (Knox & Walker, 2001). Therefore, they always try to go one step further to make repeat purchases easier for customers. Repurchase intention means the customer's repurchase of a particular brand after using the same brand (Ajzen, & et al, 1999). A person's possible judgment of the desired behavior is called intention. Purchase intention is the process of repeatedly visiting and purchasing goods and services from a store in the long term, the main reason for which are positive experiences after purchase (Hellier & et al, 2003). In general, there are two main views on purchase intention: the occasional view and the specific purchase view. (Zeithaml&et al, 1996) studies show that the dimension of brand awareness has not had a significant effect on brand value. On the other hand, this study emphasizes the importance of five other aspects (commercial brand efficiency, brand personality, brand excitement, brand competence, and brand expertise). Finally, copper will gain a competitive advantage in the market. Considering the importance of the brand, the researcher in this research seeks to create a model for the design of brand dimensions, consisting of a set of factors that determine it, based on a set of previous studies.

Research Background

Corporate branding is a comprehensive approach to corporate brand management. To create an exclusive corporate identity, it is considered as an individual (Balmer & et al, 2017). Surveys show that many internal and external pieces of research have been conducted in the field of corporate branding, product attributes, and brand loyalty purchase intention. and each of them has investigated the limited dimensions of corporate branding. Table 1 summarizes the previous foreign research along with the findings regarding the dimensions of the brand name.

Table 1: Summary of Previous Foreign Research.

| Researcher | Research | Findings about the dimensions of the brand name |
|--------------------------|--|---|
| Acker(1996, 1991) | Brand value based on customers | Four basic dimensions to create brand value based on customers were identified, which are: (brand awareness, perceived quality, brand loyalty, and brand association). |
| Acker (1997) | Dimensions of brand personality | It has proposed the main feature as dimensions of brand personality. Honesty, excitement, competence, brand complexity, and violence" are the main dimensions of brand names. |
| Saki (2003) | Student demand for smartphones: structural relationships of brand name, product price, product features, and social influence. | Investigating the structural relationships between brand name, product price, product features, and social influence with demand for smartphones among Malaysian students. |
| Levy et all (2004) | The effect of brand dimensions on behavior consumer. | They emphasized the importance of studying the effect of perceived price and perceived quality. And the retailer's brand-aware services influence consumer satisfaction, purchase intentions, behaviors, and word-of-mouth. |
| Khaled Al-Mutairi (2012) | The effect of the brand on creating the mental image of mobile phone users in Kuwait | Brand name, logo, and quality affect creating the mental image of mobile phone users. |
| SATA (2013) | Factors affecting the buying behavior of mobile phone consumers | Six important factors were selected and used, which are price, social group, product features, brand, durability, and after-sales service. |

| | | |
|------------------------------|--|---|
| Davood(2016) | Identify dimensions of brand value for Factors affecting the buying behavior of mobile phone consumers | There is agreement among the sample members about the importance of the brand. and its constituent elements, and it was found that there is a significant difference in the importance of these constituent elements of the brand according to the demographic variables. |
| Mustafa Saeed (2018) | Identify dimensions of brand value for Egyptian consumers and its impact on brand value | Brand dimensions separately have a statistically significant effect on customer satisfaction |
| Khaled Hassan Alhariri(2019) | Marketing through influencers Social media and its effect on brand value dimensions from customers' point of view. | Friends, colleagues, studies, sports, and art celebrities - favorites of the sample members are the most influential categories in the attitude and attitude of the sample members toward social brands. |
| Gordillo and Carrasco (2020) | The personality characteristics of a brand are socially responsible. | The evaluation of brand characteristics is influenced by a set of different factors and also allows the inference of a relational structure of characteristics that can form a good dimension for the brand. |
| Mohammad Mansour (2021) | The effect of brand dimensions on the buying behavior of customers of Noman Al-Junaidi Food Industry Company. | The significant effect of brand dimensions, brand name, brand value, brand quality, and brand logo on the buying behavior of Noman Al-Junaidi food industry customers. |
| Mana Fatima (2022) | Brand Dimensions and its impact on customer loyalty | A basic result was reached that stated between brand dimensions (quality, distribution, innovation) has a significant effect on maintaining customer loyalty. |

Table 2: Summary of Previous Internal Research.

| researcher | The subject of research | Findings about the dimensions of the brand name |
|--|---|---|
| Samadi (2009) | Investigating the effect of brand dimensions on customers' immediate repurchase intention from Refah chain stores. | Evidence of the main service brand, employees, brand, service environment, price, emotions, and congruence with personal perception, as well as brand communication, have a direct impact on satisfaction, attitude, and behavioral intentions. |
| Mehdi Jalali et all (2011) | Investigating factors affecting brand loyalty and purchase intention in Iranian consumers" (case study: household appliances) | It showed that perceived value, perceived quality, and special value of the brand as independent variables and satisfaction with the brand, continuous and emotional commitment as mediating variables affect loyalty and willingness to buy a brand again. |
| Raisi Fr et all (2012) | Investigating the effect of brand experiences on willingness to pay more" research among 385 students of Islamic Azad University, Firuzkoh Branch | The hypothesis of the effect of brand attitude on the special value of the brand from the customer's point of view and willingness to pay more has been confirmed. |
| Venus Davar (2011) | Investigating the effect of relational marketing value dimensions on Customer loyalty to the brand of mobile phones | Based on the results obtained, the reason for choosing a mobile phone brand by people is firstly the quality of the brand and then the reputation of the brand, and loyalty to the brand is the last option. |
| Morteza Maleki Main Bash Rozgah (2014) | Examining the effect of service brand dimensions on brand loyalty In the banking industry. Tejarat Bank customers in Tehran City | that brand evidence has a significant effect on brand satisfaction, which indicates that the provision of services in Tejarat Bank branches is in such a way that it has followed the customers' needs. |
| Saeed Shirkund et all (2016) | The effect of brand personality dimensions on brand image and Customer loyalty of "entrepreneur insurance buyers" | It shows the greater effect of brand image on attitudinal loyalty than behavioral loyalty. The role of brand image as a mediator was confirmed |
| Leila Sharifi et all (2017) | The effect of brand dimensions on customer loyalty to Majid sports products based on demographic characteristics | One of the expectations that customers had from the brand is access to up-to-date and accurate information regarding the provision of new services |

Due to the importance of the subject and the lack of studies in the field of branding and the factors affecting it, this model provides explanations of the effective components of corporate branding development and the design of related product features so that we can understand its functions and consequences. Achieve the expected performance improvement of a corporate mobile phone brand. The results of the previous research and the models presented in the field of corporate branding show that in this research, the conceptual types of corporate brands were not considered each other and in the form of a single conceptual model. To eliminate this gap, the current research deals with the design of a corporate branding model for mobile phone operators in Iraq.

Research Methodology

One of the attractive features of foundational data theory is that "everything is data" (Glaser, 2007). Among the qualitative research methods, data theory was chosen as the basis of the research. It helps to develop continuous comparison and theoretical sampling. Types of data include short descriptions, long interviews, words in books, newspapers, notes, documents, journals, researcher biases, etc. During the research, it becomes clear that the basic data theory is the process of creating a documented and codified theory, through systematic data collection and inductive analysis of the collected data. This research is done using Glaser's data foundation method. The tools of data collection in this research are library study and semi-structured field interviews (Mayo, 2002). And it was deep that after collecting using Maxqda software and open coding, it was selectively and theoretically analyzed. The statistical population of this research consists of 20 managers, experts, and experts in the marketing field of telecommunication companies, which was done based on the selection of participants based on the purposeful judgment sampling method. In this research, Karbala province is studied, which was conducted with a purposeful method until theoretical saturation and in the form of a semi-structured interview, which was finally completed with the managers. Therefore, the main population studied were mobile phone telecommunication companies (Zain Iraq, Asiacell, Korak, and Amniyeh) located in the geographical area representing Karbala province. This research, which is, practical and practical, shows that the validation of data in the process of the foundation's data method is done in three ways to ensure the reliability and quality of the research, and these three methods are increasing transparency in the research process, continuous comparison Results with raw data and presentation of results to participants.

Table 3: Summarizes the Descriptive Characteristics of the Research.

| Quality and field | Research stage |
|--|---|
| Commentary | Philosophy |
| A development | Target |
| discovery | Result |
| induction | Approach |
| Foundation data with Glaser's emergent approach | a leader |
| Library studies, in-depth semi-structured interview | Data collection |
| Experts and managers, faculty members | Statistical society of telecommunications companies |
| Mobile phone telecommunication companies (Zain Iraq, Asiacell, Korak, and Amniyeh) | Sampling |
| 20 people | Sample size |
| MAXQDA | Software |

The purpose of this research is developmental and seeks to provide a model to design a model of the relationship between brand dimensions, product features, purchase decisions, and brand loyalty of mobile phone companies in Iraq, which leads to more knowledge and a better understanding of the issue in this field.

Research Findings

In this research, in addition to reviewing the research literature, in the qualitative research stage, qualitative surveys and interviews with experts, managers, and experts in the marketing field of telecommunication companies are conducted. The process of data analysis includes the identification of primary and key data and their categories into categories. By identifying and cleaning redundant and duplicate content, the researcher has identified the key points in each of the interview texts. In applying the method according to previous research, 20 interviews were conducted with experts, experts, and managers of selected mobile phone companies (Table 4) until theoretical saturation was reached.

Table 4: Characteristics of the Profile Samples of the Studied Interviewees

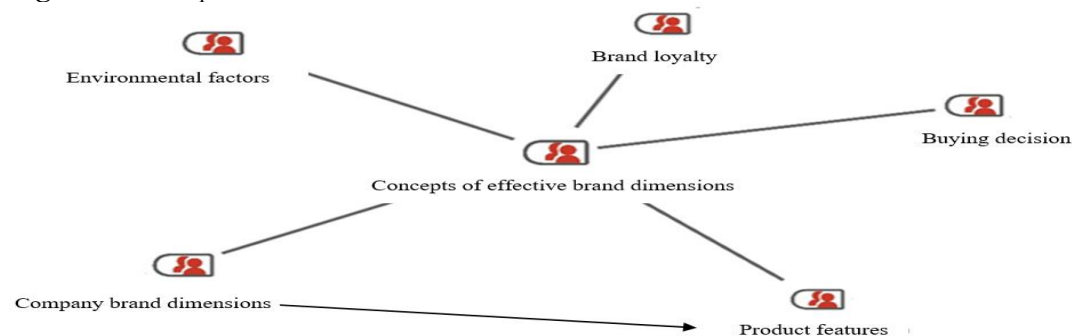
| current situation | Number of people | Age | Field of study | Level of Education | Experience |
|--|------------------|-----|----------------|--------------------------------------|------------|
| CEO of mobile phone companies | 5 | 58 | senior | Management of communication networks | 15 |
| Director of Public Relations Coordination | 5 | 43 | Masters | Rights | 13 |
| commercial manager | 5 | 49 | Masters | service marketing | 16 |
| University faculty member, a specialist in brand marketing | 5 | 59 | P.H.D | Business Management | 9 |
| Product marketing experts and researchers | 5 | 61 | P.H.D | Branding management | 7 |

Then the researcher put the key sentences related to each category in all the interview texts next to each other and categorized them. After preparing the written text of the interview answers, the process of examining the hidden and obvious content of the data obtained from the data and writings began. The results of the classification of concepts and codes were presented in tabular form and finally, a conceptual model of brand value of Iraqi mobile phone operators was created. First, the characteristics of the participants in the research and the results of continuous analysis, and types of continuous coding are examined. In this research, the data collected from the interviews using the process of interpretive analysis and through open coding, selective coding, and theoretical coding, are analyzed and reported. This interview coding was just to provide an example of open coding in a research report whereas the coding progressed, key data points were recorded for different events, and subsequently, key concepts emerged by continuously comparing these events. By continuing to collect data from target samples and other sources, more events were obtained and as a result of their analysis, finally, the events were analyzed and combined into a coherent process based on key concepts. He introduced the primary categories, which will be briefly explained in Table (5).

Table 5: The Constituent Components Of Corporate Brand Dimensions

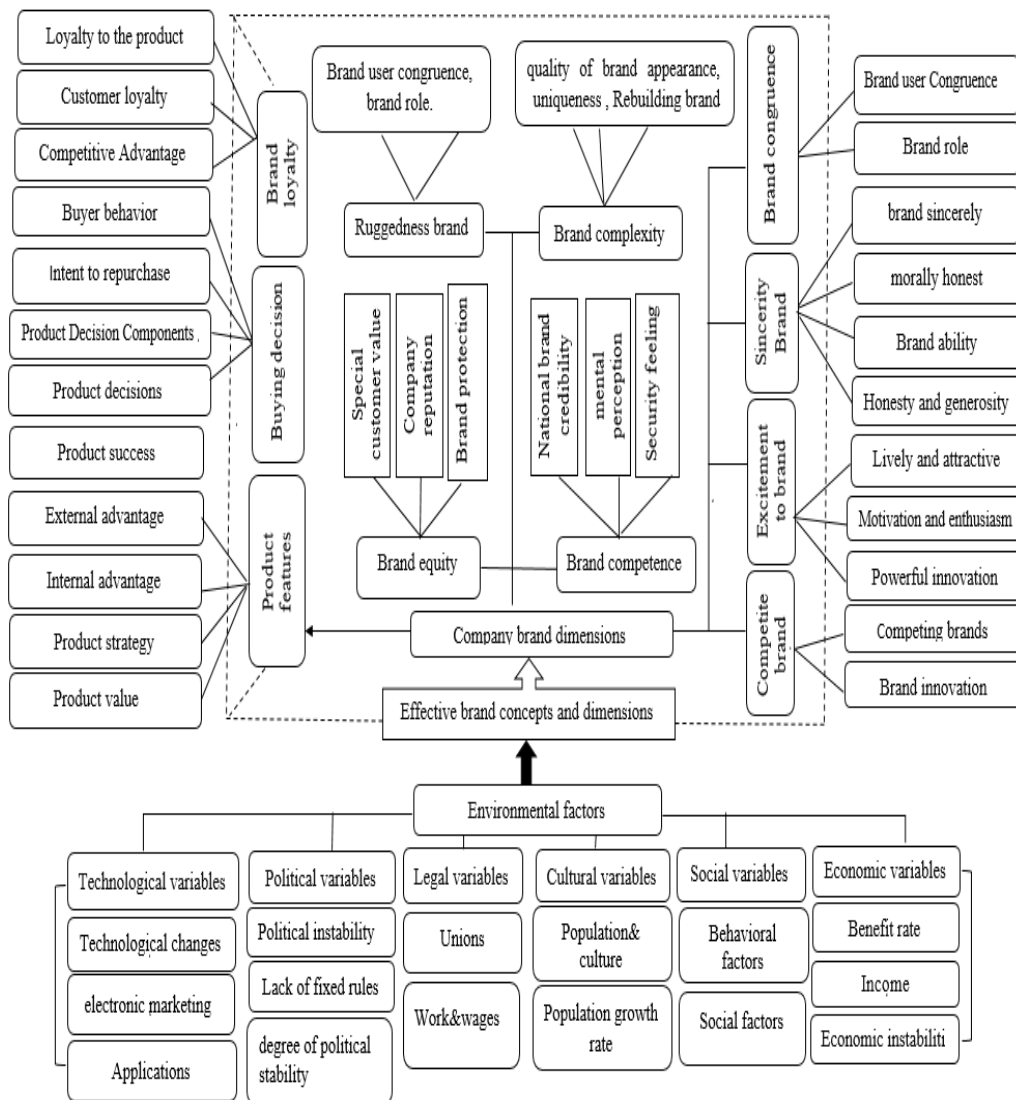
| Main categories | Intermediate categories | Subcategories |
|--------------------------|-------------------------------|---|
| Company brand dimensions | Sincerity brand | Sincereness of the brand, moral honesty, credibility of the brand's ability, honesty, and generosity. |
| | Excitement brand | Lively and attractive, motivated and enthusiastic, powerful innovation. |
| | Brand competence | The feeling of security, the credibility of the national brand, and subjective perception. |
| | Brand complexity | The quality of brand appearance, uniqueness, and Rebuilding the brand. |
| | Ruggedness brand | Distinct brands, rich brands. |
| | Brand congruence | Brand user congruence, brand role. |
| | Brand equity | Customer special value, company reputation, brand defense. |
| Product Features | Competitive brand | Competing brands, brand innovation. |
| | Product Value | Satisfying, Dissatisfying, entrepreneurship |
| | Interior feature | Product competition, product quality, and services, product purchase intention. |
| | External feature | Product relationship with the company, product relationship with packaging, national product. |
| | Product strategy | Integrated product, unique product, differentiated product. |
| Buying decision | Product Success | Competitive product, competitors' products, and prices, product preference. |
| | Intent to repurchase | Brand preference, repurchase intention. |
| | Product decision components | Price decisions, product attractiveness, distribution network decisions. |
| | Product decisions | Product purchase brand preference, subjective desire for the product. |
| Brand loyalty | Buyer behavior | Customer behavior, buyer behavior |
| | Customer loyalty | Purchase recommendations, create loyalty, and service loyalty. |
| | Competitive Advantage | sense of belonging, subjective perception, the chance of imitation |
| Environmental factors | Product loyalty | Repurchase, brand commitment, brand preferences |
| | Economic variables | Interest rate, income, Economic instability. |
| | Technological variables | technological changes, electronic marketing development, and application software. |
| | Political and Legal Variables | Political instability, degree of political stability, lack of fixed laws. |
| | Legal variables | Unions, work, and wages. |
| | Cultural variables | Demographic and cultural, population growth rate. |
| | Social variables | Social factors, behavioral factors |

Open coding saturates the individual symbols in each audit and continues until the central type emerges. After three stages of open coding, selective coding, and theoretical coding, a total of 5 categories and 26 concepts of 71 final codes were obtained. In the open coding phase, the number of codes extracted from the interviews was large. However, the ultimate goal of the research is to obtain categories and concepts that are related to the concepts of brand dimensions, product features, purchase decisions, and brand loyalty of mobile phone companies, so unrelated target codes were formed and according to the other obtained symbols, the main categories of the table formed above. Therefore, the concepts of the main dimensions of the corporate brand are classified into 5 groups. The concepts of what are concepts of brand dimensions are shown in the below figure.

Figure 1: Concepts of effective brand dimensions

Glaser (2004) believes that in various sources, there is no exact indication of how the final theory or model is formed. In the final stage of data analysis, theoretical coding is used in the classical foundation data method. This stage of coding refers to the integration of categories through a relational pattern. Theoretical sampling method By conducting six interviews on brand dimensions, five interviews on product features, five interviews on purchase decisions, and four interviews on brand loyalty, data saturation was achieved and the data analysis stage began. After reaching a separate model for each stage, the common factors in the models were examined and by comparing the designed models with each other, a general model was presented for the design stage. In addition, the explanations provided for each model are based on what was mentioned in the interviews. The final model of factors affecting brand dimensions in the selected coding model is shown in Figure 2.

Figure 2: Designing A Comprehensive Model of Corporate Brand Dimensions And Related Product Features In Mobile Phone Companies In Iraq (Researcher's Results).



Conclusion Discussion

The present research was conducted to design a model of corporate brand dimensions of related product features in mobile phone companies in Iraq. No domestic or foreign studies were found that addressed it. The components of the brand identity of mobile phone communication companies in Iraq are interrelated and have a mutual influence on each other in the form of an interactive model. First, the general literature in this field was studied and then detailed information was collected through interviews. Then interviews were conducted with 20 experts, managers, specialists, and faculty members of the university. The data were analyzed through open, selective, overlapping, and simultaneous theoretical coding steps. The researcher's thoughts and observations about the relationships between the emerging concepts and categories helped to form the final theory. After coding and tagging and coding along with the comments of the supervisors, we found the main categories. In the continuation of the interview process, by looking at the obtained categories, the index of each category, which was the steps of the process, was obtained. Finally, by knowing the category and its subsets, the final model was extracted.

The success of any business depends largely on good analysis and research and to a lesser extent on proper execution. For this reason, position analysis plays an essential role in the success of any aspect of a brand or product. Numerous studies have shown that the dimensions of a company's brand have a great impact on purchasing, decision-making, and brand loyalty. Nowadays more people choose and prepare their products and services than receiving and being satisfied with the brand. Therefore, the dimensions of the brand as a marketing strategy in the field of mobile communications have attracted the attention of companies.

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Numerous studies have shown that the dimensions of a company's brand have a great impact on purchasing, decision-making, and brand loyalty. Today people choose the brand with the requirements of their products and services and consider it something more than receiving the brand itself. Therefore, the dimensions of the brand as a marketing strategy in the field of mobile communications have attracted the attention of companies. One of the determining factors of qualitative research is the possibility of different interpretations of the investigated phenomenon, although the interpretation of the phenomenon studied in this research is only one of the possible and acceptable explanations. The dimensions of a company's brand are the main part of branding, and at the heart of creating any successful brand is understanding how to develop and create the dimensions of the company's brand. "Brand loyalty" is the main core of brand dimensions and a part of corporate brand dimensions, and brand-ability, its most important characteristic that appears, is reflected in brand dimensions.

In general, if we want a brand to be placed in the mind of the customer as a reliable and reliable brand, it is of particular importance to examine the different dimensions of the brand. Having the honesty of a brand with its audience, as well as having a sense of innovation and creating up-to-date incentives for the customer, along with the quality and acceptable appearance of the products, are important to succeed in branding. Motivating the customer compared to other brands in terms of various competitive factors is also an effective factor in accepting a successful brand in the mind of the audience. Analysis of the situation according to the main dimensions of the brand of mobile phone companies in Iraq and what

are the most important factors affecting them. When defining the dimensions of the company's brand, it tried to define the main concepts of effective brand dimensions. The definition of the brand dimensions is very important, it is directional, and it determines the continuation of the next process of the brand dimensions. In addition to the definition, it is necessary to extract the concepts of "brand dimensions" to identify the dimensions of the company's brand based on them. The results indicate that the comprehensive model of corporate brand dimensions related to the basic concepts that appeared in the research, 47 codes of 21 concepts and 8 categories in Table 5 shows, in this regard, the dimensions of the brand according to the model obtained as input (Introduction) of the brand that is introduced along with the patterns is drawn. According to Aker (1991, 1996, 1997), Levy et al. (2004), Khaled Al-Mutairi (2012), and Mohammad Mansour (2021).

Brand Product Features Category

According to the codes extracted from the data, finally, 5 categories were identified as brand product features. These categories include product value, product internal advantage, product external advantage, product strategy, and product success. "Product value category" is at the top. These categories (categories) are highly dependent on each other and influence each other. The value of the product includes 4 sub-themes of these categories, including the real value of the product, satisfactory product, unsatisfactory product, and entrepreneurial products. Understanding the individual differences between users and consumers is important for the real value of product managers. Because this may affect how marketing communications messages are designed for mobile phone companies' target markets.

Regarding the development of brand dimensions and product features, the researcher believed that the formed process is not a fixed and unchanging theory. Rather, in the future, by inventing new changes in technology, product features, different trends in service delivery, tools and procedures followed in the pattern of business marketing operations of mobile telecommunications companies, etc., they can be accepted and modified.

The government is in the process of establishing transparent and supportive laws in the field of business activities of mobile phone companies and regulating telecommunication products and services and making transparent and supportive decisions regarding the right to use the range of telecommunication networks within the country. On the other hand, the product itself and its features can influence the customer's motivation to buy. The value of the product for people, the internal and external benefits that a product can have, including product quality, the strength of competition with other similar products, the use of product presentation strategies by companies, the price, and everything that makes people prefer the special brand, it can be effective in creating sufficient motivation and effective in customer loyalty around that brand. Tracking mobile phone companies, accuracy in product quality, providing unique and distinct products and services, and reducing the cost of the product are the important factors in the work of companies.

Therefore, managers of enterprises and companies should try to check how to use all kinds of product strategies, and advertising messages and focus on the characteristics of products desired by customers and representatives through marketing communication with buyers. This can affect the perception of consumers and consequently, their buying behavior to lead to more favorable reviews of new product innovations and to create a sustainable product purchase intention and a competitive advantage over competitors' products and prices. According to the results of the research, product quality is considered one of the factors of the product characteristics of the corporate brand, which is consistent with the models presented by Saki (2003), Sata (2013), and Leila Sharifi et al. (2017).

Correlation of Corporate Brand Dimensions wth Product Features

The components of the brand identity of mobile phone communication companies in Iraq are

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interrelated and have a mutual influence on each other in the form of an interactive model. The first relationship considers the effect of the main independent variable (dimensions of a company's brand name with product characteristics). In the field of brand product features and mobile communication services, the area that was most related to the dimensions of the company's brand was the key to choosing a mobile phone operator brand and customer preference. By focusing on the products and services of the mobile phone company produced and supplied in the market, the corporate brand creates the key point of differentiation and competitive advantage of the mobile phone brand in the market. Therefore, a triple relationship between (brand, product, and consumer) this relationship includes "brand relationship with the product, brand relationship with the consumer and through the previous two relationships" so that the brand name of the product is presented and the consumer chooses a particular product with a mark and searches for specific specifications, where brand reputation is related to quality.

It is the product that plays a key role in creating a positive image and encouraging consumers to make a purchase decision. In other words, the brand represents the corporate identity, and the marketing field can use the company's vision, strategy, and culture as part of the company's brand value proposition. Corporate brands offer the same value advantage as product branding.

Category of Purchase Decision

According to the symbols (codes) extracted from the data, the purchase decisions are classified into 4 categories, the repurchase decision is at the top, and the repurchase decision refers to the brand preference and the intention to repurchase the products and services of mobile phone operators. It should be mentioned that purchase decision includes 5 sub-themes of repurchase intention, product decision components, product decisions, and buyer behavior.

The Iraqi market and the needs of users of new products must be identified in the target market of innovative consumers so that the image of the new and innovative product is based on the superior quality of that product, and this is what drives the purchase decision process.

Due to advances in information and communication technology over the past few years, worldwide access to mobile phones has exploded, surpassing the number of fixed phone lines in many nations. This is the primary driver behind the purchase of mobile goods and services.

Iraq is one of the countries that have achieved mobile phone communication technologies but still does not have a government communication company. All mobile phone communication companies are investment companies that have a license to provide mobile phone products and services. Buyer behavior, customer loyalty, and the creation of loyal customers in a business context are described as "creating a commitment in the customer to repeat purchases with a particular company and purchase more products and services." Product decision components focus on excellence and superior advantage of new products, pricing decisions, product attractiveness, and distribution network decisions.

The Category of Brand Loyalty

According to the symbols (codes) extracted from the data, 4 categories were identified as purchase decisions. Brand loyalty includes 5 sub-themes of customer loyalty, competitive advantage, and product loyalty. Brand loyalty is a key concept in the strategic marketing of mobile operators. Having a large number of loyal customers reduces marketing costs and gains a competitive advantage. These customers are considered brand assets and play a decisive role in their value. Customer brand loyalty is a type of internal and deep commitment that leads to repeated use or purchasing characteristics of a particular product or service for a telecommunications company. However, situational influences, competitive advantage, sense of belonging, self-perception, opportunity for imitation, and marketing offers are likely to influence customer behavior change. As shown, the Iraqi user purchased more than one mobile phone

line for several companies. Therefore, this leads to continued purchases of that brand. Customers tend to choose a product or a company among others to satisfy a specific need.

It is clear that once a relationship is established, companies must look for ways to improve the relationship to build loyalty. In addition to attracting new customers, they must adopt a suitable strategy to promote existing customers. Based on the results, loyalty, and attachment to the brand make customers more inclined towards the brand and are important in promoting the brand. These results are consistent with the models presented by Daver Venus (2013), Morteza Maleki Min Bash Rozgah (2014), and Saeed Shirkound et al. (2016).

Category of Environmental Factors

The last category is the "category of environmental factors". It refers to a group of environmental factors that are directly related to the external and internal environment of the company. These environmental factors include: "economic variables, technological variables, political and legal variables, cultural variables, legal variables, and social variables". Therefore, in the first stage of formulating environmental factors in the concepts of effective brand dimensions, a company should analyze the variables that include the external environment and the internal environment. "Interest rate identification, economic instability income identification, technological changes, electronic marketing development, global technology, application software, political instability, degree of political stability, government policies, lack of fixed laws, demographic and cultural, population growth rate, unions, work and wages, their social factors have a significant impact on corporate brands.

What is confirmed and in between, the basic concepts of mobile brand dimensions also show their effects on corporate brands through related channels such as technological changes and demographic changes. Of course, it should always be noted that all kinds of environmental factors are also effective in loyalty to a brand. Factors such as all kinds of economic variables that affect the purchasing power of customers, interest rates, income, and anything that affects economic stability or instability, political decisions and various laws such as banning the import of a certain brand, all kinds of legal, cultural and social factors in addition to The use of up-to-date and practical technologies are among the factors that should be considered in creating a suitable brand in the mind of the customer.

In the present research, when the participants were asked about the dimensions of the brand and the product features, it was found that providing more information about the new technology used in the brand and the new product and possibly using comparative advertising that compares the better quality of the new product. It will be useful to explain other competitors' products. Iraqi culture is a subjective and implicit culture.

Therefore, these results can explain part of the crisis of lack of awareness of brand dimensions by mobile phone companies as well as users of that brand in the country, which is evidenced by the purchase and use of more than one mobile phone communication network in the country. The most important problem faced in the field of branding and management of mobile telecommunication networks in Iraq is the fact that most of the telecommunications companies in this country are owned by foreign investors. On the other hand, he called it the lack of necessary infrastructure and technology to run these companies. Being governmental and professional is the biggest contradiction in mobile communication in Iraq, which creates much confusion in front of its management. Some of the problems caused by the government regarding mobile phone communications that were mentioned in this research are: lack of censorship in phone programs, lack of respect for ethics and public culture, unclear long-term plan and vision for telecommunication companies, economic instability, the level of political stability, lack of fixed laws and political instability in Iraq is currently considered one of the most important factors affecting the activity of this company.

To demonstrate a practical application, this process is proposed to mobile phone companies that are committed to brand dimensions and product features, using the steps and activities provided, apply the resulting process to propose a solution to advance their goals. Also, as business owners with a telecom presence, they can get more information about mobile phone services. And this is to achieve the needs and desires of customers and the activities of their competitors, to know the dimensions of the brand that creates loyalty and satisfaction among customers and makes them intend to buy and avoid going to another operator for better services. It is necessary to do it. Also, measure the credibility, popularity, and visibility of the brand by implementing the stages of developing the strategy mentioned in the research. According to the categories, symbols, and indicators obtained from the research, to develop and expand the brand dimensions of mobile phone companies, it is suggested to the managers and owners of telecommunication companies based on the research results:

- Use the results displayed in the model and improve it in product features and services of other companies. • One of the challenges of the telecommunication company is the adoption of new global technology in the field of communication. Based on the results, telecommunication companies are suggested to reduce the difference between Iraq and other countries in the field of communication technology and develop new services for mobile phone operators, and as a result, increase the trust of customers in the company's brand.
- Another suggestion is to form and establish joint departments between the government and mobile telecommunications companies to cooperate in providing the best services and also to reduce electronic crimes and the formation of a database and controls that serve subscribers in the purchase and sale of subscription numbers.
- Based on the results, it is suggested that the mobile phone company creates pleasant and wonderful experiences in the mind of the customer with innovative and outstanding products and services. For example, the company by holding exhibitions and booths and encourages customers to try the company's products for free. Besides it can arouse their enthusiasm to buy the new product, it can also show the relative advantage of the product compared to the products of other brands.
- Based on the results of political and legal changes, it is suggested and recommended that the government formulate and regulate transparent, coherent, and supportive laws in the field of business activities of mobile phone companies and regulate telecommunication products and services and be transparent and supportive. Decisions on the right to use the range of telecommunication networks within the country. Part of the symbols extracted in this research is in this direction. To show the practical application, the following suggestions can be made:

Managers of mobile phone companies should use the model. Based on the results of the research, it is suggested that members and owners of telecommunication companies should be aware of the latest information, techniques, and technologies related to the field of communication.

and be able to produce scientific and marketing programs for brand loyalty according to buyers' satisfaction. Legislation and development of rules and regulations that regulate the work of mobile phone companies in Iraq according to the needs of users and also the lack of interference by parties and politicians in the work of these companies, which hurts the provision of services.

The limitation of the research is that the research was conducted in the field of mobile telecommunication companies and its generalization to other centers related to telecommunication companies should be carefully considered. Each research should serve as a guide for future research, and in this research, the relationship between brand dimensions, product attributes, purchase decisions, and brand loyalty of mobile phone companies in Iraq was discussed.

In future research, researchers are suggested:

- One of the relatively newer levels of branding is creating a corporate brand to communicate and be close to the opinions of users, business partners, senior managers, and customers. Therefore, one of the future research topics can be the investigation of the corporate brand dimensions model,

especially about the brand dimensions and product features.

- Identifying and extracting all effective factors in determining the model of brand dimensions of the telecommunication company using other existing techniques such as grand theory (database theory). Analysis of exploratory factors and comparison of the obtained results with the results of the present research.

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