The investigation of the relationship between consumer perceptions of the company social responsibility and advertising recommendations (case study consumers of detergent products in the SIRJAN city)

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Abstract

Consumer behavior as a human being comes from his perception, perception of company social responsibility, ads perception, the perception of the attitude of seller and so on and this mostly glare in the consumer purchases. Recommended advertisement as one of the major marketing strategies affects the consumer behavior and their choices, and thus it has achieved an important and prominent role in the promotion of successful sales of products in an organization. Therefore, researchers are trying to make this strategy possible in the organizations. Therefore, in this article we have examined the relationship between consumer perceptions of company social responsibility with recommended advertisement. The aim of this study is to find the relationship between consumer perceptions of corporate social responsibility (satisfied) with recommended advertisement. The presented model in this study is aimed to explore this process. Results of this study showed a positive and significant relationship between consumer perceptions of corporate social responsibility (consumer satisfaction) in the recommended advertisement.

Keywords: consumer perception, recommended advertisement, company social responsibility.
Introduction

Marketing activities of organizations under are handled under five provisions. These concepts include: production, product, marketing and social marketing. The societal marketing concept in 1970s has been born as a full and independent academic field.

Philip Kotler and Gerald Zaltman the two renowned scholars and experts of marketing have introduced this new scientific field. The main mission of social marketing is to influence the social and human behaviors (KHORSHIDI and MOGHADAMI, 1382). Social marketing concept is based on the fact that any organization must first determine the needs and demands of its target markets and then compared to its competitors tries to meet the needs and demands for more efficiently and effectively, so that the survival and welfare of both the customer and community would be provided (KATLERE and Armstrong, 1385). Social marketing philosophy is consistent with the philosophy of corporate social responsibility (CSR), and the formation of corporate social responsibility refers to the early decades of the twentieth century. Corporate social responsibility is mentioned as a challenge in management, and due to this fact the CSR is associated with business techniques (Lozano, 2008). The corporate social responsibility is a significant and important dimension in making a powerful brand for a company. In crowded markets, companies try to achieve a unique brand positioning that can distinguish them from other competitors in the minds of consumers. Corporate social responsibility can also play a role in creating stability and integrity in customers based on distinctive ethical values and this is very important; because, customers tend to be identified with values of the companies that interact with them (HILLESTAD et al., 2010). Swaen and Chumpitaz (2008) have identified thirteen different definitions of corporate social responsibility on existing researches. For example Idown and Papasolomou define the corporate social responsibility in this way: A concept that refers to a corporate behavior that is above and beyond the legal conditions and requirements and are applied on a voluntary basis to obtain the sustainable development (Sheikh and Zee, 2011). Without a doubt, Carroll framework 1997 was mentioned as the most widely used framework. He has said that the social responsibility of each firm can be viewed from four dimensions which will improve the quality of citizenship in each firm, these four dimensions include economic, legal, ethical, humanitarian (Kim et al., 2010). The relationship between corporate social responsibility and consumer behavior is complex. The corporate social responsibility positively affects the people's opinions and attitudes not only about the company but also the company's products.

Consumers prefer to buy products from companies that invest on their corporate social responsibility (Ferreira et al, 2010). According to researchers studies, marketing and advertising area, recommended advertisement (World of Mouth Marketing) are traditionally powerful factors in shaping consumer attitudes and behavior and have more impact than the media on product acceptance by consumers. In the past, the recommended advertisement has happened in a quite limited and usually friendly environment and in face to face situation, including an information source and a recipient. In fact, recommended advertisement has faced two major constraints: 1. place, 2. Time. But the emergence of the Internet as a virtual environment has provided a fresh background for commercial activities, both for consumers and for producers. An
environment in which without gathering contacts, owners of goods, services and overall (according to what is considered in this paper), brand owners can achieve the greatest number of customers (potential or actual) and the users can also and present in this area more actively. And by participating in recommended advertisement try to express their opinions, experiences and interests, in other words play a more prominent role in making informed choices for themselves and others. As one of the commentators writes: companies instead of risking millions of dollars for extensive marketing can work as well as companies that are active in the internet, so that it can attract the attention of millions of audience with minimal cost through the adoption of web-based strategies like blog-making and recommended advertisement. On the other hand, the popularity of the Internet in recent years and its impact on recommended advertisement has led to the importance of this issue. And it has provided a decent basis for the study of this subject in different parts of the world and among different cultures.

The definition of corporate social responsibility

Corporate social responsibility is inherently a challenging concept (Okoye, 2009) so it always at the heart of the concept tend to discuss and debate. The concept is the result of the different concepts visualization which itself may weaken the conception value due to the dependence on its tools for experimental measurement and comparative analysis. So that the user will be ensured that he has designed what concept of corporate social responsibility.

However, by identifying the core preparation or the common issues of corporate social responsibility the extreme situation of conflicting views will be showed, so it studies the relationship between corporates (business) and society. The European commission defines the corporate social responsibility as a concept whereby the companies would comply with the environmental and social considerations in their business operations and in their interaction with their stakeholders on a voluntary basis. This concept is about the organizations that have decided to pass the minimum legal requirements and obligations stemming from collective agreements to consider social needs (MOJUDI et al., 1393). Carroll (1979) points out that the social responsibility of business include, economic, legal, ethical and discretionary expectations that the society has it at a certain time point in the organization. Another very important issue that emerges from the global discourse of corporate social responsibility focuses on how to achieve corporate social responsibility or in other words the will of nature or external corporate social responsibility. Specific definitions identify the will influencers as the nature of corporate social responsibility (Crane et al., 2008; Banerjee, 2007). However, it has been suggested that the importance of some issues of the corporate social responsibility means having such a will to guidance or obligation. In this regard, VAGOL (2005) points out that: Important complementary relationship between civil law and government shows that the responsible corporation definition needs to be expanded. Corporate responsibility should be "beyond compliance" is. It should also strive to increase compliance standards.
Problem statement

In the past few decades the concept of corporate social responsibility has been proposed as a key theme for the firms to pay attention to it. They have used the idea of building a brand as a criterion to evaluate the best approach to build brand. The brand equity often in research is specified as a group of customer mentality criteria which includes the attitudes, awareness and customer preferences towards a brand. It is assumed that the factors that could create these standards or affect them are new groups of branding that have stemmed the flow of corporate social responsibility.

In fact, Polanski and Jones (2006) believe that the companies that know how to use the company's social responsibility in their activities brand certainly will gain significant advantages over their competitors. Some researchers believe that there are very little information about the relationship between corporate social responsibility and brand performance. In addition, analysts believe that an organization with more social responsibility will have a better performance in business that includes more brand equity from the customer's perspective. However, this idea has been challenged and, in fact, it is not clear which specific measures of corporate social responsibility can especially build higher value than other corporate social responsibility measures of the brand. In fact, there is a gap in our understanding of the relationship between contemporary trends in corporate social responsibility and its subsequent consequences on the organization (Chomvilailuk and Butche, 2010). This article seeks to examine the relationship between consumer perceptions of corporate social responsibility with recommended advertisement. The development of corporate social responsibility in Iran is strongly associated with increasing pressure from fierce competition in the country market, so most of the manufacturing and services organizations look at a single strategic angle to improve their corporate identity and they can increase the market share. On the other hand, during the past two years, the Iranian government has begun to privatize state-owned industries. They can see the social responsibility as a way to give up parts of the private sector and increasing cooperation in the sector of social affairs to improve national competitiveness in the international stage (VALAMOHAMMADI, 2011).

Research background

Several studies have been implemented in the field of consumer perceptions of corporate social responsibility or recommended advertisement and customer loyalty and different the results have been achieved. But so far, no special research has been taken in the field of the relationship between consumer perceptions of corporate social responsibility and recommended advertisement. Industrial research reports showed that at the time of making the decision to buy, the internet users’ trust to comments and anonymous e-mails by consumers is more than their trust to traditional media and advertising (Cheung and Tadany, 2010).

In addition, based on the results of researches of the created content by the users and great consumer visits from them, they significantly affect the consumer purchase decisions, DOYSU, 2010. 91 percent of respondents to an online questionnaire in this regard have pointed out that
they use the online visits, blogs and other created content by users before buying a product or service. Also 46 percent of them are affected by these opinions and are encouraged to buy a product or service. Tama and et al, research results (2001) during the empirical studies on the way of users respond to the oral advertisement show that there is a kind of causal relationship between negative recommended advertisement and valuation of brands. Judgments by the recipient of the recommended advertisement (for a specific brand) somehow depend on a negative advertisement and brand name is also affected by the same judgment. Deng et al. (2010) in his article in the field of mobile industry in China has studied determinants of customer satisfaction and loyalty in China Mobile Messages. And they have developed and validate the conceptual model of customer loyalty and satisfaction. This model makes clear the quasi-legal relationship between perceived value, service quality, reliability, customer satisfaction, customer loyalty and replacement cost. During this model it considers the mediator variables such as age, gender and time-saving in each of these relationships, and it creates an appropriate vision for strategic planning and management enhance customer satisfaction and loyalty. In this model, customer confidence through satisfaction affects their loyalty. Taylor and Hunter (2006) have established a linear relationship between satisfaction, loyalty and recommended advertisement. They have divided the electronic loyalty into two categories: 1. repurchase advice 2. Electronic recommended advertisement. The results support the assumption that the trading communication process between the consumers leads to loyalty and marketing behavior. Poolthong and Mandhachitara (2009) have done a study as customer expectations of corporate social responsibility and quality of services and its impact on brand in the banking industry Thailand in 2009. Results of this study showed that corporate social responsibility indirectly affect the variables such as satisfaction and reputation assumption. Some positive consequences for the relationship between corporate social responsibility and brand impact can be named as follows: employee commitment, market share, brand image, customer loyalty. Polansky and Jones (2006) in an article have investigated the perception of the complexity of the issue of social responsibility at the time of the brand construction. They found that corporate social responsibility is part of a brand strategy, and corporate social responsibility branding explicitly means that the corporate social responsibility is the central part of the brand and the related activities convey the brand properties.

**Theoretical Framework**

Brand is proposed as a determinant of consumer loyalty and perception and commitment. Corporate social responsibility impact positively on consumer trends in relation to a company and its products (Poolthong and Mandhachitara, 2009). Corporate social responsibility as a strategy converts the brand to a competitive advantage (Brown, 2007). The new development of company brand is from the perspective of corporate social responsibility (HILLSTAD, 2010). Brand equity includes several elements such as quality, brand association and perception and loyalty, the studies have been conducted on the impact of corporate social responsibility trends on brand equity elements are few. We define the preference as the choice relative preference and brand use. This approach is according to Yu et al. (2009). Due to poor communication between corporate social responsibility and consumer responses it is essential that consumer achieve some
preferences for brands to buy a brand or switching it. The definition of the total structures (variables) used in this version were derived from the research history and are as follows:

**Consumer perception of the corporate social responsibility (consumer satisfaction)**

The first part of this model is related to consumer perceptions of corporate social responsibility or the consumer satisfaction. With a quick look at all the done researches in the field of marketing it seems that the consumers’ perception and their satisfaction should be considered a fundamental factor. They effectively directly (trust, motivation and loyalty) or indirectly (recommended advertisement and identification through brands) influence all parts of the model. The three important elements in the definition of consumer perceptions of corporate social responsibility and consumer satisfaction are:

1. A response (cognitive or behavioral) in a particular case (product, service or brand experience) at a specific time (Casalo et al., 2010). From Hana Zuhair and KETABCHI views (2012) satisfaction has been interpreted as an effective response to the purchase situation. Consumer perceptions are a positive and effective response as a result of an experience (purchase) in the past and also caused and shaped by previous experiences. So, it will affect the future purchase decisions and creates a cyclical pattern related to a set of long-term relationships from the past to the present. Consumer perceptions and satisfaction to build brand loyalty is necessary, but not sufficient, and other factors that are involved. Consumer perception and consumer satisfaction means the consumer satisfaction compared to his previous experiences from others (Chen, 2012). Chen (2012) trust means that consumers expect suppliers of goods and services (brand owners) to be reliable and can be trusted to do their commitments. Based on previous research trust is a belief in the ability of all the goods and services suppliers (brand owners) to enforce requirements and trade relations with buyers and the existence of a connection between trust, consumer perception and satisfaction and loyalty, it has been proven in almost all previous studies. Laroche and et al (2012) know that the brand trust is the consumers’ tendency to rely on brand ability to perform its designated tasks. This definition will be more prominent under uncertainty similarity of information and fear of opportunism. So the role of trust, reduction of uncertainty, facilitating the judgment in similarity of information and also creating a sense of comfort are in the brand considered by the consumer. In this paper, consumer trust has been studied in two dimensions: 1. Trust 2. trusting Participants in the recommended marketing. To measure the second part of the structure (as will be noted) the questions related to the participants' expertise are used.

2. The expertise

Expertise in a series of articles that explores the topic of marketing and advertising in the virtual environment has two different dimensions: 1. the knowledge of a user on a specific brand (2) the knowledge of a user about virtual environment and social networks. Expertise has been defined in preceding studies as follows: the perceived ability of the source of the message or its motivation to provide accurate and reliable information (in specific brand) that moderates the impact of the message (Cheung and Tadany, 2010). In this paper, the definition of the expertise
is the reader comments relevant to a particular brand, the validity of the source of the message to evaluate the quality of the brand. Measures related to this construction were extracted from the articles that were relevant to research background, but after the completion of a number of questionnaires, Cronbach's alpha relevant to this structure was not accepted. According to the output of SPSS, and the proximity these questions with other structures, two questions was transferred to the trust structure and one question to incentives structure to subsequently expertise factor have been removed from the model.

**Brand loyalty**

According to most researchers (Deng et al., 2007; Costello et al., 2010) Oliver offers the best definition of loyalty. Brand loyalty has been interpreted as a deep-seated commitment to buy again from the brand in the future or being its permanent consumer over time. This means that, in contrary to conditions effect and also marketing efforts leads to behavior change, but consumers looking to buy and reuse the same brand products or other products from the same brand. For loyalty two different dimensions are considered: attitudinal and behavioral dimensions. In the definition of Wang et al (2011) loyalty is a repeated a specific shopping behavior over the long run and attitudes and are due to different consumers views. It should be noted that the concept of loyalty is traditionally considered in this article, not the allegiance concept and electronic and on-line conception.

**Recommended advertisement**

The recommended advertisements through the impact on consumer choice play a major role in customers purchasing decisions. Also research of SHO and Haddad (2011) made it clear that recommended advertisements are more effective than traditional marketing tools such as common media for advertising. So this kind of advertising for a long time was one of the very important elements in the field of marketing from the researchers’ views. Communication is relevant to the recommended advertisements, to any positive or negative explanation by potential customers, real or former for a product or service or company (specific brand) that is available for a great group of the people and organizations, especially through cyberspace (Internet) is available. The recommended advertisements make the path easier for the consumers through which they could expand their voice as much as they can, and also facilitate access to the opinions of others (Chung and Tadany, 2010).

**Motivation for participating**

We're looking for motives that significantly compel consumers to participate in the writing or reading recommended advertisements about a brand. Incentives are public factors that will drive consumer behavior in order to meet their needs. So it significantly determines the behavior of consumers and to understand why, read or write their comments (recommended advertisements) are useful. Henning et al, 2003). Yu et al (2013) define motivation as is a psychological state that agitate and guide people for a particular behavior and force them for its maintenance. The motives are divided into two categories: intrinsic and extrinsic motivation. On the one hand the
inner motives are due to reasons such as interest, pleasure and satisfaction that lead to be behavior and on the other hand, extrinsic motivations arise due to material compensation (which is not the subject of this article). Davis et al (2008) in their study concluded that motives (internal and external) are key factors in behavioral attitudes. The effects of intrinsic motives are far more than extrinsic motivations. This article considers the immaterial inner motive.

Identification through brand

Some researchers have raised the idea that consumers who has deep involvement with a product or company (brand) will become one of the main sponsors of the product or company brand. According to social identity theory and the theory of identifying the organization, a consumer in order to achieve self-identity based on their needs identify themselves through product or company (brand). ANDROOD suggests a mechanism for emotion integration between brand and consumer that is called social identity. RIO and colleagues classify the brand definition in two categories: personal and social definition of brand. The personal definition of a brand starts with feeling close to a brand and the social definition of a brand subsequently increases when the consumer is part of a set (Yu et al., 2013).

In this article, the purpose of the identification through brand is the people tendency to be recognized and identify themselves and their community to others via a particular brand.

Figure 1: Conceptual Model of Research (H1 to H8 are hypotheses)

Research hypotheses
1. There is a positive relationship between consumer perceptions of corporate social responsibility (consumer satisfaction) and their trust in the brand
2. There is a direct and positive relationship between consumer perceptions of corporate social responsibility (consumer satisfaction) and their motivation to participate in recommended advertisement.

3. There is a direct and positive relationship between then consumer trust and their motivation to participate in recommended advertisement.

4. There is a positive relationship between consumer perceptions of corporate social responsibility (consumer satisfaction) and their loyalty to brand.

5. There is a direct and positive relationship between consumers trust and their loyalty to brand.

6. There is a direct and positive relationship between consumers’ loyalty to brand and their participation in recommended advertisement.

7. There is a direct and positive relationship between consumers’ motivation and their participation in recommended advertisement.

8. There is a direct and positive relationship between consumers’ loyalty to brand and their tendency to be identified through the brand.

**Research Methodology**

Research Methodology in terms of goal: functional, in terms of methodology and nature: descriptive the method for data collection was survey. The populations of this paper are a number of consumer detergent products and the samples are according Morgan law is 270 persons of the consumers of detergent products. They have selected randomly. The questionnaire was sent to a large number of consumers of detergent products and a total of 109 responses were received. The definition and design of structures related to this article, according to the literature (which is mentioned in the literature) has been selected to design and questionnaire measures as well, the questions related to the number of the of Research have been used. All structures on the basis of the whole 5-point Likert (1 = strongly disagree, 5 = strongly agree) were measured. It should be noted that the validity of the questionnaire was confirmed by professors in this field.

**Data collection**

This paper data collection through questionnaires distributed among consumers detergent products that were selected randomly. In the questionnaire we tried to provide an explanation about the purpose of the research and its applications, to help the respondents so with full awareness if their security of their information with full knowledge and complete data on demographic variables and their main questions.

**Test reliability (Cronbach's alpha)**

To test questionnaire reliability the Cronbach's alpha of the question related to any of the structures were evaluated; But preliminary results showed that the Cronbach's alpha structural questions related have low mastery (59). Further studies and due to the affinity of structural questions with questions of trust and incentive structures it was decided that the
expertise structure is removed from the original model. After making this change, the results in Table 1 were obtained.

**Demographic indices of respondents**

The first step is to study and identify the demographic profile of respondents and getting familiar with them. According to the results study among 109 respondents, the results in Table 2 were obtained.

<table>
<thead>
<tr>
<th>Identification through brand</th>
<th>Participate in recommender ads</th>
<th>Brand loyalty</th>
<th>Participate on motive</th>
<th>Brand trust</th>
<th>Consumer perceptions of corporate social responsibility and a sense of satisfaction</th>
<th>Cronbach’s alpha coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/9</td>
<td>0/88</td>
<td>0/89</td>
<td>0/77</td>
<td>0/85</td>
<td>0/9</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(Income (toman))</th>
<th>marital status</th>
<th>education</th>
<th>age</th>
<th>gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>13/8 %</td>
<td>Under 400</td>
<td>7</td>
<td>16/5</td>
<td>0%</td>
</tr>
<tr>
<td>28/2 %</td>
<td>400 to 800</td>
<td>8/36</td>
<td>32/1</td>
<td>57/8%</td>
</tr>
<tr>
<td>39/3 %</td>
<td>800 to 120000</td>
<td>24/8</td>
<td>BA</td>
<td>39/4%</td>
</tr>
<tr>
<td>11/2 %</td>
<td>120000 to 160000</td>
<td>26/6%</td>
<td>MA and higher</td>
<td>2/8%</td>
</tr>
<tr>
<td>7/5%</td>
<td>Higher 1600000</td>
<td>0%</td>
<td>Upper</td>
<td></td>
</tr>
</tbody>
</table>

**Test hypotheses (regression analysis)**

Due to the nature of regression as well as the number of samples in order to test the hypothesis of this paper, 5 separate regression analysis using SPSS software is used. Also according to the number of responses, to analysis results, adjusted R2 Output voltages were examined. In Hypothesis 1, the dependent variable, brand trust and consumer perceptions of
corporate social responsibility (consumer satisfaction), is the independent variable. After testing hypotheses, direct contact between the strong and positive consumer perceptions of corporate social responsibility as consumer satisfaction and confidence was confirmed. In hypotheses 2 and 3, dependent variable and independent advice motivation for participating in advertising, consumer perceptions of corporate social responsibility (satisfaction) and brand trust that the results confirmed the effect of both of these factors was confirmed on motivation. In hypotheses 4 and 5, the loyalty, the dependent variable and consumer perceptions of corporate social responsibility (satisfaction) and trust are independent variables. The results, confirming the relationship very direct, and strong positive consumer perceptions of social responsibility (satisfaction) and confidence (as independent variables) and brand loyalty (as the dependent variable). Thus, hypothesis 4 and 5 are confirmed. Hypothesis 6 and 7 study the relationship between the loyalty and motivation and recommended advertisements. Recommended advertisement is the depended variable and brand loyalty and motives are independent variables that have the direct and positive correlation between motivation and loyalty (as independent variables) and Advertising recommendation (as the dependent variable) was established. Hypothesis 8 is also where the identity of the dependent variable and the dependent variable loyalty is also confirmed by the results of SPSS software.

Table 3: Multiple regression analysis and hypothesis testing

<table>
<thead>
<tr>
<th>R²</th>
<th>result</th>
<th>sig</th>
<th>T standard coefficients</th>
<th>Non-standardized coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Beta</td>
<td>Std.Error</td>
</tr>
<tr>
<td>0/62</td>
<td>confirmed</td>
<td>0/000</td>
<td>13/318</td>
<td>0/790</td>
</tr>
<tr>
<td>0/30</td>
<td>confirmed</td>
<td>0/031</td>
<td>2/183</td>
<td>0/286</td>
</tr>
<tr>
<td>0/51</td>
<td>confirmed</td>
<td>0/000</td>
<td>3/241</td>
<td>0/436</td>
</tr>
<tr>
<td>0/49</td>
<td>confirmed</td>
<td>0/011</td>
<td>5/403</td>
<td>0/398</td>
</tr>
<tr>
<td>0/55</td>
<td>confirmed</td>
<td>0/027</td>
<td>2/241</td>
<td>0/289</td>
</tr>
<tr>
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<td>confirmed</td>
<td>0/000</td>
<td>8/374</td>
<td>0/630</td>
</tr>
<tr>
<td>0/61</td>
<td>confirmed</td>
<td>0/014</td>
<td>2/503</td>
<td>0/188</td>
</tr>
<tr>
<td>0/58</td>
<td>confirmed</td>
<td>0/000</td>
<td>12/365</td>
<td>0/768</td>
</tr>
</tbody>
</table>

Conclusions and Recommendations

This study examines the relationship between consumer perceptions of corporate social responsibility with recommended advertisement. For this purpose, SPSS software was used for data analysis. Output from the first of the data collection process analysis showed that structures of the amount of expertise in this model has not the necessary reliability, so the model is removed and a new relationship (the existence of which was confirmed during the process of data collection) was added to model. The results suggest that despite previous research that has been questioned a linear relationship between consumer perception and trust, the outcomes of this study confirmed the validity of this hypothesis (Hypothesis 1). The analysis also showed that although consumer perceptions of corporate social responsibility

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(consumer satisfaction) and consumer trust affect the increased motivation to participate in recommended advertisement; there cannot be a strong correlation and regression with high correlation coefficients for them (hypotheses 2 and 3). In addition, there is a strong linear relationship between consumer trust and perception (satisfaction) with the brand loyalty of consumers that was confirmed in this study as well as previous studies (hypotheses 4 and 5). In this model also it defines two new relationships that had been previously neglected or have been proposed in another form. The first regards shows the impact on brand loyalty on recommended ads (unlike previous models) is (H6). The calculation results confirmed that consumers' brand loyalty and motivation to have a significant and positive impact on recommended ads (hypotheses 6 and 7). The second one that alleged a positive correlation between brand loyalty through brand identity and desire, also (hypothesis 8) was fully confirmed. But a close examination of models and previous results and present findings also strongly recommend it remarkably well for future researchers in this field is that it might to establish a mutual relationship between brand loyalty and recommended advertisement. Because the results of this study and similar research of Yu and colleagues (2013) have done brings us to believe that these two factors have mutual influence on each other. That means that the brand loyalty does not necessarily lead to participation in recommended advertisement or cannot say that consumers who participate in recommended advertisement are loyal to a brand. But perhaps each of these factors can be used as a predictor for future behavior of consumers. It also appears that the structure themselves through brand identification is also one of the factors influencing participation in recommended advertisement and add this relationship to be more enriched model. According to the results of this study and similar studies in the same field, the need for programs targeted to brand owners in the community and identification and enabling continuous and constructive communication with consumers and improving the quality and efficiency of the products according to consumer opinion is quite evident.
References


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