

THE EFFECT OF MULTIPLE BRAND ATTACHMENT STUDIES ON BRAND LOYALTY

Shahram Gilaninia¹, Mohammad Mehdi Mozaffari², Mahmud Samadi³, Nima Saberifard⁴

¹ Associate Professor, Department of Industrial Management,

Rasht Branch, Islamic Azad University, Rasht, Iran .Email: drgilaninia45@gmail.com

² Associate Professor, Industrial Management Group, The Faculty of social science,

International Imam Khomeini University, Qazvin, Iran .Email: Mozafari@soc.ikiu.ac.ir

³ P.H.D Student of Business Administration, The Management Group, The Faculty of Humanities,

The Member of Faculty of Takestan Non-Profit Higher Education Institution, Qazvin, Takestan, Iran.

(*Corresponding Author Email: goodarz.samadi@gmail.com)

⁴ Ph.D. Student, Industrial Management, Islamic Azad University (Rasht Branch), Rasht, Iran. Email: N.Saberi@ut.ac.ir

ABSTRACT

Regarding to the importance of loyalty approach in new organizations, the purpose of this research is the effect investigation of brand attachment on brand loyalty. In this research, the relationship between the commitment to communications, partnership, trust, brand attachment and brand loyalty has been investigated. In order to test these hypotheses, the costumers of chain store in Qazvin have been chosen as a statistical society and the simple random sampling has been used in this study. Faintly, 384 questionnaires were confirmed for data analyzing through structural equation method. The results show that brand attachment effects on partnership creation. Brand attachment effects on commitment to communications. Brand attachment effects on brand trust. Also, the commitment to communications effects on brand loyalty. The commitment to communications effects on partnership creation. Consumer's partnership effects on brand loyalty and brand attachment effects on brand loyalty with the mediate role of partnership creation.

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1. INTRODUCTION

A powerful brand can be the most valuable holding of a business institute, because it leads to obtain more profit margins, best cooperation channels and other advantages by that organization. Nowadays, customers can't waste too much time to compare the options, even if they have this time, they are unable to recognize the appropriate and accurate product or service with full trust. So, it is the brand that conveys certainty and trust. In consumer marketing, the brands often have been the starting point of distinction between too many suggestions. This can be vital in determining the position of organizations. Thus, it is so important to manage the brand names strategically. The powerful brand creates a meaningful imagination in customer's mind. The imagination, fame and the credit of brand lead to increased differentiation and creation of a positive impact on the customer's buying behavior. The purpose of this research is the investigation of the brand attachment impact on brand trust, based on available facilities and previous studies and to provide appropriate solutions to achieve this according to the results. The purpose of this part is the problem design and to mention it's necessity. the chosen method of this study is to express the questions which should be answered at the end of this research. Most of the studies suggested that the customer's partnership with the brand, is a vital mechanism to have stronger relationships with consumers. (Holbic, 2011). And it is a key to improve the performance of a brand. (Kumar and et.al, 2010). The customer's partnership helps to improve the organizational performance, such as sales growth, cost reduction, and profitability. (Bey Molt and et.al, 2010). Nevertheless, less attention has been paid to experimental researches about costumers's partnership. (Bolton, 2011)

Brand partnership means creating a deeper and more sensible connection between the company and the brand. (Fatima,2016). While the psychological researches tend to focus on the attachment of individuals to other people, the researches show that such attachments can be improved beyond the framework of individual-to-individual relations. The researches show that consumers can improve their attachments through giving gifts, places, brands, sport teams and different objects. (Park and et.al, 2010). The attachment has been studied in different concepts and various attitudes. In the main core of all strong relationships between customer and the brand, there is a kind of attachment. So, the strong relationships between consumer and the brand can be described through the high degrees of attachment. (Park and et.al, 2010).

The trust is considered as a three dimensional structure. The trust of consumers to the brands is a psychological variable that reflects a set of hypotheses related to acceptability and benevolence which attracts the consumers to the brand. According this definition, the brand will be acceptable if provides the expected performance of customers. A good brand is a brand which fulfills the promises about exchanging the goods. In more comprehensive terms, it should be an honest brand in customer's opinion. At last, the brand will be benevolent if it always considers the interests of consumers. (Louis and et.al, 2010). One of the important and vital discussions around marketing is consumer attraction and keeping him, because high costs are spent to introduce a product to a customer. For this reason, his loyalty to the products has a spatial importance. Lots of researchers have investigated the effective factors of loyalty, but often their concentration is on the satisfactory impact on the loyalty. And despite the importance of the issue, they have less concentrated on the factors affecting brand loyalty. Because of this, when the search is done about the background of this study, limited cases could be found about this considered subject. (Amirshahi and et.al, 2017). This study has an important impact on banking research literature, because this is the only research about the usage of brand attachment in banking. Also this study has a significant impact on the research literature of customer's desire, because this research provides specific management concepts to help the managers having a better comprehension about the improvement factors of customer's loyalty. At last, this study helps to improve the decision making process and setting the desired strategy. Because this study shows how any of proposed marketing and activities, provide a new opportunity for managers in order to attract the costumers through the improvement of brand attachment.

1.1 Research purposes

- The determination of brand attachment impact on partnership creation
- The determination of brand attachment impact on commitment to communications
- The determination of brand attachment impact on brand trust
- The determination of brand trust on loyalty
- The determination of brand trust on partnership
- The determination of brand attachment impact on brand loyalty
- The determination of commitment to communications impact on brand loyalty
- The determination of the commitment to communications impact on partnership creation.
- The determination of customer's partnership on brand loyalty
- The determination of brand attachment impact on brand loyalty with mediating role in partnership creation.

1.2 Hypotheses

- Brand attachment effects on partnership creation
- Brand attachment effects on commitment to communications
- Brand attachment effects on brand trust
- Brand trust effects on loyalty
- Brand trust effects on partnership
- Brand attachment effects on brand loyalty
- Commitment to communications effects on brand loyalty
- Commitment to communications effects on partnership
- Customer's partnership effects on brand loyalty
- Brand attachment effects on brand loyalty with the mediator role in partnership creation

1.3 The conceptual model

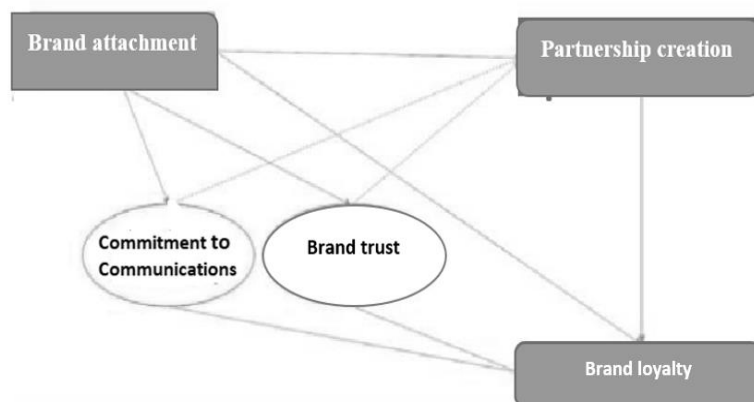


Figure 1.

The conceptual model

Source: Kauffman and et al. (2016)

1.4 Brand attachment

Nowadays, the consumer is looking for a sign among lots of brands to encourage them to choose. These distinguishing signs, often are created through emotional features, not through functional features. Having a long and strong communication with consumer provides a situation that makes sense for consumer and he can count the brand as a part of his life. Enthusiasm is a powerful tendency to an object. Both positive and negative enthusiasms might be happening in different types of consumptions. For instance, a NIKE fan may be constantly enthusiastic to have the latest model of shoes for the dummies. In contrast, the consumer may become tremulous by thinking about a restaurant that he has an undesirable experience there. (Amirshahi & et.al 2014). The only reason for a costumer's decision to not have a special brand despite his enthusiasm, is some limitations, which can change his buying behavior. This is called repressive tendency. (Amirshahi & et.al 2014). The enthusiasm of consumers about their properties or certain activities is expressed wildly. But the hypotheses based on feeling the love of the brand, basically comes from the researches about pleasure, love and consumer's relationships with the brands. Although these senses are not exactly like the senses between two men, the results show that, the intensity of emotions to a brand is more than a simple interest. (Carol and Ahuja, 2006). In most of the researches that is done around love the brand, the definition of Carol and Ahuja, 2006 has been used to express the concept of love the brand. Of course, in addition to the word "love", sometimes the other words are used such as: "emotional dependency" and "enthusiasm". But in fact, all these words refer to love. (Amirshahi & et.al 2014). Excitements as a total factor such as pleasure and enthusiasm (based on Rassel's view) or a positive and negative mood (based on Watson and Telgang's view) are considered beneficial. Mehrabian and Rasell (1974), introduced the pleasure, enthusiasm and distinction (P.E.D) as basic criteria in environmental psychology in order to achieve on the emotional responses of individuals due to their environment. The consumer's enthusiasm that is one of the important and effective factors on consumer's imagination, has a positive and direct relationship. (Saterland, 2004). Trang and Mac col defined four variables for internal enthusiasm. They are individual growth, presence in community, communication and self-esteem that are as follow: (Trang & et.al, 2011).

In fact, the enthusiasm of costumers should be expressed by the concepts such as individual growth, presence in community, communication and self-esteem and through this the real meaning of costumer's enthusiasm can be recognized and this meaning is dependent on all that four concepts. In fact, the consumer's behavior and his enthusiasm for buying is dependent on the character and person's understanding of his need and the correct decision about buying a good and the brand in one hand, and in other hand is dependent on aspects of the brand's role play and its social value. These factors can effect on buying decision. So, the fancy value is an important factor for people to find their social position and display and social ranking. And this is counted as an important Factor of fancy consumption. On the other hand, it is dependent on the senses like personal interest, self-worth and self-esteem, and the researches show that in terms of customer psychology, the self-esteem is an important issue in customer's buying intern. On the other hand, it is dependent on emotional interactions with friends and other consumers in society which they have the same consumption.

1.5 The background of research

Kauffman and et.al (2016), investigated the brand attachment impact on loyalty with the mediator role of partnership. The method of this research was descriptive-survey. In order to collect the information, some questionnaires distributed among costumers. The results of data analyzing show that brand attachment effects on partnership creation. Brand attachment effects on commitment to communications. Brand attachment effects on bran trust. Brand trust effects on brand loyalty. Brand trust effects on partnership. Brand attachment effects on brand loyalty. Commitment to communications effects on brand loyalty. Commitment to communications effects on partnership creation. Customer's partnership effects on brand loyalty. Mohd and Wong (2010) in a study about "the impact of social media marketing on buying and brand loyalty among Wow generation" suggested that social media is a common work method in 21th century. According to web 2, the interaction of human and social media, has had an unprecedented growth in modern era. In this study he tried to investigate the impact of social media marketing on brand loyalty and buy intention among wow generation. Surveys were done randomly and 200 questionnaires with 75 % response degree distributed among the undergraduate students at Malaysia University. Two propositions and three hypotheses were tested through averages and regression analysis and the results show that online marketing communications, online communities, and online advertising effects on the promotion of brand loyalty and buying intention through the company's website and social media platforms.

This results show this fact to the marketing managers that social marketing media is an important marketing devise to access to the young consumers. And also the results show that cyber world has so important role in modern marketing and marketers could be able to assess to consumers faster and more effective. This research is a guide for global brand players to promote their product and brand through social media marketing. (Mohd and Wong, 2010). Borman and et.al in a research about service brand and its impact on attitude, employee behavior and the quality of the costumer's relationship with the service band organization show the results as follow: this researcher studied 14 different service brand, they found that an effective branding process within the organization. This includes the internal relationships of brands, human resources management through concentration on brand and brand-led leadership, which increases the employee commitment to service brand (attitude changing) and then the brand citizenship behavior (behavior changing). Finally, these issues lead to the reinforcement of customer's relationship with the organizational service brand.

King and grass, 2010, had a study about manufacturing and measuring the employee-based service brand that the results are as follow: these researchers evaluated the loyalty of employees to the service brand, and the citizenship behaviors of brand service, oral advertisements of employees about the service brand and service brand marketing based on marketer staff through assessing employee satisfaction. In the proposed model in this research, the factors like publishing knowledge, the responses of employee, role resolution and brand commitment effect on employee-based service brand marketing. Punjabira and et.al, 2010, had a study about empowering the band service and protecting the employee behavior that the results are as follow: they believe that service brand marketing of organizations effects on attitude and behavior of employees, and actually their workability effects on delivery of service brand commitments. According to the results, commitment, involvement and the brand loyalty of employees to the service brand are effective factors in delivery of service brand commitments. According to the researcher's opinion about staff training, group meetings and briefing sessions are the sign of an effective process of service brand marketing. This leads to increase the employee's workability about delivery of service brand commitments.

Rostami and et.al (2017) investigated the effect of brand and product attachment on brand loyalty in industrial production. The method of presented research is descriptive survey and in terms of purpose is applicable. Data collection was done through distribution of questionnaires. In this research, after investigation of the validity and the reliability of data collection tool, the questionnaires distributed among 124 individuals of industrial equipment customers as a statistical sample in iron ore factories. The research's data analyzed through descriptive statics and structural equation approach. According to the results, the hypotheses of this research confirmed with the error level less than 5%. 2 main hypotheses and 6 sub hypotheses from 7 sub hypotheses confirmed and so, considering the confirmation of research hypotheses in investigated industrial product sample with the error level less than 5%, brand and product attachment, directly have a positive impact on brand loyalty. Conjunction with product and brand and also the trust to the products indirectly effect positively on brand loyalty through product attachment and brand attachment. Indirectly attachment to the product has a positive impact on brand loyalty, through brand attachment and product irrevocability too. Akbari and et.al (2015), investigated the impact of creator character on brand character and costumer's brand attachment. This research is applicable and the methodology of research is descriptive-causal. Statistical population are students at the University of Guilan. Through non-probable available sampling, the sample size was at least 384. In order to data collection, library methods and questionnaires were used. The questionnaires consisted of 99 questions and distributed among statistical population.

The reliability of research tool, evaluated through Cranach's alpha coefficients and combined reliability and the reliability of the questionnaires was 93%. This result shows the high reliability of research tool and the research validity confirmed based on content validity and structural validity. Finally, in order to data analyzing, model fitting and hypothesis testing, the structural equation modeling based on partial least squares approach and smart PLS software are used in this research. The results show that the creator character has a positive and significant impact on the character of brand. Also, brand character is related to brand attachment significantly. Osanlu and et.al (2015) investigated the impact of emotional attachment of customers on special brand value with emphasis on mediating role of relational quality and brand citizenship behavior in industrial market. The research is methodically applicable and descriptive- survey. The statistical population in this research is IT industrial and the research tool is the collection of questionnaire information. In order to information analyzing, the structural equation method and confirmatory factor analysis through Lisrel software are used. The results show that emotional attachment of customers, leads to increase the brand relational quality and the organizations can upgrade the brand citizenship behavior and brand special value through improvement of brand relational quality. Azizi and et.al (2014) investigated the impact of brand and customer's character consistency on brand trust, brand attachment and mental mediator role of product. The main tool of information collection to examine the hypotheses was a questionnaire consist of 59 questions. The questionnaires distributed among 300 individuals and were completed trough a personal report and face to face meetings.

Testing research's hypotheses was done through linear regression method and through testing the correlation coefficient of two common variables in two independent samples through S.P.S.S.F software. The results show that the consistency of consumer's character with brand has a positive impact on consumer's trust and their attachment to the brand. Also, the results indicated that the effect of brand and consumer's character consistency on trust to prestige goods is more than commodities, while the effect of consistency between consumer and brand character on their attachment to prestige and commodities goods is not significant. Kafashpur and et.al, (2012), investigated the impact of brand character on trust, attachment and commitment to the brand among Sony product customers in Mashhad. The method of this study was descriptive- survey and the questionnaires distributed among 250 individuals in Mashhad that were the Sony product consumers. Then, data analyzing was done through Lisrel software based on structural equation model. The results show that brand character effects on trust, attachment and commitment to the brand. Also it was determined and confirmed that brand trust effects on brand attachment and brand attachment effects on commitment to the brand. On the other hand, the results indicated that brand trust does not have any impact on commitment to the brand.

2. METHODOLOGY

This research is applicable, and in terms of data collection, this is a cross sectional survey and the relationship between the variables is correlation.

- The statistical population in this research are the customers of chine stores in Qazvin.

- To choose the customers, simple random method is used.
- Because of the unlimited statistical population, sample size was 384 through Morgan table.

3. THE RESULTS

The general confirmatory factor analysis model was determined as follow:

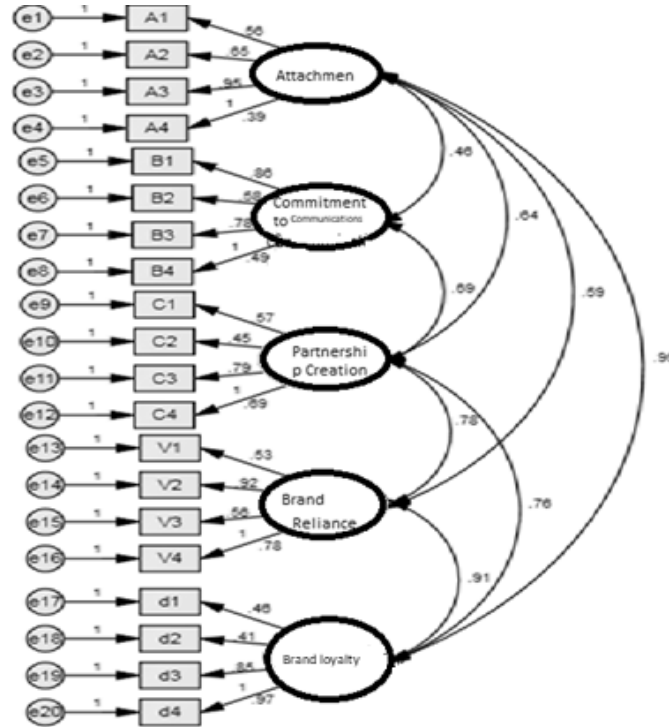


Figure 2.
Factor analysis based on standard coefficient

After investigating and verifying the measurement model, the model of research was drawn and the relationships between hidden variables (That in fact are the hypotheses of the research) were investigated. At first, the fitting indices are assured and then, the relationships between the hidden variables are investigated.

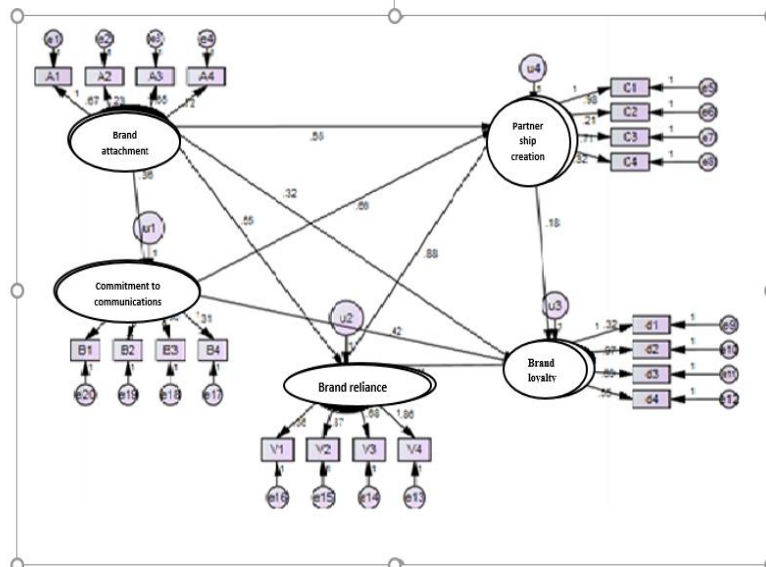


Figure 3.
The structural model with standard coefficients

Table 1

The results of testing the hypotheses

Hypotheses	Standard coefficient	Statistical significance number	The result of testing
Brand attachment on partnership creation	0/65	2/87	Confirmed
Brand attachment on commitment to communications	0/36	15/93	Confirmed
Brand attachment on brand trust	0/55	3/55	Confirmed
Brand trust on brand loyalty	0/11	12/36	Confirmed
Brand trust on partnership creation	0/88	6/52	Confirmed
Brand attachment on brand loyalty	0/32	2/26	Confirmed
Commitment to communications on brand loyalty	0/42	3/68	Confirmed
Commitment to communications on partnership creation	0/66	2/36	Confirmed
Partnership creation on brand loyalty	0/18	5/82	Confirmed
Brand attachment on brand loyalty with the mediate role of partnership creation	0/20	3/12	Confirmed

3.1 The conclusion and analysis of the first hypothesis

Brand attachment effects on partnership creation.

Based on the results of structural equation modeling in table 8-4, the impact of brand attachment on partnership creation was confirmed. (Statistical sufficiency number is 2.87 and more than 1.96) and this amount was estimated to be 65% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.2 The conclusion and analysis of the second hypothesis

Brand attachment effects on commitment to communication.

Based on the results of structural equation modeling in table 8-4, the impact of brand attachment on commitment to communications was confirmed. (Statistical sufficiency number is 15.93 and more than 1.96) and this amount was estimated to be 36% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.3 The conclusion and analysis of the third hypothesis

Brand attachment effects on brand trust

Based on the results of structural equation modeling in table 8-4, the impact of brand attachment on brand trust was confirmed. (Statistical sufficiency number is 3.55 and more than 1.96) and this amount was estimated to be 55% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.4 The conclusion and analysis of the fourth hypothesis

Brand trust effects on brand loyalty

Based on the results of structural equation modeling in table 8-4, the impact of brand attachment on brand loyalty was confirmed. (Statistical sufficiency number is 12.36 and more than 1.96) and this amount was estimated to be 11% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.5 The conclusion and analysis of the fifth hypothesis

Brand trust effects on partnership creation

Based on the results of structural equation modeling in table 8-4, the impact of brand trust on partnership creation was confirmed. (Statistical sufficiency number is 6.52 and more than 1.96) and this amount was estimated to be 88% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.6 The conclusion and analysis of the sixth hypothesis

Brand attachment effects on brand loyalty

Based on the results of structural equation modeling in table 8-4, the impact of brand attachment on brand loyalty was confirmed. (Statistical sufficiency number is 2.26 and more than 1.96) and this amount was estimated to be 32% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.7 The conclusion and analysis of the seventh hypothesis

Commitment to communications effects on brand loyalty

Based on the results of structural equation modeling in table 8-4, the impact of commitment to communications on brand loyalty was confirmed. (Statistical sufficiency number is 3.68 and more than 1.96) and this amount was estimated to be 42% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.8 The conclusion and analysis of the eighth hypothesis

Brand attachment effects on partnership creation

Based on the results of structural equation modeling in table 8-4, the impact of brand attachment on partnership creation was confirmed. (Statistical sufficiency number is 2.36 and more than 1.96) and this amount was estimated to be 66% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.9 The conclusion and analysis of the ninth hypothesis

Partnership creation effects on brand loyalty

Based on the results of structural equation modeling in table 8-4, the impact of partnership creation on brand loyalty was confirmed. (Statistical sufficiency number is 5.82 and more than 1.96) and this amount was estimated to be 18% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

3.10 The conclusion and analysis of the tenth hypothesis

Brand attachment effects on brand loyalty with the mediator role of partnership creation

Based on the results of structural equation modeling in table 8-4, the impact of brand attachment on brand loyalty with the mediator role of partnership creation was confirmed. (Statistical sufficiency number is 3.12 and more than 1.96) and this amount was estimated to be 20% and positive. So, zero hypothesis was rejected and there is no reason for rejection of the main hypothesis. The results of this hypothesis is consistent with the research done by Kyfouman and et.al (2016).

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