The Effects of Brand Image on Donation: Case Study of Imam Khomeini Relief Foundation

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ABSTRACT

One of the important communicative tools in customer relationship management is brand. Brand is a name, term, sign, symbol, design or a combination of them with the aim of identification of goods and services from other competitors. Also, donating is of great importance from social status and advertisement value. The present study aimed to investigate the effect of usefulness, efficiency, emotional and dynamics of brand and the change of image of brand of Imam Khomeini relief foundation on the tendency of people to donate. The residents of Qazvin province were tested by survey and questionnaire. The study is applied in terms of purpose and survey in terms of implementation. Its content validity is investigated by Lawshe coefficient. Internal consistency method was used to evaluate reliability of questionnaires and faced validity was evaluated by Cronbach’s alpha. The hypotheses are tested by structural equations modeling by AMOS 18 and SPSS 16 software. The results showed that good brand image leads to the increase of donations and a strong brand is of great importance. Some components as loyalty, awareness, conception of quality, consideration and support can achieve usefulness of a brand. Creating deep relation with people from emotional aspects causes that people help these organizations with the request of charity organizations and efficiency dimension improves productivity and increasing of receiving donations.

KEYWORD

Donation, Brand image, Usefulness of brand, Performance of brand, Imam Khomeini Relief foundation

INTRODUCTION

On of the current main issues in most of charity institutions despite all donations is financial distress to provide required facilities. Another concern is the lack of commitment and responsibility in various state and private organizations to present their products and services as materialistic and spiritual for the needy people. Despite the increasing importance of brand of charity institutions to assure for financial aids, a few researches have been conducted in this regard. Based on the importance of collecting donations in charity sector and perceiving the role of brand in donator behavior, this study attempts to evaluate the impact of brand image of charity institutions on donation behavior and follows two goals: First, it helps the identification of components of charity institutions and develops a definite scale. Second, it investigates the impact of charity institutions and importance on tendency and motivation via the impact of usefulness, efficiency, and emotional dynamics of brand on donators (from time or financial aspects (Géraldine, 2012) Bennett and Gabriel (2006). The main question of the study is whether image of brand of Imam Khomeini relief foundation is effective on tendency of people to donate?

This study attempts to identify the impact of brand image and its index on donation from people as donators help during this effect on their behaviors. The study scope is Imam Khomeini relief foundation in Qazvin. The internal consistency is evaluated by Lawshe coefficient and content and face validity are evaluated by Cronbach’s alpha for its reliability. The test hypotheses are tested by structural equations modeling with AMOS 18 and SPSS 16 software. The importance of the present study is considered to evaluate the variables of usefulness, efficiency, emotional, dynamic aspects of brand and the change of brand of Imam Khomeini relief on tendency of people to donate. Thus, at first by a review of literature of brand in four aspects (usefulness, efficiency, emotional and dynamics) in charities we start and section 2 deals with the measurement and structural analytic method. Section 3 is regarding the data analysis based on structural equations and fourth section is about study results and findings and final section is about applied recommendations.

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REVIEW OF LITERATURE

In new marketing, the companies apply various strategies and methods for distinction between their products and those of competitors. One of the important decisions in marketing is selecting product brand helping the consumer to identify useful products and achieve information about it. Most of managers of brand apply generalizing brand technique during presenting new product to market and they believe that the subjective features regarding the main brand product is transferred to the new product with the same name (Aker and Katler, 1990).

The researches of Peter and Mark (2002) showed that evaluation of consumers of the image of similar symbols is due to the development of consistency or inconsistency or success or failure of all the ingredients of the product. The consistency or inconsistency of images of programs creates specific beliefs about symbols and signs. Media industry attempts to perceive the management and importance of signs and symbols. The symbols can be applied as the most important distinctive tool in TV shows.

The researches of Victor Felischer (2005) show that in financial sector of firm, it is assumed that concentration of consumer on some features as price, quality, durability and re-use of goods and the studies show that the consumer selects the trademark and it is believed that the brand has high effect on brand image of firm. Robemseuyin (2005) believes that branding as an important factor has important role in investigating the consumer. Bent and Gabril (2003) believe that a good brand image leads to the increase of charity but their non-profit brand image is based on five dimensions (affection, dynamics, idealism, focusing on the people taking benefit and non-political image) and their activity is based on the concepts in commercial concepts to the non-profit brand concepts. The author applies the brand rating from the press regarding the fame of firms in commercial brand and also the fame indices in economic US journals are used.

Kheyri et al., (2013) in a study “emotional attachment of consumer to brand: pre-requirements and results”, and found that the consumers with emotional dependence to brand have high level of loyalty and propagate mouth to mouth speech regarding brand and they try to pay high prices for brand. Ebadi (2013) conducted a study “considering charity” and found that in developed countries, non-state foundations are considered as important factors in people participation in development and revision in fundamental recognition and evaluation of non-profit and charity foundations is a necessary and objective need not a mere theory.

Usefulness dimension of brand: Planning for brand without considering profit is something that is not done by an institution or company and brand has many advantages and the companies are intended to be introduced as a highly potential brand to their competitors. Branding the product or services is costly but loyalty and honesty is achieved by high financial profit and superiority is created in a customer and it increases the brand advantages and value. Brand usefulness in charity foundations based on the evaluations of charities on donators showed that if developed criteria are used, by creating positive image in the minds of donators of their brand, we can observe the increase of donation of people to charities.

Efficiency dimension of brand: Efficiency means the lowest time or energy for the highest work. When brand image is effective on helping behavior of people, feature as an efficient factor in decision making of people for donation can have important impact (Rouch, 1978). The more the organizations apply more sample sources, people can donate more. For example, people consider Red Cross as a foundation for humanitarian aids much more than borderless doctors and dedicate much money and the efficiency dimension of organization to absorb humanitarian aids is very effective.

Emotional dimension of brand: According to the studies, if the firms can not have emotional links with consumers, they will be failed in creating real loyalty, emotional attachment presents psychological state of human mind as connecting a strong emotional and cognitive link of brand an a person and brand is considered as personality extension. Mcquin et al., (1993) explained emotional progress of brand and consumer with dependence view and it can lead to commitment and emotional dimensions of non-profit brands to motivate the feelings in donation can have better effect on absorbing donations.

Dynamics dimension of brand: The increasing dynamic environment and the improving role of consumers as the participants in brand and development can require the review of this outlook. The associations are identified by two methods of functional and symbolic regarding the dynamics of brand (Aker, 1991). For non-profit organizations, functional associations are referred to organization features, its mission and tangible quality. Symbolic associations are summarized symbol of the knowledge of organization values, personality features of brand and feelings. Functional and symbolic relations can give positive, negative or neutral dimension to brand image as effective directly on preference and purchase of branding products (Park, 1994). Loyalty to brand is a good functional reflection of products and services (Kim, 2011).

Charity foundation: The organizations being formed voluntarily and independently by people participation and they don’t search for profitability and they search for public benefits and the purpose of these organizations is eliminating the problems and providing economic and social development welfare all over the world. Relief foundation as a revolutionary institution and non-profit and public institution is located in Tehran and has some branches in towns and in abroad. The aim of this foundation is giving supportive, living and cultural services to the needy in Iran and abroad to provide self-sufficiency, improvement and religion development and human dignity promotion.
The study hypotheses include as:
1- Brand image usefulness dimension has positive impact on donation.
2- Brand image efficiency dimension has positive impact on donation.
3- Brand image emotional dimension has positive impact on donation.
4- Brand image dynamics dimension has positive impact on donation.

**STUDY METHOD**

The descriptive study includes a set of methods with the aim of describing the phenomenon or investigated phenomena. The researcher can identify the involved variables in a phenomenon or specific issue but he cannot evaluate the relations between these factors and their types. The present study aimed to identify the existing condition, not judgment regarding it or evaluation of the type of existing relations between various variables. When the aim is achieving information for decision making of a specific problem with scientific aspect and they are used in results, the study is an applied design and is survey from implementation method. The study population is selected randomly by questionnaire or survey.

**Statistical population:** The study population is referred to total people in group, events or the other things the researcher study (Sekaran, 2003, 294). The statistical population is the residents of Qazvin province and the study population is infinite.

**Sampling method:** The volume consistency of the sample is based on the fact that the studied people can have suitable and adequate volume as it can represent study population from quantitative issues and the study results can be generalized to population. The random selection is the most important probabilistic sampling that can be simple, systematic, one stage or stratified sampling method, multi-stage cluster. In this study, sampling is done by systematic sampling method in Qazvin province and the questionnaires are given to the subjects. The sample size is obtained by Cochran’s formula due to infinite population. The sample size is 385 (Mirzayi, 2009). Of these distributed questionnaires, there are 363 completed questionnaires.

**Study measure:** Questionnaire is one of the common instruments to achieve study data and the questions are stimulus-response and the present study questions are based on foreign studies. Thus, the questionnaire is standard and the questions are translated into Persian. 5-item Likert scale is used to design close questions.

**Validity:** Validity is logical relation between test studies and evaluated items. Content validity is computed by Lawshe coefficient as the data collection instrument indicates the content that should be measured or not and face validity is associated to the face power of tool or data collection method and is based on the non-expert people as subjects and instrument designer (Mirzayi, 2009, 205). At first, 10 questionnaires are distributed among marketing experts and after getting the views of experts, the corrective views are included in the questionnaire. For face validity, 34 questionnaires are distributed in probabilistic sample and after required corrections of subjects views, the final questionnaire was papered.

**Reliability:** Reliability of a measure is the stability, consistency and its definiteness of prediction in measuring what is being measured. Internal consistency method is used to evaluate reliability of questionnaire. First, internal consistency of questions is evaluated by Cronbach’s alpha in 34 distributed samples for face validity and its value as 89%, supported the total reliability of questionnaire.

**Data Analysis Method**

As the data analysis is performed based on study hypotheses and purposes, the hypotheses are tested via structural equations modeling by AMOS 18 and SPSS 16 Software. To describe demographic features, descriptive statistics as mean, relative frequency and charts are used.

According to the results of tested measurement model, the items or questions of study variables are obtained at significance level less than 0.05 and critical value higher than 2 as the judgment is based on factor load, the items with factor load less than 0.4 are exposed from analysis process. Based on measurement model in (Table.4.1), only item 3 regarding usefulness is excluded and the questionnaire is in the attachment of study.

**Tab. 4.1. The results of total measurement models and structural model of study**

<table>
<thead>
<tr>
<th>Cronbach’s alpha</th>
<th>Factor load</th>
<th>Items</th>
<th>Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.74</td>
<td>.62</td>
<td>Item 1</td>
<td>Usefulness</td>
</tr>
<tr>
<td></td>
<td>.436</td>
<td>Item 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.175</td>
<td>Item 3</td>
<td></td>
</tr>
<tr>
<td>0.81</td>
<td>.707</td>
<td>Item 1</td>
<td>Efficiency</td>
</tr>
<tr>
<td></td>
<td>.757</td>
<td>Item 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.628</td>
<td>Item 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.778</td>
<td>Item 4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.827</td>
<td>Item 5</td>
<td></td>
</tr>
<tr>
<td>0.84</td>
<td>.741</td>
<td>Item 1</td>
<td>Emotional</td>
</tr>
<tr>
<td></td>
<td>.723</td>
<td>Item 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.695</td>
<td>Item 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.704</td>
<td>Item 4</td>
<td></td>
</tr>
<tr>
<td>0.71</td>
<td>.687</td>
<td>Item 1</td>
<td>Dynamics</td>
</tr>
<tr>
<td></td>
<td>.577</td>
<td>Item 2</td>
<td></td>
</tr>
<tr>
<td>0.89</td>
<td>.933</td>
<td>Item 1</td>
<td>Donation</td>
</tr>
<tr>
<td></td>
<td>.854</td>
<td>Item 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>.893</td>
<td>Item 3</td>
<td></td>
</tr>
</tbody>
</table>

Source: Study findings

After required corrections, the results are investigated as satisfactory. Based on factor loads and internal consistency of study items, the construct validity of each of items is supported and it shows that each of variables is evaluated well.
Based on the values, if significance value is more than 1.96 or less than -1.96 and p-value of error is less than 0.05 and above hypothesis is supported. Based on the results in (Table. 4.2), all hypotheses are supported.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Result</th>
<th>Significance Value</th>
<th>Standard Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supported</td>
<td>4.55</td>
<td>0.04</td>
<td>0.47</td>
</tr>
<tr>
<td>Supported</td>
<td>7.03</td>
<td>0.27</td>
<td>Hypothesis 1</td>
</tr>
<tr>
<td>Supported</td>
<td>4.18</td>
<td>0.63</td>
<td>Hypothesis 2</td>
</tr>
<tr>
<td>Supported</td>
<td>8.11</td>
<td>0.36</td>
<td>Hypothesis 3</td>
</tr>
</tbody>
</table>

Tab. 4.2 Standard coefficient and significance values for study hypotheses

The results of the hypothesis tests are supported in this study including usefulness, efficiency, emotional and dynamics of brand image on donation. The adequate evidences showed that for usefulness variable T=4.55 and usefulness effect on brand image on donation is 0.47. For efficiency dimension T=7.03 and increasing 1 unit in efficiency of brand image is as 0.27 has positive effect on donation variable and for emotional dimension T=4.18 and emotional impact of brand image on donation is 0.63 and for dynamics dimension T=8.11 as the impact of dynamics of brand image on donation as 0.36.

CONCLUSION

The data analysis is performed in two stages. First stage is confirmatory factor analysis CFA is used to evaluate construct validity of study and second stage of structural model by which study hypotheses are tested. IN a stage, the qualitative concepts are turned into quantitative values to test the study hypotheses. In this stage, these values are returned to the concepts to report conceptual results:

- Usefulness dimension of brand image has positive impact on donation and it shows that by increasing the number of charity institutions and increasing competition to absorb donations, the brand of these organizations is an important factor in distinction of the charity foundations and some components including loyalty, awareness, conception to quality, consideration and support can achieve usefulness of a brand.

- Efficiency dimension of brand has positive effect on donation and it shows that charity institutions regarding efficiency of organizations by distributing their accounts and sending them to the donators, organizing the days for reception of public and attributing a similar gift can be considered. This issue supports the importance of feedback of donor and it improves productivity and increasing in donation receiving.

- Emotional dimension of brand image has positive effect on donation and it shows that feelings have much effect on decision making to time allocation than money allocation and the deep relation of people with emotional dimension can cause that people can help these organizations by request of charity foundations.

- Dynamic dimension of brand image has positive impact on donation and it shows that in these organizations, dynamics are divided into functional as tangible and as people can find about it via quality level of organization performance and its features, symbolic dynamics is what people are aware of organization values and these relations have direct effect on preference and purchase of brand products and affect people attitude via comparison and have effects on donation behavior of people in non-profit concept.

- Based on the impact of dynamics and usefulness, the results of study showed that these variables had significant impact on tendency to donate the charity foundations but had less power compared to feelings and efficiency. Thus, charity foundations are obliged to perceive the emotional relation with their brand namely when they want to absorb more aids.

LIMITATIONS OF THE PRESENT STUDY INCLUDE AS:

1- Only one charity foundation is investigated in this study.
2- The study population is people but we can focus on reference groups and the effect of this group on fame of brand image of charities in other studies.

APPLIED RECOMMENDATIONS

1- In addition to identifying their brand among the needy, the relief foundation can hold specialized sessions regarding informing the organizations to receive aids of these organizations.
2- Holding specialized meetings with empowered people in society to help relief foundation.
3- Extensive studies can be conducted regarding trust to receive financial aids by charity foundations.
4- Much presence in social networks

REFERENCES


