

## DEDICATION

- ❖ To my beloved mother and my late dear father, God bless him who has given me so much, thanks for your faith in me, and teaching me to go forward.
  
- ❖ To my wife **Rasha Elnaeim Mohamed** who supports me in this hard journey, encourage me to achieve my and her dream too and provide me the comfortable while I was preparing this dissertation.
  
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وَأَدْخِلْنِي بِرَحْمَتِكَ فِي عِبَادِكَ الصَّالِحِينَ

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## **ABSTRACT**

With the changing of the competition rules, increase in global business, merging of new players in the automotive market, homogenization of vehicles, applying of new concepts of marketing and shifting from product brand to the corporate brand, all these factors create some challenges for companies such as keeping their ranking in the market share quota and retaining their customers. Beside that the complex names of the companies makes problems for consumers in remembering the companies' names. Therefore the automotive companies will face a fierce competition in automotive market and force them to follow new marketing concept such as corporate brand to differentiate them self than other competitors, keep their names in consumers mind and retaining customers.

Many studies indicate that an improvement of 5 percent in customer retention leads to an increase of 25 percent to 75 percent in profit. And to cost more than five times as much to obtain a new customer, thus it is better for companies to pay effort for retaining customer rather than getting new one, and give more attention to such factors that effecting repurchase intention. There for this study will aim to find out to what extent the corporate brand dimensions affects on repurchase intention ,the mediating role of relationship quality between corporate brand and repurchase intention, the moderating effect of word of mouth between relationship quality and repurchase intention depending on the theory of planned behavior intention approach.

To test the hypotheses, the study used a purposive sampling technique and gathered data from 322 useable responses out of the 500 questionnaires distributed to the automotive customers in Sudan. Findings revealed that there are three components of corporate reputation, corporate image and corporate familiarity.

The results provided evidence that components of corporate brand played an important role in influencing repurchase intention and relationship quality. The results of the study demonstrate the corporate satisfaction has full mediating effect on the relationship between corporate familiarity and repurchase intention while the customer trust and customer commitment have partial mediating effect. This study also provided evidence to eliminate the moderating effect of the word of mouth on the relationship between relationship quality and repurchase intention. Based on the study's findings, discussions of the existing findings as well as the theoretical, practical implications and limitations, of the study were provided.

**BADR ELGASIM BALLA MOHAMED**

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## مستخلص الدراسة

في ظل الظروف العالمية والاقتصادية والمنافسة الشرسة والتحديات التي تواجه شركات السيارات في العالم بصورة عامة وفي السودان علي وجه الخصوص والتي تتمثل في نشوء شركات جديدة في سوق السيارات والتشابه الكبير في موديلات ومواصفات السيارات المعروضة في السوق العالمي والتوجه نحو المسؤولية الاجتماعية والمحافظة على البيئة . كل هذه التحديات السابقة الذكر اضطرت الشركات الي البحث عن وسائل و آليات تسويقية حديثة لكي تتمكن من المحافظة على حصتها السوقية ومركزها في السوق العالمي مع الاحتفاظ بزبائنها الحاليين.

فقامت شركات السيارات بالتركيز على خلق العلامة التجارية المميزة للشركة واستخدامها كوسيلة استراتيجية تسويقية هامة لمواجهة المنافسة بدلاً عن العلامة التجارية للسيارات لان السيارات تتقادم وتتغير ولكن تظل العلامة التجارية للشركة هي الاصل . بناء على العديد من الدراسات البحثية السابقة والتي اوضحت بأن العمل على المحافظة على الزبائن القدامي سوف يؤدي الى زيادة الارباح بنسبة 25 الى 75 في المائة وكذلك فإن تكلفة الحصول على زبائن جدد يعادل 5 مرات تكلفة المحافظة على الزبائن القدامي لذا فانه من الافضل للشركات ان تعمل علي توجيه المزيج من الجهود التسويقية للعوامل التي تؤدي الى اعادة الشراء من الشركات.

لذلك فهذه الدراسة تهدف الي اكتشاف الي اي مدى يمكن ان تؤثر مكونات العلامة التجارية لشركات السيارات على عملية اعادة الشراء من قبل الزبائن ، ايضاً تهدف الدراسة الي معرفة دور جودة العلاقة كمتغير وسيط بين العلامة التجارية للشركات وعملية اعادة الشراء، كما تهدف أيضا الي معرفة دور الكلام المنطوق (word of mouth) كمتغير معدل على العلاقة ما بين جودة العلاقة وعملية اعادة الشراء ، وتعتمد هذه الدراسة على نظرية السلوك المخطط.

لاختبار الفرضيات قامت الدراسة باستخدام طريقة العينة الغرضية وجمعت البيانات من حوالي 322 شخص يمتلكون سيارة من جملة 500 استبيان تم توزيعها على زبائن شركات السيارات فى السودان.

نتائج الدراسة أوضحت أن العلاقة التجارية للشركات تتكون من ثلاثة ابعاد تتمثل في سمعة الشركة، الصورة الذهنية للشركة ومدى معرفة الزبائن والتصاقهم بالشركة. ايضاً أشارت نتائج الدراسة إلى أهمية الدور الذي تلعبه العلامة التجارية للشركات فى التأثير الايجابي على جودة العلاقة وعملية إعادة الشراء.

ايضاً كشفت الدراسة عن أن رضاء الزبائن يعتبر وسيط كامل ما بين العلامة التجارية للشركات وعملية إعادة الشراء، وان ثقة وولاء الزبائن تعتبر وسيط جزئي ما بين العلاقة ما بين العلامة التجارية للشركات وعملية إعادة الشراء.

كما قامت الدراسة ببحث اثر الكلمة المنطوقة (word of mouth) كمتغير معدل على العلاقة ما بين جودة العلاقة وعملية إعادة الشراء وتوصلت إلى انه لا يوجد اثر معدل على العلاقة.

بناءً على نتائج هذه الدراسة ، أيدت الدراسة فرضيات تأثير العلامة التجارية للشركات على جودة العلاقة وعملية إعادة الشراء، كما أيدت الدراسة على أن جودة العلاقة تعتبر متغير وسيط ما بين العلامة التجارية للشركات وعملية إعادة الشراء مع استبعاد فرضية تأثير الكلمة المنطوقة ( word of mouth ) كمتغير معدل على العلاقة ما بين جودة العلاقة وعملية إعادة الشراء وأخيراً ختمت الدراسة بإسهامات الدراسة ، الآثار المترتبة، البحوث المستقبلية



**Sudan University of  
Science & Technology  
College of Graduate Studies**

**Impact of corporate brand on repurchase intention, the  
mediating role of relationship quality**

**A study on Sudanese Automotive's customers**

**أثر العلامة التجارية للشركات في رغبة إعادة الشراء : الدور الوسيط  
لجودة العلاقة**

**دراسة على عملاء السيارات في السودان**

**Thesis submitted in fulfillment of  
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Philosophy in Business Administration**

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