Chapter One
General Framework

1-0 Introduction:

The objective of this research is to investigate the effect of corporate brand on repurchase intention, the mediating role of relationship quality and moderating effect of word of mouth on relationship between relationship quality and repurchase intention. This chapter presents the introduction and it's divided as follows: study background, problem statement, research questions, and objectives, then highlighted the significance of study, scope and organization of the chapters.

1-1 Background of study:

In the era of rapid advances of technology and product parity, globalization, individualization, digitalization, more educated and informed customers, and fierce competition between the automotive companies on attracting and retaining customers, the range of options available to organizations to attract consumers is decreasing, and due to that the challenge for the companies because the customers will need a stronger justification for purchasing a car (Anisimova, 2007).

Due to the all above mentioned reasons, the outcome is extra pressure on automobile manufacturers to be innovative not only in product development but also in terms of brand communication (Anisimova, 2007). Therefore, there is no longer a guarantee of success, unless the companies find new ways to create value will prosper in the future and differentiate themselves than other competitors.

The only way to compete in volatile markets and increasing product parity is to adopt a corporate branding Strategy(Anisimova,2007).The companies need to adopt new marketing concepts at the consumer level such as corporate brand which help

organizations to avoid brand confusion (Souiden et al., 2006). (Schultz and Chernatony, 2002) indicated that in increasing over crowded market that demand more transparency and new source for involvement, corporate brand provide a basis for a corporation to develop and express it's distinctive through its consistent relationship with all stakeholders and enables companies to better balance issue of global recognition and local adaptation.

Corporate branding has attracted tremendous interest among practioners, managers, consultant and academics (Schultz and Chernatony 2002). The term of corporate branding is new but the subject matter is not (Da silva and Syed Alwi, 2008).The interesting in corporate brand management and corporate brand images has increased during the last decade (Rindell and Strandvik, 2010). In the same line (Hulberg, 2006 cited in kavaratzis, 2009) point out that the reasons for increased interest in corporate branding because corporate branding creates synergies between brands in which can be broadly explained by three main factors: differentiation, transparency and cost reduction. Corporate branding also expands the parameters of differentiation by enabling companies to use their rich heritage actively to create strong brands (Heding et al, 2009).

 Moreover, corporate branding plays a crucial role in building a sustainable bond between the company and its consumers (Anisimova, 2013).The corporate brand becoming increasingly important as a resource to in attaining competitive advantage and represents an opportunity for companies to sustain in the current changing competitive environment and considered as an intangible asset of a company (Fombrun, 1996).

A mong this changing, businesses move toward globalization and shifting from product brands to the corporate brand (Hatch & Schultz 2003; Harris and Chernatony, 2001, Knox and Bickerton. 2000; Aaker and Joachimsthaler, 2000). (Anisimova, 2007)

indicated that one of the reasons for the shifting to corporate branding is stand on consumers' increasing interest in the corporation and the values behind all kinds of products and services.

Moreover, Hatch and Schultz, (2003) pointed out that due to this shifting the ordinary ground rules for competition is changed and companies can no continue to create their strategy on a preferential product range and due to that there is a difficulty of maintaining credible product differentiation in the face of homogenization of products, because differentiation requires positioning not products but the whole corporation. Adding to that the nature of business has changed, as well as the consumer (Rindell and strandvik, 2010).

Corporate brand is defined primarily relevant to product brand, but the power represented in corporate (Aaker, 2004). The corporate brand is not same as product brand therefore; one of the key differences between product brand and corporate branding is that the latter requires greater focus within the organization (Harris and Chernatony, 2001). Corporate branding blends the thinking from marketing and organizational theories (Knox and Bickerton, 2003).

Due to that, the management of the corporate brand involves diverse departments and implies a broader, Organization wide perspective (Anisimova, 2007). (De chernatony and Harris, 2000) reported that corporate brand is vital because positive corporate brand help companies achieving higher performance and defining afirm that it will deliver and standing the offering that the customer will buy and use (Aaker, 2004).
While a number of studies do suggest that people care about the company behind the brand, some marketing researchers have claimed that a strong corporate brand has significant impact in creating positive consumer perceptions of existing products and new product extensions (Brown and Dacin ,1997).Due to that, the most of the global

companies monitor their brand performance depend in consumer insights to enhance their corporate brand strategy implementation effort (Schultz and Hatch, 2003).

Furthermore, consumers' belief in a corporate brand components such as trustworthiness, expertise, and likeableness which can be used as a tools to evaluate the firm's products and services (Li et al, 2011).According to Anisimova, (2013) understanding of how consumers, in the corporate branding process, experience and relate to corporate brands is essential for corporate brand short and long-term success. Therefore the challenges and implications for corporate branding emerging when considering consumers as active corporate and consumer images is adopted at corporate level (Rindell and Strandvik, 2010)

1.1.1 Global automotive context:

Due to global financial crisis in 2007, most countries had high unemployment rates along with low consumer confidence, escalating inflation, and rising gas and food prices (United Nations, 2012).As the global economy recovers from the financial shocks of the last five years, the automotive industry is playing a huge role in bringing it back to life, and the present estimates the global automotive industry is worth $800bn while analysts forecast that the global market for cars and other light vehicles will expand from 80 million units a year now to well over 100 million by 2020. (Global automotive report, 2013).The sector operates in a highly competitive, international arena with various pressures that include rising cost of oil, sustainability demands, changing consumer demand patterns and shifting geographies of innovation(Anisimova,2013). The industry becomes more global, automakers are striving to use flexible, modular platforms, to adapt to changing customer preferences and free up resources to invest in power train technology, to satisfy increasingly tough environmental regulations. (Kpmg,s global automotive executive survey,2014).

1.1.2 Sudan automotive context:

In the context of automotive industry in Sudan, in which the automobile manufacturers compete has changed dramatically over the last years which record a rapidly output growth, rising per capita incomes and relatively easier availability of bank finance have been driving the vehicle demand. The automotive sector is also playing important role among industrial sector in Sudan such as, employment generation, provides opportunities for development of technology, promote exports and import activities and supporting the growth of large industries.

There are two distinct sets of players in the Sudan automotive industry: automotive agents and the automotive manufacturers, the latter is engaged in assembling of vehicle components and sale. The market place in Sudan today is very dynamic, vibrant and competitive. In the same line, the changing of consumer demand patterns and innovation, beside that customers are become smarter, more informed, and have an access to many channels and choices which they take little time to exercise.

The automotive companies in Sudan must face the fact that they have new boss – the customers. Now with the fierce competition in automotive market in Sudan there is need to attract new customers and retain the current to maximize the market share and profitability from repurchase transactions. Despite recognition of the importance of value-adding branding, technology companies, such as automotive companies, still largely rely on the assumption that ongoing product improvements will sell a product itself (Tickle et al, 2003 cited in Anisimova, 2013).Therefore the automotive companies in Sudan are facing challenges to rethink the conceptions of their corporate brand based on customers' view and to give more attention to the corporate brand as an antecedent of repurchase intention as a focal object. Moreover to build strong relationship quality with their customer, because the customer is the market boss, and

has a purchase decision. There for this study will address this issue and find out to what extent corporate brand effect on repurchase intention in Sudan automotive industry market.

1.2 Statement of the problem

According to (Abratt and kleyn, 2012) there is little agreement in the literature as to what constitute a corporate brand. Moreover ,Knox and Brickerton, (2003) stated that despite a growing consensus about the benefits of corporate brand management, there remains considerable uncertainty over what this means in terms of management practices and the study of this phenomenon.

In addition to that there is lack of conceptual clarity of corporate branding and the terminology meaning of reputation, image and branding, remains largely undefined and is not always clear and there is no real consensus on what they mean (Fetscherin and Usunier, 2012), therefore, the corporate brand should be considered as open and studied as such (Rindell and Strandvik, 2010).

Corporate brand remains conceptualized only at the level of abstraction in existing models which presents challenges to the researchers trying to operationalize the corporate brand construct (Anisimova, 2013). In addition to that, most of the previous studies has been conceptual and there has been limited empirical investigation of the processes that enable an organization to engage successfully in corporate brand management (knox and Bickerton, 2003; Fetscherin and Usunier, (2012)).

Due to that, Abratt and Kleyn, (2012) call for focusing on empirical research to test the validity of the corporate constructs rather than further focusing on the constructs.

Although marketing researchers have studied corporate brand for some considerable time (Weiwei 2007;; Bravo, et al 2012; Chang, 2012; Tu et al 2013; Anisimova, 2013), most of the previous researches have been confined to Western's corporate branding

views in developed countries (Abratt and Kleyn, 2012; Otubanjo et al, 2013; Anisimova, 2013) and mainly concentrated in explaining the important of corporate brand for financial sectors (Bravo et al, 2012).

Moreover, despite of a growing number of corporate branding studies, the research into consumer relationships with brands in the automotive industry are rare, due to that, the area of consumer relationships with corporate brands is an important area that is need to be addressed and remains under researched, adding to that the corporate branding literature takes a corporate perspective over a consumer perspective (Anisimova, 2013).

In addition, the impact of a corporate brand on consumer evaluation has received a limited attention from researchers (souiden et al,2006). Further, most of the previous researches gave a little intention to the research on corporate branding across nations and cultures, and focus on the employee and potential investors and neglected the consumer (Fetscherin and Usunier, 2012).in addition to that while the importance of strong corporate brand to the firm among both practitioners and academics is understood, little is known about the impact of the corporate brands on consumer perceptions (Anisimova, 2007; 2013).

Although ,the previous researches such as (Zboja and Voorhees,2006; Theodorakis et al,2009;Abdul samad,2014),investigated the impact of several factors on repurchase intention ,the researchers, Gill and Ramaseshan, 2007; Fang et al,2011;Tsu et al,2013) recommended for further investigation and to examine other variables such as relationship quality that might influence repurchases intention. Moreover, there is no known empirical investigated the relationship between corporate brand and repurchase intention.

On the other hand, to our knowledge ,there is no known researchers investigated the relationship between relationship quality and repurchase intention .In addition , De Canniere et al ,(2009) ,considered the components of relationship quality (satisfaction, trust, and commitment) as one relationship quality construct ,therefore, the researchers recommended the coming researcher to focus upon the development of better survey items that would discriminate these conceptually related, but distinct constructs.

Beside that there is no known previous researches investigating the mediating effect of relationship quality between corporate brand and repurchase intention. Therefore this study will examine the impact of relationship quality with its three components (trust, commitment and satisfaction) on repurchase intention and as a mediator between corporate brand and repurchase intention, due to the influence of brands on repurchase intentions is indirect (Zboja and Voorhees,2006).

Moreover, most of the empirical researches on the word of mouth were dedicated to the influences of factors on consumers' adoption of word of mouth while few previous studies have taken the word of mouth as a moderating variable.
Most of the previous researches related to the effect of word of mouth such as (Lin and Lu, 2010; Gilaninia et al, 2012; Kuo et al, 2013) investigated the moderating effect of word of mouth on the relationship between relationship quality components in separate constructs such as, satisfaction, trust and commitment and purchase intention online ; repurchase intention online.

Building on that, there is no previous research investigated the word of mouth as a moderator of the relationship between relationship quality with three constructs, trust, commitment, satisfaction and repurchase intention offline, In addition Wang et al, (2010) point out that there are various variables may moderate the links between relationship quality and purchasing intention, and recommended the future studies to consider the impact of moderating variables at the country-level or firm-level.

Therefore it is a motivation for this research to examine the moderating effect of word of mouth on the relationship between relationship quality with its three constructs and repurchase intention in automotive sector in Sudan.Thus, this research addresses the gaps in the literature by investigating the link between corporate brand, relationship quality, and repurchase intention. Moreover, this research will examine the mediating role of relationship quality between corporate brand and repurchase intention. In addition, the research will investigate the moderating effect of word of mouth on the relationships between relationship quality and repurchase intention.

Generally this study intends to investigate the impact of corporate brand on repurchase automotive intention. So we can ask the following questions:

1-3 Research questions

1. What is the extent level of corporate brand among the automotive companies?

2. What is the extent level of repurchase intention among the automotive companies?

3. What is the relationship between the corporate brand and repurchase intention?

4. What is the relationship between corporate brand and relationship quality?

5. What is the relationship between relationship quality and repurchase intention?

6. Does the relationship quality mediate the relationship between corporate brand and repurchase intention?

7. Does the word of mouth moderate the relationship between relationship quality and repurchase intention?

1.4 Objectives of the Study:

This study attempted to achieve the following objectives: -

1. To explain the extent level of corporate brand components .

2. To explain the extent level of repurchase intention.

3. To examine the relationship between corporate brand components and repurchase intention.

4. To investigate the relationship between corporate brand components and relationship quality.

5. To identify the relationship between relationship quality and repurchase intention.

6. To assess the effect of relationship quality as mediator variable between corporate brand components and repurchase intention.

7. Find out the possibility of word of mouth as moderator variable between relationship quality and repurchase intention.

1-5 Significance of the Study:

This research has potential significant theoretical and practical contributions. The following are two sub-sections present some of the possible contribution.

1.5.1 Theoretical Contributions:

The first sub-section represents the theoretical contribution of this research which can be considered in terms of the following areas of knowledge:

1. Due to the little agreement in the literature as to what constitute a corporate brand and, a corporate brand remains conceptualized only at the level of abstraction in existing models, thus, this study will contribute to knowledge about some of corporate brand constructs.

2. The research will be among the first researches that validate scale measurement for corporate brand constructs. Considering for few research efforts have been dedicated to valid measure of corporate brand, this study will add to the existing literature in corporate brand. This gives new theoretical insight into how corporate brand is generated.

3. The study will identify the extent of corporate brand in the large automotive companies. Given that there is a lack of empirical studies that explore the importance of corporate brand , particularly in Sudan , and generally in the under developing country, thus, this study can add considerable knowledge in this area and provide a base for future research about the issue.

4. The research will examine the relationship between corporate brand and repurchase intention. Given that the contribution of corporate brand to the creation of firm's overall success .corporate brand constructs remains largely untested, this study can add to the knowledge about how attention to the corporate brand contribute to repurchase intention, also this research adopted three constructs of corporate brand to investigate the impact of corporate brand on repurchase intention . In addition to that, this knowledge can also contribute to the theory planned behavior view literature by showing the importance of beliefs in corporate brand in forming the attitude and intention of the customers to repurchase again from the companies.

5. The research will examine the relationship between corporate brand and relationship quality. This study can add to the knowledge about how the corporate brand can effect on relationship quality. In addition to that, this knowledge can also contribute to the theory planned behavior view literature by showing the importance of beliefs in corporate brand in forming the attitude of the customers.

6. The study will investigate the relationship between relationship quality and the repurchase intention. This can contribute to a better understanding of the antecedents of the repurchase intention. This study further will add to the theory of planned behavior view by specifying which of attitudes are more influential in creating the customer repurchase intention.

7. This research is among of the first studies that validate the measurement of relationship quality three components .in addition, will examine mediating effect of relationship quality on the relationship between corporate brand and repurchase intention. This will contribute to the theory of planned behavior view about how attitudes can mediate the relationship between corporate brand and

repurchase intention by which converted into competitive advantages for the automotive companies. In addition to that, an empirical test of this mediating relationship might, at least, provide an explanation for the importance of relationship quality as a mediator between corporate brand and consumer behavior intention in general and repurchase intention particularly.

8. The research will investigate the moderating effect of word of mouth on the relationship between corporate brand and relationship. This can contribute to the theory of planned behavior view about how word of mouth recommendations comes from relationships, networks, friends, family and brokers are important in collectivism culture and might play an important role during the decision process and repurchase intention.

1-5-2 Practical contribution

Several practical contributions are expected to emerge from the current research. These practical contributions are as follows:

1. This study will explain for the corporate top level and marketing manager, the corporate brand concept and its effect on repurchases intention in Sudan automotive sector. And Due to the important of knowledge of how to use and develop the corporate brand effectively. Thus, the managers must be aware of how to build strong corporate brand.

2. This research will try to validate measurement scale for corporate brand constructs among Sudanese automotives companies. Therefore, validating such instruments can help managers of Sudanese automotives companies to better understand the corporate brand issue. It will also help them learn how to deal and manage the corporate brand as well as to clarify and strengths the areas of weakness in corporate brand constructs.

3. This research will attempt to explain for the managers that the corporate brand can add value to the company's product policy and linking corporate and product brands will be beneficial to both the corporate and its products.

4. This research will provide better understanding about considering the mediating role of relationship quality and identify the main constructs of relationship quality that will effect on consumer repurchase intention and to encourage the marketing managers to use the more effective construct in enhancing the relationship with customers.

5. This research will attempt to provide an operational framework for the relationship of corporate brand, relationship quality, repurchase intention, and moderating effects of word of mouth in automotive companies in Sudan. This framework can serve as a practical guide for corporate and marketing managers by enhancing their understanding of the importance of corporate brand to create competitive advantage.

6. This research will open the door for the corporate level and marketing managers to better understanding of how to build strong relationship quality with the customers, as one of the key stakeholders in the corporate branding process, Moreover, to understand that the corporate brands is essential for short and long-term firm success .

7. Moreover, this study will contribute in understanding the moderating effects of word of mouth by marketing managers and will enable them to draw up a marketing strategy effectively to consider which type of strategy should be used. In addition to making good use of word of mouth to be responsive to change over time.

This study is expected to contribute significantly practical and theoretical. As well as it would seek to provide recommendations that would help the automotive company in Sudan to focus on creating good corporate brand image and strengths the relationship quality with their customers.

1-6 Scope of the Study

With the increasing of similarities between vehicles, the automotive companies in Sudan face the challenge of how to differentiate and uniqueness its products from the competitors. Products come and go; the company's challenge is to hold on its customers longer than it holds on its product. The focus of the branding effort shifts from the product to the corporation and the broader scope of the corporate brand push brand thinking considerably beyond the product and its relationship to the consumer or customer. This study limits itself to automotive consumer in Sudan and their perception of towards corporate brand among automotive companies in Sudan .It focused on the relational variables and the impact of corporate brand on the repurchase intention.

1-7 Definitions of key terms:

 Below are operationalization definitions of key terms, which were used in this study.

Corporate brand: is defined as the visual, verbal and behavioral expression of an organization's unique business model (Knox and Bickerton, 2003)

Corporate image: is defined as the consumer's overall emotions and beliefs about organizations (Karaosmanogˇlu et al, 2011)

Corporate reputation: defined as a stakeholder's overall evaluation of an organization over time (abratt and Klein, 2012)

Corporate familiarity: corporate familiarity or recognition of the firm is defined as the measure of to what extent the brand is known among the customers Kowalczyk and Pawlish, (2002)

Relationship quality: is regarded as a metaconstruct composed of several key components reflecting the overall nature of relationships between companies and consumers (Hennig-Thurau te al, 2002)

Customer trust: defined as the willingness to rely on the other party in whom one has confidence (Ki and Hon, 2012).

Customer commitment: defined as the belief that an ongoing relationship with the other party is important enough to warrant maximum efforts at maintaining it (Ki and Hon, 2012).

Customer satisfaction: defined as the extent to which each party feels favorably toward the other (Ki and Hon, 2012).

Consumer behavior intention: defined as a mental and probable position that makes a connection between a person and his/her action (Haery et al, 2014).

Repurchase intention: defined as the customer's self reported likelihood of engaging in future repurchase behavior, whereas repurchase behavior is the objectively observed level of repurchase activity (Seiders et al, 2005).

Word of mouth: Word-of-mouth denotes individual evaluations of brands, products, services, or organizations that are made without commercial intention and diffused through face to face or other communication channels throughout social networks (Kue et al, 2013).Word of mouth is defined as a communication that's independent, unbiased, and lacking in vested interest (Silverman, 2011).

1-8 Structure of the Study Chapters

The research is divided into six chapters as following:

Chapter one has introduced the topic of the research on which is based. This chapter outlined the research problem, research questions, the objectives, the scope, the significance, and the definition of terms and the organization of the study.

Chapter Two presents the theoretical perspectives of corporate brand; repurchase intention, relationship quality and word of mouth through a detailed literature review.

Chapter Three introduced the theoretical framework, conceptual framework and hypotheses of the study**.**

Chapter Four describes the research design and methodology for empirically testing the hypotheses stated in chapter three. The methodology includes the unit of analysis, data collection, and statistical techniques,

Chapter five, with an analysis of the collected data from the survey and the presentations of the results. The study ends with

Chapter Six that provides discussion of research implications, managerial insights, and directions for future research.

CHAPTER TWO

LITRATURE REVIEW

2.0 Introduction:

In this chapter, the researcher focused on the literature of related to corporate brand, relationship quality; repurchase intention and word of mouth. The chapter is conducted under the objectives of the study and focuses mainly on six sections which are: concept, definitions of behavior intention and theoretical background in section one, repurchase intention in section two, relationship quality concept definitions and components in section three, section four will discuss the corporate brand concept, evaluation, definition and constructs and the moderating variables in section five, summary and conclusion in section six.

2-1 Behavior intention:

This section reviews the first concept, behavior intention. It includes philosophical foundation, definitions and the components of the concept.

2.1.1 Concept of behavior intention:

Now days, One of the study subjects of consumer behavior is consumer behavioral intention which becomes one of the most widely discussed subjects in marketing literature (Sumaedi et al, 2014).Moreover, behavioral intention is a commonly used concept in social behavior researches rather than measures of actual behavior, because intentions are the most reliable predictor of people's real behavior (Ki and Hon, 2012). Intention is defined as subjective judgments about how we will behave in the future (Blackwell et al, (2001) cited in Lin et al, 2010). Later, (Perloff, 2003, Cited in Ki and Hon, 2012), conceptualized behavioral intention as the intention to perform a particular behavior, a plan to put behavior into effect. In addition, (Armitage and

Conner, 2001) reported that intentions and self-predictions were better predictors of behavior. According to the theory of planned behavior (TPB), behavioral intention is a predictor of future behavior (Ajzen 1991). According to Haery,(2014) behavioral intentions is classified into two groups: economic behaviors intention such as buying repetition which impact company's financial situation and social behaviors intention that impact on current customers behavior such as complaints. The ability to well-managed consumer behavioral intention creates competitive advantage for firms (Sumaedi et al, 2014).

2-1-2 Definition of consumer behavioral intentions

Behavior intentions are customers' perceptions toward service provider's performance regarding servicing and refer to whether customers are intended to buy from more than a specific organization or they reduce their buying (Haery et al, 2014). Moreover, Bush et al, (2004) define behavior intention as an outcome of socialization that may be of particular importance to advertisers because it is related to favorable and unfavorable behaviors consumers may exhibit toward a brand. On other hand, behavioral intention refers to the immediate determinant of behavior that when an appropriate measure of intention is obtained it will provide the most accurate prediction of behavior (Ajzen and Fishbein, 1975; Fishbein and Ajzen, 1980, cited in Ki and Hon, 2012). (Sumaedi et al, 2014), conclude that behavioral intention is an irrational decision-making process and consumer decision means be loyal to certain product is part of irrational decision making process.

2-1-3 Components of behavior intention concept:

Behavioral intention is divided into five which are: repurchase intention, loyalty, willingness to pay, word of mouth, and complaining (Zeithaml et al, 1996). Furthermore, Bloemer et al, (1999) reported that behavioral intention classified to word of mouth, purchase intention, price sensitivity and complaint behavior. On the other hand, Bush et al, (2004) state that behavior intention is consist of brand loyalty, positive word of mouth, switching and complaining behavior.

In the context of behavioral intention (Zeithaml et al, 1996) suggest that behavioral intentions can signal whether customers will remain with an organization in the future or not. In addition, Gummesson, (2008) point out that the consumers with favorable behavioral intention will perceive the existence of other alternatives as scarce and become insensitive with the cost benefit considerations of other alternatives. Based on the theory of planned behavior, Sumaedi et al, (2014) argue that consumers who reuse product due to lack of alternative will certainly switch to other products if they have the ability to do so since the lost of their perceived behavioral control.

2-2 Concept of Repurchase intention:

In a competitive business environment, Maintaining customer repurchase intention and avoiding significant switching behavior to sustain operations and gain competitive advantage is very important (Kuo et al ,2013). According to (Emami et al, 2013) the cost of attracting new customer is as many times as preserving current customers. In addition, Chang et al, (2014) ,the process of keeping an old consumer is easier than getting a new one and due to that, the companies would like to keep the relationship with old consumers and hope to increase their repurchase intention .

Moreover, Due to the strong competition in today business environment where the cost of attracting new customer is as many times as preserving current customers (Emami et al, 2013). According to (Zeithaml et al, 1996) repurchase intention is one of the five components of behavior intention. Moreover, the repurchase intention is represented in the three types of purchases such as: trial purchase, repeat purchase, and long-term commitment purchase (Lin and Chen, 2009) .From other side He and Song, (2008) argued that the formation of customer repurchase intention is no doubt a complicated process and therefore the managers are interested in understanding how an individual's intention to repurchase is formed theoretically and what factors influence such a process empirically.

Although, there are numerous studies of repurchase intentions, because the purchase intentions are easier to measure than behavior (Bolton et al, 2000). Marketing literature, treats repurchase intention as part of customer loyalty constructs; therefore they neglected this managerially important topic (Frank et al, 2014). In the same line, Lin and Chen, (2009) expected that measuring purchase intentions would shorten the time until the first repeat purchase incidence because it makes intentions to repurchase more accessible in memory and relative to procrastination intentions.

2-2.-1 Definitions of repurchase intention

There are many definitions for repurchase intention concept depend on different views. In service context, repurchase intention is defined as the individual's judgment about buying again a designated service from the same company (Hellier et al, 2003). From behavior view, Seiders et al, (2005) define repurchase intentions as the customer's self reported likelihood of engaging in future repurchase behavior. From the online purchasing view, repurchase intention refers to the subjective probability that an individual will Continue to purchase products from the online vendor or store in the

future (Chiu et al, 2009). On the other hand, from customer view, repurchase intention, may be the result of customer attitude and commitment towards repurchasing a particular product (Akbar, 2009 cited in Abdul samad, 2014). Moreover, repurchase intentions have also been shown to depend on customers' prior attitudes and satisfaction levels (Bolton et al, 2000).In addition, a repeat purchase usually signifies that the product meets with the consumer's approval and that he or she is willing to use it again and in larger quantities (Schiffman and Kanuk, 2004).Furthermore, to maximize customers' repurchase intentions and, managers need to know the success factors influencing repurchase intention (Frank et al, 2014).

2-3 Relationship Quality Concept

Strong competition which exists today in all businesses motivates the companies to create stronger relationships between themselves and their customers (Gilaninia et al, 2011). The physical contact between a manufacturer brand and its customers is of particular importance as far as relationship quality (Aurier and Lanauze, 2011) Relationship quality plays an important role when studying the relationships that exist between customers and businesses (Yang et al, 2010). By building relationship with customers, an organization can get quality sources of marketing intelligence for better planning of marketing strategy (Ndubisi, 2007).Building on the previous literature, there are numerous previous studies discussed the relationship quality concept (see Aurier and Lanauze, 2011; Doaei et al 2011; De Cannier et al, 2009; Ulaga and Eggert, 2006; Emami et al, 2013).Although the indicators vary depending on each study's specific context, researchers typically conceptualized relationship quality as a higher-order construct composed of commitment, satisfaction, and trust (Ulaga and Eggert,2006)

Moreover, De cannier et al, 2010 confirmed that all three components of relationship quality had an effect on referrals, but only the commitment factor significantly influenced

the number of services purchased. On the other hand, Cronin and Taylor (1992) established that customer satisfaction was the most predictive of customers' intentions.In contrast Bloemer et al , (1998)cited in De Cannie`re et al,2010 reported that the different components of relationship quality were important in different industries.

2-3-1 Definition of Relationship Quality Concept:

Relationship quality concept has been defined from different views. From the context of selling services, Crosby et al, (1990) defined relationship quality as being achieved through the salesperson's ability to reduce perceived uncertainty. In the same line, the relationship quality means that the customer is able to rely on the salesperson's integrity and has confidence in the salespersons (Doaei et al, 2011).

In the same line, Relationship quality phenomenon is different according to varying degrees of relationships between buyers and sellers (Shamdasani et al, 2011).Moreover, relationship quality is particularly relevant to interactions between customers and salespeople and there are many constructs that affect buyer-seller relationship factors such as trust and satisfaction (Yang et al, 2010).

On the other hand, from customer perspective Henning-Thurau and Klee, (1997) defined the relationship quality as the degree of appropriateness of a relationship to fulfill the needs of the customer. In the same customer perspective approach (Jarvelin and Lehtinen, 1996 cited in Ndubisi, 2011), state relationship quality refers to a customer's perceptions of how well the whole relationship fulfils the expectations, predictions, goals, and desires.
Moreover, relationship quality is defined as voluntary commitment of consumer to maintain their bond or relationship with the firm (Roberts et al, 2003). In contrast

according to De Cannier et al, (2010), the customer-firm relationship is fueled by believe in the impact of relationship quality concepts such as trust, commitment and satisfaction and relationship quality was a significant predictor of buying intention.

2-3-2 Dimensions of Relationship quality:

Following the conceptualization of earlier studies,(see Table 1), relationship quality can be regarded as a metaconstruct composed of several key components reflecting the overall nature of relationships between companies and consumers (Henning-Thurau et al, 2002).most of the previous literature, discussed one components of relationship quality such as, trust (Doney and Cannon, 1997; Morgan and Hunt, 1994;),Satisfaction (Fullerton 2005; Zeithaml et al, 1996 and commitment (Harrison-Walker, 2001; Moorman, Deshpandé and Zaltman, 1993).In addition, Morgan and Hunt, (1994), hypothesize that commitment and trust are key constructs of relationship quality. Due to, the importance of satisfaction and trust, these concepts has been stressed by various authors as indicators of the higher-order construct of relationship quality (Crosby et al, 1990; Hennig-Thurau et al., 2001; Naude and Buttle, 2000; Ulaga and Eggert, 2006; Shamdasani et al, 2011).

Moreover, Hennig-Thurau et al, 2002; Roberts's et al, 2003), have added relationship commitment as a dimension of relationship quality commitment as additional dimension of relationship quality. On the other hand, (Woo and Ennew ,2004), conceptualized relationship quality as a higher-order construct using cooperation, adaptation and atmosphere as first-order constructs determining overall relationship quality. The most cited components of the relationship quality in empirical research are trust, commitment and satisfaction (Yang et al, 2010; De Canniere et al, 2010; Ulaga and Eggert, 2006; Hennig-Thurau et al, 2002).Although, there is, as yet, no clear consensus in the literature on the set of dimensions that comprise the construct of relationship quality (Hennig-Thurau et al, 2002; Yang et al, 2010).

According to Woo and Ennew,(2004) the lack of consensus lies in the variety of different types of relationships which can be observed across a range of different consumer and business markets. In addition, Naude and Buttle, (2000), state that the decision makers involved in the relationship have an influence in determining the overall relationship quality. Moreover, (Hennig-Thurau, et al, 2002) have argued and empirically shown that the best understanding of the influence of these three central and often conceptually confusing concepts lies in the approach of their combined effects.

Regarding to the issue related to the measuring of relationship quality, Naude and Buttle, (2000) reported that there is not one measure of relationship quality and it is a multidimensional construct. In addition, the measurement of relationship quality is crucial to organizational development in an industrial context, as well as a service context, so that both researchers and practitioners might better understand and handle relationships (Chen and Myagmarsuren, 2011).In line with the previous studies (De Canniere et al, 2010; Ulaga and Eggert, 2006; Hennig-Thurau et al, 2002 ;Yang et al, 2010), this research focuses on trust, commitment, and satisfaction as key constructs of relationship quality.

Table (2.1)

Researches on Relationship Quality

Authors	Relationship quality Factors
Doney and Cannon, (1997); Morgan and Hunt, (1994)	Trust
Fullerton (2005); Zeithaml et al, (1996)	Satisfaction
Crosby et al, (1990); Hennig Thurau et al, (2001); Naude and Buttle, (2000); Ulaga and Eggert, (2006); Shamdasani et al, (2011)	Trust & Satisfaction
Harrison Walker, (2001); Moorman, Deshpande and Zaltman, (1993)	Commitment
Morgan and Hunt, (1994).	Trust & Commitment
De Canniere et al,(2010);Ulaga and Eggert,(2006); Hennig Thurau et al,(2002);Yang et al,(2010)	Trust; Commitment; & Satisfaction
Woo and Ennew, (2004),	cooperation, adaptation and atmosphere
Naude and Buttle, (2000)	Trust,satisfaction,coordination,power and profit
Ndubisi et al, (2011)	empathy, trust, communication, conflict handling and personalization

Source: researcher 2014

2-3-3 Relationship quality: approach of theory of planned behavior

Relationship quality is in line with more general theories of consumer behavior, such as the Theory of Reasoned Action and the Theory of Planned Behavior (Ajzen 1991).According to Armitage and Conner, (2001) It has noted that the main difference between the theory of Reasoned Action and Theory of Planned Behavior lies in the control construct of the theory of Planned Behavior and the intention construct is central to both models.

These theories hypothesize that attitudes lead to behavioral intentions which, in turn, lead to behavior (De Canniere et al, 2010).According to Ulaga and Eggert, (2006) relationship quality concept is consist of attitudes such as commitment, satisfaction, and trust .Moreover, (Dick and Basu, 1994 Cited in De Canniere et al, 2010) assumed that relationship quality, attitudes is leading to repurchase intention. In addition, quality is one of the major relationship marketing factors affecting a customers' decision to maintain, build, or withdraw from a relationship (Chen and Myagmarsuren, 2011).

2-3-2-1   Concept of Trust: in Relationship Quality Context

The concept of trust is becoming a critical factor of organizations success. From other side, trust is a very important factor in today's business competitive environment (Lin and Lu, 2010). The concept of trust, as one of constructs of relationship quality, is widely thought to be associated with feeling of security, reduces uncertainty, creates a supportive environment and successful relationship development (Naude and Buttle, 2000). According to, Ulaga and Eggert, (2006), when the parties have trust in one another, the two parties can solve the difficulties such as power conflict, low profitability.

Trust promotes personal connections between customers and brands(Hess and Story,2005).The most of the previous literatures on marketing have provided numerous definitions of trust and most of these definitions involve a belief that the exchange partner will act in the best interest of the other partner (Ulaga and Eggert, 2006). The definitions of trust concept can be applied from different views. From the exchange view, Trust is defined as a willingness to rely on an exchange partner in whom one has confidence (Ki and Hon, 2012).

In addition, Morgan and Hunt (1994), posited trust as the key-mediating variable that is the central to relational exchange. Trust of the customer mediates the impact of trust in brand on customer intentions to repurchase (Zboja and Voorhees, 2006). From the services view, trust is defined as the belief of a customer that the service provider will fulfills the service that meets customer needs (Ndubisi, 2007).

In the same line, trust has been defined as one party believing that the other party will fulfill his or her needs (Roberts et al, 2003).From the confidence view, trust was operationalized as the confident belief that a salesperson can be relied upon to behave in such a manner that the long-term interest of the customer will be served (Naude and Buttle,2000).Moreover, trust is defined trust as one party's level of confidence in and willingness to open oneself to the other party (Hon and Grunig, 1999).

In addition, Gefen, (2000), defined trust as the confidence a person has in his or her favorable expectations of what other people will do. From the attitude view towards a brand or product brand, trust has been defined as the willingness of the average consumer to rely on the ability of the brand to perform its stated function (Ha, 2005). From the belief and intention view, trust is defined as a belief or conviction about the other party's intentions within the relationship (Chattananon and Trimetsoontorn, 2009).

Finally, (Morgan and Hunt, 1994) conclude that the general definition of trust is that a party has confidence in the honesty and reliability of his partner. On the other hand, according to the Theory of Planned Behavior (Ajzen, 1991), trust beliefs create favorable feelings towards the company that are likely to increase a customer's intention to repurchase products from the company .Moreover, (Zboja and Voorhees,2006),indicated that trust is the dominant antecedent of repurchase intentions.

In addition, Moorman et al, (1993), reported that belief and behavioral intention components must be present for trust to exist .Therefore, if one party trusts another, it is likely to develop some form of positive behavioral intention towards the other (Aydin and Ozer ,2005).From the point of relationships between brands and customers, trust is related to a combination of brand, product and service attributes such as altruism, integrity, quality and reliability (Moorman et al, 1993; Morgan and Hunt, 1994).

Moreover, Hess and story, (2005), reported that, trust promotes personal connections between customers and brands. From industrial buying context, Doney and Cannon, (1997), mentioned that, the trust consists of two dimensions: perceived credibility and benevolence. While, Hon and Grunig, (1999) Trust has three dimensions to trust: integrity, Dependability, and, competence. The level of trust is divided into two levels: first level, the customer trusts one particular sales person while the second level, the customer trusts the firm (Kheiry and Alirezapour, 2012).

2-3-2-2 Customer commitment concept: in Relationship Quality Context

The importance of the commitment concept has been widely acknowledged in the relationship quality literature (Ulaga and Eggert, 2006). There are general consensus among the liretuature is that the commitment is an important indicator in relationship quality. In addition to trust construct, Morgan and Hunt ,(1994) identified commitment as another key-mediating that is the central to relational exchange and has been recognized as an influential factor on relationship quality.

In the same line Roberts et al, (2003), has been posited to represent a commitment as a key indicator of relationship quality and differentiates the successful relationships from unsuccessful ones. In the previous literatures related to relationship quality, there are numerous definitions for commitment concept from different prospective. From public relations prospective, commitment is defined as "the extent to which one party believes and feels that the relationship is worth spending energy to maintain and promote (Hon and Grunig, 1999).

From the beliefs and attitudes to the brand, commitment is refer to consumers' ultimate relationship disposition, encompassing beliefs, attitudes, and behaviors toward the brand and their relationship with that brand (Hess and Story, 2005).Moreover, Ogba and Tan, (2009), reported that, commitment is an enduring attitude for a particular brand or firm, and connected to its brands or products. Commitment is important signal from customer to continue into deeply relationship with the brand .Therefore, Ogba and Tan, (2009), defined commitment concept as emotional feelings and desire to maintain relationship with a brand rather than simply from repeat purchase.

From the selling prospective, commitment can be defined as the sacrifices made by the seller and buyer to maintain a relationship. It is meet customer needs and Information sharing with customers (Seyyednejad et al, 2013). Marketing scholars and practitioners are now recognizing that customer commitment is a complex, multidimensional construct that includes at least an affective and continuance component (Harrison Walker ,2001).In the same line, Hon and grunig, (1999), mentioned two dimensions of commitment are continuance commitment, which refers to a certain line of action, and affective commitment, which is an emotional orientation is, which may be seen as a disposition to accept short-term sacrifices in order to satisfy long term goals and maintain the relationship (Morgan and Hunt, 1994).

Additionally customers who are committed affectively, continue their relations with corporate (Shahsavari and Faryabi, 2013).From an attitudinal aspect, affective commitment influence the degree to which the consumer wants to maintain a relationship with the firm (Robert et al,2003).From the context of brand relationship, Fullerton, (2003), defined continuance commitment as the extent to which a customer feels bound to a brand where the customer perceives high switching costs with few alternatives is the consumer's desire to remain in the relationship .

On the other hand, Hess and Story, (2005) state that the commitment is a fundamental and powerful concept could be fully understood and applied if decomposed into its major dimensions such as personal and functional characteristics which developing consumer-brand relationships. Although, there are numerous studies discussed the commitment concept, commitment, treated as a multidimensional construct in marketing research to date; there is no consensus on what constitutes these dimensions (Bansal et al, 2004). Inline, there is little agreement on the nature of the construct. (Fullerton, 2003).

2-3-2-3 Customer Satisfaction concept: in Relationship Quality Context

In today's world of fierce competition, customer satisfaction concept has emerged as one of the most powerful tools for sustaining a competitive advantage and plays an important role for a firm's success and survival (Hazra, 2013; Abd-El-Salam et al, 2013). In addition, customer satisfaction is a growing concern to many companies throughout the world, including car manufacturers. Increasingly firms use satisfaction ratings as an indicator of the performance of products and services and as an indicator of the company's future (Anisimova, 2013).

(Chang et al, 2014), linked between customer satisfaction and repurchase intention as if the consumer's satisfaction is consumer's expectation to product or service, consumer will be satisfied and lead to the repurchase intention and therefore, companies would like to keep the relationship with old consumers and hope to increase their repurchase intention .The importance of customer satisfaction is coming from different ways. From behavior intention view; customer satisfaction as one antecedent of behavior intention, is considered as the major factor of success that leads to positive word of mouth communications, loyalty, repeated purchase and more profitability for organizations (Gilaninia et al, 2011).

The satisfaction with a retailer mediates the impact of satisfaction on customer intentions to repurchase (Zboja and Voorhees, 2006). In managerial context, customer satisfaction concept has been widely accepted as an important issue for many marketing managers (Sondoh,et al,2007). However, consumer satisfaction has been extensively studied in marketing over the last few decades; marketing scholars have not yet agreed upon a generally accepted definition of satisfaction (Tsiotsou, 2006). According to (Abd-El-Salam et al, 2013) customer satisfaction concept is derived from the Latin satis (enough) and Facere (to do or make). (Crosby et al, 1990) defined

satisfaction as the consumer's fulfillment response. Moreover, customer satisfaction is considered as one of outcomes of successful relationship and defined as the extent to which each party feels favorably toward the other because positive expectations about the relationship are reinforced (Hon and Gruing, 1999). Due to the variation of investigation perspective or context, scholars still have different opinions for the definition of consumer satisfaction up to now (Chang et al,2014)

From service context, satisfaction is defined as the overall evaluation based on the total purchase and consumption experience with a good or a service (Zeithaml et al, 1996). In same line, (Hellier and et al, 2003) define customer satisfaction as the degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfill the customer's desires, expectations and needs in relation to the service. From cognitive process, customer satisfaction defined as a result of a comparison process between perceived performance and one or more comparison standards, such as expectations (Ulaga and Eggert, 2006).

Moreover, Abd El Salam et al, (2013), pointed that the customer satisfaction has been defined in two ways: either as an outcome or as a process arises from a cognitive process comparing perceived performance against some comparison standards or, satisfaction essentially represents an affective state of mind, therefore, most scholars agree on the disconfirmation and the nature of satisfaction remains ambiguous. Despite there are numerous literature discussed the customer satisfaction, the scholars still have different opinions for the definition of consumer satisfaction up to now , due to the variation of investigation perspective (Chang et al, 2014). Besides that, a clear decision on the fundamental nature of the satisfaction construct is needed (Ulaga and Eggert, 2006).

On the other hand, to understands the way of how consumers perceive and respond to a corporate brand, the importance of evaluation of consumer satisfaction correctly

appears by determine the suitable dimensions. Therefore, Chang et al, (2014), identified five dimensions of consumer's satisfaction, such as: service quality, product quality, price, situation factor, and personal factor satisfaction, such as: service quality, product quality, price, situation factor, and personal.

2-3-4 Difference between Relationship quality and Relationship marketing

There is a growing interest in the subject of relationship marketing (Ndubisi, 2007).The concept of relationship marketing was formed in early 60s (Hsu et al, 2010). According to Yang et al, (2010) Leonard Berry is the first author who wrote literature about relationship marketing concept in 1983. Associated to the subject of relationship marketing is the quality of the relationship (Ndubisi et al, 2011). Although, many authors wrote about relationship marketing and relationship quality as one concept, there are many differences between two concepts.

Firstly, relationship marketing is consisting of trust, commitment, communication, conflict resolution, cooperation, and satisfaction, while relationship quality in most of the previous literature agreed on the following components such as: customer trust, customer commitment and customer satisfaction (Yang et al, 2010).Moreover, the concept of relationship marketing, reported that the key variables of relationship marketing are including unity, commitment, communication, and handling conflicts on customer loyalty (Emami et al, 2013).Concerning the definition of relationship marketing, Gummesson, (1994) define relationship marketing as, network and interaction between two parties represented mainly the relationship between supplier and customer .

In the same line, relationship marketing concept is defined as a process of attracting, maintaining and enhancing customer relationships and build loyalty (Seyyednejad et al, 2013). Relationship marketing involves creating, maintaining, and enhancing strong relationships with customers (Gilaninia et al, 2011). Therefore, relationship marketing

can be considered as main point in marketing planning (Doaei et al, 2011).The second difference related to strategic and tactic relationship and features of both, relationship marketing and relationship quality. The main outcomes and features of relationship marketing are:

1) The sustainable relationship between suppliers and the customers.

2) Profitable relationship for both sides.

3) Long term and fruitful relationship leading to attract the new customers and keep the current.

In contrast, from selling context, relationship quality is defined as an interaction between customers and salespeople (Yang et al, 2010).From customer perspective, the relationship quality is defined as the degree of appropriateness of a relationship to fulfill the needs of the customer(Henning-Thurau and Klee, (1997). Therefore the relationship quality works as a tactics to strengths the relationship between the salespeople and customers from selling context, in the same time from customer perspective, it serve to assure that the needs and desires of the customers is well done and fulfilled. The main features that differs the relationship quality from relationship marketing are:

1) Relationship quality is considered as a tool of relationship marketing.
2) Relationship quality concerns more on fulfilling the desires of customers.
3) Relationship quality will lead in the end to best relationship marketing.

2-3-5 Difference between Relationship quality and Service quality

Service quality concept is frequently used by both academicians and practioners (Gronroos et al, 1996).Following that, numerous studies focused on the three items such as: definition, the measurement and the implications of service quality (Arora and Stoner, 1996). In addition, (Zeithmal et al, 1996) state that early studies during 1980s focused on determining what service quality meant to customers and developing strategies to meet customer expectations.

According to (Gronroos, 1984) service quality is defined as the result of a comparison between the received service and the expected service .Moreover, service quality is commonly defined as how well a delivered service level matches customer expectations (Chiu et al,2009). In addition, (Zeithaml et al, 1996) the concept of service quality is a series of behaviors, processes and performances .In contrast, competing on the basis of superior customer service, an intangible, difficult to imitate component of a company's overall market, offers a solid foundation on which companies can depend on for enduring competitive advantage (Parasuraman ,2000).

Regarding the dimensions of service quality ,(Boulding,1993) agreed with the previous studies which identified five dimensions such as reliability (the consistency of performance and service dependability) , assurance (knowledge of employees and their ability to inspire trust and confidence), responsiveness (the willingness of employees to provide superior service), and empathy (caring, individualized attention the firm provides its customers) and tangibility (the physical evidence of the service such as physical facilities and appearance of personnel).

On the other hand relationship quality is defined as the degree of appropriateness of relationship to fulfill the needs of the customer" (Henning Thurau and Klee, 1997).This definition comes from customer perspective which means that the relationship quality is connected with customers perception regarding the fulfilling their needs focus on the factors such as trust, commitment and satisfaction. While service quality refers to customer evaluation of the quality of a service compared the expected service (Chiu et al, 2009).

Depending on the previous studies (e.g Zeithmal et al,1996) there is a link between the customer perception and the intention to recommend, continue or defect the relationship with the company. In this area Zeithmal   et al, (1996) found that there is a positive and significant relationship between customers' perceptions of service quality and their willingness to recommend the company. When the relationship between the service quality, relationship quality and behavior intention compared , Roberts et al. (2003) found that relationship quality was a distinct construct that differed significantly from service quality, and that relationship quality was a better predictor of behavioral intentions than service quality.

In contrast to that, (Crosby et al, 1990) posited that there is a relationship between service quality and relationship quality and state that the service quality is necessary but not sufficient condition for relationship quality, therefore, the good service quality does not necessarily guarantee that good relationship quality exist.

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2.4 Theoretical Perspective of corporate brand

Corporate branding emerged in the 1970s and was initially mostly managerially inspired, rather than academically (Fetscherin and Claude, 2010). In the 1980s, one of the first academic studies investigated on how corporate advertising affects company image (winters, 1986 as cited in Fetscherin and Claude, 2010). According to Juntunen, (2012) the researchers Bernstein, (1989) and King, (1991), are the first academic who used the term company brand.

Although, the corporate branding is studied in different subjects such as: economics and marketing but the corporate brand term is considered new, but the subject matter is not (Da silva and Syed alwi, 2008).The concept of the brand can be traced back to product marketing where the role of branding and brand management has been primarily to create differentiation and preference for a product or service in the mind of the customer (Knox and Bickerton, 2003).

In the new marketing era, there is shifting from product brand to corporate brand. Support for the shift to corporate branding often comes from within marketing (Hatch and schultz, 2003)n the last few decades, the conceptual development and empirical research in the topics of corporate branding have witnessed significant growth in interest (Rindell and Strandvik, 2010; Abratt and Klein, 2012; Schultz and de Chernatony, 2002; Anisimova, 2013).

According to berens, (2004), the corporate brand has gained increasing interest for the following reasons: the care of general public about the way companies behave. Therefore corporate brand have taken a new importance since they speak on behalf of the company (Kaprefre, 2008).

Moreover, it becomes an effective factor that attaining sustainable competitive advantage to the companies (Dowling, 2006). In addition, corporate branding is considered as an intangible asset of a company (Fombrun, 1996; de Chernatony, 1999). In the same line Hatch and Schultz, (2003), state that the corporate brand attracts and orients relevant audiences, stakeholders and constituencies around the recognizable values and symbols that differentiate the organization. Differentiation requires positioning, not products, but the whole corporation (Hatch and Schultz, 2003).

Corporate brand concept might be defined throughout difference perspective: From The accounting view, the corporate brand is an intangible asset not presently recorded in financial statements assets (Fombrun and Van Reil, 1997). From organizational view the corporate brand was seen as a powerful contract between an organization and its key stakeholder which can be compared to what is promised and expected to deliver (Bhattacharya and Sen ,2003), In addition to that the corporate brand defined as expressions and images of an organization's identity (Abratt and Kleyn, 2012).

In addition, corporate brand is defined as the visual, verbal and behavioral expression of an organization unique business model (Knox and Bickerton, 2003). Moreover, (Hatch and Schultz, 2003), state that the corporate brand contributes to both customer based images of the organization and the images formed and held by all its stakeholders. Finally from communications' view, and according to (Hatch and Schultz, 2003) corporate brand is defined as a set of symbols that allow stakeholders to make their own meaning.

Corporate brand orientation was found to have favorable effects on public perceptions (Fombrun and Van Reil, 1997). Corporate brand defines the organization that will deliver and stand behind the offering that the customer will buy and use (Aaker, D.A, 2004).

According to Dowling, (2006) with the good corporate brand, the company can easily enter new market, set high price and speed up adoption of the new products. According to Harris and de Chernatony, (2001), corporate brand creates differentiate, attract and encourage the both the external and internal stakeholders and the interested parties to feel that they belong to the company.

(Brown and Dacin, 1997) Indicated that the strong corporate brand lead to positive consumer perception of the current and new products in the future. The initial attention to the value of strong corporate brands has been extended to investigate the roles of corporate brands in overall company success (Anisimova, 2013). (Knox and Bickerton, 2003), suggested that the establishing of successful corporate brand management practices relied upon the two factors which are the mix of variables those constitute the corporate brand and the development of a brand management system.

A strong brand image is the only asset a company can develop that cannot be copied (Sondoh et al, 2007). Despite a growing consensus about the benefits of corporate brand, there remains considerable uncertainty over what this means in terms of management practices and the study of this emerging phenomenon and corporate brand is an inherently complex phenomenon to understand (Knox and Bickerton, 2003).

Corporate brand, where the company is synonymous with the brand (Lomax and Mador, 2006).The perceived corporate information can influence consumer product perceptions by transferring consumer attitudes toward the corporation to their attitude toward the product and vice versa (Anisimova, 2013). The first consequence of consumers bearing in mind a positive image will be seen in their global attitude toward the company (Bravo et al, 2012).Attitude toward corporate can be customers' learned tendencies to evaluate corporate image in a consistently favorable or unfavorable way; that is, customers' evaluation of a particular corporate image on an overall basis from

poor to excellent (Mat et al, 2012). According to Abratt and klein, (2012), the corporate brand comprises two aspects: the first aspect is corporate expression which includes all mechanisms employed by the organization to express its corporate identity to all stakeholder groups and stakeholder images of the organization's identity, the second aspect of corporate branding encompasses stakeholders' perspectives of an organization's brand. Therefore the role of the stakeholders in corporate branding is emphasized (Juntunen, 2012).

On the one hand , Rindell and Strandvik,(2010), introduced four different theoretical perspectives on corporate branding by using two dimensions, control and change first, the issue of who influences or controls the corporate brand; and second, on change and brand dynamics. The previous literature highlights several benefits associated with pursuing a corporate branding strategy (Anisimova, 2013). Successful corporate branding strategies provide an opportunity for generating a significant future income streams (Schultz and de Chernatony, 2002).

Corporate brand image must be considered a valuable strategic tool that could ease long-term success (Bravo et al, 2012).Therefore, the corporate branding plays a crucial role in building a sustainable bond between the company and its consumers (Anisimova, 2013), and it is better to understand the effects of corporate brands on consumers. Moreover, Understanding of how consumers, as one of the key stakeholders in the corporate branding process, experience and relate to corporate brands is essential for corporate brand short and long-term success. (Anisimova, 2013).

Corporate brand future success requires for building strong corporate brand .Thus, the initial attention to the value of strong corporate brands has been extended to investigate the roles of corporate brands in overall company success (Anisimova, 2013).

A strong corporate brand acts as a focal point for the attention, interest and activity stakeholders bring to a corporation (Hatch and Schultz, 2003). Generally, strong corporate brand has significant impact in creating positive consumer perceptions of existing products and new product extensions (Brown and Dacin, 1997).

(Rindell and Strandvik, 2010), argue that traditional corporate branding literature has seldom considered the issues related to how brands evolve over time and change in the minds of consumers. One of the key differences between product brand and corporate branding is that the latter requires greater focus within the organization (Harris and Chernatony, 2001). According to Balmer, (2001), a corporate brand involves the conscious decision by senior management to make a clearly defined branding proposition through communicating, differentiating and enhancing the brand.

2-4-1 Corporate brand: approach of theory of planned behavior

The theory of planned behavior is one of the most popular theories used in the aspect of behavior intention. The theory of planned behavior considered as an extension of theory of reasoned action that includes measures of control belief and perceived behavioral control (Armitage and conner, 2001). The theory of planned behavior is consisting of individual's attitude, subjective norm and perceived behavioral control, where the individual intention is considered as a central factor in the theory of planned behavior which captures the motivation factors and indicate how the people are willing to try and pay an effort to exert in order to perform the behavior (Ajzen, 1991).

According to Ajzen, (1991) the attitude is formed from within the individual, possibly drawing from past experiences. The corporate brand concept has many constructs such as corporate image, corporate reputation and corporate familiarity and all of them are related to customer perception about specific object, then according to Bang et al, (2014) who state that when an individual has positive feelings about buying a certain firm's product, or friends and colleagues recommend specific object, it strengthens the intention to purchase that object. Therefore the corporate brand from approach of theory of planned behavior is considered as s predictor for behavior intention.

2-4-2 Corporate Brand versus Product Brand

Due to the changing and shifting from product brand to corporate brand there is growing awareness to the corporate brand which can increase the company's visibility, recognition and reputation which is not fully appreciated by product-brand thinking (Hatch and Schultz, 2003). Despite the roots of corporate brand emerged from product brand, there are several difference aspects between the concepts two concepts (Hatch and Schultz, 2003).

The following aspects as shown below in table (1) are the main differences between corporate brand and product brand which are concentrated on:

1) The management level.
2) The attention focus.
3) Targeting persons.
4) Brand life.
5) The importance limit.

The first difference, the product brand is managed by the middle management and it is responsibility of marketing department, while the corporate brand involves the conscious decision by senior management and it is responsibility of the whole organization (Balmer, 2001a).The second difference, the product brand focus its attention on the product performance, attributes and benefits, while the corporate brands focus on corporate identity.

The third differerence, the product brand mainly targeting customers, while corporate brand mainly targeting multiple stakeholder such as suppliers, shareholder, investors and others related parties. The fourth difference, the product brands life is short parallel with the life of the product, while the corporate brand is long with life of organization.

Finally, the product brand is important for the company functionally, while corporate brand represent a strategic perspective. According to Kaprefre, (2008) view, these differences considered as product brand weaknesses and corporate brand try to accommodate them.

Table 2.2

Differences between Product brands and Corporate brands

aspects	Product brands	Corporate brands
Managed by	Middle management	CEO
attention on	Product performance	Corporate identity
targeting	customer	Multiple stakeholder
Brand life	Short (life of product)	Long(life of organization)
Importance to company	functional	Strategic

Source : Kaprefre, (2008)

2-4-3 Corporate brand building:

The corporate brand contributes to customer based image of the organization, which formed and held by all its stakeholders, including: employees; customers; investors; suppliers; partners; regulators; special interests; and local communities (Hatch and Schultz, 2003). The membership of the corporate-level brand community seems to activate a sense of belonging to the corporate brand, building grounds for future repeat purchases (Heding,2009).Corporate brands must tailor their profile to meet the expectations of multiple publics product brand are there to create client goodwill, build growth and profits (Kaprefre, 2008) .

The main goal of corporate brand building is to have a strong brand has monetary value and considered as a quantifiable corporate asset (Ehrlich and Fanelli,2004) .

Therefore, many companies that based their success on product brands have now decided to create a corporate brand in order to make company actions, values and

missions more salient(Hatch and Schultz,2003).A strong brand is mainly based on strong perceptions customers have of it usually this takes quite a lot of time and resources to establish, (kotler and Pfoertsch,2006).

Moreover, the importance of employees to corporate branding and the need to better understand their behavior and thus the organizational culture of the corporation have received particular emphasis in recent work (Hatch and Schultz, 2003).corporate brand has many benefits to any company. According to (kotler and Pfoertsch ,2006) corporate brand facilitate the general goal of growth generation , strongly reduces the risk involved in a complex buying process since it adds a sense of continuity can extend to and boost the credibility of everything it has on offer under this brand.

2-4-4 Corporate brand challenges:

In modern mature markets, consumers do not make a complete distinction between the product brand and the corporation: what the corporation does impacts their evaluation of its brands, especially if they share the same name as the corporation or are visibly endorsed by the former (Kaprefre,2008). According to Schultz and Chernatony, (2002) therefore there are serious challenges arising in the face of the company represented in the following:

1) Managing of corporate brand

The first challenge is the difficulty of managing the corporate brand within such diverse group of stakeholder influencing the nature of the firm's corporate brand.

2) Internal rivalry in managing the corporate brand

The second challenge appears in the stage of creating the corporate brand due to the brand shifting from marketing discipline to a more strategic perspective and the of corporate brand becomes responsibility of the whole company.

3) measuring success of corporate brand

The third challenge is concerning about the measures of corporate brand because there are two aspects of measuring represented in traditional measures such as market share and customer loyalty, and new suggestion method such as the staff awareness and their commitment to achieve the goals.

4) Protecting the corporate brand reputation, Due to rich interaction between stakeholders, it is difficult to manager to protect the corporate brand reputation against a harmful impact.

2-4-5 Importance of corporate branding to automotive companies

With the increase in global business, the use of corporate branding is becoming an important issue that automotive companies have to pay attention from the top management .The increase in global corporate mergers and other global alliances and the desire of companies to keep their names in the mind of customers have created real challenges. These challenges represented in how to make consumers remembering companies′ names among the similarity names of competitors.

On the one hand, corporate brand management represents the key success factor for the second challenges which face automotive market globally such as: environmental changes, new technology, changing customer behavior and globalization (KPMG's Global Automotive Executive Survey, 2014).

2-5 Corporate brand dimensions:

2-5-1 Corporate image:

In the beginning of the 1950s, the concept of corporate image initially started to be explored (Karaosmanoglu et al, 2011). The concept of corporate image relates to the image associated with an organization name, and it is based on the stakeholders' perceptions (Hatch et al.2003).In addition, corporate image represent the immediate mental perception of the organization held by an individual, group or network (balmer, 2001).Corporate image is described as the overall impression made on the minds of the public about a firm (Barich and Kotler, 1991). Corporate image could be considered as a type of brand image in which the brand name refers to the organization as a whole rather than to its sole products or services (Abd elsalam, 2013).

Furthermore, Keller (1993) defined corporate image as perceptions of an organization reflected in the associations held in consumers' memory. There are many definitions for corporate image concept, but generally it is conceptualized as the all impression of a company makes on its various stakeholders (Rattanaphan and Mat, 2012).

According to Kandampully and Hu, (2007), there are two principal components of corporate image; the first is functional such as the tangible characteristics that can be measured and evaluated easily, the second one is emotional such as feelings, attitudes and beliefs, the one have towards the corporate. Attitude toward corporate can be customers' learned tendencies to evaluate corporate image in a consistently favorable or unfavorable way (Rattanaphan and Mat, 2012).

(Berens, 2004) argue that, the corporate image is sometimes regarded as the perceptions that a person has regarding a company, but sometimes also regarded as the shared perceptions of a group of people. Thus, the corporate image is important

factor that influence consumers' evaluations of companies and represent overall emotions and beliefs about organization (Karaosmanoglu et al, 2011).

Therefore, it is suggested that the first consequence of consumers bearing in mind a positive image will be seen in their global attitude toward the company (Bravo et al, 2012). On the one hand, attitudes, feelings, beliefs toward the organization and it may play a critical role in selecting of one corporate brand over another (abd elsalam, 2013). As a result, for customers, the corporate image is the outcomes of an aggregate process by which customers compare and contrast the various attributes of organizations (Weiwei, 2007).

In the same line, aydin, (2005) argued that the corporate image is the result of an evaluation process. The more consumers hold a favorable image of a company, the more likely they are to repurchase that company's products (Karaosmanoglu et al, 2011).

On the other side, for the companies, the corporate image is a result of being reliable and professional, having contributions to society, and adding good reputation to its customers(Nasser,2012).In addition , corporate image is a resource which is most difficult to imitate, comes of the extensive time period that is necessary for development (Rattanaphan and Mat,2012).For the benefits of the company the corporate image must be considered a valuable strategic tool that could ease long term success (Bravo,et al,2012).Although, corporate image is a multidimensional construct, there is still no consensus in the literature (Bravo et al, 2012).

2-5-1-1 Corporate image versus corporate identity

The below table 3 shows the difference between corporate image and corporate identity.The previous literatures argue that corporate identity and corporate image are two different concepts (Hatch and Schultz, 2001; Balmer, 2001). According to Markwick and Fill, (1997), the corporate identity refers to the organization's presentation of itself to its various stakeholders .In addition, corporate identity is answering for the questions related to the organization identity, business, structure, strategy, ethos and reputation (Balmer, 2001).

Table 3.2

Difference between Corporate image and Corporate identity

Items	Corporate image	Corporate identity
perception	Held by stakeholders	Held inside the entity
management	Through identity	directly
Type of view	External view	Internal view

Source: (Balmer, 2001).

Therefore, corporate identity is an organization's strategic choices (Abratt and Klein, 2012).This means that the identity of the corporation is emerging and growing up from inside the entity. While, the corporate image refers to the perception is held by stakeholders of the company (Hatch and Schultz, 2001). Supporting this view, Balmer, (2001), state that the corporate image is the current perception or immediate mental perception of the organization held by an individual, group or network.

From other side, Markwick and fill, (1997) mentioned that the management of corporate image is not processed directly but through the management of the corporate identity. In the same line, Hsieh et al, (2004) argue that the corporate image is same as corporate identity .On the other hand, Barnett et al, (2006), indicated that the identity is a representation of the firm that equates and reflects what the firm actually not as the

image of the firm held by an inside stakeholder. Moreover, (Chun, 2005) argue that the image represent the external view while the identity is the internal view .despite, there is a still debate in the point of similarity between corporate image and identity.

2-5-5 Corporate reputation

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Corporate reputation concept is still relatively new as an academic subject (Chun, 2005).As, a result corporate reputation as one of the corporate brand dimensions is defined from different view. From perception view, corporate reputation is defined as the enduring perception held of an organization by an individual, group or network (balmer, 2001).from stakeholders view, corporate reputation defined as a stakeholder's overall evaluation of an organization over time (Abratt and Klein, 2012). Moreover, corporate reputation seen as a mirror reflects the extent to which external stakeholders see the firm as good or bad (Roberts and Dowling, 2002).

While, other researcher linked the corporate reputation by the perception of the company in the past and future compared to other competitors (Fombrun, 1996).While, Chun, (2005) argue that the corporate reputation is an umbrella for the impressions of internal and external stakeholders and can then be seen as the overall activity in an organization. These definitions indicate that the stakeholder's perception and evaluation process for considered time are the main factors which determine the level of corporate reputation.

Despite, the above definitions, there is no perfect agreement on one common definition for corporate reputation how to measure corporate reputation (Barnett et al, 2006; Zhang, 2009).Moreover, the concept of corporate reputation remains unclear and (Chun, 2005).

From other side, regarding to the elements of corporate reputation, Chun, (2005), reported that the identity and image are the key elements of corporate reputation .In contrast, Johnson and Grayson, (2005), reported that the corporate reputation is consisting of a symbol of value and an expression of empathy for the customer.

The corporate reputation represents a power resource for sustainability of any firm. (Dolphin, 2004) confirmed that there are several benefits comes to firm from favorable corporate reputation. Due to the important role of the corporate reputation, it represents core competence and considered as a critical factor for success of any company in attracting potential customer with any doubt (Zhang, 2009).

In the same line, corporate reputation motivates the current and expected customers to have favorable attitude (Ali et al, 2012).In addition to that, Robert and Dowling, (2002), reported that the corporate reputation is helping company in achieving sustained superior financial performance when it is considered as one of the valuable corporate intangible assets.

Moreover, the corporate reputation simplifies the procedure of purchase decision for customers (Chun, 2005).Therefore, due to all these above benefits come from the good corporate reputation; the corporate reputation is corner stone for getting competitive advantages for any company looking for survive and also has it been seen considered as a valuable intangible. The main challenge that faces the companies is how to measure their corporate reputation. As a result the confusion of corporate brand definitions, there is a confusion reflected in measurement methods (Chun, 2005).

Corporate reputation is often used synonymously with corporate image which lead to confusion (Markwick and Fill, 1997).In the same line, it is notice that the corporate image term and corporate reputation are used interchangeably (Chun,2005). Moreover, the ambiguity about the concepts of corporate image and corporate reputation has remained longer (Karaosmanoglu et al, 2011).

(Dolphin, 2004) argued that there is no consensus among the marketing literatures about the difference between corporate image and corporate reputation. On the other hand , Markwick and Fill, (1997) reported that there are some differences between two concepts such as, corporate reputation is more durable than corporate image and the latter may be as a result of organizational changes or communication programmes.

In the same line Heding et al, (2009) agreed with Markwick and Fill, (1997) view about the differences between corporate image and corporate reputation. As shown below in Table 4 here are some differences between them regarding the formation time,the measurement perspective and the key driver

Table 4.2

Difference between Corporate image and Corporate Reputation

Aspects	Image	Reputation
formation	Short-term	Long-term evaluations of brand identity
measurement	Stakeholder association	Stakeholder evaluations of brand actions
Key driver	Exist in the mind of stakeholder	Key tools:public relations and personal relations

Source: Adapted from Heding et al, 2009

Corporate image is the result of a mosaic of attitudes commencing within the company with the employees and their perception of the company. Continuously measuring the corporate image is an important source of keeping track of how consumers and other stakeholders perceive and value brand identity. Corporate image is a mosaic of impressions formed by a variety of formal and informal signals projected by the company. The corporate image is hence not what the company believes it to be, but exists in the mind of the audience.

Some scholars argue that the research and literature about reputation can be categorized as one of the schools of thought about how to create and manage the corporate image. Corporate reputation takes a long time to be formed opposed to the image concept which takes a short-term communication and advertising for the formation. The corporate reputation construct is used externally to measure consumer evaluations of brand identity, and internally to guide employee behavior. The key drivers of reputation are PR and the communication and accentuation of corporate stories of success and corporate social responsibility.

2-5-3 Corporate familiarity

Corporate familiarity represented as one of the corporate brand construct (Souiden et al, 2006). According to Kowalczyk and Pawlish, (2002), corporate familiarity or recognition of the firm is defined as the measure of to what extent the brand is known among the customers and due to the new arising of the corporate brand concept as a new field, the availability of the familiarity measurement tools is difficult.

The familiar brand name has a competitive advantage over unfamiliar brand and because the familiar brand is reduce the time for customer in searching for the information (Arora and stoner, 1996).Moreover , The appearance of the corporate name

on the company's products may involves the products' image and consequently have certain influences on consumer evaluation (souiden et al, 2006). Moreover, the familiar corporate for customers is representing the solid rock they stand on to feel trust and to avoid the risk of decision making.

In the same line, Herrera and Blanco, (2011) state that the customers who are familiar with a product tend to trust more in the name of the brand when evaluating the product and when making their choice .on the one hand, Gremler et al, (2001) suggest that the familiarity is driven by the frequency of the interaction and the depth of the interaction. In addition, familiarity is based on previous experience (Gefen, 2000).Therefore, the familiarity is contribute in building of customer trust through providing a framework for future expectations and create concrete ideas based on previous interactions (Gefen,2000).

Familiarity appears to serve as an umbrella term and as condition for the development of expertise and the ability to perform product-related tasks successfully, therefore it familiarity reduces the need for information search (Ha, 2005).

2-6 Concept of word of mouth

Word of mouth is the major aspect of literature in marketing which helps the customer to make the decision (Hasan et al, 2012).Word of mouth is considered as the oldest, successful communication channel Jung and Kim, (2012).Word of mouth is the indication of the individual evaluations towards the brands or organizations that are made without commercial intention and through face to face or other communication channels throughout social networks (Kue et al, 2013). In addition to that word of mouth can be produced and controlled at least as much as advertising, salespeople, public relation, coupons, samples, promotions, and the other marketing media and tactics

(silver, 2001). Word of mouth has two categories represented in positive word of mouth and negative word of mouth and the negative word of mouth is considered as the main influencer on the receiver than the positive word of mouth. Although, there is little evidence, appears that marketers believe that negative has more impact than positive word of mouth (East et al, 2008).

2-6-1 Definition of the Word of mouth concept

Word of mouth is defined as informal, evaluative communication between at least two conversational participants about characteristics of an organization, brand, product, and service that could take place online or offline (Carl, 2006).In the same line, word of mouth is defined as informal advice passed between consumers and interactive, swift, and lacking in commercial bias and a powerful influence on consumer behavior (East et al, 2008). Word of mouth is defined as a consumer-dominated channel of marketing communication where the sender is independent of the market (Brown et al, 2007).

It is noted that in the most of the marketing literature, the word of mouth is classified into two categories positive and negative word of mouth. The positive word of mouth considered as one of the oldest informal style of communication (Ennew et al, 2000). Although, it appears that marketers believe that negative word of mouth has more impact than positive word of mouth (East et al, 2008).On the other hand, the electronic word of mouth considered as an expansion form of traditional word of mouth (Jung and Kim, 2012).

2-6-2 The important of word of mouth

Word of mouth is very important competitive strategy in an era where customization is valued in relationships and the costs of mass media have become increasingly expensive (de Mesquita et al, 2014).There is less known about the importance that firms attach to word of mouth, and its role in marketing strategies and the extent to which they attempt to manage this form of communication (Ennew et al, 2000). Positive word of mouth as an information source plays a critical role in decision making process of consumers (Shirsavar et al, 2012).

In addition, the word of mouth is one of the most influential channels of communication in the market place (Allsop et al, 2007).Word of mouth is the major aspect of literature in marketing which helps the customer to make the decision whether to buy the product or not (Hasan et al, 2012).Word of mouth has been acknowledged for many years as a major influence on what people know (Buttle, 1998).

Word of Mouth is refer to unofficial comments of customers about an institute offering service(Hennig- Thurau et al ,2002).Word of mouth is viewed as more reliable and trustworthy than messages from advertisers or marketers(Carl, 2006). Word of mouth is much more credible than your most sincere salesperson and has the ability to reach more people, and faster, than advertising and direct mail because it can spread like wildfire (silver, 2001).

A widely accepted notion in consumer behavior is that word-of-mouth communication and plays an important role in shaping consumers' attitudes and behaviors (Brown and Reingen 1987 cited in Harrison Walker, 2001) .In recent decades the Internet, it is easy for individuals to share information, has been changing the way consumers share their positive and negative opinions (Meiners et al,2010) .

One of the most influential types of communication is word of mouth due to its influence on customers, therefore the positive satisfied customers' increases purchasing intention (Gilaninia et al, 2012). However, not all satisfied customers will engage in positive word of mouth leaving a role for the organization to consider how it may attempt to convert satisfied customers into advocates (Ennew, 2000).

The word of mouth as an informal communication is lacking of control up on it outside (Ennew, 2000). Word of mouth as one of the most channels of communication in the market place playing an important role in formation of the consumer opinions and it has become more powerful force, due to technology explosion in the number and types of informal communication channel (Allsop et al, 2007).

Word of mouth has been acknowledged for many years as a major influence on what people know, feel and do(Buttle, 1998).Word of mouth is a powerful influence on consumer behavior (East et al, 2008).along with that, the consumers are influenced by word of mouth which eventually changes their attitude towards the brand (Hasan et al,2012). Word of mouth is categorized into two types, institutional word of mouth and everyday word of mouth (Carl, 2006).

According to Ennew, (2000) there is a little evidence on the important of the word of mouth from organization perspective. Although, there are many advantages of Word of Mouth represented as following:

1) Word of mouth is successful experience that triggers full adoption behavior more than anything else.

2) Word of mouth is faster to deliver that experience, the faster people will feel comfortable enough

2-6-3 Characteristics of word of mouth

According to Meiners et al, (2010) the most important characteristics of word of mouth is the independency and credibility. Moreover, word of mouth can also be characterized by valence, focus, timing, solicitation, intervention and more influential on behavior than other marketer-controlled sources (Buttle, 1998). Word of mouth is an experience delivery mechanism (silver, 2001).Therefore, the management of word of mouth is difficult and   considered as highly informal style of communication (Ennew, 2000).

2-6-4 THE POWER OF WORD OF MOUTH

 Word of mouth is the most powerful, influential, persuasive force in the marketplace for the reasons such as: is seen as more credible than the marketer communication and the information is passed through without biased (Allsop et al, 2007).in addition, Silver, (2001) reported several reasons explain why word of mouth is so powerful such as: word of mouth becomes part of the product itself,   is experience delivery which is considered more important and useful than word of mouth's independent credibility. Word of mouth is live and not canned like most company communication; word of mouth is like a breeder reactor. It is self-generating, self contained, and it wastes nothing, it's the Most Honest Medium and word of mouth Saves Time and Money

2-6-5 The levels of word of mouth (Adapted from Silver, 2001)

Of course, not all word of mouth is the same. There are several levels of word of mouth that are quite different from each other and that vary both in nature and intensity. The following section describes the nine levels of word of mouth, ranging from the "minus 4" level, where the talk about your product is only negative, to the "plus 4" level, where everyone is positive about the product.

2-6-5-1 The Minus Levels

Minus 4: People are all talking about the product and complaining about it.

Minus 3: Customers and ex-customers go out of their way to convince the other people not to use the product, but it hasn't reached scandal proportions

Minus 2: customers rant, although they don't go out of their way to the product, they go on and on about how terrible the product, but the process will be slower because people are not actively seeking each other out to spread negative word of mouth.

Level 0: At this level, people use the product, but are rarely asked about it.

2-6-5-2 The Plus Levels

Plus 1: people have nice things to say about your product

Plus 2: They go on and on about how wonderful your product is.

Plus 3: At this level, customers go out of their way to convince other people to use the product

Plus 4: the product is being talked about continually; People are asking each other about the product.

Most of the scholars and practitioners of marketing are interested in the topic of word of mouth communication behavior. The word of mouth is categorized into two types such as online word of mouth which is refers to the knowledge exchange consumers carry out online (Wu and Wang,2011) and offline word of mouth .in the context of online communities because of the extraordinary popularity, growth, and influence of such communities (Brown et al, 2007) According to (Jung and Kim,2012) Both communication tools, offline word of mouth and online word of mouth, are aimed toward consumer to consumer communication to promote the sharing of information and the opinions and exchange of knowledge .

Although word-of-mouth among customer plays an important role in modern business situation, there is a little bit difference in the importance between online and offline customer. (Lin and Lu, 2010). In the Table 5 electronic word of mouth differs from commercial advertisements because it is a non-commercial message created by consumers (Wu and Wang,2011).

2-6-6 difference between traditional word of mouth and online word of mouth

Table 5

Dimensions	Traditional word of mouth	Online word of mouth
Type of communication	conducted through a face-to-face	online through Emails, blogs and network
Human pressure	Presence of face to face	absence of face-to-face
Cost	Unpaid communication	Paid communication
Accessibility	less accessibility	higher accessibility
Source	personal	Impersonal source
Communication way	One to one	One - to -many reach

Source : Wu and Wang,2011.

2.7. Theoretical Background of the Study Relationships

2-7.1 Related studies on the relationship between corporate brand and repurchase intention

Most of the recently studies began to investigate the relationship between the corporate brand and consumer behavior such as investigating the effect of corporate brand on product evaluation (Souiden et al, 2006), investigate the attitudinal and behavioral consequences of a favorable corporate image (Karaosmanoglu et al, 2011), the relationship between consumer-perceived corporate brand and consumer attitudinal and behavioral loyalty (Anisimova, 2007). The most of the previous literature related to the corporate brand and repurchase intention, and there are few empirical studies about the relationship between corporate brand and repurchase intention. The empirical support into the relationship between corporate brand and consumer loyalty has been scarce (Anisimova, 2007).In addition, most of the previous studies often examined on single dimension of the corporate brand. However, a comprehensive measurement framework enhances the validity and practical utility of consumer perceptions (Anisimova, 2007). Understanding of the relationship between corporate brand and repurchase intention will help the firms to have a long term success.

Therefore, Bravo et al, (2012) recommended understanding the main antecedents and consequences of this construct. However, there is a little knowledge about the impact of corporate brand on customer perception and customer loyalty (Anisimova, 2007). Moreover, the understanding of how customers as one of the key stakeholders in the corporate branding process, the experience and relate to corporate brands is essential for corporate brand short and long-term success (Anisimova, 2013).The findings of the previous studies such as Souiden et al, (2006) expressed that the corporate reputation as one of the dimensions of corporate brand was considered when the customer evaluate the durable products such as automotive.

In addition to that Karaosmanoglu et al, (2011) study examined whether favorable corporate image can have a positive impact on company performance indicators such as repurchase intention and found that the corporate image had positive significant effects on behavioral repurchase intention. Perceived corporate information can influence customer product perceptions by transferring consumer attitudes toward the corporation to their attitude toward the product and vice versa (Anisimova, 2013). Moreover, Familiarity is driven by the frequency of the interaction and the depth of the interaction and it plays a role in the development of trust (Gremler et al, 2001).

2-7.2 Related Studies on the Relationship between corporate brand and relationship quality

The physical contact between a manufacturer brand and its customers is of particular importance as far as relationship quality and loyalty are concerned (Aurier and Lanauze, 2011). In order to understand the construct of relationship quality, it is necessary to consider both definitions of the aggregate construct and assessments of the dimensions that make up the construct(Woo and Ennew,2004) .This study examine the relationship between corporate brand (corporate familiarity, corporate reputation and corporate image) and relationship quality (customer commitment, customer trust and customer satisfaction).The concept of satisfaction is overall evaluations often used by specific manufacturers to briefly explain the knowledge and experiences of customers and then lead them to following actions(Hsiung,2011).

Regarding the relationship between corporate reputation and customer satisfaction, according to Anisimova, (2013) the empirical evidence on the effect of corporate reputation on customer satisfaction is also very scarce, but the corporate brand can be an important antecedent in consumer satisfaction. Moreover, (Abd-El-Salam, 2013) examined the impact of corporate image and reputation on customer satisfaction and customer loyalty.

On the one hand, the influences of corporate images on commitment and customer trust are supported in the study results of Hsu et al, (2010). A good corporate image is very important because it helps in making the consumers more attached and committed to the company (Shahsavari and Faryabi, 2013). In addition to that Ogba and Tan, (2009) reported that the brand image positively influence and boost customer commitment. Furthermore, it is reported that a favorable corporate reputation helps in building consumers' commitment to the company (Bhattacharya and Sen, 2003).

There was a positive significant relationship between corporate image and customer satisfaction as mentioned in the study of Nasser et al, (2012) confirming the previous studies. In discussing the relationship between corporate image and customer trust Lin and Lu, (2010) found that there is a significantly positive influence on customer trust.

The obtained results from the study of Flavian et al (2005) show that corporate image is a factor that significantly influences the trust. (Haery et al, 2014) empirical researche indicated that excellent corporate reputation could save the cost of establishing trust with new customers and help improve transaction efficiency. Therefore, previous empirical evidence suggests that the corporate brand is positively affecting relationship quality.

2-7.3 Related Studies on the Relationship between Relationship quality and repurchase intention

Regarding the relationship between relationship quality and repurchase intention, most of the previous studies results assured that the three dimensions of relationship quality.(customer trust, customer satisfaction and customer commitment)were affecting repurchase intention (see chang et al, 2014; Chiu et al, 2008; Mosavi and Ghaedi, 2012).

The process of customer's evaluation of their future purchase intention based on the value obtained from the previous relationship (Olaru et al, 2008).According to Soderlund and Vilgon, (1999) there is a positive and significant link was found between customer satisfaction and repurchase intention.

Although, there is different in evaluation concept and dimension of consumer's satisfaction and it is very important to evaluate consumer satisfaction correctly (Chang et al, 2014). In the same line Halstead and Page, (1999) confirmed that the customer satisfaction affect on repurchase intention. Many studies results have found a direct link between customer satisfaction and repurchase intention such as (Abdul Samad 2014; Chang et al, 2014).

(Chang et al, 2014), linked between customer satisfaction and repurchase intention as if the consumer's satisfaction is consumer's expectation to product or service, consumer will be satisfied and lead to the repurchase intention. (Zeithaml et al, 1996), concluded that customer satisfaction is positively related to repurchase intention .There is a positive and significant association at hand between customer satisfaction and repurchase intention, Frank et al, (2014).

According to the theory of planned behavior (Ajzen, 1991) a positive customer commitment is formed toward that goods and brand and consumer is directed toward making real purchase. Moreover, commitment is positively related to repurchase intention and relationship performance is critical to repurchase decisions in a relational exchange, so the business loyalty is similar to relationship commitment (Morgan and Hunt, 1994).

Regarding the relationship between customer trust and repurchase intention, (Doney and Cannon,1997;Fang et al,2011; Zboja and Voorhess,2006) suggested that customer trust is the dominant antecedent of repurchase intentions .Moreover, Morgan and Hunt

(1994) theorize that customer trust is the key mediating variables between the antecedents and outcomes of developing a long-term customer relationship. Customer trust is significant determinant of repurchase intention and stronger than the others determinants of repurchase intention (Chiu et al, 2008).

According to the theory of planned behavior (Ajzen, 1991), trust is beliefs that create favorable feelings toward the seller, that are likely to increase a customer's repurchase intention from same seller. Therefore the customer trust is positively affecting the repurchase intention (Fang et al, 2011).

2-7.4 The Moderating Role of word of mouth

Word of mouth is identified as a primary source of informational influence in customer prepurchase decision making (Tax, 1993). Based on The massage impression this concept, individuals will be more trustful attitude to the views provided by the majority of people (Xiaofen and Yiling, 2009) .Word of mouth significantly affects consumer purchase and post-purchase perceptions (Sun et al., 2006).

Moreover the word of mouth is important for managers for its influence in customer acquisition and retention (Tax, 1993). Also, customers have higher intention to spread word-of-mouth after a service recovery; third, the source of word-of-mouth can quickly respond to questions and offer important information (Silverman, 2011).According to (Price and Feick, 1984) the word of mouth has a significant impact on each stage during purchase decisions by consumers. According to Sterman et al, 1997 the word of mouth is increase the commitment.

One of the strong reasons which make the word of mouth as important moderate influencer that, the word of mouth provides customers with unbiased information because it is unpaid communication tool, and is personally relevant due to the information comes from customers who have the knowledge and aware of the receiving consumers' preferences and needs.

In summary, the gaps in literature can be summarized as follows:

- Corporate brand and repurchase intention are very important issue for the top and marketing management level in the current market competition. However, there is no previous literature investigated in to what extent the corporate brand and repurchase intention among automotive companies in Sudan.

- In addition, to that there is no consensus on the corporate brand in terms of theoretical models dimensions, concepts, and definitions. Therefore there is a shortage of valid instruments or measurement tools for corporate brand.

- Most previous studies were conducted in the developed market economies such as the British, US and Australia perspectives. In Sudan, there is a lack of empirical studies that identify the existence of corporate brand concept among the automotive companies in Sudan.

- Most of the existing empirical studies concentrate mainly on the corporate brand and related constructs as independent variables and financial institution as a dependent variable.

- Moreover, most of the previous studies focused on the effect of corporate brand with different dimensions on consumer behavior variable. Although, there is no previous literature addresses the corporate brand as a driver of repurchase intention.

- In addition, the previous studies have mostly ignored to test the mediating effect of relationship quality on repurchase intention.

- In contrast, there is a lack of empirical research examined the nature of the relationship between relationship quality and repurchase intention.

- Moreover, there is an absence of previous researches that examined the moderating effect of word of mouth on the relationship quality and repurchase intention.

2.8 Summary of the Chapter

The above chapter indicated the theoretical foundation of aspects related to the research concepts and analyzes the empirical studies related to them. The beginning part of the chapter presents the foundation, conceptualization of consumer behavior intention and repurchases intention. Furthermore, the chapter explained the constructs of corporate brand that enables a firm to gain a competitive advantage. The conceptualization of corporate brand constructs (corporate image, corporate reputation and corporate familiarity). The chapter illustrates the mediating role of relationship quality constructs (customer trust, customer satisfaction and customer commitment) between corporate brand and repurchase intention. The chapter illustrates the relationship between constructs of the current research. In the final part, the chapter illustrates the moderating role of word of mouth between relationship quality and repurchase intention. The proposed research framework designed is the focus of next chapter.

CHAPTER THREE

THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

3.0 Chapter Overview

This chapter consists of the theoretical framework, conceptual framework and hypotheses of the study. The theoretical framework clarifies the relationship between the variables of the study. The hypotheses of the study, on the other hand, are formulated based on the developed theoretical framework.

3.1. Theoretical Framework

A theoretical framework work is a conceptual model of how one theorizes or makes logical sense of the relationships among the several factors that have been identified as important to the problem. (sekeran,2003).The aim of this study is to examine the impact of corporate brand on repurchase intention, mediating the role of relationship quality and moderating the role of word of mouth .The theoretical framework of the study is anchored on the planned behavior theory as a main theory.

Corporate brand concept is discussed in many previous literature such as (Rindell and Strandvik, 2010; Abratt and Klein, 2012; Schultz and de Chernatony, 2002; Anisimova, 2013).Moreover, corporate brand is researched from different view such as, accounting view (Fombrun and VanReil, 1997); organizational view (Bhattacharya and Sen ,2003) ;communications' view (Hatch and Schultz ,2003). The high competitive environment among the competitors, the critical issue for the companies is to keep and retain their customer to repurchase again and not switched to other competitor.

Repurchase intention is the process that needs high marketing tools and efforts from the companies. Therefore, it is better to make strong relationship with the customer (Gilaninia et al, 2011).The corporate brand concept in this study is represented as a predictor for repurchase intention .Therefore, most of the previous studies concerned with the prediction of behavior from attitude have depend on the theory of planned behavior and the theory of reasoned action .

Azjen's Theory of Planned behavior is recognized intention model because it is very useful to understand and explain behavior in a wide range of topics (Armitage and Conner,2001). The theory of planned behavior supports that people's intentions and actions are guided by their beliefs about buying a product, not by the objective attributes of the product (Ajzen, 2008, cited in Bang et al, 2014).

In addition to that, in case of an individual has positive feelings about buying a certain company's product, or if an individual's family members, friends, or colleagues recommend the product, it will strengthens the intention to purchase the product (Bang et al, 2014). According to Ajzen,(1991) the individual's attitude toward any brand is based on their perception of the outcome they believe will result from the behavior And attitude is formed from within the individual from their past experiences

The Theory of Planned Behavior is essentially an extension of the Theory of Reasoned Action that includes measures of control belief and perceived behavioral control (Armitage AND Conner,2001) **.** According to Ajzen (1991, 2001), people act in accordance with their intentions and perceptions of control over their behaviour: intentions are influenced by attitudes towards the behaviour, perceptions of behavioural control and subjective norms.

3.2 Brand Relationship theory (adapted from Heding et al, 2009)

The brand is perceived as linked with the associations in the mind of the consumer. Creating brand loyalty is all about managing the brand consumer exchange long-term instead of a short-term exchange focusing on the transaction. Loyalty is often closely linked with the sensation of a relationship. Loyal consumers are valuable consumers. But while brand loyalty is an expression of if a consumer chooses the brand on a continuous basis. The brand relationship theory offers explanations of how and why brands are consumed by loyal consumers.

Brand relationship theory has become very influential and become the equivalent of the interpretive branding paradigm that has been dominant since the mid-1990s. The brand relationship theory is based on a 'dyadic' brand–consumer relationship, implying an equal exchange between brand and consumer. Both parties contribute to brand value creation, which takes place in an ongoing meaning-based exchange.

The brand relationship theory also aims at understanding the lives of consumers in a holistic manner; implying that the environment of the consumer is not delimited from analysis. Regarding the relationships between customers, the behavior intention may be positively influenced by the attitudes held toward the company (Karaosmanoglu et al, 2011). Moreover, Fournier (1998) identifies six key constructs that suggest strong consumer-brand relationships: love and passion, self-connection, interdependence, commitment, intimacy, and brand partner quality.

3.3 The Commitment-Trust Theory and Relationship quality

The commitment-trust theory introduced by Morgan and Hunt, (1994) theorize that the presence of relationship commitment and trust is central to successful relationship marketing, and commitment and trust are the key of success relationship because they encourage marketers to :

(1) Work at preserving relationship investments by cooperating with exchange partners.

(2) Resist attractive short term alternatives in favor of the expected long term benefits of staying with existing partners.

(3) View potentially high-risk actions as being prudent because of the belief that their partners will not act opportunistically.

Moreover, the theory of commitment-trust implies that the key mediating variable (KMV), which focuses on one party in the relational exchange, and that party's relationship commitment and trust are considered as mediating variables. The firm must establish relationship based on trust with their customers, for trust is the key to success of all kinds of relationship and trust may reduce consumers' uncertainty while making decisions (Hsu et al, 2010).

The three dimensions of the relationship quality as a mediating variable show that the commitment-trust theory explains the mediating effect of the customer trust and customer commitment. Therefore, commitment - trust theory appears to be the most appropriate theory to explain the mediating effect of relationship quality between corporate brand and repurchase intention.

3-4 Word of Mouth Communication

Word of mouth is a consumer-dominated channel of marketing communication where the sender is independent of the market (Brown et al, 2007). Word of mouth in traditional communications theory is considered as having a powerful influence on behavior, especially on consumers' information search, evaluation, and subsequent decision making (Silverman, 2001). Moreover, word of mouth is influencing the attitudes and behavior (Buttle, 1998). One of the most important characteristic of word of mouth is the credibility of word of mouth that, when combined with the premise that a receiver will be more involved in a word of exchange than in an advertisement, lends itself to the formation of such higher order beliefs and cognitions (Silverman, 2001)

The importance of word of mouth a rise for different reasons such as:

1) Word of mouth represented as independent third party that has no interest in promoting the company image.

2) Word of mouth has the credibility.

3) Word of mouth is often negative is that people are three to ten times more likely to tell others about a negative experience than a positive one.

According to Buttle, (1998) the word of mouth model has two sets of variables as following:

1) Intrapersonal variables: these are states or processes which are associated either with seeking input word of mouth or precipitating output word of mouth.

2) Extra personal variables: these are contextual conditions which influence the seeking of input word of mouth or the production of output word of mouth. Attitude and behavior is influenced by word of mouth .according to Silver,(2001) people don't have the time for sorting through the information overload, therefore, the word of mouth becomes a necessary time saver and it is thousands of times more powerful than conventional marketing.

In addition , Buttle, (1998) reported that the outcome of the interpersonal exchanges are provision of consumption-related information that holds some informational value over and above the formal advertising messages provided by the company and that holds influence over the individual's decision making.

The aim of this study is to examine the Impact of corporate brand (corporate image, corporate reputation and corporate familiarity) on repurchase intention .On the one hand beside relationship quality (trust, commitment and satisfaction) as mediator between the corporate brand and repurchase intention .On the other hand and word of mouth as moderator on the relationship between relationship quality and repurchase intention. The integrative model presented in Figure (3-1) considers the influence of the corporate brand on repurchase intention through mediating constructs of relationship quality and word of mouth as moderator.

  Based on previous studies on corporate brand and repurchase intention, which showed a gap in this respect, hence this Conceptual Framework is thought to develop a model to fill such a gap.

So in this study, developed an integrative model that corporate brand dimensions repurchase intention variable, relationship quality dimensions, and word of mouth variable perspectives and specifies how they may leverage the meaningful corporate brand outcomes of repurchase intention. Thus, the variables of this study are:

- Independent variable is the corporate brand factors which are consisting of three constructs (namely; corporate brand, corporate reputation, and corporate familiarity).
- Mediating variable is the relationship quality dimensions (namely; trust, commitment and satisfaction).
- Moderator variable is the word of mouth.

Dependent variable is the repurchase intention.

The succeeding section discusses the hypotheses development that is backed by the theoretical justifications.

Figure 3.1

The Research Conceptual Framework

Independent Variable	Mediator Variable	Dependent Variable

H1

Corporate branding   **Relationship quality**   **Repurchase intention**

H4

- Corporate image -Corporate reputation -corporate familiarity	**H2**	-customer trust -customer satisfaction -customer commitment	**H3**	- repurchase intention

Source: The Researcher 2013

H5

Word of mouth
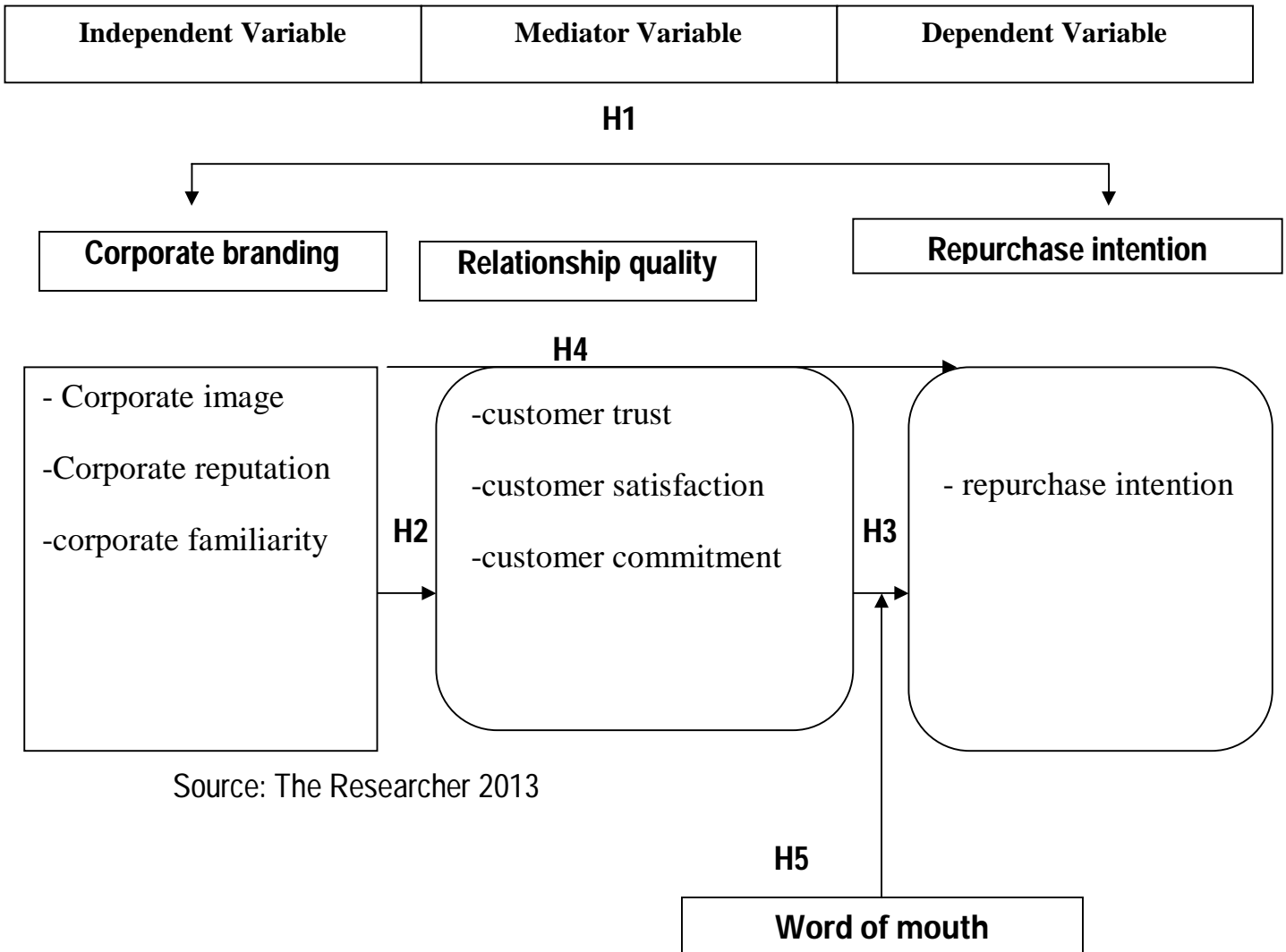
3.5 Research Hypothesis

In this study, there are five main hypotheses were developed to test the relationship between corporate branding variables and repurchase intention and with the relationship quality dimension (customer trust, customer commitment, and customer satisfaction). Moreover, testing the relationship between relationship quality dimensions with repurchase intention. Alongside, test relationship quality as a mediator variable between corporate brand and repurchase intention. Finally, test the moderating role of word of mouth as a moderator variable between relationship quality and repurchase intention.

3.5.1 The relationship between the Corporate brand components (corporate image, corporate reputation and corporate familiarity) and Repurchase intention

The interesting in a corporate brand increases, due to the importance of understanding of how consumers perceive and respond to a company (souiden et al, 2006). (Abdul Samad, 2014) reported that the process of maintaining existing customers is lesser than that of attracting new customers; therefore the repurchase intention of a customer is very important for the company.

Repurchase intention is defined as the individual's judgment about buying again a designated service from the same company (Hellier et al, 2003). Generally, customer retention has a positive effect on long-term profitability such as purchase more and spread positive word of mouth (Zeithmal, 1996). The important of repurchase intention comes from the outcomes of this process which is represented in the cost of keeping the old customer is less than attracting new one.

According to the theory of planned behavior, the positive attitudes towards an object will strength the intention and behavior., therefore when customer hold favorable attitude

towards a corporate , the repurchase intention tend to be favorable (Karaosmanoglu et al, 2011). The corporate brand can add value to its product and the association of the corporate and product brands will be beneficial to both the corporate and the brand and would, in turn, enhance consumer awareness of both the corporation and its products (Souiden et al, 2006).

According to Kotler and Pfoertsch, (2006) corporate brand strongly reduces the risk involved in a complex buying process since it adds a sense of continuity.(Hsieh et al, 2004) conclude that corporate image can affect consumer behavior. In the same line, Souiden et al, (2006) findings determine that corporate reputation is highly considered by consumers in their evaluations of durable products. Perceived corporate information can influence consumer product perceptions by transferring consumer attitudes toward the corporation to their attitude toward the product and vice versa (Anisimova, 2013).

In addition, the positive image and good reputation associated with a corporate brand also reduces product complexity which is especially important for experience goods that can only be checked thoroughly after their purchase (Kotler and Pfoertsch, (2006).The positive image of a strong corporate brand can extend to and boost the credibility of everything it has on offer under this brand and a strong corporate brand radiates on all aspects of the business, therefore if a corporate brand disappears, the company is most probably ruined, too (Kotler and Pfoertsch, 2006).

Based on the above discussions the following hypotheses are generated:

H 1- There is a positive relationship between the corporate brand and repurchase intention

H1.1 There is a positive relationship between corporate image and repurchase intention

H1.2 There is a positive relationship between corporate reputation and repurchase intention

H1.3 There is a positive relationship between corporate familiarity and repurchase intention

3.5.2 The relationship between the corporate brand components (corporate image, corporate reputation, and corporate familiarity) and relationship quality (customer trust, customer commitment, customer satisfaction)

The corporate brand is playing important role in building and affecting the customer attitudes such as (trust, commitment and satisfaction) in the company. Depend on the theory of planned behavior; the favorable attitude towards an object will increase the belief in an object (Bang et al, 2014).in this study researcher posited that there is positive relationship between corporate brand constructs (corporate reputation, corporate image and corporate familiarity) and the relationship quality constructs (customer trust, customer trust and customer satisfaction). Regarding the relationship between the corporate image and customer trust, in the previous studies results such as (Lin and Lu, 2010) confirmed that the corporate image construct has a positive and significantly influence on trust.

In the same line, regarding the relationship between corporate image and customer commitment (Hsu et al, 2010) mentioned that the corporate image is support the opinion of the influencing of corporate image on commitment and trust. (Bhattacharya and Sen, 2003) argue that commitment is depend on the corporate image and corporate reputation Furthermore, it is reported that a favorable corporate reputation helps in building consumers' commitment to the company. Moreover, Shahsavari and Faryabi, (2013) assert that brand image positively influence and boost customer commitment.

On the one hand, concerning the relationship between corporate reputation and customer trust, Haery et al, (2014) reported the corporate reputation is important in building customer trust. In addition ,Gulati and Sytch ,(2008) reported that familiarity breeds trust .in the same line, Ha,(2005) confirmed that the relationship between customer trust and brand familiarity depend on customer experience which is established through the process of information search, decision making and product usage.

Based on the above discussions the following hypotheses are generated:

H2- There is positive relationship between the corporate brand and relationship quality .

H2.1 There is a positive relationship between corporate image and customer trust

• H2. 2There is a positive relationship between corporate image and customer commitment.

• H2.3 There is a positive relationship between corporate image and customer satisfaction.

• H2.4 There is a positive relationship between corporate reputation and customer trust

• H2.5 There is a positive relationship between corporate reputation and customer commitment

• H2.6 There is a positive relationship between corporate reputation and customer satisfaction

• H2.7 There is a positive relationship between corporate familiarity and customer trust

• H2.8 There is a positive relationship between corporate familiarity and customer commitment

• H2.9 There is a positive relationship between corporate familiarity and customer satisfaction

3.5.3 The relationship between relationship quality (customer trust, customer commitment, customer satisfaction) and repurchase intention.

According to the theory of planned behavior (Ajzen,1991), when customer has positive attitude to certain brand, a positive commitment is formed toward that brand which will lead to their willingness to repurchase. Customer trust and beliefs create favorable feelings towards the corporate that are likely to increase a customer's intention repurchase.

Moreover, Mosavi and Ghaedi , (2012) confirmed that there is relationship between commitment and repurchase intention. On the one hand, commitment is positively related to repurchase intention (Morgan and Hunt, 1994).while others suggest that trust is the one of the important antecedent of repurchase intentions (Doney and Cannon, 1997; Fang et al, 2011; Zboja and Voorhees, 2006).

Customer satisfaction is consumer's expectation to product or service, that is to say, if the product or service meets their expectation, consumer will be satisfied and lead to the repurchase intention (Chang et al,2014).(Chiu et al, 2009) concluded repurchase intention will increase based on their trust levels between customers and the company. On the one hand, commitment is positively related to repurchase intention (Morgan and Hunt, 1994).

Many previous studies have concluded that customer satisfaction is positively related to repurchase intention such as (Chang et al, 2014; Abdul Samad 2014 Pappas et al, 2014). In the same line, and according to Söderlund and Vilgon, (1999), there is a positive and significant link between customer satisfaction and repurchase intentions which depend on the link between customer's expectation and behavioral intention as the performance of a specific behavior will lead to a certain outcome.

Based on the above discussions the following hypotheses are generated:

H3 there is a positive relationship between relationship quality (customer trust, customer commitment, customer satisfaction) and (repurchase intention).

H3.1 There is a positive relationship between customer trust and repurchase intention

H3. 2There is a positive relationship between customer commitment   and repurchase intention

H3.3 There is a positive relationship between customer satisfactions repurchases intention

3.5.4 The relationship quality mediates the effect between corporate brand components (corporate image, corporate reputation, and corporate familiarity) and repurchase intention.

There is is wide agreement on the critical role of repurchase intention as the key behavioral outcome for relationship between customer and the company success. The relationship quality found to be a better predictor of behavioral intentions (Roberts et al, 2003). Based on Tu et al, (2013) it is found that the direct influence of corporate image on consumers' behavioral intention increased with existent of customer commitment.

According to the theory of Morgan and Hunt, (1994) which theorize that trust and commitment is the key mediating variables between the antecedents and outcomes of developing a long-term customer relationship. Moreover, satisfaction has a significant effect on repurchase intention (Fang et al, 2011).

In addition, (Hsu et al, 2010) reported that the influences of corporate images on behavioral intentions must go through the mediators, commitment and trust. While still, no empirical research exists to examine the mediating effect of relationship quality between corporate brand and repurchase intention. The above conceptual and empirical researches can justify the existing of such relationships.

Therefore, based on the above discussions the following hypotheses are generated:

H4 -Relationship quality mediate the relationship between corporate brand components (corporate image, corporate reputation, and corporate familiarity) and (repurchase intention).

H4.1. customer trust mediates the relationship between corporate image and repurchase intention

H4.2 customer trust mediates the relationship between corporate reputation and repurchase intention

H4.3 customer trust mediates the relationship between corporate familiarity and repurchase intention

H4.4 customer commitment mediates the relationship between corporate image and repurchase intention

H4.5 customer commitment mediates the relationship between corporate reputation and repurchase intention

H.4.6 customer commitment mediates the relationship between corporate familiarity and repurchase intention

H4.7 customer satisfaction mediates the relationship between corporate image and repurchase intention

H4.8 customer satisfaction mediates the relationship between corporate reputation and repurchase intention

H.4.9 customer satisfaction mediates the relationship between corporate familiarity and repurchase intention.

3.5.5 Word of mouth moderates the relationship between relationship quality (customer trust, customer commitment, customer satisfaction) and (repurchase intention).

Word of mouth as one of communication instruments effect on the attitude of customer towards specific object**.** According to Allsop et al, (2007), word of mouth is one of the most influential channels of communication in the market place and playing important role in formation attitudes and opinions of customer. Moreover, Buttle, (1998), indicated that word of mouth as a communication tool is influence on the feeling, knowledge and the action of the people.

On the one hand , Hasan et al,(2012), consumers are influenced by word of mouth which eventually changes their attitude towards the brand because the consumer decides to buy the product on his own will. Consumers view feedback, is more reliable than recommendations from product or service providers, and used as an important reference when making purchase decisions (Kue et al, 2013).The value of word of mouth is represented in its influence on customers, therefore that positive feedback from satisfied customers increases the purchasing process (Gilaninia et al, 2012) .

Although, Kue et al, (2013) argued that the established transaction relationship between customer and company may be influenced by word of mouth under the following conditions such as:, the source of word of mouth; the experience offered by the source of word of mouth .The influence of word-of-mouth on attitude may vary during the process of buying decisions, therefore, positive and negative word of mouth will increase or decrease consumers' purchase intention (Lin and Lu, 2010).

Word of mouth exchanges affect subsequent consumer behavior is shaped by three key influences: tie strength, homophily, and source credibility (Brown et al,2007) .word of mouth has been shown to be what is known as the proximal cause of purchase the

most recent thing that happened just before purchase. In other words, the purchase triggers (silver, 2001).In addition, Kue et al, (2013) state that the customers will have stronger repeat-purchase intention if they receive positive word-of mouth from other customers.

Therefore, the customer attitude such as trust, commitment and satisfaction will increase towards their favorable company. Consumer's purchase decision is based on the information they get (Hasan et al, 2012). Word of mouth is playing important role in consumer pre purchase and post purchase decision making as well as it play significant role in customer satisfaction or dissatisfaction (Tax, 1993).

Based on the above discussions the following hypotheses are generated:

H5 - word of mouth moderates the relationship between relationship quality and (repurchase intention)

H5. 1: There is positive moderating effect of word of mouth on the relationship between customer trust and repurchase intention.

H5. 2 : There is positive moderating effect of word of mouth on the relationship between customer commitment and repurchase intention.

H5. 3: There is positive moderating effect of word of mouth on the relationship between customer satisfaction and repurchase intention.

CHAPTER FOUR

Research Methodology

4.0 Chapter Overview

In this chapter, the research design described is discussed first, next, a discussion on the population of interest, the justification for the target population, sampling procedures and sample, development of the questionnaire. It also includes the methods used in collecting data, in analyzing the data, and in testing the hypotheses.

4.1 Research Design

The objective of this study was to examine the application of corporate brand concept by large automotive companies in Sudan. The study try to explain the relationship between corporate brand and repurchase intention through relationship quality as a mediator variable besides testing word of mouth as a moderating variable. Based on the analysis of the results of the study and previous literatures, this research provides some explanation on how corporate brand may create repurchase intention towards the automotive companies in Sudan.

The study is a cross-sectional study, which means a study can be done in which data are gathered just once, perhaps over a period of days or weeks or months, in order to answer a research question (sekaran, 2003). The main instrument used in this research is survey method using personal administered questionnaire. This method according to (sekaran, 2003) usually used when the survey is confined to a local area, and there is an ability to assemble groups of customers to respond to the questionnaires at their places. The main advantages of this are that the researcher or a member of the research team can collect all the completed responses within a short period of time, any doubt question could be clarified on the spot, and the researcher is also afforded the

opportunity to introduce the research topic and motivate the respondents to offer their frank answers, expensive and consumes less time than interviewing; it does not also require as much skill to administer the questionnaire.

The study applied descriptive research design because it was considered appropriate for this study. In general a description design is commonly is used to achieve following research objectives :describing the characteristics of the variables of interest in a situation, offer to the researcher a profile or to describe relevant aspects of the phenomena of interest from an individual, organizational, industry-oriented, or other perspective, present data in a meaningful form thus help to understand the characteristics of a group in a given situation, think systematically about aspects in a given situation, offer ideas for further probe and research, and help make certain simple decisions (sekaran,2003).

Moreover , The current study establish relationship between variables so researcher attempted to use an explanatory research design to emphasis on studying in order to explain the relationships between corporate brand and repurchase intention among the customers of the automotive companies in Sudan as well as relationship quality as a mediator between corporate brand and repurchase intention and word of mouth as a moderator on the relationship between relationship quality and corporate brand.

A cross-sectional description survey research design was adopted for the purpose of this study. Cross-sectional is cost and time effective because data can be gathered just once perhaps over a period of days or weeks or months, in order to answer research questions (Sekaran, 2003).

In addition to that, Cross-sectional survey design conducted to assess the moderating effect of word of mouth on the relationship between corporate brand and repurchase intention in Sudan. This design is enabling to describe the different dimensions of corporate brand that affect the repurchase intention.

4.1.1 Population

In this study, the population is all customers of the large automotive companies in Sudan. According to traffic administration in Khartoum state around three million (www.sudaress, 2012). As highlighted in the proceeding section, large automotive companies in Sudan were selected since they have the majority of customers in Sudan than small companies. In addition, large automotive companies have greater contribution to the Sudan economy and employment and transfer of Know-How.

4.1.2 Sample Size

According to Israel (1992), there are several techniques for determining the actual sample size. However, this study follows the Sekaran, (2003) formula technique, which calculates the desired sample size and has generalized scientific guideline for sample size decisions.

Hair et al. (2010) suggests that in multiple regression sample size should be 100 or larger to be meaningful thus, 100 usable responses or larger are sufficient for analysis. For this study, the researcher's populations around 3000.000 and based on the sekaran, (2003) formula, which have suggested that a sample of 384 is suitable for a population of 3000.000, the researcher exceed the sample size for the current, to 500 after rounding to have more accurate data.

4.1.3 Sampling Procedure

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population elements and population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003).

The sample method used rather than collecting data from the entire population for several reasons such as: it would be practically impossible to collect data from every element of population; it would be effective terms of time, cost, and other human resources. Study of a sample rather than the entire population is also sometimes likely to produce more reliable results.

The study is used Nonprobability sampling technique to create a sampling frame. In Nonprobability sampling the researcher used purposive sampling technique. The researcher used this technique because the sample here is confined to specific types of people who can provide the desired information, and they are the only ones who have it and conform to some criteria set by the researcher. Moreover, the data can be obtained from any customer has a vehicle in any place in Sudan. Therefore; data was collect from those people who were having a vehicle and willing to co-operate.

4.1.4 Development of Questionnaire

In this research, the questionnaires method is used as a technique for data collection. A questionnaire is a preformulated written set of questions to which the respondent records the answers, usually within rather closely delineated alternatives. According to (sekeran, 2003) questionnaires are an efficient data collection mechanism when the researcher knows exactly what is required and how to measure the variable of interest. The questionnaire was originally written in English then translated into Arabic language. The questionnaire was then back-translated into English to ensure accuracy.

According to Sekeran, (2003), the sound questionnaire design principles should focus on three areas. These areas include: The wording of the questions, planning of issues of how the variables will be categorized, scaled, and coded after receipt of the responses, appearance of the questionnaire. All three are important issues in questionnaire design because they can minimize biases in research.

First area: The principles of wording

This research focuses on the appropriateness of the content of the questions, wording and the level of language, the type and form of questions asked, the sequencing of the questions, and the personal data sought from the .

First step: Content of the Questions

The nature of the variable tapped—subjective feelings or objective facts—will determine what kinds of questions will be asked. Thus this research considered that the variables are adequately measured.

Second step: Language and Wording of the Questionnaire

The language of the questionnaire which used for this research is in Arabic language which is approximate the level of understanding of the respondents. The choice of words would is used depending on their educational level, the usage of terms and terminology, and the frames of reference of the respondents. The wording of the questionnaire is appropriated to tap respondents 'attitudes, perceptions, and feelings.

Third step: Type and Form of Questions

The questionnaire type was closed. Also the questionnaire avoided the following type of questions:

Double-Barreled Questions:

A question that lends itself to different possible responses to its subparts is called a double-barreled question.

Ambiguous Questions:

If the questionnaire is ambiguously worded the respondent may not be sure what exactly they mean.

Recall-Dependent Questions:

Some questions might require respondents to recall experiences from the past that are hazy in their memory. Answers to such questions might have bias

Leading Questions:

Questions should not be phrased in such a way that they lead the respondents to give the responses that the researcher would like or want them to give

Loaded Questions:

Another type of bias in questions occurs when they are phrased in an emotionally charged manner.

Social Desirability:

Questions should not be worded such that they elicit socially desirable responses.

Length of Questions:

Finally, simple, short questions are preferable to long ones

Fourth step: Sequence and layout Designs

The questionnaire questions has been in sequence and led from questions of a general nature to those that are more specific, and from questions that are relatively easy to answer to those that are progressively more difficult. The questionnaire started with easy question flow containing from general to specific question. The sensitive or difficult question is avoided. Moreover, an attractive layout of the questionnaire is considered for clarity of the items presented.

Second area: planning what to measure

This area is based on the research objectives, problem statement, and the research issues. The survey questions were designed precisely to give clear ideas about the problems for the target respondents to answer. The questions on the research instrument were divided into the following:

Questions about Personal Informational (2) questions covered corporate brand variables namely; (corporate image, corporate reputation, and corporate familiarity) (3) questions covered relationship quality variables namely; (customer satisfaction, customer trust and customer commitment) (4) questions covered repurchase intention variable (5) questions covered word of mouth. All the responses answers to the customers on 5 point scale {namely: (a) strongly disagree; (b) disagree; (c) neutral (d); agree (e); and strongly agree}.

Third area: appearance of the questionnaire

Instructions and well-arrayed set of questions and response alternatives will make it easier for the respondents to answer them. A good introduction, well- organized instructions, and neat alignment of the questions are all important.

4.1.5 Pre-Testing of the Questionnaire

The researcher used pre- testing for the questionnaire in order to ensure that the questions are understood by the respondents with no ambiguities, there was no problems with the wording or measurement eliminate confusing statements. When checking the reliability of the variables, the researcher found that all variable is above than, 70 which means the reliability of the variables.

4.2 Measurement of Variables

A variable is anything that can take on differing or varying values and this values can differ at various times for the same object or person, or at the same time for different objects or persons, beside that there are four main types of variables are: The dependent variable (repurchase intention), the independent variable (corporate brand), the moderating variable (word of mouth), the mediating variable (relationship quality) (Sekeran, 2003). Measures for all dimensions of constructs were taken from the existing literature.

To measure the dimensions of variables, we used the five point Likert scale type scale ranging from strong agreement with the question to strong disagreement (sekeran, 2003).The Likert scale is designed to examine how strongly subjects agree or disagree with statements on a 5-point scale. Research indicates that a 5-point scale is just as good as any, and that an increase from 5 to 7 or 9 points on a rating scale does not improve the reliability of the ratings (Elmore and Beggs, 1975 as cited in sekeran, 2003).Therefore the Likert 5-point scale is commonly used in most of researches. Moreover, the questionnaire items were adopted from different sources to suit the automotive industry.

4.2.1 Corporate image (IV)

Corporate image is defined as perceptions of an organization reflected in the associations held in consumers' memory (Keller, 1993). The research used five items considered to reflect the measurement of corporate image adopted from Souiden et al, (2006). A five-point Likert scale were used, as shown in table 4.1

Table 4.3

Items for corporate image

NO	Items
1	The company is innovative and pioneering.
2	The company is successful and self-confident.
3	The company is persuasive and shrewd.
4	The company does business in an ethical way.
5	The company is open and responsive to consumers.

Source: prepared by Researcher (2014).

4.2.2 Corporate reputation (IV)

Corporate reputation is defined as a stakeholder's overall evaluation of an organization over time (Abratt and Klein, 2012). The research used seven items considered to reflect the measurement of corporate reputation adopted from Souiden et al, (2006). A five-point Likert scale were used as shown in table 4.2

Table 4.2

Items for corporate reputation

NO	Items
1	The company which produces the product has an emotional appeal to me.
2	The company which produces the product undertakes some social responsibilities.
3	The company which produces the product is known for its high quality products and services
4	The company which produces the product is the industry leader.
5	The company which produces the product is a good workplace environment.
6	The company which produces the product has a good financial situation.
7	the company which produces the product fulfills the promises that it makes to its Customers

Source: prepared By Researcher (2014).

4.2. 3 Corporate familiarity (IV)

According to Kowalczyk and Pawlish, (2002), corporate familiarity is defined as the measure of to what extent the brand is known among the customers and due to the new arising of the corporate brand concept as a new field, the availability of the familiarity measurement tools is difficult. The research used four items considered to reflect the measurement of corporate familiarity adopted from Souiden et al, (2006). As shown in table 4.3

Table 4.3

Items for corporate familiarity

NO	items
1	The name of the company producing the product is well known.
2	The product carries the name of the company.
3	The product carries both the company name and its generic name.
4	The company extends its name to all the products it produces.

Source: prepared By Researcher (2014).

4.2.4 Repurchase intention (DV)

Repurchase intention is dependent variable of this research and it is the variable of primary interest to the researcher. According to Hellier et al, (2003) repurchase intention is defined as the individual's judgment about buying again a designated service from the same company. The research used three items considered to reflect the measurement of corporate familiarity adopted from Zboja and Voorhees, (2006). As shown in table 4.4

Table 4.4

Items for repurchase intention

NO	Items	Source
1	I will Buy this manufacturer's products again.	Zboja and
2	I will Do business with this manufacturer in the future.	Voorhees,2006
3	I will Do more business with this manufacturer in the coming Years	

Source: prepared By Researcher (2014).

4.2.5 Customer trust (DV)

Customer trust is considered as one of constructs of relationship quality .According to Roberts et al, (2003) customer trust has been defined as one party believing that the other party will fulfill his or her needs. Moreover, customer trust promotes the personal connections between customers and brands (Hess and Story,2005). Customer trust is discussed from different views. (Ha, 2005) define the customer trust as the willingness of the average consumer to rely on the ability of the brand to perform its stated function. The research used eight items considered to reflect the measurement of corporate trust adopted from Morgan and Hunt, (1994). As shown in table 4.5

Table 4.5

Items for Customer trust

NO	Items	Source
1	This brand would be honest and sincere in addressing my concerns	Morgan and Hunt (1994)
2	I could rely on this brand to solve any problem with the service	
3	This brand would make any effort to satisfy me in case of a problem	
4	This brand would compensate me in some way for the problem with the service	
5	This brand meets my expectations	
6	This brand never disappoints me	
7	My trust on this company motivates my intention to deal with it in future.	
8	Overall, I feel confidence with this brand	

Source: prepared By Researcher (2014).

4.2.6 Customer satisfaction

Customer satisfaction is defined as the degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfill the customer's desires, expectations and needs Hellier and et al, (2003). The research used five items considered to reflect the measurement of customer satisfaction adopted from different sources such as Grace and O'Cass, (2005); Taylor and Baker, (1994); Oliver (1980) as cited in Sondoh et al, (2007) as shown in table 4.6.

Table 4.6

Items for customer satisfaction

NO	Measurement	Source
1	I think that I did the right thing when I used this brand	Grace and O'Cass (2005),
2	I believe that using this brand is usually a very satisfying experience	Taylor and Baker (1994)
3	I am very satisfied with my decision to use this brand	Oliver (1980),Cited in Sondoh et al,2007
4	My choice to use this brand has been a wise one	
5	This brand does a good job of satisfying my needs	

Source: prepared By Researcher (2014).

4.2.7 Customer commitment

Commitment is refer to consumers' ultimate relationship disposition, encompassing beliefs, attitudes, and behaviors toward the brand and their relationship with that brand (Hess and Story, 2005. The research used five items considered to reflect the measurement of customer commitment adopted from different sources such as Yoo et al. (2000), Pappu et al (2005) and Kim and Kim (2005).

Table 4.7

Items for customer commitment

NO	Items
1	I usually use this brand as my first choice compared to other auto brands
2	I will keep on buying this brand as long as it provides me satisfied products or I would not switch to another company
3	I would love to recommend this company to my friends or others
4	I am still willing to use this brand even if its price is a little higher than that of its competitors
5	Overall, I consider myself to be loyal to company

Source: prepared By Researcher (2014).

4.2.8 Word of mouth

According to (Carl, 2006) word of mouth is defined as informal, evaluative communication between at least two conversational participants about characteristics of an organization, brand, product, and service that could take place online or offline.

The research used four items considered to reflect the measurement of customer word of mouth adopted from Mosavi and Ghadedi,(2012).

Table 4.8

Items for word of mouth

NO	items
1	I am willing to encourage individuals to do business with this brand
2	I am willing to recommend this brand whenever anyone seeks my advice
3	I am willing to recommend the brand to my peers
4	My recommendations about this brand would have been positive

Source: prepared By Researcher (2014).

4.3 Data Analysis Techniques

The survey strategy allows collecting quantitative data; therefore, the researcher exercised quantitative techniques to analyze and interpret the data. Quantitative technique is used for any data collection through questionnaire in terms of frequencies, or mean and standard deviations, and it becomes necessary for descriptive studies (Sekeran, 2003).The researcher used a single data collection technique (questionnaire). After the process of collecting data, the following process of analyzing was started.

The data analysis was done by first cross-examining if the responses are rightly filled in and then coding was done according to the objectives of the study. In order to analyze the data and test the hypotheses, there are several statistical tools were conducted. The application of Statistical Package for Social Science (SPSS) Version 16 was used with the following techniques:

1. Factor analysis (Principal component) used to validate and ensure the goodness of measures and validity of items in the survey (Sekaran, 2003) using the following criteria:

a) Factor loading should be greater than 0.40.

b) Any item cross loaded with two factors should be dropped.

c) If the percentage of variance explained is more than 50%, it is very good and acceptable. Although some scholars say more than 40%.

d) Eigen values for each factor should be greater than 1.

2. Cronbach's alpha for reliability to measure the internal consistency of the main variables of the study, the criteria of Cronbach's alpha was 0.7 and some literature says more than 0.6 is internally consistent.

Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another, also Cronbach's alpha is computed in terms of the average inter correlations among the items measuring the concept. The closer Cronbach's alpha is to 1, the higher the internal consistency reliability. In almost every case, Cronbach's alpha is an adequate (Sekeran, 2003).

3. Descriptive statistics was used to describe the respondent's characteristics and to investigate the central tendency of population surveyed. Descriptive statistics is used to summarize and describe the key feature of the sample data such as frequency, percentage, means, standard deviations, and range (Sekeran, 2003). In this study, descriptive statistics were used to describe the characteristics of the respondents in addition to all the variables under study (corporate brand, repurchase intention, relationship quality, and word of mouth).

4. Pearson correlation was used to see the degree of correlation between the main variables. Correlation testing was done to determine any possible relationship between all variables under study.

5. Multiple Liner Regression was used to test the research hypothesis. Multiple regression analysis is done to examine the simultaneous effects of several independent variables on a dependent variable that is interval scaled. In other words, multiple regression analysis aids in understanding how much of the variance in the dependent variable is explained by a set of predictors (Sekeran,2003).

6. Hierarchal Regression was used to test the moderating effect of word of mouth on the relationship between the relationship quality and repurchase intention and test the mediating effect of relationship quality on the relationship between corporate brand and repurchase intention. In hierarchical regression (also called sequential regression), the independent variables are entered into the equation in the order specified by the

researcher based on theoretical grounds. Variables or sets of variables are entered in steps with each independent variable being assessed in terms of what it adds to the prediction of the dependent variable after the previous variables have been controlled for.

The three steps of hierarchical regression were performed for moderating variable. In step 1, the independent variables were entered in order to know the influence of independent variable on dependent variable. In step 2, the moderating variable was introduced in order to examine if moderating variable behaved as a predictor to the dependent variable. In step 3, the interaction term between the independent variables and moderating variable was entered to test the effect of the interaction term on the dependent variable.

In addition to that the analysis of changes in the values of R Square and F statistic was done to determine if the moderating variable had impacted the relationship between the independent and dependent variable. The impact of moderating variable exists when there is a significant relationship between the interaction term and the dependent variable.

In contrast, mediating effect was tested in this study using the three steps of hierarchical regression analysis. In first step, the independent variable was entered to ensure that there may be a significant relationship between the independent variables and the dependent variable. In the second step, the mediating variable was entered to examine the effect of mediating variable on the relationship between the independent variable and the dependent variable. The result of this test either partial mediating effect or full mediating effect. The later exist if the impact of the independent variable on the dependent variable controlling the mediating variable is insignificant, whereas the former exists when standardized beta of the relationship between the independent variable and the dependent variable reduced, but it is still significant.

4.4 Validity instrument

Factorial validity can be established by submitting the data for factor analysis. The results of factor analysis (a multivariate technique) will confirm whether or not the theorized dimensions emerge. Measures are developed by first delineating the dimensions so as to operationalize the concept. Factor analysis would reveal whether the dimensions are indeed tapped by the items in the measure, as theorized.

4.5 Reliability of Instrument

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set. The internal consistency and stability can be determined by the coefficient value of Cronbach's alpha. The closer Cronbach's alpha is to 1.0, the higher the internal consistency reliability while Cronbach's alpha of less than 0.6 is generally considered as poor, 0.70 is considered to be acceptable, and those higher than 0.80 are to be good (Sekran, 2003). Therefore, in this study reliability analysis were done on all the variables under study.

Table 4.9
Reliability Test of the Pilot Study (Cronbach's alpha)

Construct	Variable	Test	Retest
Corporate brand	Corporate image	.884	.840
	Corporate reputation	.798	.819
	Corporate familiarity	.913	.833
Repurchase intention	Repurchase intention	.898	.918
Relationship quality	Customer trust	.932	.915
	customer satisfaction	.930	.896
	customer commitment	.815	.889
Word of moth	Word of mouth	.874	.949

Source: prepared by researcher, (2014).

4.6 Ethical consideration.

There are several ethical issues are addressed by the researcher while collecting data as following points:

1. Treating the information given by the respondents as strictly confidential and guarding his or her privacy.

2. The researcher has expressed the nature of the study to subjects; the purpose of the research to the respondents

3. The researcher has deal with the personal information with high sensitivity to the respondents and offering specific reasons there for.

4. The self-esteem and self- respect of the subjects was not been violated in the process of collecting data.

5. the researcher was not forced the respondents to respond to the survey if someone did not want to participate and the individual's desire is respected.

7. The researcher will debriefed with full disclosure of the reason for the experiment after they have participated in the study.

8. The researcher did not expose to situations where they could be subject to physical or mental harm.

9. The researcher was not absolutely not misrepresentation or distortion in reporting the data collected during the study.

4.7 Summary of the Chapter

This chapter described the methodology to be used in the study. The study covered the research design; the population of the study was large customers of automotive companies in Sudan, the sampling procedure, development of the questionnaire. Moreover, the chapter indicates the measurement of the variables was based mostly on adaption of previously used measurements. The data collection method was a questionnaire directed to customers of automotive in Sudan. The collected data were analyzed by using various statistical techniques, including descriptive, factor and reliability analysis, multiple regression analysis, and hierarchical regression analysis. The next chapter presents the research findings.

CHAPTER FIVE

DATA ANALYSIS AND FINDINGS

5.0 Chapter Overview

This chapter presents the findings of the data analysis and it presented in three sections. The first section presents the respondents demographic information, followed by the goodness of measures. The third section focuses on the results of the regression analysis and hypotheses testing.

5.1 Respondents Rate

Table 5.1 presents a summary of the response rate. A total of 500 questionnaires were distributed to the respondents. Therefore, the customers of Sudanese automotive companies were asked in sample of population to fill the questionnaires, a total of 392 questionnaires were return to researcher. The useable response rate was 64%.

Table 5.1

Respondents Rate of the Survey

Total Questionnaires sent to the customers	500
Returned questionnaires (not filled- up)	41
Completed questionnaire received from respondents	322
Returned questionnaires (partially answered)	29
Questionnaires not returned	108
Overall response Rate %	70%
Usable response Rate %	64%

Source: prepared By Researcher (2014).

5.2 Respondents Demographic Characteristics:

Table 5.2 shows that: the respondents' ages (less than 21) year represents (2.2%) and those between (21 -30) year was account for (24.5%) as higher ratio. Whereas the respondents' ages between (31 -40) years were (36.6%), the respondents ages between (41- 50) year were represented (23.3%) the respondents ages between (51-60) year were represented (10.9%), the respondents above (60) year were represented (2.5).Concerning for the respondents' sex majority of them were male (81.1%), followed by female (18.9%). Regarding the respondents Marital status, majority of them were married   (67.4%) as a high ratio, followed by (28.3%) of the respondents were singles. While, widow respondents were (9%) and divorced were (3.4).

The respondents educational level that fill up the questionnaires, majority of them were university degree level account for (52.5 %) followed by the post graduate (41.3%) , level of high secondary schools (3.1%) and level of high school diploma(2.5%) as lower ratios. Concerning the respondents monthly incomes, majority of them were between 2000 and less than 2500 which represent (24.8%), and monthly income from 4000 to less than 4500 were (8.7%) represent the lower ratios.

Regarding the preferred automotive company, the majority of the respondents bought from GIAD company (43.2%) ,followed by others about(16.5%) , Dal company (14.6%), Elbarbery company(12.1%), Golden Arrow company(10.6% and Bashier auto company (3.1%).

As for the date of respondents' purchase, the table shows that respondent's' who bought within four years and more were account (35.4%).

Followed by the who bought from (2 years or less than 4years) were account (26.7%), and those respondents from (less than one year) were account for (21.7%) followed by

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who bought (1 year or less than 2) were account for (16.1%) as lower ratio. Regarding the respondent's kind of payment ,the table shows that the respondent who bought in cash were represent about (37.9%) followed by respondent bought in installments method from the company (33.2%) and who bought in installments method through bank were(28.8%). The full SPSS output is attached in Appendix B1.

Table 5.2
General Characteristics of the Respondents *(N=322)*

Age	less than 21	7	2.2%
	21-30	79	24.5%
	31-40	118	36.6%
	41-50	75	23.3%
	51-60	35	10.9%
	Above 60	**8**	**2.5%**
	Total	**322**	**100%**
Gender	Male	261	81.1%
	Female	61	18.9%
	Total	**322**	**100%**
Marital Status	single	91	28.3%
	married	217	67.4%
	Divorced	11	3.4%
	widowed	3	.9%
	Total	**322**	**100**%
Educational level	Illiterate	1	.3%
	khalwa	1	.3%
	Secondary	10	3.1%
	High school Diploma	8	2.5%
	University Degree	169	52.5%
	Post Graduate Degree	133	41.3%
	Total	**322**	**100 %**

Monthly Income	2000 to less than 2500	80	24.8%
	2500 to less than 3000	52	16.1%
	3000 to less than 3500	37	11.5%
	3500 to less than 4000	37	11.5%
	4000 to less than 4500	28	8.7%
	4500 to less than 5000	31	9.6%
	5000 and more	57	17.7%
	Total	**322**	**100**%
Preferred company	Giad company	139	43.2%
	Dal company	47	14.6%
	Elbarbery company	39	12.1%
	Bashier auto company	10	3.1%
	Golden Arrow company	34	10.6%
	others	53	16.5%
	Total	**322**	**100.0**
Date of purchase	less than one year	70	21.7%
	one year to less than two years	52	16.1%
	two years to less than four years	86	26.7%
	Four years and more	114	35.4%
	Total	**322**	**100.0**
Kind of payment	Cash	122	37.9%
	Installment through company	107	33.2%
	Installment through bank	93	28.8%
	Total	322	100.0%

Source: prepared by researcher, (2014).

5.3 Goodness of Measures

This section, report the results of validity and reliability tests as means to assess the goodness of measure of study constructs (Sekaran, 2003). The study used exploratory factor analysis for testing the validity and uni-dimensionality of measures of all variables under study.

In contrast, the reliability of empirical measurements was obtained by internal consistency (Nunnally, 1978) using Cronbach's alpha test. In conducting factor analysis, this study followed assumptions that recommended by Hair et al., (2010). Firstly, there must be sufficient number of statistically significant correlations in the matrix. Secondly, Kaiser-Meyer-Olkin measure of sampling adequacy should be at least 0.6. Thirdly, Bartlett's test of Spherecity should be significant at 0.05. Fourthly, communalities of items should be greater than 0.50.

Fifthly, the minimum requirement of factor loading 0.50 (since the sample size of this study 322 customers) based on a 0.05 significant level, with value of cross loading exceeds 0.50. Also to provide a simple structure column for interpretation, the factors were subjected to Varimax rotation. Finally, Eigen values should be more than 1 for factor analysis extraction. The results of factor and reliability analyses are described as follows:

5.3.1. Factor Analysis for Corporate brand Variable

Factor analysis was done on the 16 items, which was used to measure corporate brand. Table 5.3 showed the summary of results of factor analysis on corporate brand . In the first run of factor analysis, item (CR7= .454) was found to have communalities less than 0.50. Item (CR7) was dropped in the subsequent run.

A close inspection on communalities table show that items (CBI 5= .491,CR4=,488,CR1=,383,CR2=,397) still had communalities value less than 0.50, and were dropped in the next run. Finally, all assumptions were satisfactory fulfilled. All the remaining items had more than recommended value of at least 0.50 in corporate brand with KMO value of 0.88 (above the recommended minimum level of 0.60) and Bartlett's test of Spherecity is significant (p<.01). Thus, the items are appropriate for factor analysis. Table 5.3 shows that the items for corporate brand loaded on two components with Eigen values exceeding 1.0. These two factors explain 61.36% of variance in the data (above the recommended level of 0.60).

All the remaining items also had the factor loading values above the minimum values of 0.50, with value of cross loading less than 0.50. The first factor captures all the items of corporate image and corporate reputation and merged them in the new factor name which is called corporate image and reputation .Second factor capture all the items of corporate familiarity. Original name of this factor was retained as it is.

Thus, this study found that corporate brand perspective of Sudanese automotive companies in Sudan in consists of two factors, corporate image and reputation and corporate familiarity The full SPSS output is attached in Appendix B2.1.

Table 5.3

Rotated Factor loading for corporate brand

Factor 1:	CBI01	The company is innovative and pioneering.	**.738**	.299
Corporate Image and Reputation	CBI02	The company is successful and self-confident.	**.642**	.410
	CBI03	The company is persuasive and shrewd.	**.726**	.211
	CBI04	The company does business in an ethical way.	**.532**	.465
	CR3	The company which produces the product is known for its high quality products and services	**.696**	.305
	CR5	The company which produces the product is a good workplace environment.	**.761**	.105
	CR6	The company which produces the product has a good financial situation.	**.793**	-.018
Factor 2:	CF01	The name of the company producing the product is well known.	.396	**.682**
Corporate familiarity	CF02	The product carries the name of the company.	.104	**.852**
	CF03	The product carries both the company name and its generic name	.112	**.818**
	CF04	The company extends its name to all the products it produces.	.219	**.761**
		Eigenvalues	**5.182**	**1.567**
		% variance explained for each	**33.526**	**27.825**
		Total Variance Explained (%)	**61.36**	
		Kaiser-Meyer-Olkin (KMO)	**.878**	
		Bartlett's Test of Spherecity	**1664.32**	

Source: prepared by researcher, (2014).

* Variables loaded significantly on factor with Coefficient of at least 0.5,

5.3.2 Factor Analysis for Relationship Quality:

Factor analysis was done on the 18 items, which was used to measure relationship quality namely (trust, satisfaction and commitment). Table 5.4 showed the summary of results of factor analysis on relationship quality .

In the first run of factor analysis, item (CTRUST07) in the first factor was found to have communalities equal and above than 0.50. Thus, Item

(CTRUST07) was dropped in the subsequent run due to the cross loading. All the remaining items had more than recommended value of at least 0.50 in relationship quality with KMO value of .935 (above the recommended minimum level of 0.60), and Bartlett's test of Spherecity is significant (p<.01). Table 5.4 shows that the items for relationship quality loaded on three factors with Eigen values exceeding 1.0. These two factors explain 68.39% of variance in the data (above the recommended level of 0.60).

Thus, the items are appropriate for factor analysis. The first factor captures the remaining seven items of customer trust. Thus the Original name of this factor was retained as it is. Second factor captures five items of customer satisfaction. The Original name of this factor was retained as it is. Third factor captures five items of customer commitment. The Original name of this factor was retained as it is. Thus, this study found that relationship quality in automotive companies in Sudan consists of three factors include customer trust, customer satisfaction and customer commitment. The full SPSS output is attached in Appendix B2.2.

Table 5.4

Rotated Factor Loading for Relationship quality

Factor	Item number	Items	F1	F2	F3
customer trust	CTRUST03	This brand would make any effort to satisfy me in case of a problem	**.812**	.130	.221
	CTRUST05	This brand meets my expectations	**.765**	.315	.176
	CTRUST04	This brand would compensate me in some way for the problem with the service	**.763**	.127	.140
	CTRUST06	This brand never disappoints me	**.740**	.341	.243
	CTRUST01	This brand would be honest and sincere in addressing my concerns	**.662**	.264	.302
	CTRUST02	I could rely on this brand to solve any problem with the service	**.659**	.138	.415
	CTRUST08	Overall, I feel confidence with this brand	**.605**	.358	.340
customer satisfaction	CSAT03	I am very satisfied with my decision to use this brand	.166	**.857**	.146
	CSAT01	I think that I did the right thing when I used this brand	.201	**.811**	.257
	CSAT05	This brand does a good job of satisfying my needs	.195	**.784**	.290
	CSAT02	I believe that using this brand is usually a very satisfying experience	.296	**.732**	.239
	CSAT04	My choice to use this brand has been a wise one	.331	**.620**	.305
Factor 3: commitment	CCOM02	I will keep on buying this brand as long as it provides me satisfied products or I would not switch to another company	.207	.188	**.818**
	CCOM04	I am still willing to use this brand even if its price is a little higher than that of its competitors	.268	.204	**.764**
	CCOM05	Overall, I consider myself to be loyal to company	.235	.301	**.726**
	CCOM3	I would love to recommend this company to my friends or others	.267	.315	**.725**
	CCOM1	I usually use this brand as my first choice compared to other auto brands	.312	.265	**.706**

		Eigenvalues	9.382	1.592	1.338
		% variance explained for each	25.026	22.226	21.150
		Total Variance Explained (%)	68.39		
		Kaiser-Meyer-Olkin (KMO)	.935		
		Bartlett's Test of Spherecity	4032.65		

Source: prepared by researcher, (2014).* Variables loaded significantly on factor with Coefficient of at least 0.5, * Items deleted due to high cross loading.

5.3.3 Factor Analysis for word of mouth:

The original questionnaire had 4 items measuring word of mouth, factor analysis was done on the 4 items, which was used to measure word of mouth. Table 5.5 showed the summary of results of factor analysis on word of mouth. In the first run of factor analysis, All items were found to have communalities less than 0.50.. All items had more than recommended value of at least 0.50 in word of mouth with KMO value of 0.86(above the recommended minimum level of 0.60), and Bartlett's test of Spherecity is significant (p<.01). Thus, the items are appropriate for factor analysis. Table 5.5 shows that the word of mouth loaded on one component/factor with Eigen values exceeding 1.0. This factor explains 86.83% of variance in the data (above the recommended level of 0.60). All the items also had the factor loading values above the minimum values of 0.50, with value of cross loading less than .50. As shown in Table 5.5, factor loading of word of mouth items on the one factor. The full SPSS output is attached in Appendix B2.3.

Table 5.5

Rotated Factor loading for word of mouth

Factor		Items	Factor 1
Factor 1: WORD OF MOUTH	WOM03	I am willing to recommend the brand to my peers	**.945**
	WOM01	I am willing to encourage individuals to do business with this brand	**.938**
	WOM02	I am willing to recommend this brand whenever anyone seeks my advice	**.930**
	WOM04	My recommendations about this brand would have been positive	**.916**
		% variance explained for each	**86.835**
		Total variance	**86.835**
		Kaiser-Meyer-Olkin (KMO)	**.863**
		Bartlett's Test of Spherecity	**1294.79**
		Eigenvalues	**3.474**

Source: prepared by researcher, (2014). Variables loaded significantly on factor with*
*Coefficient of at least 0.5, * Items deleted due to high cross loading.*

5.3.5 Factor Analysis for repurchase intention:

Analysis was done on the 3 items, which was used to measure repurchase intention. Table 5.6 showed the summary of results of factor analysis on repurchase intention. In the first run of factor analysis, All item were found to have communalities less than 0.50. All assumptions were satisfactory fulfilled. All the remaining items had more than recommended value of at least 0.50 in KMO value of 0.74 (above the recommended minimum level of 0.60), and Bartlett's test of Spherecity is significant (p<.01). Thus, the items are appropriate for factor analysis. Table 5.6 shows that the items for repurchase intention loaded on one component /factor with Eigen values exceeding 1.0. This factor explains 85.94% of variance in the data (above the recommended level of 0.60). All the items also had the factor loading values above the minimum values of 0.50, with value of cross loading less than 0.50. Thus, this study found that repurchase intention in automotive companies in Sudan consists of one factors The full SPSS output is attached in Appendix B2.4.

Table 5.6

Rotated Factor loading for Repurchase intention

Factor	Items	Factor 1
Factor 1: Repurchase Intention	I will Buy this manufacturer's products again.	.950
	I will Do business with this manufacturer in the future.	.920
	I will Do more business with this manufacturer in the coming Years	.911

% variance explained for each	85.941	
Total variance	85.941	
Kaiser-Meyer-Olkin (KMO)	.735	
Bartlett's Test of Spherecity	718.360	
Eigenvalues	2.578	

Source: prepared by researcher, (2014). Variables loaded significantly on factor with Coefficient of at least 0.5, * Items deleted due to high cross loading.*

5.3.6 Reliability Analysis

Reliability is an assessment of the degree of consistency between multiple measurements of variables (Hair et al., 2010). To test reliability this study used Cronbach's alpha as a diagnostic measure, which assesses the consistency of entire scale, since being the most widely used measure (Sharma, 2000). According to Hair et al., (2010), the lower limit for Cronbach's alpha is 0.70, although it may decrease to 0.60 in exploratory research. While Nunnally, (1978) considered Cronbach's alpha values greater than 0.60 are to be taken as reliable. The results of the reliability analysis summarized in Table 5.7 confirmed that all the scales display satisfactory level of reliability (Cronbach's alpha exceed the minimum value of 0.6). Therefore, it can be concluded that the measures have acceptable level of reliability. The full SPSS output is attached in Appendix B3.

Table 5.7

Cronbach's Alpha for Study Variables

| Construct	Variable	Number of items	Cronbach's alpha
Corporate brand	Corporate image	4	**.817**
	Corporate reputation	3	**.775**
	Corporate familiarity	4	**.833**
Repurchase intention	Repurchase intention	3	**.918**
Relationship quality	Customer trust	7	**.906**
	customer satisfaction	5	**.896**
	customer commitment	5	**.889**
Word of moth	Word of mouth	4	**.949**

Source: prepared by researcher, (2014).

5.4 Modified of Research Framework and Hypotheses

From the result of the factors analysis, the previous conceptual framework had been changed. Obviously, the corporate brand constructs, corporate image and corporate reputation has merged in new construct called corporate image and reputation .Moreover, the components had been changed from sixteen to eleven components, and the rest of corporate brand construct is not changed. Also, relationship quality dimension had not been changed and remained with the three variables dimensions, which consists of satisfaction, trust and commitment, the components changed from eighteen to seventeen components. The repurchase intention and word of mouth components had not been changed.

Therefore, the modified conceptual framework is presented in figure 5.1. Accordingly, the earlier hypotheses related to the some variables will be changed. And also, some previous partial hypotheses will be removed according to the factor analysis extraction. The bellow parts are exploring the change and removing in hypotheses according to factor analysis results.

Figure 5.1

Modified Conceptual Framework

Word of mouth (MD)
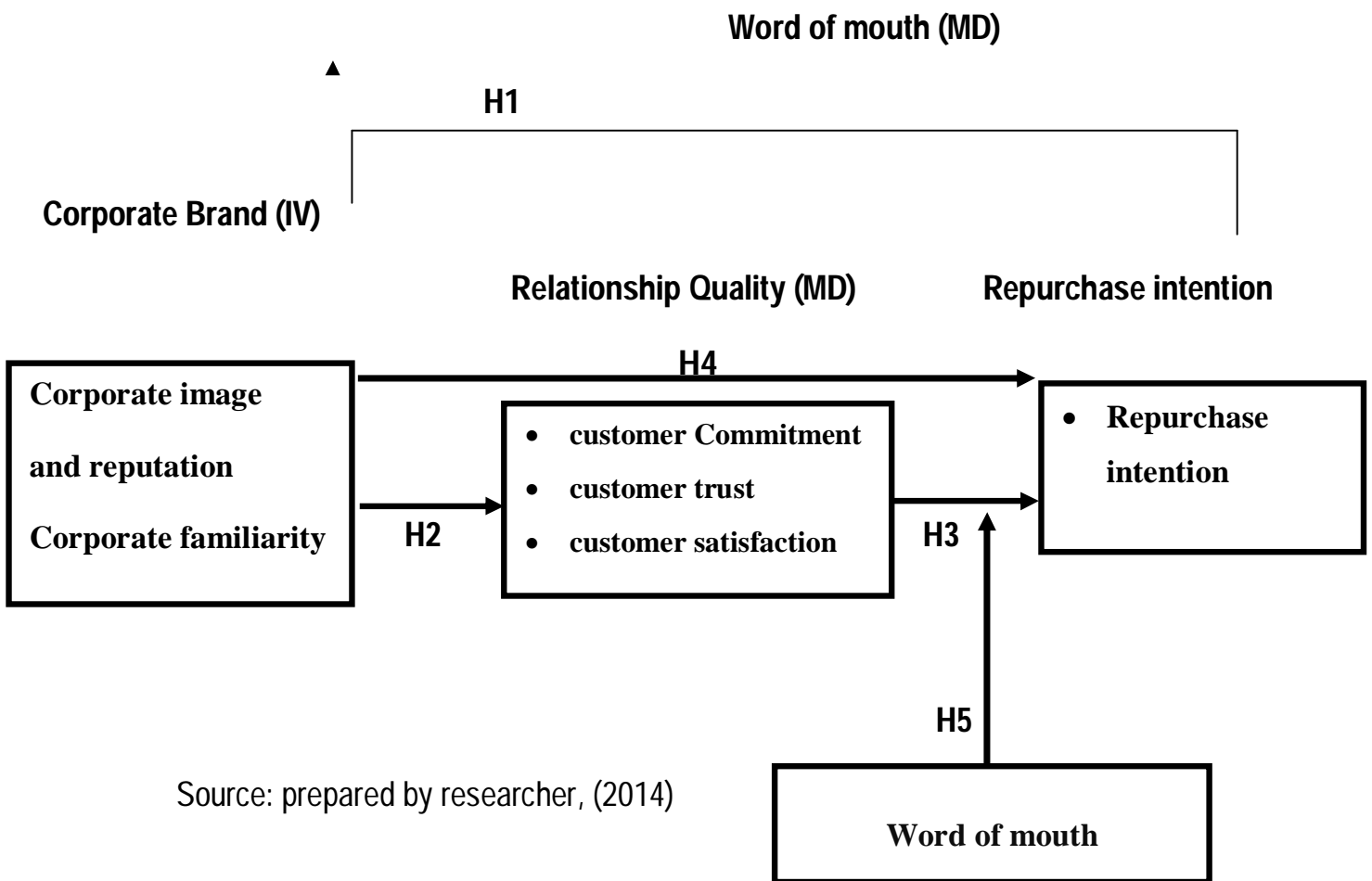
Source: prepared by researcher, (2014)

Based on the modified theoretical framework, the hypotheses related to all dimensions Need to be restated. The restated hypotheses reflect the addition of new variables and the eliminated ones related to the constructs. The restated hypotheses are shown in table 5.8.

Table 5.8

Restated Research Hypotheses

NO	Hypotheses
H1	**There is a positive relationship between corporate brand variable and repurchase intention**.
H1.1	There is a positive relationship between corporate image, reputation and repurchase intention
H1.2	There is a positive relationship between corporate familiarity and repurchase intention
H2	**There is a positive relationship between corporate brand variable and relationship quality**.
H2.1	There is a positive relationship between corporate image, reputation and customer trust
H2.2	There is a positive relationship between corporate image, reputation and customer satisfaction
H2.3	There is a positive relationship between corporate image, reputation and customer commitment
H2.4	There is a positive relationship between corporate familiarity and customer trust.
H2.5	There is a positive relationship between corporate familiarity and customer satisfaction
H2.6	There is a positive relationship between corporate familiarity and customer commitment
H3	**There is a positive relationship between relationship quality variable and repurchase intention**.

H3.1	There is a positive relationship between customer trust and repurchase intention
H3.2	There is a positive relationship between customer commitment and repurchase intention
H3.3	There is a positive relationship between customer trust and repurchase intention
H4.	**relationship quality mediates the relationship between corporate brand variable and repurchase intention**
H4.1	customer commitment mediates the relationship between corporate image, reputation and repurchase intention
H4.2	Customer commitment mediates the relationship between corporate familiarity and repurchase intention
H4.3	customer trust mediates the relationship between corporate image, reputation and repurchase intention
H4.4	customer trust mediates the relationship between corporate familiarity and repurchase intention
H4.5	Customer satisfaction mediates the relationship between corporate image, reputation and repurchase intention
H4.6	Customer satisfaction mediates the relationship between corporate familiarity and repurchase intention

Continue

H5	**The Moderating Effect of word of mouth on the Relationship between relationship quality and repurchase intention**
H5.1	The Moderating Effect of word of mouth on the Relationship between customer trust and repurchase intention.
H5.2	The Moderating Effect of word of mouth on the Relationship between customer commitment and repurchase intention.
H5.3	The Moderating Effect of word of mouth on the Relationship between customer satisfaction and repurchase intention.

5.5 Descriptive Statistics of Variables:

In this section descriptive statistics such as mean and standard deviation was used to describe the characteristics of surveyed customers and all variables (Independent, dependent, moderators and mediators) under study.

5.5.1 Descriptive Analysis for corporate brand Variables:

Table 5.9 shows the means and standard deviations of the two components of corporate image and reputation and corporate familiarity. The table reveals that the customers of automotive companies in Sudan emphasized more on corporate familiarity (Mean=4.06, standard deviation=0.720), followed by corporate image and reputation (mean=3.88, standard deviation=0.640) Therefore, those two dimensions were achieved average score equal (3.97). Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that customers of automotives companies in Sudan is highly concern of corporate familiarity above the average mean

Table 5.9

Descriptive Analysis of corporate brand Variables

variables	Mean	Std. Deviation
Corporate image and reputation	3.88	.640
Corporate familiarity	4.06	.720

Source: prepared by researcher, (2014). Note: All variables used a 5-point likert scale (1= strongly disagree, 5= strongly agree).

5.5.2 Descriptive Analysis for Mediate and Moderator Variables

Table 5.10 shows the means and standard deviations of the mediate and moderator Variables: relationship quality and word of mouth. The table reveals that the customers of automotive companies in Sudan emphasized more on customer satisfaction (mean=4.01, standard deviation=708), followed by word of mouth (mean=3.93, standard deviation=0.837), followed by customer commitment (mean=3.71, standard deviation=0.849), and customer trust (mean=3.59, standard deviation=0.765) a. Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that the customers of automotive companies in Sudan is highly concerned of customer satisfaction.

Table 5.10

Descriptive Analysis of Mediate and Moderator Variables

variables	Mean	Std. Deviation
Trust	3.59	.765
commitment	3.71	.849
satisfaction	4.01	.708
Word of Mouth	3.93	.837

Source: prepared by researcher, (2014).

5.5.3 Descriptive Analysis for Repurchase intention:

Table 5.11 shows the means and standard deviations of one component of repurchase intention. The table reveals that the customers of automotive companies in Sudan concern in repurchase intention (mean=3.74, standard deviation=0.859) Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that the customers of Sudanese automotive companies is highly concern of repurchase intention above the average mean.

Table 5.11

Descriptive Analysis of repurchase intention

variable	Mean	Std. Deviation
Repurchase Intention	3.74	.859

Source: prepared by researcher, (2014). Note: All variables used a 5-point Likert scale (1= strongly disagree, 5= strongly agree

5.6 Correlation Analysis:

Table 5.12 presents the results of the inter correlation among the variables. The Correlation analysis was conducted to see the initial picture of the interrelationships among the variables under the study. Therefore, the importance of conducting correlation analysis is to identify any potential problems associated with multi collinearity (Sekaran, 2003). Table 5.12 represents the correlation matrix for the constructs operationalized in this study. These bivariate correlations allow for preliminary inspection and information regarding hypothesized relationships. In addition to that, correlation matrix gives information regarding test for the presence of multi collinearity. The full SPSS output is attached in Appendix B4

Table 5.12 shows that corporate image and reputation is positively and significantly correlated with customer trust (r = .543, p–value < 0.01), corporate image and reputation is positively and correlated with corporate commitment, (r = .495, p–value < 0.01), corporate image and reputation is positively and correlated with customer satisfaction, (r = .634, p–value < 0.01). Corporate image and reputation is positively correlated with repurchase intention variables (r = .523, p–value < 0.01). The table 5.14 also indicated that corporate familiarity is positively and significantly correlated with corporate trust (r = .425, p–value < 0.01), corporate familiarity is correlated with customer commitment(r = .358, p–value < 0.01), corporate familiarity is correlated with customer satisfaction (r = .533, p–value < 0.01), corporate familiarity is correlated with repurchase intention (r = .412, p–value < 0.01), Customer trust is significantly correlated with repurchase intention (r = .507, p–value < 0.01), customer commitment is significantly correlated with repurchase intention (r = .710, p–value < 0.01), customer satisfaction is significantly correlated with repurchase intention (r = .605, p–value < 0.01), Customer trust is significantly correlated with word of mouth r =.531, p–value < 0.01). Customer commitment is significantly correlated with word of mouth r =.715, p–value < 0.01). Customer satisfaction is significantly correlated with word of mouth r =.725, p–value < 0.01).The table also indicated that word of mouth is positively correlated with repurchase intention variables r =.741, p–value < 0.01.

Table 5.12   Correlations

	CIR	CF	Trust	commitment	satisfaction	word of Mouth	Repurchase Intention
CIR (IV1.1)	1						
CF (IV1.1)	.540**	1					
Trust Mediator	.543**	.425**	1				
Commitment Mediator	.495**	.358**	.636**	1			
Satisfaction Mediator	.634**	.533**	.597**	.626**	1		
word Mouth Moderator	.563**	.454**	.531**	.715**	.725**	1	
Repurchase inter (DV)	.523**	.412**	.507**	.710**	.605**	.741**	1

The correlation analysis in Table 5.12 provides a strong indication of association. In order to undertake a more complete examination of the proposed relationships and to evaluate whether such associations are direct or indirect, hierarchical regression was conducted. Hierarchical regression employed because it gives the best predictive model of the linear relationship present among the independent variables (Tabachnik & Fidell, 2001). Hierarchical regression was chosen rather than a structural equations approach because of sample size. The next finding analyses are testing the hypotheses.

5.7 Hypotheses Testing

This section discusses the results of hypotheses of the study. Given, that the new emerged variable from factor analysis and the eliminated ones, there are (20) hypotheses in this study. The main effects as well as the mediating and moderating effect were examined using hierarchical regression analysis, the statistical procedures of which had been explained in chapter 3.

In order to perform hierarchal regression analysis, it is generally agreed that there are at least five assumptions (normality, linearity, multicollinearity, homoscedasticity and outliers) should be met. The results of testing these assumptions are provided below:

1. The normality had been established through the relevant histogram. The histograms show that most values fall in the center and the curves take the bell-shape. The normal probability (P-P) plots also show that the residual points are close to the diagonal line. Therefore, the variables are normally distributed.

2. Linearity of relationships: No curvilinear pattern of relationship is apparent from the scatter plots. Therefore, there is no violation of the assumption of linearity.

3. Heteroscedasticidity was checked through the scatter plots of standardized residual. The residual plots take roughly the rectangular shape, which indicates that there is no problem of heteroscedasticidity in the data.

4. The result of Multicollinearity test indicated that all values of the VIF are less than the threshold of 10, all Tolerance values are more than 0.1, and all Variance Proportions are less than 0.90. This indicates that, there is no multicollinearity in the data.

5. Outliers were identified and removed through using a case-wise diagnostics. Therefore, the assumptions of multiple regression analysis were met in this study and the regression analysis can securely be used to test the designated hypotheses. Hierarchical regression analyses were used for in all tests of the model to show the effects of corporate brand dimensions (corporate image and reputation, corporate familiarity),(relationship quality)   as mediating variable between corporate brand variables and repurchase intention , as well as, word of mouth as moderator variable.

5.7.1 The Relationship between corporate brand and repurchase intention

This section deal with the first hypotheses in the study which predicts that two factors of corporate brand (corporate image and reputation, corporate familiarity) has positive relationship with the repurchase intention. As shown in Figure 5.2 below:

Figure 5.2

Relationship between corporate brand and repurchase intention

- Corporate image and reputation		**Repurchase intention**
- Corporate familiarity	**H1** →	
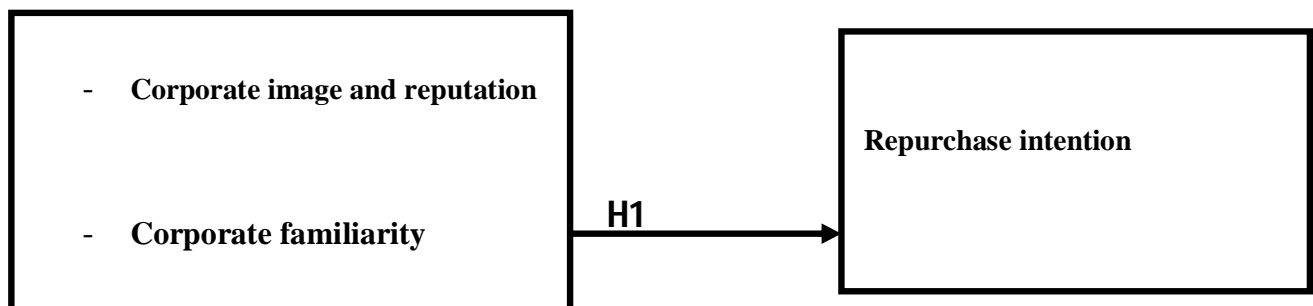
Source: prepared by researcher, (2014).

The results of five hierarchical regression analyses were discussed in next subsections.

Table5.13 shows the results of the multiple regression equation testing the Impact of corporate brand variable on repurchase intention: The corporate brand variables explained 61% of the variance in repurchase intention. However, the result shows that the model is significant. In addition the results show that the two components of corporate brand is a positive significantly influenced repurchase intention. The results showed that the hypothesis was full supported, i.e. there is a positive relationship between corporate brand (corporate image and reputation, corporate familiarity) and repurchase intention.

The results also showed that corporate image and reputation have significant effect on repurchase intention (ß=0.469, $p<0.01$), followed by corporate familiarity (ß=0.198, $p<0.01$), these results give support to hypotheses H1.a (corporate image and reputation and repurchase intention), H1.b (corporate familiarity and repurchase intention) The full SPSS output is attached in Appendix B5

Table 5.13

Multiple Regressions: Corporate brand Variable, and Repurchase intention (Beta coefficient)

Variables	Repurchase intention
Corporate image and reputation	.469***
Corporate familiarity	.198***
R²	**.356**
Adjusted R²	**.352**
△ R²	**.356**
F change	**86.697***

Source: prepared by researcher, (2014).   **Note:** Level of significance:
**p<0.05, ***p<0.01

Table 5.14

Summary of Hypotheses Testing Results for the Relationship between all corporate brand Variables and repurchase intention

Item	Statement of Hypothesis: There is a positive relationship Between:	Remark
H1.1	corporate image, reputation and repurchase intention	**Supported**
H1.2	corporate familiarity and repurchase intention	**Supported**

5.7.2 The Relationship between corporate brand and Relationship Quality.

This subsection deal with hypotheses in the study which predicts that two dimension of corporate brand (corporate image and reputation corporate familiarity). Have positive relationship with the dimension of relationship quality. As shown in Figure 5.3 below.

Figure 5.3

Corporate brand and Relationship quality
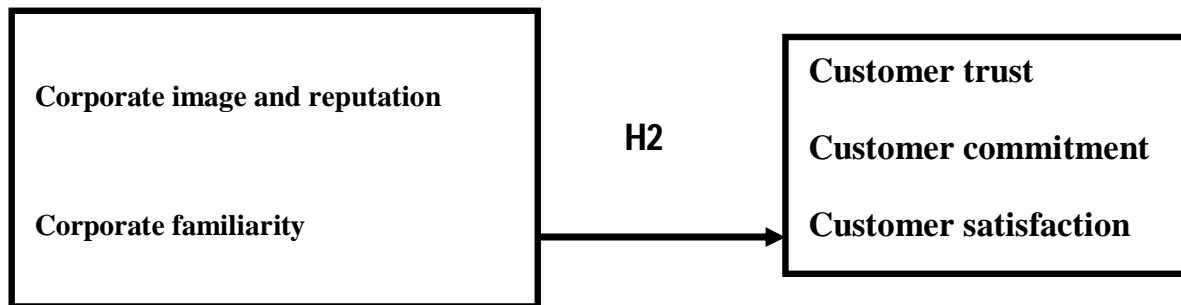
Source: prepared by researcher, (2014).

Table 5.15 shows the results of the multiple regression equation testing the influence of the corporate brand variables on relationship quality. The corporate brand variables explained 70% of the variance relationship quality. However, the result shows that the model is significant. In addition the results show that the two components of corporate brand is a positive significantly influenced on relationship quality.

The results showed that the hypothesis was supported, i.e. there is a positive relationship between corporate brand and relationship quality. The results also showed that corporate image and reputation have the most significant effect on relationship quality component (customer satisfaction) (ß=0.488, p<0.01), followed by customer trust (ß=0.443, p<0.10), followed by customer commitment (ß=0.426, p<0.10). In addition to that the result also showed that the second factor of corporate brand ,corporate familiarity has significant effect on relationship quality component (customer satisfaction) (ß=0.270, p<0.01), followed by customer trust (ß=0.186, p<0.10), followed by customer commitment (ß=0.128, p<0.01), These results give support to hypotheses H2.1a (corporate image, reputation and customer trust), H2.1b (corporate image, reputation and customer satisfaction), and H2.1c (corporate image, reputation and customer commitment). H2.2a (corporate familiarity and customer trust), H2.2b (corporate familiarity and customer satisfaction) and H2.2c (corporate familiarity and customer commitment). The full SPSS output is attached in Appendix B6. B7.B8

Table 5.15

Multiple Regressions: Corporate brand Variables, and Relationship Quality (Beta coefficient)

Variables	customer commitment	Customer trust	Customer satisfaction
Corporate, image and reputation	.426***	.443***	.488***
Corporate familiarity	.128**	.186**	.270***
R²	**.257**	**.319**	**.453**
Adjusted R²	**.252**	**.315**	**.450**
△ R²	**.257**	**.319**	**.453**
F change	**54.945*****	**74.571*****	**132.217*****

Source: prepared by researcher, (2014). **Note:** Level of significance: **p<0.05, ***p<0.01

Table 5.16

Summary of Hypotheses Testing Results for the Relationship between all corporate brand Variables and Relationship quality

| Item	Statement of Hypothesis: There is a positive relationship between:	Remark
H2.1a	There is a positive relationship between corporate image, reputation and customer trust	**Supported**
H2.1.b	There is a positive relationship between corporate image, reputation and customer satisfaction	**Supported**
H2.1.c	There is a positive relationship between corporate image, reputation and customer commitment	**Supported**

H2.2a	There is a positive relationship between corporate familiarity and customer trust.	**Supported**
H2.2b	There is a positive relationship between corporate familiarity and customer satisfaction	**Supported**
H2.2c	There is a positive relationship between corporate familiarity and customer commitment	**Supported**

5.7.3 The Relationship between relationship quality and repurchase intention.

This subsection deal with hypotheses in the study which predicts that of relationship quality has a positive relationship with the repurchase intention. As shown in Figure 5.4 below.

Figure 5.4

Relationship between Relationship Quality and Repurchase intention

Customer trust

Customer commitment

Customer satisfaction

Repurchase intention
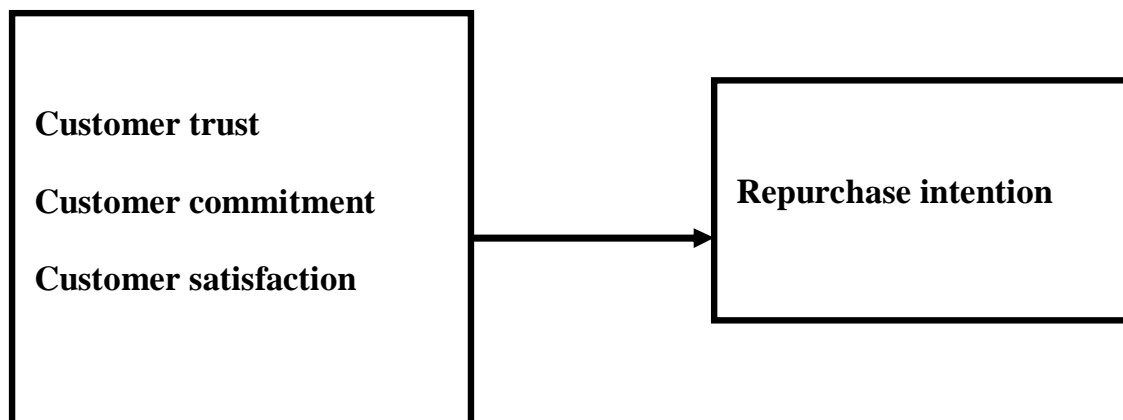
Source: prepared by researcher, (2013)

Table 5.17 shows the results of the multiple regression equation testing the influence of the customer trust on repurchase intention. The relationship quality explained 22 % of the variance in repurchase intention. However, the result shows that the model is

significant. In addition the result show that the customer trust is a positive significantly influenced repurchase intention. The results showed that the hypothesis was supported, i.e. there is a positive relationship between customer trust and repurchase intention. (ß=0.507, p<0.01). This result gives support to hypotheses H3.1 (customer trust and repurchase intention). The full SPSS output is attached in Appendix B9

Table 5.17

Multiple Regressions: customer trust, and Repurchase intention (Beta coefficient)

Variables	Repurchase intention
Customer trust	.507***
R²	.257
Adjusted R²	.255
△ R²	.257
F change	110.122

Source: prepared by researcher, (2014). **Note:** Level of significance: **p<0.05, ***p<0.01

Table 5.18 shows the results of the multiple regression equation testing the influence of the customer commitment on repurchase intention. The relationship quality explained 21% of the variance in repurchase intention. However, the result shows that the model is significant. In addition the result show that the customer commitment is a positive significantly influenced repurchase intention. The results showed that the hypothesis

was supported, i.e. there is a positive relationship between customer commitment and repurchase intention. (ß=0.710, p<0.01). This result gives support to hypotheses H3.1 (customer commitment and repurchase intention). The full SPSS output is attached in Appendix B10

Table 5.18

Multiple Regressions: customer commitment, and Repurchase intention (Beta coefficient)

Variables	Repurchase intention
Customer commitment	.710
R²	.504
Adjusted R²	.502
△ R²	.504
F change	322.752

Source: prepared by researcher, (2014).   **Note:** Level of significance: **p<0.05, ***p<0.01

Table 5.19 shows the results of the multiple regression equation testing the influence of the customer satisfaction on repurchase intention. The relationship quality explained 25% of the variance in repurchase intention. However, the result shows that the model is significant. In addition the result show that the customer satisfaction is a positive significantly influenced repurchase intention. The results showed that the hypothesis was supported, i.e. there is a positive relationship between customer satisfaction and repurchase intention. (ß=0.605, p<0.01). This result gives support to hypotheses H3.1 (customer satisfaction and repurchase intention). The full SPSS output is attached in Appendix B11

Table 5.19

Multiple Regressions: customer satisfaction, and Repurchase intention (Beta coefficient)

Variables	Repurchase intention
Corporate satisfaction	**.605**
R²	**.366**
Adjusted R²	**.364**
△ R²	**.366**
F change	**184.070**

Source: prepared by researcher, (2014).   **Note:** Level of significance: **p<0.05, ***p<0.01

Table 5.20

Summary of Hypotheses Testing Results for the Relationship between

Relationship Quality and Repurchase intention

Item	Statement of Hypothesis: There is a positive relationship Between:	Remark
H3.1	customer trust and repurchase intention	**Supported**
H3.2	customer commitment and repurchase intention	**Supported**
H3.3	customer satisfaction and repurchase intention	**Supported**

5.7.4 Mediation Effect of relationship quality

Theses hypotheses predict whether relationship quality components (customer trust, customer commitment and customer satisfaction) may be a mediating between Corporate brand components (corporate image and reputation, corporate familiarity), and Repurchase intention. As shown in figure 5.5 below.

Figure 5.5

Mediation Effect of Relationship Quality

corporate brand variables   **repurchase intention**

corporate brand variables		repurchase intention
- **Corporate image and reputation** - **Corporate familiarity**	**Customer-trust customer -commitment** **Customer -satisfaction**	- **Repurchase intention**
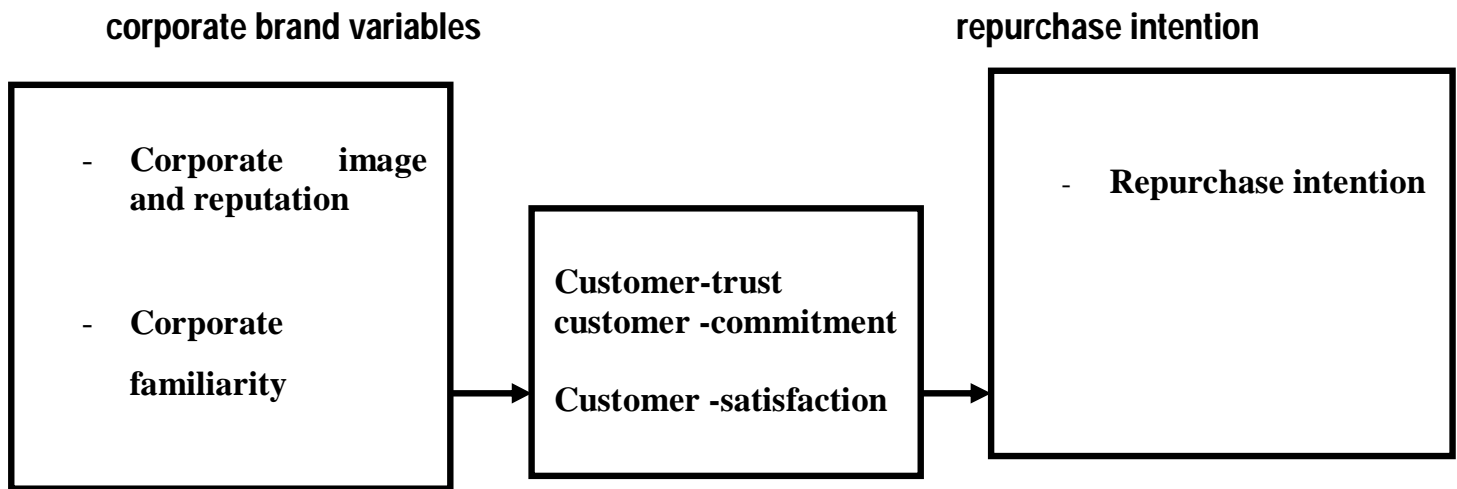
In order to test these hypotheses, this research followed the recommendation of (Baron and Kenny, 1986), who stated that there are three-step hierarchical regressions. First step, the independent variable must affect the dependent variable significantly (ß1must be significant). Second step, the independent variable should affect the mediating variable (ß2 must be significant). Third step, mediating variable must influence the dependent variable significantly (ß3 must be significant). On the other hand, in order to determine whether mediator is fully or partial mediating the relationship between the independent variable and dependent variable, the impact of independent variable on dependent variable controlling for mediating variable should be zero or ß4 is not significant in fully mediator, while partial mediator exists once ß4 is significant but reduced. To determine that the mediator (M) is fully mediates the relationship between the initial variable (X) and outcome variable (Z), the impact of X on Z controlling for M should be zero or 4 is not significant, whereas, partially mediator exists when 4 is significant.

As regard the mediation effect of relationship quality on the relationship between corporate brand variables and repurchase intention.

The results of regression analysis given in Tables 5.15 showed that (corporate image and reputation, corporate familiarity) significantly influenced relationship quality.

Likewise, Table 5.17, Table 5.18, Table 5.19 showed that relationship quality significantly influenced repurchase intention. Accordingly, the conditions for testing the mediation effect of relationship quality on repurchase intention were fulfilled. Thus, the mediation effect of relationship quality will be considered with the relationship between corporate image and reputation, corporate familiarity on repurchase intention. The full SPSS output is attached in Appendix B12

Table 5.21 showed the results of the hierarchical regression testing the mediation effect of relationship quality component (customer commitment) on the relationship between corporate image and reputation, corporate familiarity on repurchase intention. In model 1, the results showed that corporate image and reputation, corporate familiarity effect on repurchase intention. Significantly influence repurchase intention with beta coefficient for corporate image and reputation (B = .476, p<0.01), corporate familiarity (B = .179, p<0.01). In model 2, corporate image and reputation (B = .227, p<0.01), corporate familiarity (B = .103, p<0.01).

Concerning the mediating role of customer commitment on the relationship between corporate image, reputation and corporate familiarity with repurchase intention. The results showed that the value of corporate image and reputation, corporate familiarity were significantly reduced (in model 2) this indicated that, relationship quality partial mediated the relationship between corporate image and reputation, corporate familiarity, and repurchase intention. The full SPSS output is attached in Appendix B12.1

Table 5.21

Hierarchical Regression: Mediation Effect of customer Commitment on the Relationship between corporate brand and Repurchase intention

Variables	Repurchase intention	
	Model 1	Model 2
Corporate image and reputation	.476***	.227***
Corporate familiarity	.179**	.103**
Mediating customer commitment		,553***
R²	.347	.565
△ R²	.347	.218
F change	82.359***	155.043***

Source: prepared by researcher, (2014). **Note:** Level of significant: *p<0.10, **p<0.05, ***p<0.

Table 5.22 showed the results of the hierarchical regression testing the mediation effect of relationship quality component (customer satisfaction) on the relationship between corporate image and reputation, corporate familiarity on repurchase intention

In model 1, the results showed that corporate image and reputation, corporate familiarity effect on repurchase intention. Significantly influence repurchase intention with beta coefficient for corporate image and reputation, in model 1, (B = .477, p<0.01), corporate familiarity (B = .179, p<0.01). In model 2, corporate image and reputation (B = .275, p<0.01), corporate familiarity (B = .083, p<0.01).

Concerning the mediation type of customer satisfaction on the relationship between corporate image, reputation and corporate familiarity with repurchase intention. The results showed that the value of corporate image and reputation, corporate familiarity were significantly reduced (in model 2) this indicated that, relationship quality partially mediated the relationship between corporate image and reputation and repurchase intention, and full mediated the relationship between corporate familiarity, and repurchase intention. The full SPSS output is attached in Appendix B2

Table 5.22

Hierarchical Regression: Mediation Effect of customer Satisfaction on the Relationship between corporate brand and Repurchase intention

Variables	Repurchase intention	
	Model 1	**Model 2**
Corporate image and reputation	.477***	.275***
Corporate familiarity	.179***	.083
Mediating customer satisfaction		.405***
R²	**.347**	**.442**
△ R²	**.347**	**.094**
F change	**82.683*****	**52.461*****

Table 5.23 showed the results of the hierarchical regression testing the mediation effect of relationship quality component (customer trust) on the relationship between corporate image and reputation, corporate familiarity on repurchase intention

In model 1, the results showed that corporate image and reputation, corporate familiarity effect on repurchase intention. Significantly influence repurchase intention with beta coefficient for corporate image and reputation, in model 1, (B = .477, p<0.01), corporate familiarity (B = .179, p<0.01). In model 2, corporate image and reputation (B = .327, p<0.01), corporate familiarity (B = .118, p<0.01).

Concerning the mediation type of customer trust on the relationship between corporate image, reputation and corporate familiarity with repurchase intention. The results showed that the value of corporate image and reputation, corporate familiarity were significantly reduced (in model 2) this indicated that, customer trust partial mediated the relationship between corporate image and reputation, corporate familiarity, and repurchase intention. The full SPSS output is attached in Appendix B12.3

Table 5.23

Hierarchical Regression: Mediation Effect of customer Trust on the Relationship between corporate brand and Repurchase intention

Variables	Repurchase intention	
	Model 1	Model 2
Corporate image and reputation	.477***	.327***
Corporate familiarity	.179**	.118**
Mediating customer trust		.337***
R²	**.348**	**.426**
△ R²	**.348**	**.078**
F change	**82.692*****	**41.804*****

Table 5.24

**Summary of the Hypotheses Testing Results of Mediation Effect of Relationship Quality**

Item	Statement of Hypothesis: Customer commitment mediates the relationship between corporate brand and repurchase intention.	Remark
H3.1.a	customer commitment mediates the relationship between corporate image, reputation and repurchase intention	**Partially Supported**
H3.1.b	customer commitment mediates the relationship between corporate familiarity and repurchase intention	**Partially Supported**
H3.2.a	customer trust mediates the relationship between corporate image, reputation and repurchase intention	**Partially Supported**
H3.2.b	customer trust mediates the relationship between corporate familiarity and repurchase intention	**Partially Supported**
H3.3.a	customer satisfaction mediates the relationship between corporate image, reputation and repurchase intention	**partially Supported**
H3.3.b	customer satisfaction mediates the relationship between corporate familiarity and repurchase intention	**full Supported**

5.7.5 Moderating Effect of Word of mouth

The hypothesis predicts that the word of mouth moderate the relationship between relationship quality and repurchase intention as shown in Figure 5.7 below.

Figure 5.6

The Moderating Effect of Word of mouth on Relationship between Relationship quality and repurchase intention.
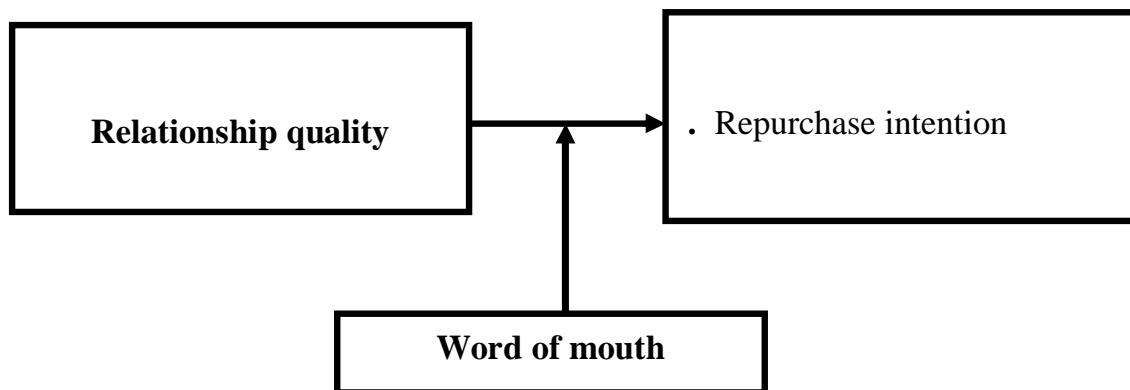
Source: prepared By Researcher, (2013).

To test these hypotheses a three-step hierarchical regression analysis was conducted (Baron and Kenny, 1986; Sharma et a., 1981) for each of moderator. In the first step, the predictor variables entered in the regression equation. In the second step, moderating variable was entered into the regression equation to test its isolated effect on the criterion variable. While in step three, the process requires the introduction of a multiplicative interaction term into the regression equation. Accordingly, one multiplicative interaction term were created by multiplying the value of relationship quality by the values of hypothesized word of mouth. To demonstrate if the moderator effect is present on the proposed relationship, three maximum conditions were used. Firstly, the final model is significant. Secondly, the (F change) is significant. Thirdly, multiplicative interaction term is also statistically significant.

Additionally, in order to establish whether moderator is a pure or a quasi-moderating this research applied the criteria mentioned by (Sharma et a., 1981). If the coefficients of both the multiplicative interaction term and the moderator variable are significant, the moderator is a quasi-moderator. However, if the coefficient of the multiplicative interaction term was significant and the coefficient of the moderator variable effect was not significant, the moderator is a pure moderator. A pure moderator effect implies that the moderator variable (word of mouth) modified the relationship.

On the other hand, in order to illustrate the nature of moderator effect, a graphical representation was carried out for each significant effect.

This process was carried out for testing the moderating effect of each of variable (word of mouth) on each of the relationship that links the three components of repurchase intention with the relationship quality .To demonstrate if the moderator effect is present on the proposed relationship, three maximum conditions were used. Firstly, the final model is significant. Secondly, the (F change) is significant. Thirdly, multiplicative interaction term is also statistically significant.

The results of moderating effect of word of mouth on the relationship between relationship quality and repurchase intention. Show that the F change was insignificant in step three. The results showed that the word of mouth has no moderating effect on the relationship between relationship quality and repurchase intention ($ß= .177$, $p<0.01$). The introduction of the interaction terms in step three increase R square about 6% and the model as a whole is insignificant ($F=81.8$, $p<0.01$). The full SPSS output is attached in Appendix B13

Table 5.25

Moderating effect of word of mouth on the relationships between relationship quality and repurchase intention Variables	DV: **Repurchase intention**		
	Step 1 Std. Beta	Step 2 Std. Beta	Step 3 Std. Beta
Predictor variables:			
Trust	.092*	.079*	-.**011**
commitment	.514***	.335***	.**276**
satisfaction	.236***	.017	-.**115**
Moderating variable:			
word of mouth		0.464***	.**177**
Interaction terms:			
mean word*trust			.122
mean word*commitment			.094
mean word*satisfaction			.308
F value		135.357	140.945	**81.757**
R2		0.571	0.650	**0.655**
Adjusted R2		0.567	0.645	0.647
R2 change		0.571	0.079	0.006
F change		**135.357**	**68.217**	1.645

Note: Level of significant: *p<0.10; **p<0.05; ***p<0.0

Table 5.26

Summary of Hypotheses Testing Results for the moderating effect of word of mouth on relationship between Relationship quality and Repurchase intention

Item	Statement of Hypothesis: The Moderating Effect of Word of mouth on the Relationship between	Remark
H8.1	Customer commitment and repurchase intention.	**Not Supported**
H8.2	Customer trust and repurchase intention.	**Not Supported**
H8.3	Customer satisfaction and repurchase intention.	**Not Supported**

5.8 Summary of Chapter.

This chapter presents the results of analyzing data, The Data of this research collected from customers of automotive companies in Sudan. , the data was generated from 322 respondents, the respondent rate was 64%, first we test the normal distribution of data using different data analysis techniques.

Descriptive analyses were utilized to identify the characteristics of respondents and all variables under study. Bivariate correlations were also conducted to identify interrelationships among all the variables. Finally, multiple and hierarchical regression and moderated hierarchical regressions were used to test the research hypotheses. The next chapter reviews the findings and discusses the results and their implications as well as limitations and conclusions of the study.

CHAPTER SIX

DISCUSSION AND CONCLUSIONS

6.0 Introduction

The final chapter is the conclusion and remarks, section one will discuss the major findings and comparing to the literature available, discussion of the results in section two, research implication, limitations, recommendation and conclusion.

6.1 Recapitulation of the Study Findings

This study aimed to explain to what extent level of corporate brand and repurchase intention among the automotive companies, to investigate the relationship between corporate brand and repurchase intention. In addition, examine the relationship between corporate brand and relationship quality, to investigate the relationship between relationship quality and repurchase intention. Furthermore, the study tried to determine the mediating effect of relationship quality between the corporate brand and repurchase intention, besides the moderating effect of word of mouth on the relationship between relationship quality and repurchase intention. The well recognized automotive companies in Sudan were chosen due to their contribution to the Sudan economy.

The objectives of this study are:

1) To explain to what extent level of corporate brand among the automotive companies?

2) To explain to what extent level of repurchase intention among the automotive companies?

4) To explore the relation between corporate brand and relationship quality in automotive companies in Sudan.

5) To investigate the relationship between relationship quality dimensions and repurchase intention in automotive companies in Sudan.

6) To investigate the mediating role of the relationship quality dimensions in the relationship among corporate brand and repurchase intention.

7) To investigate the moderating role of word of mouth in the relationship among relationship quality dimensions and repurchase intention.

Following are bullets of major findings with related literature support.

First: finding of this research proved that corporate brand dimensions (corporate image and reputation, corporate familiarity) have significant relationship with repurchase intention in customers of automotive companies in Sudan

Second: The finding of this research demonstrates that the two forms of corporate brand namely; (corporate image and reputation, corporate familiarity) have a significant positive relationship with relationship quality dimensions (customer trust, customer commitment and customer satisfaction)

Third: The finding of this research demonstrates that the three forms of relationship quality namely :(customer trust, customer satisfaction and customer commitment) have a significant positive relationship with repurchase intention customers of automotive companies in Sudan.

Fourth: In this study the word of mouth has no moderator on the relationship between relationship quality and repurchase intention in customers of automotive companies in Sudan.

Based on literature review, the study identified the variables to be focused on and to include three components of corporate brand (corporate image, corporate reputation, and corporate familiarity) and repurchase intention. This is in addition to three dimensions of relationship quality (customer trust, customer commitment, and customer satisfaction) and of word of mouth. The data for this study was obtained from questionnaire distributed on 500 customers of automotive companies in Sudan. The purposive sampling technique was used in selecting a sample for this study.

The response rate achieved from the questionaire was 64% .Before starting the analyses for hypothesis testing, factor analysis and reliability test were used to ensure goodness of measures. Factor analysis was used to test for validity of the measures on all the study variables. However, the results of factor analysis corporate brand showed that two factors (corporate image and corporate reputation) had emerged in new factor called corporate image and reputation. The other variables remain as it is.

The reliability of empirical measurements was obtained by measuring the internal consistency method by using Cronbach's alpha test. The results of the reliability analysis confirmed that all the scale display satisfactory level of reliability. Moreover, the result of descriptive analysis showed that customers of automotives companies in Sudan is highly concern of corporate familiarity (Mean=4.06, standard deviation=0.720)

Descriptive analysis was also conducted for other variables on the study namely: (customer trust, customer commitment and customer satisfaction), the results reveal that the customers of automotive companies in Sudan emphasized more on customer satisfaction (mean=4.01), followed by customer commitment (mean=3.71) and customer trust (mean=3.59) given that the scale used a 5-point.

The results also reveals that the customers of automotive companies in Sudan concern in repurchase intention (mean=3.74). Given that the scale used a 5-point scale , it can be concluded that the customers of Sudanese automotive companies is highly concern of repurchase intention above the average mean.

The results of the correlations analysis between the constructs of variables in theoretical framework shows that all the correlations are in the hypothesized positive relationship. The result revealed that all the two dimensions of corporate brand are significantly correlated with repurchase intention.

The results also revealed that the relationship between all the two dimensions of corporate brand and all the three dimensions of relationship quality are distinctively positive. The correlation analysis also revealed that the three dimensions of relationship quality are significantly correlated with the repurchase intention.

Moreover, the hierarchical regression analysis was used to test the hypotheses of the study. The first hypothesis predicts that there is a positive relationship between corporate brand and repurchase intention.

The results revealed that there is a positive relationship between the two dimensions of corporate brand namely: corporate image and reputation and corporate familiarity have a positive effect on repurchase intention.

The second hypotheses in this study predict that the two dimensions of corporate brand namely: (corporate image and reputation) and (corporate familiarity) have a positive relationship with relationship quality dimensions namely: customer trust, customer commitment and customer satisfaction. The results also showed that the two dimensions of corporate brand namely: corporate image and reputation and corporate familiarity have a positive effect on customer trust, customer commitment and customer satisfaction

The third hypothesis predicts that relationship quality (customer trust, customer commitment, and customer satisfaction) have a positive relationship with repurchase intention. The results indicate that relationship quality dimensions have a positive relationship with repurchase intention.

The fourth hypothesis predicts that the tree dimensions of relationship quality (customer trust, customer commitment and customer satisfaction) mediate the relationship

between corporate brand (corporate image and reputation, (corporate familiarity) and repurchase intention.

The results implied that corporate image and reputation and corporate familiarity, influences repurchase intention through relationship quality dimensions (customer trust, customer commitment and customer satisfaction. The results revealed that the three mentioned dimensions of corporate brand influences repurchase intention through all relationship quality dimensions: (customer trust, customer commitment and customer satisfaction).

The fifth hypothesis predicts that the word of mouth moderate the relationship between relationship quality and repurchase intention. The result of testing this hypothesis indicates that word of mouth has no moderating effect between relationship quality dimensions (customer trust, customer commitment and customer satisfaction) and repurchase intention.

6.2 Discussion

Based on the previous section, this section will discuss the research findings. The discussion is based on theoretical perspective, empirical evidence and conceptual studies that are considered to be appropriate for this study. The objective of this research is to empirically examine the relationship between the corporate brand and repurchase intention, corporate brand and relationship quality, relationship quality and repurchase intention, the relationship quality as mediator between corporate brand and repurchase intention and moderating role word of mouth on the relationship between relationship quality and repurchase intention. Through the testing of the proposed model, the study seeks to confirm some previously established relationships. Study is particularly concerned on customer's perspectives of automotive companies in Sudan. Moreover, the research will try to justify the outcome results. The research results will be compared with the previous studies results.

6.2.1. Extent of Corporate brand factors among automotive companies

The initial attention to the value of strong corporate brands has been extended to investigate the roles of corporate brands in overall company success (Anisimova, 2013). A corporate brand is strongly serves as some kind of umbrella contains the corporate vision, values, personality, positioning, and image among many other dimensions that can add significant value to any corporation since it facilitates the implementation of the long-term vision and provides a unique position in the marketplace (Kotler and Pfoertsch, 2006).

Moreover, corporate branding is playing important role as it can add value to its product and in the same time, the association of the corporate and product brands will be beneficial to both the corporate and the brand and will enhance consumer awareness of both the corporation and its products (souiden, 2006).

Therefore, the corporate brand is the way that the companies can have product parity, represent an opportunity for organization to enhance, sustain and allowing unique synergies to be developed (Anisimova, 2007).

The literature highlights several benefits associated with pursuing a corporate branding strategy (Anisimova, 2013).In the same line, Kotler and Pfoertsch, (2006) stated that there are several benefits when employing a corporate brand strategy compared to other branding options as following:

1) It is by far easier to go global with a corporate brand than with a portfolio of specialized individual brands.
2) A corporate branding platform enables businesses to build bridges between many cultural differences the strongest point of a company brand is also its weakest link, but the central goals of corporate brand management are to provide a clear, consistent and unique picture of the company and its corporate brand across all target groups.

(Hatch and Schultz, 2003) reported that organizations are increasingly shifting to differentiate themselves through the associations, values and emotions symbolized by the whole corporation partially explains the importance of what consumers know and think of an organization. (Anisimova, 2007) State that, the Australian automobile manufacturers are increasingly embracing event-marketing to communicate with their existing and potential consumers.

Therefore, if corporate brand used strategically, the raising awareness of corporate can help organizations in sustaining and enhancing relationships with their consumers (Anisimova, 2013).Meanwhile, the corporate brand is new hot managerial topic defending the corporate reputation (Kaprefre, 2008).Therefore, a company's professionalism and the building of its image is important for the company (Hsu et al,2010).

The dynamic markets need for developed tools to align them and these reflect the dynamic nature of markets which firms need to change, to address the expectations of customers and other stakeholders (Lomax and Mador, 2006).The success of many companies is based on corporate brand after shifting from product brand in order to make company actions, values and missions more salient and to diffuse specific added values (Kaprefre, 2008).

6.2.1. Extent of Repurchase intention among automotive companies

Customer retention has a positive effect on long-term profitability because the costs of obtaining new customers are usually greater than the costs of retaining existing customers (Zeithaml et al, 1996). Moreover, the longer a customer stays with a provider the more profitable that customer becomes, because loyal customers tend to repurchase more often and spend more money over time (Soderland, 2006).

Reichheld and Sasser (1990) cited in Tsu et al 2013 indicated that an improvement of 5 percent in customer retention leads to an increase of 25 percent to 75 percent in profit. Therefore, companies would like to keep the relationship with old consumers and hope to increase their repurchase intention (Chang et al, 2014).

From corporate brand view, the repurchase intention process from automotive companies in Sudan signifies that the products of the companies is aligned with the corporate brand and meets with the consumer's expectations.

6.2.3. Corporate brand and Repurchase intention

The first objective of the study was to investigate the impact of corporate brand factors on repurchase intention from customer's perspective of automotive companies in Sudan. Data analysis and interpretation revealed the following major findings under this objective.

6.2.3.1 Corporate brand and repurchase intention towards automotive companies

Corporate brand in automotive companies in Sudan according to the findings of the research is consists of two dimensions: (corporate image and reputation, and corporate familiarity). As a result of rotated factor loading analysis, the three dimensions of corporate brand represented in (corporate image, corporate reputation and corporate familiarity) which are suggested in the research framework ,two factors of variable (corporate image and corporate reputation) has been emerged in one factor and get new factor name called (corporate image and reputation).

The outcomes of rotated factor loading which merged two factors (corporate reputation and corporate image) in one factor (corporate image and reputation) .this result aligned with the previous studies such as (Dowling, (1994); Markwick and Fill,(1997) which indicated that the corporate reputation is sometimes seen as synonymous with corporate image and revealed that the term reputation is often used synonymously with image and this can lead to confusion and there can be little doubt that the two are closely allied elements . (Dolphin, 2004) stated that there is no consensus among the interviewer about the difference between image and reputation.

Moreover, Chun, (2005) noticed that the corporate image term and corporate reputation are used interchangeably in marketing literature. In contrast, Heding et al,(2009) reported that there are some differences between corporate reputation and corporate image . In same line Karaosmanoglu et al, (2011) stated that in the marketing field the ambiguity about the concepts of corporate image and corporate reputation has remained longer.

Addition to that, the result reveals that the customers of automotive companies in Sudan concern more on corporate familiarity. (Mean=4.06, standard deviation=0.720), followed by corporate image and reputation (mean=3.88, standard deviation=0.640). According to the finding of the research which has shown that the automotives' customers in Sudan when they are taking their decision of repurchasing from the automotive companies in Sudan, they are highly concern about corporate familiarity depend on their past experience and familiarity with the brand name, that they always have frequency purchasing and interaction with it.

This result is alignment with the outcomes of Gremler et al, (2001) results which reported that the familiarity is driven by the depth and frequency of the interaction and past experience. Moreover, finding of the research consistent with outcomes of Herrera and Blanco, (2011) study results indicated that the consumers having greater familiarity with the brand, will depend on their immediate buying intention depend on the whole experience of the relationship more than on their immediate past experience with the brand. Addition to that Nguyen and Leblanc, (2001) (cited in Lin and Lu ,2010) stated that the corporate name has significantly effect on consumers' perception.

Regarding the analyzing of the relationship between corporate image and corporate reputation, the findings of the research has revealed that the corporate image and corporate reputation from automotive customers' perspectives in Sudan (mean=3.88, standard deviation=0.640) has positive significant relationship with repurchase intention. Finding of the research is consistent with Nguyen and Leblanc, (2001) (cited in Lin and Lu, 2010) who state that corporate image is associated with a company's constitution and nature of behavior and reinforce customers' impression on a company, and that means the corporate image will encourage and lead the customer to have appositive repurchase intention towards Sudanese automotive companies.

In the same line Karami et al, (2012) study result confirmed that, having good corporate reputation can drive to have excellent online repurchase intentions .And according to Souiden et al,(2006) findings which determine that corporate reputation was highly considered by consumers in their evaluations of automobiles. All above previous studies results confirmed that there is significant positive impact of corporate image and reputation on repurchase intention.

6.2.2. Corporate brand and Relationship Quality in automotive companies in Sudan.

The findings of this research demonstrate that the two dimensions (corporate image and reputation, corporate familiarity) have a significant positive relationship with relationship quality dimensions (customer trust, customer commitment and customer satisfaction). When analyzing the relationship between corporate image and corporate reputation and customer trust, the findings point out that the corporate image; reputation has a positive relationship with customer trust regarding automotive companies in Sudan. Finding of this research is agree with the previous studies results such as , Hsu et al (2010)study result which indicate that the influences of corporate image on customer trust is positive significant .

in addition to that, Lin and Lu (2010) study results confirmed that the corporate image has a significantly positive influence on customer trust .Regarding the relationship between corporate reputation and customer trust, also there are previous studies revealed that there corporate reputation has a significant influence on customer trust such as:Haery et al, (2014) result which indicated that the corporate reputation has a significantly positive influence on trust.

Moreover the findings of this research have revealed that the corporate image and reputation have a significant positive relationship on customer commitment, this finding aligned with Shahsavari and Faryabi,(2013) results which identified that the corporate reputation has a significantly positive influence on commitment. In addition to that Hsu et al (2010) study result confirmed that there is a significant positive influence of corporation images on consumers' commitment.

Moreover, the research finding is consistent with Tu, et al (2013) study results; the corporation image has s positive significant influences on consumers' commitment. Concerning the relationship between corporate image, corporate reputation on customer satisfaction, and the findings of this research demonstrates that corporate image and reputation have a significant positive relationship with customer satisfaction. This finding is agreeing with the previous studies results such as: Abd-El-Salam (2013) study results which found that there is a positive relationship between corporate image and reputation and customer satisfaction.

In the same line, Nasser et al (2012) study results indicated that the corporate image have a significant positive influence on customer satisfaction. Also the finding is consistent with Zboja and Voorhees, (2006) study results which demonstrate that customer satisfaction ratings are affected by customer perceptions of brands.

Regarding the corporate reputation influence, Ali et al (2012) study result confirmed that there is a significantly positive influence of corporate reputation on consumer satisfaction. Beside that the research findings indicated the corporate image and reputation demonstrates the highest impact on the relationship quality. On the one hand, concerning the influence of corporate familiarity on relationship quality dimensions (customer trust, customer commitment and customer satisfaction, the research findings revealed that corporate familiarity has a significant positive influence on customer trust.

This finding of the research is consistent with Gefen, (2000) study results which state that the customer trust if significantly affected by corporate familiarity. Also the finding is consistent with Gremler, (2001) study which confirmed that the corporate familiarity has a significant positive on customer trust.

On the one hand, the research findings revealed that there is a significant positive relationship between corporate familiarity and relationship quality dimension (customer satisfaction).The finding of the research is aligned with the results of Soderlund, (2002) results which confirm that. In the same line the finding of the research revealed that there is a positive relationship between corporate familiarity and relationship quality (customer commitment), this finding consistent with Hoffmann and Birnbrich, (2012) study result who state that familiarity has a significant positive influence on customer commitment. All the above the results confirm that there is a significant positive impact of corporate brand on relationship quality.

6.2.3. Relationship Quality and repurchase intention in automotive companies in Sudan.

The finding of this research revealed that three dimensions of relationship quality (customer trust, customer satisfaction and customer commitment) have a significant positive relationship with repurchase intention. The first finding of the research point out that the customer trust in automotives companies has a positive relationship with repurchase. Finding of this research agree with, Fang et al, (2011) study results which indicated that the customer trust is a significant predictor of repurchase intention.

In addition to that, the finding of the research is agree with Zboja and Voorhees, (2006) study results indicate that there is a positive significant relationship between customer trust and repurchase intention. Moreover, the finding of the research reveals that the customer commitment has a significant positive relationship with repurchase intention, this finding aligned with Mosavi and Ghaedi, (2012) study results.

The finding of the research revealed that customer satisfaction has a significant positive relationship with repurchase intention. The findings of the research consistent with Frank et al, (2014) study results which indicate that there is a positive relationship between customer satisfaction and repurchase intention. Moreover, Abdulsamad, (2014) study results indicated that the customer satisfaction has a positive influence on repurchase intention.

In addition, Ha, (2005) results the results also revealed that there is a positive link between satisfaction and repurchase intentions. In the same line, Fang et al, (2011) study result confirmed that the customer satisfaction is significant positive predictors of customers' repurchase intentions. Along with the previous studies, Pappas et al, (2014) study results explore that there is the positive significant relationship between customer satisfaction and repurchase intention. Also, Tohidinia and Haghighi, (2011) conclude that customer satisfaction can support customer's behavioral intentions that are related to repurchase intention.

Beside all above mentioned studies which confirmed the positive and significant relationship between customer satisfaction and repurchase intention,the result of this research confirm that there is significant positive impact of relationship quality dimensions (customer trust, customer commitment and customer satisfaction) on repurchase intention.

6.2.4. Mediation Effect of relationship quality on the relationship between corporate brand and repurchase intention in automotive companies in Sudan.

Mediating variable or (intervening variable) is one that surfaces between the time the independent variables start operating to influence the dependent variable and the time their impact is felt on it.(Sekaran , 2003). This study deals with mediation effect of mediation effect of relationship quality on the relationship between corporate brand and repurchase intention the outcomes of the result do support the mediating impact of relationship quality on the relationship between corporate brand and repurchase intention.

In context of the relationship between corporate brand components (corporate reputation and image, and corporate familiarity) and relationship quality dimensions (customer trust, customer commitment and customer satisfaction) the results of this study show that corporate brand is related significantly to relationship quality.

In the same line, in context of the relationship between relationship quality constructs (customer trust, customer commitment and customer satisfaction) and repurchase intention the results of this study show that relationship quality constructs is related significantly to repurchase intention. This result aligned with the most of the previous studies such as (Chang et al, 2014) the satisfaction would have effects on repurchase intention.

Moreover, Mosavi and Ghaedi, (2012) results confirmed that there is positive relationship between customer commitment and repurchase intention. Aligned with previous results, Fang et al, (2011) customer satisfaction has and trust has a significant effect on repurchase intention.

Confirming all above results, Hsu et al,(2010) found that there is no direct influence of corporate images on consumers' behavioral intention because, for corporate images to influence consumers' behavioral intention, must go through the internalization of emotions to transform these feelings into commitment to and trust in enterprises. Therefore the outcomes of this research provide evidence that relationship quality partial mediate the relationship between corporate brand and repurchase intention.

6.2.5. The Moderating Effect of word of mouth on the Relationship between relationship quality and repurchase intention.

The moderating variable is one that has a strong contingent effect on the independent variable–dependent variable relationship. That is, the presence of a third variable (the moderating variable) modifies the original relationship between the independent and the dependent variables (Sekeran, 2003).

The finding of this research demonstrates that word of mouth has no moderating effect on the relationship between relationship quality and repurchase intention. Regarding the investigation of moderating effect of word of mouth on the relationship between relationship quality and repurchase intention, most of the previous studies did not consider this matter.

Moreover, most of the previous studies addressed the moderating effect of word of mouth on the relationship between the relationship quality constructs and purchase intention regarding online purchase not repurchase intention, such as empirical study of Lin and Lu, (2010) which indicated that the word of mouth is moderating the relationship between trust as one construct of relationship quality and online consumer purchase intention quality has moderating effect.

In same line Gilaninia et al, (2012) study the enterprises' images may, through different types of media such as advertisement or families' or friends' word of mouth, influence consumers' perception of quality before purchasing products or getting services , the study indicated that the word of mouth has no a moderating effect between trust and commitment and purchase intention.

Kue et al (2013) study views showed word of mouth as a moderator and between satisfaction as one of relationship quality constructs and repeat-purchase intention in the online shopping context. This research result indicated that word of mouth has no moderating effect between relationship quality and repurchase intention due to the following reasons:

Firstly; according to Baron and Kenny, (1986) a moderator is a qualitative or quantitative variable that affects the direction and or strength of the relation between an independent or predictor variable and a dependent or criterion variable. This research result implies that customers who have intention to repurchase from a company is based on satisfaction, commitment, trust and they have past purchase experience with the company, the moderating effect of word of mouth between relationship quality and repurchase intention has no effect, because in case of any customer intend to purchase for first time from a company and has no past purchasing experience will be affected and moderated by word of mouth.

Moreover, Lin and Chen,2009 expected that measuring purchase intentions would shorten the time until the first repeat purchase incidence because it makes intentions to repurchase more accessible in memory . In this research model the automotive customers are already have a previous purchase behavior and relationship quality and the customers are (trusted, satisfied and committed) to the firm. Therefore, there will be no moderating effect of word of mouth between relationship quality and repurchase intention among the automotive customers in Sudan.

6.3 Major Outcomes of the Research

Instituted on the above discussion, the key outcomes of this research as follows:

1) Corporate brand in automotive companies in Sudan is consisting of two components, through which are the corporate image, reputation and corporate familiarity.

2) Corporate image and reputation has the greater positive relationship with repurchase intention. The emphases of the automotive customers on corporate image and reputation of the automotive companies in Sudan seem to be the most important factor of corporate brand components for fulfilled repurchase intention in automotive in Sudan.

3) Components of the relationship quality regarding the customers of automotive companies in Sudan are satisfaction, trust and commitment.

4) The relationship quality has partial mediation on the relationship between corporate brand and repurchase intention.

5) Word of mouth of automotive companies in Sudan has no moderating effect on the relationship between relationship quality and repurchase intention.

6.4 Implications of the Study

In this section, the findings of this research are presented in terms of their implications. Firstly, the theoretical implications of research findings are discussed. Next, the practical contributions of this research are then identified.

6.4 Theoretical Implications

This study was examined the relationship between corporate brand with firm repurchase intention, as results of the regression analysis reported that corporate brand was found to be significant predictor of repurchase intention. These results were supporting the previous studies as corporate brand is generally seen as an strategically tool, connected with the success and sustainability of the firm and having a positive impact on behavior antention in general and repurchase intention .

As a result, the findings are consistent with some of the theoretical and empirical research in the field. Corporate brand variable all the constructs that represent the image, reputation and familiarity .The findings of this research supported some of the existing literature and confirmed the link between corporate brand and behavior intention. This study helps to conceptualize and measure the constructs of corporate brand and the significance of corporate brand constructs (corporate reputation, image and corporate familiarity) in creating repurchase intention.

This study found some evidence of a direct linear relationship between corporate brand and repurchase intention. Such findings represent a support over previous research in the field which has predicted a linear relationship between corporate brand and behavior intention. This study appears that corporate brand influence on the behavior intention of customer of automotive companies in Sudan. Hence, this study offers additional contribution to the literature in terms of research into corporate brand from

customer perspective and its links to repurchase intention towards the automotive companies in Sudan.

This study also contributes to the literature by extending the knowledge on the linkage between corporate brand and repurchase intention of customers. Many previous studies have explored the linkages between product brand and the behavior intention of customers using the product brand attributes . However, none of these previous studies explored the corporate brand at automotive sector in the Sub-Saharan African context and especially in Sudan.

Hence, this study has managed to establish a significant association between corporate brand and repurchase intention. Moreover, this study was examined the relationship between relationship quality and repurchase intention, as results of the regression analysis reported that relationship quality   was found to be significant predictor of repurchase intention.

These findings were aligned the previous   studies reported that the relationship quality is used as a tactic approach of relationship marketing to strengths the relationship between the customers and supplier connected with the keeping and retaining customers to success and fruitful relationship and having a positive impact on behavior intention in general and repurchase intention specifically as a context of this research .

As a result, the findings are consistent with some of the theoretical and empirical research in the field. Relationship quality variable all the constructs that represent the customer trust, customer commitment and customer satisfaction .The findings of this research supported some of the existing literature and confirmed the link between relationship quality and repurchase intention.

This study helps to conceptualize and measure the main three constructs of repurchase intention and the significance of relationship quality (customer trust, customer commitment and customer satisfaction) as a good predictor for repurchase intention. This research found some evidence of a direct linear relationship between relationship quality and repurchase intention.

This study appears that relationship quality influence on the repurchase intention of customer of automotive companies in Sudan. Hence, this study offers additional contribution to the literature in terms of research into relationship quality from customer perspective and its links to repurchase intention towards the automotive companies in Sudan.

This study also contributes to the literature by extending the knowledge on the linkage between the three constructs of relationship quality and repurchase intention of customers. Many previous studies have explored the linkages between one or two constructs of relationship quality and repurchase intention.

However, none of these previous studies explored the effect of relationship quality on repurchase intention at automotive sector in the Sub-Saharan African context and especially in Sudan. Hence, this study has managed to establish a significant positive relationship between relationship quality and repurchase intention.

In addition to that, this study was investigating the mediation effect of relationship quality on the relationship between corporate brand and repurchase intention; the findings of the result confirmed the partial mediating effect of (customer satisfaction and customer trust) between corporate brand and repurchase intention and full mediating effect between corporate familiarity between corporate brand and repurchase intention.

This study contributes to the literature by examining the relationship quality constructs (customer trust, customer commitment and customer satisfaction) as a mediator between corporate brand and repurchase intention.

In addition, this study contributes to the ongoing debates on the constructs of relationship quality and the measurement of relationship quality. The regression results show relationship quality has a large impact on repurchase intention. Furthermore, the consideration of relationship quality makes a related support of the brand relationship theory and trust-commitment theory.

Based on the brand relationship theory which implies an equal exchange between brand and consumer (Heding et al, 2009), therefore the companies should pay an effort to concentrate in strengths the relationship with their customers. Moreover, based on the theory of trust-commitment (Morgan and Hunt, 1994) the existing of relationship commitment and trust are the key of success relationship between firm and customers, and the companies must adopt the best ways to connect with their customers profitably because it implies the preservation of relationship investment and helping in resisting attractive short term alternatives:

In addition, the theory of trust-commitment implies that the key mediating variable (which focuses on one party in the relational exchange, and that party's relationship commitment and trust are considered as mediating variables between customer trust and customer commitment and repurchase intention.

Finally, this study was investigating the moderating effect of word of mouth on the relationship between relationship quality and repurchase intention; the findings of the research found that the word of mouth has no moderating effect on the relationship between relationship quality and repurchase intention.

In addition, Most of the previous research examined the moderating effect of word of mouth on the relationship between one or two constructs of relationship quality and purchase intention online.

Therefore, study contributes to the literature by examining the moderating effect of word of mouth on the relationship between all three constructs of relationship quality (customer trust, customer commitment and customer satisfaction) and offline repurchase intention. In addition, this study contributes to the literature about the word of mouth concept based on word of mouth communication theory.

Based on the theory of word of mouth which implies influencing the attitudes and behavior (Buttle, 1998) and combined with the premise that a receiver will be more involved in a word of exchange than in an advertisement (Silverman, 2001).Therefore, the result confirm that if the automotive companies in Sudan concentrated and focused in creating relationship quality with their customers, the word of mouth will not moderate this relationship.

Managerial Implications

This research contributes towards corporate brand management practice in all levels. There are two management levels that concerning corporate brand can gain benefits from the findings of this research: for the top level the good image and reputation of corporate brand represented as strategic goal in order to attract, sustain and keep the customer satisfied, trusted and committed to the companies. Moreover, corporate brand represent as strategic tools for corporate in order to survive in the market place.

For middle level, which is interested in the creating the good image, corporate familiarity and relationship quality between the customer and companies as an essential marketing objectives. Instituted on the findings of this research, corporate brand as a resource can enable automotive companies in Sudan to keep and retain the customer and to build high level of loyalty through adopting relationship quality strategy.

Moreover, the finding of this research has proven corporate reputation; image and corporate familiarity have significant positive relationship on relationship quality and repurchase intention. This indicate that the automotive companies in Sudan should focusing more and to be involved in activities related to building high level of image, reputation familiarity for their corporate brand in order to sustain in the fierce competition of the auto market.

In addition, this research regarding the moderating role of word of mouth, the result indicated that when the automotive companies build a strong corporate brand and adopting the strategy of relationship quality with their customers there will not be effect of word of mouth on the customer retention.

5.6. Limitations of the Study

While this study contributes to increased understanding of the applicability of planned behavior theory, through testing the relationships between corporate brand, relationship quality, repurchase intention, and word of mouth, the results of this study must be interpreted with caution because of some certain limitations.

The major limitations of this study are; the first limitation is the scope of study is limited to 322 potential respondents' different individual customers of automotive companies including almost the categories of the society, and not extending to business to business customers.

The second limitation is that since same study was not carried out in Sudan before, it will be difficult to get secondary data. The researcher had solved this problem by searching any secondary data that has relevance to the study in others regions.

The third limitation is that the questionnaires for this study is developed in English language whereby most of automotive's customers are not familiar with the language. Therefore, the researcher had to do double job which is changing in between the two languages Arabic and English and testing to ensure the validity and reliability. There are also other instruments such as interview, experiment and observation that were not used.

The fourth limitation, the scope of the study was limited to individual customer's perspective in Khartoum. Some of the respondents refused to take part in this study, while others claimed not having a time to fill in the questionnaires.

Suggestions for Future Research

Firstly: In this study three dimensions of corporate brand represented in the following: corporate image, reputation and corporate familiarity. Future research can adopt more and different dimension such as, corporate commitment, corporate activities, corporate association, corporate personality and corporate value that may effect on repurchase intention.

Secondly: the study was based on a small sample of customers of automotive companies in Sudan. Future research may apply the model on larger population from different regions of Sudan.

Thirdly: The sample also included only the automotive companies in Sudan, so all the respondents of the questionnaire were only from one culture which would be a great accomplishment if a future a study tested respondents who belonged to different cultures.

Fourthly: The study also was exclusive to one type of industry (automotive), it is recommended in future research to adapt the model in different industries such as, electronics, tourism and insurance sectors.

Fifthly: the study also was exclusive to investigate the individual customers, it is recommended to extend it to the business to business customer's perspective.

6.7 Conclusions

This research is an attempt to enhance the understanding of corporate brand of concept in the context of automotive customer in Sudan. Beside that, the research has investigated the relationship between corporate brand and repurchase intention of automotive customers in Sudan. Moreover, the research investigated the mediating role of relationship quality and moderating role of word of mouth. The present research was run among 322 customers of automotive companies in Sudan. Finally, this study aim to focus on the issues that discussed in this study reinforces the need to target the research discourse in corporate brand at how practitioners might find the concept more useful. In sum, this study expressed several objectives, which it hoped effectively to be achieved.

The true contribution of this study lies primarily in its theoretical and practical implications as well as its ability to hopefully motivate and the future academic. Whether, the results in replications of this study support the study findings, the message to top and middle management level of the automotive companies in Sudan is clear. Rather than relying only on product branding concepts, the corporate brand represents a chance for the companies to survive among today severe competition.

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APPENDICES

Appendix – A1: Questionnaire

Appendix – B: SPSS OUTPUT

بسم الله الرحمن الرحيم

Sudan University of Science and Technology

College of Graduate Studies

Department of Business Administration

**Questionnaire Submitted in Fulfillment for the Requirement for
the Degree of doctor of Philosophy in Business Administration**

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

A study on Sudanese Automotive's customers

أثر الصورة الذهنية للعلامة التجارية للشركات على نية إعادة الشراء
الدور الوسيط لجودة العلاقة:

دراسة على عملاء السيارات فى السودان

Presented by   Supervisor   : Dr. Abdelhafiz Ali

Badr Elgasim Bella   Co-supervisor: Dr. Siddig Balal

Automotive Companies Customers Questionnaire

Dear Customer

Peace, mercy and blessings of God... After

The aim of this study is to examine the Impact of corporate brand image on consumer behavior intention study on the automotive companies   . All information will be treated as strictly confidential and will be used for an academic purpose.

Guidelines:

- Please read each sentence and then tick the category which more accurately reflects your agreement or disagreement with the sentence.
- What is important is that you express your opinions as honestly as possible.
- Please remember to be sure that you give a mark for each sentence (do not omit any), and that you never give more than one mark to a single sentence.
- Please feel free to contact the researcher if you may need any information concerning the questionnaire.

Name of Researcher: Badr Elgasim Bella

Mobile: + 249122606046

E-mail: abuyaseen_71@hotmail.com

1-Your age years

Less than 21	22 to 30	31 to 40	41 to 50	51 to 60	61 and more

2-Your Gender:

Male	Female

3-Your marital Status:

Single	Married	Divorced	Widowed

4-Your Educational Level:

Illiterate	Khalwa education	Primary School	Secondary School	High school diploma	University Degree	Postgraduate Degree

5-Your Monthly Income

2000 to less than 2500	2500 to less than 3000	3000 to less than 3500	3500 to less than 4000	4000 to less than 4500	4500 to less than 5000	5000 and more

This section consists of general questions, which are important for us to know about the background of our respondents in general. Please tick (√) clearly in the space that represents the most appropriate answer for your case, as provided below.

1-What is the company that you are dealing with?

Golden Arrow Company	Bashier auto Company	Elbarbary Company	Dal company	Giad company

2- How long have you bought from the company?

Less than 1 year	1 to less than 2 years	2 to less than 4 years	4 years and more

3-What kind of payment?

cash	Installments through the company	Installments through the bank

Section 3: The of corporate brand image

This section inquires about corporate brand image components Please tick (√) clearly in the space that represents the most appropriate answer according to your opinion about the company's brand image, as provided below.

	Corporate brand image Components					
Item	**Corporate image**	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The company is innovative and pioneering.					
2	The company is successful and self-confident.					
3	The company is persuasive and shrewd.					
4	The company does business in an ethical way.					
5	The company is open and responsive to consumers.					
Item	**Corporate reputation**	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The company which produces the product has an emotional appeal to me.					
2	The company which produces the product undertakes some social responsibilities.					
3	The company which produces the product is known for its high quality products and services					
4	The company which produces the product is the industry leader.					
5	The company which produces the product is a good workplace environment.					
6	The company which produces the product has a good financial situation.					
7	the company which produces the product fulfills the promises that it makes to its Customers					

Item	Corporate familiarity	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The name of the company producing the product is well known.					
2	2. The product carries the name of the company.					
3	3. The product carries both the company name and its generic name .					
4	4. The company extends its name to all the products it produces.					

Section 4: Relationship quality

This section inquires the second part of external brand building namely brand satisfaction, brand Trust and brand loyalty .Please tick (√) clearly in the space that represents the most appropriate answer according to your opinion about the company's brand, as provided below.

Relationship quality Components						
Item	Customer Satisfaction	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I think that I did the right thing when I used this brand					
2	I believe that using this brand is usually a very satisfying experience					
3	I am very satisfied with my decision to use this brand					
4	My choice to use this brand has been a wise one					
5	This brand does a good job of satisfying my needs					
Item	Relationship Trust	Strongly disagree	Disagree	Neutral	agree	Strongly agree
1	This brand would be honest and sincere in addressing my concerns					
2	I could rely on this brand to solve any problem with the service					
3	This brand would make any effort to satisfy me in case of a problem					

Item		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
4	This brand would compensate me in some way for the problem with the service					
5	This brand meets my expectations					
6	This brand never disappoints me					
7	My trust on this company motivates my intention to deal with it in future.					
8	Overall, I feel confidence with this brand					
Item	**Relationship commitment**	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I usually use this brand as my first choice compared to other auto brands					
2	I will keep on buying this brand as long as it provides me satisfied products or I would not switch to another company					
3	I would love to recommend this company to my friends or others					
4	I am still willing to use this brand even if its price is a little higher than that of its competitors					
5	Overall, I consider myself to be loyal to company					
Item	**Repurchase intention**	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I will Buy this manufacturer's products again.					
2	I will Do business with this manufacturer in the future.					
3	I will Do more business with this manufacturer in the coming Years					
Item	**Word of mouth**	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I am willing to encourage individuals to do business with this brand					
2	I am willing to recommend this brand whenever anyone seeks my advice					
3	I am willing to recommend the brand to my peers					
4	My recommendations about this brand would have been positive					

__Notice:__ If you want a Free Copy of Results, To Be Sent To You, kindly enclose your name and Tel. number in the box bellow

Your Name	
Tel No, Or Email	
Your Address	

Thank you for your participation in this survey