



**The Impact of Brand Identity Development  
on Customers' Loyalty through e-  
Purchasing in the Jordanian Food and  
Beverage Industry.**

**أثر تطور هوية العلامة التجارية على ولاء الزبائن من  
خلال الشراء الإلكتروني في شركات الأغذية الأردنية**

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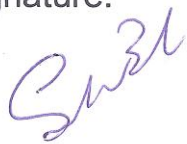
## Authorization

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-Signature:



## DISCUSSION COMMITTEE DECISION

This dissertation was discussed under title:

### **The Impact of Brand Identity Development on Customers' Loyalty through e-Purchasing in the Jordanian Food and Beverage Industry.**

It was approved on:

Discussion Committee: 11 Jan 2016

- Dr. Sameer Al-Jbali
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- 

# Acknowledgement

Before anything I would thanks God for everything, everything that I had so far in my life and anything that I will have.

This thesis was reflecting my working experience with an educational knowledge at MEU, forced be my parent's personal dream of having high level of education. As a start, I would like to express my wholehearted and sincere gratitude to Dr. Sameer Al-Jabali, for his guidance, time, and patience, for supporting this thesis and me during every stage of its development.

I am grateful to all respondents who responded to my questionnaire and made the process of data collection speedier.

Sincerely Yours,

Sami S Albadri

## Dedication

This page was the hardest to write, because word can't express what I feel about people who where supporting me all the way, without any return or interest starting with my lovely supportive parents, to my small lovely family ending with friends and work colleagues. I would love to say "thank you all, without you I wouldn't be hear" maybe this is the first time that I can tell everyone that those are the real people who deserve to be thanked.

Yours truly,

Sami S Albadri

## Table of Content

Subject	Page
Cover page	I
<b>Authorization Statement.</b>	II
Discussion committee decision	III
Acknowledgement	IV
Delegation	V
Table of Contents	VI
List of tables	VII
Apstract	VIII
المخلص	X
<b>Chapter One: General Framework</b>	
Introduction	2
Study Problem	3
Study Objectives	4
Study Significance	4
Study Questions	5
Hypothesis	6
Study Model	7
Study Limitations	7
Study Terminologies	8
<b>Chapter Two: Theoretical Framework and Previous Studies</b>	
Theoretical Framework	11
Previous Studies	20
<b>Chapter Three: Methods and procedures</b>	
Introduction	30
Methodology of the Study	30
Population and Sample of the Study	31
Descriptive Analysis of the Demographic Variables	32
Tools and Data Collection	33
Statistical Treatment	35
Validity and Reliability	36
<b>Chapter Four: Analysis of the Results &amp; Hypotheses Testing</b>	
Introduction	39
Descriptive Analysis of Study Variables	39
Analysis Adequacy of the Data to Test the Study	46
Hypotheses	
Hypotheses Testing	48
<b>Chapter Five: Results, Conclusions and Recommendations</b>	
The Main Result of Study	61
Conclusion	64
Recommendations	66
References	67
Appendixes	71

## List of Tables

No.	Subject	Page
3-1	Descriptive the Gender of the sample study	31
3-2	Descriptive the Age of the sample study	32
3-3	Descriptive the Marital status of the sample study	32
3-4	Descriptive the Educational Level of the sample study	33
3-5	Scale	35
3-6	Reliability of Questionnaire Dimensions	37
4-1	Arithmetic mean, SD, one sample t-test, item importance and importance level of <i>Brand Identity development</i> dimensions	39
4-2	Arithmetic mean, SD, item importance and importance level of Brand Image	40
4-3	Arithmetic mean, SD, item importance and importance level of brand elements	41
4-4	Arithmetic mean, SD, item importance and importance level of brand strategy	42
4-5	Arithmetic mean, SD, item importance and importance level of Brand Reputation	43
4-6	Arithmetic mean, SD, item importance and importance level of <i>ePurchasing</i>	44
4-7	Arithmetic mean, SD, item importance and importance level of <i>Customer loyalty</i>	45
4-8	Variance Inflation Factor, Tolerance and Skewness tests	46
4-9	Pearson's Correlation research variables matrix	48
4-10	<i>Simple Linear regression model to test the impact of brand identity development on E-purchasing</i>	49
4-11	<i>Multiple regression analysis to test Brand identity development (Brand image, Brand elements, Brand strategy, Brand reputation) effect on e purchasing food and beverage in Jordan</i>	50
4-12	Simple Linear regression model to test the impact of brand identity development on customer's loyalty	53
4-13	<i>Multiple regression analysis to test Brand identity development (Brand image, Brand elements, Brand strategy, Brand reputation) effect on food and beverage customer's loyalty in Jordan</i>	54
4-14	<i>Simple linear regression model to test the effect of e purchasing on customer's loyalty at the level (<math>\alpha \leq 0.05</math>).</i>	57
4-15	Path analysis test results of the indirect effect of e-purchasing on the relationship between Brand Identity Development on customers' loyalty as a mediator in Food Companies in Amman	59

**List of Figures**

No.	Subject	Page
1.1	Study model	7
1.2	The World's Most Valuable Brands	13
1.3	Mcdonald's, brand elements	15



# **The Impact of Brand Identity Development on Customers' Loyalty through e-Purchasing in the Jordanian Food and Beverage Industry.**

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## **Abstract**

This recherche aims to investigate the Impact of Brand Identity Development on Customers' Loyalty through e-Purchasing in the Jordanian Food and Beverage Industry. That's where the population of the study includes all food and beverage customers in Jordan, (350) questionnaires distributed as a sample of the study, only (183) questionnaires returned, this make (61 %) from the total distributed questionnaires.

The researcher used the descriptive study method; the data collected from the responses of the study questionnaire was used through Statistical Package for Social Sciences (SPSS) & Amos for analysis and conclusions.

The study explored a number of important and significant results can be summarizing as follows: This study obtained the evaluation of brand identity development in the Jordanian food and beverage enterprises through four main dimensions (Brand image, brand elements, brand strategy and brand reputation). The study showed a median level of importance of brand identity development in Jordanian enterprises with all dimensions discussed earlier in this study.

Based on study results and conclusions, the following recommendations are suggested: Jordanian food and beverage industries recommended translating their vision into policies and procedures in order to enhance their impact on their operation competitive capabilities, and there should be a clear and shared understanding of brand identity development.

**Keywords:** Brand image, brand elements, brand strategy, brand reputation, e-Purchasing, Loyalty, Food and Beverage Industry

# أثر تتطور هوية العلامة التجارية على ولاء الزبائن من خلال الشراء الإلكتروني في شركات الأغذية الأردنية

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المشرف: د. سمير الجبالي

## الملخص

تهدف هذه الدراسة لبيان اثر تطور هوية العلامة التجارية على ولاء الزبائن من خلال الشراء الإلكتروني في شركات الأغذية الأردنية، حيث ان مجتمع الدراسة هو زبائن شركات الأغذية الأردنية، وقد تم توزيع ٣٥٠ استبيان كعينة للدراسة وقد تم استعادة ١٨٣ فقط. بما نسبته ٥٢٪ من مجموع الاستبيانات الموزعة.

قام الباحث باستخدام المنهج الوصفي، وقد تم معالجة المعلومات التي تم تحصيلها من الاستبيانات باستخدام برنامج SPSS وبرنامج Amos للتحليل والنتائج.

وضحت الدراسة بعض النتائج الهامة ويمكن تلخيصها بما يلي:

عملت هذه الدراسة على تقييم تطور هوية العلامة التجارية في شركات الاغذية الاردنية من خلال اربع محاور رئيسية (صورة العلامة، عناصر العلامة، استراتيجية العلامة، وسمعة العلامة) حيث اظهرت الدراسة اثر متوسط لأهمية تطور هوية العلامة التجارية في شركات الأغذية الأردنية في جميع العناصر المذكورة سابقاً، بناءً على نتائج الدراسة تم وضع بعض التوصيات: ترجمة الرؤية لسياسات واجراءات بهدف تحسين القدرة التنافسية للشركة، ويجب أن يكون هنالك فهم واضح لتطور هوية العلامة التجارية من الشركات.

الكلمات المفتاحية: صورة العلامة التجارية، عناصر العلامة التجارية، استراتيجية العلامة التجارية، وسمعة العلامة التجارية، الشراء الإلكتروني، ولاء الزبائن.

# **Chapter One**

## **General Framework**

**(1-1) Introduction**

**(1-2) Study Problem**

**(1-3) Study Objectives**

**(1-4) Study Significance**

**(1-5) Study Questions**

**(1-6) Hypothesis**

**(1-7) Study Model**

**(1-8) Study Limitations**

**(1-9) Study Terminologies**

## **Chapter One**

### **1.1 Introduction**

Brand names as phrases are becoming a way to recognize product or service and categorize them by giving them descriptive specification; on the other hand these brands' visual identity and look are making it easier to be recognized.

The rapid development of telecommunications and Internet in the last ten years (Buhalis, 2008) created more opportunities for organizations to enter global markets. This development causes high variety of choices for customers in the world. In the second hand, humans prefer to use, buy or deal with familiar products, organizations or brands (Maes, Guttman,&Moukas, 1999) as a Consumer Buying Behavior (CBB). This high competition between organizations in physical and online virtual stores pushed them to create a unique and creative brand image, to take a place in their customers' mindset.

Getting bigger market share is the issue, and Internet facilitates that, but "the motivations that lead a potential e-customer to make a purchase are not the same as those that influence an experienced customer" (Hernandez, Jimenez & Martin, 2008). Since that the process of buy a product online does not have any physical experience or touching. Organizations need to know these motivations as to get potential customers first-buy and influence experienced ones to re-e-Purchase which leads to customer loyalty.

What is customers' perspective of good brands or the brands that they prefer? And why they do? The answer of these questions appears by knowing the CBB and the interaction with the brand marketing activates. "The brand's image has a more specific influence on the customers'

perceptions of product and service quality while the company's reputation has a broader influence on perceptions of customer value and customer loyalty." (Cretu, Brodie, 2007)

This study will spot a light on the Brand Identity development (brand image, brand elements, brand strategy and brand reputation), and the impact of these aspects on e-Purchasing and customers' loyalty.

The researcher will take the food and beverage industry in Amman - Jordan as a field to implement the hypothesis that assumed in this study.

## **1.2 Study Problem**

Some studies like Luis Cabral (2005), assumed that companies are facing problems in their brand identity development, creating a brand image, choosing the brand elements, setting the brand strategy and keeping a good reputation, and that appears the most if they want to introduce a new product, or if they want to have a brand extension.

Having a loyal customers is a big win for any company, but making customers loyal is a problem that needs studding, and wandering if customers get loyal to brand or to product. (Chaudhur & Holbroo, 2001), founds that customers gets loyal to brand not to products, so this study will focus on the direct relation between brand identity development and customers loyalty.

Buying products online from favorable brands are becoming a part of our lifestyle, but are we open to by from a brand that we do not know? That leads us also to study the relation of brand identity development on customers' loyalty through e-purchasing.

### **1.3 Study Objectives**

- This study aims to determine the impact of brand identity development on e-Purchasing.
- Studying the impact of brand image on e-Purchasing
- Determine the impact of brand elements on e-Purchasing
- Examine the impact of brand strategy applications on e-Purchasing
- Define the impact of brand reputation on e-Purchasing
- Determining the impact of brand identity development on customers' loyalty
- Studying the impact of brand elements on customers' loyalty
- The impact of brand strategy applications on customers' loyalty
- Determine impact of brand reputation on customers' loyalty
- Figuring-out the impact of e-Purchasing on customers' loyalty
- Examine the indirect impact of brand identity development on customers' loyalty through e-Purchasing

### **4.1 Study Significance**

The importance of such a study is to know the impact of brand identity development on customers' loyalty through e-Purchasing in the food and beverage industry in Amman Jordan and that helps all organizations decision making by setting proper plans and strategies based on their brand development orientation, their market share and their applications on e-purchasing, and this will lead companies to better understanding the market and customers buying behavior, in a way to improve or maintain their brand image and develop their brand to have bigger market share in physical and virtual online stores and making their customers loyal to their brands, by knowing what customers' needs and

wants, and how they engage and react with marketing activities that relates to the brand.

This study differs than previous ones by adding the e-purchasing as mediator variable, since most of the studies were taking the traditional purchasing. Also there were very little research made in Jordan about the brand identity development and customers loyalty.

## **1.5 Study Questions**

The issues that this study is all about are brand identity development (Brand image, Brand elements, Brand strategy and Brand reputation), e-Purchasing and customers' loyalty, and the impact of each one on the other, regarding to what was mentioned earlier, this study will try to answer the below questions:

1. Is there a direct impact of brand identity development on e-purchasing?
2. Does a direct impact of brand identity development on customers' loyalty exist?
3. Is there a direct impact of e-Purchasing on customers' loyalty?
4. Is there no direct impact of brand identity development on customers' loyalty through e-purchasing?

## **1.6 Study Hypothesis**

**H1: Brand identity development has a positive direct impact on e purchasing in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).**

**H1.1** Brand image has a direct impact on e-purchasing in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).

**H1.2** Brand element has a direct impact on e-purchasing in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).

**H1.3** Brand strategy has a direct impact on e-purchasing in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).

**H1.4** Brand reputation has a direct impact on e-purchasing in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).

**H2: Brand identity development has a positive direct impact on customer's loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).**

**H2.1** Brand image has direct impact on customers' loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).

**H2.2** Brand element has a direct impact on customers' loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).

**H2.3** Brand strategy has a direct impact on customers' loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).

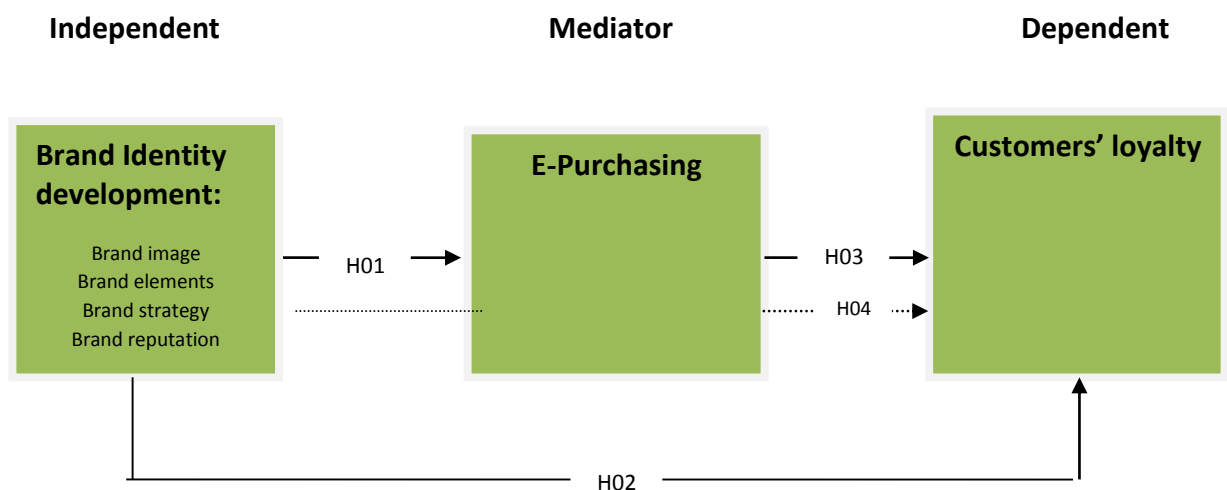
**H2.4** Brand reputation has a direct impact on customers' loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).



**H3: E Purchasing has a positive direct impact on customer's loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).**

**H4: Brand identity development has a positive indirect impact on customer's loyalty through E Purchasing in food and beverage industries in Jordan at the level ( $\alpha \leq 0.05$ ).**

## 1.7 Study Model



This model was built based on previous studies that took the brand and studying it with other factors in some industries and especially in the food and beverage sector

Brand identity development: Burmann, Jost-Benz and Riley, (2008)

Customer loyalty: Luarn & Lin, (2003) and Rutsaert, & Pieniak, (2014)

e-Purchasing: Daniel, Wilson, and Myers, (2002), (Aswad, 2015)

## 1.8 Study Limitations

- **Human limitations:** the scope of such a study will deal with corporate brand stakeholders, such as owners, managers and marketers'.
- **Place limitations:** Jordanian origin food and beverage organization in Amman.

- **Time limitations:** Study time 2015
- **Scientific Limitations:** There is a very few Arabic studies about brand development that take a marketing and designing point of view, and this study will fill this gap.

## 1.9 Study Terminologies

**Brand:** “A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.”(Kotler, Keller, 2012)

**Brand identity:** “represents a set of promises that, for the buyer, implies trust, consistency, and a defined set of expectation.”(Craig, Dibrell,& Davis, 2007)

**Brand development:** A metric of marketing success that measures the number of sales within a specific market. The calculation is expressed as the number of unit sales per thousand people within a geographic area. (Business Dictionary)

**Brand Image:** the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. (<http://www.businessdictionary.com>)

**Brand elements:** are devices, which can be trademarked, that identify and differentiate the brand. And they are brand names, symbols, slogans, logos, characters and URL. (Kotler, Keller, 2012)

**Brand strategy:** is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments. (Aytm)

**Brand reputation:** the promise associated with a particular brand to consumers, business customers and other stakeholders (Greyser, 2009)

**E-Purchasing:** The combined use of information and communications technology through electronic means to enhance external and internal purchasing and supply management processes.

These tools and solutions deliver a range of options that will facilitate improved purchasing and supply management”. (<https://www.cips.org>)

**Customers loyalty:** increasing the percentage of repeat purchases among current customers (Pitta, Franzak, & Fowler, 2006)

## **Chapter Two**

### **Theoretical Framework and Previous Studies**

#### **(1-1) Theoretical Framework**

#### **(1-2) Previous Studies**

## **Chapter Two:**

### **The Theoretical Framework and Previous Studies**

Most of the previous studies were on developing the brand identity and customers' loyalty or e-Purchasing and customers' loyalty, also they didn't get into the emotional side of the customer for a brand. So this study will fill this gap and that what will make it a unique study.

#### **2.1 The Theoretical Framework:**

This part reviews the available relevant literature to this study, and consists of three parts:

- Reviews the brand identity development definition and aspects
- Defining e-Purchasing
- Defining the concept of customers' loyalty

#### **Brand**

The phrase brand was defined as “a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”. (Kotler, Keller, 2012) also brand was distinct as “the mark of a company, a declaration of what it is and what it believes. It can also be considered as a promise of the company's quality, trust and value which is communicated across wide range of audiences”.(Acker& Jacobson, 2001).

Designs, colors, shapes, text and images are all elements that produce a consistent theme, which we call it a brand, and giving it a meaningful description for a product.

“The future of marketing will be a battle of brands” (Pike, S. 2005) which makes companies invest more on its brands, as a competitive advantage that differentiate them from competitors, and gives the companies more value.

There are “five basic topics that align with the brand-management decisions: (1) developing brand positioning, (2) integrating brand marketing, (3) assessing brand performance, (4) growing brands, and (5) strategically managing the brand.”(Keller, Lehmann, 2006)

### **Brand identity:**

“Describes the company’s strategic intention for the brand, its uniqueness, meaning and values, and how the brand aims to be positioned in the marketplace. It projects how the boardroom wants the brand to be perceived by customers and other stakeholders. Brand identity is the strategic charter for the brand and links closely to the overall business strategy.” (Roll, 2006)

The role of brand identity is informing, guiding, and helping to develop, nurture, and implement the firm's overall IMC (integrated marketing communication) strategy. (Madhavaram, et. al., 2005), of the brand, both brand identity and brand strategy play together a major role of a brand success.

## Brand development

It is a metric of marketing success that measures the number of sales within a specific market. The calculation is expressed as the number of unit sales per thousand people within a geographic area, and the added value, which will be granted by the brand to the product. (www.businessdictionary.com) Brand itself could be;(1) Traditional product plus which is branding as an addition to the product, and brand is seen primarily as an identifier. (2) Holistic view is to focus on the brand itself, also it could be a promise of the bundles of attributes that someone buys and that provide satisfaction (Ambler, Styles. 1996)

Brand itself is becoming an asset to any organization, below are the most powerful brands around the world:

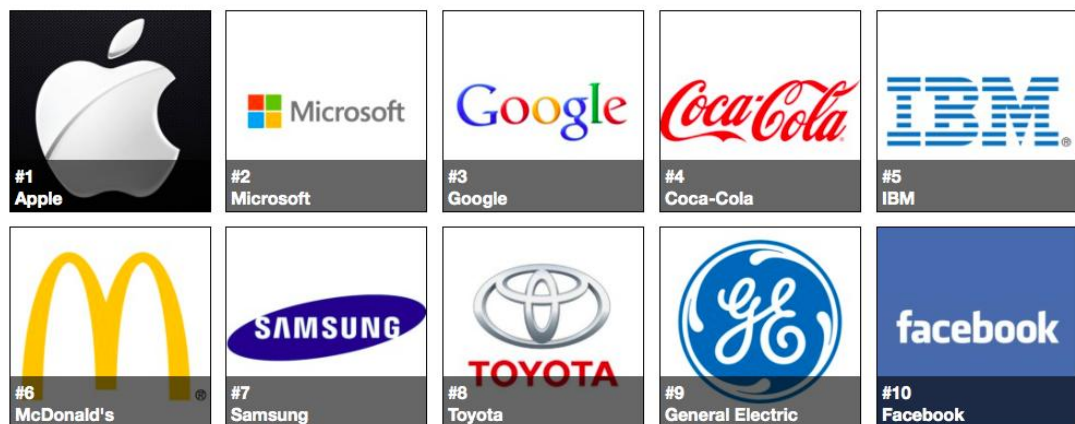


Figure1.2, The World's Most Valuable Brands

<http://www.forbes.com/powerful-brands/#tab:rank>

- #1 Apple, with Brand Value: \$145.3 B, One Year Value Change: 17%
- #2 Microsoft, Brand Value: \$69.3 B, One Year Value Change: 10%
- #3 Google, Brand Value: \$65.6 B, One Year Value Change: 16%

## **Brand image**

What people think of a brand? Is the question that should be asked when you think of brand image, and this question guides you to look after the definition for brand image which is the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

It's also defined as “the picture of the brand in the minds of customers and stakeholders. It refers to the way customers and stakeholders decode all the signals provided by a given product, brand, company or even country. The brand image is a result of many external factors of which marketing communications is just one.” (Roll, 2006)

## **Brand elements**

They “are devices, which can be trademarked, that identify and differentiate the brand. And they are brand names, symbols, slogans, logos, characters and URLs.” (Kotler, & Keller, 2012) these elements shapes the brand identity, which it makes it easy to be recognized.

“A brand element is visual or verbal information that serves to identify and differentiate a product. The most common brand elements are names, logos, symbols, characters, packaging and slogans.” (Farhana,2012)




Logo	
Slogans	
Name	Mcdonald's
URL	<a href="http://www.mcdonalds.com/us/en/home.html">http://www.mcdonalds.com/us/en/home.html</a> 
Characters	
Symbols	

Figure1.3,McDonald's, brand elements

### Brand strategy:

“The brand research and identity processes build a strong foundation from which companies can devise suitable strategies for their future growth.” (Roll, 2006)

Branding strategy refers to “the ways that firms mix and match their brand's name on their products”. (Shahri, 2011)

“There are two perspectives on how strategic and organizational factors are related: a strategy formulation perspective, where organizational variables influence the formulation of strategy, and a strategy implementation perspective, where the strategy has an impact on organizational variables.

By taking a strategy formulation perspective of the relationship between organizational variables and strategy, it is assumed that organizational variables influence the formulation of strategy. A number of researchers have assumed such a link between intangible organizational variables such as market orientation and strategy, where the underlying beliefs and behaviors have an important impact on strategy. They argue that cognitive maps and related constructs such as world views, schemata, dominant logics, and knowledge structures provide the foundation for managerial action”. (Homburg, Kroxhmer, Workman, 2004)

### **Brand reputation:**

“The promise associated with a particular brand to consumers, business customers and other stakeholders (Greyser, 2009) and how the public perceives a brand”. (Misc, 2011), companies could be recognized by the given quality level, which is the private information that applies to any product it sells. (Cabral, 2000)

“Both academics and practitioners believe that brand reputation is becoming increasingly important. To be successful and hence profitable, brands should have a positive reputation; also the reputation is the aggregate perception of outsiders on the salient characteristics of companies.” (Veloutsou, Moutinho, 2009)

## **e-Purchasing:**

“Is the combined use of information and communications technology through electronic means to enhance external and internal purchasing and supply management processes”, (<https://www.cips.org>) the proliferation of the electronic commerce e-purchasing has become a daily practice for many purchasing organizations, which lead us to identify Electronic commerce: (e-commerce) “generally refers to an inter-organizational information system that is intended to facilitate business-to-business electronic communication, information exchange, and transaction support through a web of networks. E-commerce can take variety of forms such as electronic data interchange (EDI), Internet, Extranet, online catalog ordering, and e-mail.” Min, Smolinski, Boratyn, (2001).

Having an integrated e-commerce system facilitates online business, such as e-payment, e-invoice, e-purchasing ... ext. and any other organizational function, that works together to deliver value to customer and profit to the organization. This type of commerce could be considered as a standalone business or a part of an organization business model (click and mortar). *Steinfeld, Bouwman, and Adelaar (2002)*

## **Customer loyalty:**

“Customer loyalty involves both attitudinal and behavioral components. Thus, in order to assess the antecedents of customer loyalty, it is important for us to understand the difference between attitudinal loyalty and behavioral loyalty.”(Kassim , Abdullah, 2008)

Customer loyalty is about “increasing the percentage of repeat purchases among current customers” (Pitta, Franzak, & Fowler, 2006) and that could be described in the projection of customer satisfaction, customer

loyalty, and profitability and the relation of these aspects. Proposes that customer satisfaction influences customer loyalty, which in turn affects profitability. (Pitta, Franzak, & Fowler, 2006)

Customer loyalty: held commitment to rebuy a preferred product or service consistently in the future (Oliver, 1997). In this study, the researcher will use attitudinal and behavioral loyalty. Behavioral loyalty is based on consistent and repetitious behavior, while attitudinal loyalty use emotional and psychological data that indicate engagement and allegiance (chodzaza, Gombachika, 2013)

Three conceptualizations of customer loyalty have been identified in the literature: (chodzaza, Gombachika, 2013)

1. Loyalty as primarily an attitude that sometimes leads to a relationship with the brand
2. Loyalty mainly expressed in terms of revealed behavior.
3. Buying moderated by the individual's attitudes

They may also become advocates of the organization concerned by playing a powerful role in the decision-making of others (Aydin, 2005) proposed four conditions related to loyalty

1. Loyalty a: signifies a favorable correspondence between relative attitude
2. Repeat Patronage: Latent loyalty : is associated with high relative attitude, but low repeat patronage
3. Spurious loyalty: represents a low relative attitude, with high repeat patronage.
4. No loyalty: is associated with low relative attitude, combined with low repeat patronage

The customer loyalty has two dimensions: behavioral and attitudinal dimensions:

### **1. Behavioral Loyalty:**

Behavioral loyalty is a customer's act toward a specific product/service in terms of repeating purchasing patterns- a repeating purchasing pattern can be determined as actual purchase frequency. Behavioral loyalty is observed from the customer purchase behavior. It focuses on the value of the customer to the product/service, and for any organization, customer loyalty becomes more meaningful only when it is translated into purchase behavior. (Panatouvakis and Lymperopoulos, 2008)

### **2. Attitudinal Loyalty**

Attitudinal loyalty has further been defined as the desire on the part of the consumer to continue the relationship even if competitors lower price, and the willingness to recommend friends and intention to continue to patronize. Researchers argue that attitudinal loyalty represents a higher-order, or long-term, commitment of a customer to the organization that cannot be inferred by merely observing customer repeat purchase behavior. (Khaligh,et. Al, 2009)

Customer Loyalty Benefits: (Lacey and Sneath, 2006)

- 1- Loyal customers are less-price sensitive.
- 2- Loyal customers are cheaper to serve.
- 3- Loyal customers spend more time with the company.
- 4- Loyal customers pass on their positive feeling about the company or brand to others, in other word, Word-of-mouth promotions.

5- Loyal customers imply a high market share and an ability to demand relatively higher prices compared of the competitors.

All variables are related to each other's within the customer buying process or rebuying process in online food and beverage organizations.

## **2.2 Previous Studies**

**(Maes, et al., 1999),**

### **Entitled “Agents That Buy and Sell”**

The study first compared between software agents that they are online based in e-Commerce and those who are not, discussing the business models (B2B, B2C and C2C).

The study highlighted the increasing of people performing transaction on the web, while humans in the system are playing a big role in the buying process because the process is not fully automated.

The researchers mentioned that software agents facilitate conduct information overload and expedite specific stages of the online buying process for buyers and sellers. And he predicted that the software and internet future development will make profiling and grouping easier which will add more value to e-Commerce experience for e-Customers.

This study leads mine to e-commerce and e-purchasing better understanding since most of organizations within the study population are not using a fully integrated and automated systems, but all are looking for customer value and loyalty.

**(Martensen, et al., 2000)**

**Entitled “Building Customer-Brand Relationships on the Internet: Development of an Online Brand Equity Model”**

Referred to the researcher online branding is important to e-Commerce companies, the purpose of the paper is to develop a customer-based brand equity model for measuring and managing of online brand equity, the researcher developed a cause-and-effect model linking customer-brand relationships to rational and emotional brand associations, as well as rational and emotional brand evaluations.

The paper discusses why a given aspect is important for a brand's equity and which relations exist between the included variables from a theoretical perspective.

The model that was created in this study can be use as a base for a decision support system in the brand management process, approximately 470 interviews with KILROY customers, then analyzed the data and estimated the model using a partial least squares (PLS) method.

The researcher gives a better understanding of the position of a brand in the minds of consumers. By measuring the model, and given the possibility of obtaining information concerning the customer-brand relationships.

This study guides me to the relation between the brand and customer and how do brand development effects the customers' behavior.

**(Srinivasana, Andersona, Ponnabolub, 2002)**

**Entitled “Customer loyalty in e-commerce: an exploration of its antecedents and consequences”**

This paper investigates the antecedents and consequences of customer loyalty in an online business-to-consumer (B2C) context. Identifying eight factors (the 8Cs—customization, contact interactivity, care, community, convenience, cultivation, choice, and character) that potentially impact e-loyalty and develop scales to measure these factors.

The data also reveal that e-loyalty has an impact on two customer-related outcomes: word-of-mouth promotion and willingness to pay more.

This study added to me regarding customers’ loyalty and e-purchasing.

**(Matear, et al., 2004)**

**Entitled “Market orientation, brand investment, new service development, market position and performance for service organizations”**

The researcher took three relevant variables to make his hypothesis, and they are sources for advantage, Market orientation, brand investment and new service development. And the study was made on service organizations, studying contribute to the attainment of positional advantage and thence to performance,

Study questions were:



- What are the sources of advantages that are important in achieving superior performance in services organizations?
- How are these sources of advantage converted into superior performance?

Study limitations include a tendency to examine potential sources of advantage in isolation – a situation that does not reflect the competitive reality of service organizations and may over-state the contribution in the absence of other factors – and the omission of a strategic framework to explicate how sources of advantage contribute to superior performance.

The research came out with a conclusion that “Overall, relatively few of the hypothesized relationships between sources of advantage and positional advantage were supported. This may in part be attributed to the lack of consideration of temporal lags or moderating effects, but could also be a reflection of narrowly focused studies and the lack of previous holistic empirical testing to which this framework has been subjected.”

And that was found by Data collection Questionnaires that were mailed to the marketing managers of 2,034 service organizations in New Zealand.

These study variables are connected in a way that can explain relations on my study, since brand investment and new service development are connected to the brand strategy and effects the brand reputation and leads to customers’ loyalty.

**(Pitta, et al., 2006)**

**Entitled “A strategic approach to building online customer loyalty: integrating customer profitability tiers”**

The aim of this paper is to present a strategic framework to managing online loyalty. The researchers build the study on previous studies about consumer loyalty and ongoing case developments in Internet practice.

To get a customer loyal you have to turn the relation to 1-to-1 relationships, and studying their behavior and find the similarity between groups so they can be segmented. This gives a future approach to get more people loyal if you know how they behave or react to any simulation.

The theoretical concepts that form the foundation of the paper appear to have a significant application to consumer marketing but have not been tested empirically. Also this paper describes the nature and application of customer value tiers to an important marketing process.

This paper studied the online customer loyalty which covers two variables in my study which is e-purchasing and customers loyalty.

**(Cretu, 2007)**

**Entitled “The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective”**

The researcher assumed that most of the previous studies were focusing on goods markets, so he decided to take the business market side of a brand image.

The results indicate that the brand's image has a more influence on the customers' perceptions of product and service quality, while the

company's reputation has a broader influence on perceptions of customer value and customer loyalty, in a way that affects the buy process.

This study leads mine to develop the brand identity relation with customer perception and loyalty.

**(Hernandez, et al., 2008)**

**Entitled “Adoption VS acceptance of e-commerce: two different decisions”**

This research aims to compare the differences that exist between the adoption of e-Commerce by potential purchasers and the acceptance of the channel (re-Purchase decisions) by experienced e-customers. Also the paper explains the difference between the experienced customers and potential ones, in e-Commerce. Also they studied the technology acceptance model (TAM) as a concept model, which is tested using structural equation modeling techniques.

The finding of the paper shows that the influence of self-efficacy and usefulness increases as the consumer gains online shopping experience. Also the motivations that lead a potential e-customer to make a purchase are not the same that influence an experienced customer.

Studying why e-purchasing is important to organization and how to implement and why to buy and the experience of buying was a sportive finding to help me set the model of my study.

**(Montgomery, et al., 2009)**

**Entitled “Interactive Food and Beverage Marketing: Targeting Adolescents in the Digital Age”**

The research was focusing on the development on digital media and its impact on the behavior of young consumers, spicily on the food and beverage industry, highlighting the facilitation that the Internet and telecommunications offers in which young people are both shaping and being shaped by this new digital culture.

Having a growth in interactive marketing leads us to study more and more about the impact of digital advertising on children and youth people, to understand their stimulus, and reactions.

Such study gave me a direction on implementing my hypothesis on since its taking variables that are related.

**(Greyser, 2009)**

**Entitled “Corporate brand reputation and brand crisis management”**

This paper aims to clarify the insights to recognize corporate brand crises, and offered a guideline for analytical approach. But in such studies there are many limitations, because it’s rarely to find documents, so it is hard to study it.

The researcher came out with the following:

The problems of brand reputation are those affected the distinctive attribute/characteristic – most closely associated with the brand’s meaning and success. From analysis of many corporate brand crisis experiences the paper finds that forthrightness in communications and substantive credible

responses in the form of behavior are most likely to restore trust and rescue a brand in crisis.

This study helped to understand the brand reputation which is a part of brand identity development and its' effect on loyal customers when it comes to crisis or normal situation.

**(Rutsaert, et al., 2014)**

**Entitled “Social media as a useful tool in food risk and benefit communication? A strategic orientation approach”**

Started with understanding the determinants of risk perception and in identifying the necessary components of effective food risk and benefit communication.

This study examines the views of stakeholders and experts in the food domain on the potential use of these emerging media for food risk/benefit communication. In-depth interviews in six European countries (Belgium, Ireland, Italy, Latvia, Spain and The Netherlands), strengths, weaknesses, opportunities and threats (SWOT) of social media in food risk and benefit communication were identified.

Results show that both stakeholders and experts confirm a future role of social media in food risk and benefit communication.

Strengths as speed, accessibility and interaction make social media an interesting tool in crisis communication or issue awareness rising. Weaknesses as the lack of a filter, low trust, the risk of information overload and a communication preference for traditional media are acknowledged.

This study was taking the social media as a way or a tool to know customers needs and wants in a way to benefit the organization and to keep good relation with customers, and this was one of my concerns when doing the research.

## **Chapter Three**

### **Methods and procedures**

**(3-1) Introduction**

**(3-2) Methodology of the Study**

**(3-3) Population and Sample of the Study**

**(3-4) Descriptive Analysis of the Demographic Variables**

**(3-5) Tools and Data Collection**

**(3-6) Statistical Treatment**

**(3-7) Validity and Reliability**

### **(3-1) Introduction**

In this chapter, the researcher will describe in detail the methodology used in this study, and the study population and its sample. Next, will design the study model and explain the study tools and the way of data collection. After that, will discuss the statistical treatment that used in the analysis of the collected data. In the final section, the validation of the questionnaire and the reliability analysis is applied.

### **(3-2) Methodology of the Study**

It is important to choose the method that best reflects the objective of my study. Method is the tool and technique used to obtain and analyze research data, including for example questionnaires, observation, interviews, and statistical and non-statistical techniques. The most common method to collect data is by using a questionnaire with in advance formulated alternatives to answer, in order to collect the necessary data to achieve the main purpose of the study. The researcher collected data through a questionnaire as a primary data, which was distributed, to Jordan food and beverage customers. The descriptive research is basically describing characteristics of a population or a phenomenon. In addition, descriptive studies involve collecting data in order to test hypotheses and answer questions concerning the current status of the subject. Typical descriptive studies are concerned with the assessment of attitudes, opinions, demographic information, conditions, and procedures. Through the information used in this study with respect to analytical and descriptive methodology, the data will be introduced and analyzed in order to acquire indicators, which will be evaluated and interpreted in accordance with this type of studies. Therefore the choosing the analytical statistical method to investigate the mediating effect of e-purchasing between brand identity development and customer's loyalty.



The researcher designed questionnaire to collect data from the study sample.

### **(3-3) Study Population and Sample**

The population of the study was random appropriate sample includes all food and beverage online customers in Amman, Jordan. (350) Questionnaires distributed as a sample of the study, only (183) questionnaires returned, this make (52.2 %) from the total distributed questionnaires. Also (5) of the returned questionnaires were removed the statistical analysis was insufficient so the number of questionnaires used for analysis equaled to (178) with no repetition, this mean that approximately (50.8%) from the total distributed questionnaires entered the analysis.

### **3-4: Demographic Variables of Study Sample**

Tables (3-1) ; (3-2) ; (3-3) ; (3-4) ; (3-5) and (3-6) show the demographic variables of the study sample

#### **Table (3-1) Descriptive the Gender of the sample study.**

Table (3-1) shows that the (51.7%) of the sample is male and (48.3%) is female.

**Table (3-1) Descriptive the Gender of the sample study**

<b>Variables</b>	<b>Categorization</b>	<b>Frequency</b>	<b>Percent</b>
<i>Gender</i>	<b>Male</b>	<b>92</b>	<b>51.7</b>
	<b>Female</b>	<b>86</b>	<b>48.3</b>
<b>Total</b>		<b>178</b>	<b>100</b>

Jordan is a masculine society, and they depend on males for buying and consumption cost.

**Table (3-2) Descriptive the Age of the sample study**

Table (3-2) show that (3.9%) of the sample range Aged between 13 – 18 Years, (25.8%) of the sample range Aged between 19 – 25 Years, (43.8%) of the sample range Aged between 26 – 35Years , (20.2%) of the sample range Aged between 36 – 50 and (6.2%) of the sample range Aged more than 50 Years.

Table (3-2) Descriptive the Age of the sample study

Variables	Categorization	Frequency	Percent
<i>Age</i>	From 13-18 Years	7	3.9
	From 19-25 Years	46	25.9
	From 26-35 Years	78	43.8
	From 36-50 Years	36	20.2
	More than 50 Years	11	6.2
<b>Total</b>		<b>178</b>	<b>100</b>

Age 26-35 were more responding since they are youth independent and more into technology.

Table (3-3) Descriptive the Marital status of the sample study

Variables	Categorization	Frequency	Percent
<i>Marital status</i>	Single	82	46
	Married	90	50.6
	Divorced	6	3.4
<b>Total</b>		<b>178</b>	<b>100</b>

The table (3-3) shows that (46.1%) of the sample is Single, (50.6%) is married and (3.4%) is divorced.

Basically a married person spends more on food since they have a family.

Table (3-4) Descriptive the Educational Level of the sample study

<b>Variables</b>	<b>Categorization</b>	<b>Frequency</b>	<b>Percent</b>
<i>Educational Level</i>	<b>High School</b>	-	-
	<b>Diploma</b>	<b>26</b>	<b>14.6</b>
	<b>Bachelor degree</b>	<b>116</b>	<b>65.1</b>
	<b>Masters</b>	<b>30</b>	<b>16.9</b>
	<b>PhD</b>	<b>6</b>	<b>3.4</b>
<b>Total</b>		<b>178</b>	<b>100</b>

The educational level as clarify in the table (3-4); shows that all members of the study sample have a scientific qualification which is a good sign in adopting the high educational qualifications.

Bachelor degree holders are more into technology than diploma or high school, but in the same way they are willing to try more than seniors.

### **3-5: Study tools and Data Collection**

The current study is of two folds, theoretical and practical. In the theoretical aspect, the researcher relied on the scientific studies that related to the current study. Whereas in the practical aspect, the researcher relied on descriptive and analytical methods using the practical manner to collect, analyze data and test hypotheses.

The data collection, manner of analysis and programs used in the current study are based on two sources:

1. Secondary sources: books, journals, and theses to write the theoretical framework of the study.
2. Primary source: a questionnaire that was designed to reflect the study objectives and questions.

In this study, both primary and secondary sources were used. The data collected for the model was through questionnaires. After conducting a thorough review of the literature pertaining to study variables, the researcher formulated the questionnaire instrument for this study.

The questionnaire instrumental sections are as follows:

**Section One:** Demographic variables. The demographic information was collected with closed-ended questions, through (4) factors (Gender; Age; Educational level; and Marital status).

**Section Two:** Independent variable: **Brand identity development** (Brand image, Brand elements, Brand strategy, and Brand reputation). Cretu, (2007) and Martensen, et al., (2000)

**Brand Image:** the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Was measured through (5) items on five Likert-type scale, from item (1-5). Cretu, (2007)

**Brand elements:** are devices, which can be trademarked, that identify and differentiate the brand. And they are brand names, symbols, slogans, logos, characters and URLs. was measured through (5) items on five Likert-type scale, from item (6-10). Montgomery, et al., (2009)

**Branding strategy:** refers to the ways that firms mix and match their brand's name on their products, was measured through (5) items on five Likert-type scale, from item (11-15). Greyser, (2009)

**Brand Reputation:** The promise associated with a particular brand to consumers, business customers and other stakeholders was measured

through (5) items on five Likert-type scale, from item (16-20). Martensen, et al., (2000)

**Section Three: Mediating variable: E-Purchasing:** The combined use of information and communications technology through electronic means to enhance external and internal purchasing and supply management processes. was measured through (5) items on five Likert-type scale, from item (21-25). Montgomery, et al., (2009)

**Section Four: Dependent: Customer loyalty:** is about “increasing the percentage of repeat purchases among current customers was measured through (5) items on five Likert-type scale, from item (25-30). Pitta, et al., (2006)

The scale is as follow:

Strongly Agree	Agree	Agree to an Extent	Disagree	Strongly Disagree
5	4	3	2	1

### 3-6: Statistic Treatment

The data collected from the responses of the study questionnaire was used through Statistical Package for Social Sciences (SPSS) & Amos for analysis and conclusions. Finally, the researcher used the following suitable statistical methods that consist of:

- *Percentage and Frequency.*
- *Cronbach Alpha reliability ( $\alpha$ )* to measure strength of the correlation and coherence between questionnaire items.
- *Arithmetic* to identify the level of response of study sample individuals to the study variables.

- *Standard Deviation*: to measure the responses spacing degree about Arithmetic Mean.
- Variance Inflation Factor and Tolerance to make sure that there are no Multicollinearity between independent variables.
- *Multiple and Simple Regression analysis* to measure the impact of study variables on testing the direct effects.
- *Path Analysis* to test the direct and indirect impact of independent variables on dependent variable through mediating variable.

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Level}}$$

$$\text{Class Interval} = \frac{5 - 1}{3} = \frac{4}{3} = 1.33$$

The Low degree from 1- less than 2.33

The Medium degree from 2.33 – 3.66

The High degree from 3.67 and above.

### **(3-7) Validity and Reliability Validation**

#### **Validation**

To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research constructs was thoroughly performed by academic reviewers from Middle East University and other universities specialized in faculty and practitioners Business Administration, Marketing. And they were produced based on their valuable recommendations. Some others were reformulated to become more accurate to enhance the research instrument.

## Reliability

Cronbach's alpha, was used to determine the internal consistency reliability of the elements comprising the three constructs as suggested by Gregory (2004). Reliability should be (0.70) or higher to indicate adequate convergence or internal consistency (Hair et al., 2006). These results are the acceptable levels as suggested by (Hair, et. al., 2006). The results were shown in Table (3-5).

**Table (3-6) Reliability of Questionnaire Dimensions**

No.	Variable	Dimensions	No. of items	Alpha Value ( $\alpha$ )
1	<b>Brand Identity development</b>		20	0.861
	(1-1)	<i>Brand Image</i>	5	0.776
	(1-2)	<i>Brand elements</i>	5	0.675
	(1-3)	<i>Branding strategy</i>	5	0.812
	(1-4)	<i>Brand Reputation</i>	5	0.793
2	<b>E-Purchasing</b>		5	0.894
3	<b>Customer loyalty</b>		5	0.769

## **Chapter Four**

### **Analysis of the Results & Hypotheses Testing**

**(4-1) Introduction**

**(4-2) Descriptive Analysis of Study Variables**

**(4-3) Analysis Adequacy of the Data to Test the Study**

**Hypotheses**

**(4-4) Hypotheses Testing**



## (4-1) Introduction

According to the purpose of the research and the research framework presented in the previous chapter, this chapter describes the results of the statistical analysis for the data collected according to the research questions and research hypotheses. The data analysis includes a description of the Means and Standard Deviations for the questions of the study; Multiple and Simple and Linear Regression analysis and path analysis used.

## (4-2) Descriptive analysis of study variables

### 4-2-1 Brand Identity development

The researcher used the arithmetic mean, standard deviation, one sample t-test, item importance and importance level as shown in Table (4-1).

**Table (4-1)**  
**Arithmetic mean, SD, item importance and importance level of**  
***Brand Identity development dimensions***

No	<i>Brand Identity development</i>	Mean	St.D	Item Importance	Importance Level
1	Brand Image	3.152	0.492	4	Median
2	Brand elements	3.352	0.594	3	Median
3	Branding strategy	3.719	0.581	2	High
4	Brand Reputation	4.194	0.463	1	High
	<b>General Arithmetic mean and standard deviation</b>	3.604	0.522		

t- Value Tabulate at level ( $\alpha \leq 0.05$ )

t- Value Tabulate was calculated based on Assumption mean to item that (3).

Table (4-1) clarifies the importance level of Brand identity development, where the arithmetic means for dimensions range between (3.152 – 4.194) compared with general Arithmetic mean amount of (3.604). We observe that the median mean for the " Brand Identity development" with arithmetic mean (3.604), standard deviation (0.522). The lowest arithmetic mean was for the " Brand Image" with Average (3.152) and standard deviation (0.492). In general, it appears that the importance level of Brand Identity development in food companies in the City of Amman under study from the study sample viewpoint was median.

**Table (4-2)**

**Arithmetic mean, SD, item importance and importance level of Brand Image**

No	Brand Image	Mean	St.D	Item importance	Importance level
1	I prefer to buy from familiar brands	4.022	.7206	1	High
2	I think that theme of the store is one of the main competitive advantages	2.905	1.269	3	Median
3	I think that the brand image reflects the consumer's image	2.702	1.196	4	Median
4	I buy a product by its image	2.691	.980	5	Median
5	I think that international restaurants image is better than local ones	3.449	1.110	2	Median
	General Arithmetic mean and standard deviation <b>Brand Image</b>	3.152	0.492		

t- Value Tabulate at level ( $\alpha \leq 0.05$ ) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3)

Table (4-2) Clarifies the importance level of brand image, where the arithmetic means range between (2.691- 4.393) compared with general arithmetic mean amount of (3.152). We observe that the highest mean for the item " *I prefer to buy from familiar brands*" with arithmetic mean (4.022), Standard deviation (0.7206). The lowest arithmetic mean was for the item " *I buy a product by its image*" with average (2.691) and Standard deviation (0.980). In general, it appears that the Importance level of brand image in companies under study from the study sample viewpoint was Median.

**Table (4-3)**

**Arithmetic mean, SD, item importance and importance level of brand elements**

No	Brand elements	Mean	St.D	Item importance	Importance level
6	I think that consistent brand elements is a must	3.820	.844	1	High
7	I don't expect major change on any element of my favorite brand	3.365	.977	2	Median
8	I would love to but a symbol or a logo of a brand that I love to reflects my personality on my stuff	2.960	1.222	5	Median
9	I think that changing brand elements usually leads to negative comparison	3.247	.954	4	Median
10	For me, bad brand elements reflects bad quality product	3.348	1.069	3	Median
*	General Arithmetic mean and standard deviation <b>Brand elements</b>	3.352	0.594		

t- Value Tabulate at level ( $\alpha \leq 0.05$ ) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

Table (4-3) clarifies the importance level of brand elements, where the arithmetic means range between (2.960 – 3.820) compared with general arithmetic mean amount of (3.352). We observe that the highest mean for the item "*I think that consistent brand elements is a must*" with arithmetic mean (3.820), Standard deviation (0.844). The lowest arithmetic mean was for the item "*I would love to but a symbol or a logo of a brand that I love to reflects my personality on my stuff*" with Average (2.960) and Standard deviation (1.222). In general, it appears that the Importance level of Brand Elements in companies under study from the study sample viewpoint was Median.

**Table (4-4)**

**Arithmetic mean, SD, item importance and importance level of brand strategy**

No	Branding strategy	Mean	St.D	Item importance	Importance level
11	I think that launching a new product from my favorite brand should be relevant to the product that I know	3.415	1.097	4	High
12	I don't like to see my favorite brand supporting other political parties	3.859	1.224	2	High
13	I think that advertising campaigns guides me to the right product	3.337	1.168	5	High
14	In my opinion choosing brand location is a key of success	3.809	1.034	3	Median
15	I think that product pricing for a brand is important	4.174	1.168	1	Median
	General Arithmetic mean and standard deviation <b>Branding strategy</b>	3.719	0.581		

t- Value Tabulate at level ( $\alpha \leq 0.05$ ) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

The researcher used the arithmetic mean, standard deviation, item importance and importance level as shown in Table (4-4).

Table (4-4) clarifies the importance level of Branding strategy, where the arithmetic means range between (3.337 - 4.174) compared with General Arithmetic mean amount of (3.719). We observe that the highest mean for the item "*I think that product pricing for a brand is important*" with arithmetic mean (4.174), standard deviation (1.168). The lowest arithmetic mean was for the item "*success I think that advertising campaigns guides me to the right product*" with Average (3.337) and Standard deviation (1.168). In general, it appears that the importance level of Branding strategy in companies under study from the study sample viewpoint was high.

**Table (4-5)**

**Arithmetic mean, SD, item importance and importance level of Brand Reputation**

No	Branding strategy	Mean	St.D	Item importance	Importance level
16	I think that brand reputation affects my purchasing decision	4.118	0.987	3	High
17	For me brand reputation may change over time	3.938	0.858	5	High
18	I believe that CSR maintains brand reputation	4.084	0.815	4	High
19	I think that consistency of quality keeps good reputation	4.629	.549	1	High
20	I think that country of origin for a brand plays a role of brand reputation	4.213	.979	2	High
	General Arithmetic mean and standard deviation <b>Brand Reputation</b>	4.194	0.463		

t- Value Tabulate at level ( $\alpha \leq 0.05$ ) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

The researcher used the arithmetic mean, standard deviation, item importance and importance level as shown in Table (4-5).

Table (4-5) clarifies the importance level of Branding strategy, where the arithmetic means range between (3.938 - 4.629) compared with General Arithmetic mean amount of (4.194). We observe that the highest mean for the item " *I think that consistency of quality keeps good reputation*" with arithmetic mean (4.629), standard deviation (0.549). The lowest arithmetic mean was for the item " *For me brand reputation may change over time*" with Average (3.938) and Standard deviation (0.858). In general, it appears that the importance level of Brand Reputation in companies under study from the study sample viewpoint was high.

#### 4-2-2 E-Purchasing

**Table (4-6)**

**Arithmetic mean, SD, item importance and importance level of ePurchasing**

No	Branding strategy	Mean	St.D	Item importance	Importance level
21	I trust internet purchasing	3.140	1.133	3	Median
22	I think that internet purchasing is safe	2.955	0.973	4	Median
23	I think that making food delivery orders via internet is much easier	3.370	1.040	1	Median
24	I like getting notifications on my mobile telling me about my favorite restaurants offer	3.348	1.236	2	Median
25	I do like making my payment online once purchasing	2.943	1.260	5	Median
	General Arithmetic mean and standard deviation <b>ePurchasing</b>	3.151	0.712		

t- Value Tabulate at level ( $\alpha \leq 0.05$ ) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

The researcher used the arithmetic mean, standard deviation, item importance and importance level as shown in Table (4-6).

Table (4-6) Clarifies the importance level of Marketing Strategy, where the arithmetic means range between (3.294 - 3.370) compared with General Arithmetic mean amount of (3.151). We observe that the highest mean for the item "*I think that making food delivery orders via internet is much easier* " with arithmetic mean (3.370), Standard deviation (1.040). The lowest arithmetic mean was for the item "*I do like making my payment online once purchasing*" With Average (2.943) and Standard deviation (1.260). In general, it appears that the Importance level of *ePurchasing* in firms under study from the study sample viewpoint was Median.

#### 4-2-2 Customer loyalty

**Table (4-7)**

**Arithmetic mean, SD, item importance and importance level of Customer loyalty**

No	Branding strategy	Mean	St.D	Item importance	Importance level
26	As a loyal customers I usually recommend my loyal brand to others	4.073	0.950	1	Median
27	I think that repurchasing leads to loyalty	2.623	1.464	5	Median
28	For me I think that loyalty will lead to ignoring brand faults	3.309	1.159	3	Median
29	I think that loyal customers responds more to marketing messages	3.876	0.893	2	Median
30	I do agree that making customers loyal is way easier than getting new ones	2.662	1.288	4	Median
	General Arithmetic mean and standard deviationCustomer loyalty	3.309	0.508		

t- Value Tabulate at level ( $\alpha \leq 0.05$ ) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

The researcher used the arithmetic mean, standard deviation, item importance and importance level as shown in Table (4-7).

Table (4-7) Clarifies the importance level of Customer loyalty, where the arithmetic means range between (2.623 – 4.073) compared with General Arithmetic mean amount of (3.309). We observe that the highest mean for the item "*As a loyal customers I usually recommend my loyal brand to others* ” with arithmetic mean (4.073), Standard deviation (0.950). The lowest arithmetic mean was for the item "*I think that repurchasing leads to loyalty*” With Average (2.623) and Standard deviation (1.464). In general, it appears that the Importance level of *Customer loyalty* in firms under study from the study sample viewpoint was Median.

#### **(4-3): Analysis adequacy of the data to test the study hypotheses**

Before testing the study hypotheses, the researcher conducts some important tests to ensure the data adequacy for the regression assumption analysis as follows:

1. Variance Inflation Factor (VIF), this test used to measure how the multicollinearity can inflate the variance of regression, the coefficient should not exceed a value of (10).
2. Tolerance used to test the multicollinearity between independent variables, tolerance value should be greater than (0.05).
3. Skewness conducted in order to test that the data follow normal distribution, Skewness value is less than (1.0). Sekara, (2003)



**(4-3-1): Multicollinearity****Table (4-8)****Variance Inflation Factor, Tolerance and Skewness tests**

<b>Brand Identity Development</b>	<b>Tolerance</b>	<b>VIF</b>	<b>Skewness</b>
Brand Image	0.956	1.046	-0.172
Brand elements	0.785	1.274	0.145
Brand Strategy	0.725	1.379	-0.283
Brand Reputation	0.782	1.279	-0.698-

According to the result shown in table (4-8), there is no Multicollinearity between the independent variables, this is confirmed from the values of variance inflation factor (VIF) of the dimensions are (1.046 ; 1.274 ; 1.379 ; 1.279) , respectively, less than (10) . As can be seen, the values of Tolerance ranged between (0.725 - 0.956) which is greater than (0.05) this is an indication that there is no Multicollinearity between the independent variables While to make sure that the data follow a normal distribution the researcher calculates the Skewness coefficient and the values were less than (1)

**(4-3-2): Dependability of Dependent Variable:**

Multiple regressions assume that variables have normal distributions. This means that errors are normally distributed, and that a plot of the values of the residuals will approximate a normal curve.

**Table (4-9)**  
**Pearson's Correlation research variables matrix**

	<b>Brand Image</b>	<b>Brand elements</b>	<b>Brand Strategy</b>	<b>Brand Reputation</b>
<b>Brand Image</b>	1.000			
<b>Brand elements</b>	0.087	1.000		
<b>Brand Strategy</b>	0.108	0.178	1.000	
<b>Brand Reputation</b>	0.105	0.325	0.406	1.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

There must not be a high correlation between the independent variable dimensions until a regression testing.

The researcher use Pearson correlation analysis to find if there is multicollinearity between the independent variables. According to the result shown in table (4-9), the independent variables are un correlated, and there is no multicollinearity between the independent variables

#### **(4-4) Hypotheses Testing**

The researcher in this part tested the hypotheses, through Multiple and simple Linear Regression analyses with (F) test using ANOVA table and path analysis as follows:

#### **(4-5): First Main Hypothesis**

**H2: *Brand identity development has a positive direct effect on e purchasing in Jordanian food and beverage industries at the level  $(\alpha \leq 0.05)$ .***

To test this hypothesis, the researcher uses the simple regression analysis to ensure the direct effect of brand identity development customer's loyalty in Jordanian food and beverage industries at the level  $(\alpha \leq 0.05)$ .. As shown in Table (4-10).

**Table (4-10)**  
*Simple Linear regression model to test the impact of brand identity  
 development on E-purchasing*

The impact of brand identity development on customer's loyalty	R	(R <sup>2</sup> )	R adjusted	F calculated	Sig*	β	T	Sig*
	0.542	0.294	0.290	73.232	0.000	0.42	8.558	0.000

\*The impact is significant at level ( $\alpha \leq 0.05$ )

\* (n-1 = 177)

\* (T tabulated = 1.96)

From table (4-10) the researcher observes that there is a positive direct effect of brand identity development on e-purchasing among Jordanian food and beverage industries. The (R) was (0.542) at level ( $\alpha \leq 0.05$ ), whereas the (R<sup>2</sup>) was (0.294). This means the (0.294) of e-purchasing among Jordanian food and beverage industries changeability's results from the changeability in brand identity development. As (Beta) was (0.542) this means the increase of one unit in brand identity development will increase on e-purchasing of food and beverage value (0.542). Confirms significant impact (F) Calculate was (73.232) and its significance at level ( $\alpha \leq 0.05$ ), and accepted hypothesis:

***Brand identity development has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).***

#### **(4-6) Sub Hypothesis test**

**H1.1:** Brand image has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

**H1.2:** Brand elements have a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

**H1.3** brand strategy has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

**H1.4:** brand reputation has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

**Table (4-11)**

*Multiple regression analysis to test Brand identity development (Brand image, Brand elements, Brand strategy, Brand reputation) effect on e purchasing food and beverage in Jordan*

Dependent variable	R	(R <sup>2</sup> )	F Calculate	DF	Sig*	Independent variable	T Calculated	Sig*
<b>E-purchasing</b>	0.560	0.314	19.777	4	0.000	Brand image	8.301	0.000
				173		Brand Elements	1.570	0.118
				177		Brand Strategy	1.921	0.056
						Brand Reputation	2.881	0.000

\*The impact is significant at level ( $\alpha \leq 0.05$ )

\* (n-1 = 177)

\* (T tabulated = 1.96)

Brand image and Brand Reputation have more impact on e-purchasing and that's because of the low significance rate and the high proportion of T.

To test this hypothesis the researcher use the multiple regression analysis to ensure the direct impact of brand identity development (brand image, brand elements, brand strategy, brand reputation) on e-Purchasing food and beverage in Jordan, As shown in table (4-11).

The regression model achieves a high degree of fit, as reflected by (R) (0.560) and (R<sup>2</sup>) (0.314), which asserted that (0.314) of the explained variation in e purchasing can be accounted for brand identity development. As well as table, (4-11) shows, the analysis of variance of the fitted regression equation is significant with (F) value of (19.777). This is an indication that the model is a

good one. Since the p-value is less than (0.05), it shows a statistically significant impact of brand identity development on e purchasing.

#### **(4-7)Sub Hypothesis analysis**

**H11:** Brand image has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

From table (4-11) the researcher observes that there is a positive direct effect of brand image on e purchasing food beverage in Jordan. As shown in the above table the (T) calculated is greater than the (T) tabulated where the calculated is (8.301), while the (t) tabulated is (1.96). According to the result reached, we reject the null hypothesis and accept alternative hypothesis, on the other hand the p-value confirmed this result it was less than (0.05). That means:

***Brand image has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).***

**H12:** Brand elements have a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

According to the result shown in table (4-11), the (t) calculated is less than the (t) tabulated. The (t) calculated was equal (1.570) while the (t) tabulated is (1.96). In addition, the p-value was (0.118) it is greater than significance, (0.05) or less, so we accept the null hypothesis and reject alternative hypothesis, That means:

***Brand elements have no positive direct effect on e purchasing food and beverage in Jordan at the level ( $\alpha \leq 0.05$ ).***

**H13:** Brand strategy has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

According to the result shown in table (4-11) the (t) calculated less than (t) tabulated. (T) calculated value is (1.921) while the (t) tabulated is (1.96).

on the other hand the p-value equal to (0.056), while the significance is greater than (0.05), so we accept the null hypothesis and reject alternative hypothesis, That means:

***Brand strategy has no positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).***

**H14:** Brand reputation has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).

From table (4-11) the researcher observes that there is a positive direct effect of brand reputation on e purchasing food beverage in Jordan. As shown in the above table the (T) calculated is greater than the (T) tabulated where the calculated is (2.881), while the (t) tabulated is (1.96). According to the result reached, we reject the null hypothesis and accept alternative hypothesis, on the other hand the p-value confirmed this result it was less than (0.05). That means:

***Brand reputation has a positive direct effect on e purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).***

#### **(4-8): Second Main Hypothesis**

**H2:** *Brand identity development has a positive direct effect on customer's loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).*

To test this hypothesis, the researcher uses the simple regression analysis to ensure the direct effect of brand identity development on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).. As shown in Table (4-12).

**Table (4-12)**  
**Simple Linear regression model to test the impact of brand identity**  
**development on customer's loyalty**

The impact of brand identity development on customer's loyalty	R	(R <sup>2</sup> )	R adjusted	F calculated	Sig*	β	T	Sig*
	0.522	0.272	0.268	65.812	0.000	0.522	8.112	0.000

\*The impact is significant at level ( $\alpha \leq 0.05$ )

\* (n-1 = 177)

\* (T tabulated = 1.96)

From table (4-12) the researcher observes that there is a positive direct effect of brand identity development on customer's loyalty of Jordanian food and beverage industries. The (R) was (0.522) at level ( $\alpha \leq 0.05$ ), whereas the (R<sup>2</sup>) was (0.272). This means the (0.272) of customer's loyalty among Jordanian food and beverage industries changeability's results from the changeability in brand identity development. As (Beta) was (0.522) this means the increase of one unit in brand identity development will increase on customer's loyalty of Jordanian food and beverage industries value (0.522). Confirms significant impact (F) Calculate was (65.812) and its significance at level ( $\alpha \leq 0.05$ ), and that confirms valid first hypotheses, and accepted hypothesis:

***Brand identity development has a positive direct effect on customer's loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).***

**(4-9) Second sub hypothesis tests.**

**H21:** Brand image has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).

**H22:** Brand elements have a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).

**H23** brand strategy has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).

**H24:** brand reputation has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).

**Table (4-13)**

**Multiple regression analysis to test Brand identity development (Brand image, Brand elements, Brand strategy, Brand reputation) effect on food and beverage customer's loyalty in Jordan**

Dependant variable	R	(R <sup>2</sup> )	F Calculate	DF	Sig*	Independent variable	T Calculated	Sig*
customer's loyalty	0.551	0.304	25.340	4	0.000	Brand image	4.873	0.007
				173		Brand Elements	2.639	0.000
				177		Brand Strategy	0.913	0.363
						Brand Reputation	3.057	0.003

\*The impact is significant at level ( $\alpha \leq 0.05$ )

\* (n-1 = 177)

\* (T tabulated = 1.96)

To test this hypotheses the researcher use the multiple regression analysis to ensure the direct effect of brand identity development (brand image, brand elements, brand strategy, brand reputation) on food and beverage customer's loyalty in Jordan. As shown in table (4-13).



The regression model achieves a high degree of fit, as reflected by (R) (0.551) and (R<sup>2</sup>) (0.304), which asserted that (0.304) of the explained variation in customer's loyalty can be accounted for brand identity development. As well as table, (4-13) shows, the analysis of variance of the fitted regression equation is significant with (F) value of (25.340). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant impact of brand identity development on customer's loyalty.

#### **(4-10) Sub Hypothesis analysis**

**H21: Brand image has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).**

From table (4-13) the researcher observes that there is a positive direct effect of brand image on customer's loyalty food beverage in Jordan. As shown in the above table the (T) calculated is greater than the (T) tabulated where the calculated is (4.873), while the (t) tabulated is (1.96). According to the result reached, we reject the null hypothesis and accept alternative hypothesis, on the other hand the p-value confirmed this result it was (0.007), and this value is less than significance (0.05), That means:

***Brand image has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).***

**H12: Brand elements have a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).**

According to the result shown in table (4-13) the (t) calculated is greater than the (t) tabulated. The (t) calculated was (2.639) while the (t) tabulated is (1.96). In addition, the p-value was (0.000) that mean it is less than significance (0.05), so we reject the null hypothesis and accept alternative hypothesis, that means:

*Brand elements have positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).*

**H13: Brand strategy has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).**

According to the result shown in table (4-13) the (t) calculated less than (t) tabulated. (T) calculated is (0.913) while the (t) tabulated is (1.96). On the other hand, the p-value equal to (0.363), while the significance is greater than (0.05), so we accept the null hypothesis and reject alternative hypothesis, that means:

*Brand strategy has no positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ )*

**H14: Brand reputation has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).**

From table (4-13) the researcher observes that there is a positive direct effect of brand image on customer's loyalty food beverage in Jordan. As shown in the above table the (T) calculated is greater than the (T) tabulated, where the calculated is (3.057), while the (t) tabulated is (1.96). According to the result reached, we reject the null hypothesis and accept alternative hypothesis, on the other hand the p-value confirmed this result it was (0.003), and this value is less than significance (0.05), that means:

*Brand reputation has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).*

**(4-11): Third Main Hypothesis**

**H3: E Purchasing has a positive direct effect on customer's loyalty at the level ( $\alpha \leq 0.05$ ).**

To test this hypothesis, the researcher uses the simple regression analysis to ensure the direct effect of e purchasing on customer's loyalty at the level ( $\alpha \leq 0.05$ ).. As shown in Table (4-14).

**Table (4-14)**

***Simple linear regression model to test the effect of e purchasing on customer's loyalty at the level ( $\alpha \leq 0.05$ ).***

<b>The impact of brand identity development on customer's loyalty</b>	<b>R</b>	<b>(R<sup>2</sup>)</b>	<b>F calculated</b>	<b>Sig*</b>	<b>Beta</b>	<b>T Calculated</b>	<b>Sig*</b>
	0.521	0.271	65.496	0.000	0.522	8.093	0.000

\*The impact is significant at level ( $\alpha \leq 0.05$ )

\* (n-1 = 177)

\* (T tabulated = 1.96)

From table (4-14) the researcher observes that there is a positive direct effect of e purchasing on customer's loyalty. The (R) was (0.521) at level ( $\alpha \leq 0.05$ ), whereas the (R<sup>2</sup>) was (0.271). This means the (0.271) of customer's loyalty changeability's results from the changeability in e purchasing. As (Beta) was (0.521) this means the increase of one unit in e purchasing will increase on food and beverage customer's loyalty in Jordan, value (0.521). Confirms significant impact (F) Calculate was (65.496) and its significance at level ( $\alpha \leq 0.05$ ), and that confirms valid first second main hypotheses, and accepted hypothesis:

*E-purchasing has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).*

**(4-12): Fourth Main Hypothesis**

**H3: *Brand identity development has a positive indirect effect on customer's loyalty through E Purchasing in food and beverage industries in Jordan at the level ( $\alpha \leq 0.05$ ).***

To test this hypothesis, the researcher uses the path analysis to ensure the indirect effect of brand identity development and customers' loyalty through e-purchasing as a mediator variable. As shown in Table (4-15), we observe that Brand Identity Development has a positive indirect effect on customers' loyalty through e-purchasing in Food beverage in Jordan. The *Chi*<sup>2</sup> was (46.882) at level ( $\alpha \leq 0.05$ ). whereas the (*GFI*) was (0.997) Goodness of Fit Index approaching to one. On the same side the *CFI* was (0.991) Comparative Fit Index approaching to one, while the *RMSEA* was (0.045) approaching to zero, as Direct Effect was (0.384) between Brand Identity Development on e-purchasing customers' loyalty, (0.356) between e-purchasing on customers' loyalty. Also the Indirect Effect was (0.136) between Brand Identity Development on customers' loyalty through e-purchasing in Food companies in Amman. The *T* value calculated coefficient effect of the first path (*Brand Identity Development e-purchasing*) (27.814) which is significant at level ( $\alpha \leq 0.05$ ). while the *T* value calculated coefficient effect of the second path (*e-purchasing customers' loyalty*) (22.545) which is significant at level ( $\alpha \leq 0.05$ ). This result indicates that there is a positive indirect effect of e-purchasing on the relationship between Brand Identity Development on customers' loyalty as a mediator in Food companies in Amman. Thus, we accept the hypothesis that states:

*There is a significant statistical indirect effect of Brand Identity Development on customers' loyalty through e-purchasing as a mediator in Food beverage industries in Jordan at the level ( $\alpha \leq 0.05$ ).*

**Table (4-15)**

**Path analysis test results of the indirect effect of e-purchasing on the relationship  
between Brand Identity Development on customers' loyalty as a mediator in Food  
Companies in Amman**

	Chi2 Calculate	Chi2 Tabled	GFI	CFI	RMSEA	Sig*	Direct Effect	Indirect Effect	Path	T Value	Sig*
<b>Brand Identity Development on customers' loyalty through e- purchasing</b>	46.882	3.413	0.997	0.991	0.045	0.000	<b>Brand Identity Development on e- purchasing customers' loyalty</b>	0.136	<del>BID</del> → EP	27. 814	0.000
							<b>e-purchasing on customers' loyalty</b>		EP→ CL	22. 545	0.000

GFI : Goodness of Fit Index must Proximity to one

CFI : Comparative Fit Index must Proximity to one

RMSEA : Root Mean Square Error of Approximation

BID : Brand Identity Development

CL : customers' loyalty

EP : e-purchasing

## **CHAPTER FIVE**

### **5.1 The Main Result of Study**

### **5.2 Study Conclusion**

### **5.3 Study Recommendations**

### **(5-1) The main results of the study**

The study explored a number of important and significant results that the researcher hopes that they would lead to novel contributions to theory and relevant literature. The researcher also hopes that such results would trigger a number of critical decisions by food and beverage business organizations. also hope that such decisions would be reflected positively on their business' benefits. Based on the data analysis and hypotheses testing in chapter 4, the research results generated from this piece of work can be summarizing as follows:

1. This study obtained the evaluation of brand identity development in the Jordanian food and beverage enterprises through four main dimensions (Brand image, brand elements, brand strategy brand reputation). The study showed a median level of importance of brand identity development in Jordanian enterprises with all dimensions discussed earlier in this study. That agrees long with the study of (Greyser, 2009).
2. The importance level of brand image in Jordanian food and beverage industries was median (3.152), which corresponds with (Creyt, 2007) finding the influence of brand image and company reputation where manufacturers market to small firms customer value perspective.
3. The importance level of brand elements in food and beverage Jordanian industries was median (3.352), with standard deviation equal to (0.594) and the highest statement got approved from the viewpoint of sample study was "I think that consistent brand elements is a must" Martensen, et al., (2000).
4. The importance level of Brand strategy in Jordanian food and beverage industries was high (3.719). Which indicate that Jordanian food and beverage industries support (Martensen, et al., 2000), in that the companies should develop a customer-based brand equity model for measuring and managing of online brand equity, the researchers developed a cause-and-effect model linking customer-brand relationships to rational and emotional brand associations, as well as rational and emotional brand evaluations?

5. The importance level of Brand Reputation in Jordanian food and beverage industries was high (4.194). Where the arithmetic means range for this independent variable was between (3.938 - 4.629) compared with General Arithmetic mean amount of (4.194). We observe that the highest mean for the item, "I think that consistency of quality keeps good reputation.
6. The importance level of brand reputation in Jordanian food and beverage support (Cretu, 2007), study entitled "the influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective". The results indicate that the brand's image has a more influence on the customers' perceptions of product and service quality, while the company's reputation has a broader influence on perceptions of customer value and customer loyalty, in a way that affects the buy process.
7. The importance level of e-purchasing in Jordanian food and beverage industries was median (3.151). We observe that the highest mean for the item "I think that making food delivery orders via Internet is much easier" with arithmetic mean (3.370), Standard deviation (1.040). The lowest arithmetic mean was for the item " I do like making my payment online once purchasing" With Average (2.943) and Standard deviation (1.260). In general, it appears that the Importance level of e-purchasing in Jordanian food and beverage industries from the study sample viewpoint was Median.
8. The importance level of customer loyalty in food and beverage industries equal to (3.309). The statistical analysis clarifies the importance level of customer loyalty, where the arithmetic means range between (2.623 – 4.073) compared with General Arithmetic mean amount of (3.309). The highest mean for the item " As a loyal customers I usually recommend my loyal brand to others " with arithmetic mean (4.073). The lowest arithmetic mean was for the item " I think that repurchasing leads to loyalty" With Average (2.623). In general, it appears that the Importance level of Customer loyalty was Median.



9. There is a positive direct effect of brand identity development on e-purchasing among Jordanian food and beverage industries. The (R) was (0.542) at level ( $\alpha \leq 0.05$ ), that support results of (Cretu, 2007), which indicate that the brand's image has a more influence on the customers' perceptions of product and service quality, while the company's reputation has a broader influence on perceptions of customer value and customer loyalty, in a way that affects the buy process.
10. Brand image has a positive direct effect on e-purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).
11. Brand elements have no positive direct effect on e-purchasing food and beverage in Jordan at the level ( $\alpha \leq 0.05$ ). The researcher think that the result reached in this study does not support many previous studies cause of the different culture and different environment where the studies made in.
12. According to statistical analysis there was Brand strategy has no positive direct effect on e-purchasing food and beverage at the level ( $\alpha \leq 0.05$ ). Also this result does not support many of previous studies for the same reason mentioned in the last hypothesis.
13. Brand reputation has a positive direct effect on e-purchasing food and beverage at the level ( $\alpha \leq 0.05$ ).
14. There is significant impact of Brand identity development on customer's loyalty in Jordanian food and beverage industries at the level ( $\alpha \leq 0.05$ ).
15. There is significant impact of Brand image food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).
16. Brand elements have positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).
17. Brand strategy has no positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).
18. Brand reputation has a positive direct effect on food and Brand reputation has a positive direct effect on food and beverage customer's loyalty in Jordan at

the level ( $\alpha \leq 0.05$ ). This result support (Greyser, 2009) study Entitled “Corporate brand reputation and brand crisis management” the researcher came out the problems of brand reputation are those affected the distinctive attribute/characteristic – most closely associated with the brand’s meaning and success.

19.e-Purchasing has a positive direct effect on food and beverage customer's loyalty in Jordan at the level ( $\alpha \leq 0.05$ ).

20. There is a significant statistical indirect effect of Brand Identity Development on customers’ loyalty through e-purchasing as a mediator in Food beverage industries in Jordan at the level ( $\alpha \leq 0.05$ ).

That means that there is positive direct impact between the independent and the dependent variables, and indirect positive impact between the independent and the dependent variables through the mediator.

## **(5.2) Conclusions**

This research aimed to study the impact of brand identity development on customer's loyalty on the light of e-purchasing. It tries to determine the key of brand identity development that affects e-purchasing such as: (brand image, brand elements, brand strategy, and brand reputation). The second aim of this study is to understand the impact of brand identity development on customer's loyalty in Jordanian food and beverage industries. Finally, this study aimed to investigate the impact of brand identity development on customer loyalty through e-purchasing. This study classified brand identity development to brand image, brand elements, brand strategy, and brand reputation. Certainly, in this new digital world of business, the brand identity development seems to be the right solution to get customer's loyalty. This is because in the current e-business environment e-purchasing can provide organizations with various benefits such as optimizing and integrating business processes, maximizing operational and managerial profits, and improving strategic and organizational benefits.

To achieve the objectives of this study, the researcher has developed a novel model to measure the impact of brand identity development on customer's loyalty in the light of e-purchasing. An Extensive literature review has been done and was essential for developing research model. The model has three main variables: brand identity development, e-purchasing, and customer's loyalty. The construct of brand identity development includes the following sub-dimensions: Brand image, brand elements, brand strategy, and brand reputation.

The developed model applied and tested in the context of Jordanian food and beverage industries, the sample was determined to include e purchasing food and beverage users. For hypotheses testing, a questionnaire instrument was designed on the basis of the constructed model. Prior to data collection, the questionnaire instrument was validated by a number of professors and experts in the domain of this study and working at Middle East University and other universities in Jordan. The questionnaire instrument was validated in terms of clearance, meaning, format, and its ability to measure the constructs included within the research model. The questionnaire instrument was then revised to reflect the comments and suggestions those received by the referees. Thereafter, (350) questionnaire distributed to the sample of this study and (178) responses considered valid for data analysis were collected. The analysis conducted using Statistical Package for Social Sciences (SPSS) Version (20) and AMOS. Following data analysis, results were obtained and reported in chapter four.

Having a positive direct impact between brand identity development and customers loyalty gives organizations in the food and beverage industry in Amman Jordan an indicator to invest more on there brands as to make customers more loyal, and having a positive indirect impact between brand identity development and customers loyalty through e-purchasing gives organizations more and more clues to invest in using the online technologies.

### **(5-3): Recommendations**

Based on study results and conclusions, the following recommendations are suggested:

1. Jordanian food and beverage industries recommended translating their vision into policies and procedures in order to enhance their impact on their operation competitive capabilities, and there should be a clear and shared understanding of brand identity development.
2. Jordanian food and beverage industries recommended enhancing their core capabilities (special skills and knowledge) and how to leverage them to maintain their competitive advantage and to create value of their customers.
3. Jordanian food and beverage have to raise their brand strategies in order to increase the customer's loyalty
4. Jordanian food and beverage recommended developing brand elements to satisfy customers.
5. Further studies recommended to be conducted in other sector in Jordan
6. Further studies also recommended to be conducted from the perspective of customer's need
7. The firm's brands identity development should be adapted to the needs and requirements of customers, particularly the product elements.
8. My recommendation for future research to study other brand identity components such as brand equity and its impact on customers loyalty, and also studding the impact of brand identity development on consumer buying decision.

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## Appendixes

### 1. Appendix 1: Questioner



**Middle East University**

**Business faculty**

**E-Business department**

Dear Responder,

The researcher is in the process of conducting a field study regarding the impact of brand identity development on customer's loyalty on the light of ePurchasing, which will be applied on the food and beverage industry in Jordan.

Being a part of the requirement to acquire a master's degree in eBusiness.

This questionnaire is intended only for the purposes of scientific research.

Please note that basis of the questionnaire measurement would be a five point Likert scale, employed accordingly:

Strongly disagree	Disagree	Natural	Agree	Strongly agree
1	2	3	4	5

Researcher: Sami Albadri

Supervisor: Dr. Sameer Aljabaly

## Part1: Demographics:

**Gender:**  Male  Female

**Age:**  Less than 25  25-34  35-44  45-54  more than 55

**Marital status:**  Single  Married  Divorced

**Academic degree:**  Diploma  Bachelor degree  Masters  Philosophy  
 Doctorate

#	Item	Strongly agree (5)	Agree (4)	Natural (3)	Disagree (2)	Strongly disagree (1)
<b>Brand Image:</b> the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings).						
1	I prefer to buy from familiar brands					
2	I think that theme of the store is one of the main competitive advantages					
3	I think that the brand image reflects the consumer's image.					
4	I buy a product by its image					
5	I think that international restaurants image is better than local ones					
<b>Brand elements:</b> are devices, which can be trademarked, that identify and differentiate the brand. And they are brand names, symbols, slogans, logos, characters and URLs.						
6	I think that consistent brand elements are a must.					
7	I don't expect major change on any element of my favorite brand.					
8	I would love to but a symbol or a logo of a brand that I love to reflects my personality on my stuff.					
9	I think that changing brand elements usually leads to negative comparison.					
10	For me, bad brand elements reflects bad quality product.					
<b>Branding strategy:</b> refers to the ways that firms mix and match their brand's name on their products						
11	I think that launching a new product from my favorite brand should be relevant to the product that I know.					
12	I don't like to see my favorite brand supporting other political parties.					
13	I think that advertising campaigns guides me to the right product.					

14	In my opinion choosing brand location is a key of success.					
15	I think that product pricing for a brand is important.					
<b>Brand Reputation:</b> The promise associated with a particular brand to consumers, business customers and other stakeholders						
16	I think that brand reputation affects my purchasing decision.					
17	For me brand reputation may change over time.					
18	I believe that CSR maintains brand reputation.					
19	I think that consistency of quality keeps good reputation.					
20	I think that country of origin for a brand plays a role of brand reputation.					
<b>E- Purchasing:</b> The combined use of information and communications technology through electronic means to enhance external and internal purchasing and supply management processes						
21	I trust internet purchasing.					
22	I think that internet purchasing is safe.					
23	I think that making food delivery orders via internet is much easier.					
24	I like getting notifications on my mobile telling me about my favorite restaurant's offer.					
25	I do like making my payment online once purchasing.					

**Customer loyalty:** is about “increasing the percentage of repeat purchases among current customers

26	As a loyal customers I usually recommend my loyal brand to others.					
27	I think that repurchasing leads to loyalty.					
28	For me I think that loyalty will lead to ignoring brand faults.					
29	I think that loyal customers respond more to marketing messages.					
30	I do agree that making customers loyal is way easier than getting new ones.					

**Part1: Demographics:**

**Gender:**  Male  Female

**Age:**  Less than 25  25-34  35-44  45-54  more than 55

**Marital status:**  Single  Married  Divorced

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30	I do agree that making customers loyal is way easier than getting new ones.					

## 2. Appendix 2: Names of arbitrators.

No.	Name	Specialization	Work Place
1	Prof. Laith Al-Robaei	Marketinh	MEU
2	Dr. Morad Al-Atiani	Business Administration	Al- IsraaUni
3	Dr. Ahamed Ali Saleh	Business Administration	MEU
4	Dr. HanadiSalameh	E-Business	MEU
5	Dr. AbdazizSharabati	Business Administration	MEU