Impact of Tribalism Brand on Brand Equity: The Mediation Role of Brand Pride

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Abstract

The main purpose of the current study is to investigate the mediating role Brand pride in the relationship between Tribalism Brand and Brand Equity. The main value and contribution of the current study is represented in its attempt to bridge the knowledge and application gap of the nature of those relationships between the main variables of the study by focusing on a real problem based on the question of whether the influence of Tribalism Brand in Brand Equity through the mediating role Brand pride?. The study adopted clients Brand phones (Iphone) in Iraq as a community for the study, and a sample of (300) respondents was obtained after distributing the questionnaire that was prepared for this purpose based on a scale from previous studies, and the questionnaire was published through the Google Form program through social media. The results of the questionnaire appeared after being processed by statistical methods according to the program (Spss v.25, Amos 23) Having a mediating role Brand pride in the relationship between Tribalism Brand and Brand Equity.

Keywords: *Tribalism Brand, Brand Equity, Brand pride.*

Introduction

Smartphone devices have gained great importance in the lives of people around the world. It is estimated by the International Telecommunication Union that at the end of 2024 there will be the equivalent of 87 percent of the world's population carrying a smart device. This clearly shows that the mobile phone industry has developed over the past fifteen years, and today the phenomenon of smart phones is growing rapidly.

The mobile phone gave consumers the convenience of having a phone wherever they go and a personal digital assistant gave consumers the ability to carry all their personal information with ease; For example; address book, calendar, notepad, and access to their email. However, with the advent of smartphones that demonstrated modern computing capabilities and superior connectivity compared to contemporary cell phones, consumers were able to make voice calls, video calls, short messaging services, and multimedia messaging services, in addition to a wide range of Advanced services. Smartphones have been repositioned as the 'new information medium', consumers may no longer see smartphones as devices for calling and texting, instead as versatile devices for gaming, socializing and downloading apps leading to a radical shift in behavioral patterns, lifestyle and status.

And at the local level, the use of mobile phones in Iraq has increased significantly in recent years, especially since Iraq is a country that rides the technological wave of the development of telecommunications: as a result, the use of mobile phones in Iraq has

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increased significantly, as studies indicate that 85% of Iraqis own phones Smart. A smartphone offers more modern computing capabilities and superior connectivity than a mobile phone.

There is a basic necessity to expand, retain, and increase customer commitment Brand pride to take advantage of Brand Equity Develop commitment Brand raises potential returns for the company, mainly because the costs of acquiring new customers are much greater compared to the costs of retaining existing ones, committed customers are more likely to pay premium prices and less likely to worry about price.

Studies confirm that, on average, committed buyers Brand Two-thirds of the total volume sold in specific product categories. Therefore, brand commitment results in greater market share when a particular brand is continually purchased by committed customers.

And to keep pace with these developments on the practical and intellectual level requires building Brand Equity Marketers planning, and formulating strategies Brand pride in accordance with customer behavior, marketing factors that are always changing (Kim and Hyun, 2011;Goldsmith, Flynn and Clark, 2012; Tsiotsou, 2013). As strong Brand pride has a huge value, and this can be seen in the case of (Apple), which is considered the most valuable brand in the world with about (104.3) billion US dollars in the year (2021), and therefore Brand is one of the valuable assets of the company.

At present the new strategy is to build Brand Equity in creating characterTribalism Brand(2013Tsiotsou, ; Taute and Sierra, 2014). It is a great challenge for marketers because the creation processTribalism BrandIt is to build a network of individuals who have a passion for the same Brand and have communication and sharing of feelings, opinions about Brand among members of a group, or a tribe together.

longer relationships Brand is an important aspect of building Brand Equity Because he When customers already have an emotional bond with Brand, they remember and want to buy the same Brand over and over until this becomes a behavioral habit (Papista and Dimitriadis, 2012).

Loyalty, attachment, pride, and love are the explanatory characteristics of the relationship associated with Brand from the customer's perspective, and through many studies they found that Brand relationships have positive effects on customer attitudes towards Brand (Algesheimer et al., 2005; Alejandro et al., 2011).Bonus On that indicated (Marquardt, 2013) indicates that collective association with Brand has a positive effect on Brand Equity,A customer who enjoys a romantic relationship with Brand can be employed to transform into an emotional state that expresses pride and joy in the form of permanent relationships through association with Brand. However, these feelings did not explain the phenomenon that was observed when He was The identification between Brand and its user is almost perfect and unified, i.e. the customer and Brandthey reflecteach other, and this gap has been addressed through the research that has been conducted on the relationship between the emotion associated with prideBrandselected.

It was recognizedBrand pride It is a deep positive emotion that unites and amplifies customers' sense of self with Brand ,And incarnate Brand pridelike (Apple) these sentimentsBecause sheenjoystanding Similar to worship among customers. Accordingly, the current study is presentedattempt Serious to understand the nature of the relationship betweenTribalism BrandAnd Brand Equity through the mediating role Brand pride.

And by exploring the level of awareness of the sampleto belongtoTribalism Brandfavorites, their level of pride, and recognition Brand Equity. Then search the interrelationships of these three variables and the direct and indirect effects. The current study attempts to achieve its desired objectives after reviewing the concepts of these variables according to contemporary marketing thought and framing them within the new findings of previous studies to verify their hypotheses by adopting ready-made standards after verifying the validity and stability of the standards within the local environment.

First: the problem of the study

The features of the problem of the current study weave various research motives that embody the intellectual and practical considerations to be identified. The practical problem of the study was that the smart phone market is growing significantly in its popularity and product offerings, and this creates the need for a competitive advantage, and at the present time many customers are using smart phones, which Leaves a vast and complex market of competitive strategies to win the smartphone market, and hence Brand pride For smartphones, it is working on finding new strategies to penetrate the marketing chaos to create customer loyalty, as one of the strongest links in the public domain is (community), which serves as a starting point for a new strategy to create loyalty .high Brand, since meeting the basic needs of a customer is no longer an important priority for the customer to the extent that the customer is looking for consumer experiences that link him to others or to the groups that form a consumer tribe, asTribalism BrandFrom informal groups of customers who share the same passion and loyalty toBrand Or a group of signs. It countsTribalism Brand, or a customer community useful to create Brand, communication and development. The study aims to ascertain the prevalence of the iPhone brandTribalism Brand, and if He wasthisconstribtein promotionBrand EquityAs a higher value that companies gain from the customer, and through which they achieve sustainable superiority on a relational basis that cannot be penetrated by competitors easily, and perhaps employing consumer positions such asBrand pride It adds a lot of success and superiority to these brands, or companies. Therefore, the problem of the study centers around a major problem, which is: "Does the influence of Tribalism Brand in Brand Equity through the mediating role Brand pride ?

The importance of studying

The importance of this study stems from the nature of the topics it deals with, and the importance of study variables for business organizations, so it is an important entry point for business organizations that operate in a highly competitive environment, and in light of market challenges.Tribalism Brand AndBrand EquityAnd Brand prideAs modern practical models that can be applied and benefited from in the local environment, which is witnessing strong competition between Brand pride for different smart phones to maintain the relationship with the customer has been imposed by the technological developments in this field. This study derives its practical importance in searching and knowing more about the variables of the study (Tribalism Brand AndBrand EquityAndBrand pride), and work to bridge the knowledge gap of these important variables in the intellectual framework.

Third: Study objectives

In light of the problem of the study and its importance, the main objective of this study is to determine the role played by dimensionsTribalism Brandthrough Brand pride in promotion Brand Equity Therefore, the special aim of this study is to use the sign (Apple) to interpret and understand the relative factors that lead to the formation of these interstitial signs between the variables of the current study in the field of smart phone industry, and as this study aims to achieve the construction of an empirical measure for two variables in the study (Tribalism BrandAndBrand pride) and prepare it for use in the local environment and in the smart phone industry in particular.

Fourth: the hypothesis of the study and its hypothetical plan

The study is based on the main hypothesis that "the effect of Tribalism Brand on Brand Equity mediated Brand pride A hypothetical chart was prepared as in Figure (1), which shows the nature of the relationship between the variables of the study.

Fig (1)Hypothesis Model
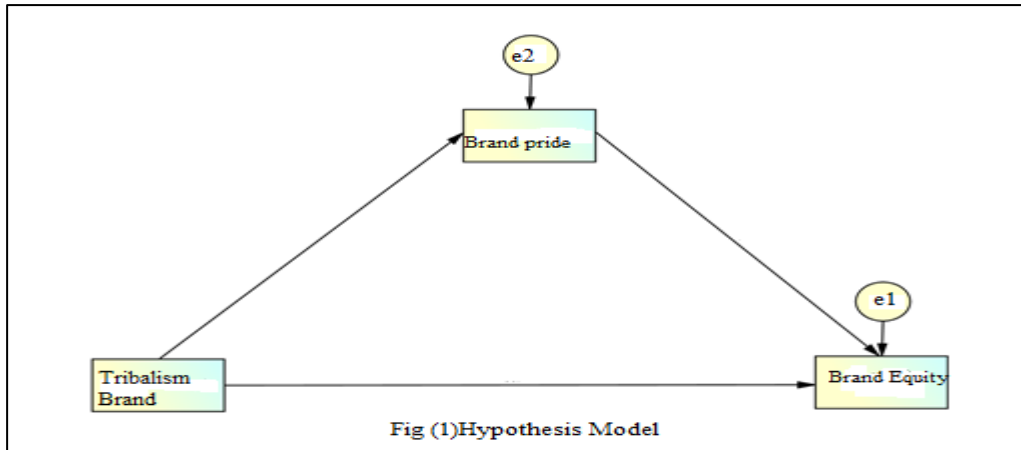
A sample the study

It is based on the equation (Hair, 2010), which refer to That sample size=n (number of paragraphs * 5) + 10% margin of safetyWhich means that the sample size will be=n 210 + 21 = 231 is the minimum sample size. The current study relied on the available sample method by submitting the questionnaire electronically through a programGoogle Form and the questionnaire was published on social networking sites such as (Face book, Viber, Telegram, whatsapp) to obtain the largest possible number of the required sample and exceed the required number according to the above equation, and accordingly, after distributing the form, (300) forms were obtained for customers.

Table (1) Description of the study sample

T	variants	Target groups	repetition	percentage
1	gender	males	138	46%
		females	162	54%
		sum	300	100%
2	Age group	under 18 years old	29	9.7%
		18-30 years old	147	49%
		31-50 years old	100	33.3%
		More than 50 years old	24	8%
		sum	300	100%
3	income level	Less than 500 thousand	130	43.3%
		500-1,000,000	123	41%
		More than 1,000,000	47	15.7%
		sum	300	100%
4	Academic achievement	Preparatory or less	47	15.7%
		diploma	56	18.7%
		Bachelor's	152	50.7%
		Olya	45	15%
		sum	300	100%
5	duration of handlingBrandiPhone	less than one year	101	33.7%
		1-5 years old	102	34%

		more than 5 years	97	32.3%
		Sum	300	100%

Theoretical review

1- Tribalism Brand

Tribalism BrandNew strategy to buildBrand EquityIt's a huge challenge for marketers. AndTribalism BrandIt is about building a network of memory and social vision who have a passion Brand itself and they have to communicate and share feelings and opinions about this Brand among members of the group or tribe together (Lee & Kim, 2019: 145). And made upTribalism BrandThrough sub-culture, shared values and rituals within groups or tribes, this outnumbers the number of tribes and communities associated with Brand based structures and symbols Tribalism Brandassociated with the brand on the system of values, norms and rules that have been put together by the members of the group together)(Hayeemad, Jaroenwanit & Khamwon, 2015: 93. and expressesTribalism BrandIn being a group of digital customers who share the same love towards Brand and form a community together, and these digital customers are loyal customers who carry the same Brand at a high level and support the Brand in any way possible, and they are the first to defend this Brand in case of negative feedback((Taute & Sierra, 2014: 10. And he confirms(Tsiotsou, 2013: 370) (Veloutsou & Moutinho, 2011) that Tribalism BrandIt consists of the following dimensions:

A. thepassionAndmullah degreeandFamiliar with the lifestyle

ConfirmsVallerand et al., 2003; Vallerand, 2008)) One of the concepts that can contribute to individual happiness and self-growth is passion for activities, and that individuals who frequently participate in an activity that they love deeply and appreciate, this makes them feel satisfied with this activity and also makes them feel more enthusiasm and meaning in their lives than individuals who are not enthusiastic about any something in their lives.As for "Lifestyle fit" refers to the fit between an individual's personal preferences and values, And his habits, between requirements ,and outlook ,and style culture the life ,or job ,or a specific environment, or match with Brand specific. In other words, appropriate lifestyle means how well an individual's lifestyle matches the requirements and expectations of a particular situation or environment or Brand Specific(Jurisic & Azevedo, 2011:355).

B. Groups accept Bookmark Reference groups are an important factor affecting the purchase intention of customers in societies. Reference groups refer to a group of digital customers, or groups that are compared and imitated by others, which can be considereda Reliable people in a particular field.

C. memory fsocial vision Brand Social visibility is the degree of exposure you receiveBrand, or product, that aims to create awareness, knowledge, and valuable information to build good relationships with existing and potential customers in digital communities.(Wong & Merrilees (2008: 304).. Collective memory is the knowledge that customers have aboutBrand business and share that knowledge with others And The members of the group when they buy products keep in mind Brand that one of the group members bought first(Olick, 1999: 336).

2-Brand pride

Brand pride It is a positive emotion towards Brand, as it relies on the remarkable success of Brand, and knowsBrand pride It is also a feeling of personal attachment Brand depending on the degree of self-identification of the customer with Brand, which is directed internally and externally (Lazarus & Lazarus, 1991: 140).The customer's sense of pride develops with strong self-identification withBrand,And so you become Brand is part of the individual (Baek, Kim & Yu, 2010: 672).A. is associated Brand pride With

positive behavioral results, which makes the customer feel proud because he is associated with A specific Brand and be loyal and committed to this Brand .Brand pride An important indicator of loyalty in services, for example in sports clubs, the reputation of the club is transferred to the customer, as customers feel proud because they encourage this club, and there is also an indirect effect of the quality of the club's service on the customer's pride(Alexandris, Douka, Papadopoulos & Kaltsatou, 2008: 242).

3-Brand Equity

Brand Equity is one of the most valuable intangible assets owned by Brand Equity organized It also affects the strength of equity Brand to create value for an organization By owning this organization Brand is good, which means that the organization has a good competitive advantage, which strongly increases business continuity (Perwito et. al. 2020.308). Brand Equity that it iscombination of strength Brand Equity depends on the customer and Brand Equity financial, which mostly refers to the accounting value of Brand, while (Wang &Tsai, 2014:149) referred to Brand Equity that depends on the customer as the extent of customer knowledge and the extent of their association with Brand in memory. Brand Equity she group from assets and liabilities associated Basim Brand and its symbol that maybe that Add or poses from the value that submit it the product/the service to customer(Anderson, 2005: 1).

representedafar away Brand Equity in a form Brand Equity First ,Walla The most famous that was suggested by (aaker)And tryThrough this form collect all ofaspects Cognitive needs ,and behaviorism.So it will beanodependence on model (Aaker (2014 fwho submitted it(Sabarina & Basir, 2015)

1-   perceived quality

 Perceived quality is an element Brand Equity is a part ,It is important to study and measure Brand Equity Quality is defined as customer evaluation of performance Brand compared to competing brands, and Perceived quality value can be demonstrated by providing a reason for purchase and recognitionpride And attract attentionachannel members ,Perceived quality is the customer's judgment of excellence ,or the general sophistication of products(Lim & Kim, 2010: 75).

1-   Awareness Brand

  Awareness Brand An undervalued asset can also prove that awareness and familiarity they affect On perceptions, beliefs, taste and even admiration. according to (Aaker, 1996: 11) It's when cock gets to knowmoaningon Brand, they assume it should be good because the organization will not spend money to support the brand. Brand's vision can convey leadership, success, quality and excitement organizations On display (19:1999)., Aaker & Joachimsthaler).

2.   Loyalty Brand

 Loyalty Brand A measure of how likely a customer is to choose the same brand when purchasing a productHimself ,In the event that most customers are indifferent to brand names and buy on the basis of features ,And the price ,and rest ,In this casebe important Brand Equity Very little.And there is loyalty Loyalty Brand with a photounevenof strengths ,And All customers, regardless of their loyalty, have a tendency to take a look attags other at other times ,As well as customers whose loyalty is higha brand they change their loyalty to this brand in the event of the failure of their preferred brand (Levine, 2003:195).

3.   Brand Association

Brand Association affect ratings Brand ,anyBrand EquityAnd countBrand Association basic to build Brands are strong Because sherepresent what you represent Brand in the mind of the customer. The three marketing elements of customer analysis, competitor

analysis, and organization analysis are essential to choosing a marketing strategy to hang that you want to associate with your brand ,in order to build Brand is strong. In terms of importance, we can start with a customer analysis because it is essential in understanding what customers think of your brand Knowing what they think of the competitive landscape, knowing what they want, and easily seeing what they have to say And why They do, and it's the deep connections that really resonate (Aaker, 1996: 60)..

Build the main hypothesis

A loyal customer believes that it is his choice Brand Certain is the best among other alternatives Besides Avoid marketing communications from competitors. In such cases, loyalty can be a mixture of constancy and support Peers ,This combination of the two leads to an immersed self-identity as it is included Brand is not just part of the same customer ,Rather, it is part of his lifestyle, as the individual, having examined Brand for a specific group of entertainment enthusiasts, for example, customers can become part of the communities of this Brand and support Peersoccupystatus Wide in enhancing feeling Brand pride Brand Equity(Jacoby & Kyner, 1973: 8). While (Muniz & O'guinn, 2001: 425) explains that if the brand is evaluated by the collective group, it is expected that it will arouse a sense of pride on the part of individual group members, and thus the Brand becomes a symbol of group identification, which leads to the strengthening of ties. Between Brand and Customer. Through previous studies, it is clear that the customer's repeated purchasing behavior does not express his loyalty through his indulgenceprofile with Brand only ,but also by publishing Positive WOM in both physical and virtual media, also known as Brand Recommendation or Brand Advocacy, is one of the strongest brand loyalty outcomes. Thus, the users ofBrand They have an increased sense of connection with their own brand and they have a desire to help others to provide an image of being well informed on this brand. And this good knowledge leads to an increase in repurchase intention and the tendency of customers to buy positive WOM, as sometimes the ability to share information is a source of greater satisfaction than the brand itself, as Positive WOM serves new users who accept new products by reducing the risks involved and enhancing the image Brand (Madupu & Cooley, 2010: 130).

while pointing ((Soscia, 2007: 888 to NBrand prideIt was found to be an important indicator of loyalty in services, for example (the use of smart phones), as the good reputation of smart phones is transmitted to customers, as customers feel proud of them.The preferred brand of their phones, and thus there may be an indirect effect of the quality of phone service on the customer's pride.Brand pride It leads to a stronger sense of loyalty towardsBrand This explains the possibility of a confirmed re-purchase intention in addition to the possibility of inviting new customers. Thus, it is expected that other proud customers will recommend using this brand and also be more inclined to protect and defend For their favorite mark against a competitive attack.

Test measurement and scale

The questionnaire was relied upon to measure the variables and dimensions of the current study by relying on the previous study, and Table (2) shows the components of that scale. using items measurement mentioned in the questionnaire , It was completed design poll first on Basis Scale from 5 points from Likert (1 = no I agree severely ; 5 = I agree severely). to evaluate Power Content , Done review initial questionnaire carefully from before T from experts who specialize in the field of marketing and consumer behavior from college professors, Done review questionnaire according to expert notes , and done Procedure an experimental test with 80 consumer (graduate students) virtually for smart phones to evaluate what if He was maybe to understand the tool clearly from them. It was completed use (Cronbach's alpha) to evaluate item reliability measurement. It was (Cronbach's alpha) to all dimensions Larger from 0.7 , and it command acceptable (Hair et al. 1998). It was completed finished from poll questionnaire and distribute it to a group of consumers of Smart phones (716).

Scale Table (2)

	variable	Source
1	Tribalism Brand	Veloutsou & Moutinho, 2011
2	Brand pride	Stewart & Grace, 2021
3	Brand Equity	Joseph et. al, 2020

To test the developed model, Partial least squares PLS was used. It is a second-generation multivariate technology (Fornell and Cha, 1994) that can simultaneously evaluate the measurement model (relationships between constructs and their corresponding indices), and the structural model with the aim of reducing the error variance, depending on the program ((Smart PLS for version 2.0 It was completed data analysis extracted from the questionnaire.

Convergence validity test it class that agree on its multiple elements to measure same concept. It explains schedule 3 variants and factors from class the first for distancing used in this is amazing the study was used factor download and reliability complex and average variance abstract to evaluate sincerity convergence. it was done hiring value recommended with it for operations download when(>0.5) , and must that it is average variance extracted($AVE > 0.5$) and must that be complex reliability ($CR > 0.7$). after making sure from sincerity convergence, It The evaluation of sincerity differentiation was completed using road (Fornell and Larcker, 1981). Sincerity differentiation is Class that divide with it Elements between fixtures or you measure distinguished concepts,

Table (3) The validity of scale

	variable	AVE	CR	Cranach's Alpha
1	Tribalism Brand	0.79	0.92	0.87
2	Brand pride	0.806	0.89	0.76
3	Brand Equity	0.728	0.91	0.85

As he shown in schedule (3), used method the second Which comparison root squared for AVE By links. Standards it that it if was root squared for AVE, shown in diagonals larger than value existing in the line and columns in this building appointed than maybe that conclusion that scales differentiated .from schedule (3) can note that value existing in diagonals larger than value existing in the line and column private with it, Than Indicates to that scales used in This is amazing the study differentiated. And so on the Results displayed in the two tables 3 And 4 Appear Power discriminatory and convergent suitable.

Table (4) convergence (reliability and intercorrelations) and the statistical description of the study scale

variants			3
	1	2	
Tribalism Brand	0.45*		
Brand pride	0.31*	0.35**	0.55**
Brand Equity	0.22	0.44	0.49**
	Descriptive statistics		
mean	3.32	3.59	3.44
standard deviation	0.77	0.81	0.89
*p<0.05; **p<0.01 The diagonals are the square root of AVE while the outer diagonals represent the correlations between the dimensions and variables of the study			

Regarding the correlation matrix given in the table (4) has been employed in two areas, the first is related to verifying the strength of the study model by inferring the existence

of a linear correlation between the variables in preparation for the use of the structural equation model, as the results showed that the highest correlation coefficients did not exceed (0.60) among the independent variables, which means that there is no multiple linear correlation problem. The second purpose is to provide initial support for research hypotheses to verify the existence of an effect relationship later.

Test the study hypotheses

Verification of the above hypothesis is done through the use of the structural equation modeling test and knowledge of the nature of mediation by considering the direct effect when the variable is present. can by form clarification The paths of influence of the tested model within two main paths, the first to test the direct effect between the independent variable and the dependent variable in the presence of the mediating variable, and then the path of the indirect influence of the independent variable through the mediating variable to the dependent variable.
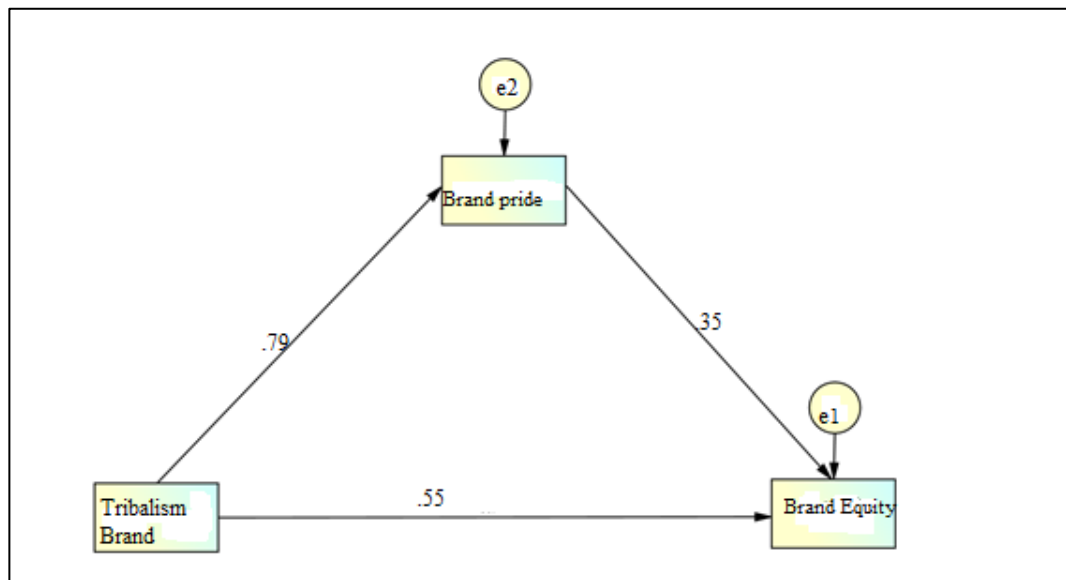
The shape (2) Paths of direct and indirect effect of hypothesis testing the boss

Table (5) shows the existence of a direct effect between the variable of branding and the dependent variable Brand Equity the presence of the intermediate variable Brand pride if it reached (B=0.55, P<.01), which is a significant effect She was The critical ratio of the test(10.812), as for the indirect effect, it is shown in Figure (2) and Table (5)that There is a capacity for a variable Brand prides itself on transferring influence from the independent variableTribalism Brandto the variable Brand Equity And the amount of effect He was(Indirect effect B=0.27, P<.01).

Table (5) effect pathways and parameters of significant verification of the main hypothesis

P	CR	SE	Estimate	Standard RW	variants	track	variants
***	22,496	.037	.827	.793	Brand pride	<---	Tribalism Brand
***	6,829	048	.327	.345	Brand Equity	<---	Brand pride
***	10,812	.050	.541	.546	Brand Equity	<---	Tribalism Brand

Schedule (6) The values of the direct, indirect, and total effect of the main hypothesis test

R2	Indirect effect	DirectEffect	Relationship Between Variables
0.72	-	0.54	Brand Equity <--- Tribalism Brand
	0.27	-	Brand Equity < Brand pride <--- Tribalism Brand

Table (6) shows the verification of the two paths of the impact test, the first path of the direct impact and He was Moral effect and track the second to indirect influence He was Also insignificant She was The critical ratio for all tests is greater than(1.96)At a moral level(1%)And with a degree of confidence(99%).As can be seen from the structural model, the value of the interpretation coefficient (R2)She was(.72), as this result shows that the independent variableTribalism Brandand the intermediate variable Brand pride explains the percentage (72% of the changes that occur in the dependent variable Brand Equity, which is an acceptable amount of interpretation, while the remainder of the ratio (28% are related to other influencing variables that are not within the scope of the test. Based on the above results, it is clear that the mediating role of the brand pride variable is a partial mediation due to the significance of the direct influence in the presence of the mediating variable, not mediating.Tama.

Conclusions and recommendations

Conclusions

1-   aThe results of the statistical description showed a high agreement and awareness by the sample of the existence of tribal communities for a signiPhone, He wasA high level accord of passion and fit with the brand's lifestyleIPhone, which means customers have a high beliefPansigniPhone is the signThe most appropriatethem and meet their needs.

2-   aThe results of the statistical analysis revealed majority agreement and a high perception by customers of brand prideIPhone, and this means that there is a belief by customersPantheir brandIPhone they own are proud of their smartphone operating system as well as their interestAdvertisementAbout this brand for smart phones.

3-   It appeared through the results of the statistical analysis that the majority of the study sample agreed, at high levels, that the trademark ownership rightsShe wasPositive, they are satisfied with the quality of the signIPhone, with a high level of awarenesstheyby brandIPhone, and at a high level they do not intend to turn into a brand.

4-   aThe results of the statistical description showed that the formation of tribal groups under the umbrella of the brand has a significant role in determining feelings of pride for the customers of that brand, through collective expression of pride and collective self-creation.

5-   It was found, through the results of the statistical description, the feelings of pride that customers may have for the brandiPhone Contribute more clearly to the determination of brand equity by increasing their loyalty to it.

Recommendations

1-   Hard work by marketers to follow digital communitiescommunitythat cares about the brandiPhoneIn order to survey the opinions of the brand's customers, find out their opinions about the brand, and diagnose potential weaknesses and problems that the customer suffers from

2-   Company is recommendedappleTo focus on building a positive image for its brandiPhoneAnd focus on rewarding loyal customers because they are considered a strategic weapon that many promotional campaigns are unable to confront.

3-   It is necessary to increase the interest of the brand under study in the existing customers by providing premium and high quality products.

4-   Attention by the brandiPhoneBy negative word of mouth to customers, as this prompts the brand to improve the quality of its products and avoid failures by working to facilitate communication between customers and the organization.

5-   Promote the brand and good reputation of a companyappleIn the community and constantly reminding its customers that it is a leading company in the field of wireless communications and the extent to which it can maintain the credibility and security that it enjoys in front of its customers and focus on constantly improving it.

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