

The Influence of Corporate Image on Consumer Attitudes about the Expansion of Brand

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ABSTRACT

The aim of present research is investigate the influence of corporate image on consumer attitudes about the expansion of brand in all people over 18 years who are depositors in City Bank. The current research enjoys a descriptive-correlative design. The study population includes all people over 18 years who are depositors in City Bank. Data collection tools in this study include: interviews and questionnaires. For analyzing data is used descriptive and inferential statistics by using the SPSS and Structural Equation Modeling softwares. The validity of its content was ensured by using the expert viewpoints and consensus. In this research are used the Cronbach's alpha to measure the reliability. Research findings are as follows: (1): Corporate image influence on consumer attitudes about the spread of brand; (2): Customer perception of service quality influence on consumer attitudes about the brand extension; (3): Corporate image influence on customer perception of brand service quality; (4): brand extension influence on consumer attitudes about the brand extension; (5): Corporate image influence on congruence perception between brand extension and the company main brands.

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INTRODUCTION

Introduction and Problem Statement

People take different decisions in their lives such as the decision to choose a particular job, the decision on how to behave with others and also financial and investment decisions. Investment decisions are very important in people's lives. Individual investment is one of the most important plans that each individual performs during his life. The most people are faced with uncertainty without sufficient analysis on investment. In lifetime, people are faced with certain investment conditions that because of lack of sufficient initial capital destroyed the field of investment.

Stock Exchange provides an opportunity for all members of society that by combined share capital and low and scattered savings from all the community people and creating the company, create a synergy for themselves and would circulate the wheel of development of the country by creating piles of accumulated capital.

Today, competition among companies to attract permanent and loyal customers is severe and obtaining a permanent or multi-year purchase of a customer by a customer for a company requires a lot of promotion expenses. Customer needs and demands are constantly changing and only by understanding these changes companies can succeed. The competitors are also looking to attract more customers and in

this way they will not overlook any effort. Also, changing conditions and the governing rules on markets such as technological change, legislation can influence the success of institutions in a market. Therefore, companies are successful that make synchronous their organization with conditions and trying to produce goods that meet customers' needs and be in line with their demands.

With regard to factors such as the high cost of advertising and increased competition to achieve greater market share is difficult the success of new products (Aaker, 1991, 127). So managers think that when entering to the new markets can use their famous brand. When a new product marketed under the name of famous brand decreases failure rates (Keller, 2003, 16).

Keller suggests that more than 80% of corporate use the brand development as a way of their goods and services marketing. The support that provides brand for new products often leads to changes in concepts related to the brand image (Czellar, 2003, 51). This process of feedback in customer mind can increase the brand memory and lead to increasing the power of concepts related to the brand (Morrin, 1999; Aaker, 2002). Therefore, positioning improve the brand (Park et al, 1986, 32).

Extending the brand provides means to exploit the brand image and brand recognition. In addition to, extending the brand can reduce the cost of access to distribution channels

and lead to more effective promotional efforts (Smith & Park, 1992, 113).

Thus, because the expansion of the brand is the most important tools used by companies, should be studied various factors affecting on the expansion of the brand. Company's image is one of the factors influencing the expansion of brand. In results, the aim of present research is investigate the influence of corporate image on consumer attitudes about the expansion of brand in all people over 18 years who are depositors in City Bank.

Meanings and characteristics of the brand

In general, a brand has six means:

- **Characteristics:** A special feature of the brand evokes in one's mind. For example, Mercedes-Benz will pass features that to listener include: Expensive cars; excellent in terms of engineering and design; durable and creator of the prestige or reputation.
- **Advantages:** Characteristics should be interpreted as a practical and emotional benefits. For example, the interpretation of the "durable" could be that "for several years, I do not need repair my car".
- **Value:** Brand Reflect the values of product. For example, Mercedes-Benz is representative of high performance, safety and prestige.
- **Culture:** The brand is also associated with the particular culture; Mercedes-Benz is represents of German culture such as discipline, efficiency and high quality.
- **Personality:** A brand could represent a specific Personality. Mercedes-Benz will be the character of a man or a lion with power and grandeur associated with it.
- **User:** Brand indicate the type of customers that are used the product. It is expected that 55-year-old chief executive of a large company is behind the wheel Benz and not a young 20-year-old employee (esmaeelpour, 2005).

In addition, because of a brand be able attain to their predetermined goals should have the following features:

- Brand should reflect issues about the quality and product ratings;
- Brand must be distinct;
- People should easily be able to pronounce, recognize and remember;
- Brand should be easily translated to other languages.
- Brand should be able to be registered and be under the protection of the law.
- High-quality production and suitable distribution facilities support the brand.
- Must satisfy holders of different incomes.
- Should be clearly understood in the market and should not be aggressive;
- Brand must be consistent with market image of the firm (mousavi, 2006).

Corporate Image

Every company, has a picture in the mind of its stakeholders. And this image based on stakeholders perception of the specific actions and plans of the company

as well as industry and country of origin of the company. This image affects the behavior and reactions of stakeholders in the wider context than the actions and issues related to the company and products. A recent studies has been done in the United States about the status and position of company's shows that large businesses of America have suffered from poor image (George et al, 2001, 375). Attention to the company's image has different causes, some of them are listed below:

- There is a possibility that a positive corporate image be source of competitive advantage.
- There is a possibility that the positive image resulting in a positive impact on the confidence of the stakeholder groups. Therefore, corporate image is a valuable strategic tool for the financial sector for achieving the long-term goals. This makes entering the market more difficult for new competitors (Abratt & Mofokeng, 2001, 259).

Celebrity of corporation

Celebrity referred to the collective expectations (emotional and rational) that have various stakeholders (particularly shareholders, customers, investors, employees and suppliers) than company goods, services and activities which embraced their social and financial performance and their business (Norman & Recupero, 1999, 48). The Celebrity concept are extracted of the scientific research fields such as management, economics, sociology, marketing, etc. (Brown et al, 2006, 155). In general, researchers from two ways to define the company's Celebrity:

Economic perspective: related to the expectations of internal and external stakeholders of the special features of the company (Weigelt & Camerer, 1988, 131).

Organizational theories: Establishes The Company's celebrity as a global drive to stakeholders (Customers, employees, investors et al) (Fombrun & Shanley, 1990).

Company Reputation

Term of source reputation is often used to refer to the Features established a relationship. These features include: Expertise, trust, attractiveness and power. Hovland says that expertise and trust are the most functional dimensions about the reputation of the company. Andrew argues that the most important predictor of brand reputation is evaluation of consumers. In conjunction with the expansion of the company's brand, company's reputation will effect on consumer evaluation of brand extension. When company reputation is high, consumer evaluation of brand extension, would be more desirable.

Consumer Attitudes

The concept of attitude is one of the most fundamental concepts in behavioral science. Allport offers following definition for attitude: Attitude is a readiness of mental and neural state and organized through experience that has a director and dynamic effect on individual response to issues and situations that this answers are relevant to them (najafizand, 1994).

Attitude is composed of three distinct elements and associated with each other.

Cognitive element: The cognitive component of attitudes refer to the beliefs, thoughts, and attributes that we would associate with an object. Many times a person's attitude

might be based on the negative and positive attributes they associate with an object.

Affective component: The affective component of attitudes refer to your feelings or emotions linked to an attitude object. Affective responses influence attitudes in a number of ways. For example, many people are afraid/scared of spiders. So this negative affective response is likely to cause you to have a negative attitude towards spiders.

Behavioral component: the behavioral component of attitudes refer to past behaviors or experiences regarding an attitude object. The idea that people might infer their attitudes from their previous actions.

Expansion of Brand

Brand extension is a strategy of using an established or well-known brand name to introduce a completely different product class (Guoqun and Jiali, 2007; Bao et al, 2010). If the organization develops its brand in the new market, the main brand (before development) is called “parent brand” and for each of the developed brands, the main name is adopted (De chernatang, 2006, 134). This can also be demonstrated theoretically. Why enormous amount of money and time should be spent to create a new brand while there exists a complete and attractive brand ready to benefit you (Mohammadian and Roghani, 2011, 68). The whole concept of brand extension concentrates on two subjects, first whether we should focus on the extension method and the parent brand which exist, second, whether we should move toward a new category of products in order to increase

sales volume (Mohammadian and Roghani, 2011, 68). Firms are increasingly turning to extension strategies (E. Carter and J. Curry. 2011; Hem and Iversen 2009; Volckner and Sattler, 2008) to leverage favorable parent brand associations (Bambauer-Sachse et al. 2011; Shine et al. 2007)

Strategies of Brand development

A company can choose a brand strategy through four ways.

Product line extension: A product line extension is introducing a new product – that is similar to what the company already offers (that is, within an existing product line/category) that is targeting an existing market by using the current brand name.

Brand extension: A brand extension involves broadening the market’s understanding of the brand. This is achieved by offering more products (of a different nature/category) under the existing brand name.

Multi brand: A variation of the product line extension above, is to run a multiple brand strategy within the same market. A multi-brand strategy involves having more than one brand competing in the same product category.

New brand: The final brand development strategy is a new brand. A new brand occurs when the firm is expanding is offering – by developing a new product line that they haven’t not offered before – and as a result, need to build a new brand.

| Researchers | study population | Summary of Results |
|--|---|--|
| Kimpakorn & Tocquer, 2009 | Employees of luxurious Hotels | knowledge of brand → Commitment to brand; Advantages of the employer brand → Commitment to brand |
| Burmann & Zeplin, 2005 | Employees and customers of different brands | Commitment to brand → Citizenship behaviors of brand; Citizenship behaviors of brand → Quality of customer relationship with the brand; internal communications of brand → Commitment to brand; brand-based human resources management → Commitment to brand. |
| Burmann et al., 2009 | | |
| Punjaisri et al., 2009 Punjaisri & Wilson, 2011 | Employees of hotels | Commitment to brand → Loyalty to the brand; involvement with the brand → Commitment to brand; Commitment, loyalty and involvement with the brand → Efficiency of brand; Commercialization of the inter-organizational brand → Commitment, loyalty and involvement with the brand |
| King & Grace, 2009 | Employees of service organizations | Positive oral Advertising + loyalty to brand + Employee satisfaction + Citizenship behaviors of brand = brand equity based on the Employees; Feedback of employees → Internal communications of brand; Internal communications of → internal brand equity |
| King & Grace, 2010 | | |
| Baumgarth & Schmidt, 2010 | Employees of and managers of Industrial Organizations | Commitment to the brand → Equity-based on the Employees; involvement with the brand → Equity-based on the Employees; knowledge of brand → Equity-based on the Employees; Oriented brand → Equity-based on the Employees; Equity of inter organizational → Equity-based on the customers. |
| Kimpakorn & Tocquer, 2010 | Employees and customers of hotels | Commitment of Employees to the brand → Equity-based on the customers. |

Table 1. A summary of the results of previous research

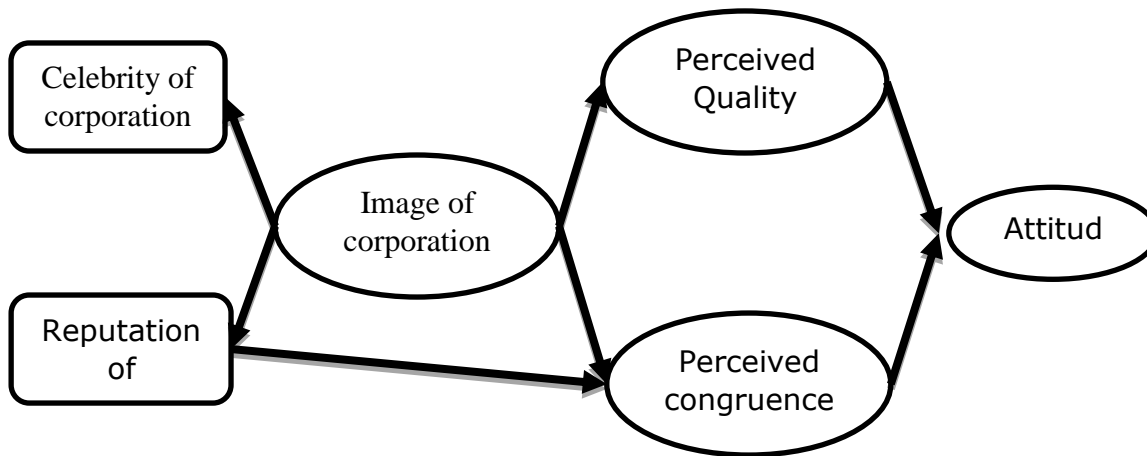


Figure 1. Conceptual model of the influence of corporate image on consumer attitudes (Martinze& Pina, 2005)

Research purposes

The main objective of the research:

Investigate the relationship between organization brands on customer's loyalty.

Determining the level of customer loyalty.

Practical purposes:

Improving the quality of the organization and defining the strategic vision for the bank

Hypothesis

First hypothesis: Corporate imageinfluence onconsumer attitudesabout the spread ofbrand.

Second hypothesis: Customerperceptionof service quality influence onconsumerattitudesaboutthe brand extension.

Thirst hypothesis: Corporate imageinfluence oncustomerperceptionof brandservice quality.

Fourth hypothesis: brand extension influence onconsumer attitudesaboutthe brand extension.

Fifth hypothesis: Corporate image influence oncongruence perception between brandextensionandthe companymainbrands.

In the table 2 presented operational definition of variables that in this study was used to design the questionnaire. In following table, after a comprehensive review on the literature research, variables are defined in terms of operational.

| variables | Operational definition | References |
|----------------------|------------------------|-----------------------|
| Corporate reputation | respected | (Weiss et al,2001) |
| | professional | |
| | Stable | |
| Company Reputation | trustworthy | (Aaker & Keller,1992) |
| | Reliable | |
| | Customer Care | |

| | | |
|----------------------|--|-----------------------|
| Perceived Quality | Betterqualitycompared totheworsequalityof other competitors | (Aaker,1996) |
| | higherqualitycompared tothelowerqualityof other competitors | |
| | stablequalitycompared totheunstablequalityof other competitors | |
| Perceived congruence | complementary congruence | (Aaker & Keller,1990) |
| | Substitutecongruence | |
| | Transitive congruence | |
| Attitude | Perceived qualityabout the expand of brand | (Aaker & Keller,1990) |
| | intentions ofpurchase | |

Table2:Operationaldefinitionof variablesandresearch questionnaire

Statistical population

The studypopulation includes allpeople over18 years who are depositors in City Bank. In this study,the following formulawas usedforsampling.

$$n = \frac{z^2 P(1 - P)}{d^2}$$

Instruments of data collection

Data collection toolsin this studyinclude:interviews and questionnaires. Interviewswith a

numberofmanagersandseniorexperts about thecompositionandoverview ofthe questionnaire andhow to designit. Interview questionsbased ongeneralassumptions andresearch questions, which leads to the design of theresearch questionnaire.

Validity andReliability

The validity of its content was ensured by using the expert viewpoints and consensus. In this research are used the Cronbach's alpha to measure the reliability. Cronbach's alpha values was obtained for corporate

reputationquestionnaire 0.874. In table 3 our research the reliability of the items is checked through Cronbach's alpha which shows that our research variables are reliable and there exists internal consistency between them.

| Variable | Number of persons | Cronbach's alpha |
|----------------------|-------------------|------------------|
| Corporate reputation | 4 | |
| Company Reputation | 3 | 0.844 |
| Perceived Quality | 2 | 0.848 |
| Perceived congruence | 3 | 0.821 |
| Attitude | 2 | 0.79 |

table3: reliability coefficient of research variables related to given hypotheses

Used Statistical methods

In this study, to investigate research questions in the community were used the descriptive and inferential statistics. Statistical methods used in this study include:

1. **Descriptive statistics:** In this study, descriptive statistics are used to display demographic information.
2. **Inferential statistics:** In this study, inference statistical are used for data analysis and hypothesis testing. In the inferential level, Cronbach's alpha have been used for test reliability,the test of population mean (t) have

been used to investigating the Status of research variablesand confirmatory factor analysis and path analysis and regressionhave been used to test hypotheses.

Descriptive data

Gender of respondents are: 110 people man (%55) and 90 people female (%45).

| Gender | Frequency | % |
|--------|-----------|-----|
| man | 110 | 55 |
| female | 90 | 45 |
| Total | 200 | 100 |

Table 4: Gender of respondents

The educational background of the participants are; 20 people diploma, 45 people super- diploma, 100 people have Bachelor, 35 people have Master degree and PhD.

| educational background | Frequency | % |
|------------------------|-----------|------|
| diploma | 20 | 10 |
| super- diploma | 45 | 22.5 |
| Bachelor | 100 | 50 |
| Master and PhD | 35 | 17.5 |
| Total | 200 | 100 |

Table 5: educational background

Status of customer's deposit: Status of customer's deposit are: 35 people between zero and one year; 135 people between 2 and 5 year; and 30 people more than 5 years.

| educational background | Frequency | % |
|------------------------|-----------|------|
| 0-1 | 35 | 17.5 |
| 2-5 | 135 | 70 |
| More than 5 years | 30 | 15 |
| Total | 200 | 100 |

Table 6: Status of customer's deposit

Table 7 describes the descriptive statistics of questionnaire's include number of questions, mean, standard deviation and variance.

| questions | Number | mean | Standard deviation | Variance |
|-----------|--------|--------|--------------------|----------|
| q1 | 98 | 3.8214 | .81892 | .671 |
| q2 | 98 | 3.7143 | .65868 | .434 |
| q3 | 98 | 2.9857 | .74447 | .554 |
| q4 | 98 | 3.7857 | 1.03126 | 1.063 |
| q5 | 98 | 3.0370 | .93978 | .883 |
| q6 | 98 | 2.8400 | .85049 | .723 |
| q7 | 98 | 2.9259 | 1.07152 | 1.148 |
| q8 | 98 | 2.4444 | .89156 | .795 |
| q9 | 98 | 2.6429 | .98936 | .979 |
| q10 | 98 | 2.6071 | 1.10014 | 1.210 |
| q11 | 98 | 3.0000 | .98131 | .963 |
| q12 | 98 | 3.2593 | .98421 | .969 |
| q13 | 98 | 2.6071 | 1.06595 | 1.136 |
| q14 | 98 | 2.6786 | .98333 | .967 |
| q15 | 98 | 3.6429 | .98936 | .979 |
| q16 | 98 | 3.9259 | .95780 | .917 |
| q17 | 98 | 2.8400 | .85049 | .723 |
| q18 | 98 | 2.9259 | 1.07152 | 1.148 |
| q19 | 98 | 2.4444 | .89156 | .795 |
| q20 | 98 | 2.6429 | .98936 | .979 |

Table 7: the descriptive statistics of questionnaire's.

Inferential statistics

| | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.89 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 163.04 |
| | df | 130 |
| | Sig. | .000 |

Table 8: Kaiser-Meyer test

The amount of research KMO is 0.89, which indicates the adequacy of the research samples. Also in Bartlett test, level of significance is less than 0.05 which proves the validity of the

In this section, research hypotheses are evaluated. Table 8 shows the results of these tests:

Durbin-watson test used to search the residues independent of each other. Durbin-watson test results are presented in Table 9.

| model | | Standard deviation | mean | max | min | Number | Durbin-watson |
|-----------------------|-------------------------------|--------------------|-------|-------|--------|--------|---------------|
| Independent variables | Estimated values | 0.217 | 3.520 | 3.987 | 2.920 | 200 | 1.862 |
| | Residual | 0.170 | 0.000 | 0.322 | -0.620 | 200 | |
| | Standardized estimated values | 1.000 | 0.000 | 2.104 | -2.757 | 200 | |
| | Standardized Residual | 0.987 | 0.000 | 1.864 | -3.594 | 200 | |
| Dependent variable | Estimated values | 0.205 | 3.520 | 3.958 | 2.780 | 200 | 1.782 |
| | Residual | 0.185 | 0.000 | 0.417 | -0.586 | 200 | |
| | Standardized estimated values | 0.000 | 0.000 | 2.139 | -3.617 | 200 | |
| | Standardized Residual | 0.997 | 0.000 | 2.243 | -3.152 | 200 | |

Table 9: Durbin-watson test
Collinearity test
One of the most important assumptions of the tests, especially on tests related to the causal assumptions is which

research.

should not be exists linear relationship between the variables. This means that none of the independent variables should not be have a linear relationship with each other.

Durbin-watson test

| Variables | Tolerances | VIF | Eigenvalue | Condition Index |
|---------------------------|------------|-------|------------|-----------------|
| Image of corporation | 0.990 | 1.010 | 0.042 | 11.803 |
| Celebrity of corporation | 0.806 | 1.241 | 0.029 | 14.163 |
| Reputation of corporation | 0.689 | 1.452 | 0.019 | 17.458 |
| Perceived Quality | 0.869 | 1.150 | 0.012 | 22.153 |
| Perceived congruence | 0.938 | 1.066 | 0.004 | 17.996 |
| Attitude | 1.000 | 1.000 | 0.004 | 21.611 |

Table 10: Collinearity test

T-test for two independent societies

In this study, T-test was used to evaluate the effect of gender on the variables. T-test results of two independent society is provided in the below table.

| Variables | Results | T-test | | | leven | | descriptive statistics | | Sample |
|---------------------------|---------------|-----------------|-------|--------|-------|---------|------------------------|-------|--------|
| | | Mean difference | Sig | T-test | Sig | F value | SD | mean | |
| Image of corporation | No difference | -0.135 | 0.087 | -1.728 | 0.011 | 6.678 | 0.554 | 3.218 | Female |
| | | | | | | | .417 | 3.352 | man |
| Celebrity of corporation | No difference | -0.087 | 0.495 | 0.683 | 0.490 | 0.479 | 0.756 | 3.320 | Female |
| | | | | | | | 0.682 | 3.233 | man |
| Reputation of corporation | No difference | -0.176 | 0.201 | -1.282 | 0.931 | 0.007 | 0.805 | 3.605 | Female |
| | | | | | | | 0.751 | 3.781 | man |

| | | | | | | | | | |
|----------------------|--------------|--------|-------|--------|-------|-------|-------|-------|--------|
| Perceived Quality | Nodifference | -0.037 | 0.699 | -0.388 | 0.297 | 1.095 | 0.566 | 4.168 | Female |
| | | | | | | | 0.473 | 4.205 | man |
| Perceived congruence | Nodifference | 0.074 | 0.347 | 0.942 | 0.718 | 0.130 | 0.458 | 4.251 | Female |
| | | | | | | | 0.439 | 4.177 | man |
| Attitude | Nodifference | -0.036 | 0.556 | -0.589 | 0.169 | 1.908 | 0.362 | 3.728 | Female |
| | | | | | | | 0.299 | 3.763 | man |

Table 11: T-testfor twoindependentsociety

ANOVA test

This test is used to compare two or more community.In this study ANOVA was used for evaluate the effect of work

experience on variables.The result of ANOVA test is presented in Table 12.

| Variables | ANOVA test | | descriptive statistics | | job experience | Results |
|---------------------------|------------|---------|------------------------|-------|-------------------|------------------------|
| | Sig | F value | SD | mean | | |
| Image of corporation | 0.000 | 6.819 | 0.459 | 3.009 | Less than 5years | Significant difference |
| | | | 0.556 | 3.221 | 5 to 10 years | |
| | | | 0.502 | 3.211 | 10 to 15 years | |
| | | | 0.492 | 3.565 | More than 15years | |
| Celebrity of corporation | 0.926 | 0.156 | 0.729 | 3.271 | Less than 5years | Nodifference |
| | | | 0.777 | 3.371 | 5 to 10 years | |
| | | | 0.718 | 3.345 | 10 to 15 years | |
| | | | 0.783 | 3.255 | More than 15years | |
| Reputation of corporation | 0.576 | 0.662 | 0.745 | 3.800 | Less than 5years | Nodifference |
| | | | 0.691 | 3.670 | 5 to 10 years | |
| | | | 0.821 | 3.616 | 10 to 15 years | |
| | | | 0.891 | 3.533 | More than 15years | |
| Perceived Quality | 0.086 | 0.034 | 0.428 | 3.284 | Less than 5years | Nodifference |
| | | | 0.543 | 4.265 | 5 to 10 years | |
| | | | 0.493 | 4.175 | 10 to 15 years | |
| | | | 0.715 | 3.982 | More than 15years | |
| Perceived congruence | 0.862 | 0.249 | 0.469 | 4.265 | Less than 5years | Nodifference |
| | | | 0.483 | 4.256 | 5 to 10 years | |
| | | | 0.426 | 4.202 | 10 to 15 years | |
| | | | 0.533 | 4.261 | More than 15years | |
| Attitude | 0.957 | 0.104 | 0.353 | 3.734 | Less than 5years | Nodifference |
| | | | 0.299 | 3.758 | 5 to 10 years | |
| | | | 0.331 | 3.723 | 10 to 15 years | |
| | | | 0.450 | 3.743 | More than 15years | |

Table 12: results of ANOVA test

Friedman's testresultsare shownin Table13:

Friedman test

| sample | Chi square | Df | Sig |
|--------|------------|----|-------|
| 196 | 301.344 | 4 | 0.000 |

Table 13: Friedman's testresults

According to Table 13, value of Sig = 0/000 obtained and thus the null hypothesis is not confirmedand can be said that the components have not a same Ratings and they can be prioritized.

| Career managementcomponents | Average ratings | Priority |
|-----------------------------|-----------------|----------|
| Image of corporation | 2.020 | 6 |
| Celebrity of corporation | 2.138 | 5 |
| Reputation of corporation | 2.862 | 4 |
| Perceived Quality | 3.979 | 3 |
| Perceived congruence | 4.003 | 2 |
| Attitude | 4.17 | 1 |

Table 14: Results of Friedman test ranking

Regression test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.998 | 0.997 | 0.997 | 0.0313 |

Table 15: Regression test

Square shows that 99.7% of the dependent variable is due to the independent variables.

Value of regression shows that there is a strong relationship between independent and dependent variables. Value of R

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .412 | .011 | | 4.705 | .000 |
| | Celebrity of corporation | .248 | .005 | .285 | 52.252 | .000 |
| | Reputation of corporation | .244 | .005 | .273 | 46.929 | .000 |
| | Image of corporation | .253 | .005 | .302 | 48.066 | .000 |

Table 16: Regression estimates for the components

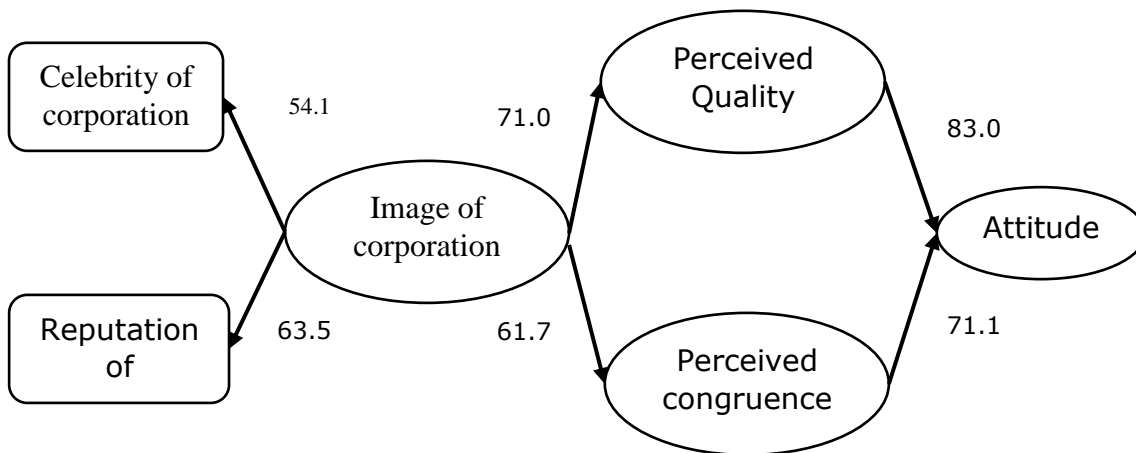
corporate image is created 30.2% change in attitude (positive and direct effect).

of the research

According to the values of beta, it can be concluded that for a change unit in corporate celebrity is created 28.5% Change in attitude (positive and direct effect). For a change unit in corporate reputation is created 27.3% change in attitude (positive and direct effect). For a change unit in

Confirmative Factor Analysis (CFA) and Structural Equation Model (SEM)

To examine the research hypotheses, structural equation modeling was used that is displayed in the following figure :



As the results indicated, all hypotheses were confirmed. All the variables have a relationship with each other.

Conclusion and Recommendations

The aim of present research is investigate the influence of corporate image on consumer attitudes about the expansion of brand in all people over 18 years who are depositors in City Bank. Research findings are as follows: (1): Corporate image influence on consumer attitudes about the spread of brand; (2): Customer perception of service quality influence on consumer attitudes about the brand extension; (3): Corporate image influence on customer perception of brand service quality; (4): brand extension influence on consumer attitudes about the brand extension; (5): Corporate image influence on congruence perception between brand extension and the company main brands. Also, priority of career management components are as follows: (1): Attitude; (2): Perceived congruence; (3): Perceived Quality; (4): Reputation of corporation; (5): Celebrity of corporation; (6): Image of corporation. According to the results, the following suggestions presented: Bank of City

have to develop their brand because with the brand development enhance the customer attitudes and lead to attracting more people capital to bank. Also, it is recommended that City Bank in line with their mission enhance the company's image in society because creating the clear and attractive image improve the attitude of people. Therefore it is suggested that managers of City bank through promotion instrument specially advertisement should invest on the brand image and brand loyalty, and by providing sustainable and effective information should try to promote brand awareness to a positive image in the consumer's mind. The use of electronic services, not only including financial institutions and banks, therefore recommended that other organizations are also using this model to examine the situation their customer's attitude.

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