



The Effect of Trademark on Consumer Behavior

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Article History

Received: April 3, 2020

Revised: May 10, 2020

Accepted: May 18, 2020

Published: May 22, 2020

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Abstract

This study examines the effect of the trademark on consumer behavior of consumers of air conditioners in Sudan, in order to know the dimensions of the trademark that affect consumer behavior in Sudan, and provide information to companies on the dimensions of the trademark that affect the purchasing decision of the customer and contribute to customer satisfaction. The study adopted descriptive analytical method using a sample of 230 individuals who consume air conditioners in Sudan. The results showed that there is a positive significant relationship between the trademark of air conditioning and consumer behavior as well as a positive significant relationship between the trademark name of air conditioning and consumer behavior and finally there is a positive significant relationship between the trademark logo and consumer behavior.

Keywords: Trademark; Consumer behavior; Trademark name; Trademark logo; Air conditioning.

1. Introduction

The trademark summarizes the consumer experience with the product by dealing with the characteristics of the product and the impressions obtained accordingly, which will continue to exist whenever the consumer wants to repeat the purchase decision. So the trademark can be considered as a good indicator expressing the concept of efficiency in products especially if there is lack of information about these products. Therefore, companies must pay attention to highlight their trademark in a way that is easy to identify by consumers in order to ensure the survival in the market due to the large competition between companies and the constant desire to get Market share as possible by persuading customers to buy their products.

The problem of study is that the availability of many trademarks of companies producing air conditioners created a kind of difficulty in distinguishing them from customers, which required answering a number of questions, including:

1. What is the impact of air conditioning brand on consumer behavior?
2. What is the relationship between the components of the trademark of air conditioning and consumer behavior?
- 3 – Is there a positive impact of the components of the trademark of air conditioning in a positive change in consumer behavior?

The study aims to achieve the following objectives:

One/ Know the dimensions of the brand that affect consumer behavior in Sudan.

Two/ Provide information to companies about the dimensions of the brand that affect the purchasing decision of customers and contribute to customer satisfaction.

To achieve above aims the study will adopt descriptive analytical method by using the sampling method.

1.1. Study Hypotheses

Based on objectives of the study and the problem of study, a main hypothesis formulated as following: There is a significant relationship between the trademark and consumer behavior.

Thus, the sub hypothesis formulated as:

- A. There is a significant relationship between the trademark name and consumer behavior.
- B - There is a significant relationship between the trademark logo and consumer behavior.

2. Literature Review

The current era is based on knowledge management as the main source of competitive advantage, which requires conducting studies and research in various fields to enhance the role of knowledge in the reality of business companies. To win customers and encourage them to increase their desire to acquire companies products of air conditioning.

[Cristela \(2016\)](#), analyzed the effects of trademark personality on consumer behavior, with special emphasis on designing trademark love, the study aim is to expand the existing literature in the field of trademarks, and investigate the relationship between trademark love and trademark personality through empirical methods of consumer behavior. The result showed that trademark personality has a positive and significant impact on trademark love, resistance to negative information and self-disclosure, trademark love has a positive and significant impact on trademark loyalty, willingness to pay more, resistance to negative information, self-disclosure, or active participation.

Brands have been shown to shape consumer behavior ([Taylor and Kimes, 2011](#)). The brand indicates the main benefits that the product has to offer to target consumers ([Adis, 2018](#)). [Rizwan \(2018\)](#), indicated that brand name a main factor for the success of the brand.

[Samer and Hassan \(2016\)](#), identified the concept of Islamic trademark and measure the factors related to the Islamic trademark (religious commitment, trust, presence) and its impact on consumer behavior. They adopted descriptive and case study method. The study found a number of results, including the religious commitment of consumers directly affect the extent of their desire and conviction to acquire the Islamic brand, the consumer prefers the brand manufactured in Islamic countries.

According to [Fatima \(2013\)](#), the concept of the mark from the viewpoint of the consumer as a modern field in research, testing the impact of cultural factors on purchasing decisions, the mark is a driving force in the direction of identifying enterprises with productive capacities. [Mamoun \(2010\)](#), identified the impact of brand dimensions on the satisfaction of cellular phone customers in Jordanian universities. A descriptive and case study approach was taken for a sample of 800 students. The study reached a number of results: the most powerful influences in customer satisfaction are the perceived value of the brand and the perceived confidence of the customer.

3. Relationship Between Trademark and Consumer Behavior

The brand represents the spokesperson of business organizations is considered the cornerstone of gaining the trust and loyalty of its existing customers and then seeking to win new customers, to achieve this goal must examine the behavioral aspects of the consumer that affect his purchasing behavior and his desire to continue with full conviction in the use of structured products Therefore, the choice of a trademark should be based on a study of the likelihood of acceptance by the consumer by studying the consumer, knowing his preferences and desires and analyzing his purchasing behavior to ensure his interaction and responsiveness to the consumer. Message contained in this tag. The brand is created in order to arouse the customer's attention and gain satisfaction and loyalty and its success is measured by the ease of recognition and excellence of customers, which can make the impact of the brand in the consumer behavior.

Brand name is a key factor for brand success and reveals many brand-related facts and gives information about them to customers. A strong brand name will be more reliable than a weak brand name where prominent brand names and their images attract consumers to buy the brand ([Fatima, 2013](#)). Consumer behavior is the behavior that influences factors that increase the competitiveness of the organization, and is not only related to the customer and its decisions, but also to environmental interaction and the various factors that affect it, so companies had to identify consumers' preferences and desires.

[Dorokhov et al. \(2018\)](#) consumer behavior is defined as "the acquisition, consumption, and distribution of goods, services, time and ideas with the use of decision-making. [Keyu \(2019\)](#) A consumer's behavior involves the strategy developed and actions used before making the purchase decision.

[Fodor \(2019\)](#), among the factors determining consumer behaviour, I treat the value system as a key determinant of the internal context of consumer behavior.

4. Field Study Findings and Recommendations

This section describes methodology and procedures followed in the implementation of the study.

4.1. Study and Analysis of Metadata and Testing Hypotheses

Study Population and Sample: A random sample of 230 individuals was selected to represent the study population. A rigorous experimental questionnaire was conducted by specialists of the target sample and proved to be well represented to the community in order to validate the hypotheses of the study to know the impact of the trademark on consumer behavior. The following table shows the number of questionnaires distributed and recovered and their percentages.

Table-1. Number of Distributed Questionnaire

No.	item	number	percentage %
1	distributed forms	230	100
2	questionnaires answered	209	90.8
3	incomplete forms	21	9.2

Source: Preparation of the field study 2019.

It is clear from the table that (230) questionnaire were distributed to the target sample to verify the hypotheses of the study. (209) were answered completely (90.8%).

4.2. Data Analysis

The questionnaire was analyzed using statistical packages for social sciences (SPSS) as follows: (First part: trademark name, second part: trademark logo, third part: consumer behavior).

The results are presented according to the following tables:

Table-2. Frequency distribution and percentages of the study sample According to sex variable

	number	ercentP
male	88	42.1
female	121	57.9
	209	100

From [Table \(2\)](#) it is clear that the sample of the study according to the gender variable was 121 females (57.9%) and the remaining 88 (42.1%) are male .This shows the important diversity of such studies in the quality of the sample representing the qualitative aspect of the community members.

Table-3. Frequency Distribution and Percentages of the Study Sample by Age Variable

	Number	Percent	Valid Percent
Less than 30 years	45	21.5	22.1
30 and Less than 40	92	44	45.1
40 and Less than 50	54	25.8	26.5
50 +	13	6.2	6.4
total	204	97.6	100
No response	5	2.4	
Grand Total	209	100	

Source: Researcher preparation from the results of the questionnaire 2019.

[Table \(3\)](#) shows that the sample of the study according to the age variable were distributed as follows: The age group (less than 30 years) 45 persons (22.1%) of the sample, the age group (30 and less than 40 years) 92 persons (45.1%) of the sample, the age group (40 and less than 50 years) 54 persons (26.5%) of the sample, the age group (50 years and over) 13 persons (6.4%) of the sample.

we note that most members of the sample of the study are of the age group (30 and less than 40 years), which is the most demanding category of life in terms of the need to acquire basic and fundamental needs with the continuous increase in demand.

Table-4. Frequency distribution and percentages of the study sample according to the qualification variable

	number	Percent	Valid Percent
secondary	44	21.1	21.4
university	131	62.7	63.6
Post- graduate	30	14.4	14.6
other	1	0.5	0.5
Total	206	98.6	100
No response	3	1.4	
Grand total	209	100	

From [Table \(4\)](#) we note that the members of the sample according to the qualification variable have been distributed as follows:

Secondary: 44 (21.4%), university: 131 (63.6%), Post- graduate: 30 (14.6%), other:1(0.5%), and we note that 78.2% hold University and Post- graduate degrees which indicates their understanding of the phrases well and express their opinion about them with full awareness and knowledge.

4.3. Hypothesis Test

4.3.1. The First Hypothesis

There is a significant relationship between trademark and consumer behavior.

First: The percentages of the respondents' answers to the statements of the first hypothesis as shown in Table (5) below

Table-5.

		Totally agree		agree		neutral		Not agree		Totally not agree	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	I am always keen to buy a well-known trademark	59	28.6	132	64.1	10	4.9	5	2.4	0	0.0
2	I can distinguish between products according to trademark	67	32.4	126	60.9	10	4.8	4	1.9	0	0.0
3	The trademark of air conditioners conforms to the values of society	32	15.6	128	62.4	28	13.7	15	7.3	2	1.0
4	Well-known trademark expresses confidence in the producing company	51	25.1	103	50.7	28	13.8	19	9.4	2	1.0
5	Well-known trademark motivates me to buy the product	62	30.5	105	51.7	15	7.4	19	9.4	2	1.0
6	The trademark reflects the activities performed at the company	34	16.8	127	62.9	26	12.9	14	6.9	1	0.5
7	Trademark is important to me in the trade-off between goods	46	22.4	126	61.5	19	9.3	12	5.9	2	1.0
8	Trademark express product quality	71	34.3	110	53.1	9	4.3	14	6.8	3	1.4

Source: Preparation of the field study 2019.

Second: use of the Chi-square test to test the correctness of the first hypothesis statements:

To test for the presence of statistically significant differences between the numbers of consenters and non-consenters the Chi-square test was used to indicate the differences between the answers on all statements of the first hypothesis.

Table-6. Chi-square test results to indicate differences in the answers of the first hypothesis

		Chi-square	Degree of freedom	Probability value
1	I am always keen to buy a well-known trademark	202.350	3	0.000
2	I can distinguish between products according to trademark	188.768	3	0.000
3	The trademark of air conditioners conforms to the values of society	244.293	4	0.000
4	Well-known trademark expresses confidence in the producing company	150.670	4	0.000
5	Well-known trademark motivates me to buy the product	177.764	4	0.000
6	The trademark reflects the activities performed at the company	247.455	4	0.000
7	Trademark is important to me in the trade-off between goods	246.244	4	0.000
8	Trademark expresses product quality	213.942	4	0.000

Source: Researcher preparation from the results of the questionnaire 2019.

The calculated value of the Chi-square for the differences between the members of the study sample for the first statement is (202.350) and this value is greater than the tabular value of the Chi-square at degrees of freedom (3) and the level of significance (5%) where the probability value is less than (0.05) and therefore this indicates that there are statistically significant differences between the answers of the respondents and in favor of those who agreed that they are always keen to buy a well-known trademark.

The calculated value of the Chi-square for the differences between the members of study sample for the second phrase is (188.768) and this value is greater than the tabular value of the Chi-square at degrees of freedom (3) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates There are statistically significant differences between the responses of the respondents and in favor of those who agree that they can distinguish between products according to trademark.

The calculated value of the Chi-square for the differences between the study sample for the third phrase is (244.293) and this value is greater than the tabular value of the Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the responses of the sample respondents and in favor of those who agree The trademark of air conditioners conforms to the values of society.

The calculated value of the Chi-square for the differences between the study sample for the fourth phrase is (150.670) and this value is greater than the tabular value of the Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates There are statistically significant differences between the answers of the respondents in favor of those who agree that the Well-known trademark expresses confidence in the producing company.

The calculated value of the Chi-square for the differences between the study sample for the fifth phrase is (177.764) and this value is greater than the tabular value of the Chi-square at degrees of freedom (4) and the level of significance (5%) where the probability value is less than (0.05) and therefore this indicates There are statistically significant differences between the answers of the respondents and in favor of those who agree that Well-known trademark motivates them to buy the product.

The calculated value of the Chi-square for the differences between the study sample for the sixth phrase is (247.455) and this value is greater than the tabular value of the Chi-square at degrees of freedom (4) and the level of significance (5%) where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the respondents in favor of those who agree that The trademark reflects the activities performed at the company.

The calculated value of the Chi-square for the differences between the study sample for the seventh phrase is (246.244) and this value is greater than the tabular value of the Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the respondents and in favor of those who agree that trademark is important to them in the trade-off between goods.

The calculated value of the Chi-square for the differences between the study sample for the eighth phrase (213.942) and this value is greater than the tabular value of the Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates There are statistically significant differences between the answers of the sample members and in favor of those who agree that the trademark expresses product quality.

Third: frequency distribution of all statements of the first hypothesis and the significance of the Chi-square:

Table-7. frequency distribution of the answers of the study sample members to all the statements of the first hypothesis

Answer	Number	%
Totally agree	422	%25.8
agree	957	%58.4
neutral	145	%8.9
Not agree	102	%6.2
Totally Not agree	12	%0.7
Total	1638	%100.0

Source: Preparation of the field study 2019

Table (7) shows that (84.2%) of the study sample agree with the first hypothesis statements while the percentage of those who disagree with it is (6.9%). The percentage of those who do not have an opinion is (8.9%). The Chi-square value for The differences between the numbers of the answers agreed and disagreed with the statements of the first hypothesis (70,751) and this value is greater than the tabular value of the Chi-square at the degree of freedom (7) and the level of significance (5%), where the probability value (0.000) and therefore this indicates the presence of statistically significant differences in favor of the answers agreeing to all the statements of the first hypothesis.

From the above it is clear that the hypothesis of the first study, which states that there is a significant relationship between the trademark and consumer behavior has been proven.

4.3.2. The Second Hypothesis

There is a significant relationship between trademark name and consumer behavior.

First: percentages of the respondents' answers to the statements of the second hypothesis as shown in Table (8)

Table-8.

Statement	totally agree		agree		neutral		Not agree		Totally not agree		
	No.	%	No.	%	No.	%	No.	%	No.	%	
1	The trademark name is very influential in the purchase of air conditioners	76	36.9	117	56.8	6	2.9	6	2.9	1	0.5
2	The trademark name reflects the interest in the quality of service provided	40	19.4	134	65.0	19	9.2	11	5.3	2	1.0
3	The name of the trademark related to air conditioners reflects the need to maintain the safety of individuals	60	29.1	128	62.1	5	2.4	13	6.3	0	0.0
4	The trademark name reflects the speed of service to customers	52	25.4	120	58.5	21	10.2	11	5.4	1	0.5
5	trademark -name is an indicator for the quality of the after-sales service	47	23.2	120	59.1	22	10.8	13	6.4	1	0.5
6	The trademark name reflects the concept of trust in dealing with customers	49	23.9	123	60.0	22	10.7	10	4.9	1	0.5
7	The air conditioners trademark name focuses on my luxury	68	32.9	118	57.0	10	4.8	9	4.3	2	1.0

Source: Preparation of the field study 2019.

Second: use the Chi-square test to test the validity of the second hypothesis statements:

To test for the presence of statistically significant differences between the numbers of approvers and non-approvers of the above results, the Chi-square test was used to indicate the differences between the answers on all statements of the second part.

Table (9) summarizes the results of the tests for the second hypothesis

Table-9. Chi-square test results to indicate differences in the answers of the second hypothesis

Statement	Chi-square	Degrees of Freedom	Probability Value	
1	The trademark name is very influential in the purchase of air conditioners	268.223	4	0.000
2	The trademark name reflects the interest in the quality of service provided	280.456	4	0.000
3	The name of the trademark related to air conditioners reflects the need to maintain the safety of individuals	185.806	3	0.000
4	The trademark name reflects the speed of service to customers	225.902	4	0.000
5	trademark-name is an indicator for the quality of the after-sales service	222.197	4	0.000
6	The trademark name reflects the concept of trust in dealing with customers	236.829	4	0.000
7	The air conditioners trademark name focuses on my luxury	245.488	4	0.000

Source: Preparation of the field study 2019.

Table 9 shows the following:

The calculated value of Chi-square for the differences between the study sample for the first statement is (268.223) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%) where the probability value is less than (0.05). This indicates that there are statistically significant differences between the answers of the respondents in favor of those who strongly agree that The trademark name is very influential in the purchase of air conditioners.

The calculated value of Chi-square for the differences between the members of the study sample for the second phrase is (280.456) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the responses of the respondents in favor of those who agree that The trademark name reflects the interest in the quality of service provided.

The calculated value of Chi-square for the differences between the study sample for the third phrase is (185.806) and this value is greater than the value of the tabular Chi-square at degrees of freedom (3) and the level of significance (5%) where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the sample respondents and in favor of those who agree that The name of the trademark related to air conditioners reflects the need to maintain the safety of individuals.

The calculated value of Chi-square for the differences between the study sample for the fourth phrase is (225.902) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%) as the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the responses of the respondents and in favor of those who agree that The trademark name reflects the speed of service to customers.

The calculated value of Chi-square for the differences between the study sample for the fifth phrase is (222.197) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the respondents and in favor of those who agree that the trademark -name is an indicator for the quality of the after-sales service.

The calculated value of Chi-square for the differences between the study sample for the sixth phrase is (236.829) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%) where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the respondents and for the benefit of those who agree that The trademark name reflects the concept of trust in dealing with customers.

The calculated value of Chi-square for the differences between the study sample for the sixth phrase is(245.488) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the respondents and for the benefit of those who agree that The trademark name of air conditioners focuses on their luxury.

Third: the frequency distribution of all statements of the second hypothesis and the significance of the Chi-square:

Table-10. frequency distribution of the responses of the study sample to all statements of the second hypothesis

The answer	Number	%
totally agree	392	27.3
agree	860	59.8
neutral	105	7.3
not agree	73	5.1
totally not agree	8	0.6
total	1438	100

Preparation of the field study 2019.

Table (10) shows that (87.1%) of the study sample agree with the statements of the second part while the percentage of those who disagree with it is (5.7%). The percentage of those who have no opinion is (7.3%). The calculated value of Chi-square to indicate the differences between the number of the approved and non-approved responses to all the statements of the second hypothesis (52.045), and this value is greater than the tabular value of Chi-square at the degree of freedom (4) and the level of significance (5%) where the probability value is (0.000), therefore, this indicates that there are statistically significant differences in favor of the answers agreed with all the statements of the second part.

From the above it is clear that the hypothesis of the second study, which says that there is a significant relationship between the trademark name and consumer behavior, has been proven.

The third hypothesis: There is a significant relationship between the trademark logo and consumer behavior.

First: Percentages of the respondents' answers to the statements of the third hypothesis as shown in **Table (11)**

Table-11.

Statement		Totally agree		Agree		Neutral		Not agree		Totally not agree	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	The logo of the trademark is clear, which urges me to buy product.	87	42.9	101	49.8	4	2	10	4.9	1	0.5
2	The easiness of understanding the logo of the mark enables me to remember it	69	34	113	55.7	7	3.4	13	6.4	1	0.5
3	The logo has a symbolic value that drives me to deal with the product	69	34.3	105	52.2	15	7.5	11	5.5	1	0.5
4	The well-known trademark expresses confidence in the producing company	73	36	109	53.7	12	5.9	8	3.9	1	0.5
5	I prefer the simplified trademark logo as an introduction to the quality of products	77	37.9	104	51.2	10	4.9	10	4.9	2	1

Source: Preparation of the field study 2019.

Second: use of the Chi-square test to test the correctness of the statements of the third hypothesis.

To test for the presence of statistically significant differences between the numbers of approvers and non-consenters of the above results, the Chi-square test was used to denote the differences between the answers on all the statements of the third part.

Table-12. Chi-square test results to indicate differences in the answers of the third hypothesis

Statement	Chi-square	Degrees of Freedom	Probability Value
1 The logo of the trademark is clear, which urges me to buy product.	237.567	4	0.000
2 The easiness of understanding the logo of the mark enables me to remember it	234.167	4	0.000
3 The logo has a symbolic value that drives me to deal with the product	200.318	4	0.000
4 The well-known trademark expresses confidence in the producing company	226.039	4	0.000
5 I prefer the simplified trademark logo as an introduction to the quality of products	214.463	4	0.000

Source: Preparation of the field study 2019.

Table 12 shows the following:

1. The calculated value of Chi-square to denote differences between the members study sample for the first statement is (237.567) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%) where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the sample members and for the benefit of those who agree that The logo of the trademark is clear, which urges them to buy the product.
2. The calculated value of Chi-square for the differences between the members study sample for the second phrase is (234.167) and this value is greater the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the respondents in favor of those who agree that The easiness of understanding the logo of the mark enables them to remember it.
3. The calculated value of Chi-square for the differences between the members study sample for the third phrase is (200.318) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%), where the probability value is less than (0.05) and therefore this indicates The existence of statistically significant differences between the answers of the sample members and in favor of those who agree that The logo has a symbolic value that drives them to deal with the product.
4. The calculated value of Chi-square for the differences between the study sample for the fourth phrase is (226.039) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and

the level of significance (5%) where the probability value is less than (0.05) and therefore this Indicates that there are statistically significant differences between the answers of the respondents in favor of those who agree that The well-known trademark expresses confidence in the producing company.

- The calculated value of Chi-square for the differences between the study sample for the fourth phrase is (214.463) and this value is greater than the value of the tabular Chi-square at degrees of freedom (4) and the level of significance (5%) where the probability value is less than (0.05) and therefore this Indicates that there are statistically significant differences between the answers of the respondents in favor of those who agree that they prefer the simplified trademark logo as an introduction to the quality of products.

Third: the Frequency distribution of all statements of the third hypothesis and the significance of the Chi-square.

Table-13. Statements of the third hypothesis:

The answer	Number	%
totally agree	375	37.0
agree	532	52.5
neutral	48	4.7
not agree	52	5.1
totally not agree	6	0.6
total	1013	100

Source: Preparation of the field study 2019.

Table (13) shows that (89.5%) of the study sample agree with the statements of the third part, while the percentage of those who disagree with it is (5.7%), and the percentage of those who do not have an opinion (4.7%). The calculated value of Chi-square for the significance of differences between the answers (agree) and (disagree) with what came in all the statements of the third hypothesis (9.802) and this value is greater than the tabular value of the Chi-square at the degree of freedom (4) and the level of significance (5%), where the probability value is (0.044) and this indicates the existence of statistically significant differences in favor of answers agreeing to all the statements of the third part.

5. Results

The study reached a set of results, the most important of which are:

- There is a significant positive relationship between the trademark of air conditioners and consumer behavior, which requires the businesses to increase their interest in the trademark to make the required impact of attracting and maintaining the consumer.
- There is a significant positive relationship between the trademark name of the air-conditioners and the behavior of the consumer, which requires companies to have names of their products that are easy to recognize by consumers.
- There is a significant positive relationship between the trademark logo and consumer behavior, so you should always consider designing a simple and clear logo that is easy to distinguish and remember by consumers.

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