

Evaluation the Relationship between Online Advertising and Brand Loyalty (Case Study: Customers of sports brands in Isfahan city)

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Abstract

The purpose of this research was done with aim of evaluating the relationship between online advertising and brand loyalty among sporting brand customers in Isfahan city by descriptive-correlative method. The statistical population of the research was all customers and users of sporting brand in Isfahan. 384 people were selected as sample size through Cochran formula and available sampling method from this population. The data gathering tool was two questionnaires with the title of researcher made online advertising with 31 questions and a standard questionnaire with the title of consumer loyalty to the brand with 30 questions, whose content validity was confirmed by professors, experts and specialists. Their reliability was also evaluated and confirmed using Cronbach's alpha coefficient. This coefficient for the online advertising questionnaire was 0.825 and for the consumer loyalty questionnaire to the brand was 0.908. Data analysis was carried out at two levels of descriptive and inferential statistics through abundance distribution tables and distribution ratios, structural equation modeling and variance analysis. The findings of the research showed that there is a significant relationship between online advertising and brand. Also, there is a significant relationship between online advertising through banner and brand loyalty, between online advertising through e-mail and brand loyalty, between online advertising through search engines and brand loyalty, between online advertising through videos and brand loyalty, and between online advertising through advertorial and brand loyalty. But existence of a significant relationship between online advertising through websites and brand loyalty and between online advertising through social networks and brand loyalty was rejected.

Keywords: Online advertising, online advertising methods, brand loyalty

1-Introduction

Organizations have many resources and assets to carry out missions and to achieve to their goals (Toffler, 1990). One of the most important assets of the companies is their brand, and one of the concepts that can has direct effect on the brand and determines its value is the customers' loyalty to it. In today's world, maintaining and enhancing customer loyalty

is a strategic challenge for companies that have concerns about maintaining and expanding their competitive position in the market. Advertising is considered as one of the broadest areas of marketing systems. The importance of advertising is to the extent that the term of "marketing" is synonymous with advertising in the minds of the public. Billions of dollars are spent on advertising in various media every year. Today's human lives under heavy bombardment of commercial advertising. In the morning, when a person wakes up until falls to sleep, he or she will be exposed to various advertising from different media. The effectiveness of advertising is a key point in the evaluation of advertising. Advertiser companies are always interested in assessing the effectiveness of their advertising. The effectiveness of advertising varies in different media (Roosta et al., 2009). Marketers use advertisements to create awareness about brand, to create brand superiority among other brands, and ultimately to choose a brand by the customer (Laroche et al., 1996). Online advertising is a very important part of electronic communications, so that today companies spend huge amounts of money on online advertising because of the vital role of advertising in informing to customers and encouraging customers to buy.

Today, customers' loyalty is considered the success key of any business. By increasing customer loyalty, the market share and profitability amount of an economic firm will be increased. With the advancement of technology and more competitive market conditions in the various manufacturing and service sectors, loyal customer is considered as the main capital of any company. Hence, paying attention to customer loyalty and identifying factors that can improve customer loyalty has been converted to a fundamental necessity for companies. Today's companies have totally blended with all business elements, such as those elements, is the Internet space. The activities of the companies in this area are due to this fact that internet network has created a good opportunity for companies to expand their brand. Though numerous researches have been conducted in online advertising field and brand loyalty or the relationship between a particular method of Online advertising and brand loyalty, but a research that evaluated the relationship between online advertising and brand loyalty in general and not a particular method of Online advertising, has

not accomplished so far. Also, since there is no accurate information from effect of online advertising on brand loyalty, the present research has been conducted with aim of evaluation of online advertising effect on brand loyalty in sporting brands in Isfahan.

Valid brands in some cases represent the fashion and the used product's modernity, but in most cases, and especially in the case of sporting brands, the use of valid brands means the use of standard equipment and the importance of individual health. Many beginner athletes with neglecting the use of products and equipment with valid brands are caused physical irreparable damages and sometimes spiritual to themselves and their around people. Hence the use of sporting brands for people and society is important, and the manufacturing companies compete for customer acquisition and making them loyal in this industry.

Problem statement is evaluated first in this research and then the relationship between online advertising and its various methods with brand loyalty is evaluated by statistical tests.

Problem statement

Advertising means sending a message, identifying something to others or pretending something good or bad, and includes visual and verbal messages that is transmitted to promote the belief or a product from a source by advertising channels to specific groups or to the whole society and is paid for it (Ebrahimi et al., 2001). Also, advertisements can be introduced as informing about the proposed benefits or brand of each company using media (Kotler & Armstrong, 2017). Advertising activities are trying to achieve a certain goal. The first purpose of an advertisement publication can be to inform the whole or part of the target market about the available products. Also, advertising in some cases is accomplished to change the customers' way about the organization or even to avoid parts of community in order to failure to do things that are problematic for their health. And finally, advertising can be published to encourage and stimulate users and consumers to buy products and services of the organization.

The effectiveness of advertising varies in different media. Media such as TV, magazine, newspaper, radio and, more recently, the Internet are transmission platforms of advertising message. An increasing expansion of internet has created a new environment for consumers and vendors, which provides exchanges' and purchases' possibility. Therefore, advertising in the new media means internet, has been highly regarded by active companies (Roosta et al., 2009).

Today, the new media, or in better words the new world (web world), has been placed beyond all the

infrastructure and features of a message transmitter facing of message receivers and senders. Infrastructures that are far from the limitations of traditional media, eliminate the boundary between the sender and receiver of the message, and reduce the ownership limit of the sender of the message, or completely transmitted to the receiver of the message. A media with unique features brings a new smell to the interaction of the virtual world and has provided a new definition of the communications process. A media has posed a unique definition from the way of publishing an advertisement and its effect process. Because, unlike advertising in traditional media, in which the consumer has to resort to other means of communication, such as telephone or physical presence in the market to find additional information of goods or advertising services, new media and immediate advertising with the timing of this process, has shortened incredibly the way of acquiring to this this information. The intrinsic nature of internet adaptability has made it as a powerful tool for transferring information. Because the nature of adaptability to this media is capable of having high-power communications subsets, such as email, chat, newsgroups, associations, and other functions. That's why the interests for using the Internet is increasing day by day. By increasing the amount of Internet access as an electronic media, this media has quickly become a dynamic and user-friendly media for advertising. Advertising has progressed rapidly on the internet wide world over the past ten years. In the early days of the online advertising emergence and especially various forms of online advertising, advertising was more often as form of colored quadrangles, called banner, and expanded rapidly. Advertisers initially had only one purpose of the advertising publication, and it was dragging users to websites in order to transfer more comprehensive information from the product or service to them in the website. But today, online advertising is exposed to users' view, unlike the first banner ads based on attributes such as image, product description; brand mentioning, text message and title that all are included within a general framework. In fact, new online advertising is not just a customer motivator to the websites, but is a transmitter of a comprehensive message and their text is changed at any moment and transfer a more appropriate advertising service to user, which it will allow specialized users to enter to websites, not any user (Hanafizadeh and Behboudi, 2009).

The number of Internet users globally has been more than 8 times according to announced statistics by the International Telecommunication Union between 2000 and 2016. In this way that from about 400 million people in 2000 has reached to about 3 billion and 500 million people in 2016. Online advertising has significant benefits compared to traditional advertising, including two-way communication

creation with the audience, relatively low cost, global and round-the-clock availability, improved information, easy updating and accurate targeting. In other words, it can be said that online shopping has created a revolution in buying and selling the products and services.

Types of online advertising include:

1. **Banners:** A banner is a small graphical image, usually a rectangle that connects to another internet base. Banners were the first form of advertisement that used widely on the Internet. Although the share of banners is declining from online advertising, it is still considered as one of the most popular and most useful types of online advertising (Silk et al., 2001). The purpose of the banner is to persuade the visitor to click on the advertisement to be transferred the visitor to the main website. Benefits of banners can be called up to their high capacity for customization and adaptation to immediate user. Another benefit of banners is that when the user is waiting for page loading and will be loaded earlier because the banner volume is less than page and considering to that the web page was not loaded at that time, has the power of fascination and blurring the viewer and is exposed high presentation according to the statistic. The most important advantage of banners is that, is connected to its related site by clicking on them and provides more comprehensive information about the product and institution of banner owner to user (Amiri and Menon, 2003).
2. **E-mails:** Advertising on e-mail includes business activities in which marketers and merchants send their product or service information related to their product or service to the addresses of their potential customers' emails. In this way, advertisers try to react to the customer through chasing and tracking of advertising theme. Having a list of customers' emails is very important. There are companies that evaluate to sell of this list. One of the benefits of advertising through sending email can be pointed out to low cost and high visibility.
3. **Search Engines:** The advantage of registering URLs in search engines is important from the point of view of advertising. Because it's free and anyone can register an internet address in a search engine, but the chances of that in accomplished search by the users of the site's address to be placed in the first ten

titles of the first page are very small. To do this, you need to apply techniques such as changing some sentences in the site text, adding key sentences related to the product or service to the title or content section, and removing words that are less consistent with the product or service of the company.

4. **Video advertising:** As the ability of broadcasting video programs has been transferred from television to the Internet, mobile phone, and even games, this video programs transmission has also video ads and provides this possibility for advertisers to get rid of television video advertising monopoly. Video advertising can intrinsically have a deeper effect on customers' attitudes than text ads and mobile banners.
5. **Web sites:** Web sites themselves are the largest form of online advertising. Because the purpose of creating any commercial, cultural, political, educational, etc. website is nothing but the introduction and advertising of a particular purpose. The most important difference of websites with other forms of online advertising is the behavior that by that website is being visited. Users of websites search to meet their needs, but other forms of advertising are accidentally exposed in their views. In fact, websites are tensile and other forms of advertising are pressure (Hanafizadeh and Behboudi, 2009).
6. **Advertorial:** It is said to a kind of ads that is presented in the form of a report. That is, media audiences assume that a neutral report or article are presented to them, while what they see and hear and read is actually an organized effort to strengthen the intellectual aspects of a product or service in their minds (Shah Qasemi and Masoumi, 2013).
7. **Social networks:** Today, virtual social networking has been become one of the most important communication tools in the community and the world level. Considering the level of familiarity with social networks and their use extent, social networks potential capacity can be used as a very suitable platform for targeted, applied and modern advertisements (Siahouyi et al., 2015).

Brands are more than names and symbols. They are a key element in the company relationship with consumers. Brands represent consumers' perceptions and feelings about the product and its

efficacy; everything that brings about a product or service in the minds of the consumer. In the final analysis, brands are in the minds of consumers. The real value of strong brands is in the power of customers' preference and loyalty (Kotler & Armstrong, 2017). In today's world, the main capital of many organizations is the brand of that organization. The value of a company was being measured in terms of property, then tangible assets, factories and its equipment over the past decades. However, today, the researchers of economics and management science concluded that the real value of a company is outside of it, that is, in the minds of potential buyers. The price of a product evaluates its monetary value, but brand introduces that product and reveals its distinct aspects (Kapferer, 2012).

Loyalty means keeping a deep commitment to re-purchasing or re-selecting a product or service continuously in the future, despite the fact that situational influences and marketing efforts can potentially change customer behavior. According to Oliver's analysis, satisfaction is the first essential step in the formation of loyalty (Oliver, 1999).

Loyalty concept in the customer and the creation of loyal customers in the business framework is described repeatedly as a commitment creation in the customer to deal with a specific organization and the purchase of goods and services. If loyalty is going to consider as one of the control and management indexes, the definition and categorization of the possible types of interaction with customers who are loyal, is vital and provides a basis for meeting the needs of customers. (Shahin and Teimouri, 2014) Some of the definitions are:

- Loyalty occurs when customers feel strongly that the intended organization can meet their needs in a best possible aspect, so that competing organizations withdraw virtually from the customers' considerations set and exclusively act to purchase from the organization (Shoemaker and Louise, 1999).
- The desire of customers to select a product or a business from other products to meet specific needs (Novo, 2004)
- Deep commitment to re-purchase or being customer for goods / preferential services in the future (Oliver, 1997)

By providing the above definition of customer loyalty, it can be stated that loyalty has the following three elements:

The customer behavior element is the same as the repeat of the buying action. The customer's attitude element is the same as the customer's commitment and assurance. An element of availability comes with many options for choosing and doing shopping. Behavioral loyalty is defined brand loyalty through

visible purchases over a period and attitudinal loyalty is defined based on the expression of preferences, commitments, or purchasing intention (Melnz et al., 2004).

Therefore, according to what was said in the last two parts, the research hypotheses are presented as follows:

The main hypothesis: There is a significant relationship between online advertising and brand loyalty.

First sub-hypothesis: There is a significant relationship between online advertising through banners and brand loyalty.

Second sub-hypothesis: There is a significant relationship between online advertising through Emails and brand loyalty.

Third sub-hypothesis: There is a significant relationship between online advertising through search engines and brand loyalty.

Fourth sub-hypothesis: There is a significant relationship between online advertising through videos and brand loyalty.

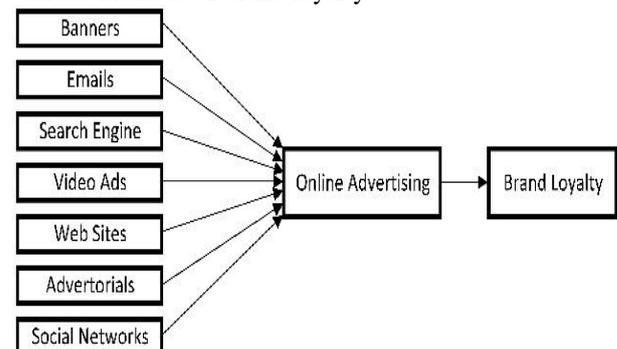
Fifth sub-hypothesis: There is a significant relationship between online advertising through websites and brand loyalty.

Sixth sub-hypothesis: There is a significant relationship between online advertising through advertorials and brand loyalty.

Seventh sub-hypothesis: There is a significant relationship between online advertising through social networks and brand loyalty.

Eighth sub-hypothesis: There is a significant relationship between respondents' views about the relationship between online advertising and brand loyalty.

Finally, the final model of research was defined as following according to the above-mentioned issues, and in order to evaluate the stated hypotheses, with consultation of supervisor that indicates the relationship between online advertising and its various methods of brand loyalty:



2-Research Method

The present research is applied research according to the categorization of scientific researches in terms of purpose and in terms of nature and method are descriptive - correlation in which we are seeking the relationship between online advertising and loyalty to sporting brands in the city of Isfahan.

The statistical population of this research is an unlimited number of consumers of existing sporting brands in the city of Isfahan. Thus, the statistic sample size was calculated 384 people according to the Cochran formula. Sampling method has been also available in this research. In the process of collecting information and setting the literature of research, the library method, library resources, articles, books and the Internet have been used. A standard brand loyalty questionnaire and a researcher-made online advertising questionnaire have been used to collect the intended information for testing the hypotheses and assessing the opinions of individuals. At the beginning of the questionnaires, questions were also posed to identify the demographic characteristics of the respondents. Validity of both questionnaires was confirmed by experts and their respective professors and their reliability was also confirmed through Cronbach's alpha method.

3-Data analysis and research findings

In this section, based on the presented hypotheses in the article and by using statistical test of one-way variance analysis in SPSS software for descriptive analyses as well as structural equation method in the PLS software for inferential analyses, obtained results and ultimately confirmation and rejection of hypotheses have been evaluated.

The demographic characteristics of the respondents are indicated according to obtained descriptive statistics in the below graphs:

Diagram 3-1- Circle diagram of gender

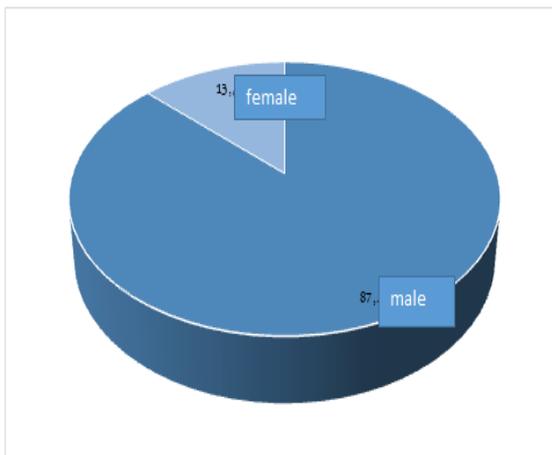


Diagram 3-2- Age Column Diagram

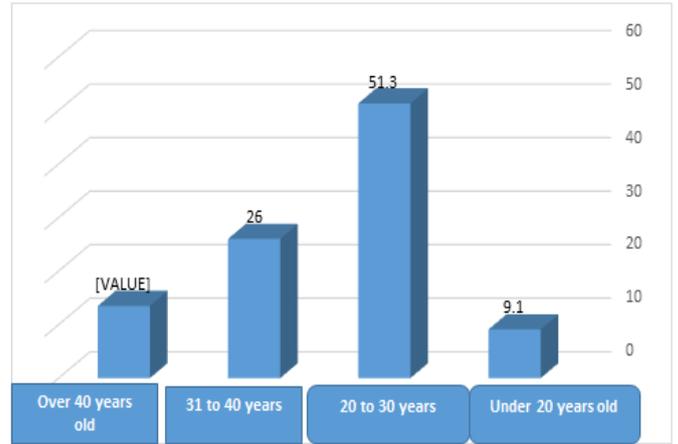
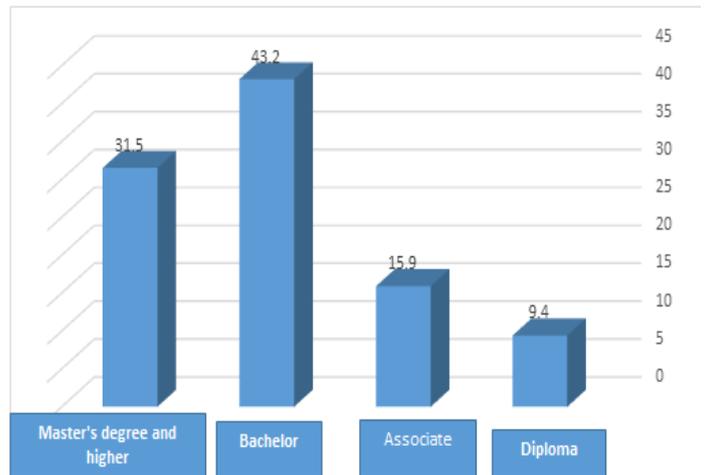


Diagram 3-3- Education column diagram

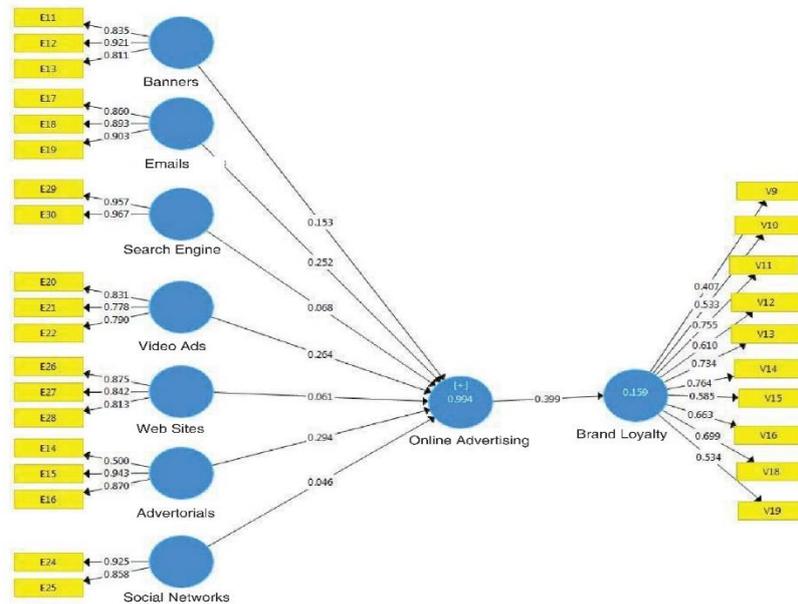


Two models will be tested to evaluate the inferential statistics and to analyze the research hypotheses in the PLS models. The first model is an external model that is equivalent to measurement model and the second model is an internal model that is equivalent to the structural model in models based on covariance.

Three cases are used to evaluate of the first part fit means measurement models fit: Index reliability, convergent validity, divergent validity (Hulland, 1999). Index reliability is also assessed by three criteria: 1) Factor loads coefficients, 2) combined reliability 18 or Rho, 3) Cronbach's alpha (Davari and Reza Zadeh, 2013).

The above values are specified in the below tables and figures.

Figure 3-1- factor loads coefficient
A) Factor loads coefficients



B) Combined reliability, Cronbach alpha and convergent validity

If the combined stability value for each structure is higher than 0.7, then it shows an appropriate internal consistency for the measurement models and a value of less than 0.6 shows the absence of reliability (Nunnally and Brenstein, 1994). Some researchers introduce combined criteria (CR) with Rho.

Emails	0.862	0.863	0.916	0.784
websites	0.798	0.806	0.881	0.712
Brand loyalty	0.838	0.849	0.869	0.507
Videos	0.720	0.725	0.842	0.640

The value of the Cronbach's alpha coefficient is also 0 to 1, that values above 0.7 is considered accepted and values less than 0.6 is considered undesirable (Cronbach, 1951).

The critical value is 0.5 about the convergent validity index; this means that the AVE value above 0.5 represents acceptable convergent validity (Fornell and Larcker, 1981).

C) Divergent validity using the Fornell and Larcker method

In this method, the model has acceptable divergence if the inserted numbers in the main diameter are greater than their lower values. Significance coefficient is used in order to evaluate the second part fit means structural models fit. The most basic criterion for assessing the relationship between structures in a model (structural section) is the significance numbers t. If the value of this number is greater than 1.96, it indicates the correctness of the relationship between the structures and, as a result, the confirmation of the research hypotheses at a confidence level of 0.95%.

Table 3-1-

	Cronbach's alpha	rho_A	Combined reliability	Convergent Validity (AVE)
Banner	0.817	0.829	0.892	0.734
Online advertising	0.967	0.972	0.970	0.530
Advertisorials	0.703	0.785	0.829	0.632
Social networks	0.748	0.796	0.886	0.796
search engine	0.920	0.933	0.961	0.925

.	Banner	Online advertising	Advertorials	Social networks	Research engine	Emails	websites	Brand loyalty	Videos
Banner	0.889								
Online advertising	0.857	0.923							
Advertorials	0.807	0.728	0.828						
Social networks	0.573	0.592	0.536	0.892					
Research engine	0.427	0.645	0.668	0.387	0.962				
Emails	0.687	0.885	0.781	0.398	0.522	0.886			
websites	0.663	0.842	0.795	0.558	0.757	0.719	0.844		
Brand loyalty	0.359	0.399	0.533	0.231	0.266	0.254	0.323	0.638	
Videos	0.875	0.907	0.750	0.532	0.455	0.765	0.677	0.273	0.800

Table 3-3- T-test values related to the conceptual model of research

	t- value	p-value
Banner -> Brand Loyalty	2.606	0.009
E-mail -> brand loyalty	5.161	0.000
Search Engines -> Brand Loyalty	2.114	0.035
Videos -> Brand loyalty	5.176	0.000
Web Sites -> Brand Loyalty	1.852	0.065
News -> Brand Loyalty	6.972	0.000
Social Networking -> Brand Loyalty	1.517	0.130
Online advertising -> Brand Loyalty	2.768	0.006

All the research hypotheses except two hypotheses of significant relationship between websites and brand loyalty and the hypothesis of a significant relationship between social networks and brand loyalty were confirmed according to the above table. **D)**The next step is to evaluate the predictive power of the research model, which is carried out by the four criteria of R², Q², Red (Redundancy) and GOF.

R² is a criterion that is used to connect the measurement section and the structural part of structural equation modeling and shows the effect that an exogenous variable has on an endogenous variable. The value of this coefficient also varies from 0 to 1, which larger values, is more favorable. Values close to 0.67 are assessed favorable, close to 0.33 normal and close to 0.19 weak. China (1988)

Table 3-4- The values of the determination coefficients

	R ² value	Adjusted R ² value
Online advertising	0.894	0.892
Brand loyalty	0.359	0.338

The obtained values for R² indicate the average fit of the structural model.

The three values of 0.02, 0.15, and 0.35 have been determined for the Q² criterion and about the power intensity of the model's prediction about endogenous structures. If Q² value is close to 0.02 about an endogenous structure in the range, it indicates that the power model has a weak prediction against the branches of that structure (Davari and Rezazadeh, 2013).

Table 3-5- values of Q²

	Q ²
banner	0.437
E-mail	0.505
Search engines	0.567
Videos	0.283
Websites	0.394
Advertorials	0.313
Social Networks	0.350
Internet advertisement	0.461
Brand loyalty	0.265

Considering this fact that Q² values related to banner structures, e-mails, search engines, websites, social networks and Online advertising is larger than 0.35, therefore, the prediction power of the model has very well fit. Also, for video structures, advertorials and brand loyalty that Q² values in these structures are between 0.15 and 0.35, the prediction power of the model for these structures has also good condition. Therefore, model has afforded well to predict the corresponding values in general. The Red criterion indicates the degree of variability of endogenous structure indexes that is affected by one or more exogenous structures and is derived from the multiple of the shared values of an endogenous structure in its R² value. Positive numbers indicate the suitable quality of the model. As Red mean value is higher, indicates the suitable fit of the structural part of the model in a research (Davari and Rezazadeh, 2013).

Table 3-6- Red Criterion Values

	Value Red	Average Red
Online advertising	0.456	0.300
Brand loyalty	0.144	

According to the above table, the effect amount of online advertising variability and brand loyalty was about 30%, and since it is positive, it indicates the suitable quality of the model.

The general model or GOF criteria consists of both the measurement and structural model sections and with its fit confirmation, the fit evaluation is completed in a model and has only one criterion named GOF. The values of 0.01, 0.25 and 0.36 have described as poor, moderate and strong, respectively (Davari and Rezazadeh, 2013).

	Value GOF	Average GOF
Online advertising	0.675	0.527
Brand loyalty	0.379	

According to the above table, achieving a value of 0.527 for this criterion indicates the strong fit of the overall model, since the calculated GOF value is greater than 0.36.

4-Discussion and conclusion

The present research has been carried out with the aim of evaluation of effect of online advertising on brand loyalty in sporting brands in Isfahan and by descriptive-correlation method. Then the effect of various methods of online advertising on brand loyalty was also evaluated. The statistical population of this research includes the users of existing sporting brands in Isfahan and the sample size has been considered according to the Cochran formula equal to 384. The sampling has been carried out in accessible random method. The data gathering tool was two questionnaires with title of "Online advertising of researcher-made" with 31 questions and standard questionnaire with title of consumer loyalty with 30 questions that their validity was confirmed by professors, experts and specialists. Their reliability was also evaluated and confirmed using Cronbach's alpha coefficient. This coefficient was calculated for the online advertising questionnaire equal to 0.825 and for the consumer brand loyalty questionnaire as 0.908. Analyzing the data at two levels of descriptive and inferential statistics through abundance distribution tables and distribution ratios, structural equation modeling and analysis of variance by SPSS software and Smart PLS have been accomplished after distributing the questionnaires among the intended sample and collecting information and data. Acceptance or non-acceptance of the hypotheses was specified after analyzing the findings and testing the research hypotheses.

Proving the main hypothesis based on existing of significant relationship between online advertising and brand loyalty, as mentioned in Chapters 1 and 2, shows the importance of online advertising as one of the methods of advertising in creating brand loyalty and ultimately creating value for brand. The importance of this by business owners causes to keep and develop the competitive position of companies in the market. Hence the identification of appropriate and optimal methods, and the selection and use of messenger devices such as banners,

websites, video ads, etc., has also high importance for doing online advertising.

As proved in Table 4-6, the highest amount of T among all types of online advertising is related to advertorials; it indicates a stronger relationship of this method between online advertising and brand loyalty. This type of ad is in fact one of the smartest forms of advertising that is also used in online advertising, and is increasingly being expanded by valid commercial companies. The audience of this kind of ads imagines that a neutral report or article is presented to them, while what they are reading is actually an organized effort to enhance the intellectual aspects of a product or service in their minds. Of course, it's very important to consider the ethics points in the area of advertorials. Advertorials is very effective due to the trust of the audience to the media and that's why in the advanced countries, very strict laws were and are passed against the advertorials. The International Commercial Law Act in its ads rules that is passed in 1997, wanted to specify the ads so that audiences are able to specify them. Fortunately, the author's observations points to the increasing rise of this type of advertising and the increased attention of managers and owners of sporting brands. Nevertheless, considering to the new nature of this type of advertising and the emergence of its use in Iran, there is a further research basis in this area of advertising. Also, due to the relative uncertainty of customers about the published information on the Internet, this kind of advertisement is more likely to be achieved by customers due to the fact that the aspect of the report or article is seemingly neutral. The second place in the acquisition of T value in this study is according to Table 4-6 related to the Internet videos. This also demonstrates the strong relationship between this method of ads and brand loyalty, which in fact offers a great opportunity for low-cost advertising to business companies. Video ads in the past have been limited to TV monopolies and high costs for businesses companies. But today, with the increasing use of the Internet in the world as well as the very low cost of video advertising on the Internet, a suitable opportunity for business companies has been obtained for the proper exploitation of this way. The third place is the strong relationship between online advertising and brand loyalty, according to Table 4-6, is the use of this method of sending electronic mail. This type of advertising, due to its round-the-clock and timelessness and the ability to make changes on an up-to-date basis, has made these types of advertisements, especially when companies face financial difficulties, is become more colorful. Banners were the first form of advertising that were widely used on the Internet, although the share of banners from online advertising is declining, but they are still considered as the most popular and most useful types of online advertising. Therefore,

by considering the existence of a significant relationship between banners and brand loyalty, business owners and businesses companies can also pay attention to this type of online advertising.

Finally, the last hypothesis that are approved in terms of t value is the existence of a significant relationship between online advertising through search engines and brand loyalty. The advantage of registering URLs in search engines is important from the point of view of advertising. Because it's free and anyone can register an internet address in a search engine, but the chances of that in accomplished search by the users of the site's address to be placed in the first ten titles of the first page are very small. To do this, you need to apply techniques such as changing some sentences in the site text, adding key sentences related to the product or service to the title or content section, and removing words that are less consistent with the product or service of the company. It seems that the failure to use techniques for locating the address of websites of used brands by the research community, in the early results of search engines that mentioned to it earlier, plays an important role in the absence of a relationship. In any case, the rejection of this hypothesis means that there is no significant relationship between online advertising through websites and brand loyalty in the research community, and the validity of this separate conclusion should be evaluated in other societies, Therefore and considering to the different statistical communities in previous studies, the results of those studies cannot be questioned. The expansion of information and the uncertainty of the accuracy of published information and the rapid dissemination and without controlling of information, which is sometimes accompanied by rumors and news and information is incorrect, in social networks, as well as the absence of a clear and serious advertising strategy by companies or domestic representatives of brand can be a factor in uncertainty for customers and ultimately to be luck of effectiveness on brand loyalty. However, the rejection of this hypothesis means that there is no significant relationship between online advertising through social networking and brand loyalty in the research community and the validity of this separate conclusion should be evaluated in other societies, therefore and considering to the different statistical communities in previous studies, the results of those studies cannot be questioned.

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