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RESEARCH FOR THE COMPLIANCE OF BRAND FIDELITY SCALE TO TURKISH

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ABSTRACT

The research was conducted in order to test validity and reliability of the "Brand Fidelity Scale" (Grace, Ross & King 2020) and adapting the scale into Turkish. In order to obtain the Turkish version, the "Brand Fidelity Scale", consisting of 20 items, was translated by three language experts in the field. After the translation, the differences in meaning were determined, and the final version of the scale was translated back to Turkish by a total of six language experts. As a result of the exploratory factor analysis conducted in order to ensure the structure validity of the "Brand Fidelity Scale", a four-factor structure consisting of 17 items was obtained. In order to determine the content validity of the 17-item scale, the brand loyalty scale prepared in line with the opinions obtained from 25 academicians who are experts in marketing, between 01-31 July 2020, a total of 321 selected judicially and shoppers at brand business stores in Niğde and its region, which constitutes the sample of the research, realized with the consumer. The results of the confirmatory factor analysis conducted in order to understand whether this structure fits well to the sample data showed that the sampling compliance to which the scale was applied was at an acceptable level. Based on the findings resulting from the analysis, we conclude that "Brand Fidelity Scale" is powerful measurement tool that produces valid and reliable measurements and that can be used to measure brand fidelity research to be conducted in Turkey.

Keywords: Brand fidelity, validity, reliability, Niğde.

INTRODUCTION

Determining the factors that make up brand fidelity is always a popular and important issue in the marketing literature (Türker & Türker, 2013: 49). In the literature, brand fidelity; which can be defined as brand loyalty, brand affection, brand affinity or customer loyalty, has an effect on the purchasing decisions or behaviors of consumers and business sales (Taşkın & Akat, 2012: 132). Brand fidelity is a conscious or instinctive action that does not arise by chance, that can be directed by businesses or brands, and that comes after decision-making or evaluation processes about the brand as a behavioral or emotional response for consumers at a certain time (Çakırer, 2013: 27). Marketing managers do not ignore the joint planning and implementation of product, price, promotion and distribution decisions, as well as the brand fidelity of the marketing mix (Demir, 2012: 121). Branded customer brands, brand fidelity between the trademark and the brand, and another communication risk is an important factor in the marketing activities related to the reasons it creates for the established businesses.

In addition to the many brand products that have emerged as a result of the rapid development in marketing activities in recent years, the rapid increase in the number of brand businesses, the continuous change in customer demands and needs, and the developments in information technologies make it difficult to retain customers, cause businesses to attach importance to brand fidelity in their strategic marketing activities. . In the literature, as the scales used in researches on brand fidelity differ, empirically, the need for the realization of research available and the development of a reliable scale or guiding the approval to measure the brand fidelity in Turkey becomes an important issue. In this important area, the "Brand fidelity" scale which has been adapted to Turkish is believed to have a special importance for future practitioners and to provide important opportunities for brand fidelity for marketing managers and researchers, and to show its simple, specific and result-oriented potential that can be used to solve problems arising in brand fidelity.

BRAND FIDELITY AND IMPORTANCE

The writing and strategies written by businesses are described as brand fidelity as a result of the return of the brand and the return of the brand and the purchase of a cyclically preferred future in order to change or control customer behavior (Oliver, 1999: 34). Brand fidelity is a process that responds to businesses offering higher quality, new and robust competitors to the market at a lower price and with proactive sales promotion, with the desire of the consumer to constantly search and buy the brand (Palumbo & Herbig, 2000: 116). In following one of the dimensions of brand value, brand fidelity is the psychological journey of the consumer purchasing a product as a result of a behavioral reaction against the brand among alternative brands and continuing to buy time (Knox & Walker, 2001: 113). Brand fidelity or loyalty is the emotional commitment to the brand or product that results in consumers' desire to choose high brands and continuous purchasing performance (Hallberg, 2004: 232). Brand fidelity, a brand product or Cooksey are defined as the consumer having a positive attitude, as well as the regular and continuous purchase of a certain brand in order to continue this positive attitude in the future (Pappu, Quester, & Cooksey, 2005: 145). Brand fidelity is the basis of many factors (Aeker, 2009: 43). The tendency of many consumers who take the same sector or product

category to choose and buy a single brand consciously and verbally is brand fidelity (Devrani, 2009: 408). One of the purposes of creating a brand is to create fidelity to the brand towards consumers (Kambar, 2016: 168). Consumer/brand relationship behaviors, such as brand fidelity or brand affection, affect consumers' desires and emotions, and behaviors that help consumers understand what they do when they are highly connected or in love with the brand, in a versatile behavioral and cognitive manner (Grace et al., 2018) : 580). Consumers acquire the authority to reject such objections in a branded product required to reject or ignore alternative promotional marketing attractiveness, with the formation of consumer loyalty, goes beyond the feeling of affection or attachment to the brand (Fraering & Minor, 2013: 335). Despite the existence of other alternative brands in the market, businesses are in an effort to create brand fidelity and permanently transform consumers' preference in their market segments (Khiabaniyan & Karakadılar, 2016: 57).

Brand fidelity is defined as regular and repetitive purchasing behavior towards a business or product that is accepted as a brand by the customer (Çal & Adams, 2014: 478). Many factors such as brand image, trust, brand competence, perceived quality and customer satisfaction or customer satisfaction affect brand fidelity (Uzunkaya, 2016: 61). Among the marketing strategies developed by businesses to ensure brand fidelity in the loyalty that occurs as a result of communication between consumers and businesses, factors such as quality, comfort, brand image, service quality and warranty coverage are of great importance, while ensuring brand trust is a value above all these dimensions (Şahin & Gültekin, 2017: 1005). Brand fidelity, which protects businesses against competition or makes them advantageous against their competitors, provides great control during the planning and implementation of business marketing activities (Kotler, 2012: 48). The marketing costs of businesses that gain brand fidelity are reduced, they provide an opportunity to acquire new customers, create a commercial advantage over intermediaries, and protect against all kinds of threats from rival businesses (Göksu, 2010: 44). With brand fidelity, businesses turn their consumers into loyal customers and enable them to positively affect potential customer groups in their immediate vicinity about the brand (Odabaşı & Oyman, 2002: 374). Likewise, the fact that a consumer chooses a particular brand at the expense of paying a high price from the brands in the same product group shows the effect of brand fidelity for businesses (Chinomona, 2013: 1311). As a result of the emotional bond between consumers who accept brand fidelity and the brand, consumers trust the brand too much, recommend the brand to others or defend the brand, feel proud to be the user of the brand and being a user of the brand is very important for them (Aaker, 2007: 59). One of the tools to ensure brand fidelity is to create brands with personality traits that will differentiate them from their competitors in the market. Brand fidelity, which is a very valuable structure for business and marketing managers, is a state of sincere, heartfelt and sincere devotion to the brand, trust and loyalty, based on the idea of integrity and honesty that is created by the double-sided interaction, by establishing a strong and strong friendship with the brands they prefer. Again, brand fidelity, in terms of the brand, by meeting more than their expectations, satisfied consumers are emotionally loyal to the brand in the future, forgiving mistakes and loyalty. Brand fidelity is a measure of the consumer falling in love with a brand they encounter as a result of an emotional bond and an emotional fixation.

LITERATURE REVIEW

There are many studies in the literature on brand fidelity, which has a long and contradictory history, and of brand fidelity subject are intertwined with brand loyalty, brand love, brand affinity and customer loyalty the concepts. Studies on brand fidelity are generally related to the importance of brand fidelity and its contribution to businesses, what should be done to create brand loyalty, and to determine the factors that affect brand fidelity, and the application of the developed scales in field research.

When the factors that affect brand fidelity are examined in the literature, it is noteworthy that generally three dimensions, logical, emotional and evidential, are focused. Brand-related features, appropriateness of physical qualities and sufficient financial power are included in the logical dimension, fitness to life style and social identity expression are included in the emotional dimension, and the number of repeat purchases are included in the evidential dimension (Yılmaz, 2005: 260). In the literature, there are three types of scales/approaches in measuring brand fidelity: behavioral, attitudinal, and a mixed scale/approach in which both are evaluated (Kaynak et al., 2008: 344). Behavioral criteria in measuring brand fidelity are insufficient to explain the cause of purchasing behavior and various situational factors that may affect the behavior, and stated that when brand fidelity is evaluated at a behavioral level, repetitive purchasing behavior is seen as an objective determinant of fidelity (Oyman, 2002: 171). On the other hand, according to the attitudinal approach, in addition to the positive attitude, empathy and sympathy of the consumer towards the brand, the customers with high brand fidelity buy the brand repeatedly, they feel a strong sense of fidelity to the brand and recommend the brand to others (Devrani, 2009: 409). According to the mixed approach, he stated that both brand attitudes and brand behaviors are important for the consumers who have brand fidelity to buy the same brand in the future (Demir, 2012: 111).

Regarding the main determinants of brand fidelity, Javalgi & Moberg (1997) predicted the effects of past customer satisfaction with a brand, perceived risk associated with purchasing, availability of substitutes, and cost of changing brands (Javalgi & Moberg, 1997: 166). In his study, Chaudhuri (1999) revealed that brand fidelity and product price and perceived quality are directly and indirectly related to preferring to buy a single brand name (Chaudhuri, 1999: 1). Knox & Walker (2001) explained the relationships between brand values in measuring brand fidelity in consumer purchasing behavior. McAlexander (2003) revealed that there is a positive relationship between customer satisfaction, brand components and brand fidelity in the brand fidelity model (McAlexander, 2003: 7). Wangenheim (2003) stated that customer satisfaction is more effective on active brand fidelity and passive brand fidelity (Wangenheim, 2003: 155). Taylor & Hunter (2003) determined that there is a relationship between brand fidelity in technological products, consumer attitude towards the brand and customer satisfaction (Taylor & Hunter, 2003: 19). Suh & Youjae (2006) stated that customer satisfaction is one of the most important factors affecting brand fidelity directly or indirectly. Singh et al. (2008) stated that different product diversity or product differentiation showed changes in customer behavior regarding brand fidelity (Singh et al., 2008: 528). Shukla (2009) found a positive relationship between contextual factors and brand fidelity and brand and purchasing decisions. (Bergkvist & Bech-

Larson, 2010) stated that there is a relationship between the sense of virtual community and product fidelity and this relationship stems from fidelity, active participation and brand love (Bergkvist & Bech-Larson, 2010). In another study conducted by Sung & Kim (2010), the concept of brand fidelity was discussed together with brand personality, brand trust, and desire to buy the brand; It has been revealed that as the brand personality gets stronger, the trust in the brand increases. Based on this, it has been revealed that brand trust strengthens brand fidelity by stimulating feelings towards the brand (Sung & Kim, 2010). Wang et al. (2004) determined that customer value does not have a direct significant effect on brand fidelity, but that it affects brand fidelity through customer satisfaction. Park et al. (2010) stated that the dependence between consumers and the brand or brand fidelity can be achieved through word of mouth (Park et al., 2010: 14). Kabiraj & Shanmugan (2011) revealed that brand fidelity cannot be fake, confidential and sustainable (Kabiraj & Shanmugan, 2011:). Şahin et al. (2011) revealed in their research that brand experience, customer satisfaction and trust positively affect brand fidelity (Şahin et al., 2011: 1288). Liu et al. (2012) found that brand personality fit did not have a significant effect on brand attitude or brand fidelity in two brands tested by consumers (Liu et al., 2012: 922). Again Carroll & Ahuvia (2006), Batra et al. (2012) and Drennan et al. (2015), in their research on brand fidelity, found that there is a positive and significant relationship between brand love and brand fidelity about brands in hedonic product categories (Carroll & Ahuvia, 2006: 79; Batra et al., 2012: 1; Drennan et al. , 2015: 47). Leckie, et al. (2016) stated that cognitive commitment negatively affects brand fidelity, and that self-expression and participation have a direct effect on brand fidelity (Leckie et al., 2016: 571). Ismail (2017) revealed that social media marketing has a significant impact on brand fidelity and emphasized that brand awareness and value awareness mediate the relationship between social media marketing brand fidelity (Ismail, 2017: 129). Ngoba (2017) found that among the brand fidelity conditions, customers have no real, hidden fidelity and no fidelity (Ngoba, 2017: 229). Song et al. (2019) revealed that customers' brand love and respect significantly control the relationship between trust and brand fidelity, and that the result of customer satisfaction affecting trust is positively associated with brand fidelity (Song et al., 2019: 50). Baron et al. (2020) focused on measuring loyal customers' loyalty to the brand using a triple conceptualization of emotional, cognitive and habitual components that they call heart, brain and hand fidelity (Baron et al., 2020: 355).

VALIDITY AND RELIABILITY OF BRAND FIDELITY SCALE

Brand Fidelity Scale is a scale whose original form was developed in English by faculty members of Australian Griffith University Marketing Department. Grace et al. Consisting of 57 items at the beginning, the items scale was first reduced to 42 items, and then, as a result of the validity-reliability studies conducted with two different groups, they were reduced to 20 items with 4 factors. In the study conducted on Google drive in Niğde and its region (n = 321), its reliability was tested by applying a 20-item scale. The Cronbach Alpha reliability coefficient for the sample group was (n = 321) .900, and the five-point Likert type (1-Strongly Disagree, 5- Strongly Agree) scale was rated with 4 factors and 17 items.

METHODOLOGY

The research was prepared in order to adapt the brand fidelity scale, which was developed by Grace Ross and King (2020), which is divided into two basic categories as behaviors and cognitive, into Turkish and search for evidence for construct validity.

The research was applied to consumers selected by the Judgemental Sampling method via Google drive between 01-31 July 2020 in Niğde and its region. The survey was conducted with a total of 321 consumers who shopped at national and international brand chain business stores in Niğde and its region. The Ethics Committee of Niğde Ömer Halisdemir University, dated 01.07.2020 and numbered 86837521-050.99-E.26830 Ethics Committee, gave the necessary permission for the study.

The general survey method was used as a research method. The scanning model covers the scanning arrangements made on the whole of the universe or a group, sample or sample to be taken in order to make a general judgment about the universe (Karasar, 2019: 84). Survey model is especially research approaches aiming to describe a past or present situation as it exists, and in this method, firstly, quantitative data for the research problem is created and analyzed and interpreted. Although the scanning model method provides advantages to researchers in many aspects, it is stated that using it in scale development studies will also yield effective results (Creswell, 2014). In this direction, the tests for the brand fidelity scale prepared by quantitative methods were prepared online by taking the opinions of academicians who are experts in business and marketing, and the scale was finalized.

The research was carried out with 321 consumers who use brands and selected judicially in Niğde and its region, and reliability studies were conducted with exploratory factor and confirmatory factor analysis based on the data obtained from the surveys conducted over Google drive due to the pandemic process. The sample size was set at approximately 321. It was assumed that a sample of this size would adequately represent the current population at a confidence interval of 95% (Nakip & Yaraş, 2017: 252).

DATA COLLECTION TOOLS

In the study Grace Ross & King (2020) developed by the scale and multi-dimensional brand fidelity, which will allow the adaptation of Turkey as a reliable and valid measure is aimed at developing a measurement tool. The scale prepared in order to ensure the scope and appearance validity was checked by two business field experts, two measurement and evaluation field experts and one marketing expert and necessary corrections were made.

In order to ensure the construct validity of the scale, exploratory factor analysis and then confirmatory factor analysis were performed. Exploratory factor analysis is one of the widely used statistical techniques that transform a large number of interrelated variables into few, meaningful and independent factors. Confirmatory factor analysis, on the other hand, is a statistical method used to determine whether the

variable groups in the determined factors are adequately represented by these factors (Büyüköztürk, 2019; Tabachnick, Fidell, & Ullman, 2007). The study was carried out on the same data set in order to support the structure determined by confirmatory factor analysis and exploratory factor analysis. After these analyzes, the data was interpreted and the scale was finalized. The process steps of the research process are summarized in Table 1.

Table 1. Research Process Steps

RESEARCH PROCESS STEPS	
Determining the Linguistic Differences of the Scale	<ul style="list-style-type: none"> ✓ Translation of the scale of brand fidelity to by 3 foreign language experts from English to Turkish ✓ Translation of the scale, which has been translated into Turkish, from Turkish to English by 3 different Foreign Language Experts ✓ Determining linguistic differences in the brand fidelity scale, which is translated from Turkish back to English, and finalizing the scale ✓ Literature review ✓ 20 questions items
Ensuring Content Validity	<ul style="list-style-type: none"> ✓ 25 Faculty Members of Marketing Field Professionals ✓ Reducing the Brand Fidelity Scale to 17 questions
Ensuring Structure Validity	<ul style="list-style-type: none"> ✓ Explanatory Factor Analysis ✓ Confirmatory Factor Analysis
Reliability Test	<ul style="list-style-type: none"> ✓ Cronbach Alpha Reliability Coefficient
Final Version of the Scale	<ul style="list-style-type: none"> ✓ Scale with 4 factors and 17 items

ITEM DEVELOPMENT

During the development process of the scientific research self-efficacy scale, the following procedures were carried out: (1) Literature review and creating the brand fidelity scale developed by Grace Ross and King (2020), (2) The brand fidelity scale was first three from English to Turkish, then The final form of the brand fidelity scale as a result of determining the linguistic differences after it was translated by a total of six different linguists, three from Turkish to English, (3) Taking expert opinion, (3) Item-total correlations, (4) Item discrimination (5) Exploratory factor analysis, (6) Cronbach Alpha internal consistency reliability, (7) First order confirmatory factor analysis. The research on adapting the brand fidelity scale to Turkish was designed and conducted within this plan.

While creating the scale items, the relevant literature was first scanned by the researcher and the brand fidelity scale form developed by Grace Ross & King (2020) was first evaluated separately by an expert group of eight people (six language experts and two assessment and evaluation experts) consisting of field and language experts. A total of 6 different language experts were translated from English to Turkish and then from Turkish to English, and their linguistic differences were determined and the brand fidelity scale was finalized. As a result of the evaluation, the most agreed translation of each item by field and language experts was based on the scale. As a result of the operations performed, the translation form of the scale was created and this question form consisting of 20 items was prepared in the form of (1) Item Measures the Targeted Structure, (2) Item Related to the Structure But Unnecessary, (3) Item Does Not Measure the Targeted Structure, and was prepared as a triple

Likert type rating. Then, the translation form of the scale was applied to the academicians who are experts in marketing and brand fidelity in the sample. This Likert-type rating form was evaluated by 25 academicians (Prof. Dr., Assoc. Dr. & Dr. Faculty Member) who are experts in business, marketing and brand fidelity, and the forms analyzed in the spss program were taken from 20 items and the final form was given to the questionnaire.

DATA ANALYSIS

The content validity study regarding the created items of the scale was first conducted. Exploratory factor analysis and confirmatory factor analysis were performed to reveal the construct validity of the scale. After determining the factors of the scale with exploratory factor analysis, the relationship between the determined factors was tested using confirmatory factor analysis (Büyüköztürk, 2010: 123).

FINDINGS RELATED TO THE CONTENT VALIDITY OF THE SCALE

In order for a scale item to measure the desired property and to obtain objective results, the content validity of the scale must be analysed. Content validity ratios are used in cases where experimental applications are not possible in scale development studies. Content validity rates are a preferred method to be used to convert qualitative studies based on expert opinions into statistical quantitative studies (Yurdugül, 2005: 1). Content validity rates were developed by Lawshe (1975; Akt. Yurdugül, 2005: 2), whose approach consists of 6 stages:

- ✓ Establishing a group of field experts group,
- ✓ Preparing candidate scale forms,
- ✓ Obtaining expert opinions,
- ✓ Obtaining the content validity ratios of the items,
- ✓ Obtaining the content validity indexes of the scale,
- ✓ Developing the final questionnaire according to the content validity rates/index criteria.

At least 5 and at most 40 expert opinions are required in Lawshe Technique. Expert opinions on each item are formed as "item measures the targeted structure", "item is related to structure but unnecessary" or "item does not measure the targeted structure" (Yurdugül, 2005: 2). Accordingly, the Content validity rates are obtained by gathering the opinions of the experts on any item, and the Content Validity Rates (CVR) are obtained by one minus the ratio of the number of experts indicating the "Necessary" view for any item to the total number of experts expressing the opinion about the item. According to the Lawshe technique, the content validity rate is expected to be at least 0.37 for 25 experts whose opinions were taken (Yurdugül, 2005: 3). The created items were delivered to 25 academicians who are experts in the field, and the items were subjected to content validity analysis in accordance with the Lawshe technique. According to the data obtained from the experts, it was concluded that all items did not reflect the scope, and items 7, 17 and 18 were excluded from the scale because they were below the specified content validity rate.

FINDINGS RELATED TO EXPLORATORY FACTOR ANALYSIS OF THE SCALE

In this section, firstly the findings obtained regarding the validity and reliability of the brand fidelity scale are included. First, it was tested whether the data set is suitable for multivariate statistics. For this, missing data, inverse items, extreme data, normality of the data set, relationships between the items, sample size and sample suitability (KMO and Bartlett's sphericity test) were taken into consideration (Büyüköztürk, 2010; Field, 2009; Tabachnick & Fidell, 2007). Accordingly, the KMO sample conformity coefficient is .885 (>.60) and Bartlett Sphericity test is (indicator of multivariate normal distribution) $\chi^2 = 2635.176$ ($p < .001$). These findings show that the data obtained from the research group are suitable for factor analysis. Kolmogorow Simirnov test ($p > .05$), histogram graphics, mode, median, arithmetic mean values, and skewness kurtosis coefficients (+2 and -2) were taken into account in the normality tests of the data set (Field, 2009; Kalayci, 2010).

Tablo 2. Exploratory (Rotated Main Components) Factor Analysis Results Related to the Scale for the Brand Fidelity Scale

Item No	Factor Common Variance	Factor-1 Load Value	Factor Load Value After Rotation				Corrected Item-Total Correlation	Cronbach Alpha Level
			F1	F2	F3	F4		
M1	,800		,881				,547	.707
M2	,734		,712				,547	
M3	,800	,472		,847			,712	.831
M4	,827			,877			,712	
M5	,665	,409			,765		,435	.729
M6	,688	,692			,664		,585	
M7	,712	,692			,711		,644	.906
M8	,559	,721				,707	,664	
M9	,549	,714				,643	,649	
M10	,620	,755				,751	,709	
M11	,596	,661				,755	,639	
M12	,716	,771				,835	,758	
M13	,464	,658				,635	,600	
M14	,611	,765				,689	,702	
M15	,525	,690				,683	,635	
M16	,588	,683				,614	,613	
M17	,579	,729				,708	,675	

The Cronbach's Alpha coefficient for the whole scale was found to be .900.

Source: Made By Author

As a result of the exploratory factor analysis of the brand fidelity scale, 4 factors were obtained. The first factor explains 32.21% of the total variance regarding the scale, the second factor explains 12.25%, the third factor 11.43% and the fourth factor 9.01%. The total of the factor dimensions of the scale explains 64.89% of the scale. Büyüköztürk (2019: 119) states that the variance explained in single-factor scales is 30% or more, indicating that the scale can be considered sufficient. The data obtained as a result of the factor analysis performed indicate that the validity of the scale is high.

While it is concluded that the brand fidelity scale consists of 20 items, there are no items in the sample determined for this study that are not included in any factor or have a load value below .40 (Büyüköztürk (2019: 119) .The factor common variances of the items are close to 1 or .66. is a good solution, but it is generally difficult to meet this in practice. After factor rotation, the first factor has 2 items (1 and 2), the second factor has 2 items (3, 4), and the third

factor has 3 items (5, 6, 7) and the fourth factor consists of 10 items (8, 9, 10, 11, 12, 13, 14, 15, 16, 17). The first factor of the scale is the “brand performance forgiveness factor” and the second factor is “the brand support factor in the face of complaints”. The third factor has been named as “the factor supporting the brand in terms of price differences” and the fourth factor “the cognitive dependence on the brand and the SWOT analysis factor”.

Cronbach Alpha reliability analysis was conducted to determine the reliability of the scale. According to the statistics, the Cronbach Alpha value of the whole scale was found to be 0.900. The Cronbach Alpha value for the first factor of the scale was 0.707, the Cronbach Alpha value for the second factor was 0.831, the Cronbach Alpha value for the third factor was .729, and the Cronbach Alpha value for the fourth factor was 0.906. Özdamar states that a reliability coefficient that can be considered sufficient in a likert-type rating should be as close to 1 as possible (Özdamar, 2002: 673). According to these results, it can be said that the reliability of the brand fidelity scale is high.

CONFIRMATORY FACTOR ANALYSIS CONCERNING THE SCALE FINDINGS

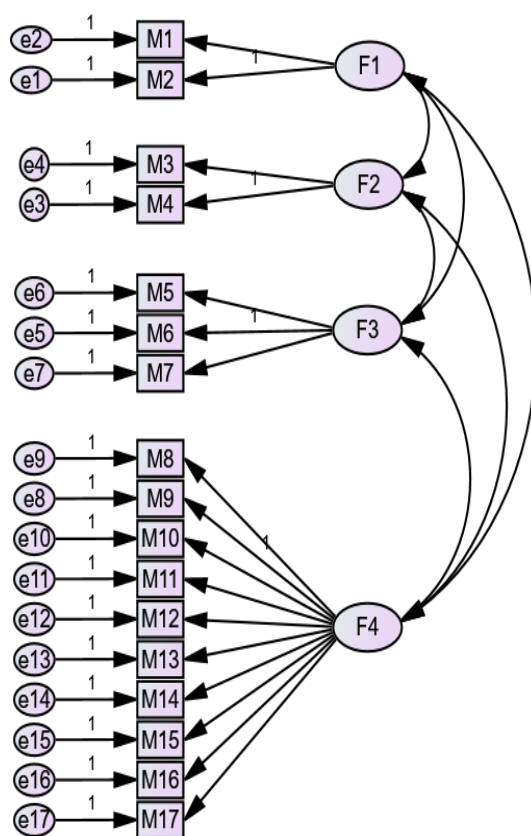


Figure 1. Confirmatory Factor Analysis Concerning the Scale Findings for the Brand Fidelity

Source: Made By Author

Findings related to the exploratory factor analysis to determine the reliability of the brand fidelity scale are given in Table 3.

Table 3. Confirmatory Factor Analysis Results of Brand Fidelity Scale

Dimensions	Items	Standardized Reg. Weights	t	p
F1 ($\rho\eta = 0,63^*$, $\rho\nu C(n) = 0,76^{**}$)	M2	,974	---	---
	M1	,561	6,341	0,001
F2 ($\rho\eta = 0,71^*$, $\rho\nu C(n) = 0,83^{**}$)	M4	,832	---	---
	M3	,855	11,754	0,001
	M6	,786	---	---
F3 ($\rho\eta = 0,50^*$, $\rho\nu C(n) = 0,74^{**}$)	M5	,469	7,791	0,001
	M7	,810	12,955	0,001
	M9	,699	---	---
	M8	,709	11,900	0,001
F4 ($\rho\eta = 0,50^*$, $\rho\nu C(n) = 0,89^{**}$)	M10	,751	12,565	0,001
	M11	,657	11,064	0,001
	M12	,785	13,105	0,001
	M13	,636	10,718	0,001
	M14	,750	12,560	0,001
	M15	,664	11,171	0,001
	M16	,646	10,889	0,001
	M17	,720	12,082	0,001

* $\rho\eta$: Construct Reliability = $(\sum \text{standardized loadings})^2 / (\sum \text{standardized loadings})^2 + \sum \text{error}$

** $\rho\nu C(n)$: Variance Extracted = $\sum (\text{standardized loadings})^2 / \sum (\text{standardized loadings})^2 + \sum \text{error}$ (Hair et al., 1998: 612).

When Table 3 is examined; It is seen that the dimensions obtained as a result of the exploratory factor analysis are confirmed in both scales. The standardized regression weights of the items in the factors were found to be high and statistically significant in the factors of the items. As a result of the confirmatory factor analysis, the construct reliability of the brand fidelity scale for the first factor was .63, the explained variance was .76; The construct reliability for the second factor was .71, the explained variance was .83; The construct reliability for the third factor is .50, the explained variance is .74; The construct reliability for the fourth factor was found to be .50 and the explained variance as .89. According to Hair et al. (1998) and Şimşek (2007), the reliability of the structure and the variance explained should be .50 or more. On the other hand, Gürbüz (2019) states that the variance explained should be higher than the construct reliability (Gürbüz, 2019: 66). In the light of these findings, it was concluded that the dimensions determined were valid, reliable and belong to the relevant factor. The goodness of fit indices for the confirmatory factor analysis of the scales are given in Table 4.

Table 4. Goodness Fit Index of the Model Based on the Scale for the Brand Fidelity*

Fit Measure	Good Fit	Acceptable Fit	Recommended Model
RMSEA	RMSEA<0,05	RMSEA<0,08	0,074
NFI	0,95≤NFI	0,90≤NFI	0,904
IFI	0,97≤IFI≤1	0,95≤IFI≤0,97	0,950
CFI	0,95≤CFI	0,90≤CFI	0,929
GFI	0,95≤GFI	0,90≤GFI	0,917
AGFI	0,95≤AGFI	0,90≤AGFI	0,881
x ² /df	0<x ² /df<3	0<x ² /df<5	153,616/ 68= 2,761

* (Gürbüz 2019: 34).

The value that tests the statistical compatibility of the model proposed in the confirmatory factor analysis and the sample included in the analysis is the x² value (Schumacher & Lomax, 2004). The x² value tests whether the covariance matrix of the population is equal to the covariance matrix applied to the model. However, since this value is sensitive to the sample size and will reach higher x² values in multi-element samples, it is more appropriate to use the x² / df value corrected with the degree of freedom (df) (Bagozzi, 1981, 377). The x² / df value obtained in the study was found to be 2,761. This result indicates that the model is statistically significant. In addition, it is pointed out that the IFI value, which takes into account both the sample size and the complexity in the model, displays a good situation of .950 and above (Şimşek, 2007: 212). IFI value in Table 4 was found to be .950 and this indicates an acceptable fit. Again, according to Table 4 and within the scope of the research, the AGFI value obtained was determined as 0.881. Schermelleh-Engel, Moosbrugger and Müller (2003) state that the AGFI value is between 0.85 and 0.90 at an acceptable level of compliance. Based on this, it is thought that the AGFI value is at an acceptable level.

Chi-square (x²) Goodness of Fit Test and RMSEA, CFI, GFI, IFI and NFI values were calculated in evaluating the conformity of the created model to the data, and according to the goodness of fit index for the model given in Table 4, RMSEA, CFI, GFI, AGFI, IFI and NFI values were calculated. was found at an acceptable level of compliance. This situation indicates that the dimensions obtained as a result of the exploratory factor analysis of the brand fidelity scale are also verified and supported as a result of the confirmatory factor analysis.

CONCLUSION AND DISCUSSION

While it is not clear exactly how to measure brand fidelity in the literature, its original form “Brand Fidelity Scale” (Grace et al. 2020) was adapted into Turkish in order to carry out validity and reliability, which is a multidimensional, valid and reliable measurement tool. The factors that affect brand fidelity are still up-to-date as an important issue in the marketing literature. Businesses that follow researches on brand fidelity are more successful than their competitors, especially in choosing their products and gaining customer loyalty. The research is believed to be an important step towards verifying the scale of the brand engagement scale and paving the way for more research from academics and practitioners in the future.

Exploratory factor analysis of both brand fidelity scale is valid and reliable both as a result of confirmatory factor analysis. "Brand Fidelity Scale" which is a measurement tool that produces valid and reliable measurements can be used to measure and Turkey said in research to be conducted on brand fidelity. At the same time, the "Brand Fidelity Scale" provides a rich understanding of the mechanisms that support the durability, stability and unique limitations of customer / brand relationships with its multi-dimensional components. Turkish version of the "Brand Fidelity Scale" as a result of the research will be used in marketing literature related to brand fidelity in Turkey is thought to provide a significant contribution. However, the use of the "Brand Fidelity Scale" adapted to Turkish is a simple, meaningful, actionable, repeatable and time-dependent criterion.

The research was limited to 321 consumers who shop from national and international brand business stores in Niğde and its region between 01-31 July 2020.

RECOMMENDATIONS AND FUTURE RESEARCH DIRECTIONS

The Research Invention will enable the brand to make brand assurance, marking on offer differences, and the consumer to make decisions about cognitive dependence on the brand and brand fidelity strategies for business managers and marketing managers. Customers' support for the brand in terms of complaints and price differences stemming from customer loyalty, business and marketing manager pre-emptive customer auditors who want to create brand fidelity.

Ethical Text

In this article, it is complied with the journal's writing rules, publishing principles, research and publishing ethics rules, journal ethics rules. The responsibility belongs to the author (s) for any violations that may arise regarding the article. The Ethics Committee of Niğde Ömer Halisdemir University, dated 01.07.2020 and numbered 86837521-050.99-E.26830 Ethics Committee, gave the necessary permission for the study.

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