

The role of storytelling marketing in the customer's choice of the trademark of telecom companies in Iraq

Hafsa Atallah Hussein¹, Bilal Jasim Al-Qaysi²

¹Middle Technical University, Institute of Medical Technology/AL Mansour

²Business Administration Department, Al- Rasheed University College

ABSTRACT

This study aimed to clarify the role of storytelling marketing in the trademark marketing of telecommunications companies in Iraq, and it is logical that the role can be negative or favorable namely: value harmony, trademark image, trademark love, trademark loyalty.

The researcher used the descriptive approach with reference to the literature of the study and previous studies, then used the questionnaire as a method for collecting primary data, and after processing and analysing the data, the researcher reached a number of conclusions, the most important of which are: Oral marketing did not lose its lustre and did not lose its impact on the customer's choice of the Iraqi telecom companies' trademark. Details of conclusions and recommendations at the end of the paper.

Keywords: Value harmony, Brand image, Brand love, Brand loyalty

Corresponding Author:

Hafsa Atallah Hussein
Middle Technical University
Institute of Medical Technology/AL Mansour, Iraq
E-mail: hafsaataallah@gmail.com

1. Introduction

Telecom companies play a vital and important role in the whole of life - at the present time - due to the complexity and versatility of the mobile phone. It is no longer a device for conversations only, but its uses have expanded to include emotional, religious, social, political, educational aspects and other aspects of life. However, we note the scarcity of research that deals with telecommunications companies (in Iraq). One of the oldest processes of preaching and promotion is oral dialogue and storytelling about the goods, and now with the increase and multiplicity of means of advertising and advertising, oral marketing still has a significant impact (negative or favorable) on marketing. The trademark (a picture, drawing, diagram or symbol) no longer refers to a specific commodity, but rather has become a moral "thing" that reduces the history and future of the company, for example, some trademarks have a "material" value greater than the value of the company's fixed assets, (the trademark Coca-Cola, for example that have become a feature of life (the symbol of the missing apple of Apple, for example, and the distinctive sign of Nike). This research is a scientific attempt to show the role of storytelling marketing in promoting (negative or favorable) the trademark, all of this will be applied to the trademarks of the telecommunications companies operating in Iraq, which are the three largest companies: Zain, Asiacell, and Korek). The elements that influence the customer when directing their passion for the trademark have been identified, and these influences are: the matching of the perceived value of the trademark between reality and the mind of the customer, love of the trademark, and loyalty to the trademark. In this study (and in similar studies) we focus on the concept of "trademark". Because customer love and loyalty to the company is required through its association with the trademark.

Today, almost every product is presented to consumers with a specific trademark name. Therefore, it is seen that the consumer directs his feelings and thoughts (favorable or negative) to the trademark of the product rather than the product itself or the company. Therefore, concepts such as hate or love are examined in the literature by associating them with the trademark [9]. trademark loyalty; It is expressed as the desire to maintain value-

based relationships with the trademark in a way that includes continuity, value of harmony and trademark image, trademark love, and favorable storytelling towards the trademark was emphasized.

2. Previous studies

Verbal communication (or verbal communication) is a social behavior that includes interpersonal communication [15]. This relationship can be negative [13] or favorable [17]. Some research findings show that negative verbal communication is more effective than favorable communication in purchasing behavior [8].

On the other hand, there are important studies in the literature on the effects of favorable storytelling on the business world. These studies contain important information about favorable, that consumers interact with consumer experiences after consuming a product and that different communication tools are used when the factors that shape the information-sharing experience shape consumer satisfaction.

Favorable consumer statements about a trademark or product, regardless of commercial concerns, constitute favorable storytelling for storytelling communication are based accordingly, consumers, advertising, etc. [15][16]. Developing strong behavioral intentions for the product because they rely more on information obtained directly (from primary sources) rather than through other means. Favorable storytelling can sometimes be more effective than the results of marketing efforts. Hennig-Thurau illustrates this with an example from the film industries of Houston and Sridhar. Accordingly, the studios' marketing efforts lead to only short-term success (for example, a film's opening week increases box office revenue). However, communication (reviews from both general audiences and critics) is the primary long-term revenue factor, states that the effects of favorable storytelling are based on various causes. Favorable communication is personalized first because it depicts information in a way that is relevant to the recipient. Second, it saves the buyer time and money. Third, because favorable discourses regardless of business interests reflect an independent will, their reliability is high.

The development of technology has also moved consumer information sharing to electronic media, and favorable/negative consumer ratings about a product or trademark are becoming more and more influential on other consumers. Studies in recent years have acquired a new dimension as electronic oral communication such as blogs, information sharing sites, and social media applications (Instagram, Facebook, Twitter) [16]. These sites provide a more convenient way to share images, ideas, and suggestions to a wider area of society. Ease of reaching more people with less communication effort is the main driver that drives consumers to this behavior. The prevalence of favorable verbal communication in electronic environments allows current and potential consumers to obtain business information and develop behavioral intentions (loyalty, image, etc.)

2.1. Trademark image

Trademark image is consumers' perceptions of a trademark. that reflect consumers' perceptions of the trademark and identify the elements that distinguish it from competitors' trademarks. The trademark makes predictions about the quality of the product, directs buying behaviors and records the trademark in memory [12]. A trademark image has a multidimensional structure resulting from consumers' perceptions, emotions, symbols, values and attitudes and reflects consumer perceptions and that consumer memory is enhanced by trademark characteristics. The trademark image is not presented in the features, technology or the product itself, on the contrary, it reflects a surreal situation revealed by advertisements, promotions or users [18] [7]. Trademark image influences consumers' attitudes towards the trademark. However, trademark image is not only a perceptual phenomenon influenced by company communication activities but is also an extension of all kinds of trademark-oriented activities. In other words, although the image is an extension of the active activities of companies towards the trademark, it does not completely depend on it.

Accordingly, after the awareness stage, where consumers have information about a newly launched trademark, an intense search for information begins and it is desirable to have more information about the trademark. After these two stages, an impression of the trademark is formed in the minds of consumers and this impression is called an image [19]. Finally, trademark image is an important component of companies due to its ability to influence customers' perceptions of goods and services. A trademark or company with a favorable image achieves a good positioning and sustainable competitive advantage, and also gains market share and strong performance.

2.2. Trademark loyalty

Social psychologists argue that commitment is a unique cause that drives the central relationship, and that feelings of commitment reliably reinforce pro-relationship cognitions, motivations, and behaviors, defined trademark loyalty as: the desire to maintain value-based relationships with a trademark on an ongoing basis.

There are two types of consumer loyalty, emotional (emotional) and transactional (arithmetic), emotional correlation reflects the tendency of consumers to maintain their relationship with the trademark as long as it matches their preferences and tastes, and transactional loyalty refers to maintaining the trademark relationship by taking into account the costs that may be Consumers encounter it when they stop maintaining their trademark relationship [18].

In other words, while emotional commitment reflects the favorable feelings of the consumer, transactional commitment is in part an expression of consumers' attitudes based on the perception of risk. A trademark-related consumer tends to buy the same trademark frequently under all circumstances, while an unaffiliated consumer may discriminate his trademark preferences for various reasons (convenience, price, promotion) [18].

2.3. Appropriate value

Consumers seek 'harmony' in their relationships with the stores they prefer, because this harmony makes favorable contributions to consumers' subjective perceptions. Appropriate value reflects "a mental comparison of consumers to company values and consumer value groups in terms of similarity or difference" [2]. The subjective conformity with the product that the consumer wants to buy is interpreted as the orientation of consumers to products appropriate to their subjective perceptions [3]. Harmony between consumer and trademark values (consumer trademark value matching). It refers to "the similarity between a consumer's personal values and his perceptions of the values of a service mark" [20]. Research also indicates that consumers' choice of a trademark consistent with their values mediates the formation of trademark satisfaction, trust, and loyalty.

The researcher considers: The matching of value is a psychological concept, which can be expressed as the conformity of the trademark's value with the values that the customer develops that it is present in the trademark. In other words, it is a value that the customer feels, either this value is present in the goods bearing the trademark or it is present in his mind, and in both cases the customer will stick to the trademark, he will consider it a reflection of his personality.

Trademark love in Sternberg's famous study the Components of a Theory of Love, the concept of love is defined as "each knot that appears to derive in part from genetically transmitted instincts and motive forces." It was also mentioned in the study: Love is a feeling that can be likened to a triangle that consists of: Intimacy (the upper vertex of the triangle), passion (the left vertex of the triangle), and commitment (the right vertex of the triangle). According to the theory, these three intersections are inseparable parts of love that complement each other. The researcher believes that the love that talked about has nothing to do with the love of the trademark, because the latter is devoted to something that represents a commercial product. However, argue that the concept of love reflects interpersonal relationships in relation to romance, compassion, and altruism in the psychology literature, and thus, the theory and practice of trademark love can be compared to the literature of personal love [9]. They provided important information to the consumer literature about trademark love through two qualitative studies, advocating trademark love; It reflects consumers' love, passion, commitment and favorable judgments towards the trademark. Favorable consumer experiences (eg, trust) or trademark characteristics (trademark quality, hedonistic characteristics, etc.) directly trigger this love [3]. The researcher believes that trademark love is an extension of the strong relationship between the consumer and the trademark that generates a kind of feeling that can be described as "pride", and we can say that it is a kind of love.

3. Theoretical framework

3.1. The relationship between value and image

A trademark has a place in consumer perception depending on the material (environment, ambiance, etc.) and non-material (luxury, value, harmony). Consumer perceptions of the trademark will influence the future position of the trademark. For example, Roy emphasized the effect of consumers' subjective matching and 'luxury/non-luxury' trademark ratings on their product preferences. Kumar developed a theoretical basis for the relationship between the importance of value, identity and trademark image, and stated that the compatibility between self-image and trademark image of different product categories should be examined. The "compatibility theory"

explains the harmony between self-image and consumer perceptions of the trademark in shaping consumer trademark preference [14]. The degree of consistency (fitness) between trademark image and consumer self-image influences consumer ratings and willingness to buy. The researcher considers: based on those studies, and to achieve the purposes of the research, the following can be imposed:

H1: Value match has the favorable effects on general image.

3.2. The relation between trademark image with trademark

When consumers have favorable feelings such as love and appreciation for a product or trademark, they use their purchasing decisions in the same direction as the trademark. The trademark image has a favorable and significant influence on trademark love [1]. Based on these evaluations, the following hypothesis has been developed:

H2: Trademark image has the favorable effects on trademark love.

3.3. Loyalty relationship and appropriate trademark value

In a previous study it was found 340 customers, concluded that relevant value is an important determinant of customer trademark identity fit, emotional engagement, and customer trademark commitment., also concluded that value matching has a favorable effect on trademark loyalty. The value matching favorably influences the emotional trademark loyalty of consumers either directly or through the integration of trademark identity. also 1,037 consumers in the Netherlands, found the value to be appropriate; that it has direct and favorable effects on satisfaction, trust, emotional commitment, and loyalty; they concluded that it influences loyalty through satisfaction, trust, and emotional commitment. Based on these evaluations, the following hypothesis has been developed:

H3: Value match has the favorable effects on consumer trademark loyalty.

3.4. Loyalty relation between the general image with the trademark

In a previous study it was found 250 consumers, concluded that general image has the favorable effects on expression of loyalty and loyalty. Also, 204 consumers concluded that trademark loyalty and trademark image have a favorable effect on trademark ownership. Based on these evaluations, the following hypothesis has been development:

H4: General image has the favorable impact on trademark loyalty.

3.5. 3.5 The relation between general loyalty and love

In a previous study it was found 1,505 consumers, concluded that trademark love has a favorable effect on trademark loyalty [3]. As a result of analyzing data collected from Apple mobile users to determine the antecedents and consequences of trademark love, they concluded that the relationship developed with the product and trademark relevance are precursors of trademark love, and that trademark love influences consumer persistence. and emotional commitment to mobile phone trademarks. Based on these evaluations, the following hypothesis has been developed:

H5: Trademark love has a favorable effect on trademark loyalty.

3.6. 3.6 General trademarks - a favorable relationship with storytelling

In a previous study it was concluded that trademark love favorably influences trademark loyalty and favorable storytelling communication. Satisfied customers love a trademark favorably influences favorable storytelling and trademark loyalty. Also, trademark love has a mediating effect between online trademark engagement and online storytelling [10]. Based on these evaluations, the following hypothesis has been developed:

H6: Trademark love has a favorable effect on favorable words in the mouth.

3.7. Trademark loyalty - a favorable word in the relationship between the mouth

In a previous study it was found that trademark loyalty has a favorable effect on favorable oral communication. Also found the favorable effect of trademark loyalty on favorable storytelling communication. In a previous study it was concluded that trademark loyalty to emotional and social cohesion has a favorable effect on favorable oral communication [3]. The value reflects the type of negative or favorable connection. In other

words, the value indicates favorable/negative oral communication. According to the results of the study, they concluded that commitment including satisfaction and high altruism had a significant effect on the intensity and value of oral communication, and that emotional commitment had a significant effect on the valued dimension of oral speech [6]. Based on these evaluations, the following hypothesis has been developed:

H7: Trademark loyalty has the favorable effect on favorable storytelling.

3.8. Paper hypotheses

Depending on the previous paragraph, the researcher developed research hypotheses towards the trademarks of telecom companies in Iraq and the impact of storytelling marketing on them, and put them in the form of proof, in the following form:

H1: Matching value has a favorable effect on the trademark image, for telecom companies in Iraq.

H2: Trademark image has the favorable effect on trademark love, for telecom companies in Iraq.

H3: Value match has the favorable effect on consumer trademark loyalty, for telecom companies in Iraq.

H4: Trademark image has the favorable effect on trademark loyalty, for telecom companies in Iraq.

H5: Trademark love has the favorable effect on trademark loyalty, for telecom companies in Iraq.

H6: The love of the trademark has a favorable effect on the storytelling marketing practiced by the Iraqi customer towards the Iraqi telecommunication companies.

H7: Loyalty to the trademark has a favorable effect on the favorable storytelling that the Iraqi customer makes towards the Iraqi telecom companies.

4. Research method

4.1. Research population and sampling

The study population consists of the three largest telecommunications companies operating in Iraq, with well-known trademarks, which are:

- 1) "Zain" company, which is a group of companies of the leading companies in the field of mobile communications in the Middle East and North Africa, as it enjoys a distinct geographical spread, thanks to its presence in 8 countries, and Zain considers itself a major partner to the communities in which it provides its services, unlike It is committed to providing world-class mobile communications services. It is committed to its duties in the areas of social responsibility for the communities in which it operates. Zain Group ended 2016 with a total profit of approximately \$520 million. The trademark "Zain" is wholly owned by the Kuwait Mobile Telecommunications Company. The number of subscribers in Zain Iraq is 7.5 million subscribers.
- 2) Asiacell: It is the leading source of high capacity mobile communications services in Iraq with more than 12 million customers. This company is considered the first network in this country as it is considered the main source of mobile communications services in this country and has achieved success in covering all the country, as this company has provided its services in all governorates, including the capital Baghdad and all regions. Asiacell's network covers 99.09% of the areas of this country, so this company is considered the preferred telecom coverage provider in Iraq.
- 3) Korek Telecom: An Iraqi company for mobile communications, owned jointly by the "Barzani" family with the French partner France Telecom. It is one of the three companies licensed to work in the mobile field in Iraq, along with Asiacell and Zain Iraq. Providing a 3G service to its subscribers, Korek covers all eighteen governorates in Iraq. She has nearly six million subscribers.

The research was conducted to assess match value, trademark love with trademark image, also consumer role that lead to storytelling toward Iraqi telecom companies.

The search community consists of customers of mobile phone companies in Iraq (Zain, Iraqna, Korek).

A random sample consisting of 395 individuals was taken from the community.

4.2. Data collection method

Questionnaire technique, which is one of the data collection methods, was used in the study. The research model was prepared to assess the role of convenience values, trademark love. The sample questionnaire consists of demographic and scale question plus to a questionnaire in order to identify a specific sample. In the 1st part, question was asked about ages, education, marital status and income unite in order to determine the demographic characteristics of the participants. In the second part, 8 questions to measure relevance of value, 3

questions to measure trademark image [2], 12 questions to measure trademark love [3] trademark loyalty and communication Oral Favorable. Since the original metrics were in English, they have been translated into Arabic for data collection purposes only.

Questions were asked to specialized professors and their opinions were taken, then the amendment was made, thus confirming the consistency of the scale. After these actions, it was decided to use the scale in the survey. The expressions used were adapt to the 5-points Likert scale with directed to participants in the “1: I strong disagree, 5: strongly agree” the average (1–5).

4.3. Data analysis

Survey information is downloaded to an SPSS database for processing and analysis. Using this software, the frequency, percentage and weighted average are then determined. Also, the Smart PLS 3.0 (PLS-SEM) model was used to test the proposed structural model [5]. The PLSSEM is a tool that allows the estimation of various structures, variables, and structural pathways according to the characteristic of the paper with the nature of the data collected. This selection was made for the first time due to the investigative nature of the studies. Since the measurements was develop by using a Likert scale, the info has an unusual data distribution. PLS doesn't require any normal assumption with computes no-normal distribution relatively well. PLSSEM is also a suitable technique to study a estimation with expansion of variance in open target structures of a paper sample at multidimensional unite [5].

5. Results and discussion

5.1. Descriptive Statistics

In the scope of the research, it was found that customers of Iraqi telecom companies are: 43% of the participants are concentrated in the age group 25-34 (Number: 170). When examining the marital status of the participants, it was found that 51.4% (Number: 203) are married. It was determined that 40.8% (N: 161) of the individuals had a university education and had a median income level of 82.3% (N: 325).

Table 1. The demographic characteristics of the research sample

Variables		N	%
Marital status	The married	203	51.4
	Single	192	48.6
	under 18	12	3
Age	18-24	107	27.1
	25-34	170	43
	35-44	51	12.9
	45-54	44	11.1
	55-64	9	2.3
	65 and over	2	0.5
	Very low	-	-
Income	Low	23	5.8
	Middle	325	82.3
	High	37	9.4
	Very High	10	2.5
	Primary education	17	4.3
Education	High school	104	26.3
	Associate Degree	81	20.5
	License	161	40.8
	Master/PhD	32	8.1
Total		395	100

5.2. Reliability and honesty

To determine the validity of the paper form, construction, concordance, and discrimination were checked. The mean explained variance (AVE) with integrated reliable (CR) criteria were determined to determine concordance validity. Confirmation factors analysis (CFA) was calculated to determining construct validity. A differential validity of the paper sample was checked using the square root of the AVE value and the Heterotrait-Monotrait Ratio (HTMT) approach. Reliability and validity results are presented in Table 2 in detail.

Table 2. Reliability and validity results

Variables	X2	S.S.	Factor loads
Congruence of Values (α :0.95; CR:0.96; AVE: 0.76; rho_A: 0.957)			
Using this brand. I feel a sense of belonging	4,01	,998	,885
I feel respected using this brand.	3,96	,981	,872
Feel safe using this brand.	3,98	,979	,877
Feel self-fulfilling with this brand.	3,78	,867	,894
I feel like I've accomplished something great with this brand.	3,71	,904	,863
Feel respected by using this brand.	3,75	,905	,885
Feel the fun and enjoyment using this brand.	3,84	,908	,861
Feel the excitement using this brand.	3,82	,852	,871
Trademark Image (α :0.85; CR:0.91; AVE: 0.77; rho_A: 0.858)			
These products have better features than competitors' products. has.	3,75	,929	,845
This is a trademark that does not disappoint its consumers.	3,74	,905	,901
These products are often cheaper than competitors' products (I benefit by purchasing this trademark).	3,77	,914	,899

Table 3 Table 2. Heterotrait-Monotrait Ratio (HTMT)

Variables	1	2	3	4	5
Fornell-Larcker criterion					
Harmony of Values	,876				
Trademark Image	,837	,882			
Trademark Love	,665	,639	,744		
Trademark Loyalty	,814	,825	,663	,911	
Favorable Storytelling Communication	,617	,590	,697	,663	,888
Heterotrait-Monotrait Ratio (HTMT)					
Harmony of Values					
Trademark Image	,870				
Trademark Love	,702	,714			
Trademark Loyalty	,878	,880	,723		
Favorable Storytelling Communication	,654	,661	,748	,725	

The discrimination was also validated using a heterogeneous ratio approach (HTMT). The heterogeneous-monoform ratio (HTMT) is based on calculating the ratio of mean and geometric mean correlation values to each other. According to the calculation results, HTMT values less than 0.9 indicate that the true correlation between the two constructs should be different. If the HTMT value is above this threshold, then there is a lack of discriminatory validity. As a result of the assays, it was determined that all the HTMT values obtained for the measurement model were less than 0.9 and the discriminative validity of the structure was provided. The quality of the fit values was similarly checked using the statistical software Smart PLS 3 (partial least squares), and the obtained criteria are shown in Table 4.

Table 4. Model fit indices

Criterio	Model Fit Indices		
	χ^2	NFI	SRMR
n	1,720,41	$\geq,80$	$\leq,08$
	0	0,80	0,064

As a result of the analysis performed, the value of χ^2 for the variables was determined to be 1720410. The values of the Standard Fit Index (NFI) were determined to be more than 0.80. The fact that the SRMR (Residual Root Mean Squared Standard), which represents the residual variances between the covariance matrix of the universe and the covariance matrix of the sample, is less than 0.08 indicates the acceptability of the model. According to the results obtained, it was determined that the search model was good in terms of relevance.

5.3. Hypothesis tests

Before analyzing the path that will be made for checking the paper sample, the VIF (Multi-linearity) value of these variable are checked in order to avoid the problem of multi-linearity between the variables in the analysis and to prevent the variables inherent in the model from creating multiple linear problems.

Since the quixotic VIF value between variable is less than a common threshold values between five and ten. it has been determined that a indices in the structural model have the predicted VIF values and do not have a multiple linear problem.

Then, the significance of the R2, Q2 coefficients and the path coefficients were used in evaluating the structural model. In the structural model, the value of R2 represents the combined effect of the independent external variables on the internal dependent variables. In general, an R2 value greater than 0.20 is considered to have sufficient explanatory power.

The results for the value of R2 show the following:

- Trademark image: 0.701;
- Trademark Love: 0.408;
- trademark loyalty: 0.744;
- Oral affirmative speech: 0.558;

This is with sufficient explanatory power.

On the other hand, the Q2 values express the level of accuracy of the estimate with respect to the endogenous variables dependent on a structural model.

If the Q2 values of the dependent variables are greater than 0, the model's estimation accuracy for the dependent variables can be stated. Q2 values for the four dependent endogenous variables in the structural model, as BLE:

- Trademark image: 0.540;
- Trademark Love: 0.218;
- trademark loyalty: 0.611;

Oral affirmative speech: 0.435 is greater than zero. In other words, we can talk about the accuracy of the structural model's estimation of the dependent internal variables.

Table 5. Hypothesis tests

Pathways to Proposed Hypotheses	β	t	p	Results	
H1: Congruence of Values	Trademark Image	0,83	41.457	0.000** *	Acceptance was done
H2: Trademark Image	Mark Love	0,63	17.54	0.000** *	Acceptance was done

Pathways to Proposed Hypotheses		β	t	p	Results
H3: Congruence of Values	Trademark Loyalty	0,34	5.192	0.000** *	Acceptance was done
H4: Trademark Image	Trademark Loyalty	0,43	7.096	0.000** *	Acceptance was done
H5: Trademark Love	Trademark Loyalty	0,15	4.293	0.000** *	Acceptance was done
H6: storytelling ...	PAAI	0,46	7.915	0.000** *	Acceptance was done
H7: storytelling ...	PAAI	0,35	5.68	0.000** *	Acceptance was done

In order to check a hypotheses that are intended to be measure in the paper, a bootstrapping technique was implemented in the Smart PLS 3 software. Bootstrapping is an application that generates t-values to generate a model significance test. Using this application, the significance of each path factor path analysis results can be examined.

Upon examination, it was determined that harmony of values ($\beta = .83$, $p < 0.001$) favorably affected trademark image and trademark image ($\beta = .63$, $p < 0.001$) favorably affected trademark love. The effect of matching values ($\beta = .34$, $p < 0.001$), trademark image ($\beta = .43$, $p < 0.001$) and trademark love ($\beta = .15$, $p < 0.001$) on prominent trademark loyalty was also found. Finally, it was determined as the results of the analyzes that trademark love ($\beta = .46$, $p < 0.001$) and trademark loyalty ($\beta = .35$, $p < 0.001$) have a favorable and significant effects on favorable oral communication. Therefore, hypotheses H1, H2, H3, H4, H5, H6, H7 were accepted.

6. Conclusion and recommendations

This study dealt with the impact of storytelling marketing on the trademark of Iraqi telecom companies, and it dealt with the effect from four axes, which are: consistency of values, trademark image, trademark love, and trademark loyalty,

All the hypotheses mentioned in the study were confirmed (proved). In other words, the study concluded:

First, the main conclusions are:

- 1) Despite the multiplicity of means of advertising and the various effects of the media on the customer, oral persuasion, or the so-called verbal marketing, still has a clear and statistically significant impact on promoting the trademark of Iraqi telecom companies.
- 2) The effect can be negative or favorable, depending on the sub-conclusions.

Second: the sub-conclusions, which are:

- 1) Matching the trademark's value with its image in the customer's mind will increase its reflection of the customer's personality.
- 2) If that value match, it will have
 1. Favorable effect on consumer loyalty to the trademark.
 - 3) There is a favorable effect of trademark image on trademark love.
 - 4) Another finding is that trademark love favorable affects trademark loyalty.

As a recommendation it can be said that companies should not neglect their trademarks (in the deep sense), as if they match the customer's values, he will consider them as part of his personality, and he will submit to them with love and then loyalty. If this happens, the customer will be a "storytelling" who will volunteer to promote his company's trademark.

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