

The Role of Brand Heritage in Enhancing Relationship Quality: A Survey Study of the Opinions of a Sample of Ford Brand Customers in Iraq

Hussien Ali Abdul Rasool Al-Janabi

Hamza Karim Hatem

University of Al-Qadisiyah

Corresponding Author : Hamza Karim Hatem

Abstract : The current research aims to investigate the effect of the brand's heritage on the quality of the relationship. The main value and contribution of this study was its attempt to bridge the knowledge and application gap regarding the nature of those relationships between the variables of the study by focusing on a real problem based on the question: Is there a moral effect of the brand's heritage on the quality of the relationship? The study adopted Ford brand customers in Iraq as a study population, and a sample of (250) respondents was obtained after distributing the questionnaire prepared for this purpose based on a scale from previous studies. The questionnaire was published via Google Forms on social media. The results of the questionnaire, after processing it with statistical methods according to the statistical package program (SPSS.V27) and the program (Amos.V27), showed that there is a significant effect of the brand's heritage on the quality of the relationship with it. The study recommended that Ford brand marketers should be keen to enhance the characteristics that customers perceive about Ford brand products, which they have been dealing with for long periods, which makes them market this brand among others as a result of its distinction in historical values, its continuity and its development in a way that suits the needs and desires of current customers and attracts new customers.

Keywords: brand heritage, quality of relationship

Introduction: Mapping the relationship between a brand and its customers is challenging. It is a vital matter that outlines the features of customer loyalty and the level of their immersion. It establishes the foundation for success in the long run because it has a clear impact on the brand's returns and its profitability in the industry. Therefore, understanding the nature and determinants of that relationship has become an indicator of success. Business, according to tangible and intangible data, depends on many factors that are formed on the basis of the brand's reputation, quality, customers' confidence in it, its level of distinction from the closest competing brands, and customers' awareness. It can also be achieved through organizations adopting strategies, programs, tools, and techniques centered around the brand's relationship with its customers efficiently and effectively. Marketing is an important part of business strategies in modern organizations as marketers seek to understand customers' needs and expectations and respond to them effectively. Marketing in the modern era includes many aspects, including the relationship between brand value and the quality of relationships with customers. The brand's previous experiences are linked to its history and development over the years. Brand equity is an important element in building brand identity and determining its position in the customer's mind. A brand image can be a source of trust and loyalty because it reflects its depth and continuity in providing quality and value to customers. Customers' interaction with a brand is influenced by the extent to which they understand its message and vision. In today's marketing world, it requires building strong relationships with satisfied customers. The quality of the relationship with the customer depends on several aspects, including understanding the customer's needs, meeting his expectations, and ensuring positive experiences. A commitment to quality customer service not only increases loyalty and satisfaction but also contributes to positive brand marketing. Together, these factors create effective marketing strategies based on strengthening brand equity, increasing brand awareness among customers, and ultimately improving the quality of customer relationships.

1- Methodology

First, the problem of the study

The problem of the study is reflected in the ability of the studied sample to provide products that depend primarily on the quality of the relationship. Here, many intellectual questions can be raised for study, as follows: -

- 1) How aware is the research sample of the brand heritage variable?
- 2) How aware is the research sample of the relationship quality variable and its dimensions?
- 3) What is the level of awareness of the study sample about the heritage of the Ford brand?
- 4) What is the study sample's level of awareness of the quality of the relationship with the (Ford) brand?

- 5) What is the nature of the relationship between the impact of brand heritage and relationship quality from the point of view of the research sample?
- 6) What is the nature of the correlation between brand heritage and relationship quality?

Second: The importance of the study

- 1) The importance of the current study is highlighted by the novelty of the variables it addressed (brand heritage, relationship quality).
- 2) Introducing the studied sample to the subject of the brand's heritage and the quality of the relationship.
- 3) Develop conclusions and proposals that help guide the organization in the study towards addressing issues of concern to the quality of the relationship and its dimensions.
- 4) Contributing to providing new data and information in the field of the brand's heritage and the quality of the relationship through the conclusions and recommendations that the study will reach.
- 5) This study serves as a starting point from which researchers can conduct and develop further future studies and research in the field of the study sample.
- 6) Develop appropriate and possible solutions to the negatives of the brand's heritage that the studied organization suffers from.

Third: Objectives of the study:

The main objective of the study is to verify the synergistic role of the relationship between brand heritage and brand knowledge in enhancing the quality of brand relationships. The following sub-goals emerge from it:

1. Determine the level of the sample's perception of the heritage of the Ford brand
2. Determine the level of influence of the Ford brand heritage on the quality of the relationship with it from the point of view of the study sample.

Fourth: Hypothetical plan of the study:

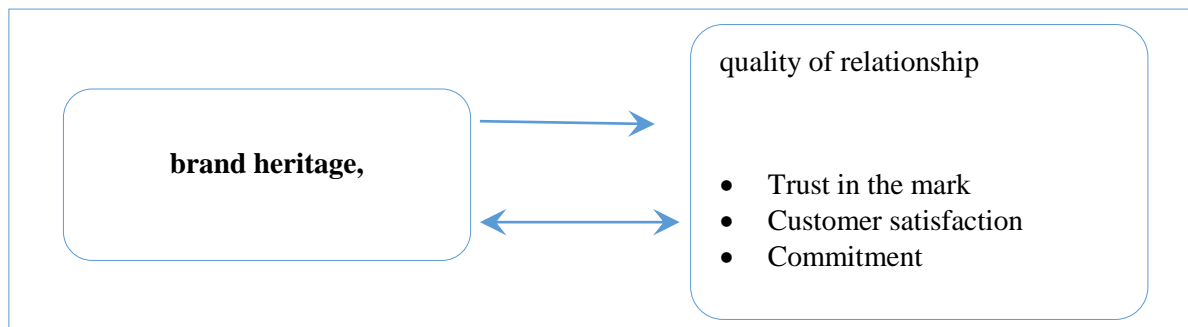


Figure (1) Hypothetical diagram of the study

To achieve the objectives of the study, the following hypotheses were formulated:

- 1- The first main hypothesis: There is a statistically significant correlation between the heritage of the brand and the quality of the relationship.
- 2- The second main hypothesis: There is a statistically significant effect of the brand's heritage on the quality of the relationship.

3-: Literature review

First: The concept of brand heritage

Talking about brand heritage means talking about time and its impact on customers' perceptions of brands, and brand heritage is a source for organizations to strengthen mental associations based on historical references (Mencarelli, 2020:31). As some brands grow and survive over time, certain qualities become associated with their success and they begin to be seen as authentic in a way that newer organizations in the market cannot be, despite their efforts (Pecot et al., 2019:1625). Larsen et al., 2018:5 believe that when an organization's brand is full of heritage, this can provide leverage for the brand, especially in the global market.

Time, especially the past, affects the decision-making process of customers, as they tend to search for safety and continuity through heritage, as the past is what can be trusted because it is familiar and recognizable (Mohammed, 2022:887). Incorporating an organization's past into the brand in a strategic way can be valuable to the brand due to its impact on customers' perceptions, and organizations can communicate a trustworthy and authentic image by making the past relevant to today's times (Santos et al., 2016:68).

Heritage as an evolving concept refers to issues related to history, which in turn can serve as the main factor in upgrading the brand and its value because it relates to the longevity of the brand (Wuestefeld et al., 2012:52). Perhaps some people believe that heritage is only linked to the past because a successful brand is one whose heritage consists

of the past and continues with it in the present and the future, as a brand that enjoys heritage has spanned decades in order to build a meaningful past around the products it offers that achieve Benefit to customers (Akbari et al., 2015:84).

(Urde et al., 2007:5) stated that brand heritage is a dimension of brand identity and that it is a resource that can be revealed, strengthened, and protected through the use of symbols in promotional campaigns as well as the presence of a long-term track record of what the brand offers to its customers. (Merchant) noted (2013:2620) pointed out that brand heritage is a framework that combines the past, present, and future, and is part of the organizations' brand identity. He explained that brand heritage is a set of characteristics that the customer perceives about the identity of the marketing facility in a way that creates a nostalgia in him for the brand with which he deals With him (Chen, 2017: 1512 Balmer &).

Brand heritage is one of the goals that the organization seeks to achieve in the long term by strengthening the brand name and its association in the minds of customers over long periods (Oliveira, 2022:14). It is a set of characteristics that customers recognize in the product brand that they have dealt with for long periods of time, which makes them market this brand among others as a result of its distinction by historical values and its continuity and development in a way that suits the needs and desires of current customers and attracts new customers (Lagier, 2018:1513).

Second: The importance of brand heritage

The purpose of heritage marketing is to influence future purchasing behavior by employing historical references in current marketing initiatives and where elements of heritage can be used as evidence to support in-depth claims about a brand's attributes or status (Cooper et al., 2021:320), especially in relation to concepts such as Authenticity or leadership. The historical mark may also serve as a tool for existential identification through which customers form associations with this mark through nostalgia for their past, resulting in positive emotional reactions towards the mark that work to define the brand's identity and determine the customer's identity (Santos et al. ,2016:68).

A study (Pecot et al., 2018:304) indicated the positive effect of brand heritage on purchase intentions. Brand heritage also enhances the quality of the brand, familiarity with customers, and the desire to pay a higher price in exchange for obtaining this brand (Yaqub, 2020:302). In addition to the above, brand heritage has contributed to the use of signaling theory in marketing (Santos et al., 2016:68).

Third: Characteristics of the brand's heritage

(Spielmann et al., 2022:38) identified the characteristics of brand heritage as follows:-

- 1) Reinforcing the past: the accumulation of multiple identity roles/affiliations in the present outside the organization and/or brand itself and built on an intrinsic and/or symbolic link (direct or indirect) between the past, present, and future.
- 2) Valuing the past: selective investment of the past with value in the present and in conjunction with an assumed value for the future.
- 3) Reinterpretation of the past: The symbolic significance of the past towards an organization, product or service is temporarily expanded and given a new/expanded meaning in the present and future that is different from the past or history per se.
- 4) Appropriation of the past: Active acceptance by managers, customers, and/or other stakeholders of the past is at once a legacy in the present and a bequest to the future, providing opportunities and responsibilities but may also be a constraint or burden.

Fourth: The intellectual and philosophical perspective of relationship quality

A relationship in a customer environment is broadly defined as a psychological connection between a customer and an organization, brand, or employee of a selling entity. Effects of Relationship Quality on Customer Resistance Customers who have a strong relationship with a service provider or retailer are a major asset for service organizations. Research indicates that customers with strong relationships are more profitable because they shop more regularly, spend more per visit, and are willing to pay a premium. The products and services they buy, the lower the cost of serving (Grégoire & Fisher, 2006:31). The concept of the quality of the relationship between the customer and the brand is based on the concept of the interpersonal relationship between individuals, that is, it is derived from the assumption that the customer can also establish a relationship with the product or brand like a human being. This relationship has an impact on the customer in decision-making. Fournier (1998) developed the concept of the quality of the relationship between the customer and the brand and its evaluation indicators. These indicators consist of seven dimensions such as "love and affection," "self-connection," and "mutual dependence or trust." And "commitment," "familiarity," "brand partner quality," and "nostalgia," and he emphasized that brands should be seen as a partner (Chungtae et al., 2006:226). The model of the quality of the relationship with the brand contains many dimensions of the relationship that affect the stability and durability of the relationship. The construct of brand relationship quality is a customer-based measure of the strength and depth of relationships between a customer and a brand, and is

conceptualized to contain six different subdimensions or facets: love/passion, and connection to self-concept, commitment, interdependence, intimacy and brand partner quality (Breivik & Thorbjørnsen, 2008:6):

Relationship quality refers to the closeness or strength of the relationship and is one of the main determinants of customer loyalty, as relationship quality is a basic concept in relationship marketing based on three main aspects: trust, satisfaction with the relationship, and commitment to the relationship (Hajli, 2014:20). While Blackston (1993) conceptualized the interrelationship between brands and customers, arguing that customer recognition of brand attitude should be integrated into the study of brand image. The brand thus becomes an active partner of the customer based on the relationship between the brand and the customer (Hudson et al., 2015:71).

Fifth: The importance of relationship quality

The importance of relationship quality includes the performance of the business, services, or channels in various forms, including utilizing market research related to purchasing efficiency, Supply chain performance, export performance, sales effectiveness, service quality, or additional business. In addition to relational benefits, including anticipation of future interaction, longevity of the relationship, customer retention, social, economic, psychological, and personalization benefits, strengthening and sustaining the relationship. And enhancing satisfaction, including salesperson satisfaction, financial and non-economic satisfaction, and buyer satisfaction with the supplier (Athanasopoulou, 2009:599).

Sixth: Dimensions of relationship quality

1) Trust

The concept of trust reflects the degree to which customers trust that the organization can be relied upon on it (Grégoire & Fisher, 2006:33). Many researchers view trust as an intention or behavior that reflects reliance on the sign and involves weakness and uncertainty. A consensus has emerged in marketing that trust includes two basic elements: credibility And benevolence. (Barry & Doney, 2011:308) The dimension of trust is always seen as the basic factor for the success of relationships, as it is an indicator of readiness to rely on a business partner, and in marketing relationships, trust is the basis of personal and business relationships, and social media platforms have enabled Increased customer engagement and increased their level of trust in new customers. Trust is a motivating factor in a business relationship environment and is linked to the customer's perception of and willingness to engage in and establish relationships with suppliers and willingness to consider expanding the brand into a similar category. Trust is an important element in most economic and social transactions. When trust is lacking, customers stay away. We expect trust to be a key component of overall relationship quality (Hajli et al., 2017:5).

2) Satisfaction

Customer satisfaction is a mental state that occurs from the comparison between pre-purchase expectations and perceived post-purchase performance. Satisfaction is “an emotional state that occurs in response to the evaluation of these interaction experiences.” The study here suggests that customer satisfaction is a personal and emotional judgment formed by the customer through the use of goods or service experience. Customer satisfaction is an emotional state that a customer reaches through his experiences and interactions with the salesperson (Tsao & Hsieh, 2012:822). Satisfaction is a primary indicator of a brand's performance in the past, present, and future. The concept of customer satisfaction arose based on expectancy theory, which assumes that customers form their expectations before the purchase process. If the brand's expected performance exceeds their expectations, they will be satisfied. However, if the performance does not live up to the customer's expectations, they will be dissatisfied, and customer satisfaction is one of the most important reasons for customers' association with the brand. Customer satisfaction also leads to positive customer behavior that affects business results. Customer satisfaction is considered a fundamental determinant of customer behavior in the long term. Khalil 10:2020).

3) Commitment

The importance of building commitment has been widely recognized in the relationship marketing literature. Commitment has been defined as “an enduring desire to maintain a valued relationship” and is based on the belief that the value and quality of the relationship are worth it. The effort must be maintained. Committed relationship partners are unlikely to change even if a competing supplier outperforms the incumbent's value proposition. Therefore, a high level of commitment helps stabilize

the relationship (Ulaga & Eggert, 2006:315). Commitment is defined as the customer's enduring desire to maintain his relationship with the organization, and finally, identity is defined as the extent to which the customer uses his relationship with the service organization to satisfy critical self-identification needs, such as identity similarity (Grégoire & Fisher, 2006:33). Commitment is “the exchange partner's belief that an ongoing relationship with another person is so important that it warrants maximum effort to maintain it, that is, the committed party believes that the relationship is worth working on to ensure that it continues indefinitely.” The researchers treated customers' commitment as a mediating variable. Customer satisfaction, through customer commitment, has been shown to influence future intentions and it is argued that a customer's cumulative evaluation of their satisfactory consumer

experiences has a positive impact on their degree of commitment in a marketing relationship. The automotive repair industries suggest that satisfaction is significantly and positively related to emotional commitment (Tsao & Hsieh, 2012:822).

4- Finding

Descriptive statistics for the brand heritage variable (the first independent variable)

The scale of this variable in its final form contains (9) items. Overall, the brand heritage variable, as shown in Table (1), has an arithmetic mean that is directed toward agreement of (3.44), a response level that is toward agreement, and a standard deviation of (0.370), with a relative importance of (0.370). (69%) This is due to customers' awareness of the importance of considering the brand to be an eternal mark, as the second paragraph which states (The Ford trademark is an eternal mark) achieved an arithmetic mean equal to (3.61) and a standard deviation of (1.10) and relative importance amounting to (72%), and the ninth paragraph came in second place, which states (The Ford brand reinforces traditions and builds on them) with a mean of (3.53), a standard deviation of (1.07), and a relative importance of (70%).

Table (1) distribution of descriptive statistics for the brand heritage variable

Paragraph		Five-point Likert scale					middle of my account	standard deviation	Relative importance	Ranking
		1				5				
		I strongly disagree	I do not agree	neutral	I agree	I agree very much				
X1	μ		6	66	61	56	3	1	6	6
	%		2	26	24	22				
X2	μ		5	61	66	70	3	1	7	1
	%		2	24	26	28				
X3	μ		6	78	46	66	3	1	6	3
	%		2	31	18	26				
X4	μ		6	67	75	48	3	1	6	5
	%		2	26	30	19				
X5	μ		6	73	61	48	3	1	6	8
	%		2	29	24	19				
X6	μ		6	72	55	55	3	1	6	7
	%		2	28	22	22				
X7	μ		7	72	58	48	3	1	6	9
	%		2	28	23	19				
X8	μ		6	68	68	54	3	1	6	4
	%		2	27	27	21				
X9	μ		5	64	74	57	3	1	7	2
	%		2	25	29	22				
Total brand heritage variable							3.43	0.370	69%	

Second: The dependent variable (relationship quality)

The relationship quality variable consists of three dimensions: -

1- Customer satisfaction:-

The overall customer satisfaction dimension, as shown in Table (2), received an importance of 70%), with an arithmetic mean of (3.53), a moderate response level, and a standard deviation of (0.495). This is due to the extent of the third paragraph's contribution to this dimension, which states (the brand seeks (Ford) to continuously improve the quality of its products) as it achieved an arithmetic mean equal to (3.59) and a standard deviation of (1.09) with a relative importance of (72%), and the fifth paragraph came in last place, which states that (the prices I pay for the brand (Ford (appropriate) because it obtained the lowest arithmetic mean of (3.44), a standard deviation of (1.13), and a relative importance of (68%). Figure (17) can be drawn, which shows the distribution of descriptive statistics for this dimension.

Table (2) Distribution of descriptive statistics for the customer satisfaction dimension

Paragraph		Five-point Likert scale					middle of my account	standard deviation	Relative importance	Ranking
		1	2	3	4	5				
		I strongly disagree	I do not agree	neutral	I agree	I agree very much				
X1	£	6	50	70	60	64	3.51	1.09	%70	4
	%	2	20	28	24	25				
X2	£		60	50	76	64	3.58	1.11	%72	2
	%		24	20	30	26				
X3	£		64	55	61	70	3.54	1.15	%70	3
	%		25	22	24	28				
X4	£	10	45	60	70	65	3.59	1.09	%72	1
	%	4	18	24	28	26				
X5	£		68	66	52	64	3.44	1.13	%68	5
	%		27	26	21	25				
Total customer satisfaction dimension							3.53	0.495	%70	

2- Customer trust: -

The overall customer trust dimension, as shown in Table (3), received an importance of (70%), with an arithmetic mean of (3.50), a moderate response level, and a standard deviation of (0.487). This is due to the extent of the third paragraph's contribution to this dimension, which states (that it is possible to rely on (Ford) brand products, as it achieved an arithmetic mean equal to (3.56) and a standard deviation of (1.11) with a relative importance of (71%). The fourth paragraph came in last place, which states that (the quality of (Ford) brand products) It provides me with security) because it obtained the lowest arithmetic mean of (3.44), a standard deviation of (1.12), and a relative importance of (68%), which requires the college administration to pay attention to the customer's trust in the employees and draw attention to it, and the graph can be drawn (18), which shows the distribution of descriptive statistics for this dimension.

Table (3) Distribution of descriptive statistics for the customer trust dimension

Paragraph		Five-point Likert scale					middle of my account	standard deviation	Relative importance	Ranking
		1				5				
		I strongly disagree	I do not agree	neutral	I agree	I agree very much				
X 1	ت	60	54	70	66	3	.55	.12	7 %1	2
	%	24	21	28	26					
X 2	ت	55	64	63	68	3	.56	.11	7 %1	1
	%	22	24	25	26					
X 3	ت	67	66	51	66	3	.46	.14	6 %9	4
	%	26	26	20	26					
X 4	ت	65	71	53	61	3	.44	.12	6 %8	5
	%	26	28	21	24					
X 5	ت	61	63	71	55	3	.48	.08	6 %9	3
	%	24	25	28	22					
Total customer trust dimension							3 .50	0 .487	7 %0	

3-Customer commitment:-

The overall customer commitment dimension, as shown in Table (4), received an importance of 68%, with an arithmetic mean of (3.44), a moderate response level, and a standard deviation of (0.465). This is due to the extent of the fifth paragraph's contribution to this dimension, which states (in a way In general, I deal with Ford brand products because I prefer them over other brands, as they achieved an arithmetic mean equal to (3.54), a standard deviation of (1.12), and a relative importance of (70%). The fourth paragraph came in last place, which states: (The best products offered by the brand (Ford) because it obtained the lowest arithmetic mean of (3.36), a standard deviation of (1.08), and a relative importance of (67%), which requires the college administration to pay attention to the customer's trust

in the employees and draw attention to it, and it can Draw the graph (19) that shows the distribution of descriptive statistics for this dimension.

Table (4) Distribution of descriptive statistics for the customer commitment dimension

Paragraph			Five-point Likert scale					middle of my account	standard deviation	Relative importance	Ranking
			1				5				
			I strongly disagree	I do not agree	neutral	I agree	I agree very much				
X1	ت	2	67	64	62	55	3	.41	.11	6 %8	4
	%	,008	27	25	24	22					
X2	ت		64	69	48	69	3	.48	.15	6 %9	2
	%		26	27	19	27					
X3	ت		75	49	66	60	3	.44	.15	6 %8	3
	%		30	19	26	24					
X4	ت	6	60	79	53	52	3	.36	.08	6 %7	5
	%	4	24	31	21	20					
X5	ت		59	63	60	68	3	.54	.12	7 %0	1
	%		23	25	24	27					
Total after customer commitment								3 .44	0 .465	6 %8	

Hypotheses

The first main hypothesis: The correlation between the independent variable 1 (brand heritage) and the dependent variable (relationship quality)

The second main hypothesis:

The meaning of this hypothesis (the existence of a statistically significant correlation between the heritage of the brand and the quality of the relationship)

Table (5) indicates the presence of a positive average correlation with significant statistical significance between the brand heritage and the quality of the relationship, amounting to (.4210), which means that customers in the studied company realize the importance of strengthening the relationship between the dimensions of the brand heritage and the quality of the relationship. Based on the above, the validity of the first main hypothesis can be accepted. It means (there is a statistically significant correlation between the brand's heritage and its dimensions and the quality of the relationship), which means that customers in the company studied are aware of the importance of paying attention to these variables.

Table (5) Correlation matrix between brand heritage and relationship quality

Independent variable Dependent variable	brand heritage
relationship quality	0.421**
Sig. (2-tailed)	.000
decision (result)	There is a strong, morally significant, positive correlation at a significance level of 0.01 between the brand's heritage and its dimensions and the quality of the relationship.
	** Correlation is significant at the 0.01 level (2-tailed).

The second main hypothesis:

The meaning of this hypothesis (there is a statistically significant effect of the brand's heritage on the quality of the relationship)

To test this hypothesis, a structural model was drawn, and Figure (20) shows an interpretation of the direct structural structure of the brand's heritage in the quality of the relationship. Table (6) also shows that the more customers realize in the studied brand the importance of the brand's heritage, the more this leads to improving the quality of the relationship for the company. In other words, Increasing the brand heritage by one standard weight leads to improving the quality of the relationship by (0.625) and with a standard error (0.48), which means that customers in the studied brand realize the importance of the influence of the brand heritage on the quality of the relationship.

Table (6) Results of the direct effect of brand heritage on the quality of the relationship

Track			Standard estimate	Standard error	Critical value	R ² value	Sig.
brand heritage	<---	relationship quality	0.625	0.048	42.001	0.422	0.001

The brand heritage variable contributed to explaining (0.422) the variance occurring in the quality of the relationship, while the remaining value is due to variables outside the limits of the study.

5- Conclusions and recommendations**Conclusions**

Based on the results of the statistical description and the results of hypothesis testing, the study reached a set of conclusions as follows:

1- The results of the statistical description showed that there was high agreement and awareness by the sample of the brand heritage of the Ford brand and their appreciation for its rich historical record and that this brand possesses basic values that distinguish it from competing brands and is based on a positive reputation in light of the stories and narratives it tells about its history, products, and values.

2- It became clear from the results of the statistical description that the quality of the relationship is a relational construct at a good level, in which the study sample expressed its awareness of the existence of cooperation through long-term partnerships that depend on the brand's ability to establish and develop an ongoing relationship according to its own needs, in a way that strengthens and deepens that relationship. This is as follows:

A - A high percentage of agreement appeared among the sample that they feel satisfied with the relationship quality with the Ford brand. This shows that customers have strong feelings towards this brand because the brand's perceived performance after purchase exceeds their expectations before purchase.

B - The majority of the study sample agreed at a high level on their confidence in the Ford brand, and this indicates the customer's awareness and willingness to participate in and establish relationships with the brand and the willingness to consider expanding the brand into a similar category.

T - The majority of the study sample agreed at a high level that there is a commitment to the Ford brand, and this means that customers have a constant desire to maintain a valuable relationship with this brand because the value and quality of the relationship is worth the effort due to the great prestige it achieves for them when using it.

Recommendations

Based on the above conclusions and to complement the requirements of the current study, we present some recommendations and proposals that have been developed and can be benefited from by marketers, sales agents, and retailers of the Ford brand:

1- It is necessary for marketers of the Ford brand to be keen to enhance the characteristics that customers realize about the products of the Ford brand and which they have dealt with for long periods, which makes them market this brand among others as a result of its distinction by historical values and its continuity and development so that it suits the needs and desires of current customers and attracts new customers.

2- It is recommended that marketers of the Ford brand should focus on the quality of the relationship with the Ford brand and work to make the customer more able to trust the integrity of the brand and enjoy greater confidence in the future performance of the brand based on the satisfactory past performance of the brand's continuity.

A - It is necessary to increase the interest of the brand under study by enhancing the customer's confidence in the brand and working to generate positive belief and belief among the customer in the quality of the products or services that the brand provides to him, in addition to its credibility and reliability in meeting his needs and expectations.

B- The interest of Ford brand marketers in creating a positive emotional state for the customer and gaining his satisfaction by forming positive attitudes toward the service experiences he receives.

T - The Ford brand's keenness to build a lasting and continuous desire among the customer to maintain a long-term and valuable relationship with the organization and to make every effort to maintain it.

3- Investing in the quality of the customer's relationship with the brand, which is based on passion and psychological attachment, by developing long-term relationships with the customer by relying on providing dynamic products that can be designed with the development of customers' needs, by conducting continuous surveys of the needs and desires of future customers, conducting studies about them, listening to their complaints, and responding. For her, and introduced their successful experiences to talk about in front of other customers.

4- Enhancing feelings of trust, satisfaction, and commitment towards brands by building excellent marketing attitudes and experiences that can influence their behaviour and push them with a strong desire and tendency towards continuing the relationship with their current brand by discovering new ways and methods to meet their needs and desires, and responding effectively to customers' participation in Creating value beyond customer expectations.

Sources

1. Akbari, M., Salehi, K., & Samadi, M. (2015). Brand Heritage And Word Of Mouth: The Mediating Role Of Brand Personality, Product Involvement And Customer Satisfaction. *Journal Of Marketing Management*, 3(1), 83-90.
2. Asamoah, E. (2016). The effect of branding on deposit mobilisation of selected commercial banks in Kumasi (doctoral dissertation).
3. Athanasopoulou, P. (2009). Relationship quality: a critical literature review and research agenda. *European journal of marketing*, 43(5/6), 583-610.
4. Breivik, E., & Thorbjørnsen, H. (2008). Consumer brand relationships: an investigation of two alternative models. *Journal of the Academy of Marketing Science*, 36, 443-472.
5. Chung, t. W., Jang, h. M., & Han, j. K. (2013). Financial-based brand value of Incheon International Airport. *The Asian Journal of Shipping and Logistics*, 29(2), 267-286.
6. Chungtae, K., Dongwook, L., & Soonhan, B. (2006). A study on effect of online word-of-mouth in accordance with customer brand relationship quality.
7. Cooper, H., Merrilees, B., & Miller, D. (2021). The corporate heritage brand paradox: Managing the tension between continuity and change in luxury brands. *Australasian Marketing Journal*, 29(4), 320-328.
8. F. P., Burghausen, M., & Balmer, J. M. (2016). Heritage branding orientation: The case of Ach. Brito and the dynamics between corporate and product heritage brands. *Journal of Brand Management*, 23, 67-88.
9. Fowers, J., Laurenceau, J. P., Penfield, R. D., Cohen, L. M., Lang, S. F., Owenz, M. B., & Pasipanodya, E. (2016). Enhancing relationship quality measurement: The development of the Relationship Flourishing Scale. *Journal of Family Psychology*, 30(8), 997.B
10. Grégoire, Y., & Fisher, R. J. (2006). The effects of relationship quality on customer retaliation. *Marketing Letters*, 17, 31-46.
11. Grégoire, Y., & Fisher, R. J. (2006). The effects of relationship quality on customer retaliation. *Marketing Letters*, 17, 31-46.
12. Grégoire, Y., & Fisher, R. J. (2006). The effects of relationship quality on customer retaliation. *Marketing Letters*, 17, 31-46.
13. Grégoire, Y., & Fisher, R. J. (2006). The effects of relationship quality on customer retaliation. *Marketing Letters*, 17, 31-46.
14. Guzmán, F. (2012). Consumer perception of brand equity measurement: A new scale (Doctoral dissertation, Doctoral Dissertation), University of North Texas).
15. Hajli, M. N. (2014). The role of social support on relationship quality and social commerce. *Technological Forecasting and Social Change*, 87, 17-27.

16. Hajli, N., Shanmugam, M., Papagiannidis, S., Zahay, D., & Richard, M. O. (2017). Branding co-creation with members of online brand communities. *Journal of Business Research*, 70, 136-144.
17. Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism management*, 47, 68-76.
18. Karasenko, v. (2019). Multi-sensory brand experience in an airport restaurant.
19. Kovalchuk, s. (2019). Problematic aspects of trade manufacturing chains branding. *Technology audit and production reserves*, 5(4 (49)), 36-39.
20. Lagier, J., & Ranfagni, S. (2018, July). Luxury Brand Identity And Heritage In Transition In Luxury Capitals: The Case Of Christian Dior. In *Global Marketing Conference* (pp. 1512-1516).
21. Larsen, N. H., Junker, S., Bendixen, J., & Jong, J. D. (2018). Is brand heritage blocking innovation?. *LBMG Strategic Brand Management-Masters Paper Series*.
22. Łuczak, m. (2010). Rola identyfikacji wizualnej w kreowaniu marki i aktywizacji obszaru turystycznego. *Acta scientiarum polonorum. Oeconomia*, 9(4), 277-286.
23. Maurya, U. K., & Mishra, P. (2012). What is a brand? A Perspective on Brand Meaning. *European Journal of Business and Management*, 4(3).
24. Mencarelli, R., Chaney, D., & Pulh, M. (2020). Consumers' brand heritage experience: between acceptance and resistance. *Journal of Marketing Management*, 36(1-2), 30-50.
25. Merchant, A., & Rose, G. M. (2013). Effects of advertising-evoked vicarious nostalgia on brand heritage. *Journal of business research*, 66(12), 2619-2625.
26. Mohammed, I., Mahmoud, M. A., & Hinson, R. E. (2022). The Effect Of Brand Heritage In Tourists' Intention To Revisit. *Journal Of Hospitality And Tourism Insights*, 5(5), 886-904.
27. Moore, K., & Reid, S. (2008). The birth of brand: 4000 years of branding. *Business History*, 50(4).
28. Nguyen, T. T., & Grohmann, B. (2020). The influence of passion/determination and external disadvantage on consumer responses to brand biographies. *Journal of Brand Management*, 27, 452-465.
29. Oliveira, A. T. T. D. (2022). Buildings and places in consumers' perceptions of authenticity of corporate heritage brands: The Vista Alegre case study (Doctoral dissertation).
30. Pecot, F., Valette-Florence, P., & De Barnier, V. (2019). Brand heritage as a temporal perception: conceptualisation, measure and consequences. *Journal of Marketing Management*, 35(17-18), 1624-1643.
31. Rauyruen, P., & Miller, K. E. (2007). Relationship quality as a predictor of B2B customer loyalty. *Journal of business research*, 60(1), 21-31.
32. Santos, F. P., Burghausen, M., & Balmer, J. M. (2016). Heritage branding orientation: The case of Ach. Brito and the dynamics between corporate and product heritage brands. *Journal of Brand Management*, 23, 67-88.
33. Santos, F. P., Burghausen, M., & Balmer, J. M. (2016). Heritage branding orientation: The case of Ach. Brito and the dynamics between corporate and product heritage brands. *Journal of Brand Management*, 23, 67-88.
34. Spielmann, N., Cruz, A. D., Tyler, B. B., & Cerrato, D. (2022). Signaling stewardship and the value of family in a brand heritage Identity: A cross-cultural study of wineries. *Journal of Business Research*, 153, 35-45.
35. Tsao, W. C., & Hsieh, M. T. (2012). Exploring how relationship quality influences positive eWOM: the importance of customer commitment. *Total Quality Management & Business Excellence*, 23(7-8), 821-835.
36. Ulaga, W., & Eggert, A. (2006). Relationship value and relationship quality: Broadening the nomological network of business-to-business relationships. *European Journal of marketing*, 40(3/4), 311-327.
37. Urde, M., Greyser, S. A., & Balmer, J. M. (2007). Corporate brands with a heritage. *Journal of Brand Management*, 15, 4-19.
38. Wuestefeld, T., Hennigs, N., Schmidt, S., & Wiedmann, K. P. (2012). The Impact Of Brand Heritage On Customer Perceived Value. *Der Markt*, 51, 51-61.
39. Yaqub, R. M. S., Sattar, S., Younus, S., & Haroon, U. (2020). Brand Heritage: A Pull of the Past. *Pakistan Journal of Social Sciences*, 40(1), 301-313.