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## Impact Of E-Service Innovation On Brand Equality And Customer Loyalty In Samsung International Corporation

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### Abstract

Advances in informational and communication technology due to rapid technological changes made e-service innovations possible. The new technologies compete with other methods to meet the needs of consumers and provide innovation in new services and create new challenges for service providers who offer to their customer's high quality and customized services. In this regard, companies that offer distinguished and useful services to customers have more loyal customers rather than their competitor. Understanding the impact of consumer response to innovations on their loyalty is crucial for service providers in the field of digital products. Therefore, the aim of this study is the investigation of the impact of Innovation in Electronic Service on brand equity and customer loyalty in Samsung International Corporation. In this regard, data from 384 users of Samsung mobile phone who have used the services of this company was collected and tested through structural equation modeling. The findings of the study confirmed the impact of customized services and technology leadership on the brand equity, while direct impact of service innovation on brand equity was not found significant. Positive impact of technology leadership and brand equity on customer loyalty was also approved.

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### 1. Introduction

Brand management is an increasingly important area of marketing management especially when organizations are trying to transmit intangible and complex messages (Seyedjavadin et al., 2010). One of the most important

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