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Internal Brand Management Relationship with Brand Citizenship Behavior, Job Satisfaction and Commitment in Saipa Teif Company

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Abstract

The main objective of this research is to study the relationship between brand citizenship behavior, job satisfaction and commitment. In terms of purpose, the research is applied and terms of the relationship between variables, it is correlational. Research methodology is also survey. The statistical population are the employees of Saipa Teif Company and 136 people were selected through limited sampling. The sampling method is also simple random sampling. Data gathering tool is standard questionnaire and in order to evaluate its validity, viewpoints of marketing management professors and directors of the company and also the load factor are used. Also, in order to check the reliability of the questionnaire, Cronbach's alpha coefficient is used. For data analysis, correlation test is used in order to examine the research hypotheses. SPSS statistical software is used to create database and to test hypotheses. The correlation test demonstrates that there is a positive significant relationship between internal brand management and brand citizenship behavior. Internal brand management and job satisfaction have a positive and significant relationship at 99% confidence level. Internal brand management and brand commitment also have a positive and significant relationship.

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Keywords: internal brand management; brand citizenship behavior; job satisfaction; brand commitment

1. Introduction

The issue of branding and brand management has many fans in the world of marketing today. Many theorists, researchers and managers have called the world of future marketing a brand management world and other activities

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on branding. Perhaps no investment is more efficient than one powerful, reliable and value delivering name for an organization. Today, brand is no longer just an efficient tool in the hands of managers, but it is a strategic necessity that helps organizations to create more value for customers and sustainable competitive advantages (Sun & Ghiselli; 2010). Brand or "name, word, sign, symbol, design or a combination of them which is used to identify goods and services of the seller or group of sellers and to differentiate them from those of their competitors, presents commitment to stability and quality. Since considering the brand for introducing the company to competitors and society is regarded as one of the necessities of the survival of any company, brand management in order to increase brand commitment and job satisfaction have an important role. Given that studies on the brand and development of its literature are conducted in our country, linking this literature brand citizenship behavior literature and also job satisfaction of employees will contribute to fill the literature gap and enrich research background. Thus, conducting research on brands seems to be important. In this study, the relationship between internal brand management and also the relationship between job satisfaction and brand commitment in increasing brand citizenship behavior will be emphasized. Because internal brand management leads to the acceptance, development and promotion of the brand.

The research objectives of this study include:

- The relationship between internal brand management and brand citizenship behavior
- The relationship between internal brand management and job satisfaction
- The relationship between internal brand management and brand commitment

2. Research Methodology

Choosing a research method depends on the nature of the subject, research objectives, assumption or formulated assumptions, ethical and humane considerations concerning the subject of the study and its scope and administrative facilities. At this stage, the researcher must determine which research method is suitable for his selected issue (Naderi & Seifnaraghi, 2007:39). The research methodology of the present study will be survey. The statistical population is Saipa Teif Company staff. The number of these employees is 220, which through sampling limited population, 140 are distributed of which 136 are gathered and chosen as statistical sample. The present study is based on random sampling. In this study, the methods used to collect the data include library and field methods. Thus, for data collection part of the information is gathered from the study of books, articles and web sites, and the other part of information is obtained using questionnaires. The method used in this study was questionnaire which is a common research tool and a direct method to obtain research data (Khalili Shoureini, 2006: 89). In this study, the questionnaire was chosen because it requires less time and cost and more information can be collected from more people and provides the possibility for quantitative analysis of data (Khalili Shoureini, 2006:89). In preparing the questionnaire, a standard questionnaire can be used and by using experts' viewpoints and study literature, it can be localized in accordance with the general atmosphere. The study questionnaire is developed based on a survey (Presley et al., 2014) which is a standard questionnaire. In the present study, for analyzing data, descriptive and inferential statistical techniques are used.

3. Results

To examine the research hypotheses and to identify the presence or absence of a relationship between components correlation test is used. Before examining the relationship, Kolmogorov-Smirnov test was used to assess the normality of population. The test results are shown in Table 1.

Table 1. Test results of research components normality

Variables	Mean	Deviation	Z test	Sig.(2-tailed)
Brand Identity	67523.	9845.	2.108	000.
Brand Leadership	67713.	8692.	1.861	002.

Brand Relationship	72673.	7557.	1.517	020.
Internal Brand Management	3.6727	6787.	531.	941.
Brand Acceptance	2.5457	8718.	1.433	033.
Brand Development	2.5021	9427.	975.	298.
Brand Promotion	2.4832	9095.	1.073	200.
Brand Citizenship Behavior	2.5029	8604.	949.	328.
Job Satisfaction	3.6752	7553.	1.512	021.
Brand Commitment	3.6078	8123.	1.990	001.

According to the table results, significance level of internal brand management, brand development, brand promotion and brand citizenship behavior has been distributed to more than 0.05 and as a result, they are normal. But variables of brand identity, brand leadership, brand relationship, brand acceptance, job satisfaction and brand commitment, due to the Sig lower than 5% error, have abnormal distribution.

4. Testing hypotheses

In the present study, in order to test research hypotheses and investigate the relationship between variables, Pearson and Spearman correlation test is used. Because the correlation default is positive, hence the correlation hypothesis is in the form of a sequence or one-sided1.

4.1. The first hypothesis

Internal brand management has a significant positive relationship with the brand citizenship behavior. The mathematical figure of the statistical hypothesis is as follows:

$$\left\{ \begin{array}{l} H_0: \rho \leq 0 \\ H_1: \rho > 0 \end{array} \right. \begin{array}{l} \text{Internal brand management does not have a significant and positive} \\ \text{relationship with brand citizenship behavior.} \\ \\ \text{Internal brand management has a significant and positive relationship with} \\ \text{brand citizenship behavior.} \end{array}$$

4.2. Hypothesis Testing

The results of correlation coefficient between the internal brand management and brand citizenship behavior are presented in table (2):

Table 2: correlation coefficient results between internal brand management and brand citizenship behavior variables

First Hypothesis	Number	sig	Pearson correlation coefficient	Test result
Relationship between internal brand management and brand citizenship behavior	136	0.000	.358	Hypothesis confirmation

5. The second hypothesis

Internal brand management has a significant positive relationship with job satisfaction. The mathematical figure of the statistical hypothesis is as follows:

$$\left\{ \begin{array}{ll} \text{H0: } \rho \leq 0 & \text{Internal brand management does not have a positive and significant relationship with job satisfaction.} \\ \text{H1: } \rho > 0 & \text{Internal brand management has a positive and significant relationship with job satisfaction.} \end{array} \right.$$

5.1. Hypothesis Testing

The results of correlation coefficient between the internal brand management and job satisfaction are presented in table (3).

Table 3: correlation coefficient results between internal brand management and job satisfaction variables

Second Hypothesis	Number	sig	Pearson correlation coefficient	Test result
Relationship between internal brand management and job satisfaction	136	.000	.811	Hypothesis confirmation

6. The third hypothesis

Internal brand management has a positive and significant relationship with brand commitment. The mathematical figure of the statistical hypothesis is as follows:

$$\left\{ \begin{array}{ll} \text{H0: } \rho \leq 0 & \text{Internal brand management does not have a positive and relationship with brand commitment.} \\ \text{H1: } \rho > 0 & \text{Internal brand management has a positive and significant relationship with brand commitment.} \end{array} \right.$$

6.1. Hypothesis Testing

The results of correlation coefficient between the internal brand management and brand commitment are presented in table (4).

Table 4: correlation coefficient results between internal brand management and brand commitment variables

Third Hypothesis	Number	sig	Pearson correlation coefficient	Test result
Relationship between internal brand management and brand commitment	136	.000	.817	Hypothesis confirmation

7. Discussion and conclusion

In order to examine and test the research hypotheses, Pearson and Spearman correlation test is used. The results of this test for research hypotheses at 95% and 99% confidence level are as follows:

- Test results for the first hypothesis showed that citizenship behavior brand has a normal distribution and in order to examine the relationship and to test the hypothesis, parametric statistic and Pearson correlation were used. The results showed that the internal brand management and brand citizenship behavior are positively related to the amount of 358/0. This relationship is significant according to Sig= 0.000 which is less than the critical value of 5%.
- The Kolmogorov-Smirnov test results for the second hypothesis indicates that job satisfaction has a non-normal distribution; thus, for the second hypothesis, nonparametric Spearman test was used. The results of this test suggests that there is a positive and significant relationship between the internal brand management and job satisfaction at 99% confidence level in ($r = .811$) value. That means, the more the company's internal brand management is emphasized, the higher the job satisfaction.
- The third hypothesis was that there is a positive and significant relationship between the internal brand management and brand commitment. Due to non-normality of brand commitment, the third hypothesis was carried out by using Spearman correlation test. The value of the Spearman correlation coefficient at 99% confidence level suggests that there is a positive and significant relationship between internal brand management and brand commitment to a .817 value. Thus, the third hypothesis was confirmed.

The results of the study demonstrates that there is a positive and significant relationship between the internal brand management and brand citizenship behavior. These results are consistent with the findings of Hadizadeh Moghadam et al. (2012) and Zulfiqar Nasab and Zulfiqar Nasab (2013). Zulfiqar Nasab and Zulfiqar Nasab (2013) studied the relationship between the internal branding and brand performance in a research. For this research study, Sina insurance is considered as one of insurance brands that society benefits from its services. The results of their study showed that there is a significant relationship between brand recognition factors, brand commitment, brand loyalty, internal branding and brand performance.

8. Suggestions

- The results showed that the internal brand management is associated with brand citizenship behavior; as a result, the first hypothesis was confirmed. Thus it is suggested that The company must focus on brand citizenship behaviors as one of the factors influencing brand value along with other factors such as product quality, customer relations, relationship marketing, and advertising. By providing a pattern and an appropriate symbol and holding training courses for their staff, companies can reinforce brand citizenship behavior and in this way, brand value will improve in the eyes of their customers. On the other hand, providing performance feedback to staff, correcting staff's judgments of their capabilities, encouraging creativity and potential talents of employees, can increase brand citizenship behavior of the staff.
- The results showed that the internal brand management has a positive and significant relationship with job satisfaction. Thus it is suggested that in performance evaluation systems, management must consider reward system, job design and job satisfaction of employees so that leadership, relationship and brand identity be reinforced within the organization and in this way, the brand value can be promoted from the perspective of the staff. Job satisfaction is the result of staff perception and will provide the content and context of staff's loyalty and interest in their favorable organization.
- The results showed that the internal brand management has a positive and significant relationship with brand commitment. Thus it is suggested that One of the factors in brand management is brand identity. Identity is the foreign expression of a brand which includes a name or any other signs or visual characteristics. Brand identity is the basic element of the brand which introduces it to its customers and differentiates it from its competitors. Thus the internal brand management is one of the identification factors of the brand to outside, especially to customers. The goal of management is to increase brand commitment and managers must first pay attention to employees and then to customers. Commitment to brand is in direct relation with the audience experience of that brand; although, other factors such as quality, stability, innovation, etc. are effective in creating loyalty to a brand. Therefore, considering the importance of loyalty and commitment of employees and customers to a brand,

creating a sense of commitment among employees and customers is one of the primary foundations in building a successful brand.

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