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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.

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