The effect of brand value through the buyer marketing modifier variable on the behavioral loyalty of the studied customers

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Abstract

Brand equity is one of the assets that both maintains the value of the company and leads to customer loyalty, so it is important and vital for the success of companies. The present paper is the result of a field study that aims to investigate the impact of brand dimensions on repurchase intention in the service sector. Service branding has become an important topic for marketing experts and researchers in recent years, and empirical research in this area is expanding. The present study seeks to present and test a model in the field of service brand and has three hypotheses. The research population is the customers of Shahrvand chain stores in the west of Tehran, of which 97 people have been selected as a sample by cluster sampling method. Likewise, creating employee loyalty and employee promotion by improving the quality of service provided to employees and improving financial incentives can be a strategy to promote one of the most valuable assets of an organization (brand equity). Considering the importance of brand perception in different aspects of employee motivation, this paper examines the impact of brand experience on brand equity with the mediating role of emotional commitment and customer satisfaction and moderating employee empathy. The research is applied in terms of purpose and is based on a descriptive research method and a causal survey method. Descriptive and inferential statistics were used for data analysis and SPSS 24 software was used to test the relationship between variables. Random sampling method was used to select the sample size. The reliability and validity of the questionnaire was confirmed to be 87.50%. The results of the statistical analysis indicated that all the research hypotheses were accepted.

Keywords: Brand Value, Behavioral Loyalty, Buyer Marketing, Brand.

1. Introduction

Creating context and motivation for employees to collaborate on reinforcing and developing a brand is a way that focuses on "becoming more useful". The philosophy of social marketing deeply relies on the principle of profitability, which means that the sale of products and services is no longer limited to the two buyers and seller factors, and the third factor monitors the usefulness of this interaction [1]. Engaging and engaging the customer in the work, differentiating the product or service, and admiring people instead of encouraging them to buy, award for purchase, or provide opportunities to celebrate them, is a way to partner with customers in building and strengthening Brand leads. Internal branding is a set of strategic processes that coordinate and empower employees to provide a sustainable customer experience [2]. This process includes, but is not limited to, internal communications, educational support, leadership activities, identification and retention programs, employment activities, and retention factors. As external branding through strong branding and brand leverage facilitates the customer decision-making process, companies have found that promoting a brand message internally is just as valuable [3].

Since internal branding creates a shared understanding of the brand across the organization, it enables employees to fulfill the brand alliance when exposed to service [4]. In short, then, internal branding can help employees understand brand values and combine them to create brand reality on employees' attitudes and shape their behaviors to integrate with the brand. If the brand message is not backed up by the unified behavior of the staff, it loses its credibility. The brand outsourcing should be properly integrated with actual performance within the organization and employees should be the most important performers of the brand commitment within the organization [5].

Organizational Behavior Experts In their studies of brand citizenship behaviors, they conclude that such behaviors by organizational staff provide a framework that managers can manage by reducing the interdependence of individuals within a work unit by first reducing the organization's need for resources [6]. Valuable to simplify tasks and by releasing these valuable resources to help improve productivity in the organization and secondly by freeing up time and energy, allowing individuals to more accurately perform their tasks, including planning, solving [7]. The result of all of them is the increase in success in achieving collective outcomes. On the one hand, the role of employees in shaping the customer experience in the service is well known. Customer experience of service is based on

employee-branded behaviors. Not only the sales and marketing staff, but all of the staff involved directly and indirectly with the brand are involved in the process [8]. In light of what has been stated and the subject of the research, this paper investigates the effect of brand business experience on brand equity with the mediating role of emotional commitment and customer satisfaction and moderating employee empathy.

2. Problem statement

In-company branding is a form of culturalization and cultural change management. Experiments have shown that time and precision are critical to making such changes. Many scholars have also pointed out that strong branding is one of the key factors for achieving competitive advantage and long-term survival in the market [9]. Because it is necessary to shape new behaviors from migration from previous behaviors to new behaviors, the reward system should monitor and analyze all behaviors and events in the organization and encourage them based on the principle of reinforcing correct behaviors. Since existing values are inadvertently institutionalized by reinforcing past behaviors, new values must also become highly targeted behaviors [10]. The human resources of the organization are one of the most special and at the same time the most advantageous assets of the organization. The combination of human beings in formal structures along with informal interactions results in the formation of social architecture that is unique to any organization and is imitative [11]. Prior to the 1990s, researchers focused more on employee intrinsic performance in their studies to examine the relationship between job behaviors and organizational effectiveness. Intra-functional performance refers to those employees' job behaviors that are described in the formal duties of the organization. Researchers today distinguish between intra-functional and extracurricular performance [12]. Transcendental performance refers to job behaviors beyond the formal roles of employees who are voluntary and usually do not seek formal rewards. Branding into the concept of HRM and implementing in-company branding schemes while enhancing the defined brand identity within the organization creates unique and unmatched competitive advantage [13]. In-company branding as a driving force and a continuum system will ensure the survival of a brand. Therefore, it is necessary to have a part of internal branding in all branding programs (whether it is a product manufacturer or a service provider). Brand commitment is defined as the emotional and psychological relationship with the brand. In fact, commitment to the brand is the strong desire of the employees of the

organization to maintain that brand [14]. When committing to a brand, the brand identifies itself with its personality and its existential nature and does its best to maintain it. Internal branding enhances shared values of employee engagement and thereby enhances commitment to the brand of the company and ultimately enhances the performance of the organization. Therefore, it can be said that the internal brand management of the organization helps to improve the employees' brand commitment and satisfaction [15]. Therefore, in this study, we investigate the impact of brand business experience on brand equity by mediating the role of emotional commitment and customer satisfaction and moderating employee empathy.

3. Necessity of research

A brand is a value that reflects the knowledge, perception, and overall experience of stakeholders and other relevant factors about a country in the external environment. A powerful, distinct, broad and attractive brand is the best thing a country or region can give its exporters [16]. Today, brand-based exports are the most powerful way to create and maintain a national image. So the result is that people are the most important element in national branding. Many experts in the field believe. In addition to key goals and incentives such as attracting tourists, encouraging foreign investment and boosting exports, it is possible to realize a wider set of potential benefits through the national branding process [17]. These potential outcomes include currency stability, international credit revival, the creation of a secure environment for foreign investment, promotion of international standing, increased political influence in the international arena, encouraging strong international partnerships and strengthening the national symbol [18].

The brand can steer misconceptions about one country to another and highlight its place in the target markets. The role of branding in the overarching development of countries is to the extent that one of the United Nations affiliated organizations, the World Intellectual Property Organization, has a mission to assist branding in developing and poor countries. Branding can be especially important in retail and create a strong competitive nature [19]. Brand awareness with the ease of remembering a brand's services not only reduces the risk of losing customers, but also helps to promote a brand's word-of-mouth advertising and brand name promotion [7]. The top brand is unconsciously for the customer in the sense of better quality of the product or service. As internal branding creates a shared understanding of the brand across the organization, it enables employees to fulfill the brand alliance when exposed to service. In

short, then, internal branding can help employees understand brand values and combine them to create brand reality on employees' attitudes and shape their behaviors to integrate with the brand [14]. Therefore, in this study, we investigate the impact of brand business experience on brand equity by mediating the role of emotional commitment and customer satisfaction and moderating employee empathy.

4. The brand concept

The brand is an esoteric feeling, because we are all ultimately emotional and intuitive, despite all our efforts to be rational [17]. The brand is an innate sense of person, because it is ultimately defined by individuals, not by companies, markets or so-called public people. Unable to control this process, they can influence how they personalize by transmitting features that differentiate one product from another [18].

In short, the brand can be defined as the promise or promise of the seller to provide a set of unique features, benefits and services to buyers or consumers [19]. The brand brings together the four vital elements in any business, namely customers, employees, management and shareholders. The brand is nothing but a categorization of memories in the customer's mind and represents values, ideas and even personality [20]. The brand is the set of mental nodes or functional, emotional, intellectual associations and advantages that occupy the mind of the target market. Associations are the meanings of linking images and symbols to a brand or the benefits and benefits of a brand. It is the benefits or benefits of the brand that will be the basis of the decision to buy it [21]. The brand is something that is created and sustained in the mind of the consumer: the brand is a perceptual entity rooted in the facts. But beyond that, brands go beyond this concept and are a reflection of the perceptions and perhaps even the individual characteristics of consumers [22].

5. Brand components

Managing brand conceptual components is part of the brand strategy, so they need to be well known. One of the most common models of brand valuation today is brand identity. Brand identity, brand image, personality, spirit or essence is called conceptual components of the brand [3].

Brand architecture: Brand architecture is one of the most important strategic tools of the brand that defines and examines the relationship between the mother brand and its family sub-

brands [6]. The duty of the mother brand is to endorse all of these subheadings. Brand architecture shows how a sub-brand should be very closely related to the original brand. Brand architecture is the structure of brands within an organization [8]. It is a way in which the brands within the corporate portfolio are linked and separated. Architecture should represent the branding groups within the organization; how the brand and its sub-brands relate to and support each other; how the sub-brands reflect the core purpose of the brand [12].

Brand Development: Brand development is a marketing strategy in which a company promotes a good image with a brand image but is in a different product category. Organizations use this strategy to enhance and leverage brand equity. Brand extensibility depends on how strong the customer's perceptions of the brand's values and goals are [13]. In the 1980s, about 5% of new services were introduced using brand development policies with the introduction of new brands. Although there are significant benefits to brand development strategies, they still have the risk of ruining the brand image for customers. Only a poor and inadequate choice can reduce your brand equity altogether [16].

Product Naming and Brand Selection: A technique in which an organization thinks about choosing its service name and selects the best and most appropriate name based on market research achievements to influence its target customers. The concept of product naming is very similar to the decision making process for company and organization names. Naming is a vital part of the brand management process and encompasses all the marketing activities that affect the brand image - including placement, design, packaging, and other product features. The process of naming a product may take months [20].

Brand Identity: Brand identity is the essence of the brand. The most important and unique characteristic of a brand is its brand identity. Part of the brand's identity is manifested in its appearance, such as the color and design of the brand [2]. Although identifying the brand's visual and visual identity is an essential first step, it does not cover all aspects of identity. The essence of a brand is what is to be portrayed in the future and to play a role in the customer's mind [9]. The exquisite appearance and what stands out is the expression of a brand's identity. Symbol selection requires a clear definition of brand meaning. In order to be strong, the brand has a duty to remain loyal to its identity. For brand identity, different dimensions are taken into account. These dimensions include the visual and graphic components of the brand, the brand personality, the brand relationship with the audience, the culture, the quality and other factors [22].

Brand image: Brand image is a simple perception phenomenon that is influenced by the activities of the company. Professor Kevin Clare, a leading brand scientist and theorist in the field of brand management, views brand image as a consumer perception of the brand that is reflected by the brand associations in memory. Brand image is a set of perceptions that exist in the mind of the consumer [23]. The customer forms an image of the mind by combining all the trademarks sent by the brand, including names, trademarks, services, advertising, official messages and announcements, and so on [17]. These perceptions can be recalled with appropriate markers from the consumer's mind. Positive brand image has been shown to reduce perceived risk to the brand and increase consumer satisfaction and loyalty. Also, a brand that has a good image in the consumer's mind makes the placement process easier. Because, a brand that has a strong and positive image will more easily fit into the customer's mind [24].

Brand Personality: Brand personality is the human attributes attributed to the brand. These features form part of the brand identity [25]. Professor David Acker believes that "brands make a promise to consumers by defining their human personality." These features, like image, are created by the activities of the organization in the mind of the consumer. This personality is the basis on which brand relationships with consumers are shaped. What is certain is that all brands have personality. If organizations do not design this character, their actions will eventually evolve into a consumer mind [26].

Brand Platform: Brand development is a process; it is driven by the vision and purpose of the organization and is built on a clear definition of core values and principles. This process requires evaluating the current market and competitive outlook, defining the brand's preferred position in its market, and establishing a brand foundation to guide the visualization of the brand's personality [27]. To gain a brand platform, we need to gather existing internal and external information to identify the gap between the audience's current perception of the brand and the firm's perception of the brand. Consider the opportunities for brand growth and development and consider strategies that solve the problem. Then summarize all the information obtained in a framework that includes brand fundamentals, including brand features, target audiences, competitive advantage and brand positioning [28].

Brand Reminder: Which brand comes to your mind when thinking about a particular need or a particular product? A brand that unquestionably ranks first in the customer recall list is the top brand in the customer's mind [29]. One may argue that among the everyday automobiles used

in home and work in Iran, Bake is the top brand in the customer's mind. Brand recall is divided into two categories: intentional recall and inadvertent recall [30].

Brand Suggested Value: It talks about a brand's promises; in fact it's the value a brand promises us. In other words, every customer always buys at you by taking a risk and a balance is formed in their mind. Whenever this balance sheet is in balance or heavier in favor of the customer, the risk of buying for the customer will be lowered and will pay you back. Otherwise no purchase will be made [31].

6. Employee promotion

Motivation and its related issues are one of the major concerns of managers of today's organizations and companies. For this reason, scholars have put forward various theories and models in this field to structure employees' organizational goals through career promotion. Career promotion is a stage that can happen for all employees of an organization[32]. Every organization or office has a specific hierarchy in its administrative structure that defines and defines the growth rate of its employees. Job promotion is not just a reward for the positive performance of employees, but a way to give employees the opportunity to take on new responsibilities [33]. Job retention boosts employee morale and boosts work creativity, which in the long run also has benefits for the organization [15]. Career promotion is a stage that can happen for all employees of an organization. Every organization or office has a specific hierarchy in its administrative structure that defines and defines the growth rate of its employees [21]. Job promotion is not just a reward for the positive performance of employees, but a way to give employees the opportunity to take on new responsibilities. Job promotion or staff encouragement is a way to judge and evaluate the performance of individuals [34]. These evaluations regularly monitor staff development and are part of every organization's work area. Assessment results can be both positive and negative [35]. In the positive model, the overall evaluation shows the results that may ultimately lead to increased salaries, while the negative results in the evaluations indicate inadequate employee performance and failure to meet work expectations, which usually requires decisions to be made. Motivate the person [36].

7. Hypotheses and Hypothesized model

1. H1: Brand value affects customer behavioral loyalty through the buyer marketing modifier variable.

2. H2: Brand value affects customer behavioral loyalty through price adjustment variables.

3. H3: Brand value through the modifier of presence in the store affects the behavioral loyalty of customers.
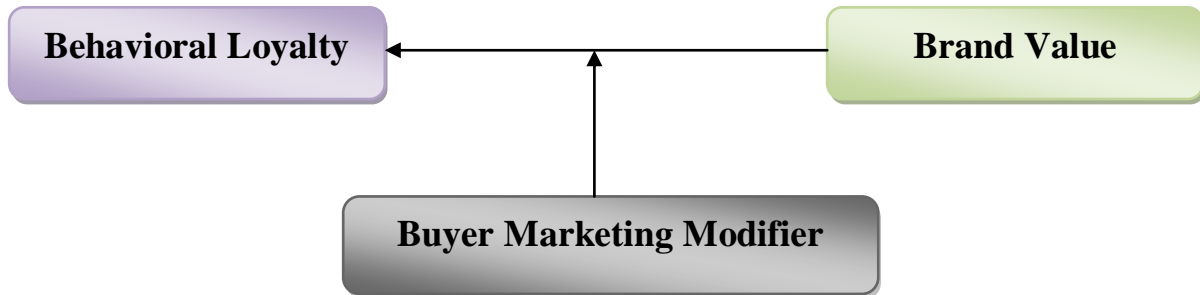
| Behavioral Loyalty | ← | Brand Value |

Buyer Marketing Modifier

Fig.1. Hypothesized model.

8. The method, target population and sample:

The statistical population of this research includes the customers of Shahrvand chain stores in west of Tehran. The sample size formulas and procedures used for categorical data are very similar, but some variations do exist. Since the data are qualitatively and the number of statistical community is unlimited, so the sample size calculation formula is as follows:

$$n = \frac{Z\alpha_{/2}^{2} p_0(1-p_0)}{\varepsilon^2} \qquad (1)$$

In this study, researcher has set the alpha level a priori at .05, plans to use a proportional variable, has set the level of acceptable error at 5%, and has estimated the standard deviation of the scale as .5. Cochran's sample size formula for categorical data and an example of its use is presented here along with explanations as to how these decisions were made.

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.1^2} = 96.04 \qquad (2)$$

Where $Z\alpha_{/2}$ = value for selected alpha level of .025 in each tail = 1.96.

(The alpha level of .05 indicates the level of risk the researcher is willing to take that true margin of error may exceed the acceptable margin of error).

Where (p)(q) = estimate of variance = .25.

(Maximum possible proportion (.5) *1-Maximum possible proportion (.5) produces maximum possible sample size).

Where ε = acceptable margin of error for proportion being estimated = .1

(Error researcher is willing to except).

According to the formula at least 97 samples are needed. Therefore, 100 questionnaires were sent between experts and were collected.

9. Analysis of information

The statistical sample in this research includes 100 experts based on questionnaires with complete and usable answers. 28% of these experts have a master's degree, 17% have Ph.D. degrees and 55% have a bachelor's degree. 67% of these experts are male and 33% are female.

We used SPSS 19.0 to analyze the data. In following the results of test hypotheses are offered:

9.1. Testing Hypothesis H1. Brand value affects customer behavioral loyalty through the buyer marketing modifier variable.

The results of SPSS are shown below:

Table. 1. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H1	100	6.8443	1.01973	.17362

Table. 2. One-Sample Test

	Test Value = 5					
					95% Confidence Interval of the Difference	
	T	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
H1	16.844	99	.000	1.4721	1.09443	1.6832

9.2. Testing Hypothesis H2. Brand value affects customer behavioral loyalty through price adjustment variables.

The results of SPSS are shown below:

Table. 3. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H2	100	6.8426	1.0964	.17031

Table. 4. One-Sample Test

	Test Value = 5					
					95% Confidence Interval of the Difference	
	T	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
H2	16.8443	99	.000	1.6843	1.6385	2.0591

9.3. Testing Hypothesis H3. Brand value through the modifier of presence in the store affects the behavioral loyalty of customers.
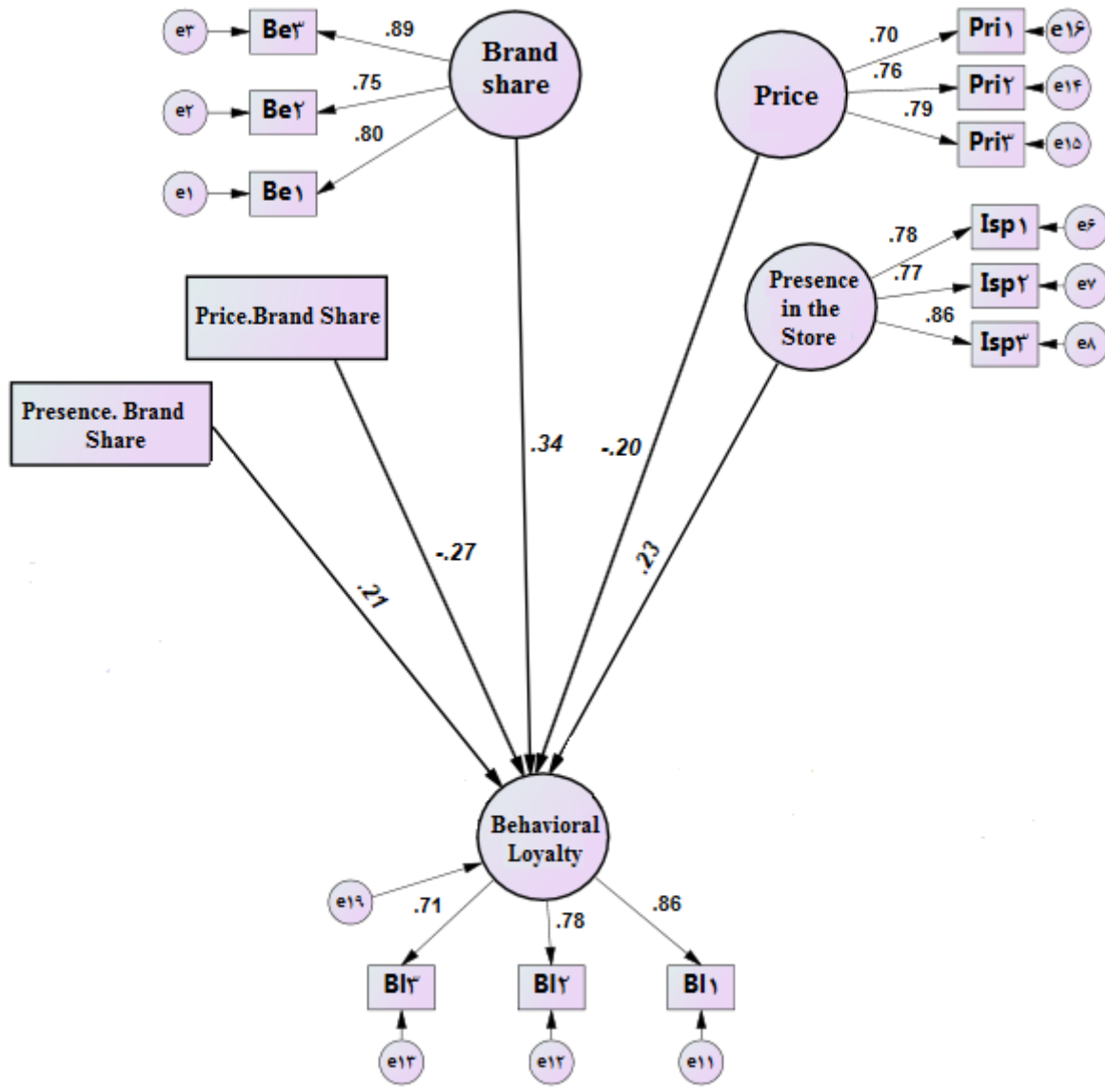
The results of SPSS are shown below:

Table. 5. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H3	100	6.7392	1.0793	.19831

Table. 6. One-Sample Test

	Test Value = 5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
H3	15.0946	99	.000	1.7931	1.0588	1.7692

Chi-Square=545.566, df=225, P-value=0.000, RMSEA=0.066
GFI=0.953, NFI=0.926, CFI=0.939, IFI=0.942, RMR=0.042

10. Conclusions

Economists believe that the way to achieve economic development is through strengthening domestic production and distribution and supporting producers. The truth is that the challenges of the retail industry are very real and tangible and come from a variety of areas, including supply of a variety of goods at reasonable prices, product quality, logistics and supply of goods, continuity in supply and supply of goods, competition for greater market share and proper development. Shopping spaces and location of shopping malls are noteworthy. In general, challenging topics in chain stores are divided into two parts, in-store and out-of-store. Different and attractive to persuade the customer to come back (or in other

words, from a regular and casual customer to a loyal and permanent customer), the role of the customer club and providing services that ensure the well-being of customers, ... is one of the major internal challenges in the way chain stores operate.

But in addition to the stable supply of goods, maintaining diversity and quality, given that offering and supplying goods at reasonable prices for in-store supply plays an important role in customer satisfaction, other challenges such as balancing rent or high cost of property and depreciation There are also facilities that chain companies can generate by offering a chain of goods to help with store development in addition to the cost of manpower and sales, and so on. Therefore, with the realization of such a process, while moving the wheel of production and employment, we will see more economic prosperity, so in a general view, if we want to draw a triangle in the economics of retail, the three sides of capital, the supplier And we will reach the supplier. Capital leads to the production of goods, and this production will not work regardless of supply channels, given that chain stores around the world play the role of distributors, and the more productive, better and at a better price they operate, the greater the role in the production boom. They will have a national. The most important discussion that should be considered in order to provide a household basket of chain stores is the preliminary studies in the field of density measurement, classification of income levels and social context of regions. In general, the tricks and policies needed to supply goods should be in a way that is compatible with the environment. Chain stores separate from the supply of everyday goods and common between different communities, will be effective if they have studies with the aim of supplying goods of certain classes in the areas under consideration. In fact, the role of chain stores is important in societies where the culture of the society is changing from traditional to modern retail. Therefore, it is necessary for chain stores to act primarily in the field of recognizing their goals.

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