

# **Studying the impacts of brand commitment and brand trust on brand citizen behavior (case study: employees of branches of Saderat Bank of Rasht)**

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Today, employees in service organizations play an important role in achieving the goals, and in particular the quality of their services. One of the types of organizations in which the quality of service plays a very important role are banks. The last services have shown that the quality of service organization is affected by the specific behaviors of employees, called brand citizenship behaviors. Brand citizenship behaviors are influenced by many variables. This research aims to investigate the effect of brand commitment and brand trust on brand citizenship behavior. The present research is a descriptive-correlational study using the casual model. The statistical population of the study consisted of employees of Saderat bank of Rasht branch, which was ed by random sampling method in the sample of 115 people. The research tool is a standard questionnaire with 16 questions Erkman and Huncher research in 2014. The validity of the questionnaire was confirmed using content validity and structure validity method, and also the reliability coefficient for brand citizenship behavior, brand confidence and brand commitment were 0.797, 0.804 and 0.872, respectively. The results of the questionnaire were analyzed using SPSS22 and SmartPLS3. The findings showed that brand trust has a significant impact on brand commitment (path coefficient=0.772), brand citizenship behavior (path coefficient=0.758) and also brand commitment has an important effect on brand citizenship behavior (path coefficient=0.353).

**Keywords :** brand commitment, brand trust, brand citizenship behavior

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