

The impact of brand trust and brand commitment on brand citizenship behaviors (Case Study: Telecommunication company in Gilan province)

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Abstract Today, most companies and organizations have understood the brand is one of the most important assets and in fact nothing more than the product. That a product has a strong brand of a product without the brand distinguishes and gives value to its total customer perceptions and feelings about the characteristics and the performance and characteristics of perceived reason of the company associated with the brand. In this regard, the importance of internal marketing as one of the strategies to achieve competitive advantage for organizations has been highlighted in several studies. Internal branding domestic is far more important than external branding , in his view branding should be integrated with all company operations to organization to grow, be profitable and stay profitable. The aim of this study was to investigate the effect of brand trust and brand commitment on brand citizenship behavior between the staff of Gilan Telecom. The research method is descriptive - survey and its purpose is practical, field data collection tool and standard questionnaire (Arkman and Hansr, 2014) was used to collect data. The population studied in the present study headquarters staff telecommunications company Gilan province with 330 cases (excluding employee services). Considering the total population and according to Cochran sample size is 178. Sampling method is available and convenient and to analyze the data collected in this study through questionnaires of the software used SPSS19.0 and Amos18.0.

Keywords : Keywords: brand trust, brand commitment, brand citizenship behavior, Gilan Telecom

