
The Effect of Brand Perception, Brand Identity and Brand Commitment on Brand Citizenship Behavior

rahman alizadeh*,

Abstract The main purpose of this study was to investigate the effect of brand understanding, brand identification and brand commitment on brand citizenship behavior. The research method was descriptive-correlational. The statistical population of this study was all employees of Masakan Bank Branches in Guilan province. Using a Census method, a sample of 396 employees of the Masakan bank branches of Guilan were ed. Research scales included brand understanding, brand identification, brand commitment, and brand citizen behavior. Using structural equation model (Amos software version 24), research hypotheses were examined and the results showed that brand understanding has a significant and direct effect on brand identification (beta coefficient: 0.314) and brand commitment (beta coefficient: 0.364). In the next, Brand identification has a significant and direct effect on brand commitment (beta factor: 0.288). Brand understanding (beta coefficient: 0.380), brand identification (beta coefficient: 0.263) and brand commitment (beta coefficient: 0.232) have a significant and direct effect on brand citizenship behavior. Brand understanding has a significant and indirect effect on brand commitment with direct impact on brand identification (beta coefficient: 0.091). Brand understanding also has a direct impact on brand identification and brand commitment and indirectly affect brand citizenship behavior (beta coefficient: 0.188). In the next, brand identification has a direct impact on brand commitment and indirectly impact on brand citizenship behavior (beta coefficient: 0.067). Brand understanding has also been able to predict 10% of brand identification variance. Brand understanding and brand identity have predicted 28% of brand commitment variance. Brand understanding, brand identification and brand commitment have predicted 46 percent of the variance of brand citizenship behavior.

Keywords : -brand understanding, brand identification, brand commitment, brand

citizenship behavior-

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)