

The Effect of Internal Brand Management on Brand Citizenship Behavior Considering the Mediating Role of Job Satisfaction and Brand Commitment (Case Study: Tehran Boran Co.)

babak ahadi*,

Nowadays, in modern marketing science, there is the claim that brands behavior is very similar to human behavior. In fact, this similarity explained this issue that brands, like humans In addition to visual and external representations has a unique character and inherent identity that to assist businesses in order to achieve competitive advantage. The purpose of this study is investigating the effect of internal brand management on brand citizenship behavior due to the mediating role of job satisfaction and brand commitment. The research method is descriptive of its purpose is functional, and data collection methods is field and its tools is questionnaire. In this study, the measured statistical population is all of Tehran Bouran Company employees. By considering the total population of statistical population and according to Cochran formula, number of sampling sizes is 267 people. And Simple random sampling method was used. Data through SPSS, version 20, and LISREL 8.54 were analyzed. The obtained results of this study showed that, at 95% of confidence, internal brand management has an effect on brand commitment, job satisfaction and brand citizenship behavior. Also the results show that at 95% of confidence, brand commitment and job satisfaction have an effect on brand citizenship behavior and finally the 95 percent level of job satisfaction has an effect on brand commitment.

Keywords : brand commitment, job satisfaction, brand citizenship behavior, internal brand management, Tehran Bouran Company

