

# **The effect of brand orientation on firm performance through mediation of brand identity dimensions (brand positioning, brand value, brand vision) in manufacturing companies of Rasht Industrial Town**

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The company's performance shows the success of a company in the market and has been measured in several ways and different perspectives. Available studies show. Therefore, the company's performance and brand performance have a very high relationship with each other. In this regard, the purpose of this study was to investigate the effect of brand orientation on firm performance through the mediation of brand identity dimensions (brand positioning, brand value, brand vision) in manufacturing companies Rasht Industrial Town. The statistical population of the research consist of manufacturing companies of Rasht Industrial Township, which is ed by random sampling method of 103 companies. A questionnaire containing 20 questions was used to collect information in a field. Structural equation analysis using PLS software was used to test the research hypotheses. The findings of the research indicate that the brand's brand orientation has a direct or indirect effect on the company's performance.

**Keywords :** Key words: brand orientation, financial performance, brand identity, brand performance

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