

Survey of the antecedents of brand citizenship behavior with role mediating the job satisfaction and brand commitment

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Nowadays, we are seeing the importance of a customer-oriented system, it's presentation as the most important competitive advantage of organizations and the role of business success and progress. Continuance intention is one of the components in which relationship marketing emphasizes on it; several factors play important role in continuance intention, which helps the firm. Therefore the purpose of this research is to explain the effect of Attitude and Consumer Satisfaction on Continuance Intention with attention to Habit (Case study: Tea brands consumers in Guilan province).The statistical population of this research is composed of consumers of tea brands in Guilan province. Due to the unlimited population size, the Cochran formula of the unlimited society was used to determine the sample size and the minimum sample size was estimated to be 396. Due to assurance, 435 questionnaires was distributed. The Applicable purpose of this research is descriptive and correlational in terms of data collection method. Data were collected using a questionnaire with a 5-point range and analyzed using SPSS and Smart PLS3 softwares. The results of the data analysis confirmed the research hypotheses; the hypothesis test showed that there is a meaningful relationship between Attitude, Consumer Satisfaction and Continuance Intention with attention to Habit.

Keywords : Consumer attitudes, Consumer satisfaction, continuance intention, Habit.

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