The Relationship between Brand Citizenship Behavior, Job Satisfaction, and Commitment in Saipa Teif Company

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ABSTRACT

In this study, the relationship between brand citizenship behavior, brand commitment and job satisfaction are studied. In terms of purpose, the research is applied and with regard to data collection method, it is descriptive and in terms of the relationship between variables, it is correlational. The statistical populations are the employees of Saipa Teif Company. Data gathering tool is questionnaire. In this study, the questionnaire was chosen because it requires less time and cost and more information can be collected from more people, and it provides the possibility for a quantitative analysis of data. The results showed that there is a positive and significant relationship between brand citizenship behavior and brand commitment. Therefore, by providing proper grounds to maintain physical and mental health of personnel, management can increase the brand citizenship behavior. It was also found that job satisfaction has a positive and significant relationship with the brand citizenship behavior. Therefore, by using the theoretical foundations of Herzberg’s two-factor Motivation-Hygiene Theory, directors of the company can invest more effort in motivational factors. So that the staff can gain more satisfaction by the motivation provided by the organization. The results showed that there is a positive and significant relationship between job satisfaction and brand commitment. Therefore, the company’s human resource managers must provide the conditions under which employees have a feeling of satisfaction from their rights.

KEYWORD

brand commitment, brand citizenship behavior, job satisfaction, Saipa Teif Company

INTRODUCTION

Today, branding is the most important part of business. Regardless of the business field, it is the brand of that profession which indicates its success or failure. The main purpose of branding is to differentiate a commodity or business from its competitors. Now it is impossible to imagine a world without branding. Brands are an important part of every culture around the world, and thus there is no doubt about their important role in the world of business. Many researchers have also noted that the establishment of a powerful brand is one of the key factors for achieving competitive advantage and long-term survival in the market. A powerful brand creates value for both the customer and organization. On the one hand, brands provide a concise and useful tool to simplify the process of selecting and purchasing a product or service for the customer and make information and data processing simpler and faster; thus, they create value for customers (Santos et al. 2013). In this study, it is attempted to examine the relationship between brand commitment, citizenship behavior and job satisfaction. The present study seeks the following objectives:

1. The relationship between brand commitment and brand citizenship behavior
2. The relationship between job satisfaction and brand citizenship behavior
3. The relationship between job satisfaction and brand commitment

This research is conducted in Saipa Teif Company in the first half of 2015 in the area of marketing management and organizational behavior management.

RESEARCH METHODOLOGY

In terms of purpose, the present research is applied and its data gathering method is descriptive and in terms of the relationship between variables, it is correlational. The research methodology of the present study will be survey. The statistical population is Saipa Teif Company staff. The number of these employees is 220, which through sampling limited population, 140 are distributed of which 136 are
gathered and chosen as statistical sample. The present study is based on random sampling. In this study, the methods used to collect the data include library and field methods. Thus, for data collection part of the information is gathered from the study of books, articles and web sites, and the other part of information is obtained using questionnaires. In this study, the questionnaire was chosen because it requires less time and cost and more information can be collected from more people and provides the possibility for quantitative analysis of data (Khalili Shoureini, 2006:89). The questionnaire used in this study consists of two categories: general and specialized questions. The first groups of general questions are about respondents' personal information such as gender, age, education and job experience. The second category of questions in the questionnaire are specialized which are designed to test the research hypotheses. In the present study, for analyzing data, descriptive and inferential statistical techniques are used.

**RESULTS**

This section is dedicated to an analysis of collected questionnaires. Required research data have been collected from 136 questionnaires, which contain questions about research hypotheses. In this section, with the help of Excel and SPSS software, descriptive and inferential statistics are used. Correlation test is used in order to examine the research hypotheses and to determine the presence or absence of a relationship between the variables. In the present study, in order to test research hypotheses and investigate the relationship between variables, Pearson and Spearman correlation test is used. Because the correlation default is positive, hence the correlation hypothesis is in the form of a sequence or one-sided1.

**THE FIRST HYPOTHESIS**

The first hypothesis is stated as the following:

There is a significant and positive relationship between brand commitment and brand citizenship behavior. The mathematical figure of the statistical hypothesis is as follows:

\[
\begin{align*}
H_0: & \; \rho \leq 0 \quad \text{Brand commitment does not have a positive and significant relationship with brand citizenship behavior.} \\
H_1: & \; \rho > 0 \quad \text{Brand commitment has a significant and positive relationship with brand citizenship behavior.}
\end{align*}
\]

**Hypothesis Testing:** The results of correlation coefficient between brand commitment and brand citizenship behavior are presented in table (1):

### Table 1. correlation coefficient results between brand commitment and brand citizenship behavior variables

<table>
<thead>
<tr>
<th>Fourth Hypothesis</th>
<th>Number</th>
<th>sig</th>
<th>Pearson correlation coefficient</th>
<th>Test result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship</td>
<td>136</td>
<td>0.001</td>
<td>.275</td>
<td>Hypothesis</td>
</tr>
<tr>
<td>between brand</td>
<td></td>
<td></td>
<td></td>
<td>confirmation</td>
</tr>
<tr>
<td>commitment and</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>brand citizenship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>behavior</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**THE SECOND HYPOTHESIS**

The second research hypothesis is stated as follows:

Job satisfaction has a positive and significant relationship with brand citizenship behavior. The mathematical figure of the statistical hypothesis is as follows:

\[
\begin{align*}
H_0: & \; \rho \leq 0 \quad \text{Job satisfaction does not have a positive and significant relationship with brand citizenship behavior.} \\
H_1: & \; \rho > 0 \quad \text{Job satisfaction has a positive and significant relationship with brand citizenship behavior.}
\end{align*}
\]

**Hypothesis Testing:** The results of correlation coefficient between job satisfaction and brand commitment behavior are presented in table (2):

### Table 2. correlation coefficient results between job satisfaction and brand citizenship behavior variables

<table>
<thead>
<tr>
<th>Fifth Hypothesis</th>
<th>Number</th>
<th>sig</th>
<th>Pearson correlation coefficient</th>
<th>Test result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship</td>
<td>136</td>
<td>.000</td>
<td>.368</td>
<td>Hypothesis</td>
</tr>
<tr>
<td>between job</td>
<td></td>
<td></td>
<td></td>
<td>confirmation</td>
</tr>
<tr>
<td>satisfaction and</td>
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<tr>
<td>brand citizenship</td>
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</tr>
<tr>
<td>behavior</td>
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</tr>
</tbody>
</table>

**THE THIRD HYPOTHESIS**

The third research hypothesis is stated as follows:

Job satisfaction has a positive and significant relationship with brand commitment. The mathematical figure of the statistical hypothesis is as follows:

\[
\begin{align*}
H_0: & \; \rho \leq 0 \quad \text{Job satisfaction does not have a positive and significant relationship with brand commitment.} \\
H_1: & \; \rho > 0 \quad \text{Job satisfaction has a positive and significant relationship with brand commitment.}
\end{align*}
\]

**Hypothesis Testing:** The results of correlation coefficient between job satisfaction and brand commitment are presented in table (3):

### Table 3. correlation coefficient results between job satisfaction and brand commitment variables

<table>
<thead>
<tr>
<th>Sixth Hypothesis</th>
<th>Number</th>
<th>sig</th>
<th>Pearson correlation coefficient</th>
<th>Test result</th>
</tr>
</thead>
<tbody>
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<td>.719</td>
<td>Hypothesis</td>
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<td>between job</td>
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<td></td>
<td></td>
<td>confirmation</td>
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<tr>
<td>satisfaction and</td>
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<td>brand</td>
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<tr>
<td>commitment</td>
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</table>

**DISCUSSION AND CONCLUSION**

In this section, first an analysis of the results is presented. In the following, the results of the present study are compared with other similar studies. Finally, some suggestions are presented based on the results of the study within the framework of practical suggestions and some recommendations for future research. In order to examine...
and test the research hypotheses, Pearson and Spearman correlation test is used. The results of this test for research hypotheses at 95% and 99% confidence level are as follows:

1. The first hypothesis was based on the premise that brand commitment has a positive and significant relationship with brand citizenship behavior. Pearson correlation coefficient value confirms this hypothesis ($r=0.275$).
2. Studying and testing the second hypothesis showed that there is a positive and significant relationship between job satisfaction and brand citizenship behavior at 99% confidence level ($r=0.368$). This means that for every one percent increase in job satisfaction, brand citizenship behavior of staff will also increase by 0.368.
3. The results of the Spearman correlation test for the third hypothesis showed that at 99% confidence level, there is a positive and significant relationship between job satisfaction and brand commitment to a $r=0.719$ value. As a result, the third hypothesis is confirmed.

The results showed that brand commitment and brand citizenship behavior are related. Brand development is one of the brand citizenship behavior variables. According to Dehghani Soltani et al. (2013), brand development has been a popular strategy for companies for many years and its success depends on consumer acceptance and evaluation of brand development; consequently, the aim of this study was to study the factors influencing consumers' attitude assessment of Barez tire brand development in the city of Kerman. The results showed that brand experience, brand image, brand perceived relevance, brand satisfaction, brand equity, brand trust, and brand loyalty significantly affect the assessment of consumer attitudes to brand development. However, the effect of brand experience and brand satisfaction is higher than other factors.

The study results showed that brand commitment has a positive and significant relationship with brand citizenship behavior. This finding is consistent with Erkmen and Hancer (2015) research. According to Azizi et al. (2012), branding in recent years has been one of the main research priorities in the field of marketing management. This trend is reinforced in our country in recent years. Considering the importance of the role of organization's employees in transferring brand promise to customers, especially in service organizations, this research, with a quantitative approach and inspired by the theory of goal-setting and internal branding seeks to identify the factors affecting the employees' level of commitment and loyalty to the brand and the brand performance on staff level. The study population includes all three categories of staff in the branches of the Agricultural Bank in Tehran. The results show that the brand goals openness has a positive effect on employees' commitment to the brand, but has no effect on their loyalty to the brand. Difficulty in understanding brand goals has a negative effect on brand commitment, but has no effect on brand loyalty; internal branding has a positive effect on brand loyalty, but does not affect the employees' commitment to the brand. Brand commitment has a positive effect on brand loyalty, and brand loyalty has a positive effect on brand performance on staff level.

**SUGGESTIONS**

1. The first hypothesis results showed that there is a positive and significant relationship between brand citizenship behavior and brand commitment. Therefore, by providing proper grounds to maintain physical and mental health of personnel, management can increase the brand citizenship behavior. And by conducting tests to measure brand citizenship behavior when hiring staff, those employees could be selected whose levels of citizenship behavior and proper conduct to their customers are high in order to provide a ground for promoting brand commitment from staff and customers' viewpoints.
2. The second hypothesis results also showed that job satisfaction has a positive and significant relationship with brand citizenship behavior. Therefore, it is suggested:

   Therefore, by using the theoretical foundations of Herzberg’s two-factor Motivation-Hygiene Theory, directors of the company can invest more effort in motivational factors. So that the staff can gain more satisfaction by the motivation provided by the organization. Also, in the field of promotion satisfaction, by using theoretical foundations of the McClelland's Theory of Needs, managers can provide conditions for employees, so that they can gain a sense of achievement and superiority to their colleagues and make an attempt toward brand development, proselytization, and acceptance.
3. The study results showed that job satisfaction has a positive and significant relationship with brand commitment. Therefore, it is suggested:

   Human resource managers provide the conditions under which employees have a feeling of satisfaction of their payment. In fact, the staff’s primary need is the biological need that has to be considered. It should also be noted that employees must not have a sense of injustice, this will cause lack of motivation and satisfaction of their job, and leads to lack of commitment to the organization and the brand. Therefore, according to the theory of equality, equal treatment of the staff is suggested.

**REFERENCES**


