

## **Impact of Brand Logo Dimensions on Brand reputation and Performance and Brand Considering the Mediating Role of Consumer Attitude and Consciousness Variables, Case Study: General Steel Co.**

*Naser Shambayati,*

*Department of Management, Payame Noor University, Tehran, Iran*

*Forough Sadat Tabatabaei\**

*Master of student in Management, Department of Management, Payame Noor University, Tehran, Iran*

*\*Corresponding Author*

### **ABSTRACT**

*Today, the brand has become one of the main players in the domestic and international markets. Successful brands increase consumer confidence in intangible products and services, and customers are able to better visualize and identify their services. In the present study, the effect of customer-centric brand value on purchasing intention was investigated according to the brand attitude mediator and brand performance modification in Himalaya Company in Tehran. The Himalayan customers are in Tehran. Therefore, the number of samples, 384, which were unofficially available and selected based on the Cochran's formula, which was examined using Kolmogorov Smirnov test and structural equations and Sobel test, examined the effect between the hypotheses. It shows that the power of the calculated relationship in all variables is an acceptable value. Also, the T-test statistic is greater than the critical value of t at the error level of 5%, ie 1.96, and shows that the observed correlation is significant. Therefore, with 95% confidence, all the hypotheses were proved. Also, at the end, suggestions were provided, such as increasing the quality of products and services for Himalayan customers and following their orders, which makes customers more confident.*

*Keywords: Brand Logo Dimensions - Performance - Brand - Consumer Attitude - Consciousness Variables- General Steel Co.*

### **Introduction**

In increasing competitive conditions, it is too important to obtain suitable place in the mind of consumer as if the consumer is loyalty and brand community can perform it (Simon and Sullivan, 1998), The brands can communicate with their customers when customer is following the brand to satisfies her needs and is following a name to attracts his satisfaction (Chang et al. 2009) and this same communication between

brand and customers is stated as brand loyalty and is important subject in brand management (Yee et al., 2014).

### **Research problem**

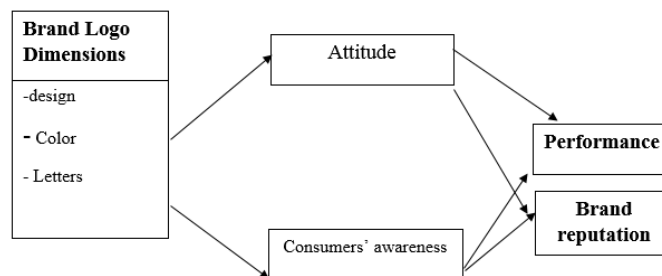
Today, brand was converted to one of the main players for business in internal and international markets and each company shall overcome if it has powerful brand. The greatest step to convert famous brand is to establish special value of brand. To have powerful brand is to help economic firm to discriminate it and to satisfy customers' needs. Four other factors which influence are: price, advertisements, promotions and family (Petros, 2005). Branding and brand management has many proponents and many theorists, managers and researchers named the future world as brand management brand (Ramesh et al., 2014).

One of the most important economic scales is consumers' attitude and to estimate consumer optimism to economic conditions. This index shows that how much does confident each person to stability of his income? if person trusts to increase his income till some next years with rate 100%, he/she consumes commodity. This index is calculated in different countries as monthly and in terms of information from 2 to 5 thousand families and shows current and future condition of economy. More increasing index, consumers buy more (Couture, 2015).

General Steel Company has mediatory and protective role in economic as manufacturing brand as if its products and services establish motivation for other industries and development. As for increasing number of manufacturing companies in Iran and increasing customers and as for variety of internal and foreign commodities, one can say that discussion and evaluation of dimensions of brand on performance and reputation of brand can move into competitive advantage and profitability in manufacturing industry. As for competitive of manufacturing companies, doubtless, as for competitive environment on home instruments, in order to obtain suitable place in the mind of customers, different factors are effective. Including value of brand. Image and mentality of brand is basis of purchase and brand since innovates positive image of commercial brand is one of the most effective factors (Romani et al, 2012), thus, main question of research is:

1. What do influence dimensions of commercial Brand Logo on performance with mediatory role in General Steel Company?
2. What do influence dimensions, Brand Logo on performance of brand with mediatory role of awareness in General Steel Company?
3. What do influence dimensions, Brand Logo on reputation with mediatory role of attitude in General Steel Company?
4. What do influence dimensions, Brand Logo on reputation of brand with mediatory role of consumer in General Steel Company?

### **Conceptual Model of Research**



Present model is derived from Freude 2018

### **Research Background**

Ghasemi et al., (2019) considered different role of attitude and reputation of brand in buying decision in Ardebil, the research is applied from aim and it is descriptive and inferential from data analysis and it is librarian and used questionnaire. The statistical population consists of users of mobile phone traded Apple in Ardebil which is unlimited. 384 people were used as sample. According to findings, the results showed

that in sight and reputation of brand influence on decision for purchasing positively by quality, saving, data cost and risk.

Mirmohammadi et al., (2018) discussed relation between credit and brand image with satisfaction and loyalty of customers, the statistical population consists of all customers of Derazhe store in Tehran in spring and summer of 2015. Sampling method was simple random method and 384 people were selected in terms of sample volume. The methodology was descriptive-correlative; the main instruments of research were questionnaire which was made by researcher. This questionnaire was acceptable by guidance professors and consulting and its validity was 0/86 by Alpha Cronbach. In order to analyze data, normality test and correlation coefficient and t test were used. According to results, all hypothesis was confirmed, that means there is significant relationship between satisfaction, brand image, brand validity, quality. Also, there is significant relationship between loyalty and quality and brand image.

Niadzayer et al., (2019) considered an article named brand logo: role of brand reputation and consumers' awareness and stated that quality of brand relations is necessary to promote citizenship behavior so that can increase and improve brand value, thus, considered special value of brand and the results showed that reputation of brand can improve consumer awareness and role of logo brand.

Somali Lickepra (2017) in his article as special value of brand and effective factors on decision for purchasing for lux brands in Bangkok concluded that there is direct relationship between above factors and lux brands.

Niazdayer et al. (2016) in their article as brand relations and special value of brand in promotion (franchise) tried to comprehend the manner of brand on improvement citizenship behavior and special value of brand. The findings showed that the promoters played important role in improvement of citizenship behavior and improve special value of brand.

Pear Valt Florence, Haithm Gozaib and D white Meronka (2011) in their article as brand personality and promotions of sales concluded that there is positive and negative effect of brand personality and sales promotions in special value of brand.

Ana Turth and Joseph Terbio (2011) in their article named customer's satisfaction and special value of brand concluded that customers' satisfaction gas positive value instead of because of lowing value, observe customers' right, its impact is negative.

## **Research objectives**

### **Main Research objectives**

- 1- The impact of dimensions of Brand Logo on performance with mediatory role of attitude in General Steel Company
- 2- The impact of Brand Logo on performance with mediatory role of consumer's awareness in General Steel Company
- 3- The impact of Brand Logo on reputation of brand with mediatory role of attitude in General Steel Company
- 4- The impact of Brand Logo on reputation of brand with mediatory role of consumer awareness in General Steel Company

### **Minor Research Objectives**

- 1- The impact of design on attitude in General Steel Company
- 2- The impact of color on attitude in General Steel Company
- 3- The impact of letters on attitude in General Steel Company
- 4- The impact of design on consumer's awareness in General Steel Company
- 5- The impact of color on awareness of consumer in General Steel Company
- 6- The impact of letters on awareness of consumer in General Steel Company
- 7- The impact of attitude on performance of General Steel Company
- 8- The impact of attitude on reputation of brand in General Steel Company
- 9- The impact of consumer's awareness on performance in General Steel Company
- 10- The impact of consumer's awareness on reputation of brand in General Steel Company

### **Research Hypotheses:**

### **Main Research Hypotheses**

- 1- Dimensions of Brand Logo influences on performance with mediatory role of attitude in General Steel Company
- 2- Dimensions of Brand Logo influences on performance with mediatory role of consumer's awareness in General Steel Company
- 3- Dimensions of Brand Logo influences on reputation of brand with mediatory role of attitude in General Steel Company
- 4- Dimensions of Brand Logo influences on reputation of brand with mediatory role of consumer's awareness in General Steel Company

### **Minor Research Hypotheses**

- 1- Design influences on attitude in General Steel Company
- 2- Color influences on attitude in General Steel Company
- 3- Letters influences on attitude in General Steel Company
- 4- Design influences on consumer's awareness in General Steel Company
- 5- Color influences on consumer's awareness in General Steel Company
- 6- Letters influences on consumer's awareness in General Steel Company
- 7- Attitude influences on performance of General Steel Company
- 8- Attitude influences on reputation of brand in General Steel Company
- 9- Consumer's awareness influences on performance in General Steel Company
- 10- Consumer's awareness influences on reputation of brand in General Steel Company

### **Research Methodology**

In this research, measurement method was used to collect data, thus, it is on field research. It is necessary to say that the present research is applied and it is descriptive- measurement from collecting data and occasional from time.

### **Statistical Population**

Statistical population consists of customers of General Steel Company in central agency of Tehran and volume sample is unlimited as for inaccurate number.

### **Sample Volume**

Sampling is done as non-probable sampling method.

### **Determine Sample Volume**

Cochran formula was used to determine sample volume.

Formula is:

$$N = (Z^2 \alpha_{/2} * p * q) / e^2$$

q-p is probable of existing (or lacking) property in society (0/5)

e probable perfection (or error)

$Z_{\alpha/2}$  confidence coefficient (1/96) with variable size in normal distribution

$$N = \{(1.96)^2 * 0.5 * 0.5\} / (0.05)^2 = 384.16 \cong 384$$

### **Test of Hypothesis**

After confirmation of factorial structures, in order to discuss relationships between variables, structural equations modelling was used. The results are offered as separately and general mode is offered finally. In this model, the relationship is seeable in output of Lisrel software.

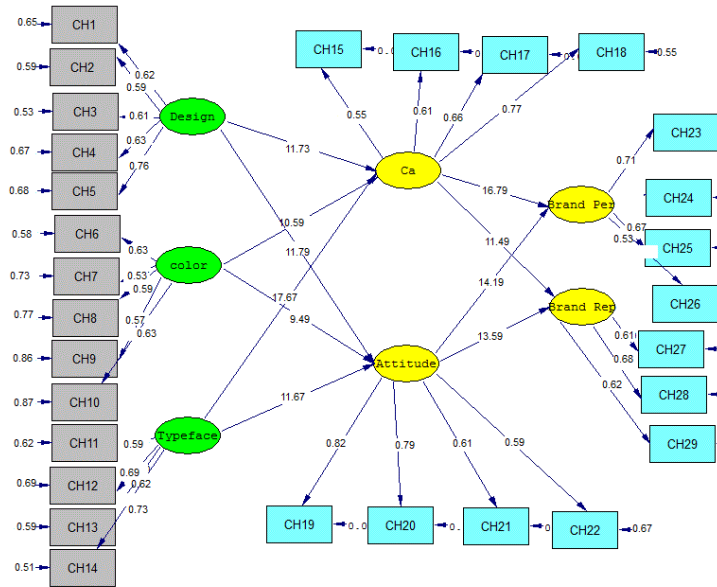


Fig.1: t-value of research

**Research Findings:**

**Test of Hypotheses**

**1-First Hypothesis**

Design influences on attitude in General Steel Company.

The power of relation between design and attitude was 0.62 which is significant, test is 13.07 which is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus with 95% confidence, design influences on attitude of General Steel Company.

**Table 1, The impact of design on attitude**

Variable	Impact coefficient	T statistics
Design on attitude	0.62	13.07

**2- Second Hypothesis**

Color influences on attitude in General Steel Company

The power of relation between variables of Behavioral benefits and commitment was evaluated Equal 0.47 which is an acceptable amount in t level. The test statistics is obtained 15.97 which is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus with 95% confidence, color influences on attitude of General Steel Company.

**Table 2: The impact of color on attitude**

Variable	Impact coefficient	T statistics
Color on attitude	0.47	15.97

**3- Third Hypothesis**

Letters influences on attitude in General Steel Company

The power of relation between variables of Letters and attitude equal 0.52 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 14.65 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, Letters influences on attitude of General Steel Company.

**Table 3: The impact of letters on attitude**

Variable	Impact coefficient	T statistics
Letters on attitude	0.52	14.65

#### **4- Fourth Hypothesis**

Design influences on consumer's awareness in General Steel Company

The power of relation between variables of design and consumer's awareness equal 0.59 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 15.36 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, design influences on consumer's awareness in General Steel Company.

**Table 4: The impact of design on consumer's awareness**

Variable	Impact coefficient	T statistics
Design on consumer's awareness	0.59	15.36

#### **5- Fifth Hypothesis**

Color influences on consumer's awareness in General Steel Company

The power of relation between variables of color and consumer's awareness equal 0.57 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 16.38 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, Color influences on consumer's awareness in General Steel Company.

**Table 5: The impact of color on consumer's awareness**

Variable	Impact coefficient	T statistics
Color on consumer's awareness	0.57	16.38

#### **6- Sixth Hypothesis**

Letters influences on consumer's awareness in General Steel Company

The power of relation between variables of Letters and consumer's awareness equal 0.65 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 14.81 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, Letters influences on consumer's awareness in General Steel Company.

**Table 6: The impact of Letters on consumer's awareness**

Variable	Impact coefficient	T statistics
Letters on consumer's awareness	0.65	14.81

#### **7- Seventh Hypothesis**

Attitude influences on performance in General Steel Company

The power of relation between variables of attitude and performance equal 0.54 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 12.67 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, attitude influences on performance in General Steel Company.

**Table 7: The impact of attitude on performance**

Variable	Impact coefficient	T statistics
Attitude on performance	0.54	12.67

### 8- Eighth Hypothesis

Attitude influences on reputation of brand in General Steel Company

The power of relation between variables of attitude and reputation of brand equal 0.62 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 14.29 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, attitude influences on reputation of brand in General Steel Company.

**Table 8: The impact of attitude on reputation of brand**

Variable	Impact coefficient	T statistics
Attitude on reputation of brand	0.62	14.29

### 9- Ninth Hypothesis

Consumer's awareness influences on performance in General Steel Company

The power of relation between variables of consumer's awareness and performance equal 0.69 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 15.67 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, consumer's awareness influences on performance in General Steel Company.

**Table 9: The impact of consumer's awareness on performance**

Variable	Impact coefficient	T statistics
Consumer's awareness on performance	0.69	15.67

### 10- Tenth Hypothesis

Consumer's awareness influences on reputation of brand in General Steel Company

The power of relation between variables of consumer's awareness and reputation of brand equal 0.76 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 16.43 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, consumer's awareness influences on reputation of brand in General Steel Company.

**Table 10: The impact of consumer's awareness on reputation of brand**

Variable	Impact coefficient	T statistics
Consumer's awareness on reputation of brand	0.76	16.43

### Sobel Test of Main Hypothesis

As well above contents, there is Sobel test to test mediator variable which determines relationship between two variables. One of the disadvantages is more data to obtain accurate result. In Sobel test, Z-value is obtained by following formula and if its value is greater than 1/96, confirms the impact of mediatory as significantly.

$$Z - value = \frac{a \times b}{\sqrt{(b^2 \times S_a^2) + (a^2 \times S_b^2) + (S_a^2 \times S_b^2)}}$$

a: path coefficient of independent and mediator variable

b: value of path coefficient between mediator and independent

S<sub>a</sub>: standard error pertains to path between independent and mediator variable

S<sub>b</sub>: Standard error pertains to path between mediator and dependent variable

Thus:

$$Z = \frac{0.658 \times 0.528}{\sqrt{(0.528^2 + 0.095^2) + (0.658^2 + 0.122^2) + (0.095^2 + 0.122^2)}} \cong 2.893$$

As indicated, Z-value is 2.893 which is obtained Sobel test and it is greater than 1/96, thus the mediator role of variable is significant in confidence level 95%.

**Determine Severity of mediator impact**

As for Sobel test, VAF (Variance Accounted For) statistics is used to determine severity of indirect impact which is between 0 and 1 and more close to 1, shows the strong impact of mediator variable. In fact, this value estimates indirect effect to total effect.

VAF value is obtained as follows:

$$VAF = \frac{a \times b}{(a \times b) + c}$$

- a: value of path coefficient between independent and mediator variable
  - b: value of path coefficient between mediator and independent variable
  - c: value of path coefficient between independent and dependent variable
- Thus, it closes to zero, shows weakness of the impact of mediator variable.

$$VAF = \frac{0.658 \times 0.528}{(0.658 \times 0.528) + 118.726} \cong 0.007$$

**Table 11- Results of Sobel test for first main hypothesis**

Row	Hypothesis	z-value	VAF for Attitude
1	Dimensions of Brand Logo on performance	2.914	0.78

**Table 12: Results of Sobel test for second main hypothesis**

Row	Hypothesis	Z-value	VAF for consumer's awareness
1	Dimensions of Brand Logo on performance	2.926	0.83

**Table 13: Results of Sobel test for third main hypothesis**

Row	Hypothesis	z-value	VAF for Attitude
1	Dimensions of Brand Logo on reputation of brand	2.936	0.86

**Table 14: Results of Sobel test for fourth main hypothesis**

Row	Hypothesis	z-value	VAF for consumer's awareness
1	Dimensions of Brand Logo on reputation of brand	2.954	0.91

As indicated by above tables, VAF is remote to zero in all hypothesizes and shows strong impact of mediator variables in main hypothesizes.



## Research Conclusions

**First hypothesis:** Design influences on attitude in General Steel Company. The power of relation between design and attitude was 0.62 which is significant, test is 13.07 which is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus with 95% confidence, design influences on attitude of General Steel Company.

**Second Hypothesis:** Color influences on attitude in General Steel Company. The power of relation between variables of Behavioral benefits and commitment was evaluated Equal 0.47 which is an acceptable amount in t level. The test statistics is obtained 15.97 which is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus with 95% confidence, color influences on attitude of General Steel Company.

**Third Hypothesis:** Letters influences on attitude in General Steel Company. The power of relation between variables of Letters and attitude equal 0.52 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 14.65 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, Letters influences on attitude of General Steel Company.

**Fourth Hypothesis:** Design influences on consumer's awareness in General Steel Company. The power of relation between variables of design and consumer's awareness equal 0.59 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 15.36 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, design influences on consumer's awareness in General Steel Company.

**Fifth Hypothesis:** Color influences on consumer's awareness in General Steel Company. The power of relation between variables of color and consumer's awareness equal 0.57 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 16.38 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, Color influences on consumer's awareness in General Steel Company.

**Sixth Hypothesis:** Letters influences on consumer's awareness in General Steel Company. The power of relation between variables of Letters and consumer's awareness equal 0.65 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 14.81 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, Letters influences on consumer's awareness in General Steel Company.

**Seventh Hypothesis:** Attitude influences on performance in General Steel Company. The power of relation between variables of attitude and performance equal 0.54 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 12.67 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, attitude influences on performance in General Steel Company.

**Eighth Hypothesis:** Attitude influences on reputation of brand in General Steel Company. The power of relation between variables of attitude and reputation of brand equal 0.62 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 14.29 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, attitude influences on reputation of brand in General Steel Company.

**Ninth Hypothesis:** Consumer's awareness influences on performance in General Steel Company. The power of relation between variables of consumer's awareness and performance equal 0.69 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 15.67 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, consumer's awareness influences on performance in General Steel Company.

**Tenth Hypothesis:** Consumer's awareness influences on reputation of brand in General Steel Company. The power of relation between variables of consumer's awareness and reputation of brand equal 0.76 was evaluated which it is an acceptable amount in t level. The test statistics is obtained 16.43 which it is greater than crisis value of 5% error, it means was 1.96 and it shows that correlation between variables is significant. Thus, with 95% confidence, consumer's awareness influences on reputation of brand in General Steel Company.

## References

- Aaker, David, (1991), "Managing Brand Equity", Free Press, New York.
- Bohrer, M.F. (2007), "Discriminant Analysis of Aaker's Brand Equity Model on Top-of-Mind Awareness / Brand Prospective Hospital Patients", Anderson University.
- Ballester, E.D. and Aleman, J.L., (2012), "Brand Trust in the Context of Consumer Loyalty", *European Journal of Marketing*, Vol. 35 No.11/12, 2001, pp.1238-1258,
- Bodet, G., 2008, Customer Satisfaction and loyalty in service, Two concepts, four constructs, several relationships, *Journal of Retailing and Consumer service*, No 15, P.P 156-162
- Couture, A., Arcand, M., Sénécal, S., & Ouellet, J. F. (2015). The Influence of Tourism Innovativeness on Online Consumer Behavior. *Journal of Travel Research*, 54(1), 66-79.
- Chun, R. (2005). Corporate reputation: Meaning and measurement. *International Journal of Management Reviews*, 7(2), 91–109.
- Cutler F., Armstrong, G., (2007) marketing principles, translated by Bahman Frouzandeh, Eight Press
- Delgado-Ballester, E., 2004. Applicability of a brand trust scale across product categories: a multi group invariance analysis. *Eur. J. Mark.* 38 (5/6), 573–592.
- Doncon Tetam (2006), integrated marketing communications, use of progressive advertisements and activities to establish Brand Logo, translated by Bahram Rezazadeh, Keyvan Ghasemabglo, Yas-e-Nabi Publication, Tabriz
- Ebert, T. 2006. Operationalization and antecedents of trust in business networks dealing with complex products and food products. Paper provided by European Association of Agricultural Economists in its series 99th Seminar, February 8–10, 2006, Bonn, Germany No7742
- Kim, et al. (2014). Brand Equity in Hospital Marketing. *Journal of Business Research*, 61, 755–782.
- Erdem, T., Swait, J., 2009. Brand equity as a signaling phenomenon. *J. Consume. Psychol.* 7 (2), 131–157.
- Erdem, T., Swait, J., Valenzuela, A., 2006. Brands as signals: a cross-country validation study. *J. Mark.* 70 (1), 34–49
- Ha, H.Y., 2004. Factors influencing consumer perceptions of brand trust online. *J.Prod. Brand Manage.* 13 (5), 329–342.
- Huang, P.H.(2008). "The adoption of emotional branding dimension: Psychological effects of brand story, brand association, brand uniqueness and brand experience". Master Thesis, Maastricht University, Netherland
- Lau, G.T., Lee, S.H., 1999. Consumers' trust in a brand and the link to brand loyalty. *J. Mark. Focused Manage.* 4 (4), 341–370
- Keller, K. L. (2011). Building, measuring, and managing brand equity. New Jersey: Pearson Education.
- Lim, H.B., Kim, W.G. and An, J.A.(2003), "The Effect of Consumer-Based Brand Equity on Firms Financial Performance", *Journal of Consumer Marketing*, Vol.20, No.4, pp. 335-337.
- Morrison, E., 2010, Role definitions and organizational citizenship behavior: importance of the employee's perspective. *Academy of management journal*, vol. 37, N. 6, pp. 1543- 1567.
- Myers, A., (2003), " Managing Brand Equity: a look at impact of attributes", *Journal of Product and Brand Management*, Vol. 12 Nos. 1, pp. 39-51.
- Macdonald, E. K., & Sharp, B. M. (2003). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5–15. [http://dx.doi.org/10.1016/S0148-2963\(98\)00070-8](http://dx.doi.org/10.1016/S0148-2963(98)00070-8)
- Mirmohammadi M., Sadat Miri (2015), discuss relation between validity and brand image to customer satisfaction and loyalty, thesis for master degree, Payam-e-Nour University of Tehran.
- Moon and Minor (2010), consumer behavior, translated by Abbas Saleh Ardestani and Mohammadreza Saadi, Etehad and Jahan-e-Nou Press
- Najm Roshan, S., Nasrollahi, Z., Tabatabaee Nasab M., 2011, identify and rank effective factors on reputation of company, commercial management, autumn and winter, 2011, period 3, No.6
- Nyadzayo, M. W., Matanda, M. J., & Ewing, M. T. (2011). Brand relationships and brand equity in franchising. *Industrial Marketing Management*, 40(7), 1103-1115.
- Nyadzayo, M. W., Matanda, M. J., & Ewing, M. T. (2016). Franchisee-based brand equity: The role of brand relationship quality and brand citizenship behavior. *Industrial Marketing Management*, 52, 163-174.
- Porricelli, M. S., Yurova, Y., Abratt, R., & Bendixen, M. (2014). Antecedents of brand citizenship behavior in retailing. *Journal of Retailing and Consumer Services*, 21(5), 745-752.
- Panchal, K. S., Mustafa Khan, B. & Ramesh, S. (2014). "Importance of brand loyalty, brand awareness and perceived quality parameters' in building brand equity in the Indian
- Penrose, E. (2005). Foreword to the third edition. In E. Penrose, *The Theory of the Growth of the Firm* (3rd ed.). Oxford: Oxford University Press.
- Rahman Seresht, H., Bahreinizadeh, M., (2006) a model to valuing Brand Logo s from consumer's point of view: a research in Bushehr and Fars provinces, Iran management magazine, period one, No.4, Winter 8 5
- Romani, Iman, Khan, N., (2012) discuss and evaluate the impact of brand validity on inclination to purchase and verbal advertisements of customers, management international conference.
- Schaubroeck, J., 2009. Investigating reciprocal causation in organizational behavior research. *J. Org. Behav.* 11, 17–28
- Yee, F. W., & Sidek, Y. (2000). Influence of Brand Loyalty on Consumer Sportswear. *International Journal of Economic and Management*, 2(2), 221–236.